

# Making it Real in Dudley

*Transforming adult social care together*



18 April 2013

*Our vision is that people should have choice and control over how they receive support, based on prevention, on promoting independence, better quality of life and personal budgets; this is called 'personalisation'*

## Update

### SECTION 1: News in brief

#### From Making It Real in Dudley to Making It Real across England

Matt Bowsher, Assistant Director for Quality and Commissioning (Dudley Council) has been elected co-chair of the Association of Directors of Adult Social Services (ADASS) national personalisation group. The purpose of this group is to drive the principles of personalisation across the country.

Matt said: "This is great news for Making it Real in Dudley. We will be able to learn from the work of others and we will be able to tell our story about the great work we are doing here in the borough"

#### Making it Real in Dudley urges partners to sign up to Making it Real

Partners, providers and voluntary organisations are being urged to sign up to the Making it Real principles nationally. Organisations that are currently listed in the borough are:

- Dudley Council
- Langstone Society
- Green Team Dudley
- Woodford Home Care
- MDH Support

Let's get more Dudley organisations signed up and show our commitment to the principles so [sign up today](#). Tell us why you signed up at what it means for your organisation and the people you serve, post your comments on our [Making it Real in Dudley blog](#)

## **Jon Rouse, Director General for Social Care, Department of Health to visit**

At a national social care conference last month the new Director General for Social Care, Local Government and Care Partnerships at the Department of Health, Jon Rouse, cited Dudley as making great strides in Dementia Services and in its Making it Real social care transformation programme. He will be visiting the borough in June to get firsthand experience of Making It Real in action.

## **Dudley hosts its first 'webinar' on mainstreaming telecare services**

Last week Dudley has hosted its first ever Making it Real in Dudley online webinar (online seminar) on how telecare can become as common place as other everyday gadgets to help people remain as independent as possible.

Over 50 people attended the virtual seminar and it reached over 10,000 people via social media. Attendees heard about the [Gadget Gateway](#), how Dudley's Dementia Gateways are embracing assistive technology and how people with learning disabilities can greatly benefit from using telecare.

Guests at the seminar included Professor Peter Gore from ADL Smartcare, Shirley Ayres- author of the Disruptive Social Care podcast, Peter Jackson- Head of Social Care at IEWM, Matt Bowsher and Marie Spittle from Dudley Council. The session was hosted by Community Gateway CIC and so we would like to thank Richard Haynes for his help on day. A summary of the event will shortly be available on [www.makingitrealindudley.org](http://www.makingitrealindudley.org)

## **Healthwatch Dudley is launched**

Dudley CVS has been selected to deliver Healthwatch Dudley. Launched this month Healthwatch Dudley will be the trusted independent consumer champion for health and social care in Dudley borough.

Local healthwatch organisations are being introduced across the country as a result of new government legislation and will strengthen the collective voice of local people.

The Making it Real in Dudley partnership welcomes Healthwatch Dudley to the Board and is looking forward to working with them to improve health and social care for the people in Dudley. For more information a [handy factsheet](#) has been produced or you can go to the [Healthwatch Dudley website](#) or telephone: 01384 267427.

## **Dudley's Dementia Gateways up for national award**

Following on from the success of winning the regional rounds, our Dementia Gateway service, which is a cross agency approach to supporting people with dementia, has been nominated for a national

award in the Great British Care Awards in the personalisation category. This is a fantastic achievement and we wish them all the very best for the award event in May. For more information contact Annette Darby on 01384 815896

## **Carers Coordinator receives national recognition**

Dudley Council's carers' coordinator has received national recognition for her work with the borough's carers. Christine Rowley, Carers Coordinator for Dudley Council, has been highlighted for her work from Omega, the National Association for End of Life Care.

Omega, which supports carers, former carers and the bereaved in the West Midlands, awarded the Certificate of Appreciation to Christine for her commitment towards collaboration and information sharing, and the support she provides to family care-givers and organisations in Dudley : [more information](#)

## **Making it Real in Dudley launched its web and blogging site**

Staff, partners and members of the public can now follow the Making Real in Dudley programme by going to [www.makingitrealindudley.org](http://www.makingitrealindudley.org). The site contains all the information you will need to know about the programme as well as providing with opportunities to get involved in relation to joining in a variety of conversation topics. Key topics include commenting on our brand [new jargon buster](#) for adult social care.

## **Dudley's local account for adult social care 2011-12 published**

Dudley residents can now find out and offer their views on the performance and future plans for adult social care services in the borough. The council together with people who use services and its partners and has published its second adult social care report called 'Improving Lives, making a difference'. For a copy of the account go to: [www.dudley.gov.uk/localaccount](http://www.dudley.gov.uk/localaccount) or contact Shelley Brooks on 01384 812418.

## **Funding for personal assistant and individual employer learning and development**

People who employ personal assistants (Individual Employers) can apply for a grant directly from Skills for Care to support the full cost of learning and development for both themselves and their personal assistants. For more information go to the Skills for Care [website](#).

