



Wandsworth Voluntary Sector Development Agency

enabling voluntary action

Policy Briefing, June 2010

Personalisation – Progress Update

Introduction

Initially described in *Putting People First: a shared vision and commitment to the transformation of Adult Social Care*, Personalisation is beginning to have a significant impact on the provision of adult social care in this country. Personal Budgets – allocating a sum of money for an individual with care needs to spend on their own choice of care – have been piloted and are increasingly being rolled out across the country as part of the policy to increase choice and personalisation of services.

This briefing gives an overview of what has been implemented with respect to personalisation of adult social care since the evaluation of the pilot phase in April 2009. It describes what progress has been made, what is happening in Wandsworth and links to other resources and information.

Background

The Personalisation initiative is an approach to allocating and distributing social care funds to eligible individuals, i.e. those that have been assessed as needing a service. Funds are allocated by council Social Services to that individual to cover the cost of the required service in the form of an overall budget (called a Personal Budget). Personal budgets can be offered as a direct payment, or as an 'account' managed by the council or a third party. The individual can then choose, as cash or services or a mixture of both, how to use that budget to cover his/her needs.

Achieving this Personalisation approach requires comprehensive change for councils and social care providers. In particular, councils need to focus on reviewing and streamlining business processes, understanding the costs of services, changing their commissioning and contracting, and developing the local market.

Voluntary and Community sector service providers need to understand these changes and be prepared to modify how they work with the Council in achieving their social care objectives.

The Government has allocated a ring-fenced grant, the Adult Social Care Reform Grant to councils to enable them to deliver the transformation of adult social care in line with the Personalisation agenda. This funding runs until the end of April 2011.

In September 2009 a set of milestones was agreed against which councils can judge their progress. These are described [here](#) and

five key priorities that councils should achieve summarised below:

- effective partnerships with carers, service users and locals.
- ensuring everyone has self-directed support and a personal budget;
- ensuring universal access to information and advice;
- commissioning a range of services to ensure people have choice; and
- delivering services in a cost-effective and efficient manner to use the available resources well.

In terms of progress, ADASS carried out a national survey in April 2009 and gathered information by visits to councils over a 12-month period. The survey showed that on average 5% of older people using services and 14% of younger adults, had personal budgets. Overall the results indicated:

- Many councils have made progress with planning implementation but do not yet have self-directed support in place as their main operating system;
- A minority of councils have made rapid progress with implementing self directed support
- A small number of councils have no plans in place and are unlikely to make substantial progress without a rapid change of course.

The recommended benchmark for all councils is for 30% of people who have a community-based social care package to have taken up self-directed support in the year 2010-2011. More details on current progress in adopting self-directed care agenda can be seen by clicking [here](#).

Implications for the Voluntary Sector

Personalisation is likely to lead to changes in demand for existing services, and will require changes to the way services are organised and charged for. Councils are developing strategies to promote change in the market so that social care provision becomes more responsive to the choices that people make about their support. These changes include:

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- Restructuring in-house services,
- Introducing more flexible approaches to contracting and procurement,
- Reviewing services provided by the voluntary sector.

The introduction of self-directed support will take place over a period of several years, which will hopefully mean that providers from the voluntary sector will have time to adjust. However, any organisation wishing to switch to a personalised model of service delivery will need to take action to adapt the way they work, how they get their funding and much more. In particular voluntary sector organisations will need to:

- Be clear about what personalisation means and what principles and practice need to be implemented;
- Be aware of the timetable for introduction of changes;
- Understand what individuals may want to buy and what to provide them;
- Plan flexible ways to deliver services that meet individual needs;
- Develop a personalisation vision statement stating what a personalised service would look like and how it would work in practice;
- Change how and what to change about the way they offer services to people;
- Change the way they market their services;
- Manage their finances and planning to reflect long and short term budgets and financial resources;
- Ensure staff development, management and financial processes reflect the personalisation approach.

More details on the implications of Personalisation for voluntary sector service providers can be found by clicking [here](#).

What is happening in Wandsworth?

The Department of Adult Social Services are rolling out the Personalisation Agenda in Wandsworth. Approximately 4,500 people will be offered Personal Budgets once the policy has been extended to all eligible individuals. DASS are in the process of 'market development' to take stock of what organisations and services are available and make this information available to people on Personal Budgets. On 8 June 2010, they organised a 'Marketplace' event which was an opportunity for provider organisations to market their services to service users and carers.

Several local organisations have taken action to better understand and adapt to Personalisation. Generate (Opportunities) and SHARE Community have set up a provider forum for staff working in organisations that provide services for

people with learning difficulties. The contact for this forum is Jane Pettingell jane.pettingell@generate-uk.org

Wandsworth Local Involvement Network ([LINK](#)) was set up in 2008 as a statutory consultative and scrutiny group for health and social care. They are working on Personalisation from the point of view of service users and carers. Find out more about joining Wandsworth LINK [here](#).

[WVSDA](#) is in dialogue with Adult Social Services to try and assist with its engagement with voluntary sector providers during the period of change from bloc contracts to individual contracts for care services. Contact policy@wvsda.org.uk

Resources

[Putting people first: a shared vision and commitment to the transformation of adult social care](#) Department of Health 2007: www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_081118?ldcService=GET_FILE&ldd=156660&Rendition=Web

[Progress on Personalisation](#), Community Care (blogs, discussion forums, articles and progress reports): www.communitycare.co.uk/blogs/progress-on-personalisation

Wandsworth Council's Engagement Strategy for Service Users and Carers [www.wandsworth.gov.uk/moderngov/Published/C00000360/M0003086/AI00013224/\\$PaperNo09578AppendixtoServiceUserandCarerEngagementStrategyIx.doc.pdf](http://www.wandsworth.gov.uk/moderngov/Published/C00000360/M0003086/AI00013224/$PaperNo09578AppendixtoServiceUserandCarerEngagementStrategyIx.doc.pdf)

[Social Care Institute for Excellence](#) (SCIE) has produced a number of videos illustrating the use of Personal budgets in different social care situations: www.scie.org.uk/socialcare/v/topic.asp?guid=2f0831a5-48f6-473b-aafa-a2896f094904

SCIE Briefings: www.scie.org.uk/publications/ata glance/ata glance13.asp

[A person centred planning guide](#), Department of Health (to help local areas deliver 'Putting people first' using person-centred planning): www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_115175

The [In Control](#) website: www.in-control.org.uk

Cambridgeshire County Council has developed a toolkit to assist service providers with the introduction of personalisation: www.cambridgeshire.gov.uk/social/selfdirectedsupport/toolkit/



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