

## Report of the Director of Adult Social Services

### Report to Health and Wellbeing and Adult Social Care Scrutiny Board

**Date: 30 September 2014**

**Subject: Consultation, Engagement and Communication Strategy for the Care Act (2014)**

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

### Summary of main issues

The purpose of this report is to present the Consultation, Engagement and Communication Strategy in respect of the Care Act (2014). It sets out the approach adopted by the Council to ensure that key stakeholders (including service users and their carers) are engaged and involved in the implementation of the reforms. The strategy sets out an approach which is aligned with nationally set timescales and milestones particularly as they relate to a public awareness campaign. The local approach also consists of engagement activities in phases which make the best use of existing community networks and engagement forums. This will be followed by consultation activities once the national guidance is finalised in the autumn and options for service developments have been identified.

### Recommendations

Members of the Scrutiny Board (Health and Wellbeing and Adult Social Care) are asked to:

- (a) Note the Consultation, Engagement and Communication Strategy for the Care Act (2014) and
- (b) Identify any matters that may require further scrutiny.

## **1 Background information**

- 1.1 A report was presented to the Executive Board on the 16<sup>th</sup> July 2014 which is attached as an appendix. It set out a summary of the key elements of the Care Act (2014) and considered the implications of the new burdens and statutory responsibilities for the Council and its partners in respect of care and support. The Executive Board agreed to request that the Health and Wellbeing and Adult Social Care Scrutiny Board oversee the consultation and engagement requirements including the Equality Impact Assessment. Attached as an Appendix is the Consultation, Engagement and Communication strategy which sets out the arrangements.
- 1.2 Adult Social Care Services consist of a range of services to support people (and their carers) who require help as a result of illness, disability, old age or poverty. Many services are often commissioned or provided jointly with the health, independent and voluntary sectors. Services may include: helping people to live independently in their own homes for as long as possible; helping carers; helping people with learning disabilities and arranging placements in a care home. Other services include providing equipment, a range of community services including day centres, financial support, information and advice. Entitlement to services is determined through eligibility and assessment.
- 1.3 The key focus of the Act is to empower individuals through personalised care and developing care services that best fit around their lives. This in turn will help prevent, reduce or delay the need for statutory care services. In the reformed adult social care system, the Government expects people dealing with adult social care to be able to articulate clear outcomes from their experience through “I” statements:
- “I am supported to maintain my independence for as long as possible”;
  - “I understand how care and support works, and what my entitlements and responsibilities are”;
  - “I am happy with the quality of my care and support”;
  - “I know that the person giving me care and support will treat me with dignity and respect”;
  - “I am in control of my care and support and I have greater certainty and peace of mind knowing about how much I will have to pay for my care and support needs”.

## **2 Main Issues**

### **2.1 National Developments**

- 2.1.1 The Department of Health (DOH) embarked upon a detailed consultation exercise on the draft statutory regulations and technical guidance which were published on the 6<sup>th</sup> June 2014. The consultation exercise ended on the 15<sup>th</sup> August 2014 and the DOH sought views on how local authorities should deliver the reforms set out in the Act. The guidance was developed with a number of key stakeholders including service user and carers, national health and social care organisations and also local authority staff. The final set of guidance is expected to be published on 13<sup>th</sup> October 2014. The Government intends to implement the Care Act in two stages, from 1 April 2015 the care reforms and then implement financial reforms (including the Care Cap) in the following year, 1 April 2016.
- 2.1.2 In partnership with the Local Government Association, the DOH has also developed a national public awareness campaign to support the phased implementation of care reforms. This consists of two interlinked strands of work which reflect the Act: the first consists of the provision of information to service users and their carers who currently receive social care services and the second strand will support the financial reforms which seeks to help people plan for their future care and support needs through better financial planning.

- 2.1.3 As part of the first strand, the DoH is expected to issue a public awareness toolkit in the autumn which local authorities will be able to download and customise to their particular localities. The toolkit will consist of key messages (including easy read versions, braille and other languages), case studies, leaflets, and briefing materials. This will be followed by nationally funded media campaign in January 2015 which will run through to autumn 2016. This campaign will support the key care and support reforms including new duties and responsibilities for eligibility and assessment, carers' entitlements and personal budgets. This overarching national approach reflects the complexity and scale of the adult social care reform programme.