# SECTION 2: Programme brief

## Making it Real in Dudley - Blueprint and action plan

A first draft of the Making it Real Transformation Blueprint was presented to the Board on 8 April. The blue print which sets out the detail of the top level [action plan](#) will be available from Thursday 25 April 2013. We are seeking feedback on the blueprint and want to publish a final version after the Board meeting in June. Please reply on [our site](#) or contact Stuart Lackenby by [email](#) or telephone 01384 813872 and let us know what you think; comments are required by 24 May.

## Communication

Shelly Brooks, (Communications Lead for MiRiD) has met and is scheduled to meet with Board members to provide external channels to the programmes communication and engagement.

## Staff and Stakeholder MiRiD road-shows (May)

We are hosting a series of in- depth road-shows for staff and partners to take part in. Attendees, over the course of a morning or afternoon will hear about the Making it Real in Dudley programme and will have an opportunity to contribute to the agenda.

We are also looking for people and or organisations who are willing to take part in telling how Making it Real is affecting them.

Dates:

|                  |                                      |             |                                 |
|------------------|--------------------------------------|-------------|---------------------------------|
| Tuesday 7 May    | Salt wells EDC                       | 1:45-4pm    | <a href="#">Book your place</a> |
| Thursday 9 May   | Caslon Room Halesowen Library        | 1:45-4pm    | <a href="#">Book your place</a> |
| Wednesday 15 May | Wollaston Room Stourbridge Town Hall | 1:45-4pm    | <a href="#">Book your place</a> |
| Tuesday 21 May   | Dudley College                       | 9:45am-Noon | <a href="#">Book your place</a> |
| Friday 24 May    | Brierley Hill Civic Hall             | 9:45am-Noon | <a href="#">Book your place</a> |

## Express briefings

Five express briefings have been attended by in excess of 110 staff and partners. In April we increased the frequency so to enable broader attendance from the wider health and social care sector. The briefings are hosted by Stuart Lackenby, Making it Real in Dudley Programme Lead and consist of a short presentation followed by a question and answer session.

The **next sessions** are:

|                   |                                           |              |                                 |
|-------------------|-------------------------------------------|--------------|---------------------------------|
| Wednesday 12 June | Brierley Hill Health & Social Care Centre | 9:00-10am    | <a href="#">Book your place</a> |
| Wednesday 26 June | Halesowen Library, Caslon Room            | 9:30-10:30am | <a href="#">Book your place</a> |

If you would like to attend a road-show or express briefing you can book [on line](#) or email [Shelley.Brooks@dudley.gov.uk](mailto:Shelley.Brooks@dudley.gov.uk) or telephone 01384 812418.

## **Work-stream 1: Information and advice**

Following the departure of Kate Millin who left the council last week, Jayne Wilkins, Head of Service for Libraries has been confirmed as the new information and advice lead.

### **Dudley Community and Information Directory (DCID [www.dudleyci.co.uk](http://www.dudleyci.co.uk))**

Making it Real in Dudley has now purchased additional functionality that will make the DCID more accessible and functional as a tool for people searching for care and community services and activities.

Healthwatch Dudley, the Dudley Clinical Commissioning Group (CCG) and DACHS have met and agreed a partnership approach to further development of the directory. For more information contact: Lynda Wattis by [email](mailto:lynda.wattis@dudley.gov.uk) on 01384 812829

### **Community Contact Points**

Work has begin to develop a range of community contact points that support local people to access the Dudley community information Directory and preventative support services. The Contact points will work with both the Living Well Feeling Safe Partnership and Healthwatch Dudley across the borough. For more information contact Marie Spittle by [email](mailto:marie.spittle@dudley.gov.uk) or telephone 01384 817456.

## **Work-stream 2: Active and supportive communities**

This work stream is moving forward with pace and its membership is now includes local people, independent sector organisations and DACHS staff.

### **Engaging Dudley (helping to get more people involved)**

A partnership model has been developed that places Healthwatch Dudley at the centre of engagement activity in the borough. A workshop on the 25<sup>th</sup> of April is planned with local people who use services to develop the approach further.

Initial analysis of the engagement bank has enabled us to identify a sizeable group of people with interests pertaining to the Making it Real themes who want further involvement. For more information contact Justin Haywood by [email](mailto:justin.haywood@dudley.gov.uk) or telephone 01384 81875

### **Transport**

The transport group have met and have provisionally identified the 15<sup>th</sup> July to host an event to talk to local people around transport in the borough. A draft survey has been developed; based on the take

control; get involved approach which will support local people to get participate. For more information contact Angela Pitchford by [email](#) or telephone 01384 815148.

