

**By:** Graham Gibbens, Cabinet Member for Adult Social Care and Public Health  
Andrew Ireland, Corporate Director of Social Care, Health, Care and Wellbeing

**To:** Adult Social Care and Health Cabinet Committee –  
11 October 2016

**Decision Number:** 16/00090

**Subject:** **LOCAL ACCOUNT FOR KENT ADULT SOCIAL CARE (APRIL 2015 – MARCH 2016)**

**Previous Pathway** N/A

**Future Pathway** Cabinet Member decision

**Classification:** Unrestricted

**Electoral Division:** All

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**Summary:** This report provides the Adult Social Care and Health Cabinet Committee with an update on the development of the Local Account for Adult Social Care (April 2015 – March 2016).

The report summarises involvement/engagement activities undertaken to date across Adult Social Care and outlines how user engagement feedback from these activities has informed the development/content of the Local Account for 2015-2016.

**Recommendation:** The Adult Social Care and Health Cabinet Committee is asked to **CONSIDER** the draft Local Account document– ‘Here for you, how did we do?’ (April 2015 – March 2016) and **ENDORSE** this as the final version.

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## 1. Introduction

- 1.1 Adult Social Care Services at both a local and national level are currently being delivered against a backdrop of increasing financial constraint, a population that is living longer with associated increasing complex care needs and people wanting better quality and choice in the services they use.
- 1.2 There is also greater emphasis on Local Authorities to work collaboratively to improve performance and outcomes for people and to deliver joint services with the NHS and other partners.
- 1.3 In the past, the Care Quality Commission (CQC) used to assess how well Local Authorities were performing in Adult Social Care. They no longer do this, and

as part of national changes, all Local Authorities are now asked to produce a document in partnership with their residents to enable them to hold the authority to account. As a result the annual report for Adult Social Care in Kent - **'Here for you, how did we do?'** has been produced.

- 1.4 The Local Account, **'Here for you, how did we do?' April 2015 - March 2016**, attached as Appendix 1 to this report, describes the achievements, improvements and challenges faced by Kent Adult Social Care during the past year as it continued to transform its services. The Local Account also sets out the vision for the future and provides updates on the key issues that people have told us are important to them.
- 1.5 It is an important way in which people can challenge and hold us to account and this is the fifth year that it has been developed in partnership with people who use our services, their carers, voluntary organisations and service providers as well as members, district councils and staff.

## **2. Development of the Local Account**

- 2.1 A key ongoing challenge for the Council is to ensure that people continue to be at the centre of the care they receive and that we actively engage with our service users, their carers, voluntary organisations, our partners, commissioned and other providers and our staff as part of the ongoing development of our service provision.
- 2.2 We need to ensure that we continue to deliver cost effective Adult Social Care Services not only in line with our Strategic Statement - Increasing Opportunities, Improving Outcomes, through effective Strategic Commissioning and other strategic interdependencies, but also in conjunction with the Care Act and sector led service improvement which places important emphasis on engaging with and listening to our customers.
- 2.3 Whilst user engagement activity is already carried out across the Directorate, the ongoing development of the Local Account provides further opportunity for us to listen to, work with and take action on what our customers are telling us about our service provision enabling us to work collaboratively with people in Kent to deliver sustainable Adult Social Care Services now and for the future.
- 2.4 There is also a strong link between effective service user engagement/involvement and the 'Think Local, Act Personal (TLAP) and 'Making it Real' agenda which is focused on enabling people to have more choice and control to live full and independent lives.

## **3. User Engagement Activity to inform the Local Account**

- 3.1 There are a number of effective forums, boards and partnerships already in place across the Directorate and work has been undertaken to link into or utilise these in the most effective way to inform the Local Account. This had enabled us to avoid duplication and to work in the most cost effective way, i.e. the previous version of the Local Account has been distributed to over 100 contacts

associated with the Kent Learning Disability Partnership structure including the Kent Learning Disability Partnership Board and District Partnership Groups to obtain user engagement feedback.

