

**CVSF report for Adult Social Care and Housing Scrutiny Committee**  
**Personalisation Update**  
**March 2011**

**Background**

CVSF Geraldine Des Moulins attended the ASCHSC last year to feedback the community and voluntary sector's concerns around:

- The lack of development work outside BHCC to prepare the market for personalisation, especially in terms of liaison with contractors and support to community and voluntary organisations around preparing for change
- The lack of strategic partnership working around the personalisation transformation programme. In particular the role of the Personalisation Partnership Board was unclear, there was little sector involvement in the various personalisations workstreams and no wider consultation with service users eg through previously planned Big Conversation events
- The decision to not commission independent brokerage around personalisation.

**Update and ongoing concerns**

CVSF continues to have these concerns and there is little evidence of things having moved forward since the autumn meeting. In summary:

1. A review meeting of the Personalisation Partnership Board was held on 27<sup>th</sup> September and a way forward agreed:
  - Redefine the Board as a Group with the ability to invite others where appropriate
  - Ensure that the meetings are timed so that they can get feedback from the information and support meeting and are before the Personalisation Board meeting – to ensure that papers are seen and comments made prior to the Board
  - Have themed meetings (eg mental health)
  - Invite the project work stream leads to give regular updates on progress/issues

- Refocus the meeting to include commissioning issues for ASC – not only the personalisation agenda

Sadly however there have been no further meetings with the Nov session cancelled and no follow up/involvement of sector reps. We're not sure where things are up to with the programme, the Group and/or plans for further sector involvement in shaping the workstreams. We empathise that planning for public spending reductions has dominated recent agendas to some extent, however maintaining dialogue through this challenging time is imperative.

2. Some support to the sector and service users around personalisation and planning for change has been provided, but largely by the sector and with little involvement from statutory partners as far as we are aware. Some examples include:
  - The Future of Fundraising Conference 23 November 2011 ran a workshop on Let's Get Personal: Shaping your Organisation to Sell its Services Direct to the User (CVSF and Federation of Disabled People). This workshop resulted in CVSF's briefing on personalisation [www.cvsectorforum.org.uk/briefings](http://www.cvsectorforum.org.uk/briefings) #3 and ongoing liaison with groups to embed use of a toolkit to prepare for personalisation (Appendix A shows list of questions discussed at conference and Toolkit for organisations in planning for change is at [www.navca.org.uk/teams/hsc/personalisation/](http://www.navca.org.uk/teams/hsc/personalisation/))
  - Care Co-operatives Limited Editions project are using their commission from PCT/BHCC to pilot a service user consortium whereby service users can come together to test and explore ways in which they can purchase services collectively
  - The Federation of Disabled People continues to develop its unregulated PA notice board and link with the BHCC Support with Confidence initiative.

We maintain that development of organisations will not happen without investment and support for transformation activity, so that organisations can adapt their services. It is imperative that commissioners seek to enable an effective transition to personalised provision (this has happened effectively elsewhere). In our view, without investment in capacity building and clear arrangements for mixed contracts during transition, we risk losing providers and choice in the supplier market.

3. There hasn't been adequate consultation around the brokerage function continuing to be provided in-house and the community and voluntary sector considers this decision short-sighted, as external brokerage would increase accessibility to a diverse range of services, which risk otherwise being ill understood and poorly promoted. It is really unclear how services are being or will be marketed, organisations again are not ready for this or lack resources to do it well. Plus advocacy and support planning risk being jeopardised without a proper independent brokerage system. A large scale / series of marketplace events should be organised where organisations can showcase their services to service users, support planners, advocates etc.
4. We identified new concerns in relation to the 2011/12 budget proposals and the savings which personalisation is expected to make. These were set out in our submission to the Overview and Scrutiny Commission, 22<sup>nd</sup> February, points 4n – 4r as follows:
  - 4n. *The emphasis put on the Personalisation Programme to make further savings remains a concern. It is not clear as to how many more service users will opt for personal budgets so the savings could be purely speculative. Additionally, there will always be individuals that will need support and because of the severity of their support needs, care and therefore costs can not be reduced.*
  - 4o. *There is concern that providers are expected to manage most of the £5.9 million reductions in the adult social care budgets either through direct cuts to their contracts or by managing below*

