

DRAFT



The Adult Social Care Local Account 2010/11

Helping you to live the life you want



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This is our way of accounting to you for the quality of the social care services we provide for adults in Barking & Dagenham.

We want to know what you think.

I am proud to present our first Local Account of the social care services we provide to adults.

This document is our way of telling you:

- what we think we are doing well;
- how we perform in comparison to other local authorities;
- where we think we could do better; and
- what our plans are for the next year.

Until now, all Councils who provided adult social care services were assessed every year by the Care Quality Commission (the regulatory body for health and social care services). Under new Government plans, this is changing and the focus is now on us accounting to local residents for our performance. To do this, we produce this Local Account, so you can see how well we are doing.

The Local Account should tell people what they want to know about adult social care services and be the start of making sure that local residents, service users, carers and providers can make their views known about where they think the important areas are for improvement in Barking and Dagenham.

In Section 3 we tell you about the Principles that the Government has set for the delivery of social care. These are what we have used to structure our Local Account. What we aim to achieve through our social care services is:

- Enhancing quality of life for people with care and support needs;
- Delaying and reducing the need for care and support;
- Ensuring that people have a positive experience of care and support;
- Safeguarding adults whose circumstances make them vulnerable and protecting from avoidable harm.

I really hope this Local Account gives you some useful information, from which you can decide for yourself about how well we are doing in our adult social care services. We really want to hear your views.

Draft pending signature

**Cllr Linda Reason
Cabinet Member for
Adults' & Children's Services**

When assessing the quality of our services, it is important to recognise the sort of borough we are and the particular challenges - and opportunities - that we face.

We have a fast growing Borough and our community mapping estimated the population at 182,276 in 2010, with 43,195 young people aged under 16, and 11,132 older people aged 75 or over. The number of people living in Barking and Dagenham has increased by 11% in the last 10 years.

The age distribution of Barking and Dagenham residents is changing. The proportion of young people is high compared with England as a whole, and the proportion of over 50s lower. The proportion of women aged 15 to 44 years is estimated to increase by 9.3% between 2008 and 2020, compared to a decrease of 2.4% in England. The population aged 75 or over is stable, but within this the number of people aged over 90 is predicted to increase from 1,100 in 2010 to 1,400 in 2014.

The ethnic diversity of our population has also changed. The White British population fell from 82.5% of the total population to 56.4% in the same time period. The White Other group increased from 2.6% to 10.8%. The Black African population increased from 4.4% to 15.4% and the Asian population increased from 5% to 14.4%. This means that Barking and Dagenham is becoming much more like the rest of London.

Deprivation is a major factor in Barking and Dagenham, and we have the lowest household incomes in London. According to the Index of Multiple Deprivation, the Borough is the 22nd most deprived out of the 354 local authorities in England; 14 of our 17 wards are in the bottom 20%, none in the top 50%. Unusually for London, the social and economic characteristics are uniform across the Borough rather than having pockets of deprivation and wealth.

The percentage of residents with no qualifications is higher than the London average, and the percentage with degree level qualifications or equivalent, is the lowest in London. Levels of adult basic skills are very low, but are improving. Average house prices are by far the lowest in London, unemployment levels are third highest in London, and the recession has added pressure to the job market which has suffered from the loss of traditional manufacturing and manual trade.

A 2011 report reviewed health inequalities in London in terms of health outcomes of key indicators. Six boroughs, including Havering, were better on every indicator than the England average. Barking and Dagenham was one of only two boroughs significantly worse for all indicators. The indicators include life expectancy together with disability adjusted life years, child development, young people not in education, employment or training, and receipt of means tested benefits.

Within this borough, inequalities are less than in some others, because deprivation is much the same across the borough. For example, life expectancy in Westminster differs between the most and the least affluent areas by 16.6 years for men and 10 years for women. In Barking and Dagenham, the difference is 4.4 years for men and 2.3 for women. Life expectancy in Westminster is 83.4 for men and 86.5 for women, whereas in Barking and Dagenham it is 76.5 years and 81.

It is within this context that we provide adult social care services for our local residents.

The Vision for Adult Social Care

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The Government's Vision for Adult Social Care sets out seven principles, around which we have based this Local Account.

1. **Prevention**

We aim to provide care and support which will help people to live a healthy lifestyle and remain active in the community. We want to help people maintain their independence and feel confident living at home.

2. **Personalisation**

We aim to give our service users greater choice and control over their care package. In order to ensure people can access the right services for them, we provide helpful and appropriate information and advice about care and support which is easily accessible to everyone.

