South East Region Joint Improvement Partnership (JIP)

Think Local, Act Personal and Universal Services: “Universal Matters”
A Review

January 2011
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Executive Summary

Overview

This report is the outcome of a project within the South East Region’s Joint Improvement Partnership (JIP) work programme. It has been produced by a project group made up of representatives of eight local authorities within the region. Its primary purpose is to assist councils in developing their universal services in ways which support the achievement of Putting People First objectives, now refreshed as Think Local, Act Personal. The report has been structured in order to:

- set out the **strategic and policy context** for developing universal services
- summarise the main **findings from field work** undertaken with local authorities in the region
- provide a summary of the **relevant strategic context** for each service covered
- present a number of case studies that illustrate **developing practice within the region**, together with some suggestions for how issues might be taken forward at the local level, in the form of potential **incentives and levers**
- list useful **regional and national networks**
- highlight some **areas for further consideration and development**.

Focus and Purpose

The concept of universal services is very broad and it has been necessary to focus on those services which seem to hold most relevance for the Putting People First (now known as Think Local, Act Personal). The project chose therefore to look at transport, housing, trading standards, informal adult learning and some aspects of leisure and cultural services, with a particular look at libraries.

The report could not possibly reflect all the positive developments that are going on within the region, and as such is not comprehensive or definitive. What is demonstrated, however, is that universal services matter - and that there are significant opportunities to take forward this aspect of Think Local, Act Personal. The analysis and information contained in the report is designed to promote shared learning and stimulate and assist further progress. Whatever stage of development a local authority has reached, we hope that some of the case studies will be of interest.

It must be acknowledged that the project began under a previous government, with a very different financial outlook to the present. The writing up of the report has coincided with a period of growing severe financial challenge for
local authorities whereby fresh investment in services is unlikely. It is also the case that the policy context for the universal services covered has been subject to change and development as the Coalition Government has set its direction. This has meant that a number of sections have had to be re-written in the life of the project. We have tried to capture a fast moving picture which will no doubt be subject to further change. With this caveat in mind, the analysis and information contained in the report can be used by people working in adult social care to inform discussions and work with colleagues elsewhere in the council and/or with second tier district and borough councils.

**Conclusion**

The general picture gained from the field work was that in most places the planning and development of universal services has tended to take place on the basis of senior managers identifying common ground and opportunities, rather than as a consequence of sign up to an explicit and widely owned corporate strategy with a supporting delivery plan. By the same token, little evidence was found of Local Strategic Partnerships consciously pursuing the Putting People First agenda. There did appear to be a good measure of support for increasing the contribution made by universal services towards achieving Putting People First. Development might be quicker if leaders working outside of adult social care had a clearer and more concrete understanding of how and where their services need to change in order to fully embrace the objectives of Think Local, Act Personal.

**Areas for Further Consideration and Development**

1. In line with the above conclusion, adult social care leaders may wish to consider whether the Putting People First/Think Local, Act Personal agenda and other adult social care policies have been shared in sufficient depth and detail with corporate colleagues and with decision makers in districts and boroughs.

2. Consider whether opportunities for shared working across the council, and where appropriate with second tier councils, have been fully identified and maximised. It may be a worthwhile exercise to undertake a “stock-take” of the current progress and identify particular areas to focus on.

3. Where there have been positive developments and the benefits demonstrated, make sure that the learning and success is shared and disseminated as a catalyst for further development.

4. When re-designing and commissioning adult social care services explicit consideration should be given to the potential role that universal services
might be able to play in re-provision. This should be on the basis of pooling resources and expertise.

5. Consider ways in which feedback from residents and citizens, including people using adult social care services, can influence the future development of universal services, including the part that can be played by User Led Organisations.

6. Consider the “need” for universal services as part of the Joint Strategic Needs Assessment process.

7. One theme in the project, which came to light but was not fully explored, was the notion that isolated older people in particular may not take up “activity based” universal services (e.g. libraries), due to a lack of confidence and “friendly support” to get involved in new activities. This was a finding that stood out from the work that West Berkshire has done on researching need. Given that this is unlikely to be unique to West Berkshire, it is suggested that it may be productive to look at ways in which people can be encouraged and supported to take up universal services with the companionship of others.
Introduction

Purpose

This report on developing universal services forms part of the South East Region’s Joint Improvement Partnership (JIP) agreed work programme. Whilst the importance of aligning the development and provision of universal services with the objectives of Putting People First (PPF) has been widely accepted, there is less understanding of what this means in practice. Guidance in this area was therefore identified as being of relevance and benefit to all 19 local authorities within the region. The purpose of this document is to help increase the contribution made by universal services to achieving the overarching objective of Putting People First, which is that:

“Ultimately, every locality should seek to have a single community based support system focused on the health and wellbeing of the local population. Binding together local government, primary care, community based health provision, public health, social care and the wider issues of housing, employment, benefits, advice and education/training.” [1].

In November 2010 the refresh of Putting People First, Think Local, Act Personal: A sector-wide commitment to moving forward with personalisation and community-based support was launched [2]. This partnership agreement sets out areas where further action is required to transform adult social care services and the importance of universal services has been reiterated. It states that in their local leadership role councils should “secure greater cooperation and better use of resources across public services to improve individuals’ and their families experiences, including housing, leisure, culture, transport, health, welfare benefits, employment support, social care and community safety.”

To this end, the aim of this project has been to provide a resource which can be used to help influence the development of universal services in councils. This has been achieved by setting out the key drivers from the strategic context and by describing developing practice through the inclusion of case studies. The focus is on the 19 first tier councils within the region, although some interesting work going on with borough and district councils in the area of housing has been included. While the primary target audience are those working in adult social care, it is hoped that the report will also be useful to “decision makers” in other service areas.

Definition

The concept of universal services is broad. For the purposes of the guidance a working definition of universal services has been adopted which is:

“Community facilities and services available to everyone within their community such as transport, leisure, education, housing and access to information and advice”
This does not mean that all such services are freely available without limit. It is also the case that the majority of the services included in the study are not universal in the same sense as services like rubbish collection, where the same service is automatically provided to all. For most of the services that are the concern of this report, the resident or citizen has to approach the council in order to receive the service. Questions of access, and barriers to this, therefore become important. The key point is that these services have a vital role in maintaining independence and promoting health and well-being, and demonstrate that responsibility for transforming adult social care is not solely for adult social care services alone, but a much wider corporate responsibility.

Prioritisation

Given the above definition of universal services, there are potentially a large number of local authority services that may be regarded as universal and having a possible contribution to make to achieving Think Local, Act Personal objectives. It was therefore necessary to narrow down the areas looked at. The project group decided to look at the areas listed below as likely to have the greatest impact on achieving Think Local, Act Personal objectives.

- Transport
- Housing
- Trading Standards
- Informal Adult Learning
- Cultural and leisure services, with a particular focus on libraries.