## **2.2 The Leeds Response**

- 2.2.1 Good consultation, engagement and co-production approaches with service users, carers and citizens are critical in developing services. These approaches have very much been at the centre of the delivery of the Better Lives Programme with its core aim of helping local people with care and support enjoy better lives. It is also a key objective in the Best Council Plan (2013-17). The Better Lives Board is chaired by the Executive Member for Adult Social Care and its membership consists largely of service users and third sector organisations. Its role is to provide the "check and challenge" from a service user perspective of key aspects of the transformation change and commissioning work within the Better Lives Programme.
- 2.2.2 There have been a number of service developments which have recognised that a sound approach to consultation and engagement is an essential pre-requisite to improving services for the most vulnerable people within Leeds. They include: the Dementia Strategy through Leeds @Living Well, the Leeds Carers Strategy and also the ongoing work in respect of the Homecare Commissioning across the city. In addition, there are a number of strategic boards whose membership consists of individual representatives from relevant service areas; carers, homecare users, Mental Health users, people with Learning Disabilities as well as representatives from user organisations such as Leeds Older People's Forum, Carers Leeds, and People First etc.

## **3 The Consultation, Engagement and Communication Strategy for the Care Act (2014)**

- 3.1 The Consultation, Engagement and Communication Strategy for the Care Act (2014) is attached as an appendix. The strategy sets out the national timeline and milestones; the proposed consultations; communication strands; risk management issues and benefits. It has been developed based on the principles set out in the Council's Engagement Toolkit. The purpose of the strategy is to:
- engage key stakeholders (including service users and carers) to raise awareness of the provisions within the Care Act 2014 and how they affect health and adult social care services;
  - make the best use of existing community networks, engagement forums and boards highlighted above to ensure that the direct experience of service users and carers as "experts by experience" help to shape and improve services;
  - ensure that the implementation of the Care Act (2014) locally and what it means for the people in Leeds is consistent with the milestones and public awareness programme set nationally and regionally; and
  - provide an assurance that the Council fulfils its legal obligations set out in the Local Government and Public Involvement in Health Act (2007) and the Equality Act (2010).

- 3.2 A comprehensive programme management approach has been developed to implement the Care Act in Leeds. The Consultation, Engagement and Communication group is a key programme of work and has been set up to oversee the activities set out in the strategy. It also report directly to the Care Act Programme Board within Adult Social Services. This board is chaired by the Director of Adult Social Services and its membership also consists of key stakeholders such as health and the 3<sup>rd</sup> sector.

## **4 Corporate Considerations**

### **4.1 Consultation and Engagement**

- 4.1.1 The Consultation, Engagement and Communication strategy is attached and is a working document that will be updated as the national, regional and local work to implement the Care Act progresses.

### **4.2 Equality and Diversity / Cohesion and Integration**

- 4.2.1 A national impact assessment was completed on the costs and benefits of the Government's intention to reform the law relating to care and support following the publication of the White Paper- "Caring for our future: reforming Care and Support". An Equality Impact Screening report that was presented to the Executive Board is attached as an appendix. It is proposed that at the point that options for service developments are considered (at the formative stage)- a full Equality, Diversity, Cohesion and Integration Impact Assessment is completed. Members of the Scrutiny Board will play a key role in overseeing any equality impact assessments that are developed.

### **4.3 Council Policies and City Priorities**

- 4.3.1 As set out in the report to the Executive Board, the delivery of the Better Lives Programme with its core aim of helping local people with care and support enjoy better lives is one of the Best Council Plan 2013-17 objectives. The Better Lives focus is on giving choice and helping people stay living in their own home, joining up health and social care services and creating the right kind of health and social care support. The Better Lives Programme continues to drive whole systems change within the Leeds health and social care economy and is aligned with the Care Act reforms. It is clear that the reforms will require the Council and its local health and care partners within the city to increase the scale and pace of its transformation programme notwithstanding funding pressures.
- 4.3.2 The Care Act implementation programme will address the following City priorities with a particular impact in respect of health and wellbeing, business, and communities. The reforms seek to:
- Give people choice and control over health and social care services through personalisation provisions;
  - Support the sustainable growth of the Leeds's economy in terms of stimulating innovation in the care sector and
  - Stimulate community empowerment and cohesion through building on the Neighbourhood Networks and encourage the development of prevention schemes.

## **5 Resources and Value for Money**

- 5.1 The Care Act Project teams are currently scoping the implications on resources, process and budget requirements. The requirements for consultation, engagement and communication events will be supported nationally and regionally. The Government has allocated £125k in 2014/15 to implement the Care Act in Leeds. Local engagement events will be required to be supported in part by this grant and also through existing resources.

## **6 Legal Implications, Access to information and Call In**

- 6.1 The Consultation, Engagement and Communication Strategy for the Care Act (2014) will provide an assurance the Council fulfils its legal obligations set out in the Local Government Public Involvement in Health Act (2007) and the Equality Act (2010).

## **7 Recommendations**

- 7.1 Members of the Scrutiny Board (Health and Wellbeing and Adult Social Care) are asked to:
- (a) Note the Consultation, Engagement and Communication Strategy for the Care Act (2014) and
  - (b) Identify any matters that may require further scrutiny.

## **8. Background papers:<sup>1</sup>**

None

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<sup>1</sup> The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.