3. **Partnership**

We work with individuals, communities, the voluntary and private sectors, the NHS and councils to deliver the best possible care and support to local people. By sharing best practice and utilising each other, we can improve our efficiency and deliver high quality social care service.

4. **Plurality**

We are looking to develop the market to ensure that a choice of services and providers meets people's specific needs. We also aim to ensure that our services are good value for money.

5. **Protection**

Whilst we strive to give our service users choice and control, we ensure there are sensible safeguards against the risk of abuse or neglect.

6. **Productivity**

We encourage local people to feedback on their experiences of social care services. The feedback we receive helps us to deliver new services and improve on the services we already offer. We also recognise the importance of advocating and campaigning on behalf of local people on relevant issues.

7. **People**

We support our staff to be highly skilled, compassionate and imaginative. We provide specific training to carers focused on their needs and help them to live a healthy and active lifestyle outside of their caring role.

Principle 1: PREVENTION

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Supporting people to live a healthy lifestyle

Helping people stay at home and active in the community

Enabling people to maintain independence

Our Performance

- Despite the current economic climate, we have been able to increase the level of support we provide to help people to live independently. In March 2011, we were supporting over 3,500 people to live independently; this is an increase of over 300 people the previous year.
- Reablement provides intensive support over a short period of time in order to enable people to regain the skills to live independently. This may be necessary after a stay in hospital. In 2010/2011 we saw 444 people through the reablement process. 41% of these people did not need any further care at the end of the reablement period.
- We work hard to support adults with a learning disability to support themselves and live an active life in the community. The percentage of adults with a learning disability in employment has risen from 4% in 2009/10 to 4.8% in March 2011. This is still below the national average of 7.1%. In 2010/11 81% of adults with learning disabilities known to the Council were living in settled accommodation in the community. This is above the national average of around 60%.
- Providing adaptations to people's homes enable more people to remain independent. The average waiting times for major adaptations for people with disabilities rose from nearly 25 weeks in 2009/10 to 34 weeks in 2010/11. Still, the percentage of items and minor adaptations delivered within 7 days has stayed high at 97%.
- In 2010/11 Councils were rated on the levels of employment of adults in contact with secondary mental health services. The Council scored just 4.3 against a national average of 9.0. Still, 86% of adults in contact with secondary mental health services are in settled accommodation. This is better than the national average of just over 66%.



Principle 1: PREVENTION continued

What we've been doing

Health and Wellbeing

- Funded by Adult Social Care, we now offer free leisure passes to the over-60s. This has resulted in an increase in the number of 60 plus members at the local leisure centres, currently standing at over 3,000 active members. The popularity of the offer is reflected in the increase in the use of local leisure centres. In 2010/2011 older people made nearly 37,000 visits to leisure centres in the Borough.
- Our Active Age Centres offer older people the chance to meet new people and try different activities including tai chi, line dancing, art and bingo. We have 6 centres across the Borough with over 300 members.
- Our Home Library Service will pay a monthly visit to anyone unable to visit a library. In October 2010, over 500 people had benefited from this service.
- The Healthy Walks programme continues with four walks taking place in the borough every week. In 2010-11, the number of people taking part in Healthy Walks increased to nearly 2,000 in 2010/11.

Our Support Services

- Our Intake, Information and Advice team provide a frontline telephone service to people who are in need of urgent care and support. This service deals with all aspects of social care and provides advice and information, or immediate social work input to improve their health and wellbeing.
- An Affordable Warmth (Fuel Poverty) Work Programme has been developed by the Housing Service and Climate Change team which includes an action plan to tackle fuel poverty in private and public sector housing. We have secured a £3 million NPower grant to help us to reduce the number of households that spend more than 10% of their income on fuel.
- Whilst the number of residents with learning disabilities in paid employment has increased since last year, it is still below the national average. We have recently commissioned a specialist employment support provider, Toucan, to assist adults with learning disabilities to find employment.

Principle 1: PREVENTION continued

Where we need to improve our services

Health and Wellbeing

- The general health of adults in the Borough is still quite poor. Over 30% are obese compared to the England average of 24%.
- Smoking levels are the third highest in London. Still, the prevalence of smoking amongst adults has reduced from 32% to 29% this year.
- Whilst the new Becontree Heath Leisure Centre has accessible changing rooms and other accessible facilities, we need to do more to ensure that more mainstream and commercial services are inclusive and accessible in how they deliver services.
- We also need to produce more information on which venues are accessible to older people or people with disabilities.



