

Self-Directed Support

Provider briefing No 8: June 2010

An update for all service providers affected by the implementation of Self-Directed Support and Personal Budgets in Adult Social Care in Cambridgeshire.

News from Cambridgeshire County Council on the introduction of Self-Directed Support

In Control Total Project Update

Following the successful introduction of Self-Directed Support for adults with physical and learning disabilities and for people over 65, the In Control Total Project Board which has been leading on implementing the changes has been replaced by an In Control Total Governance Group. The Governance Group will oversee the embedding of Self-Directed Support throughout the services and ongoing work on implementing Self-Directed Support for adults with a mental health need.

Self-Directed Support in Cambridgeshire was launched in April 2009 with a roll-out to adults with a learning disability. This was followed with a roll-out to adults with a physical disability at the end of June and to older people and older people with a mental health need from September 2009 to April 2010. Those eligible for support for the first time are going through the system as it changes, whilst those already receiving services are able to discuss the new approach at their review.

Claire Bruin, Service Director Adult Support Services at the County Council says: *“Self-Directed Support enables individuals to identify their needs, aspirations and the goals they want to achieve. The challenge for all of us – County Council, providers, individuals and carers, is to let go of traditional service solutions and to think of and support innovation and different ways for people to meet their needs. Allocation of a Personal Budget will enable them to do this.”*

The County Council’s Head of Transformation, Mike Hay, said: *“The introduction of Self-Directed Support is quite simply for many people a life-changing event – and perhaps ultimately the most far-reaching innovation we have seen in social care for many years.”*



“Being in charge of our own support and having control back in our lives is what we all strive for. Self-Directed Support delivers this and it is a liberating innovation for social care employees as well as those receiving services.”



“Through the In Control Total project, we have introduced the means to put people much more in charge of their own social care support. We are changing the nature of our relationship with people who use social care support. This affects everyone – individuals, carers, our employees, service providers and community groups. We have worked particularly hard with service providers to support them through the changes and we can only thank those providers we have been working with, in particular the members of the Provider ‘Champions’ Group, for the positive way in which they have approached the changes.”



“Although the In Control Total Project Board has now been replaced by a Governance Group, we will continue to work closely with providers to implement Self-Directed Support.”

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Self-Directed Support arrangements in Cambridgeshire

Figures produced in March 2010 show that in Cambridgeshire

34%

of people using community services are self-directing their arrangements.

The Government target was 10% by March 2010.

Provider 'Champions' Meeting Updates

March 2010

Amanda Davies, Communications Officer for the In Control Total Project, updated the group on the plans for a regional conference on Transforming Adult Social Care to be held at the Rowley Mile Conference Centre in Newmarket in April (see page 3). The 'Champions' will be running a workshop



at this event and the group discussed the content and coverage of the session and agreed that this should be based around the experiences of Red2Green in implementing Self-Directed Support. You can read more about how Red2Green approached the introduction of Self-Directed Support in Issue 7 of

the Briefing (March 2010). Old copies of the briefing can be [downloaded from the County Council's website](#).

Community Development Manager Mark Briggs reported that 75% of Self-Directed Support for people with a learning disability was being brokered by care managers using the Council's [Preferred Provider Lists](#). Currently there is no agreement to allow more leeway for care managers to include services from providers not on these lists – for example if an individual requests a handyman – demonstrating a clear need for existing providers to become more flexible and diverse in what services they can offer. The 'Champions' felt that this was likely to be the case as individual's plans became more flexible and open-ended. County Council Contracts Manager Tracy Canham reminded the group of the current requirement that in Cambridgeshire, care managers acting on behalf of an individual are required to use the [Preferred Provider Lists](#) but do not have to be too prescriptive. Work with commissioners is ongoing to look at agreeing new processes that will allow new businesses to be included on these lists whilst not disadvantaging the already fully accredited providers.

The 'Champions' continued their review of the online Self-Directed Support Toolkit with a review of the "Basic Facts" chapter. Each month the group is looking in detail at one chapter from the Toolkit and making suggestions for how it can be improved with amendments and updates. The Toolkit, which is designed to be a dip-in tool for providers making the changes required to their business for the introduction of Self-Directed Support, includes a total of six chapters each covering a variety of topics:

Who are the Provider Champions?

