

Making it Real in Dudley

Transforming adult social care together



Programme update summer (May – August 2013)

News in brief

New homes to be built for people with learning disabilities

Dudley Council has been awarded £385,000 from the government's Homes and Communities Agency to build 14 new council apartments for tenants with learning disabilities. This follows the success of their new build programme, which was completed last year. The scheme will cost around £2.1 million and will also provide three houses for people with general needs. Work is due to start in the autumn and they are expected to be completed by 2015.

Making it Real in Dudley website and blog highlighted

The last month has also seen us cited as an example of best practice by Improvement and Efficiency West Midlands in their recent Best by West Midlands' white paper. This was in recognition of the Making it Real in Dudley adult social care transformation programme website. We were also cited as an example of best practice in a recent ministerial briefing by Norman Lamb, Minister of State for Care and Support.

The site has 266 followers on Twitter and people can also now sign up to a brand new email subscription email service which will automatically send out email updates when social media posts are issued. [:: sign up to Making it Real in Dudley](#)

Dedicated contracts support for personal assistants

Personal assistant development was given a boost last month when Dudley Council identified additional capacity to support personal assistants. More information will be available shortly through the Dudley Community Information Directory.

Dudley Centre for Independent Living looking to set up a Personal Assistant Cooperative

Supported by the Dudley Innovation Fund, Dudley CIL has recently held a number of events to gauge interest in setting up a cooperative for personal assistants in the borough. [:: for more information and to see Dudley CIL's news release](#)

Integrated dementia care in Dudley praised by Prime Minister

In the Prime Minister's '[Challenge on Dementia](#)' which was published recently, Dudley Council working in partnership with Dudley CCG, has been highlighted for developing 'an innovative, integrated approach to the diagnosis, care and support offered to people with dementia, their carers and families.'

The report goes on to commend the borough's three Dementia Gateways, which provide care and support for those affected by dementia throughout all stages of the condition.

Dudley's Dementia Gateways were also shortlisted in the national Great British Care Awards.

More than 500 people attend Making it Real events and workshops

Since May 2013 more than 500 people, including people who use services, social care professionals and partners have attended Making it Real in Dudley events. Attendees listened about the Making it Real Programme and were able to contribute to the agenda. Post event details are now available at www.makingitrealindudley.org

Can you help develop personalisation in Dudley? Become a 'Go To Person'

We are looking to recruit a number of volunteers to become members of the [Making it Real in Dudley 'Go to Network'](#).

As a 'Go to person' you will help to inform the communications plan and make sure that everyone feels that they have a part to play. You will also act as a first point of contact for all queries relating to personalisation and the [Making it Real agenda](#).

We will expect you to commit approximately five hours a month (within your normal working hours) to being a 'Go to person', this will include for example attending the bi-monthly Making it Real in Dudley express briefings and being involved in action learning set activity. You will also communicate the programme at team meetings and co-ordinate feedback and questions. In addition you will also have the optional opportunity to take a qualification in personalisation. [For more information contact Shelley.Brooks@dudley.gov.uk 01384 812418](#)

HOPES project launched

The 'HOPES' project – (Helping Older People Escape Solitude) has been funded by the Big Lottery for three years and is free at the point of delivery. It is a new service being run by Crossroads Care Dudley.

The referral can come from anyone, it does not have to be a professional and people can refer themselves. It is not means tested. The aim of the project is to obtain some positive outcomes from the support service we provide to older people. The criteria to access the service is that the person is over 65, living alone, lonely, and wanting to make a difference to their lives. [:: more information](#)

Dudley highlighted as good practice in micro market provision

An article was recently published in the Guardian about our Micro Markets service that highlighted Dudley's provision as good practice. The service was also shortlisted in the personalisation category of the MJ Awards. [:: read article](#)

Oaks project wins £10,000 funding

Congratulations to all at the Oaks Project in Halesowen for winning a £10,000 garden makeover prize in a national competition organised by Roundup Lawn and Garden UK.

The Oaks Project is a community-based design studio that was set up by Chris Self in. Chris works with the students to undertake multi-media projects including painting, drawing, photography and filmmaking.

In 2012 the Oaks Project was given a piece of land to use for outside working and social events, but had not been able to make the most of the space. The £10,000 makeover of the outside space will include garden design time, labour, furniture and plants - all working together to breathe new life into the garden.

Programme brief *(covers period June –July 2013)*

Making it Real in Dudley - Blueprint

After receiving a large amount of feedback we will be publishing the Making it Real Transformation Blueprint in September. This will be available at www.makingitrealindudley.gov.uk

Programme communication and engagement

During this period the programme's priority has been around communication and engagement. We have focussed heavily on engaging local people to promote understanding and involvement around Making it Real.

Express briefings took place during June and July and are now attended by external providers, voluntary sector organisations and internal council staff. Programme updates have been circulated through a range of internal and external channels.

