

Report to:	Cabinet	Date of Meeting:	4 September 2015
Subject:	Personalisation Strategy	Wards Affected:	(All Wards);
Report of:	Director of Social Care and Health		
Is this a Key Decision?	Yes	Is it included in the Forward Plan?	Yes
Exempt/Confidential	No		

Purpose/Summary

To present Cabinet with the final draft of the Personalisation Strategy for Sefton plus recommendations for the future development of a Personal Budgets Policy and Direct Payments Policy alongside the refresh of the existing Charging Policy.

Recommendation(s)

- i. Cabinet approve and agree the Personalisation Strategy
- ii. Cabinet receive further updates on the work to implement the Personalisation Strategy Action Plan in Sefton
- iii. Cabinet is asked to note the continuing work on developing a life course/person centred approach to Personalisation in Sefton, which is focused on “all-age” principles and applies to both children and adults.
- iv. The Director of Social Care and Health develops a draft Personal Budgets Policy, a draft Direct Payments Policy and refreshes the Charging Policy, in consultation with Cabinet Member for Adult Social Care and Cabinet Member for Children, Schools & Safeguarding;
- v. The Director of Social Care and Health undertakes any necessary consultation and engagement in respect of the draft Personal Budgets Policy, draft Direct Payments Policy and refreshed Charging Policy, before presenting such policies to Cabinet for approval.
- vi. To note that it is proposed by officers that the Cabinet receive the Personal Budgets Policy in November 2015 and the Direct Payments Policy and revised Charging Policy in January 2016.

How does the decision contribute to the Council's Corporate Objectives?

	<u>Corporate Objective</u>	<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	✓		
2	Jobs and Prosperity		✓	
3	Environmental Sustainability		✓	
4	Health and Well-Being	✓		
5	Children and Young People	✓		
6	Creating Safe Communities		✓	
7	Creating Inclusive Communities	✓		
8	Improving the Quality of Council Services and Strengthening Local Democracy	✓		

Reasons for the Recommendation:

The Personalisation Strategy underpins the changes to social care in light of the Care Act 2014.

It has also been identified that as a result of the Personalisation Strategy there is a need to address the development of interlinked areas of work. These include Personal Budgets, Direct Payments and Charging.

Alternative Options Considered and Rejected:

Maintaining the status quo is not an option due to new legislation, demographic and budgetary pressures.

What will it cost and how will it be financed?

(A) Revenue Costs

The Adult Social Care Budget for 2015/16 is £90.9mm. Any policy changes and future financial commitments would need to be contained within the agreed budget allocation for Adult Social Care in future years. With regard to the Care Act 2014 the Council has received New Burdens funding of £1.969m in 2015/16 and a further sum of £0.834. is contained within the 2015/16 Better Care Fund.

(B) Capital Costs

Nil

Implications:

The following implications of this proposal have been considered and where there are specific implications, these are set out below:

Financial

There is a significant financial risk with potential additional cost for Care Act 2014

implementation and on going delivery.	
Legal The Children and Families Act 2014 and the Care Act 2014 and subordinate legislation and statutory guidance.	
Human Resources	
Equality	
1. No Equality Implication	<input checked="" type="checkbox"/>
2. Equality Implications identified and mitigated	<input type="checkbox"/>
3. Equality Implication identified and risk remains	<input type="checkbox"/>

Impact of the Proposals on Service Delivery:

Personalisation is a key concept underpinning the Care Act 2014. The Act represents the most significant change in Adult Social Care in recent years, with changes to underpinning legislation, eligibility criteria, funding, the status of Adult Safeguarding and a host of other associated areas which are likely to impact across the Council. The focus is for a local authority to provide, or arrange provision of services, facilities or resources that help an individual avoid developing care and support needs, by maintaining independence and good health and promoting wellbeing.

The impact of the Personalisation Strategy will ensure that service delivery is person centred and monitored. It has also been identified that as a result of the Personalisation Strategy there is also a need to address the development of interlinked areas of work. These include Personal Budgets, Direct Payments and Charging. All these developments will impact on service delivery and will need to be supported by appropriate learning and development, processes and procedures for all staff.

What consultations have taken place on the proposals and when?

The Chief Finance Officer has been consulted and any comments have been incorporated into the report. (FD 3743/15)

The Head of Regulation & Compliance has been consulted and any comments have been incorporated into the report. (LD 3026/15)

The Health and Wellbeing Board has been consulted throughout the development of the strategy plus there has been ongoing engagement across Children's Social Care, Adult Social Care, Public Health services and Clinical Commissioning Groups to inform and agree the action plan.