- 3.2 The easy read version of the Local Account from last year has been posted on the Kent Learning Disability Partnership website together with an easy read cover letter and tailored commentary to encourage feedback.
- 3.3 There are a number of Seniors Forums across Kent and links to the Forums have been developed with presentations/engagement sessions on user involvement and the Local Account delivered to over 250 older people. We have also linked into user engagement work undertaken by Healthwatch Kent.
- 3.4 An Adult Social Care User Engagement database containing over 1,800 active contacts has been developed, organised by service provision and then alphabetically by contact name. Work has also been undertaken to ensure that each contact incorporated within the database is current.
- 3.5 All contacts within the User Engagement database have received a copy of the previous version of the Local Account in the most appropriate format – e-version, easy read, standard edition, plain text requesting their feedback and this will be utilised again for the current version. Where possible (and if appropriate), the Local Account has also been distributed electronically to minimise printing costs.
- 3.6 To promote user feedback, five succinct animations have been produced which have enabled people to review the Local Account and its content without having to actually read it. The animations can also be viewed with subtitles for those people with hearing difficulties.
- 3.7 Each video incorporates an introduction to the Local Account and the ways in which people can contact us to provide feedback. The animations have also been designed to encourage people to tell us what they think of the Adult Social Care services we provide and our ongoing transformation plans for the future.
- 3.8 Two supporting Infographics have been produced to raise awareness of the Local Account and encourage user involvement/engagement. The first infographic contains factual illustrated information taken from the Local Account and the second infographic focuses on the importance of service user feedback.
- 3.9 Ongoing communication to Adult Social Care staff promoting the Local Account and the importance of feedback have been developed, including features in the Transformation Newsletters and regular web based updates.

#### **4. Financial Implications**

- 4.1 The proposed development of the Local Account does not include savings targets, however a key objective when developing the brochure and our user

engagement approach has been the consideration of how to enhance value for money from a Council perspective utilising wherever possible existing forums or approaches already in place across the Directorate or working in conjunction with existing partners to minimise costs.

- 4.2 There will be a cost implication to the production and distribution of the Local Account; however these will be managed within the budget planning forecasts for the Unit, i.e. ongoing production of the Local Account.

## 5. Legal Implications

- 5.1 There are no legal implications associated with this report.

## 6. Equality Implications

- 6.1 There are no equality implications associated with this report.

## 7. Future Publication, Distribution and Feedback

- 7.1 The final document will be ready for publication in late October 2016 and will be distributed as widely as possible to give everyone the chance to read it, challenge our approach, ask questions and feedback their views.
- 7.2 All 1,800 contacts within the User Engagement database will receive a copy in the most appropriate format – e-version, easy read, standard edition, plain text requesting their feedback. Where possible (and if appropriate), the Local Account will also be distributed electronically to minimise printing costs. Hard copies will also be distributed to public accessible social care locations, i.e. Libraries, Gateways, Day Centres.
- 7.3 An easy read version of the Local Account will be developed/posted on the Kent Learning Disability Partnership website together with an easy read cover letter and tailored commentary to encourage feedback.
- 7.4 There are already existing feedback mechanisms in place, including through the Kent County Council website, twitter, email, post and phone. Feedback from these as well as user engagement at forums and other events will continue to be used in the development of the next document.
- 7.5 Service users, carers, the voluntary sector, providers, Members, Healthwatch Kent and staff will be encouraged to continue to play a part in the evaluation and ongoing development of the Local Account.

## 8. Recommendations

**8.1 Recommendations:** The Adult Social Care and Health Cabinet Committee is asked to **CONSIDER** the draft Local Account document– ‘Here for you, how did we do?’ (April 2015 – March 2016) and **ENDORSE** this as the final version.

## 9. Background Documents

Care Act 2014

[https://www.gov.uk/government/publications/care-act-2014-](https://www.gov.uk/government/publications/care-act-2014-statutory-guidance-for-implementation) statutory-guidance-for-implementation

Think Local, Act Personal 2011

<http://www.thinklocalactpersonal.org.uk//Browse/ThinkLocalActPersonal/>

Local Account 'Here for you, how did we do?' April 2014 - March 2015

<http://www.kent.gov.uk/about-the-council/strategies-and-policies/adult-social-care-policies/local-account-for-adult-social-care>

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