It should be noted that the project did not include within its scope sports development, although some case studies on leisure centres have been included. Not each universal service is covered in the same depth, but we hope that sufficient detail is given to help “get inside” service areas that are not within the traditional realm of those working in adult social care.

Context

This report has been produced at a time of severe financial challenge for local authorities. It is intended that it will help those working in adult social care to influence the development of universal services within their locality, within whatever financial constraints exist. The guiding principle should be one of reaching agreement on shared objectives and joint investment, which might involve de-commissioning some existing adult social care services. The requirement to adopt a “whole council” approach is all the more important in the very challenging financial environment.

The report should be read in conjunction with Signposts, a companion JIP report on developing universal information and advice services [3] and a JIP report on best practice for developing Joint Strategic Needs Assessments. [4] This report covers linkages to housing advice and information derived from a
separate and fuller regional report on **Housing and Think Local, Act Personal: Making the Connection.** [5]

The report does not capture all the good practice that is going on within the region. It does, however, set out the strategic context for developing universal services, identifies some developing practice and makes some suggestions for taking forward this agenda at the local level (incentives and levers). Where known, relevant networks are also highlighted.

**Report Structure**

The report is structured in the following way:

- **Project Methodology** - A short overview on how the project was carried out
- **Key Findings** - Overview from the field work undertaken (Key Person Interviews)
- **Strategic Context** - The case for developing universal services made as part of Putting People First/Think Local Act Personal, related adult social care policies and other social policy
- **Strategic Framework and Developing Practice** - For each of the universal services covered, there is a summary of the strategic context, case study examples of developing practice, a list of possible incentives and levers and details of relevant networks
- **Conclusion** - Setting out key themes from the work and highlighting areas for further consideration and development
- **Annexes and References**

**Project Methodology**

The guidance was developed by a project group with representation from eight local authorities. Details of the participating councils are given at **Annex 1.** Given time and resource constraints, the scope of the project concentrated on looking at developing practice within those local authorities represented on the project group. **Key Person Interviews (KPIs)** were carried out with members of the project group, and a total of 20 case studies compiled from those local authorities represented on the project group and a number of other local authorities within the region. A linked piece of work was undertaken looking specifically at housing contribution, which has been incorporated into the report. Further details of how the project was carried out can be found in **Annex 2.**
Key Findings from Key Person Interviews

Key Person Interviews were undertaken in order to build a picture of the development of universal services and to help identify key issues and concerns. Whilst each local authority was in a different place, there were a number of common themes, which are summarised below. There is one important caveat; with one exception all those interviewed were from adult social care, and so the findings inevitably therefore largely reflect this perspective.

What are the key attributes of a universal service?

Services accessible to all citizens regardless of eligibility for adult social care provision, customer focused, and linked into local health and social care partnerships.

What are the barriers and challenges facing citizens in accessing these services?

Cost appropriateness of provision and access, particularly in rural areas.

Who are the key partners and strategic frameworks in the development of universal services?

Service users and the public more generally, providers of universal services (internal and external), district/borough council housing and transport leads, local commissioners and third sector.

Strategic frameworks such as the Local Strategic Partnerships, Health and Wellbeing Boards and joint commissioning partnerships.

What are the challenges in engaging and working on this agenda?

Working within the council – capacity, lack of sufficient mutual understanding, still possible to work in silos, need for some investment to incentivize collaboration, the absence of shared priorities across directorates and mutual understanding, the role of personalities versus systems.

Between first and second tier councils – As above, plus the non alignment of strategic priorities.

Some success factors for where things were felt to be working well were within a council that was clear about its overall strategic priorities. These had been defined, articulated and then integrated into the respective departmental agendas and business plans. This was enhanced by departmental heads meeting regularly to agree joint working, with a number of internal working groups addressing cross cutting issues such as transport, housing, and libraries. The practice of regular joint meetings had assisted the process of identifying tangible benefits of joint working (e.g. efficiency savings, data/information sharing, improving service delivery by integrated provision
and sharing resources). In this context, a better understanding had grown of the priorities and pressures of other departments, which helped in identifying areas of alignment and synergy.

**What are the mechanics for developing universal services provision?**

Identifying needs with key partners, developing and consulting on developments to meet need, developing business cases from this, and securing agreement and resources to implement developments.

**Have you carried out any needs analysis?**

Findings suggest that the needs of the public, and in particular those who require some level of adult social care, were not assessed specifically in relation to the development of specific universal services, but as part of broader needs assessment work. Work in this area was generally not linked to the Joint Strategic Needs Assessment process.

Some areas reported as having undertaken needs assessment work with particular target groups, but there was no evidence of this being specific to the development of universal services.

**Have service user/carers been involved and with what effect?**

The extent of consultation varied. Responses tended to refer back to generic consultation processes and structures. There were few examples of consultation carried out about the development of universal services in the context of implementing Putting People First.

**Is there a local delivery plan for universal services?**

No examples were found of an overarching delivery plan for universal services to address achieving Putting People First objectives, with individual departments responsible for particular services (e.g. housing, transport, leisure) developing provision as part of their own delivery planning.

**Is there a partnership approach to this development?**

All respondents said that their work was based on a partnership approach, particularly partnerships within the council structure with relevant departments and with local providers – both the private and third sector. It was not clear the extent to which Local Strategic Partnerships were actively engaged in this agenda. Key stakeholders were generally defined as commissioners, service providers and service users. The main challenges identified were in relation to competing priorities and agendas, a lack of mutual understanding of the key issues from a social care perspective, and the capacity to work jointly.
What are the services you focused on and why?

Areas reported most typically on housing, transport (particularly community transport) and leisure services (particularly libraries).

Have you done any work in relation to charging and subsidies?

Little evidence was found of work being undertaken in this area within the specific context of delivering Putting People First, although some of the case studies on use of leisure services show that this is an area where development is taking place.

Conclusion

The general picture gained from the field work was that in most places the planning and development of universal services has tended to take place on the basis of senior managers identifying common ground and opportunities, rather than as a consequence of sign up to an explicit and widely owned corporate strategy with a supporting delivery plan. By the same token, little evidence was found of Local Strategic Partnerships consciously pursuing the Putting People First agenda. This is not to say that little is happening and, as the case studies show, opportunities are being taken to influence the development of universal services to support Think Local, Act Personal objectives. There is scope for these developments to go broader and deeper.
Strategic Context for Transforming Adult Social Care

This section sets out the connections between adult social care, other relevant policy and universal services. As previously mentioned, an important caveat is that these policies are subject to change and development as the Coalition Government sets its vision and direction for health and social care reform and other related areas of social policy.

