

**13<sup>th</sup> November 2017****Agenda Item: 5****REPORT OF THE TRANSFORMATION DIRECTOR, ADULT SOCIAL CARE  
AND HEALTH****UPDATED ADULT SOCIAL CARE STRATEGY****Purpose of the Report**

1. The purpose of the report is:
  - a) to invite the Committee to recommend the updated Adult Social Care Strategy, attached as **Appendix 1**, to Policy Committee for approval.
  - b) to seek approval to develop and publish relevant design and marketing materials to share with appropriate audiences such as health and housing and the public after approval from Policy Committee.

**Information and Advice**

2. The '*Your Nottinghamshire, Your Future*' is Nottinghamshire's County Council's new corporate plan which was approved at Full Council in July 2017. It is part of the Council's Planning and Performance Framework and sets out the Council's vision, commitments and approach.
3. *Your Nottinghamshire Your Future*'s corporate vision is currently being translated into an Adult Social Care and Public Health departmental strategy.
4. To support the Council's new departmental strategy the current Adult Social Care Strategy has also been updated.

**Background**

5. The current Adult Social Care Strategy was approved by Full Council on 27 March 2014. Its aim was to set the future direction of adult social care in Nottinghamshire and enable the Council to meet its statutory duties within the funding available. It was produced in response to:
  - Changes in legislation, including the Care Act and Deprivation of Liberty Safeguards
  - Increases in demand for services as a result of an ageing population and increased levels of complexity
  - Challenging financial circumstances with a reduced budget and increasing costs.

6. The Strategy sets out the guiding principles for how social care should be delivered. It also provides a means to communicate the social care offer to the people of Nottinghamshire, Council employees and other stakeholders.
7. Three principles form the foundation of the Strategy:
  - promoting independence and wellbeing
  - ensuring value for money
  - promoting choice and control.
8. Since 2014 the Adult Social Care Strategy has been shared with service users, staff, County Council Members, Members of Parliament and partner organisations such as Health. Additional supporting material such as a public leaflet and an employee charter were also developed and circulated.
9. The introduction of the Adult Social Care Strategy enabled the department to more effectively manage increasing demand for services by resolving needs earlier on. It also provided a legal and ethical framework for delivering sustainable savings. To date, the Strategy has helped support £79 million of savings delivered. In addition the Adult Social Care Strategy has led to reduced budget pressures being requested for younger adults and no budget pressures being submitted for older adults services in 2016/17. These outcomes were achieved by focusing on:
  - Sharing responsibility for maintaining health and independence with people, their families and their networks
  - Developing more effective ways of working
  - Effectively managing the demand for services through increasing the use of preventative actions
  - Ensuring access to a wider range of source of support including better use of short term support.
10. Further work is now required to fully embed the guiding principles across both health and social care teams. To achieve this, and to ensure the new departmental strategy is effective, the existing Adult Social Care Strategy requires revision and updating.
11. The updated Strategy focuses on:
  - Promoting people's independence and well-being
  - Helping people to help themselves, by working with them to understand their strengths and what they can do to reduce their need for support
  - Sharing responsibility with individuals for their health and well-being and helping them find solutions within their existing networks of family, friends or communities, and utilising these resources before looking for formal social care support
  - Developing short term options available to reduce the level of long term support that may be required.

- A re-statement and communication of the social care offer to people who are self-funders.
12. The Strategy provides a clearer explanation of the social care offer and how it can be delivered. This is to support operational staff and ensure it is easy to see how the strategy translates into practice on an everyday basis.
  13. In developing the updated Strategy, a feedback exercise was undertaken to gather the views of service users, carers and employees, this was done over a short period of time in order to fit in with the development of the departmental strategy.
  14. Feedback and responses were received from 85 people from the following groups and forums:
    - The Older Adults Advisor Group
    - The Learning Disability and Autism Partnership Board – Carer Representatives
    - All social care staff with an online survey
    - Social care staff focus groups in the North and the South of the County to obtain more detailed feedback
    - Adult Social Care & Health senior managers via a workshop.
  15. Overall, the engagement with key stakeholders was positive, with plenty of constructive feedback for improvement of the Adult Social Care Strategy.
  16. The feedback is now reflected within the updated Strategy, which is attached as **Appendix 1**, and some of the changes made are summarised below:
    - Changed the language used to be more positive and reflect a more active service user involvement
    - Added a more comprehensive introduction to the Strategy and clarified headings to better set the context for those not familiar with social care
    - Emphasised the principle that adult social care provides advice and support to all the people of Nottinghamshire, self-funders and state funded alike
    - Made greater references to key legislation, namely the Care Act, so it was clear that the Strategy underpinned and supported the legislation.
  17. In order to ensure the key messages contained within the updated Strategy are communicated effectively, it is proposed that appropriate communications and marketing activity takes place to target the relevant audiences.

### **Other Options Considered**

18. To not update the Adult Social Care Strategy may result in a lack of clarity about how the Council can continue to support people to live as independently as possible.

## **Reason/s for Recommendation/s**

19. The recommendations are made so that the updated Strategy can be considered by this Committee and Policy Committee. Following consideration, amendments and approvals, the updated Strategy can be shared to ensure there is a clear and consistent approach to how the Council supports people to live as independently as possible.

## **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 costs of the proposed external communications in the region of £600. This is for the design and print of appropriate communications. It includes the cost of postage to partner agencies.

## **RECOMMENDATION/S**

That:

- 1) the updated Adult Social Care Strategy, attached as **Appendix 1**, is recommended to Policy Committee for approval
- 2) the design and publication of appropriate communications is approved.

**Jane North**  
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**For any enquiries about this report please contact:**

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## **Constitutional Comments (SMG 02/11/17)**

22. The proposals outlined in this report fall within the remit of this Committee.

### **Financial Comments (OC 23/10/17)**

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

### **Background Papers and Published Documents**

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

[Adult Social Care Strategy 2014](#)

### **Electoral Division(s) and Member(s) Affected**

All.

ASCPH496