

**By:** Graham Gibbens, Cabinet Member for Adult Social Care and Public Health  
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**To:** Adult Social Care and Health Cabinet Committee –  
11 September 2015

**Subject:** **KENT COUNTY COUNCIL'S LOCAL ACCOUNT FOR ADULT SOCIAL CARE FOR 2014-15**

**Classification:** Unrestricted

Previous Pathway: N/A

Future Pathway:

Electoral Division: All

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**Summary:** This report is provided to update the Cabinet Committee on progress with the development of this year's Local Account.

With the withdrawal of the Care Quality Commission (CQC) from assessing and rating Councils with Adult Social Care responsibility, there is now greater emphasis on Councils to work collaboratively to improve performance and outcomes for people. Sector Led Improvement is the national programme designed to do this, and one of the underpinning principles of the sector-led improvement programme in adult social care is a stronger accountability by using increased transparency to promote improvement in services.

The publication of an annual Local Account is one means of achieving this.

**Recommendation:** Members of the Adult Social Care and Health Cabinet Committee are asked to:

- a) **AGREE** that a cross party group of Cabinet Committee members will be held during October to review the final version of the local account
- b) **AGREE** that the cross party group will make a recommendation to the Cabinet Member for Adult Social Care and Public Health to publish the Local Account

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## 1. Introduction

1.1 The Government's approach to the assessment of adult social care performance has changed in recent years. There is now more emphasis on requirement for councils to manage their own performance, work collaboratively with the sector to improve performance and outcomes and explain how they have performed to local

residents. The Local Account has emerged as standard feature of the new local accountability framework.

## **2. Policy Context**

- 2.1 The Publication of the 'Transparency in outcomes for Social Care' and the 'Vision for Social Care; Capable Communities and Active Citizens' in 2010, set out a future for people receiving support from Social Care which focused on outcomes, transparency and Quality and outlined the seven principles for a modern system of Social Care; Prevention, Personalisation, Partnership, Plurality, Protection, Productivity and people.
- 2.2 The publication of the "Think Local, Act Personal" in 2011, a partnership agreement developed and co-designed by a number of national and local social care organisations, including service users and carers, set out the shared ambitions for moving forward with personalisation and community based support.
- 2.3 More recently, the commitment to the Care Act reinforces these visions, placing emphasis on maintaining independence, choice and control, quality, dignity and respect and clear information advice and guidance.
- 2.4 The Council's priorities set out in "Increasing Opportunities, Improving outcomes" also emphasises the importance of customer engagement.
- 2.5 With accountability moving to being a strong relationship between Councils and their communities, there is an expectation that Councils will work with their local communities, transparently. In addition, a new national performance framework has been developed which will help councils to manage their own performance collectively, through 'Sector Led Improvement' as well as to help Government to monitor the progress with these key priorities. It is expected that Councils will publish a "**Local Account**" to enable their service users, carers and communities to be able to hold them to account.

## **3. The 2014-15 Local Account**

- 3.1 This is the fourth year that Kent has produced this document, and will again, include significant input and interest from Service users, carers, partner organisations and Members.
- 3.2 Each year provides us with an opportunity to improve on both the content and the format with users, carers and the voluntary sector. The approach to this year's account will be slightly different, based on this learning and also learning from other local authorities.
- 3.3 One of the biggest areas of learning has related to the use and the purpose of the Local Account. Service users and carers do not feel fully engaged in Adult Social care by being consulted with on an annual basis, on what is a summary document. It would be much preferable to have an ongoing and regular communication with them, including them in areas of business of their choosing. The Local account will then simply be a summary of this activity and actions arising out of this activity.

- 3.4 As a result, there has been significant work undertaken to establish a more robust framework within which we can communicate with our service users, carers and partner organisations, as business as usual. In addition, we have been working to engage with our staff and to ensure that themes within the Local Account are communicated by them as well. This has resulted in booklets, advice and information being developed for them on key areas such charging, customer journeys and other key areas. This new ongoing communications
- 3.5 In addition to this, we have been working closely with the external communications team and the community engagement team to link into local user and customer forums.
- 3.6 The intention is to have a regular means of regularly communicating with our service users on their preferred areas of interest by March 2016 and ensuring that the result of this will be the Local Account of next year, which will be a true reflection of their ongoing engagement.
- 3.7 The Local Account for this year will be influenced by the development of this, the format and content will be scrutinised by our partner organisation and our service users and carers.
- 3.8 A cross party group of Cabinet Committee members have been invited to contribute to and agree the draft, as was requested last year by the Adult Social Care and Health Cabinet Committee and this will take place during October 2015.
- 3.9 Following this meeting a recommendation to publish the Local Account will be made to the Cabinet Member for Adult Social Care and Public Health.

#### **4. Publication and feedback**

- 4.1 The final document will be ready for publication in November and will be accompanied by an easy read version and a short video depicting the key messages from the account.
- 4.2 There are already feedback mechanisms in place, including through the Kent County Council website, twitter, email, post and phone. This will be further emphasised as well as engagement with our Health watch colleagues to help promote the document and gather feedback.
- 4.3 Lastly, service users and carers will be encouraged to continue to play a part in the evaluation of the document, and monthly Local Account bulletins will continue to be produced to ensure that all information is as up to date as possible.

#### **5. Recommendations**

- 5.1 Members of the Adult Social Care and Health Cabinet Committee are asked to:
- a) **AGREE** that a cross party group of Cabinet Committee members will be held during October to review the final version of the local account
  - b) **AGREE** that the cross party group will make a recommendation to the Cabinet Member for Adult Social

**6. Background Documents**

Transparency in outcomes for Social Care' 2010  
Vision for Social Care; Capable Communities and Active Citizens' 2010  
Think Local, Act Personal 2011  
Care Ac 2014  
Increasing Opportunities, Improving outcomes  
KCC Annual Report (Local Account) 2011-12  
Local Account "Here for You, How did we do?" 2012-13  
Local Account "Here for You, How did we do?" 2013-14

**7. Contact details**

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