PPF policy on Universal Services (Think Local, Act Personal)

Although universal services comprise one of the four domains of PPF little specific guidance on implementation has been produced. It is clear that the development of universal services is a key enabler for allowing choice and control, in that adults with social care needs (actual or potential) should be able to access everyday mainstream council services as engaged citizens/residents. Promoting access to universal services to individuals requiring social care, or “at risk” of requiring social care, should therefore contribute to the prevention and early intervention agenda by helping people use services as active and engaged citizens, rather than as narrowly defined social care users. This includes those people who may be funding their own care and support (self-funders). Reference to the importance of universal services is made in a number of key documents shown in the box below. [6-8]

<table>
<thead>
<tr>
<th>Putting People First Key Documents Relating to Universal Services</th>
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<tbody>
<tr>
<td>- Prioritising need in the context of Putting People First: A whole system approach to eligibility for social care – guidance on eligibility criteria for adult social care, DH 2010</td>
</tr>
<tr>
<td>- Making a Strategic Shift to Prevention and Early Intervention, DH October 2008</td>
</tr>
</tbody>
</table>

Universal Services in other areas of Adult Social Care (ASC)

A number of strategies are currently being implemented all of which emphasise the importance of universal services in terms of achieving their key objectives. [9 -12]
Universal Services in related Adult Social Care Policy

**Living Well with Dementia (DH 2009)**
- Aims to ensure significant improvements across three key areas: improved awareness, earlier diagnosis and intervention, and higher quality of care. It has 17 key objectives, and of particular relevance to the development of universal services are:

  *Objective 5: Development of structured peer support and learning networks*
  Establishing networks of support, which should also help people with dementia and their carers to take an active role in the development of local services. There are nine national demonstrator sites in the south east region for peer support and dementia. Dementia adviser services have been established in Bracknell Forest, East Sussex, Hampshire, Medway and Oxfordshire. Peer support services are in Brighton & Hove, Kent, Milton Keynes and Surrey. These services should play a role in the helping to influence the development of universal services within their locality.

  *Objective 10: Considering the potential for housing support, housing-related services and telecare to support people with dementia and their carers.*

**Recognised, Valued and Supported: Next Steps for the Carers Strategy (DH 2010)**
- The revised Carers Strategy identifies four priority areas which are:
  - Supporting those with caring responsibilities to identify themselves as carers at an early stage, recognising the value of their contribution and involving them from the outset, both in designing local care provision and in planning individual care packages.
  - Enabling those with caring responsibilities to fulfil their educational and employment potential
  - Personalised support both for carers and those they support, enabling them to have a family and community life
  - Supporting carers to remain mentally and physically well

In support of these objectives, the importance of universal services is highlighted. The strategy states that “universally available services should be flexible in their approaches in order to respond to the variety of ways in which those with caring responsibilities can best be supported [and] personalisation also offers the opportunity to think more creatively about the use of a wider range of community services (including mainstream housing, leisure, transport and other provision)”.

**People with learning disabilities - Valuing People Now (DH 2009)**
- Aims to ensure that people with learning disabilities have fulfilling lives beyond services that include opportunities to study, work and enjoy leisure and social activities and to be able to use public transport safely and easily.

**New Horizons: A Shared Vision for Mental Health [DH 2009]**
- Aims to improve the mental health and well being of the population and improve the quality and accessibility of services for people with poor mental health, including mainstream services.
Other Relevant Policy

**Equalities**
Improving access to universal services has a strong equalities dimension. The Equality Act 2010 harmonises, streamlines and strengthens 40 years of equalities legislation. A **Public Sector Equality Duty** is to be introduced (implementation date subject to confirmation) which combines existing race, gender and disability equality duties. Under the Equality Duty in carrying out their functions, public bodies will have to pay due regard to the need to eliminate discrimination, harassment and victimization, advance equality of opportunity and foster good relations between different groups. Local authorities, when developing and implementing their universal services in support of Think Local, Act Personal, will therefore need to take due account of these requirements.

**Independent Living**
The **Independent Living Strategy** was published in March 2008 setting out the government’s commitment to improve the life chances of disabled people with the vision of equality for disabled people by 2025 [13]. The aim of the five year strategy is that disabled people will have greater choice and control over how support is provided with better access to housing, transport, health, employment, education, and leisure opportunities. A pilot study is taking place in the South East Region with the Office of Disability Issues, examining the potential to increase choice and control of frail elderly people in three localities. The study is due to complete in March 2011 with early lessons beginning to emerge now. [14]

**Ageing**
The Audit Commission has carried out work in local authorities to assess their response to an ageing population and published its findings in **Don’t Stop Me Now: Preparing for an Ageing Population** [15]. The key recommendation was that, in order to respond to the demographic challenge of an ageing population, councils should work in a cross-cutting way on “delivering age-proofed universal services [as] an essential part of core business in each directorate, to ensure equal access for all”. The study was aimed at influencing the revision of the Government’s ageing strategy which was subsequently published in July 2009 as **Building a Society for all Ages**. [16]

At the time of writing, the Coalition Government has not published a comprehensive ageing strategy, although a number of reforms directly affecting older people have been embarked on. For example, the Ageing Well programme is being run by the Local Government Improvement and Development (formerly the Improvement and Development Agency). This programme is designed to support local authorities in developing a strategic approach to engagement with older people in service planning and delivery, and joining up local services to ensure cost effective delivery of services. The JIP is working with **Ageing Well** in order to co-ordinate activity within the
South East Region to best effect. In addition, a number of projects have been taken forward from the previous ageing strategy, including:

- ‘Active at 60 Local’ with the development of local smartcards to test promoting engagement and activity of the over 60s
- The ‘Active at 60’ programme to support people approaching retirement to stay active and positively engaged with society – particularly those more at risk of social isolation
- The ‘Age Design Programme’ aimed at ensuring that products and services in the UK increasingly meet the needs of our ageing population, by raising the profile of age-inclusive design
- **One Stop Shop** where the Planning Your Future page on the Directgov website brings together a range of information about planning ahead for later life. [www.Direct.gov.uk](http://www.Direct.gov.uk)
- **Get Digital** programme to help residents in sheltered housing schemes benefit from access to equipment, training and support to get online
- UK Advisory Forum on Ageing co-chaired by Ministers from the Department of Work and Pensions and Department of Health. Membership includes all nine English regions and the Local Government Association, as well as older people.

**South East England Health and Wellbeing Strategy**
The regional health and well-being strategy sets out a template for action against its five key later life themes [17] See box below.

<table>
<thead>
<tr>
<th>The South East England Health Strategy 2008</th>
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<tr>
<td>• Promote ‘active citizenship’, independence and engagement for older people by supporting the development of programmes designed to increase opportunities to stay involved in their communities</td>
</tr>
<tr>
<td>• Promote material well-being, financial security and employment opportunities for older people by enhancing learning and skills development and fairness in work in later life, and by increasing the uptake of welfare benefits, concessions and other financial benefits</td>
</tr>
<tr>
<td>• Develop ‘active ageing’ programmes which promote physical and mental health for older people by improving access to health promotion and mental health services</td>
</tr>
<tr>
<td>• Develop joint commissioning frameworks which ensure that joined-up health and social care services are provided to support independence and choice for older people and their carers</td>
</tr>
<tr>
<td>• Implement the <strong>dignity in care</strong> standards for older people using health and social care services, and develop end of life care to ensure that people have a dignified death in a supported and caring environment.</td>
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</tbody>
</table>

**South East Regional Forum on Ageing (SERFA)**
SERFA provides a focus for agencies and older persons groups working across the South East, to raise the profile and take action to ensure that local areas are responding to the changing and ageing demographic.