The members of the Provider Champions Group cover all sectors and are positively signed up to the change to Self-Directed Support. Members are selected to join the group for their open minds and positive attitudes, and their willingness to network within their own sector. A full list of the current 'champions' can be found on the County Council's website at www.cambridgeshire.gov.uk/social/selfdirectedsupport/infoprovaders

- ▶ The Basic Facts
- ▶ Changing Business Models
- ▶ Ensuring Quality
- ▶ New Providers or Emerging Services
- ▶ Safeguarding
- ▶ Understanding Outcomes.

A survey had been sent out to evaluate the demand for further workshops to complement the online toolkit, such as those that had been delivered at the end of 2009.

Tracy Canham reported that nine social care providers had so far registered their details on the relaunched Cambridgeshire.net. It is important that anyone registering tick the "social care" box in order for their details to be grouped correctly in the search criteria. The number of registrations was disappointing and to encourage providers to register, a link to the registration site will be sent to all providers. Posters have been produced – one will be sent out to providers as a reminder to register their details; the other will target anyone looking for services and encourage them to visit Cambridgeshire.net. An advert will appear on the front page of Cambridgeshire.net to direct anyone looking for social care to the appropriate search. Registering details on Cambridgeshire.net is free and organisations are able to make multiple entries on the database in order to promote all areas of their business – www.cambridgeshire.net

April 2010

At April's meeting, the 'Champions' gave their feedback on the regional event (see page 3). Following the success of the 'Champions' workshop at this event, providers will be invited to make a request if they would like someone to attend a team meeting or event to give a talk about Self-Directed Support.

Carol Jones and Ruth Rogers representing the ULO (User Led Organisation) outlined the role of the ULO. Carol also provided details about a Self-Directed Support DVD which the SDS Service User/Carers Reference Group, of which she is also a member, is working on producing.

A discussion took place on the relationship between care managers and providers. The 'Champions' thought it important that care managers know about providers' services if they are managing support on behalf of an individual. Members of the Care Managers Champions Group will be invited to meet the Provider Champions to take this forward.

Frequently Asked Question

- Q.** **What happens if people don't spend all of their money in the first year?**
- A.** It depends on why the money hasn't been spent. If they did not need all the money to get the support their plan said they would need then their next year's payment will be adjusted to take this into account. If a planned purchase hasn't happened and the money is still needed then that money could be carried over providing it is spent in an agreed time.

If you would like a copy of the full set of FAQs download a copy from the Self-Directed Support page of the County Council website www.cambridgeshire.gov.uk/social or email in.controltotal@cambridgeshire.gov.uk

Putting People First in the Eastern Region: Working in Partnership to Deliver Real Choice and Control

This event for providers in Norfolk, Suffolk, Cambridgeshire and Peterborough took place on Friday 23 April 2010 at the Rowley Mile Conference Centre in Newmarket. A good turnout included members from the 'Champions' group - who in addition to attending as delegates delivered a workshop on: *"The Road Travelled"*, *Provider and Partnership, Working Together to Develop Self-Directed Support*; representatives from the County Council and its partners and colleagues from across the Eastern Region.

The opening address was given by Mike Hay, Head of Transformation at the County Council and looked at how working in partnership can make a real difference to the Transformation and Personalisation of Adult Social Care. Dr Joseph Simon who is a member of the Council's Self-Directed Support Reference Group gave a presentation about how his son has used his Personal Budget, and Ivan Molyneux, Adult Safeguarding Lead for Cambridgeshire gave a presentation on the headlines for providers on Adult Safeguarding issues.

Other speakers included Skills for Care who looked at the way forward in redesigning the workforce; a presentation on Making Best Use of the Regional Contract by Les Billingham from Thurrock Council; Dr Sam Bennett from the Department of Health who talked about Contracting for Personal Outcomes; and Dimensions who gave a provider's view of the journey from tradition to transformation. Following a lunch break delegates then had the choice of five workshops

before the final set of keynotes looked at marketing and how Business Link can support providers to deliver the Putting People First agenda.

All of the members of the 'Champions' group who attended said it had been a good but packed day with lots of information to be taken on board. They particularly highlighted two of the workshops as being "fantastic" and "inspirational". They were Norfolk ULO's workshop on working in partnership with a user-led organisation and a workshop by Dimensions which looked at Support Planning and the Provider Role.