Think local Act Personal is working with us around a number of case studies in respect to our Making it Real activity. More information about further events is available on page7.

Work streams

Information and advice

Website www.dudley.gov.uk/resident/care-health/adult-health-social-care/

A revised page structure has been developed for the adult social care pages of the council's [website](#). Recommendations from a recent evaluation of the website have been built into the new design. We are currently seeking views on the new design. For more information contact [Parminder Gill](#)

Community Contact Points

47 potential community access points have been identified that could offer a whole raft of community information. The staffing and volunteering requirements for these sites are being considered and the Citizens Advice bureau has been engaged to provide required volunteer capacity.

Dudley Community Information Directory www.dudleyci.co.uk

The council will shortly be launching a new easier to navigate Dudley Community information Directory. This structure has been forwarded to the Clinical Commissioning Group for comment. There is also Black Country interest in developing the DCID for the region.

Performance

A new model called 'TOTAL' has been developed to provide a quantitative and qualitative approach to how we measure our performance. We have also begun work with Changing our Lives around integrating the Quality of life standards into our contracts.

Active and supportive communities

Transport

A consultation event took place at Saltwells Education Centre in July. The event was attended by more than 80 local people and stakeholders who articulated their priorities. Such priorities are being collated to define our next steps around travel and transport.

Dudley Innovation Fund

Three Your Support, Your Care, Your Way events will be held in September and will offer an opportunity for people to find out what services are on offer in Dudley as well as being given the chance to tell us where the gaps are and what services are needed.

The Illustrative Commissioning approach to support the launch of Round 2 of Kick Start grants is scheduled to be delivered across three events in September. These events entitled your care You Support Your Way will give local people a real opportunity to shape future support services in the borough.

Engaging Dudley

Earlier in the summer the first engagement forum was delivered in partnership with Health Watch. Thirty Three local people who use services attended. Personal experiences were shared and related to the Making it Real themes. The forum was scheduled to meet again in August and will focus on the opportunities for local people to get involved.

In July, the council met with all of the 43 funded organisations to promote Making it Real, map organisation activity and build on existing mechanisms to engage people who use care and support services.

These session have revealed some dynamic and creative activity from a number of our community and voluntary organisations.

Mutual assets and skill developments

A group of six community and voluntary organisations have come together and have committed volunteer capacity to support the mapping and development of community skill and assets.

My Support/My Money

Carers

A carers' provider event took place in July and was attended by over 70 people from 37 different organisations around increasing the support we provide to carers.

The procurement approach to increase the capacity for carers assessments has been developed with an expectation that a suitable provider is identified and in place by late October.

Development of a new carer's assessment has also begun.

Customer Journey Review

The customer Journey review of our access service has now been completed. A report has been produced and makes recommendation around the future development of the access team and the implications for other teams. As a result a number, senior officers are looking to take forward service redesign plans that will address the key themes of the report.

Quality of life audits

Changing our Lives have now completed the first phase of the quality of life audits which looks at our approach to personal budgets for everyone.

24 audits have been completed with both positive practice and areas for improvement identified. A summary report has been produced which will be published shortly.

Workforce

Direct payments

The direct payments steering group has developed a project plan. Work has started on:

- Equality impact assessment
- Incorporating direct payments paperwork into support plans
- Market position statement
- Procurement and contract approach

It is proposed that these changes will go live by 1 October 2014.

Quality Mark – for providers

Pilot work on extending the scope of the Quality Mark is under way with a larger organisation. This is linked to ongoing work with West Midlands Care association to develop a Quality Framework. The framework will draw on a range of measures and will help people who use services and their carers to make informed decisions about the standards of care and support offered by different providers. A model has been developed and will be shared in draft form at forthcoming provider forums.

Internal workforce

An accredited course associated with personalisation has now been developed to support the recruitment of Go To People (see page 2). Details of the course are available from [Jody Cottis](#) on 01384 818972

Mental health – personalisation implementation

The mental health action plan is underway, including the following activity:

- Woodside redesign- moving more to a recovery centre
- Mental health engagement event, 16 September 2013 hosted by Dudley Mind
- Policy and practice development
- Panel redesign (this is where personal budgets are awarded)
- Implementing personal budgets for younger adults

Future Events (September – October 2013)

1. Mental Health Personalisation Event - Have your Say (Monday 16 Sept 2013)

Venue: Brierley Hill Civic Hall 11 -3 pm

This event is especially for people who use mental health services and aims to be as friendly, jargon free and stress free as possible. You can join in, be creative, or just listen it's up to you.

Book tickets via www.haveyoursaydudley.eventbrite.co.uk or contact: Emma Marks on 01384 442938 Email: emma.marks@dudleymind.org.uk This event is part of Dudley Borough Councils "Making It Real" Agenda for transforming adult social care and is being coordinated in partnership with Dudley Mind and Dudley and Walsall Mental Health Trust.

