

Putting People First 2009/10: Summary of joint national delivery support plan

December 2009

Key points

- Putting People First (PPF) sets out the aims and values guiding the transformation of adult social care. Transforming Adult Social Care (TASC) is the three-year programme for implementing these aims, and it is focused on five key milestones for councils, supported by partner organisations.
- Partner organisations will work with councils to help them communicate effectively and involve people who use services, carers and other citizens in the transformation of adult social care.
- Councils must ensure that all adults eligible for council-funded social care are assessed for a personal budget, as a means of directing their own care and support.
- Partner organisations are working with councils to shift the emphasis in adult social care towards preventive services that enable people to remain independent.
- Councils are developing strategies for ensuring that everyone has access to good quality information, advice and, where appropriate, advocacy about where to get the care and support they need.
- Partner organisations are helping councils develop a broader range of care and support services in their local areas to meet the needs of the people they serve.

Introduction

Putting People First (PPF) sets out the direction for adult social care. It is a shared commitment by the Government, local councils and service providers to ensuring that people who need care and support have choice, flexibility and control to live their lives the way they wish.

Transforming Adult Social Care (TASC) is the three-year programme (2008–11) for implementing the aims set out in Putting People First. Individual local councils are responsible for putting these aims into practice, and they are supported in this by a number of partner organisations, including the Department of Health, Association of Directors of Adult Social Services (ADASS), Social Care Institute for Excellence (SCIE), Improvement and Development Agency (IDeA) and Care Providers Alliance (CPA).

This document summarises the national activity undertaken by partner organisations to support councils in achieving the priorities that will transform adult social care across the country.

Milestone 1: Effective partnerships

The aim is to help councils communicate effectively and involve people who use services, carers and other citizens in the local transformation of adult social care.

For partner organisations, this means providing clear information that councils can use locally on what PPF and TASC are all about and what the benefits are for individuals, families and communities. In particular, it means providing information on the move to personal budgets, and on ways in which local people can contribute to the development of local practice (known as co-production). Councils need to make this information available to local people by April 2010.

Guidance will be published for councils in early 2010, and will include examples of councils that have established effective mechanisms for involving people. Further guidance will be available in mid-2010 with a specific focus on personal budgets and self-directed support, which is a system of enabling people to be more in control of the support they need.

Every council area is expected to have at least one user-led organisation (ULO) that is contributing directly to the transformation of adult social care. The Department of Health has established the ULO project, which provides advice and assistance to enable ULOs to grow and to expand their ability to support people who use services – and in particular to help people manage their personal budgets.

Milestone 2: Self-directed support and personal budgets

The aim is to help councils ensure that all adults eligible for council-funded social care support are assessed for a personal budget, as a means of directing their own care and support. Every council is expected by April 2010 to have started to offer personal budgets to anyone receiving council-funded adult social care services. By October 2010 personal budgets must be given to all new users and carers. Overall, at least 30 per cent of eligible users and carers should be receiving personal budgets by April 2011.

For partner organisations, this means advising councils on what they are required to do with regard to self-directed support and personal budgets, and helping them resolve challenges and overcome obstacles.

ADASS has produced a Personalisation Information Pack, circulated to councils in the autumn of 2009, which includes:

- a document setting out what a 'good' set of processes looks like, how councils have gone about implementing PPF in their local areas, and lessons learnt
- a re-statement of what self-directed support means, to help councils make progress with reshaping adult social care services in their area
- legal advice for councils, explaining why and how the main aspects of PPF can be implemented without a change in the law.

A national Resource Allocation System (RAS) framework was launched in October 2009, based on work by 18 councils to develop a common framework for working out how much money people should have as an upfront allocation when setting their personal budget. ADASS is running learning sets to help councils implement this common framework.

Other work already or shortly to be published by partner organisations includes:

- an updated version of SCIE's *Personalisation: a rough guide*
- research briefing by SCIE on risk enablement and personal budgets
- distribution of toolkit by the Department of Health to help councils introduce or improve personalisation

Milestone 3: Prevention and cost-effective services

The aim is to help councils shift the emphasis in adult social care to preventive services, to enable people to remain independent and reduce the amount of spending on more costly

health or social care services. Every council needs to have a plan in place by April 2010, setting out how it will work with local health services to shift resources towards services that support people before they have a crisis ('early intervention' services), and how it will ensure that people do not become dependent on services (known as 'reablement'). By October 2010 processes should be in place to monitor the impact of this shift across the whole health and social care system. By 2011 it should be evident that investment in preventive services is resulting in savings of at least 3 per cent across the system.

For partner organisations, this means developing advice for councils and distributing examples of good practice in the effective use of resources. The Department of Health has established the Care Services Efficiency Delivery (CSED) programme, which helps councils make the case for shifting resources into preventive and reablement services. CSED has published detailed guidance for councils and their health partners on responding to crises.

Twelve 'early adopter' sites were due to be established by December 2009. In addition, ten councils – in partnership with local health services – are implementing the 'retail model' for simple aids to daily living.