Further information: [www.serfa.webs.com](http://www.serfa.webs.com)
Universal Services: Strategic Framework and Developing Practice

In this section, the relevant strategic context is set out for each of the universal services being looked at. Some case studies illustrating developing practice are included, followed by some suggested incentives and levers to assist further development. Details are given of relevant groups and networks. As stated before, these policies and directions are subject to change and development. Increasingly, the context for developing universal services will be influenced by the Coalition Government’s commitment to building the Big Society, the key elements of which are briefly described in the box below [18]

Creating the Big Society…

Social action - fostering and supporting a new culture of volunteerism, philanthropy and social action

Public service reform - removing centralised bureaucracy, giving professionals more freedom and opening up public services to new providers

Community empowerment - creating communities and neighbours who are in charge of their own destiny, who feel if they club together they can share the world around them.

Three techniques to achieve the above have been identified, which are:

Decentralisation - from central to local government and beyond to local communities, neighbourhoods and individuals

Transparency - giving people the information they need, not just to hold services to account, but to go further and take action themselves

Finance - Paying public service providers by results to encourage value for money and innovation at the same time and enabling social projects to get access to start-up capital

Source: David Cameron, Big Society Speech 19 July 2010
Transport

Strategic Context

The region’s 19 first tier councils are local transport authorities (LTA) and under the Transport Act 2000 (as amended by the Local Transport Act 2008) are required to produce a Local Transport Plan (LTP). A new LTP must in place by April 2011 and under the previous government the Department of Transport (DfT) issued guidance to support this [19]. Set out below is a summary of this guidance with specific reference to the relevance for universal services. This takes account of the advice subsequently provided to local authorities by the Coalition Government in July 2010, which stated that there were no plans to remove or amend the duty to produce a LTP. [20] A number of aspects of the LTP guidance were clarified in line with the Government’s commitment to greater localism. In this growing localist context, reviews of progress against LTPs are to be a matter for local authorities and reports or reviews will not be required by central Government.

The drive towards localism is reinforced in the White Paper, Creating Growth Cutting Carbon: Making Sustainable Local Transport Happen, published in January 2011. [21] The White Paper states that “sustainable local transport will be enabled through the delivery of locally developed solutions that capitalise on local knowledge.” Some relevant extracts from the White Paper are included after the summary of guidance on Local Transport Plans.

Summary of Guidance on Local Transport Plans

It is recommended that local authorities “take a fresh look at their policies and implementation proposals” and “local goals should be in the form of desired outcomes, and should look outside the transport agenda to wider corporate priorities. Transport will be vital in ensuring that people have access to key services.”

The Local Transport 2008 Act gives local authorities “improved powers to influence the provision of bus services in their area, as well as bringing greater flexibility for the community transport sector.”

Plans should distinguish between strategy and implementation and be concise. Local authorities can choose to produce supplementary documents e.g. on walking, cycling etc.

Accessibility strategies were covered in the last LTP guidance (2004) and remain relevant, so that “accessibility planning will continue to be a key element of local transport planning and delivery.”

Plans must be subject to a Health Impact Assessment and “contribute to the wider agenda relating to quality of life and reducing health inequalities.”
Consultation
Plans must be based on consultation. A number of groups identified that should be consulted, including “any other people they consider appropriate” (e.g. disability groups) and local transport authorities, must “have regard to the transport needs of older people and people with mobility difficulties when developing transport plan and policies”. LTA Act 2008 brings a new requirement to have regards to the needs of disabled people, bringing it in line with the scope of the Disability Discrimination Act 2005. A further duty in the Local Government and Public Involvement in Health Act 2007 requires local authorities and passenger transport authorities to involve citizens in local decision making and service provision.

Strategic Policy Framework
“Good transport is a vital factor in building sustainable local communities” and “A tool to help each local authority work with its stakeholders to strengthen its place-shaping role and its delivery of services to the community.”

Five key national transport goals that LTPs should address as well as local priorities: Supporting Economic Growth, Tackling Climate Change, Promote Equality of Opportunity, Contribute to Better Safety, Security and Health and Improve Quality of Life. The Coalition Government has subsequently asked local authorities to consider their contribution towards their key policy priorities “of growing the economy and tackling carbon emissions, while not neglecting other important priorities, including road safety, affordability, accessibility, and people’s health and wellbeing – for example, through cycling and walking”.

Local authorities can set their own targets and indicators and in doing so should consider what performance indicators are most important for their own areas, and retain the ability to compare themselves against others to improve efficiency and effectiveness. A number of transport indicators have been included in the new proposed “single list of central government requirements for local government”.

Further Information:
http://www.communities.gov.uk/documents/localgovernment/xls/1821768.xls

Creating Growth Cutting Carbon: Making Sustainable Local Transport Happen

The White Paper sets out the Coalition Government’s vision for transport which is to have a “transport system that is an engine for economic growth, but one that is also greener and safer and improves quality of life in our communities”. Some aspects of the White Paper likely to be of relevance and assistance to the Think Local, Act Personal agenda are set out below.
Local Sustainable Transport Fund

In order to “help facilitate the delivery of local transport solutions” the Local Sustainable Transport Fund has been established which will make £560 million of capital and revenue funding available over four years. LTAS are invited to bid for this funding with following timescales:

<table>
<thead>
<tr>
<th>Tranche 1</th>
<th>Tranche 2</th>
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<tbody>
<tr>
<td>Small projects under £5 million</td>
<td>18\textsuperscript{th} April 2011</td>
</tr>
<tr>
<td>Large projects £5million+</td>
<td>6\textsuperscript{th} June 2011</td>
</tr>
</tbody>
</table>

The main criteria for the funding are that it promotes local economic development and helps reduce carbon emissions. There are a number of additional criteria, including that projects “help to deliver wider social and economic benefits (e.g. accessibility and social inclusion) for the community.” Bids “will be particularly welcome if they can demonstrate support from, and the involvement of, voluntary and community organisations and the private sector.” The fund “provides the opportunity for authorities to take an integrated approach to meeting local challenges and to delivering additional wider social, environmental, health and safety benefits for people in local communities”.

Further Information:

Chapter 2 Local transport – Choices and Implications

“We will continue to provide data for local authorities to undertake accessibility planning (i.e. identifying and addressing barriers that people may face in getting around, focusing particularly on disadvantaged groups or areas with poor access to key services) as part of the production of their Local Transport Plans.”

