

**By:** Graham Gibbens, Cabinet Member for Adult Social Care  
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**To:** Adult Social Care and Health Cabinet Committee –  
29 September 2017

**Decision Number:** 17/00006

**Subject:** **LOCAL ACCOUNT FOR KENT ADULT SOCIAL CARE (APRIL 2016 – MARCH 2017)**

**Classification:** Unrestricted

**Previous Pathway of Paper:** None

**Future Pathway of Paper:** Cabinet Member decision

**Electoral Divisions:** All

**Summary:** This report provides Adult Social Care Cabinet Committee with an update on the development of the Local Account for Adult Social Care (April 2016 – March 2017).

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 2016-2017.

**Recommendation:** The Adult Social Care Cabinet Committee is asked to **CONSIDER** the draft Local Account document– ‘Here for you, how did we do?’ (April 2016 – March 2017) and **ENDORSE** this as the final version before it is signed off by the Cabinet Member.

## **1. Introduction**

- 1.1 Adult Social Care Services at both a local and national level are currently being delivered against a backdrop of ongoing challenging financial constraints, 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 Councils 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 2016 - March 2017** describes the achievements, improvements and challenges faced by Kent Adult Social Care during the past year on continuing to transform services. It also sets out the vision for the future and provides updates on the key issues that people have said are important to them.
- 1.5 It is an important way in which people can challenge and hold the Council to account and this is the sixth year that it has been developed in partnership with service users, 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 the Council actively engages with service users, their carers, voluntary organisations, partners, commissioned and other providers and staff as part of the ongoing development of service provision.
- 2.2 The need to continue to deliver cost effective Adult Social Care Services not only in line with our new strategy for Adult Social Care "Your life, your well-being" and our strategic statement – "Increasing Opportunities, Improving Outcomes", but also through effective Strategic Commissioning and in conjunction with the Care Act and sector led service improvement which places important emphasis on engaging with and listening to 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 to listen to, work with and take action on what customers are saying about service provision enabling collaborative working 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 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. The Local Account has also been distributed widely and has been sent to all Kent Libraries, Gateways, Clinical Commissioning Groups and several Patient Participation Groups to increase awareness, particularly across Health.
- 3.3 There are a number of forums and groups across Kent that support and provide a voice for vulnerable adults and links to these forums have continued to be developed to inform the Local Account. Presentations/engagement sessions on user involvement and the Local Account have been delivered at these events, i.e. engagement sessions delivered at the Involve Carers Forum during National Carers' week and at Older Persons' Forums.
- 3.4 Work has also been undertaken to link into user engagement activity carried out by other organisations or groups to obtain user engagement feedback to promote the Local Account, i.e. involvement with the Peoples' Panel developed in conjunction with Healthwatch Kent and the Citizens Panel developed as a requirement of the Kent and Medway Safeguarding Adults Board (KMSAB).
- 3.5 An adult social care user engagement database containing over 2,000 active contacts has continued to be 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.
- 3.6 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 or 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.
- 3.7 To promote user feedback, a succinct video has been produced which has enabled people to review the Local Account and its content without having to actually read it. The animation can also be viewed with subtitles for those people with hearing difficulties.
- 3.8 The video incorporates an introduction to the Local Account and the ways in which people can make contact to provide feedback. The animation has also been designed to encourage people to say what they think of the Adult Social Care services provided and the ongoing transformation plans for the future.
- 3.9 A social media strategy for user engagement is being developed to showcase the content of the Local Account and video, raise awareness and encourage feedback from a wide/different audience. This will include the development of a dedicated Local Account Facebook page, access to the KCC Twitter feed and exploring the use of Sticky World as a user engagement tool. The social media

strategy will enable the Local Account to continue to be distributed as widely as possible to give everyone the opportunity to read it, challenge the approach, ask questions and feedback their views.

- 3.10 Ongoing communications to Adult Social Care staff promoting the Local Account and the importance of feedback have been developed, including features in Transformation Newsletters and regular web based updates encouraging feedback.

#### **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 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 2017 and will be distributed as widely as possible to give everyone the chance to read it, challenge the approach, ask questions and feedback their views.
- 7.2 All contacts within the user engagement database (2,000+) will receive a copy in the most appropriate format – e-version, easy read, standard edition or 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, Patient Participation Groups.
- 7.3 An easy read version of the Local Account will be developed and 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, KCC Members, Healthwatch Kent and KCC staff will continue to be encouraged to play a part in the evaluation and ongoing development of the Local Account.

## 8. Recommendations

8.1 The Adult Social Care Cabinet Committee is asked to **CONSIDER** the draft Local Account document– ‘Here for you, how did we do?’ (April 2016 – March 2017) and **ENDORSE** this as the final version before it is signed off by the Cabinet Member.

## 9. Background Documents

Increasing Opportunities, Improving Outcomes, Kent County Council’s Strategic Statement 2015-2010

<http://www.kent.gov.uk/about-the-council/strategies-and-policies/corporate-policies/increasing-opportunities-improving-outcomes>

Your life. Your well-being, a vision and strategy for Adult Social Care 2016-2021

<http://www.kent.gov.uk/about-the-council/strategies-and-policies/adult-social-care-policies/your-life-your-wellbeing>

Care Act 2014

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

Think Local, Act Personal 2011

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

Local Account ‘Here for you, how did we do?’ April 2015 - March 2016

<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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