Personalisation

Headlines, next steps
Why?

- 5yrs since start of personalisation policy
- Significant learning, research and experience
- End of “target” period and prior to new legislation
- Sense of both possibility but significant risk – rhetoric/reality, impact of austerity – best strategies?
- Need to get focus and synergy across key groups on what can drive improvement
What?

• Chaired by Norman Lamb and Jon Rouse (Director General)

• Approx. 25 participants: People + families, DH, Association of Directors of Adult Social Care, Local Government Association, Think Local Act Personal, Towards Excellence in Adult Social Care, council managers, provider organisations

• Main focus: personal budgets delivery, market and provider development (but wider themes also)

• Pre summit: open meeting of SDS Forum and social media request for ideas – taken into summit

• Inputs, identification of key challenges and opportunities, steer development of joint action plan

• Post summit: action planning session and development of joined up proposals
Main messages
• Overall good progress on personal budgets uptake, but large and concerning variances in take-up, especially direct payments.

• Evidence of good outcomes, but more needs to be done to ensure that all groups of people benefit equally.

• Councils need to be “self-aware” of the results of local delivery – checking results and impact with local people (POET)
• PB process is in many instances cumbersome, bureaucratic and risk averse and creating barriers to people accessing personal budgets in a timely manner that enables genuine choice and control.

• Increasing body of evidence concerning what works best in implementing personalisation (via POET etc) - for many of the issues, solutions are already available and need to be shared and embedded.

• Importance of working in co-production with people, carers and families as equal partners in designing, commissioning and delivering support, and to build capacity in communities.
• Legislation on PBs and personal care planning welcomed, but new challenges to making this work in the context of the Care Bill. Need to ensure that regulations and guidance uphold the fundamental principles of self-directed support.

• Long way to go to a diverse market of high quality, personalised care and support for people to choose and sometimes personalisation at odds with prevalent commissioning practice.
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• Too few instances of people pooling their budgets, absence of the infrastructure needed to enable people to develop their own support plans and commission services for themselves

• Increasing number of self-funders needing information and advice to support their own commissioning decisions.
• The financial context within which organisations are operating may be driving risk averse behaviour

• Workforce feeling under supported and/or more leadership required. Positive role for social workers. Help for workforce to adjust

• More attention needed to evidencing the business case for personalisation.
• Rollout of personal health budgets and the prospect of integrating care and support at the level of the individual through personal budgets is a significant opportunity – but not sufficient traction at present

• Forthcoming pioneer programme linked to the Shared Commitment to integrated care and support was seen as a key chance to test and learn from this approach

• Other opportunities to help address key challenges such as post Winterbourne plans
What next?

• A planning group is reviewing the detailed ideas and proposals
• A draft review of personalisation progress and action plan will be drafted and shared at the NCAS conference in October
• Action plan will detail issues to be addressed and activity by DH, ADASS, TEASC, TLAP and its partners and others over an agreed period
• Maximum connectivity will be sought – linking legislative and policy action with support for improvement from the local government bodies, TLAP and others
## Current work of the TLAP Self-Directed Support Forum

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<th>Topic</th>
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<td>The impact of personal budgets</td>
<td>TLAP published the <a href="#">National Personal Budgets Survey</a>, based on the experiences of over 3000 people using PBs and family carers gathered from 22 councils by In Control, using POET (personal budgets outcomes evaluation tool). You can read the <a href="#">full reports</a> here and watch the webinar <a href="#">here</a>.</td>
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<td>Reducing process, increasing choice and control in self-directed support</td>
<td>Commissioned by TLAP, SITRA gathered promising practice and held three practical workshops attended by 67 councils. A report and over 25 local case studies have been prepared and published by TLAP in September <a href="http://www.thinklocalactpersonal.org.uk">www.thinklocalactpersonal.org.uk</a></td>
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<td>Improving Direct Payments uptake</td>
<td>Disability Rights UK were commissioned by TLAP to review promising practice in improving uptake of direct payments. A workshop and two webinars were held. The webinar is available to watch on the <a href="http://www.thinklocalactpersonal.org.uk">TLAP website</a> and a report has been prepared with case studies</td>
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| Personal budgets and integration | TLAP is conducting a project with NHS England, the NHS Confederation and SCIE to promote the use of personal budgets and personal health budgets to support integration at the level of and directed by individual people. The project will:

- Identify opportunities to support integration using personal budgets
- Find out what information, tools and experience leaders need to maximise the potential of personal budgets and supply these
- Agree and undertake action to be taken by leaders and organisations with support from TLAP and its partners |
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<td>Older people and personal budgets</td>
<td>TLAP is working with ADASS and others to explore how to improve delivery of personal budgets to older people. Following the publication of a <a href="#">first stage report</a> we are now exploring local case studies. These will be published by TLAP in December linked to a second stage report. We will also be using the findings to advise the Prime Minister’s Dementia Challenge.</td>
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<td>Personalising Homecare</td>
<td>The DH has launched a <a href="#">Homecare Challenge with The Guardian</a>. TLAP partner In Control, working with the United Kingdom Home Care Association and Helen Sanderson Associates has produced a model for <a href="#">Individual Service Funds in Homecare</a> and a provider self-assessment and planning tool.</td>
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<td>Children and personalisation</td>
<td>TLAP are members of the Children’s Personalisation Network and are currently exploring joint opportunities, linking to the parallel adults and children’s legislation and current children’s <a href="#">Pathfinder programme</a>.</td>
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### Mental Health and Personalisation

NDTi have published a practical resource *Paths to Personalisation* supported and endorsed by TLAP. A national conference was held and you can download the presentations from the [event website](#).

### Personal budgets and employment

Research consistently shows a modest link between receipt of a personal budget and increasing levels of employment. NDTi is conducting practical research in this area and TLAP has held initial discussions with a number of organisations. We will be bringing a workshop together in December to explore personalisation and employment generally, including the role that PBs can play.
A range of tools and resources have been produced by TLAP and partners to support commissioners and providers to make the shift to personalisation and further co-production. These include the **Provider Blueprint, Budgets and Beyond** from the New Economics Foundation (sponsored by SCIE and TLAP) and a range of publications from the **National Market Development Forum** including the **Quality Assurance Briefings**. Other tools that might help include the recently released **Social Care Jargon Buster** - is a plain English guide to the most commonly used social care words and phrases and what they mean; a map of people’s journeys through the social care system and **principles for councils** in providing good information and advice about care and support.

**Making it Real for Carers** and **Making it Real for People with Dementia** have also been recently launched.

The Social Care Institute for Excellence have updated their **Rough Guide to Personalisation** into a digital format and it includes easily accessible, related SCIE materials that are embedded in the text.