2. Help write Dudley's annual adult social care report (Tuesday 24 September 2013, 11am to 2pm and Tuesday 22 October 2013, 11am to 2pm

(venue to be confirmed)

Do you, a family member, or someone you care for access an adult social care service in Dudley borough? Come and join our reference group to help write the third annual account for adult social care. For more information contact Ali on 01384 267427 for more information or email hello@healthwatchdudley.co.uk

3. NHS Dudley Public Healthcare Forum Meeting (24 September 2013 4.30pm - 7.00pm)

Venue: Brierley Hill Civic Hall, Bank Street, Brierley Hill, DY5 3DH

How do we make every pound we spend work harder? Demand is rising, costs are rising and all at the same time that money is getting tighter than ever! Your CCG needs to do things differently and the years ahead are our biggest challenge. Come and talk to us and tell us how you think we should spend the money and what matters most. Meetings are friendly and informal. To book your place or find out more email Helen.ashford@dudleyccg.nhs.uk or ring Helen on 01384 321719.

4. Living Feeling Safe event 'Get Connected to Health and Wellbeing' (10 Oct 9 -3.45)

Venue: Himley Hall

This event is aimed at everyone working with older and vulnerable people across Dudley Borough. The event will provide an overview of the Living Well, Feeling Safe partnership as well as information on all of the key services and support involved. There will be market place and opportunities to network with others who are also working to improve the health and well being of borough residents. For more information contact marie.spittle@dudley.gov.uk on 01384 817457.

5. Join the Go to network (see page 2)

Come along on Tuesday 15 October 2013, .30 -4.30 pm at the Savoy Centre, Nether ton, Dudley for more information contact [Shelley Brooks](#) on 01384 812418.

6. Dudley Centre for Independent Living presents 'It's All About You' event (Friday 25 October 2013 (am or pm session))

Venue: Dudley Wood Neighbourhood Learning Centre (10am -12.30pm & 1pm - 3.30pm)

This event is being held by Dudley CIL and is a day for people of all impairments, disabilities, or have long term illness. It is an opportunity for people to see what's going on in the community in terms of leisure and social activities. Attendees will be able to find about volunteering, adult learning opportunities, as well as sport activities in the area to name but a few. They will also be able to take part in a disability quiz.

People will also be given an opportunity to tell Dudley CIL what they want to do as well as the barriers that stop people from doing what they want to do. For more information contact: 07757 254852 or go to <http://itsallaboutyou.me.uk>

7. Express briefings - for all stakeholders

The purpose of this briefing session is to help keep partners, staff, providers and stakeholders informed about the programme and offer an opportunity for individuals to raise any questions or issues about adult social care.

So if you've got a question, want to contribute to the agenda or want to hear about where we're at with the programme please reserve your place now or contact Shelley Brooks on 01384 81 2418

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|--------------------------|------------------------------------|-----------|---------------------------------|
| Tuesday 8 October 2013 | Council House, Priory Road, Dudley | 9 to 10am | Book your place |
| Thursday 24 October 2013 | Crystal Leisure Centre | 9 to 10am | Book your place |

National publications/news

Carers and personalisation – report from the Third Sector Research Centre

The centre, based at Birmingham University, has just published a piece of research entitled Personalisation: a new dawn or the end of the road for third sector support for carers? Follow the links to read the report and/or the executive summary.

[Personalisation: a new dawn or the end of the road for third sector support for carers?](#)
[Personalisation: a new dawn or the end of the road for third sector support for carers? - Executive Summary](#)

National Personal Budget Survey of service users and carers released by Think Local, Act Personal

The new social care survey of more than 2,000 people reveals that personal budgets are delivering improved outcomes and have an overall positive impact on the lives of personal budget holders and their carers, meaning they are supported with dignity and respect whilst staying independent, in control of their support and get that support when they need it.

However, the survey results also found that councils need to provide better quality systems and processes if they are to help continue to transform the lives of older and disabled adults and achieve the best results.

The survey ran from January to April 2011 and was developed by InControl and Lancaster University on behalf of the Think Local, Act Personal Partnership. [Download the National Personal Budget Survey summary and report](#)

Think Local Act Personal (TLAP) launches Jargon Buster

[Complicated social care system simplified through new online jargon busting tools](#)

National Skills Academy for Social Care launches new values-based recruitment toolkit for employers

[Recruiting for Values in Social Care: a new toolkit for Employers](#)

Online tools allow care workers to improve the provision of information and advice in social care

- Interactive advice and information map:
<http://www.thinklocalactpersonal.org.uk/Latest/Resource/?cid=9553>
- Principles about the provision of information and advice:
<http://www.thinklocalactpersonal.org.uk/Latest/Resource/?cid=9554>

Contacts

If you would like further details on Making it Real in Dudley please go to:

www.makingitrealindudley.org

Alternatively you can contact Stuart Lackenby, project lead, Dudley Council on 01384 81872 or [email](#)

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'