“It is important that all groups are considered when planning transport. For example, people with reduced mobility, older people and those living in rural areas face many barriers in undertaking journeys – not just physical access, but also the availability, affordability and acceptability of transport.”

Chapter 3 Decentralising Power – Enabling Local Delivery

Whilst central government “will no longer intervene in the way that local authorities review progress…local authorities, will, however, be required to provide streamlined, accessible data on their transport activities to enable local communities to hold their elected representatives to account.”
Chapter 6 - Making Public Transport More Attractive

The need to take account of equalities in terms of improving access to public transport is reinforced – “Transport also needs to be planned with all users, including those with disabilities or reduced mobility, in mind. The Equality Act 2010 includes provisions that specifically aim to improve the accessibility of public transport for disabled people.” The White Paper sets out what the Coalition Government is doing to improve access, including ensuring “that transport staff have the appropriate disability awareness training to help people, and that passengers can travel in a safe environment” and “looking at how to encourage more travel training schemes across the country and how to accredit these schemes.”

The importance of rural public transport is emphasised. “Where commercial bus services are not viable, this may mean local authority tendered bus services, but it may be that other more flexible services provided by the council or the voluntary sector (e.g. dial-a-ride) are more sustainable. Local authorities will be able to bid to the Local Sustainable Transport Fund for time-limited funding to kick-start new community transport services, which hold out the prospects of covering their costs from other sources over the long term.”

Chapter 8 – Local Transport in Society

“Partnership working with Voluntary, Community and Social Enterprise sector and local communities can make an important contribution to local economies and to individuals’ quality of life.” The important contribution made by local community transport organisations is highlighted, and “a welcome development is the growing number of community transport organisations which operate social enterprise models.”
Case Study 1 - East Kent Integrated Transport Working Group

www.eastkentnhsgettingthere.nhs.uk

This project has adopted a wide ranging partnership approach to developing more integrated transport in East Kent, with a particular focus on health transport. The project developed “Rural links to Health Study” in 2004 and has a dedicated project manager with a strategic board. A project plan was developed, but progress was limited due to reorganisations affecting many of the key partners, particularly the NHS.

In 2007 the group was re-established at a more operational level and known as the East Kent Integrated Transport Working Group. Organisations represented on the group are Kent County Council (Strategy & Planning and Transport Integration, Eastern & Coastal Kent Primary Care Trust, East Kent Hospitals NHS Trust, South East Coast NHS Ambulance Services, the LINks and transport providers (Stagecoach and Arriva). This project has resulted in the development of a new website, drawing together all of the strands of transport for reaching hospitals and widespread promotion and distribution of a revised leaflet on “Getting to Hospital”. Although focused on hospital transport, the experience of working together in this “joined up” way is likely to be of general interest and relevance.

Further Information:
Kenneth Cobb
Transport Integration Manager
Kent County Council
Tel: 01622 605091
Kenneth.Cobb@kent.gov.uk
Case Study 2 - East Sussex Community Transport

www.eastsussex.gov.uk/communitytransport

East Sussex County Council has established a number of pilot community transport schemes, part funded using Department for Transport “Down Your Way” funding to promote the development of new and innovative community transport. A total of sixteen schemes are underway. These are engaging with parish councils to encourage them to identify transport needs within their communities and develop suitable and financial sustainable community transport schemes. The approach supports communities developing local solutions to local transport problems. A DVD on promoting community transport has been produced and a community transport guide is available on line.

Further information:
Roger Williams
Head of Transport Operations
East Sussex County Council
Tel: 01273 486133
Roger.Williams@eastsussex.gov.uk
Case Study 3 – “Age Friendly” Southampton City Council

Under the banner of “Age Friendly Cities”, Southampton City Council has been working to make transport in the city more accessible. Southampton Seniors Council has worked with the council to address falls on buses, poorly maintained pavements, and has taken part in a transport task group exploring alternatives for people who cannot use public transport. The council also offers a SMARTCITIES Card – a multifunctional card that allows people to access a number of different services and products with just one card. The services that can be accessed with the card include:

- Use as a library card
- Concessionary bus pass (for residents of pensionable age and eligible disabled residents)
- “Get Active” - residents living within city boundary and currently receiving benefits are able to receive discounts on the cost of activities at the council’s leisure’s venues.

Further Information:
Madeleine Cato
Project Manager, Market Development
Southampton City Council
Health & Adult Social Care Directorate
Tel: 023 8083 2391
Madeleine.Cato@southampton.gov.uk
Case Study 4 - Accessible Travel in Surrey

www.aboutus.org.uk  www.travelsurrey.org

Surrey County Council has developed a specific web site aimed at promoting use of public transport for disabled people, particularly those with a learning disability. The TravelSurrey website provides pictorial, video and easy read information on a wide range of travel subjects. These include:

- Video scenarios on “what would I do if...” where people can watch or listen to a situation (like missing the bus), then look at and talk about the choices on what they might do next
- How to get to there e.g. using journey planners, getting a Surrey bus pass
- “How to...” videos on travel tasks like checking you have all you need before leaving home
- Training resources

Further Information:
Phil Mack
‘About us’ life skills training service
Surrey County Council
Tel: 01737 737149
Phil.Mack@surreycc.gov.uk
Case Study 5 – Surrey Active Care Project: Linking People, Places and Journeys

www.concessionarytravel.com/active care

The ActiveCare Project has been developed in Surrey with sponsorship from Surrey County Council, the Association of Directors of Adult Social Services, Putting People First Consortium and Local Government Improvement and Development.

The aim of the project is to assist older and disabled people to keep active through travel and to assist them to take part in activities that match their own personal interests. ActiveCare works with care providers to show how travel can be used to develop uniquely personalised services. The project covers people living in care homes, sheltered and supported housing and people living in their own homes.

The work with Surrey’s care providers has been delivered in partnership with the Surrey Care Association. Care providers are expected to pay a small subscription to join. The scheme offers free membership to Local Authorities to feature venues, destinations and services that older and disabled people may want to access. The project is keen to hear from other Local Authorities who may want to take part in the free scheme.

Using the resources provided through the scheme, care providers work with people using their services to suggest places to go and things to do, helping plan trips to those destinations, and where necessary taking part in accompanied trips. A key enabler is free concessionary travel, which many people receiving care and support services are entitled to. The scheme provides the support to allow people take full advantage of this. Aspects of the scheme include:

- An on-line contributed library of recommended trips and activities
- Website searchable by care provider or destination, covering inbound and out-bound trips
- Provision for reviews and ratings
- Each destination featured is linked to a journey planner for planning a free bus journey
- Toolkits available for Local Authorities and care providers

Further Information:
Jeff Gargan
Managing Director
The Concessionary Travel Club
Tel: 01483 223556 Mobile 07802 222686
jeff.gargan@concessionarytravel.com
Incentives and Levers

The LTP guidance clearly sets out the expectation of an inclusive approach to developing an authority’s LTP. Given this it is suggested that ASC leads should

- Contact the person leading on producing your Local Transport Plan within your council to raise awareness of the Think Local, Act Personal.