Additional resources are being produced by SCIE, which will publish practice guidance on prevention and an ethical code for assistive technology and telecare.

There will also be a programme of support to councils based on learning from the Partnerships for Older People Projects (POPP). Once available, this will include film clips on practical steps to implement the top ten initiatives.

Finally, the Department of Health will work with councils to help them build and sustain 'social capital' – the community networks and support that have a key role to play in bringing about the transformation of adult social care.

Milestone 4: Information and advice

The aim is to help councils put in place a strategy for ensuring that everyone has access to good quality information, advice and advocacy (IAA) about where to get the care and support they need.

For partner organisations, this means identifying what types of IAA are required and where the examples of good practice are. The PPF Consortium is producing a written framework to enable councils to commission IAA at a local level. This will include key components of local information and advice, and will be completed in January 2010, when a national conference will take place on IAA. A separate piece of work will see the development of a national 'trunk' of information, to which local information can be linked.

Additionally, an initial report exploring how the increasingly large number of 'self-funders' are able to access information and advice was due to be published in December 2009 by the PPF Consortium, SCIE and Joseph Rowntree Foundation.

Milestone 5: Local commissioning and market development

The aim is to help councils develop strategies to ensure that a full range of care and support services is available in their local areas to meet the needs of the local populations they serve, as identified in the local Joint Strategic Needs Assessment. This milestone also aims to help councils plan ahead for the investment needed to bring about the transformation of adult social care services in their area.

For partner organisations, this means advising councils and publishing resources on the changes needed to make commissioning more strategic, and to help shape local care markets to meet local needs. The Department of Health

is producing a series of guidance documents for councils on commissioning personalised services. Work on commissioning has also been undertaken by ADASS and SCIE.

Partner organisations are working with providers of care services – including voluntary organisations – to help them respond to the needs of people using personal budgets and ensure a greater choice of services.

Councils are being encouraged to support each other in making progress through regionally developed commissioning programmes. ADASS and the Department of Health are supporting councils to make changes locally – for example, to end in-house provision or block contracts that provide the same service to everyone – by publishing examples of recent changes made by specific councils.

The PPF Consortium – alongside SCIE and the Care Providers Alliance – is working with service providers to help them adjust to the requirements of the transformation agenda and increase the overall number of providers in the market. The CPA is developing a survey of providers to find out about overall progress in moving towards personalised care. A report based on the survey's findings is due to be published in January 2010, followed by a conference.

Communication and leadership

The five priority areas outlined above need to be underpinned by effective communication and leadership, to ensure that the Putting People First story is well understood and fits comfortably with the Department of Health Green Paper, *Shaping the future of care together*.

This will mean developing the national PPF communication strategy, defining key messages, and agreeing how information will be distributed and shared. The Department

of Health is leading on this, with input from partner organisations. The previous Joint Improvement Partnerships (JIP) website has been re-launched as a TASC website with input from all partner organisations, to provide the main national focus for gathering and sharing information nationally and regionally.

A range of information materials is now available, including a DVD on personal budgets, Social Care TV, and Care Networks podcasts on leadership and PPF.

Work is also being done to increase councillors' knowledge and understanding of the TASC agenda, and to build their commitment to implementing PPF locally. To this end, the LGA and IDeA are hosting the Annual National Lead Member Summit in March 2010. IDeA is also running two Health, Care and Well-being leadership academy programmes, and will further develop its adult social care lead member networks in all nine local government regions.

Information

To find out more about Transforming Adult Social Care, visit www.tasc.org.uk

Appendix

Summary of acronyms

ADASS

Association of Directors of Adult Social Services

The organisation that represents all the directors of adult social services in England. Every local council that has responsibility for adult social care has a director of adult social services.

CPA

Care Providers Alliance

An alliance of organisations that represents providers of adult social care services.

CSED

Care Services Efficiency Delivery

A Department of Health programme that helps councils identify and develop more efficient ways of delivering adult social care services.

IDeA

Improvement and Development Agency for local government

An agency that supports improvement in services provided or arranged by local councils, focusing on issues that are important to councils and using tried and tested ways of working. IDeA also runs leadership programmes for councillors in key positions.

JIP

Joint Improvement Partnerships

Regional partnerships of organisations involved in improving services within adult social care.

LGA

Local Government Association

The organisation that represents local councils and acts as their voice.

POPPs

Partnerships for Older People Projects

A programme of local projects aimed at shifting resources away from institutional and hospital-based care for older people, and towards services in people's own homes and communities.

PPF

Putting People First

The title of a document published in December 2007 that sets out a shared commitment by the Government, local councils and service providers to reforming adult social care services.

PPF Consortium

The Department of Health, ADASS, the LGA and IDeA working together to support the transformation of adult social care.

SCIE

Social Care Institute for Excellence

An independent organisation that identifies and spreads knowledge about good practice in all aspects of social care throughout the UK.

TASC

Transforming Adult Social Care

The name of the programme for implementing the aims set out in Putting People First.

