

Health and Wellbeing Board Tuesday 21 st February 2017	 Tower Hamlets Health and Wellbeing Board
Report of the London Borough of Tower Hamlets	Classification: Unrestricted
Local Account – Adult Social Care	

Lead Officer	Denise Radley - Director Adult Services
Contact Officers	Layla Richards - Service Manager Policy, Programmes and Community Insight
Executive Key Decision?	No

Summary

- 1.1 The “How are we doing?” magazine represents the sixth annual Local Account on adult social care produced by Tower Hamlets local authority.
- 1.2 The primary purpose of the Local Account is inform residents, adult social care users and carers of the quality, performance and future priorities of adult social care, so that we are more transparent and accountable. It is an expectation that all councils with social care responsibilities produce a Local Account, although it is not a statutory requirement

Recommendations:

The Health & Wellbeing Board are asked to:

1. Comment on the “How are we doing?” Local Account magazine for publication in spring 2017.
2. Comment on the Local Account Communications Plan, setting out how the Local Account magazine will be communicated to residents, adult social care users and carers.

1. REASONS FOR THE DECISIONS

- 1.1 To provide Cabinet with an overview of Tower Hamlets Adult Social Care performance during 2014 – 2015.

2. ALTERNATIVE OPTIONS

- 2.1 No other options are presented

3. DETAILS OF REPORT

- 3.1 The 2017 “How are we doing?” Local Account magazine attempts to set out the quality and performance of adult social care services over the last year, and our priorities for the future. It is aimed at local residents, adult social care users and carers. The purpose of it is to better equip residents, adult social care users and carers to scrutinise and challenge what we do, ultimately with a view to driving up the quality of services as a result.
- 3.2 National context: In 2010, the Association of Directors of Adult Social Services (ADASS) recommended that all councils with social care responsibilities produce a ‘Local Account’ as a means of reporting back to people on the quality of services and performance in adult social care. Local Accounts were described in the Department of Health’s ‘Transparency in outcomes: a framework for adult social care’ consultation paper (November 2010, section 4) as a way of being more open and transparent about the care and support that is provided locally by the Council.
- 3.2 Format and narrative of the Local Account magazine: The Local Account magazine is mainly structured around the priorities in the 2016-17 Adult Services Directorate Plan, which in turn are broadly consistent with the Strategic Plan. The main ‘narrative’ that the Local Account magazine attempts to present is that adult social care is addressing the challenges it faces around increased demand and restricted resources by focusing on integration with health services, prevention and promoting independence.
- 3.3 Accessibility: As a document aimed at adult social care users and carers, the accessibility of the Local Account magazine is a key issue. The magazine should be engaging and easy to understand, given that a number of adult social care users have communication needs. Efforts have been made to keep the language used in the magazine in “plain English” with this in mind, although it should be noted that this can sometimes result in nuanced or highly complicated messages being lost. Once finalised, the intention is to produce an easy-read¹ version of the magazine to be aimed at readers who require information in this format.

¹ The easy read format was created to help people with learning disabilities understand information easily. Easy read uses pictures to support the meaning of text. Easy read is often also preferred by readers without learning disabilities, as it gives the essential information on a topic without a lot of background information. It can be especially helpful for people who are not fluent in English.

3.4 Coproduction: The Local Account magazine has been heavily informed by staff and stakeholder feedback, and we have moved closer to a co-production model with adult social care users and carers. The following activity was carried out with this in mind:

- We spoke to adult social care users at Local Voices (a group of residents with disabilities), the Older People's Reference Group and the Carer Forum in meetings across September, October and November 2016. We also spoke to residents attending an Accessibility Day. We gathered views on where people felt things are going well, and where they need to improve. This information has been incorporated into the Local Account. We presented the draft Local Account back to these groups over December 2016 to enable further feedback.
- Healthwatch Tower Hamlets was invited to be involved in the Local Account at an early stage. Their feedback has shaped the contents of the magazine, and a foreword will be provided.
- Wider feedback from adult social care users and carers is included throughout the Local Account. This includes survey results, feedback gathered through consultations, and case studies and quotes.
- Individual teams in adult services teams were asked to highlight successes over the previous year, challenges over the previous year and priorities for the future. This information has informed the Local Account.

3.5 Data and information on performance: It should be noted that much of the data and performance information in the Local Account is derived from 2015-16, as 2016-17 information will not be finalised and available to benchmark until August or September 2016.