- Find out whether your council is submitting a bid to the Local Sustainable Transport Fund to see whether any adult social care objectives can be incorporated.

- Find out how active your Local Strategic Partnership or equivalent is engaged on transport and what connections are being made with transforming adult social care.

- Make sure that user and carer groups, including User Led Organisations, are aware of the process for producing and implementing the LTP so that they can engage in the process.
Housing

Strategic Context

Housing issues are the responsibility of unitary and second tier (district) councils acting as Local Housing Authorities (LHAs). LHAs' statutory responsibilities are to:

- Develop a housing strategy to set out how housing needs and poor conditions in their area will be met
- Provide advice and assistance to people at risk of becoming homeless.

Development of a local housing strategy is a statutory requirement under the Housing Act 2004. A housing strategy will cover the following areas:

- Assess and plan for current and future housing needs of the local population
- Make the best use of existing housing stock
- Plan and facilitate new supply
- Plan and commission housing support services, which link homes to support and other relevant services
- Keep the housing conditions in their area under review, identifying any action that may need to be taken to rectify them
- Working partnerships that secure effective housing and neighbourhood management

Housing advice provision tends to focus on homelessness, access to social rented housing, and older and disabled owner-occupiers and private tenants living in unsuitable conditions. There is no general obligation for LHAs to provide information or advice about housing.

Lifetime Homes Lifetime Neighbourhoods, the national strategy for housing and ageing, provides the policy basis for linkages between housing and social care to deliver universal services [22]. This strategy recognises that when people become physically disabled or their mobility becomes restricted as they grow older, their home can cease to be suitable for their needs. It seeks to shift the focus of housing with care and support away from residential care by:

- Providing services enabling people to continue to occupy an independent home
- Improving advice and information for older people about their housing options

In line with the Big Society agenda, in December 2010 the Coalition Government published the Localism Bill, which aims to shift power and responsibility to councils and communities. Included within the Bill are a number of proposed changes to housing which are set out in the box below.
Housing and Related Provisions within the Localism Bill

**Abolition of Regional Strategies**, which will include regional housing strategies and targets.

**Neighbourhood Planning** introducing a right for communities to shape their local areas. Neighbourhood Plans will enable communities to permit development – in full or in outline – without the need for planning applications.

**Community Right to Build** giving local communities a power to take forward development in their area without the need to apply for planning permission, subject to meeting certain safeguards and securing 50 per cent support of the community through a referendum.

**Social Housing Allocations Reform** will give back to local authorities the power to determine who should qualify to go on their housing waiting list (the rules on eligibility will continue to be set centrally).

**Reform of Homelessness Legislation** to give local authorities the flexibility to bring the homelessness duty to an end with an offer of suitable accommodation in the private rented sector without requiring the household’s agreement.

**Social Housing Tenure Reform** to enable local authority landlords to grant fixed term tenancies (minimum of two years) so that they can manage their social housing stock more flexibly.

**Reform of Council Housing Finance** replacing the current annual centralised system for subsidising council housing, and replace it with a locally run system. Under the new system, councils will keep their rental income and use it locally to maintain their homes.

**National Homeswap Scheme** requiring that social housing landlords participate in web-based mutual exchange services that enable tenants to see a wide range of properties across providers in England, in order to create more mobility within the social stock and give greater choice to tenants over where they live.

**Facilitating Moves Out of the Social Rented Sector** by ensuring that housing association tenants who are also members (e.g. share holders) of their landlord organisation are allowed to take up incentive schemes which facilitate moves out of the social rented sector into owner occupation.

**Reform of Social Housing Regulation** with the abolition of the Tenant Services Authority and transfer of its functions to the Homes and Communities Agency.

**Further Information:**

[Localism Bill - Background Note](#)
Developing Practice

LHAs and housing providers can work with adult social care to support adults with social care needs, including self-funders, in three key areas:

- By ensuring that housing is available and suited to the needs of service users. This will include joint working on:
  - identifying the need for funding
  - design of new supported and extra care housing
  - procuring accommodation of appropriate design, standards and tenure

- Improving conditions in the home to improve wellbeing and continuing independence:
  - Assessment and payment of disabled facilities grants
  - Advice, information and assistance provided through Home Improvement Agencies to obtain home improvements and adaptations, affordable warmth, safety, security and other help and support around the home.

- Advising on housing options where the current home has ceased to be suitable. This includes consideration of suitable types of housing (independent or specialised), services required, affordability and funding of the chosen option.

The case studies below illustrate how housing can contribute to delivering universal services.
Case Study 6 - Joint Working in Kent to Expand Local Housing Options

Kent County Council has worked in partnership with Local Housing Authorities and housing providers at a strategic level to expand the housing options for vulnerable adults. Developments include:

- Advice and information is made available in accessible formats for people with learning disability to enable them to live in mainstream housing
- Social rented homes are made accessible to Learning Disability and Mental Health service users through the Choice Based Lettings scheme, with support from ASC/LHA staff
- 'Avoid the void' - a joint venture with the National Landlords' Association has promoted the benefits to landlords of letting to vulnerable tenants
- Extra care housing is being provided in partnership with Housing 21 with Private Finance Initiative funding
- Adult Social Care, Local Housing Authorities and Supporting People officers work in partnership to commission supported housing and shared ownership options for vulnerable people.

Further Information:
Claire Martin
Head of Supporting People
Kent County Council
Tel: 01622 221179
Claire.martin@kent.gov.uk
Case Study 7 - Berkshire West Advice and Signposting by a Cross-Boundary Home Improvement Agency

Ridgeway Care and Repair were jointly commissioned in 2008 to provide a Home Improvement and Advice Service for three adjoining unitary authorities (West Berkshire, Wokingham and Reading). The service comprises advice and assistance with a comprehensive range of issues related to safety, security and independence in the home. The starting point is a home visit which includes a basic home safety check and a review of benefits entitlement. Other services include large and small adaptations and repairs and improvements to the home, including a handy person service for small jobs like fitting handrails. The HIA also signposts to other sources of help, including grants to improve heating and insulation. The emphasis is on reassurance, independence and quality of life, making it easy to deal with reliable contractors and addressing money worries.

Further Information:
James Burgess
Commissioning and Development Manager Community Care
Wokingham Borough Council
Tel: 0118 9746235
james.burgess@wokingham.gov.uk
Developing adult social care and housing engagement to benefit adults with social care needs

Councils with Social Services Responsibilities (CSSRs) can engage with and influence housing organisations in the four main areas of evidence gathering, strategy and policy development, investment planning and implementation. Some of the main mechanisms for achieving this are described in the box below. Please note these may be subject to change, with the implementation of the housing aspects of the Localism Bill (see earlier).