The 'Champions' workshop asked providers where they thought they were on "the road travelled":

- ▶ **Start** – just starting on their journey and seeing the early issues
- ▶ **Dead end** – have started but have now got stuck
- ▶ **Lost in the woods** – well on the journey but now discovering lots of issues
- ▶ **New horizon** – getting there and seeing the light at the end of the journey.

Whilst the feedback showed there were providers who thought they were at all stages of the journey the majority felt that they were well on their journey but now discovering lots of issues.

Copies of the presentations from the day are available on the Joint Improvement Partnership East's website at: www.jipeast.org

Got a question about Self-Directed Support?

What
is it?


When
is it
happening?

How
will it affect my
business?

If you have a staff meeting, training day or network event and would like someone to come and talk about Self-Directed Support and how it affects your business we will be pleased to arrange a visit.

For more information or to enquire about the availability of someone to attend your event email:

in.controltotal@cambridgeshire.gov.uk

 Cambridgeshire
County Council

Cambridgeshire News Round-up

Putting People First: New Opportunities for Businesses

This booklet looks at what's happening in the Eastern Region and the opportunities presented to providers by the personalisation agenda and the Transformation of Adult Social Care. Delegates at the regional conference on Putting People First (see page 3) received a copy of the booklet. You can download a copy from the County Council's website at: www.cambridgeshire.gov.uk/social/selfdirected-support/ or email: in.controltotal@cambridgeshire.gov.uk



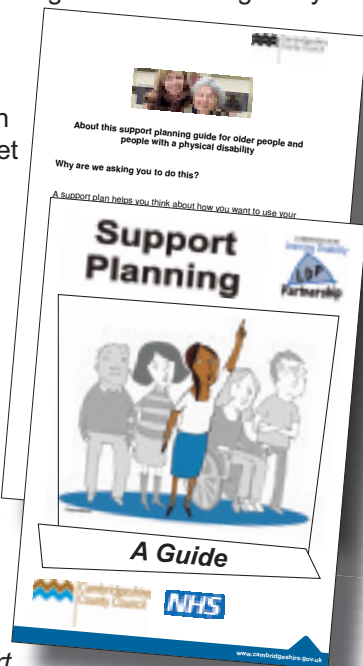
SDS Support Planning Guide for older people and people with a physical disability

NEW

This guide, available on the County Council website, helps individuals to think about what needs to be in their Support Plan. It includes questions to help them start thinking about what to include and a guide to the things they need to consider in their answers in order to get their plan agreed. Includes some examples of actual Support Plans.

For people with a learning disability, the booklet *Support Planning: A Guide*

is available on the website. Both guides can be downloaded at: www.cambridgeshire.gov.uk/social/selfdirected-support/



BBC East Inside Out

BBC East's Inside Out takes a closer look at stories from around the Eastern Region. Earlier this year, the programme included a short film highlighting the work done by Cambridgeshire County Council's social workers.

The programme followed Natalie Stead and Karen Chopping from the Council's Transitions Team. It included a very positive portrayal of the work they do and their interaction with young people and their families enabling the young people to plan their support for the future. The programme's producers contacted the Council after the film was broadcast on February 15 to say they had received lots of good reaction from viewers to the programme. A typical reaction to the film included: *"Genuinely moving, felt really teary watching the way they dealt with their cases ... good people doing a good job."*

You can watch the film *Life as a Social Worker in Cambridgeshire* on the County Council's YouTube channel at: <http://www.youtube.com/user/CambsCountyCouncil>

Information for providers

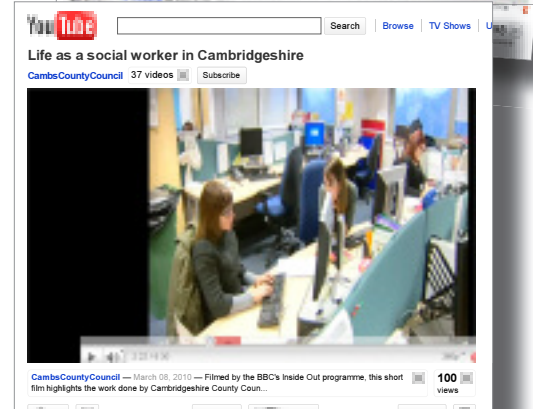
Don't forget that if you need information to help you make the changes needed to your business following the introduction of Self-Directed Support the County Council's website is there to help you.

