

WIRRAL COUNCIL

HEALTH AND WELLBEING OVERVIEW AND SCRUTINY COMMITTEE:  
21 JUNE 2010

REPORT OF THE DIRECTOR OF ADULT SOCIAL SERVICES

## **Transforming Adult Social Services - An Overview and Update**

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### ***Executive Summary***

*This report provides an overview of the transformation of Adult Social Services in Wirral and further opportunity for discussion following a presentation by the Director of Adult Social Services.*

*This item falls within the Social Care and Inclusion portfolio.*

### **1 A New Direction**

- 1.1 The vision for modernising community services as laid out in the White Paper '**Our Health, Our Care, Our Say**': a new direction for community services' sets out a clear direction for a service that delivers to outcomes, working with whole communities, and through integrated working arrangements. This has been added to by the Concordat '**Putting People First**' which has been signed by a range of national organisations which provides the guidance for transforming adult social care into a personalised service. It signalled a sector-wide agreement on the direction of travel and the commitment to deliver significant change by April 2011.
- 1.2 The Lead Member role and that of the Director of Adult Social Services involves a key leadership role to deliver the Council's part in: -
  - improving preventative services and delivering earlier intervention
  - managing the necessary cultural change to give people greater choice and control over services
  - tackling inequalities and improving access to services; and
  - increasing support for people with the highest levels of need.
- 1.3 Given this direction of travel, Adult Social Services in Wirral is undergoing radical reform. This reform will ensure delivery of a personalised service that is truly people-focused and delivers to outcomes. Demand is increasing through the significant demographic changes and there are also challenging financial constraints. There are three key strands to the transformation programme; **personalisation, localisation and integration**. The Department has a three year plan for transformation focussing on these areas to deliver the milestones set down in '**Putting People First**'.

## 2 Putting People First

- 2.1 **'Putting People First'** makes it clear that personalisation will only flourish where investment is made in all aspects of support for individuals and their carers. To deliver the transformation envisaged councils should have both a strong focus on the overall wellbeing of their communities and recognition that people should be assisted in a way that may prevent, reduce or delay their need for social care support.
- 2.2 To measure the success of this a number of milestones have been put in place which all social services need to achieve. In Wirral we have built these milestones and actions into the transformation programme and departmental business plan. The milestones reflect the radical reform needed and the changing shape of adult social care. The milestones are as follows:-
- Milestone 1: Effective partnerships with People using services, carers and other local citizens
  - Milestone 2: Self-directed support and personal budgets
  - Milestone 3: Prevention and cost effective services
  - Milestone 4: Information and advice
  - Milestone 5: Local commissioning
- 2.3 The Government has recognised that to meet these goals, social care will need to undergo significant changes in process, practice and culture to ensure people have access to high quality information and advice, appropriate early interventions and can exercise choice and control over the services and support they need. It also requires investment in training and support for the workforce to enable councils to meet the challenges of the new ways of working. To support this transformation a Reform Grant has been made available for councils to invest in the necessary developments.
- 2.4 The delivery of this agenda is not limited to public services targeted at people eligible for state support. It is also about how people help themselves and each other as individuals and in groups and communities and how they make best use of the resources available for all citizens in their area. This is vitally important because people are and want to be connected to each other, with a sense of wellbeing and belonging. It is important because state resources are only a small part of what is available in communities and these resources are under increasing pressure. Sustainable local strategies to transform social care needs to involve supporting community capacity otherwise people will continue to be limited to the passive role of 'service user' and their support limited to that available from formal social care provision.

### **3 Financial Implications**

None from this report. However, the Department has implemented a three year Budget Stabilisation Plan which is integral to the transformation programme. Details of the plan have been reported throughout the year. Transformation without efficiency is not sustainable and efficiency without transformation will not release the figures required to stabilise the budget. The transformation agenda is underpinned by effective budget management and a sustainable budget.

### **4 Staffing Implications**

None from this report. However, the transformation of social care is resulting in a major shift in emphasis for staff both professionally and vocationally qualified staff. There are major implications for the skills needed to deliver on the personalisation agenda and we have a major cultural change and training plan in place for staff.

### **5 Equal Opportunities Implications/Health Impact Assessment**

None from this report. However, each of the projects supporting the programme will be subject to equality impact assessments to ensure that vulnerable people and those from minority groups are not adversely affected.

### **6 Community Safety Implications**

None from this report. However, the personalisation agenda for social care crosses into all domains of community life. Community safety implications are being quantified within each project. Example of work being undertaken are the cross agency data sharing protocol that has been developed with Merseyside Fire and Rescue Service, capacity building within the Departmental structure to deliver on community development issues and links with Merseyside Police.

### **7 Local Agenda 21 Implications**

None from this report. However, the shift towards a locality model may impact on environmental issues.

### **8 Planning Implications**

None from this report. However, there may be some planning implications which will unfold as the Council, through the Department of Adult Social Services, moves towards delivering the personalisation agenda and services are redesigned around individuals.

## **9 Anti Poverty Implications**

None from this report. However, given that the direction of travel is towards early intervention and prevention there will be anti poverty implications. The Department is pro-active in assessing people's welfare benefits and have a robust welfare benefits advice team and integrated arrangements with the Department of Work and Pensions.

## **10 Social Inclusion Implications**

None from this report. However, a key to the personalisation agenda is social inclusion and a key within the operating framework is the need to develop universal socially inclusive services for all.

## **11 Local Member Support Implications**

None from this report. However, members may wish to consider the implications for supporting a transformed service that has moved into three localities that are co-terminous with NHS Wirral boundaries. Additional work is needed on how these three localities relate to communities through local area forums and with the model in Children and Young People's Department consisting of four Districts.

## **12 Health Implications**

None from this report. However, the personalisation agenda for social care crosses into all domains of community life including health. We have identified where work has links with health and are working towards a shared and integrated approach towards providing support and services to communities in Wirral.

## **13 Background Papers**

- LAC(DH)(2010)1 Final year's allocations of the Social Care Reform Grant, 2010
- Our Health, Our Care, Our Say: a new direction for community services, Department of Health, 2006
- Putting People First, Department of Health, 2007
- Transforming Social Care, Department of Health, 2008

## **14 Recommendations**

That Overview and Scrutiny Committee;

- (1) support the direction of travel for Adult Social Services, as detailed in this report and presentation
- (2) further discuss the transformation of adult social care in Wirral

**JOHN WEBB**  
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