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**Case Study 8 - East Sussex County Council and FirstStop Pilot**

*FirstStop* Advice is an independent, free national service, which aims to promote independence, dignity and choice for older people in meeting their care and housing needs by providing advice and information for older people, their families and carers about housing and care options in later life. The service provided by Elderly Accommodation Counsel, in partnership with other national and local organisations, brings together a wealth of expertise through one telephone number and one website to help older people, their families and carers explore the choices open to them and access the housing, support and care services they need.

In East Sussex, *FirstStop* is working with partners to enable older people to access information and advice on their housing and care and support options more easily, and in a way they prefer, providing a specialist telephone advice service for the county, which signposts callers to local services wherever appropriate.

An important aspect of the project is the directory of local services for housing, care, help at home, legal and financial advice which has been compiled and is available to users of the website and the advisors based in the *FirstStop* team. A comprehensive *FirstStop* in East Sussex guide is also available from the *FirstStop* team, which offers an introduction to services for older people in East Sussex.

Leading the partnership are East Sussex County Council, Eastbourne Borough Council, Hastings Borough Council, Lewes District Council, Rother District Council and Wealden District Council. Also involved are many local organisations that provide services to older people.

**Further Information:**
Emma Winter
Project Officer, Supporting People Team
East Sussex County Council
Tel: 01273 482391
emma.winter@eastsussex.gov.uk

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*Developing adult social care and housing engagement to benefit adults with social care needs*

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Current Mechanisms for Engaging with Housing

Strategic Housing Market Assessments (SHMA) - An assessment undertaken across a housing market area (which may cover several local authority areas in full or in part) to provide evidence of housing need and demand and housing market drivers as a basis for strategic planning. CSSRs can input to Strategic Housing Market Assessments which are an essential component of the evidence gathering process that underpins both housing strategy and planning policy. SHMAs can also feed into the Joint Strategic Needs Assessment process.

Local Economic Assessments - Evidence gathering and analysis which will feed into numerous council and partnership plans to inform the direction of action to support and develop the local economy. Production of an LEA became a statutory duty for upper tier authorities on 1st April 2010.

Local Development Framework - Unitary and second tier authorities have a responsibility for developing local planning policy through a Local Development Framework which offers an opportunity for a “whole council” approach to strategy and policy development. With the ending of regional strategies, the importance of local and neighbourhood planning is set to grow.

Sustainable Community Strategies - First and second tier local authorities have a duty under the Local Government Act 2000 to prepare ‘community strategies’, for promoting or improving the economic, social and environmental well-being of their areas, and contributing to the achievement of sustainable development. It also gives authorities powers to improve and promote local well-being to help them implement those strategies. Preparation and implementation should be undertaken by a broad local strategic partnership, through which the local authority can work with other local organisations.

Local Investment Plans - LHA partnerships have either developed, or are in the process of developing, Local Investment Plans (LIPs) with the Homes and Communities Agency. LIPs provide an overview of housing investment requirements and will be the basis on which future funding is allocated for affordable housing development. Those plans will include housing to meet the needs of people with support needs.

Supporting People - At a service planning and delivery level, the Supporting People (SP) programme was designed to provide coherent funding and policy for housing support. As SP funding becomes absorbed into Area Based Grant, unified support strategies can be developed under the auspices of Local Strategic Partnership Health and Wellbeing Groups or their equivalent.
**Networks**

The Chartered Institute of Housing (CIH) is the professional membership body for people involved in housing and communities. CIH is active in developing and influencing policy and practice nationally and through regional branches.

**Further Information:** [www.cih.org](http://www.cih.org)

The CIH South East branch organises and delivers services for members that reflect the overall objectives of CIH and issues of significance in the branch area. Engagement with the branch committee can be a useful way to initiate dialogue on raising awareness of universal services issues relevant to housing.

**Further Information:** [www.cihse.co.uk](http://www.cihse.co.uk)
Michelle Chivunga
Policy and Practice Officer (South East Branch)
Chartered Institute of Housing
Tel: 020 7520 3389
[ michelle.chivunga@cih.org](mailto:michelle.chivunga@cih.org)

The National Housing Federation represents 1,200 not-for-profit housing associations in England and campaigns for better housing and neighbourhoods. It seeks to influence policy and to develop good practice among its membership.

**Further Information:** [www.housing.org.uk](http://www.housing.org.uk)

**Incentives and Levers**

The interdependency between housing and adult social care is well established. There are a number of areas where adult social care can exercise influence over the development of local housing policy and development, which will increasingly take place within the context of the shift to localism. Adult social care leads should consider the following:

- Social services departments have a statutory role in the formulation of homelessness strategies, and can therefore expect to be approached by the housing authority in the course of any strategy review. This is an opportunity to convey local adult social priorities in line with the objectives of Think Local, Act Personal.

- Seek to understand and influence the processes highlighted in the Current Housing Mechanisms box above and raise awareness of the implications for housing of the Think Local, Act Personal agenda.

- Find out how your council (if a unitary) or second tier councils are responding to the housing and related aspects of the Localism Bill.
➢ Contact the planning policy officer in your own (if a unitary) or second tier councils to establish the stage of development of the Local Development Framework and nominate a designated officer to be consulted on relevant draft policies.

➢ Seek to influence individual capital projects, as an integrated approach is essential if specialised housing is to be developed that meets local need, is affordable for those with support needs and is appropriately designed to provide the right range of services.
Trading Standards

Strategic Context

Trading Standards is a first tier local authority regulatory service, responsible for advising and enforcing over 600 pieces of consumer protection legislation, covering weights & measures, product safety, the health and welfare of farmed animals and fair trading. Trading Standards activities reflect the priorities of a number of central government departments (including the Department for Business, Innovation & Skills, Department for the Environment & Rural Affairs, Department of Health) and the Food Standards Agency and Office of Fair Trading. Trading Standards have a range of powers to protect consumers, including vulnerable adults, which are enshrined in a range of legislation shown below.

- Enterprise Act 2002
- Consumer Protection from Unfair Trading Regulations
- Distance Selling Regulations
- Cancellation of Contracts in Consumers’ Homes or Places of Work Regulations 2009

Local authority funding for trading standards is not ring-fenced and is determined as part of the overall budget making process for councils. Trading Standards budgets and staffing are small by comparison to most other council functions and activities.

Trading Standards and Putting People First - Think Local, Act Personal

Many trading standards services run Buy with Confidence schemes, established by Hampshire County Council in 1999 and now adopted by 19 councils in the south east region and a further 20 local authorities outside of the region.¹ These schemes aim to improve consumer protection by providing the public with a list of businesses they can trust, as these businesses will have undergone a formal approval process. Buy with Confidence is part of the Office for Fair Trading Local Authority Assured Trader Scheme Network (LAATSN)². Further information on approved businesses across the country can be accessed via www.buywithconfidence.gov.uk. Similar approaches are now being developed to support the transformation of adult social care.