Our Support Services

- To help more people with dementia to remain independent, we will pilot *Just Checking* telecare systems. *Just Checking* is an activity monitoring system which monitors a person's movements. It will check that people with dementia are safe at home rather than admitting them into residential care.
- We aim to restructure our Reablement team to bring together Occupational Therapists and Social Workers in order to provide better outcomes for people in terms of their physical mobility.
- There is an increasing demand for Extra Care Housing for people with dementia. In 2011/2012 we will deliver 13 refurbished flats at Fewes Lodge in Marks Gate. The scheme will delay the need for residential care and allow couples to move in together and remain with each other for longer.
- The average waiting time for major adaptations for people with disabilities has increased this year. We will work to bring this waiting time down.
- The number of residents with learning disabilities and mental health needs in paid employment is below the national average. This may reflect the higher unemployment levels in the total working age population in Barking and Dagenham compared with the rest of London. Whilst we have commissioned services to assist people to find employment, we need to do more in this area.

Principle 2: PERSONALISATION

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Individuals gain greater choice and control over their care and support

Information and advice about care and support is available to everyone

Our Performance

- The Government set a target for all local authorities to have 30% of all eligible people on personal budgets by 31st March 2011. This target was achieved in Barking and Dagenham in July 2010 and at the end of March 2011, over 39% of all eligible people were on personal budgets.
- The majority of social care assessments are completed within 28 days. Our efficiency in this area has increased from around 88% in 2009/10 to over 90% this year. The forward planning of service user reviews has resulted in an increase from nearly 85% in 2010/11 to more than 99% in 2010/2011.
- *Helping You Live the Life You Want* is the adult social care website for the Council. The website is easy to navigate, accessible and tailored to our users' needs. It encourages users to ask questions and explore, rather than assuming they already know what they are looking for. From January to the end of March 2011, over 2,300 people looked at 3,100 pages on the website.

Case Study

Rebecca Ahmed used her personal budget to return to education

Rebecca has a history of mental illness, physical problems and dyslexia and as such was awarded a personal budget in August 2009. She has a flare for graphic design and in her late 30s, enrolled to do a BTec course at Redbridge College.

Rebecca's dyslexia makes it harder for her to use new equipment. She therefore spent her budget on buying home equipment which matched the college's operating systems. Rebecca purchased an Apple PC, graphics software and an office chair with appropriate back support.

Rebecca's use of mental health services has decreased. She attributes her happiness to her personal budget, which enabled her to return to study. In September 2011, Rebecca began her degree at Havering College.

Principle 2: PERSONALISATION continued

What we've been doing

Information and Advice

Face-to-face meetings

- Weekly information and advice surgeries are held at sheltered housing venues, helping pensioners gain more knowledge on how to take up their benefits.
- The Community Legal Advice centre (CLAC) is jointly funded by the Council and the Legal Services Commission. CLAC mainly offers advice around benefits, housing, employment, immigration and health through drop-in services. In 2010/11 CLAC took on over 6,300 cases.

Online resources

- The website has been updated and is now more accessible. People can now access our website by using 'Elephant kiosks' in 4 locations across the Borough. These touch-screens are adapted for any heights and accessible to wheelchair users. The kiosks were used over 2,400 times last year.
- We have made our website more accessible by the use of 'talking pages'. This involves films of service users with learning disabilities speaking about the services available.



Published material

- We encourage the use of online resources but do print leaflets, sometimes only on demand. In 2010/11 we revised and updated advice and information leaflets. Information is always available in a number of languages and formats, and in a range of venues.

Choice and Control

- In April 2010 we worked in partnership with three local London boroughs to commission *People4People*, a Personal Assistant service. The service is designed to help older people or those with a disability to live independently by matching them with personal assistants. In 2010/11 there were 16 successful matches between customers and personal assistants in Barking and Dagenham.
- We are responsible for commissioning and providing good quality, appropriate and accessible information, advice and advocacy services for vulnerable adults. We have a range of provision for general and specific advocacy services.
- The Independent Living Agency supports local people by providing support for people on a personal budget to manage their funds and services. This helps our service users to remain in control and independent.

Principle 2: PERSONALISATION continued

Where we need to improve our services

- We need to introduce a way of providing community meals to enable customers to make decisions about who provides the meal, choosing the food they want, to eat at the right price. This will replace the traditional style meals-on-wheels service that fewer and fewer people want. We need to develop this system, expand the range of options available to people. We plan to do this by advertising local services and specialist providers to service users.
- In order to further our personalisation agenda, we need to introduce Support Planners to work alongside Social Workers. Support Planners help service users and carers to optimise their independence by intervening early, providing the right information and advice and by supporting people to determine their own solutions through a personal budget.
- We intend to review our current provision of advocacy to ensure that there are no gaps or duplication in provision. The review will look at the number of providers and the varied investment for different social care needs.



