



Shaping *our* Future – A Framework for Action

Transforming Adult Social Care in Cambridgeshire
through Personalisation



Executive Summary

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Executive Summary

1.1 Introduction

The past ten years have seen a national drive for change, centred on empowering citizens to shape their own lives and the services they receive. Consequently, public policy reform has focused on moving service provision from a 'one size fits all' model to one in which support is designed around the needs of the individual or community – 'Transformation through Personalisation'.

For health and adult social care these changes have culminated in Putting People First¹ which set out a shared agreement on the direction of travel, a commitment to transform (fundamentally change) adult social care and to achieve that significant change by March 2011. It outlined four, linked, areas which councils and their partners should focus on to achieve the right results and outcomes for all people.

Figure 1. The Four Areas of Focus



This vision requires that the focus of attention is not only on people with acute complex needs, but also on promoting the wellbeing of all and the development of universal services to support this.

Cambridgeshire Adult Social Care is at the vanguard of the movement towards personalisation through engagement in high profile, national pilot projects and the strength of its partnership working, integrated teams and community engagement experiences. Together, we are striving to:

- build services that respond to the needs of citizens, rather than services that reflect organisational structures; and
- develop new capabilities to ensure citizens are empowered to make choices about services with relevant and timely information.

¹ **Putting People First:** A shared vision and commitment to the transformation of adult social care, HM Government December 2007

1.2 Adult Social Care in Cambridgeshire

Historically, Cambridgeshire County Council directly provided all adult social care, with limited use of the independent sector. Over the last ten years, the direct provision of social care has increasingly been delivered through contracts with service providers in the independent sector and, more recently, integrated working arrangements with health services have been put in place. Adult Support Services works to implement the Council's vision of 'creating communities where people want to live and work now and in the future', supported by the objectives of:

- enabling people to thrive, achieve their potential and improve their quality of life;
- supporting and protecting vulnerable people, by promoting choice and control over the delivery of adult social care to support the health and wellbeing of each individual, aiming for the best possible quality of life, irrespective of personal circumstances.

In so doing, Adult Support Services describes its overall purpose as being:

"... committed to develop communities in which older people and adults affected by disability (learning disabilities, physical disabilities, sensory impairments, mental health problems and HIV/AIDs) are truly engaged, and exercise choice and control over their lives."

In order to address the four areas of focus within Putting People First, the Council's vision, and Adult Support Services purpose we need to:

- **understand future needs** by predicting, planning, acquiring, managing and sharing relevant data from internal and external sources;
- **shape the place** by working together with citizens and providers to support individuals to translate their aspirations into timely and quality services which meet their needs, enable choice and control, are cost effective, and support the whole community (CSIP 2008);
- **support the citizen** by ensuring individual outcomes are achieved.

1.3 How will we start to make the changes?

1. Gain the support of Cabinet to consult on this draft strategy for a 12 week period.
2. Gain Cabinet approval of the final version of the strategy, informed by the consultation.
3. Work with our principal partners and stakeholders to develop an implementation plan for the final version of the strategy, setting SMART objectives that will deliver 'significant progressing and cultural change'² by the target date of March 2011.
4. Raise awareness of the personalisation agenda across the whole system.
5. Scope and map current services.
6. Extend active engagement and partnership working.

1.4 What difference will the changes make to Cambridgeshire citizens?

Cambridgeshire citizens should ultimately be aware of changes in terms of:

- easier access to information and services made easier through a greater variety of access points in the community;
- proportionate assessment for people with less complex needs through (supported) self-assessment;
- much more choice and control over their services;
- plans that are person-centred and outcomes-focused;

² Transforming Adult Social Care LAC (DH) (2008) 1

- more people using Personal Budgets and Direct Payments;
- need being met earlier through a clear focus on prevention;
- an increase in enablement services;
- an improved ability to support people with complex needs;
- more people in paid work or volunteering;
- more people spending time doing things they choose during the day;
- more people supported to remain in their own home or become home owners/tenants in supported living – rather than residential care;
- an increase in user-led organisations and advocacy services;
- family carers receiving more support and assistance enabling them to have their own life and be healthy.

1.5 **Increasing our chance for success**

Both nationally and locally it is not known whether suggestions contained in this strategy will deliver the desired outcomes. The potential for success increases however if:

- we challenge our own internal practices, think creatively and balance risk and choice;
- commissioners move away from:
 - focusing on commissioning by individual client groups and from traditional service models;
 - focusing on particular resources and funding streams;
- commissioners move towards a culture of commissioning that focuses on individuals and their personal aspirations, needs and risks – defining and agreeing outcomes;
- suppliers shift to business models that focus on citizen need and not ‘bricks and mortar’;
- citizens assume more responsibility and can move away from an expectation that the state and statutory agencies have and can provide all the solutions;
- we are all prepared to work on a ‘let’s try it’ based version of partnership – and a ‘can do’ approach.

If you would like a copy of the this document in large print, Braille, audio tape or another language, please contact Amanda Davies on 01223 699650 or at in.controltotal@cambridgeshire.gov.uk

Transformation Team
Box No RES 1209
Shire Hall
Castle Hill
CAMBRIDGE
CB3 0AP

Tel: 01223 699650
Email: in.controltotal@cambridgeshire.gov.uk

www.cambridgeshire.gov.uk/social