The website contains two areas about Self-Directed Support specifically aimed at providers.

- ▶ [Self-Directed Support: Information for providers](#)
- ▶ [Self-Directed Support Toolkit](#)

The Information for providers section includes copies of earlier briefings, event news and reviews and a set of frequently asked questions (FAQs) and a glossary.

The Toolkit is a dip-in resource including six chapters (see page 2) that helps providers to plan flexible ways of delivering services that meet the needs of individual service users. It helps you to adapt services to think about the role your organisation will play, how to individualise your existing services, and how your organisation will put users in control of their own support.



Cambridgeshire and Peterborough Care Brokerage Service

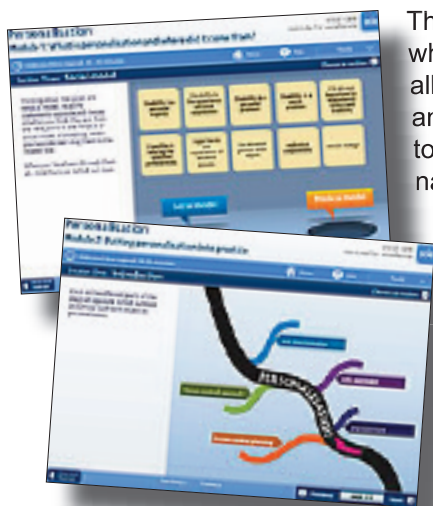
Cambridgeshire and Peterborough Care Brokerage is an information, advice and guidance service for those that employ Health and Social Care professionals to help meet their workforce development needs. Their free and impartial brokerage service links these employers with suitable training providers, and funding streams, to help ensure their employees have the right tools to equip them for their roles.

If you employ Health and Social care professionals and would find it useful to access this type of information visit the Campet website at:

www.campetcare.org.uk
or contact Ruth Eveleigh
on 01223 699319.

General news about Self-Directed Support

SCIE e-learning package: Personalisation



These e-learning resources, which are freely available to all, provide audio, video and interactive technology to assist in exploring the nature of personalisation.

There are two modules:

- ▶ **What is personalisation and where did it come from?** – covers what personalisation means, where it

comes from, legislation, policy and theory influencing the personalisation agenda

- ▶ **Putting personalisation into practice** – looks at service user and practitioner perceptions of personalisation and supporting individuals through the personalisation process.

Although the resources are specifically targeted at trainee social workers, they can also be used to support the education and training of any individual practising or studying social care and are suitable for both directed and self-directed learning.

The personalisation e-learning package can be found on the [SCIE website](#).

The video content used in the resources is taken from SCIE's Social Care TV films on personalisation. You can find these at www.scie.org.uk/socialcaretv/

Events for providers

As a provider of social care services, you may find these events of interest. Full details can be found on the County Council website at: www.cambridgeshire.gov.uk/social/selfdirectedsupport/infoproviders/

- ▶ Housing, Care and Support Conference, Manchester, 30 June 2010
- ▶ This is it! Time to Plan for a Change – London, 1 July 2010 (various alternative dates and locations available)
- ▶ Communicating Services Effectively – various dates available

We do not endorse any of these courses or events, or take responsibility for their content, venue or pricing. Details of further events will be added to the weblink above as they become available.

In Control Organisational Membership

In Control believes people who need social care support can control their own lives and be full citizens using Personal Budgets as part of their Self-Directed Support. This low-cost membership scheme is for provider agencies, community organisations and businesses. By becoming a member of the In Control Organisational Membership scheme you will get:

- ▶ access to regional networking events
- ▶ discounted places at In Control events and seminars
- ▶ information, advice and support from the In Control team
- ▶ access to the provider area of the In Control website
- ▶ and much more....