Principle 3: PARTNERSHIP

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Working with individuals, communities, the voluntary and private sectors, the NHS and councils to deliver high quality care and support

Our Performance

- We work with local hospitals to ensure that we provide a high quality service in hospital and in the community. This is reflected in that less people are experiencing a delayed transfer of care from hospital. In 2009/10 the rate (per 100,000) of people experiencing a delay was 16.51; this has been reduced to 9.5 in 2010/11.
- We are committed to helping older people stay independent after they leave hospital. 90% of older people in the Borough are still living at home three months after being discharged from hospital.
- The Health & Wellbeing Board supported the Barking & Dagenham Tobacco Alliance to promote *No Smoking Day 2010*. The Alliance won the No Smoking Day charity's Best Community Partnership award for their hard work in delivering a successful event to mark the day.
- We work in partnership with local organisations to provide opportunities for local people to contribute to the community. The Local Place Survey 2011 found that around 20% of local people volunteer at least once a year; 13% volunteer at least once a month.

Some of our partnership events

Older People's Day, 1 October 2010

Organised by the Barking and Dagenham Partnership the event attracted over 500 people. Older people were given the opportunity to try new activities including yoga, barn dancing and table tennis.

International Day of Disabled People, 3 December 2010

Organised by the Disabled Equalities Forum, the event attracted 100 people as well as entertainers and speakers. Quest88 provided accessible bicycles, giving some disabled people an opportunity to ride a bike independently for the first time.

Learning Disability Week, 21-27 June 2010

Organised by the Council, Mencap and the Advisory Partners Group, the event showed off the talents of local people with learning disabilities. Activities included an all ability sports day, an Elvis evening and a health walk at Eastbrookend Country Park.

Principle 3: PARTNERSHIP continued

What we've been doing

Unique Care

- In 2010 we initiated the Unique Care service model in collaboration with the NHS. A piece of software called EASI allowed us to identify people who are at risk of hospital admission. We could therefore intervene early and we were able to help people stay independent for a longer period of time.

Up2Us

- Adult Social Care has worked with the Housing Association Charitable Trust, the Department of Health, Hanover, the New Economics Foundation and TLC Care Services on the Up2Us project. The project enables service users to test approaches to purchasing care. By purchasing services and activities together, service users were able to increase their purchasing power.

Strategies

- The Learning Disability Strategy, Dementia Action Plan and Carers Strategy are just some of the strategies we have developed after consulting widely with service users, the private and voluntary sector.
- We have developed a coordinated response to the provision of eye care by working with the NHS, RNIB and Action for Blind People to develop the Barking and Dagenham Vision Strategy. The Strategy sets out a plan to make eye care more accessible to older people and other visually impaired people.

HUBB

- We work with local NHS services and the London Borough of Havering to support the Barking, Havering and Brentwood Mental Health User Group (HUBB).
- HUBB offers support for people with mental health needs and isolated people and often advocates on their behalf. HUBB consults with people and voice their opinion to commissioners and providers of mental health services.

Caress

- We work with the NHS and Caress to offer support and services for people living with AIDS, including hospital visits, transport for hospital, minor home repairs, counselling and information.

Reablement

- During the winter of 2010/2011 we used government funding and worked closely with the Primary Care Trust (PCT) and Barking, Havering, Redbridge University Hospitals (BHRUT) to deliver an enhanced reablement service. We increased the level of support from Social Workers and Occupational Therapists and by doing so, we were able to discharge patients from hospital with increased reablement services and free up beds within the trust.

Principle 3: PARTNERSHIP continued

Where we need to improve our services

- We will evaluate and develop the Unique Care service model and relaunch as Integrated Care providing support to all adults not just older people. Adult social care services will work together with the NHS to develop six clusters covering the whole Borough. Clusters will be based in GP surgeries and will consist of a manager, 2 Social Workers, 2 Support Planners, Occupational therapist, Practice Nurse, Community Matron, District Nurses and Care Coordinator. This will enable local residents with health and social care needs to get individually tailored and joined up care packages through closer working between the Council and NHS.
- In 2010, the Community Safety Partnership, together with the Health & Wellbeing Board launched an Independent Domestic and Sexual Violence Advocacy Service to reduce repeat victimisation. Although this prompted a reduction in repeat incidents (19% in 2011 against 28% the previous year), the arrest rate has since dropped from 83% in 2010 to 76% in 2011. The Partnership plans to update its strategy.
- During 2010/11, the Government published its proposals for reform of the health service, in two White Papers: *Equity & Excellence: Liberating the NHS* and *Healthy Lives: Healthy People*. These White Papers were combined into the Health & Social Care Bill. The Council took a proactive stance towards the reforms, and began establishing a Health & Wellbeing Board, in shadow form, which will become the centrepiece of co-ordination of local health and social care services. We responded to various consultations, seeking to add our views into the debates about how to make the reforms work for local people. We also began to plan for the transfer of public health to the local authority, embracing the new responsibilities for tackling health inequalities and seeking to improve the health of the population, that are anticipated to come to the Council in 2013.
- The Department of Health encourage integrated working across health and social care. In order to improve efficiency the Government will introduce a new set of performance indicators in 2011/12. This will provide further insight into where we can improve our jointly commissioned services.

