

Putting People First Newsletter

May 2009

Welcome to the Putting People First newsletter

Putting People First has been described as “the biggest change in social care since the inception of the Welfare State”. We hope this newsletter will help keep you up to date with all the fantastic work happening in West Berkshire to put the change into practice.

Our strategy in a nutshell

Last November, the Council endorsed the Adult Social Care Strategy “Putting People First in West Berkshire” (<http://www.westberks.gov.uk/index.aspx?articleid=13804>). The Strategy sets out a shift to more personalised services, with an emphasis on independence, choice and control for users in the context of increasing demand and a constrained public purse.



The national picture

- By 2031 the UK population is expected to grow to 71.1m.
- Older people are the largest group of adult social care service users. Today 8.3m people are over 65. By 2031 this is expected to grow to 15.6m.
- Over the next 15 years, the number of people with dementia is expected to increase by 38%.
- The Local Government Association (LGA) estimates that on the current model the contribution required to fund adult social care from council tax would almost treble over the next 30 years.
- We are expecting a Green Paper this summer about what proportion of social care funding that should come from individuals, families and the state in the longer term.

How are we implementing the strategy in West Berkshire?

We have designed an overall programme consisting of a series of projects to deliver these changes over the next three years.

A shift in the balance of spending to prevention and early intervention (avoiding expensive crisis intervention).

A further move towards “re-ablement” (supporting people to regain skills or confidence they have lost as a consequence of poor health, disability or impairment – for example after a stay in hospital).

Providing new housing options with flexible onsite support, to avoid an unwanted move into a residential care home, or the need to place people in specialist facilities a long way from home.

Enabling people to make their own choices and take control of their lives. Giving a cash sum (a “Personal Budget”) instead of a service, so people can choose how to achieve the outcomes they set for themselves.

Making better use of community-based facilities and universal services to meet people’s needs.



National figure comes to town to talk about Personal Budgets



Caroline Tomlinson is Director of Consumer Support at In Control – a national body who helped shape the personalisation agenda. Caroline brings together a strong understanding of the policy agenda informed by her own family experiences of using social services.

“Caroline inspires you to think differently and use both your heart and your head to change the way we provide services”

Date: 8th June 2009

Time: 3.30 – 5pm

Venue: Newbury Town Hall

Please book via Lynne Philpott on lphilpott@westberks.gov.uk or 01635 519032

Feedback: please let me know what you think of this newsletter. Thank-you, Amanda Joyce, Head of System Transformation.

This edition focuses on the Personal Budgets project. We will look at other projects in detail over the coming months.

Personal Budgets project

This is one of the new ways for people who use adult social care services to have more flexibility and choice. The idea is to give people a cash sum – called a Personal Budget - instead of services, so that they can purchase their care and support in the format they choose.

Personal budget holders give their perspective

Former RAF electrician Mark Adams from Tilehurst became an early recipient of a personal budget, following a collapse on holiday in Corfu. Mark and his family kindly agreed to be interviewed on how being part of our Personal Budget pilot has made a big difference to getting their lives back on track. The story appeared in the Spring edition of West Berkshire – A Great Place to Live and in the Newbury Weekly News.

Staff at the February Putting People First workshop heard an inspiring talk from Personal Budget user Melanie Stevens about the difference that a Personal Budget has made to her and her family. ***** STOP PRESS *** We are delighted to hear that Mel and her family have been shortlisted for Sky TV's Real Lives Family of the Year.**



Melanie Stevens



Mark Adams

Building on our learning from our 30 user pilot, we're aiming to support 100 people to use a Personal Budget by November 2009. The project team is working with people who have used our services to help us build on existing good practice, while addressing areas where we need to improve.

Each adult services care management team has a representative inputting to the project. They're helping to ensure that staff views are fed into the development at all stages. So far the group has focussed on one aspect of the new process – the Self Assessment Questionnaire.