Implementation Date for the Decision

Following the expiry of the "call-in" period for the Minutes of the Cabinet Meeting

Contact Officer: Dwayne Johnson
Tel: 0151 934 4900
Email: Dwayne.johnson@sefton.gov.uk

Background Papers:

The following document is available for inspection on the Council website:

Sefton Personalisation Strategy 2015-17 Final Draft

Introduction/Background

- 1.1 Since 2007, the principles and practice of Personalisation have been embedded into Sefton's policies, practices and procedures. Sefton has both increased the use of Direct Payments and implemented person centred approaches to its assessment, care planning and review functions. Following an initial assessment, all service users are asked whether they wish the Council to manage their care or whether they wish to use a Direct Payment. In both instances people are given support they need to influence the support they receive.
- 1.2 For those who opt to take a Direct Payment, help is provided by the Direct Payments Team. For those who opt for a Managed Budget help is provided by the Assessment Teams. In both cases the individual and their carers will have the opportunity to be involved in shaping the process and their care. In this respect all those in receipt of Social Care in Sefton have been offered the choice to personalise how their care is provided.
- 1.1 In October 2014, Sefton Health and Wellbeing Board agreed to sponsor a life course/person centred approach to Personalisation, which would satisfy the strategic direction of Adult Social Care (based in parts on The Care Act 2014) and the provisions of Special Educational Needs and Transitions elements of the Children's and Families Act 2014.
- 1.3 The Strategy is based on Sefton Council's existing Adult Social Care Personalisation Plan which at the time was mostly complete with information supplemented on Special Educational Needs (SEN) elements of the Children's and Families Act 2014.
- 1.4 To deliver the Personalisation vision we must ensure that the model has the following features:
 - Person centred - this entails the active involvement of the individual and their carer or advocate in the design of flexible person centred approaches
 - Information and advice - this means that there should be accessible information and advice services available 24 hours 7 days a week
 - Partnership - the above can only be delivered in partnership with all Council services, health, housing, the independent and voluntary sector and the community.
 - Community focused - it needs to be locally determined within the context of the national policy direction and promote an understanding of the role of communities in championing and supporting safeguarding within those communities.
 - Asset based - it needs to focus on the individual as well as the community.
- 1.5 The outcomes required for Sefton to measure success include:
 - Having a good experience when seeking support which is focused on the individual and shaped by the individual.
 - There is a coordinated approach to care planning which is balanced against the identified risks
 - There should be local or accessible services available to manage long term conditions

- The systems in place to support people are not complex and are easy to understand
- People can find information easily and it is sensitive to the communication needs and is culturally sensitive.
- They have equal access to universal services to support people to live independently
- The contribution to the community is recognised and valued.
- People are treated with dignity and respect
- People can access support in a crisis
- That staff have the appropriate levels of information, knowledge and skills.

2. Executive Summary - Sefton Personalisation Strategy

2.1 The strategy provides direction for education and social care services set within the context of a whole life, all age, approach to person centred care and support. The intention is to describe how Sefton can meet the personalisation agenda whilst keeping people safe.

2.2 The strategy focuses on the following key objectives:

- tailoring support to people's individual needs whatever the care and support setting
- adopting person-centred approaches for children with SEND, adults and their families are ensuring they are put at the centre of processes, enabling them to express their views, wishes and feelings and be included in decision making.
- personalising the support that families receive by working holistically in partnership with services across education, health and social care ensuring that people have access to independent information, advice and support , including peer support and mentoring, to make informed decisions about their care and support, or personal budget management
- finding new collaborative ways of working (sometimes known as “co-production”) that support people to actively engage in the design, delivery and evaluation of services
- developing local partnerships to co-produce a range of services for people to choose from and opportunities for social inclusion and community development
- developing the right leadership and management, supportive learning environments and organisational systems to enable staff to work in emotionally intelligent, creative, person-centred ways
- embedding early intervention, reablement and prevention so that people are supported early on and in a way that’s right for them
- recognising and supporting carers in their role, while enabling them to maintain a life beyond their caring responsibilities
- ensuring all citizens have access

2.3 The strategy highlights the impact of key legislation including Children and Families Act and the Care Act.

2.4 The Children and Families Act focuses on putting children and young people at the heart of planning and decision making through co-production and person-

centred practice. It emphasises the importance of engaging young people and their families in all processes from developing and planning, particularly in relation to the Local Offer and Education, Health and Care Plans, and also in the commissioning of services and strategic decision making.