Principle 4: PLURALITY

7

Developing the market to ensure that a choice of services and providers meets people's specific needs and are good value for money

Supporting and interacting with local health and social care providers to ensure that our residents have a positive experience

Our Performance

- We encourage people to remain independent and active in the community. There has been an increase in the number of weeks spent in residential homes compared to last year but a decrease in the number of weeks spent in nursing care.
- We also monitor what social care services our service users spend their money on. This helps us to understand the market and commission the services that will benefit our service users. The DEMOS report also looked at the spending patterns of personal-budget holders and found that moving to a personal budget resulted in:
 - The use of day centres falling
 - The use of family members and friends falling
 - Participation in education and training increasing
 - The use of leisure services increasing substantially
 - The employment of personal assistants



Principle 4: PLURALITY continued

What we've been doing

Market development projects

- In 2010 we commissioned a programme '*Preparing for the business of personalisation*'. 3 workshops were delivered to 13 different social care providers. The programme generated new ideas aimed at increasing market choice and competition.
- We design our care and support in consultation with the people who use our services. In 2010, a survey led by DEMOS for the Council confirmed that:
 - 75% of local people receiving care and support want professionally trained staff
 - 80% of local people want staff to know them personally
 - 71% want flexibility of services
 - 60% think it is important for services to be locally based.
- In February 2011, the Council agreed to support two local timebanks. Timebanks enable volunteers to deposit their time by giving practical help and support to others and are able to withdraw time when they need someone to help them.
- Launched in January 2011, the Transforming Community Equipment Service gives a *prescription* to the service user detailing the equipment they need. Service users are able to redeem this *prescription* at one of our providers. These are mainly local retailers, often but not always, pharmacists. 693 prescriptions were issued in 2010.

Changing what we do

- We have developed a new market strategy which reflects our new market development strategy. We reshaped our commissioning team to focus on market intelligence, procurement and market development.
- The 'Personalisation and Social care market development' strategy outlines five principles we aim to put into practice. These are:
 - A move towards more independence focussed services.
 - Putting service users and carers in control of services
 - Developing a market of services for people to choose from
 - Working in partnership to deliver services to the community
 - Stimulating local communities and maximising social capital to increase the focus on a network for prevention in the Borough
- With the introduction of Self Directed Support services there are fewer people receiving homecare as a traditional package. New software means we are also able to keep a closer eye on the actual hours our agencies provide.

Principle 4: PLURALITY continued

Where we need to improve our services

- The introduction of personal budgets has increased individuals choice and control over the care package. Whilst service users tell us they are satisfied with current providers, we need to do more to develop the market so our service users are presented with a range of options which meet their needs. We want to promote competition in the market so that we can deliver better outcomes and good value for money.
- We also need to help providers develop their services in line with personalisation and people's needs in Barking and Dagenham. Small local providers can deliver specialist and more personalised services. We need to support small providers throughout the tendering process. The appointment of a market manager will provide us with the opportunity to organise events to tackle this issue.



Principle 5: PROTECTION

8

Ensuring there are sensible safeguards against the risk of abuse or neglect.

Our Performance

- The Council's response to Safeguarding Adults was subject to an external inspection by Care Quality Commission in 2010. Our services in this area were judged to be 'Excellent'. This places the quality of our services 8th in London and within the top 25% in England.
- We encourage more people to report concerns in the Borough and launched the iCare campaign in 2010/11 in an effort to significantly increase alerts. It is believed that as a direct result of this campaign reporting levels nearly doubled from 494 in 2009/10 to 720 in 2010/11.
- We have also seen an increase in reports of alleged abusers who are partners/ ex partners. 130 alerts were raised in 2009/10 compared to nearly 200 reports in 2010/11. This suggests awareness and confidence in our services has increased and the people we commission are promoting a willingness to report amongst our most vulnerable service users, their families and carers.
- The Safeguarding Adults Board has seen the benefits of the appointment of an Independent Chair. This has increased accountability and strengthened the partnership.
- It is useful to compare the type and number of safeguarding alerts in the Borough with regional and national data in order to gain a better understanding of local issues around abuse and the reporting of it. 2010/11 is the first year in which these national statistics have been collected and published. The Office for National Statistics considers these to be 'experimental' and the results need to be viewed with caution. Examples of the finding are:
 - In Barking and Dagenham there is a lower percentage of Learning Disability service users with Safeguarding Alerts recorded
 - The rate of repeat referrals for people with a learning disability is 16% locally. The national average is 30%.
- We have focused upon the education of adults at risk, through targeted training sessions, learning events and specialist resources. This has led to a 25% increase in referrals.

