

5th February 2018**Agenda Item: 8****REPORT OF THE DEPUTY CORPORATE DIRECTOR, ADULT SOCIAL CARE
AND HEALTH****ADULT SOCIAL CARE AND HEALTH - EVENTS, ACTIVITIES AND
COMMUNICATIONS****Purpose of the Report**

1. To seek Committee approval to proceed with a range of events and activities within adult social care and health and undertake promotional work to publicise activities as described in the report.

Information

2. Over the course of the year, the range of public events, publicity and promotional activities that may be undertaken by adult social care and health are wide ranging and there are a variety of reasons for doing so, for example:
 - promotion of services to give information to people in need of social care services and their carers
 - encouraging interest in recruitment campaigns for staff, carers and volunteers
 - engagement of communities with services in their locality
 - generation of income through public events.
3. Over the next quarter, adult social care and health would like to undertake the events and activities detailed in **paragraphs 4 to 17**.

**Attendance of the iWork Team at the Preparing for Adulthood Family Information Event,
10th February 2018**

4. The request for approval follows on from the team's attendance at this event last May. The event is organised by the Council's Children and Families Service. The event last year was successful and very well attended. It was subsequently agreed to make this an annual event. This year's event will take place on Saturday 10th February at Kelham Hall, Newark, from 10am-2pm. The iWork team is seeking approval to book a stand at the event.
5. Other services, providers and partners who work with 14-25 year olds will also be attending the event. This year's event is being held earlier in the year in the hope that plans for 2018-19 can be discussed earlier in line with Children and Families Act guidance.

6. The aim of the event is to give information to young people aged 14-25 years and their families about the provision available to them now and in the future. For the iWork service it offers an opportunity to provide information about what this service offers. It is hoped that four members of the team will attend. There are no costs attached to attendance at this event, other than travel to and from the event. Staff will take the time back over the coming weeks.

NottsHelpYourself

7. The NottsHelpYourself website pulls together a wide range of information, advice and service information into one central website to provide service users, carers and other members of the public with the information that they need in line with the Council's Care Act responsibilities. The Council works closely with external partners across health and the voluntary sector to ensure the website is comprehensive as well as colleagues across the Council in Children and Families and Place services. The website is key to reducing demand on services as it provides Council staff with information to assist signposting at the first point of contact with the Council and supports people to find support and resources to maintain their independence.
8. For this to be effective two levels of publicity are required. The first is to inform members of the public about the site and encourage them to utilise the information contained therein. A range of activities are recommended including social media posts, advertising on social media, email bulletins, printing on County Council envelopes and advertising on lamppost banners as well as having stands at community/provider events.
9. Secondly, publicity is required to engage with providers and encourage them to register on the site and develop the market in order to meet identified needs and gaps in service provision. This also includes attracting people looking to be a Personal Assistant (PA). Personal Assistants are employed by people who need social care and health support to enable them to live as independently as possible in their home. The Council is actively promoting the Support with Confidence scheme with the aim of increasing the number of PAs available. The development of the market place enables real choice to be provided to service users in receipt of personal budgets and people who are funding their own care and support. Recommended activities include flyers targeted at providers and social media posts. Costs will be covered by the allocated annual communications budget, which is funded equally between the Adult Social Care and Health department and Children and Families services.

Benefits campaign

10. The County Council's Benefits, Training and Advice Team provides accurate and impartial advice to people about the benefits they are entitled to. The Team is producing a short video to inform older people, carers and people with a disability about the advice available both through the Council and from other sources, with the aim of helping people to maximise their income and promote their independence. The video is a collaborative project between the Benefits, Training and Advice Team and media studies students at Nottingham Trent University. The estimated cost of this work is £1,000 and will be met from the Adult Access Service budget.

11. Subject to Committee approval the Team proposes to launch the film in February via the Council's website and NottsHelpYourself. The proposal is also to promote the video and its message via the Council's social media and on the large information screens at County Hall and selected libraries.

Notts Enabling Service (NES)

12. The Notts Enabling Service (NES) supports people to develop, maintain and improve their daily living skills by working with them for a short-term programme of focused activity. The support is varied but could include: developing or learning new skills at home; preparing for voluntary or paid work; and learning how to travel independently. The service has already been successful in helping people to increase their independence.
13. A range of communication activity is proposed that will help the service to share its successes and promote the support it is able to offer more widely. This could include producing a video of service users' experiences or a leaflet. Although the NES provides support for all age groups and support needs, communication activity will focus on providing information to people who have a learning disability and their families as it is felt that they may particularly benefit from the service.
14. The benefit of the activity will be threefold: service users and their families will be able to access information about the service; staff will have tools to support them to introduce NES to people who they are working with; and it is also anticipated that, in sharing the variety and success of work undertaken, it will support the service to promote vacant roles to potential candidates.
15. The communication activity is still in the very early stages of planning. More detail can be provided to Committee at a later date, as part of reporting on the progress and achievements of the Notts Enabling Service, including any costs that may be associated with this activity.

Activities at residential care services

16. A Friendship Club is being established at Leivers Court Care and Support Centre. This will initially take the form of a coffee morning to which older people in the local area will be invited. This event will be publicised in the local community.
17. The Council's residential services will be taking part in the National Care Home Open Day on 21st April. These events will be publicised within the local areas of each residential service. The event this year is being held to coincide with the Queen's birthday. Any costs attached to these activities will be covered in the service budget.

Other Options Considered

18. To not undertake events, activities and publicity relevant to adult social care and health: this would result in lack of awareness or understanding of services available, lack of engagement with local communities and loss of potential additional income.

Reason/s for Recommendation/s

19. To ensure that people in need of social care services and their carers are aware of the range of services on offer, encourage engagement with local communities, and increase income generation.

Statutory and Policy Implications

20. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

21. The financial implications, where they exist, are as follows:
 - **NottsHelpYourself (paragraph 9)** - publicity costs will be covered by the allocated annual communications budget, which is funded equally between the Adult Social Care and Health department and Children and Families services.
 - **Benefits Campaign (paragraph 10)** - the estimated cost of the work is £1,000 and will be met from the Adult Access Service budget.
 - **Notts Enabling Service (paragraph 15)** - more detail plus costs are to be provided at a later date; work is in the initial stages, therefore there are no financial implications at this time.
 - **Activities at Residential Services (paragraph 17)** - any costs attached to these activities will be covered in the service budget.

Human Resources Implications

22. The human resources implications, where they exist, are identified in **paragraphs 6 and 10**.

Implications for Service User

23. The planned activities identified in **paragraphs 4 to 17** will promote the support available from the Council and other services and resources that are available to help promote people's independence.

RECOMMENDATION/S

- 1) That the Committee approves the events, activities and publicity set out in the report.

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Constitutional Comments (SLB 08/01/18)

24. Adult Social Care and Public Health Committee is the appropriate body to consider the content of this report.

Financial Comments (CT 19/01/18)

25. The financial implications are contained within paragraph 21 of this report.

Background Papers and Published Documents

None.

Electoral Division(s) and Member(s) Affected

All.

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