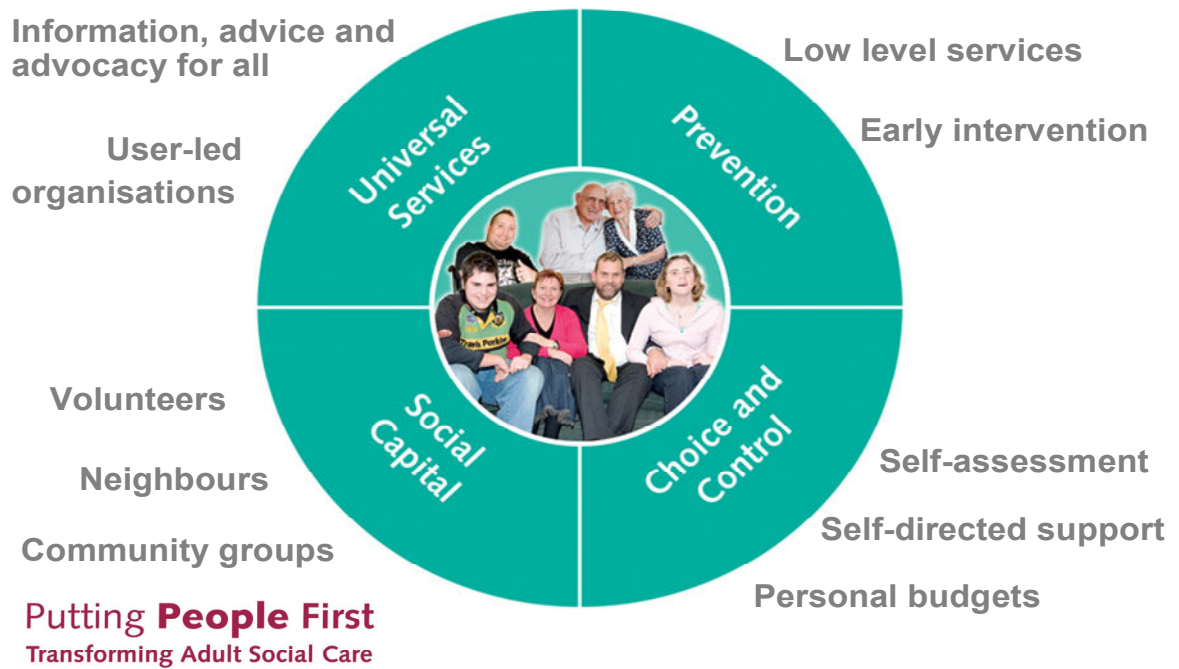


Personalisation in Brighton & Hove *The City Conversation*

Executive Summary



Executive Summary

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Our Vision:

"Our vision is to create an integrated range of effective services and opportunities that deliver timely and appropriate responses to individuals' needs and aspirations and support them in leading fulfilled and healthy lives. Our commitment is to empower people to make informed choices about the sort of support that suits them and to achieve the outcomes they want to maximise their independence and quality of life. This includes safeguarding those people whose independence and well being are at risk of abuse and neglect."

Introduction

The Government expects that by 2011 all Councils will have made significant steps towards redesigning their Adult Social Care services, with the majority having most of the personalised system in place. We will have to show how we are working more effectively by focusing on supporting people to remain independent.

This means not only must our current systems and services change but also those of our partners and providers. We must empower people by giving them more choice and control over their lives and the support services they receive – a right previously available only to self-funders. Statutory agencies, including ourselves will have a different not lesser role. We will need to take a proactive and enabling approach and be prepared to be less controlling. It will put the principles of independent living into practice and enable people to be active citizens of the city. It is about flexibility and choice and having a decent quality of life. It is part of creating a healthier city with stronger and safer communities.

Change through Personalisation

For Adult Social Care and Health these changes have culminated in Putting People First which set out a shared agreement on the direction of travel, a commitment to fundamentally change Adult Social Care and to achieve that significant change by March 2011. It outlined four key themes which councils and their partners should focus on to achieve the right results and outcomes for all people.

Four Key Themes (Social Capital, Prevention, Universal Services & Choice and Control)

The changes required incorporate not only people with acute complex needs, but also on promoting the wellbeing of all residents and the development of universal services to support this. Brighton & Hove City Council contributes regionally via the ADASS group to the development of Personalisation to ensure that all that we do draws upon and contributes to best practice.

Brighton and Hove City Council provide Adult Social Care in tandem with 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.

This work will continue to ensure that we meet our seven Strategic Priorities:

- Strategic Priority 1: The Delivery of High Quality Personalised Services
- Strategic Priority 2: Delivering Value For Money
- Strategic Priority 3: Working in Partnership
- Strategic Priority 4: Developing Our Workforce
- Strategic Priority 5: Delivering Excellent Customer Services
- Strategic Priority 6: Reducing Inequality
- Strategic Priority 7: Strategic Priority Seven - Choice in Housing

How will we start to make the changes?

- Scope and map and review our current service arrangements.
- Raise awareness of the Personalisation agenda across the Council.
- Initiate the 'City Conversation' in early 2010
- Work with our principal partners and stakeholders to develop and improve opportunities for Personalisation.
- Engage Members to encourage and support Personalisation at all levels

What difference will the changes make to the City?

Residents will be aware of changes in terms of:

- easier access to information and services through our Access Point
- proportionate assessment for people with less complex needs through (supported) self-assessment;
- much more choice and control over their services
- support plans that are person-centred and outcome focused
- increased use of Personal Budgets and Direct Payments
- a clear focus on prevention
- an increase in reablement services
- an improved ability to support people with complex needs
- more people in paid work or volunteering
- 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
- family carers receiving more support and assistance enabling them to have their own life and be healthy.
- Proportionate but robust safeguarding arrangements

Measuring our success

It is proposed to make use of the five Key Milestones suggested by the regional ADASS group to provide a benchmark that we can measure progress against in relation to key PPF milestones.

- Effective partnerships with People using services, carers and other local citizens

- Self-directed support and personal budgets
- Prevention and cost effective services
- Information and advice
- Local commissioning

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Arabic

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Cantonese

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Turkish

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Putting People First
Transforming Adult Social Care