Principle 5: PROTECTION continued

What we've been doing

Working Together

- We were one of the earliest councils to roll out the London wide 'Protecting Adults At Risk' policy. The policy aims to co-ordinate public, private and voluntary organisations to ensure that there is a coordinated approach across Greater London to preventing and protecting adults at risk from abuse.
- We have established new ways to support those most at risk through regular problem solving meetings between the Police, Mental Health and the Council's Community Safety Teams.
- The Safeguarding Action Group is run by, and for, service users and carers. Local people, carers, the Council, Metropolitan Police, London Fire Service and partners work to raise awareness about hate crime and how to report it. The group have established a voluntary database for vulnerable adults and their carers which the police use to contact individuals to make sure they are safe.
- We understand that children's safeguarding issues may be identified when we are working with adults. The Adults Safeguarding Team works closely with Children's Services to ensure that information is shared and cases are reviewed. This enables us to deliver a more personalised service that considers adult social care in terms of the individual, as well as the family.

Helping more people at risk

- We have trained nearly 650 staff from across the Council and independent providers to recognise abuse and neglect at the earliest stage.
- We have worked with commissioners, health, police, regulators and providers to address issues of concerns within several local homes and institutions.
- The Council has continued its investment in the Safeguarding team. This has enabled the Council to consistently offer our staff and providers expert advice and support. This, in turn, means that we can offer better protection to our service users and their carers.
- We published '*Getting it Right*' Six Lives Report in response to several deaths across London. The deaths of six people with learning disabilities were caused by poor healthcare. The recommendations have been implemented through the Safeguarding Adults Board Case Review Subgroup. The actions included:
 - Roll out of named staff for inpatients with a learning disability
 - Roll out of the Hospital Passport Booklet
 - Appointment of a GP with special Interest in Learning Disabilities
 - Introducing regular safeguarding adults reports to the Learning Disability Partnership Board.

Principle 5: PROTECTION continued

Where we need to improve our services

- We need greater consultation with adults to ensure that the protection we offer is meeting their needs without compromising their independence.
- We need to work more closely with the Police, the Crown Prosecution Service and HM Courts to increase the number of successful prosecutions.
- Through training and awareness campaigns we have continued to increase the level of reporting. Still, in comparison to England averages we continue to receive lower levels of reporting from people with learning disabilities and people from a Black, Minority Ethnic and Refugee (BMER) background. We have increased engagement with our local BME and faith groups as well as disability groups to try and raise awareness.
- Whilst we strive to give our service users greater choice and control, we need to develop a robust positive risk taking policy. An action plan has been developed to help our service users benefit from personalisation whilst being confident that they are protected.
- We do not think enough people report hate crime and abuse in the Borough. Service users are currently working with the Adult Safeguarding Team on the production of a DVD about combating hate crime against people with a learning disability, which will be used to raise awareness amongst local people and staff.



Principle 6: PRODUCTIVITY

9

Encouraging our customers to feedback on their experience of social care services

Using feedback from customers to improve our social care services

Advocating and campaigning on behalf of local people

Our Performance

- In 2010/11 over 700 local service users were asked to rate their experience of social care services. Out of 16 comparable London boroughs we scored the highest; 19.5 out of 24. This is better than the national average of 18.6.
- The details of the 2010/11 survey of local social care service users shows that:
 - Nearly 85% of respondents were quite, very or extremely satisfied with the care and support services they receive
 - Over 81% of respondents feel that they have adequate or as much control as they want over their daily life
 - Around 97% of respondents feel either adequately clean and presentable or able to present themselves in the way that they liked
 - Satisfaction levels are above the national average. On average, 77% of social care service users are satisfied with the services they receive.
- The 2010/11 Place Survey shows that in Barking and Dagenham, 66% of older people are pleased with the way the Council operates. 71% of people aged over 65 said they are satisfied with both home and neighbourhood life in Barking and Dagenham. This has increased from only 59% the previous year.
- We welcome feedback from our service users and strive to improve services based upon the opinions of local people. We aim to resolve any complaints we receive at point of contact. If the complaint is still not resolved, it is submitted to the Local Government Ombudsmen. Adult social care services received 114 complaints in 2010/11 compared to 94 the previous year. We aim to improve our services to reduce the number of complaints whilst ensuring that our service users are fully aware of how to contact us if they wish to do so.