3.6 Links to other documents: The Local Account magazine has been developed with an awareness of the following linked documents:

- The Adults Directorate Plan. As previously noted, the Local Account magazine is intended to be an outward-facing magazine whilst the Adults Directorate Plan is intended to be an internal strategic planning tool. We have ensured that the two documents are consistent with one another. The key difference between the two is the accessibility of the language.
- The Market Position Statement. This document is aimed at adult social care providers, but has parallels with the Local Account in terms of its purpose and content. The two documents are being developed with this in mind, and are due to progress through approval processes together.
- Quality Accounts. Both Barts Health NHS Trust and the East London NHS Foundation Trust produce annual quality accounts. These are reports rather than resident-facing magazines, and are available to view online. Each Quality Account aims to set out similar information to the Local Account. Collectively, they set out the quality and performance of health and social care services across Tower Hamlets.
- Public health Annual Report. Public health is intending to produce an Annual Report shortly. This will set out similar information to the Local Account and NHS Quality Accounts, and will enable information from public health to be explained in more detail.

3.7 Communicating and distributing the Local Account: Whilst a copy of the Local Account magazine will be available to view online, it is recognised that the majority of adult social care users are not actively accessing online information at the moment². For this reason, more traditional methods of communication need to be considered with the Local Account magazine. Posting the magazine out to all service users has not been considered to date due to the cost of doing this. Instead, it is proposed that copies of the Local Account be printed and posted to social care staff and providers so that these can be passed on to social care users. In addition, copies will be distributed in places such as GP surgeries and One-Stop Shops. More details are in the attached communication plan

4. COMMENTS OF THE CHIEF FINANCE OFFICER

4.1 The cost of providing the magazine covers design and print which are calculated to be c£5k annually. An allocation for this amount has already been set up in the base budget. The delivery of the magazine will be made by staff therefore no extra costs to be incurred.

5. LEGAL COMMENTS

5.1 The report informs members about the publication of a Tower Hamlets Local Account. The local account is intended to be a source of information, developed locally, which may include quality and outcome priorities and how these have been progressed; a description of partnership working; and data relating to quality and performance. Local information and local outcome measures should be contained in a local account, supplementary to national outcomes measures so as to promote quality, transparency and accountability in adult social care.

5.2 The delivery by the Council of its statutory functions in respect of adult social care in a way that is high quality, transparent and accountable is consistent with good administration. The local account is a report and summary that ranges across the Council's adult social care functions. To the extent that the local account sets out priorities or actions, these are a reflection of the content of a number of Council plans and strategies. The Council will continue to have act within its statutory functions, including by complying with its many duties in respect of adult social care and its best value duty under section 3 of the Local Government Act 1999.

5.3 In developing the Local Account, the Council will need to have due regard to the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited under the Equality Act 2010, the need to advance equality of opportunity and the need to foster good relations between persons who share a protected characteristic and those who don't.

² In the 2014-15 Service User Survey, 16% of respondents said they used email and the internet. 19% said they did not use email or the internet but found out information from people who did. 66% said they did not use email or the internet at all.

6. ONE TOWER HAMLETS CONSIDERATIONS

- 6.1 One of the aims of the Local Account magazine is to raise awareness and understanding of adult social care amongst residents, adult social care users and carers. The magazine is therefore intended to result in readers having a better understanding of the issues facing vulnerable adults and how services can support them.

7. BEST VALUE (BV) IMPLICATIONS

- 7.1 The Local Account magazine has been developed with best value implications in mind. The main costs relate to design and distribution. The Local Account magazine has been designed to be as accessible as possible in order to reach its target audience. The distribution of the Local Account magazine is set out in the attached Communications Plan: This Plan suggests that rather than posting out the Local Account magazine individually to residents which would be comparatively costly, the magazine be distributed in places we know are frequently attended by adult social care users and carers.

8. SUSTAINABLE ACTION FOR A GREENER ENVIRONMENT

- 8.1 Not applicable

9. RISK MANAGEMENT IMPLICATIONS

- 9.1 Not applicable.

10. CRIME AND DISORDER REDUCTION IMPLICATIONS

- 10.1 Not applicable

Linked Reports, Appendices and Background Documents

Linked Report

- NONE.

Appendices

- Appendix I: The 2017 Local Account
- Appendix II: The 2017 Local Account Communications Plan

Local Government Act, 1972 Section 100D (As amended)

List of “Background Papers” used in the preparation of this report

- NONE

Officer contact details for documents:

- [Or state N/A]