For further information see www.in-control.org.uk

Publications

Progress for Providers: Checking your progress in delivering personalised services

A simple self-assessment tool developed by providers and commissioners to help providers think about their progress in responding to the personalisation agenda. It focuses particularly on delivering personalised, individually costed services and individual service funds, and is for all providers supporting anyone who uses adult social care. Available from [Helen Sanderson Associates](#)

Person-Centred Planning: Advice for Providers

Designed to help providers know how to use person-centred planning approaches to deliver truly person-centred services. Available from the [Department of Health](#)

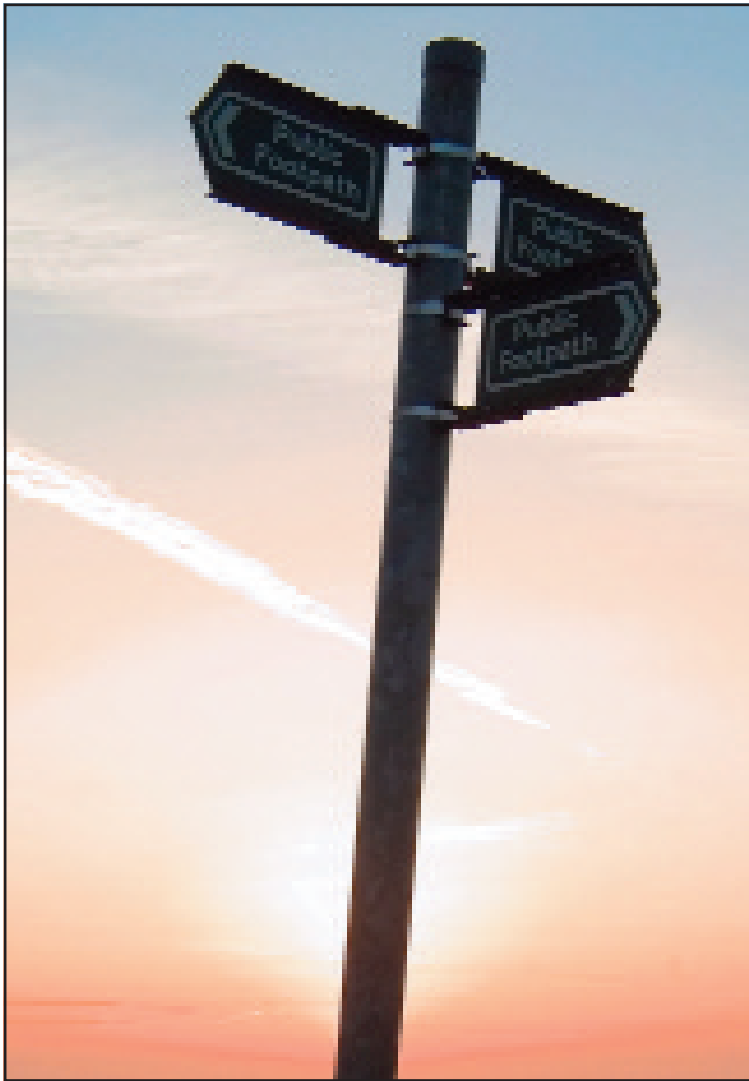
Personalisation: A Rough Guide (2010 edition)

Aims to tell the story so far about the personalisation of adult social care services. It is intended to set out current understanding of personalisation and its implementation. It explores what personalisation is, where the idea came from, and places the transformation of adult social care in the wider public service reform agenda. Available from [SCIE](#)

Making it Personal: A Provider's Journey from Tradition to Transformation

In 2008 Dimensions decided to transform itself in line with the personalisation agenda. This book recounts their journey from traditional care to personalisation. Available from [Dimensions](#)





Signpost your business

Register with Cambridgeshire.net

Cambridgeshire.net is an excellent way for you to advertise your business **FREE** of charge*. Individuals searching for services can access Cambridgeshire.net directly, via the County Council website or via Google.

Don't miss out, register your details today at:
www.cambridgeshire.net

** Make sure you tick the social care box!*

Stay informed

To receive your regular copy of this briefing to be kept up-to-date with the introduction of Self-Directed Support in Cambridgeshire and the work that the County Council is undertaking with providers:

- ▶ Visit the Self-Directed Support pages on our website www.cambridgeshire.gov.uk/social
- ▶ Email incontroltotal@cambridgeshire.gov.uk
- ▶ Call us – 01223 699650

Please ensure that the information in this briefing is cascaded to any of your colleagues who will find it useful.

**Next
Briefing**

**September
2010**

Old issues of Provider Briefing

If you would like a copy of an old issue of Provider Briefing please see our website at www.cambridgeshire.gov.uk/social/selfdirectedsupport/infoproviders or call 01223 699650 email: incontroltotal@cambridgeshire.gov.uk

Keep up to date with the latest information and developments around Self-Directed Support at www.cambridgeshire.gov.uk/social