Principle 6: PRODUCTIVITY continued

What we've been doing

Consultation and Engagement

- The *Fairer Contributions Policy* proposal is going through an extensive consultation process with the public, service users and local agencies. The proposal outlines a new method of ensuring that service users who receive services such as home care and day services make a fair contribution. The consultation ran until May 2011 and feedback received directly impacted upon two draft proposals.
- Barking and Dagenham LINK is the local watchdog for health and social care services in the Borough. It is the role of the LINK to hold services to account and ensure that those services are meeting the needs of local people. LINK provides information and publicises government consultations locally.
- We develop strategies in consultation with our services users. Consultation with carers has showed that combining the caring role with work can be a real challenge. Therefore the *Carers Strategy 2010-15* outlines an action plan that increases employment opportunities for carers, encourages flexible working opportunities and expand training provision.
- The Health & Adult Service Select Committee conducted detailed reviews of work on smoking and on dementia, producing recommendations that were accepted by Cabinet. Additionally, they provided robust comment on the Health for North East London proposals on restructuring local health services.

Campaigning

- We robustly challenged the NHS budget setting process which we considered had not properly taken local needs into account. For instance, we opposed proposals which would see the close of Broad Street Health Centre.

New Activities

- We will use feedback from Women's Health and Wellbeing Day in March 2011 to develop an Active Women programme. The programme will aim to provide women with the activities they want whilst reducing barriers to participation such as cost.



Ith and Wellbeing Day, March 2011
Salsa Class

Principle 6: PRODUCTIVITY continued

Where we need to improve our services

- We need to increase our engagement with older people to ensure that they are better represented on partnership boards and have a greater say on services and activities that affect them. To meet this need, an Older People's Forum called Silvernet has been developed at Harmony House. The forum will meet six times a year at a variety of locations, the first meeting was held in October 2011.
- The Customer Reference Group was co-ordinated and run by LINKs. The group ran monthly as an open public meeting with the aim of allowing service users and carers to challenge and comment on the proposed changes to social care provision made under personalisation. The Group no longer runs but there will be a service user engagement set up as part of the new Health and Wellbeing Board.
- LINK has focused on health services to date. In 2011, LINK set up the Social Care Working Group. The Group provides an opportunity for LINK to generate customer feedback on social care services in order to help us meet our service users needs.



Principle 7: PEOPLE

10

Supporting our staff to be highly skilled, compassionate and imaginative

Provide specific training to carers focused on their needs

Support carers to live healthy and active lifestyles outside of their caring role

Our Performance

Employees

- We completed our plans for remodelling adult social care and increased the complement of qualified Social Worker posts to over 50, and the number of qualified occupational therapists to more than 10.
- We supported a total of 26 apprentices in social care, with 12 completing their apprenticeship during the year and 14 new starters.
- Around 95% of our social care staff are qualified to NVQ Level 2 or above.

Carers

- In order to provide carers with the support and care they may need, we encourage carers to identify themselves at a young age. Carers UK estimate that in 2011 there are 16,758 carers in Barking and Dagenham and that the value of care they provide is £352 million. Our partner voluntary organisations currently have only approximately 2,600 local carers registered for support and advice.

- We encourage carers to maintain independence and choose the care and support which suits them. Self-Directed Support (SDS) is one way of carers doing this. In 2010/11 131 carers were receiving SDS; this has decreased slightly from 145 carers receiving SDS the previous year. The numbers of carers receiving an assessment or review has also fallen slightly this year from more than 28% in 2009/10 to around 26% this year.
- We support carers health and wellbeing by funding services such as short breaks. In 2010/11 600 carers received funded services; this is an increase from 472 the previous year. We have also provided 1500 carers with information and advice; an increase of 50% on 2009/10.