*inflation increases to their contracts. This way of cutting costs and resources lacks innovation and creativity and requires providers to just do even more for even less at a time when independent providers have been having their budgets squeezed for a number of years and are already operating at below market prices. This shouldering of reduced resources is likely to affect the quality of services which providers can offer.*

*4p. The screening EIA for Adult Assessment Delivery Unit / Community Care shows that services risk being adversely affected as a result of budget reductions, eg giving rise to a drop in service quality and safeguarding risks. Plus some voluntary sector providers will not be able to achieve the necessary economies of scale so risk going out of business.*

*4q. There are limits to what reablement can be offered to those with learning disabilities. Only those with the severest of learning disabilities now qualify for services, and with this client group only marginal improvements in reablement will be achievable.*

*4r. Due to the widespread changes in eligibility for many public services there will be many service users who are no longer able to receive the support they need to help prevent them from falling into crisis. This means that there will be more cases of individuals accessing expensive crisis services in the future. There are examples of this already happening, eg: People with mild to moderate learning difficulties are now being apprehended more frequently by the police because of the loss of their support packages.*

5. The sector has a wide variety of residual concerns relating to how services are being personalised in Brighton and Hove. We feels that these concerns aren't either understood or being addressed in the work being undertaken within BHCC (this might be due to lack of awareness around the work underway and dialogue taking place between commissioners and providers or it might be because there isn't activity underway):

- How are BHCC working with providers to ensure services can be sustained within a retail model – to ensure that statutory requirements around choice are fulfilled?
- How is quality assurance of providers being considered and developed?
- How is market information being developed – especially voluntary sector market information?
- What support and discussions are in place in relation to helping organisations cost and price services?
- Is provider–provider collaboration being explored, facilitated and developed?
- How can demand be fully analysed, mapped and understood across the city?

**Appendix A****Example of support provided to the sector****Future of Fundraising Conference 23 November 2011****Workshop on Let's Get Personal: Shaping your Organisation to Sell its Services Direct to the User (CVSF and Federation of Disabled People)**

The session posed a series of questions for groups to consider and help prepare their service for the changing market and the new opportunities that it will present.

**a) Are you ready for Personalisation?**

How can you ensure the following are ready and understand the principles and values around personalisation and what it means for them?

*Trustees/Staff/Volunteers*

- Do they understand?
- Have they a detailed and costed plan approved by their Trustees?
- What can you do? How?
- What changes need to happen?
- Commitment to or involved in implementing these changes?
- What changes have you made to your recruitment process to ensure that applicants understand the Personalisation agenda?
- What training is there available for them in your induction process?

*Service Users/Stakeholders?*

- Do your stakeholders and service users understand what Personalisation is about and how it will work in relation to your services?
- Are you working in partnership with your service users to ensure that their needs are being met by the changes in your organisation with relation to the Personalisation Agenda?

**b) Can you answer these questions about your organisation?**

- What services do I / could I provide?
- What is my USP? (what makes you different?)
- Does your organisation have information about the current demand for its services in order to plan future service developments?
- How might it collect this information?
- Are you reliant on local authority funding or a block contract?
- Are you engaging with the Local Authority regarding changes to your services that Personalisation will make?
- Does your organisation have effective systems for managing projects and programmes of work and monitoring how effectively its plans are being implemented?
- What is the cost of my service and what do I charge?
- Is your organisation aware of its Unit Costs and how to price its services? How can it do this?
- Does your organisation charge individuals for its services?
- Does your organisation know its unit costs for services so that people can arrange for their personal budget or direct payment to be used to buy these services?
- Does it have flexibility for individuals to be able to choose which level of service they can buy?

**c) Where can you get help?**

- How is the Council's RAS system worked out – who can you ask?
- Ask users how much they are willing to pay and for what?

**d) What about brokerage?**

Is your organisation now or planning to be involved in information, advice, advocacy or brokerage services relating to the personalisation agenda?

- Have you thought about the range of support people might need to make informed choices and organise their services?
- Have you looked into what is currently available and identified any gaps in provision of information, advice, advocacy or brokerage services and how your organisation may fill the gap?

**e) How do you market yourselves?**

- Marketing is the way in which you determine what products or services may be of interest to customers and how you go about 'selling' them
- Do you have a marketing strategy?
- How do you market your services at the moment?
- Do you market your services to funders and those who make referrals?
- Do you market your services to the people you support and what they want?