- 2.5 The Care Act places a duty on all Local Authorities to prevent, delay and reduce the needs for care and support and it is vital that our care and support system is person centred and actively promotes well-being and independence. Wherever possible this system should not wait to respond to people reaching crisis point. Sefton needs a care and support system that intervenes early to support individuals, promotes wellbeing and independence and reduces dependency.
- 2.6 The strategy provides a national and local context and expands on the vision for Sefton in achieving a person centred approach. Included in the strategy is an action plan (**Appendix 1**) underpinned by the strategic objectives of the Health and Wellbeing Strategy for Sefton and with the evidence of needs as presented in Sefton's Strategic Needs Assessment. The strategy includes clear objectives, actions and areas of responsibility that have been signed up to at a cross departmental level.
- 2.7 Cabinet are asked to approve this draft Personalisation Strategy for implementation across the Council. Subject to Cabinet approval, the strategy will then be finalised and published.

3. Next Steps

- 3.1 An officer Steering Group will continue to monitor progress and report on the implementation of the action plan.
- 3.2 Cabinet is asked to note the continuing work on developing a life course/person centred approach to Personalisation in Sefton, which is focused on "all-age" principles and applies to both children and adults.
- 3.3 Built into the action plan of the Personalisation Strategy are specific areas of development around personal budgets and direct payments:
 - Personal budgets are an allocation of funding given to users after an assessment which should be sufficient to meet their assessed needs. Users can either take their personal budget as a direct payment, or – while still choosing how their care needs are met and by whom – leave councils with the responsibility to commission the services. Or they can have some combination of the two.
 - Direct payments are cash payments given to service users in lieu of community care services they have been assessed as needing, and are intended to give users greater choice in their care. The payment must be sufficient to enable the service user to purchase services to meet their eligible needs, and must be spent on services that meet eligible needs.
- 3.4 Currently Sefton Council provide direct payments as the delivery of personal budgets but we are mindful that other local authorities offer wider opportunities

and different mechanics. This awareness has resulted in the development of the action plan in the strategy and to the recommendations within this report.

- 3.5 As a result of this strategy approval is now sought to develop a Personal Budgets Policy and a Direct Payments Policy alongside a refresh to the Charging Policy for Sefton which will explore option for both service users and carers.
- 3.6 Following approval to proceed, it is proposed that Cabinet receive the Personal Budgets Policy in November 2015.
- 3.7 Cabinet will be presented with the Direct Payments Policy and revised Charging Policy in January 2016.

3.0 Risks & Challenges

- 3.1 The proposed approach will enable Sefton to mitigate against the following risks:
 - Formalising the delivery of Adult Social Care services through the implementation of efficient processes and procedures will enable Sefton to meet its duties under the Care Act and ensure increased demand can be met.
 - Ensuring that citizens are placed at the centre of services
 - Reducing the potential for challenge and complaints through clear policy and guidance.

4.0 Policy Change, Communication, Consultation & Engagement

- 4.1 The Care Act 2014 consolidates the law and practice around Social Care, most notably introducing the national eligibility criteria. However, it is important to note that the care system is developing not changing, in the sense that the Act builds on current practice, adjusts it and embeds best practice in the law. The Council will review and update its policies and guidance in light of these changes in a way that will continue to meet assessed need.
- 4.2 The need for consultation and engagement is dependent on each policy and guidance area and the nature of any service change as a result. Therefore, where significant change is applicable an appropriate level of consultation with key stakeholders will be undertaken.
- 4.3 A presentation to the Consultation and Engagement Panel will ensure that due process is followed. Effective engagement will ensure that any effects on Sefton citizens of potential policy developments are understood and communicated in a transparent way.

5.0 Equality Act 2010 Duty and Impact Assessments

- 5.1 As the Council puts actions into place to deliver the elements of the Care Act changes there is a need to be clear and precise about processes and impact assess any potential changes, identifying any risks and mitigating these as far as possible. The impact assessments, including any feedback from consultation or engagement where appropriate, will be made available in compliance with the Equality Act 2010.

6.0 Conclusion

- 6.1 With regard to delivering and implementing the Care Act 2014 the scale and pace of the change required cannot be underestimated. The Council needs to identify, develop and implement new models of care and the potential associated impact on the community will require appropriate capacity to deliver change.
- 6.2 The combined impact of demographic, pressures, new policy and statutory requirements present a significant challenge that requires a sustained and robust Council wide response with continued engagement with key partners. This will require the Council to develop solutions that ensure people remain independent for as long as possible; support carers to continue caring; encourage people to plan in advance for their care needs; and promote wellbeing, independence and community inclusion. Only a strategic approach can mitigate the demand and financial pressures that will continue to be faced by Adult Social Care.