Principle 7: PEOPLE continued

What we've been doing

Carers

- We support and empower carers by offering training courses throughout the year. We offer Challenging Behaviour Training for Parents and Council Safeguarding training.
- We support carers to stay healthy and maintain an active social life. The Council's three leisure centres are also free to use for carers and the people they care for if they go to the leisure facilities together.
- A Carers Networking Group has been established, made up of representatives from various voluntary sector organisations, health care providers, mental health services and Black and Minority Ethnic groups, with the purpose of working in partnership to provide expertise on various areas of service delivery.
- The Learning Disability Partnership Board has a Carers Champion working at a local and national level linking with our carer focused organisations. The Council have also developed a Shared Lives scheme, offering the opportunity for people with a learning disability to go and stay in another carers home. The service can be used for a long or short period of time.
- We have monthly coffee mornings for carers of people with learning disabilities at Heathlands day centre. This gives carers the chance to socialise and talk about the things that matter to them. Any concerns are directed to the Carers Sub-Group and thence to the Learning Disability Partnership Board.

- Carers Week 2010 provided an opportunity for us to hear the views of carers. We distributed a questionnaire on information and advice for carers in the Borough and used their feedback to improve our advocacy services.

Our Staff

- The Council has signed up to an Employee Assistance Programme which helps identify and resolve staff personal and work concerns. Information, advice and counselling are available to employees to help ensure their wellbeing. Many of our employees are also carers.
- We consulted with our staff to understand their training needs. Staff feedback shaped the 2010/11 Putting People First training programme which offered introductory and more specialised modules around the topic of Personalisation.
- Over 30 apprentices have shadowed experienced carers; many have gone on to careers in health and social care sectors. The scheme is so successful that other London boroughs have asked our Council to help them develop similar schemes.
- We encourage local employers to improve the health and wellbeing of their employees. The Council and NHS Primary Care Trust are leading the way by promoting "Fit for Life", an exercise programme run by the Council for people who need support to stay fit and active.

Principle 7: PEOPLE continued

Where we need to improve our services

- Although take-up of planned respite in Barking and Dagenham is good and we have emergency respite, we need to provide more information about emergency respite options. We will work with the voluntary sector and providers to develop *In Case of Emergency* (ICE). ICE is a system to help relatives or carers be identified through a person's mobile phone. The idea behind ICE is that police, ambulance and hospital staff can access the next of kin details from a mobile phone under the name ICE. This service gives people peace of mind by providing a back-up service if care cannot be provided because of an emergency.
- In early 2011 we piloted the *Message in a Bottle* scheme in Parsloes ward. Small plastic bottles are provided for free by the Lions Charity. They are placed in a person's fridge with details of vital information about their health and medication. This means that in case of emergency, relatives or emergency staff will know the person's condition. The scheme now needs to be rolled out across the Borough.
- We need to focus the information we provide to carers to ensure that it meets their individual needs. More information needs to be delivered to carers on specific conditions as well as more general information about the role of a carer.
- We need to provide more training to educate GPs and practice nurses to raise awareness about carers and mental health.
- There is great disparity between the number of carers estimated to live in the Borough and the numbers of carers registered with our partner voluntary organisations. We need to identify and support those with caring responsibilities to recognise themselves as carers. This would enable more carers to access support services.



As we have said through this first Local Account, we want to hear from you about what you think of the services we provide.

If you want to give us your views on the services we provide you can contact our Complaints and Information Manager, Janet Ryan.

Contact details

Address: Janet Ryan
Community Safety and Public Protection
Room 218, Barking Town Hall
1 Town Square
Barking, Essex IG11 7LU

Phone: 0208 227 3636

Email: janet.ryan@lbbd.gov.uk



Appendix 1: Performance Data

Reporting Period April 2010 – March 2011				
National Indicators		Result 2009/10	Target 2010/11	Result 2010/11
N125	Achieving independence for older people through rehabilitation/ intermediate care	89.00%	90.00%	90.00%
N127	Self reported experiences of social care users	64.3%		81.25%
N130	Clients receiving Self Directed Support	16.40%	30.00%	40.31%
N131	Delayed Transfer of Care	16.52 (per 100,000 people)	15 (per 100,000 people)	7.88 (per 100,000 people)
N132	Timeliness of social care assessments	87.80%	95.00%	90.06%
N133	Timeliness of social care packages	95.10%	97.00%	89.53%
N135	Carers receiving needs assessment or review and a specific care's services, or advice and information	28.70%	30.00%	26.4%
N141	Number of vulnerable people achieving independent living	80.00%	85.00%	81.8%
N142	Number of vulnerable people who are supported to maintain independent living	98.30%	99.00%	98.3%
N145	Adults with learning disability in settled Accommodation	73.12%	75.00%	80.9%
N146	Adults with learning disability in employment	4.02%	5.00%	4.8%

**Produced by the Adult & Community Services Directorate
of the London Borough of Barking & Dagenham**

December 2011

Helping you to live the life you want.