## **Mutual Supports and Assets Exchange**

A map of local resource has begun to be developed which details all organisations, networks and individuals who offer mutual support in the borough. This includes volunteers and trade schools. Once complete this resource will be published in the Dudley Community Directory. For more information contact Kate Green by [email](#) or telephone on 01384 573381

## **Work-stream 3: My support/My money**

### **Resource Allocation System (RAS) and assessment framework – new system now live**

How we allocate personal budgets to people through the resources allocation system or RAS has been changed to improve the overall efficiency and transparency for people of how their personal budget has been reached.

The improved RAS and the associated assessment forms (which are called MAF1 & 2) is now live (from 2 April) for new people coming into adult social care and at the time of review for all other individuals. Implementation was associated with 6 training sessions attended by 98 staff. The sessions provided in-depth information as to how the RAS works and was built. A further two additional training sessions will be delivered in May. For more information contact: Stuart Lackenby by [email](#) or telephone 01384 813872.

## **Assessment**

In line with the new RAS the new MAF 2 has been implemented. The new assessment is more consistent and easier to read. Upon completion a summary sheet is produced that provides exact details of how the budget was calculated and how informal care has been taken into account. The RAS and MAF 2 will reduce the amount of impact assessments completed, so reducing paperwork for practitioners.

The aim is that all recipients of a personal budget will have clear and easy to understand information on how their personal budget was calculated. For more information contact: Stuart Lackenby by [email](#) or telephone 01384 813872.

## **Carers**

The carers steering group has met and has adopted the recommendations made to the board, to develop carer services, into its actions plan. The carer's forum has enabled local carers to become

involved in future developments and in providing real life examples of positive effect of Making it Real. For information on carers go to [www.dudley.gov.uk/carers](http://www.dudley.gov.uk/carers) or contact Christine Rowley by [email](#) or telephone 01384 818723.

## **Work-stream 4: Workforce**

### **Direct payments (DP)**

‘Direct payments’ is the term used for the way in which personal budgets are paid directly to the recipient. The individual can then choose how he or she spends it on their care.

We have been supporting 3 approved providers as part of a pilot to extend the number of DP support services in Dudley.

We are proposing that as a default position all recipients of personal budgets will receive a direct payment. Individuals will have the option to request that the council manages their care or a combination of both a direct payment or managed care. The Board will be asked to consider and make a decision in June with regard to adopting a default position with direct payments. Stuart Lackenby by [email](#) or telephone 01384 813872.

### **Quality ratings**

A key requirement for increasing the confidence of people when purchasing services with their personal budget is to have appropriate and easily understood quality rating systems that will help the individual make an informed choice based on quality as well as price.

We already have the Quality Mark for Micro Providers (Micro services are very small health and social care services). This is currently held by 4 organisations (3 Gold & one Silver) with a further 7 applications under assessment. A pilot will begin in this month to test the applicability of the Quality Mark to small organisations (up to 49 employees) and which will also include Quality of Life Standards of care.

With the increased functionality of the Dudley Community Information Directory we intend to introduce a customer rating system which will allow people place direct feedback against providers - a kind of 'Trip Advisor'. Work has begun to establish the implications for resourcing such a function on the directory, including moderation/monitoring functions. It is also planned to look at the safeguarding implications and the implications for provider organisations. For more information contact Debbie Laquesne by [email](#) or telephone 01384 637116.

### **Market position statements**

Central to the use of improved market intelligence is the development by the local authority of a market position statement (MPS) - which in effect says what is already available, what is in

development and what are the gaps in terms of availability of services and how we are going to meet the demands of people requiring adult social care support.

Key to the development of market position statements is co-production. There are already a range of provider forums in place which have developed over the years. Work is under way to map the forums, their purpose and membership. We will be able to establish where there is overlap of membership and where there are gaps.

Initial work indicates that currently contracted providers are well covered. However, there may be gaps for organisations new to the market, particularly in the voluntary sector. For more information contact Andrew Packer by [email](#) or telephone 01384 813131

## **Mental Health – personalisation implementation**

To support the implementation of personalisation in Mental Health, Meena Dulai, a mental health team manager has been seconded to work across the council and the Dudley and Walsall Mental Health trust. The role began on the 2 April 2013 and will be involved in reporting to the implementation group on progress and making recommendations with regards to the personal budget process in mental health.

Meena will also be working with the funding panel to understand expectations and develop proposals around the future panel process. Another key element of this role will be to transform Woodside day service as well as helping to make sure that mental health staff fully understand the principles of Making it Real in Dudley.

## **Reablement in Mental Health**

Reablement is short-term support designed to people the confidence to manage as many daily living tasks as possible on their own.

Agreement is now in place to develop a pilot model of how Reablement services could be delivered in mental health. The model will be developed in partnership between the Mental Health Trust and the council and will be discussed at the mental health partnership board on the 15<sup>th</sup> April 2013.

For more information contact: Meena Dulai on 01384 362389 or [email](#)

## **Contacts**

If you would like further details on Making it Real in Dudley please go to:  
[www.makingitrealindudley.org](http://www.makingitrealindudley.org)

Alternatively you can contact Project Lead Stuart Lackenby on 01384 81872 or [email](#)