¹ http://www.buywithconfidence.gov.uk/about-bwc/map.php
² http://www.oft.gov.uk/OFTwork/ConsumerProtection/consumer_initiatives/trader/laatsn
Support with Confidence is an approval scheme that has been set up by adult social care staff working with their trading standards department. The scheme aims to provide protection for people with Personal Budgets who are employing non-registered staff and do not have the protection of council contracts or regulatory protection through the Care Quality Commission.

The first two groups of staff to be covered are Personal Assistants (PAs) and Support Brokers. The initial phase (2010) provides training for Personal Assistants and carries out checks on candidates. The scheme takes up references, offers free seven day training, carries out enhanced criminal records checks and approves Personal Assistants who successfully complete the scheme. Trading Standards carry out a number of background checks to minimise risks. Approved PAs are issued with a Certificate of Approval bearing a unique number and their photograph. As part of the scheme they are required to sign up to a Code of Conduct which specifies the required standard of behaviour, and can be used as a benchmark if complaints are made against an individual. If an Approved PA breaches the Code of Conduct, they can be removed from the list.

During the development phase, all costs are being met by the council. The total cost of training and administration is around £1,000 per PA. In the next phase, costs will be recharged to individual customers, because there is no ongoing central revenue available. There will effectively be a “finders’ fee” payable by the customer from their Personal Budget as part of the cost of recruiting a suitable PA.

Advice from council lawyers is that Support with Confidence goes a long way to meeting Duty of Care responsibilities when signing off a Support Plan that includes non-registered care. There are still some risks because the council may get involved in litigation if an approved PA harms a customer in some way. However, this is a much smaller risk than using non-approved PAs without any training or background checks.

The scheme is being developed to cover training and approval of Support Brokers. Around 25 contracted brokers had been approved by October 2010, and the approval process will be extended to include fully independent Brokers from 2011. There has been considerable interest from a range of local authorities, and the scheme can now be adopted under licence from Oxfordshire, ensuring consistent quality standards across all participating authorities.

Further Information:
Richard Webb
Oxfordshire County Council
Tel. 01865 815791
supportwithconfidence@oxfordshire.gov.uk
Case Study 10 - East Sussex County Council Support with Confidence

East Sussex Support with Confidence

East Sussex is establishing a Support with Confidence Scheme. They are using Oxfordshire’s scheme under licence to cover the approval of Personal Assistants and are concentrating on developing approval for other forms of provision. The initiative came about from an initial meeting requested by the manager of the Adult Social Care Contracts and Purchasing Unit with the Head of Trading Standards in order to find out more about Buy with Confidence. Although physically located close to each other, there had been relatively little joint working between the two departments. Out of this initial meeting came a commitment to set up a joint project funded by the Adult Social Care Reform Grant.

Setting up the scheme meets the core strategic objectives of both Adult Social Care and Trading Standards, although initially there was a period where the staff involved encountered unfamiliar worlds and it took a little time to develop a shared understanding. For Adult Social Care, the service is an important element in the choice and market development strategy for personalisation. For Trading Standards the service helps protect vulnerable consumers, whilst encouraging local businesses to comply with the law and ensuring fair competition.

The scheme targets un-registered social care provision such as cleaning, housework, gardeners, handymen and meals preparation services. The service is both for people funding their own care and those with Personal Budgets. It therefore will play an important role in prevention and early intervention and maintaining independent living.

An approval process has been developed, combining background checks (on the individual and/or organisation) with training covering safeguarding, equalities and diversity and enhanced customer care. There is a sliding scale of membership fee up to £250, depending on the size of a voluntary organisation, or in the case of a business, the number of employees. It will be free for Personal Assistants. Organisations can apply to have dual membership with Buy with Confidence. Membership also requires signing up to a code of conduct based on the Oxfordshire model. The scheme commenced in April 2010 with recruitment and approval of providers. The scheme launched with the public in October 2010 and a web site has been developed and is hosted on the County Council website with links from both Trading Standards and Adult Social Care, in order to reinforce the universal nature of the service.

Further Information:
Mina O’Brien
Enterprise Officer/Buy with Confidence Scheme Manager
East Sussex County Council Trading Standards
Tel: 01323 463436/440
Mina.obrien@eastsussex.gov.uk

Bianca Byrne
Project Manager – Choice, Market Development & Engagement
East Sussex County Council
Tel: 01273 336656
Bianca.Byrne@eastsussex.gov.uk
Case Study 11 - Supporting Vulnerable People Portsmouth City Council
Trading Standards

Portsmouth City Council trading standards understands the importance of supporting and protecting its most vulnerable residents, particularly older members of the community who are most susceptible to being ripped off by unscrupulous traders and criminals. The trading standards service supports the objectives of helping vulnerable people to keep safe and independent, particularly isolated older people. In keeping with these objectives, two projects have been developed.

Elderly People’s Project - This aims to give vulnerable residents straightforward information about their shoppers’ rights, helping them make informed and confident decisions when it comes to buying goods and services. A consumer safety advice pack has been produced for senior residents covering issues such as scams, doorstep calling, shopping rights and lists useful and essential contacts ranging from meals on wheels to the password protection schemes set up by utility services. All the information provided is concise and found within one point of reference.

Vulnerable Person’s Project – This is aimed at vulnerable residents who have been a victim of doorstep crime. The project provides support to people who have been ripped off and guides them through the small claims procedure in the civil courts as a remedy. A community trading standards officer works with the victim in drawing up a schedule of complaint that can be submitted to the courts, explain legal jargon, acts on behalf of the victim with their consent and helps support the victim through the overall process. If necessary, the community trading standards officer will refer the resident to the Victim Support Charity. This is a seamless process ensuring the victim is not passed from agency to agency, but rather has the same officer throughout.

Trading standards is committed to partnership working to help ensure that vulnerable residents can access those services which assist people to maintain their independence. In particular, they work closely with Hampshire Fire and Rescue and community wardens by passing on referrals from residents requiring home fire safety inspections, the council's “Homecheck” service, and voluntary organisations in the city such as Age UK.

There is an agreement with Portsmouth City Council’s safeguarding team within adult social care who refer cases requiring trading standards involvement. A recent example would be an elderly resident whom had numerous financial issues and was also a chronic scam mail victim. This referral ensured that trading standards were able to intervene and prevent further consumer detriment. By working in partnership and by developing specific services for vulnerable people, trading standards makes an important contribution to protecting vulnerable older people and helping them to maintain or restore confidence in their ability to remain independent at home.

Further Information:
Robert Briggs
Trading Standards Manager
Portsmouth City Council
Tel: 023 9284 1290
Robert.Briggs@portsmouthcc.co.uk
Incentives and Levers

- If you have not done so already, make contact with your Head of Trading Standards to explore the scope for collaboration.
- Find out more about how Support with Confidence is working in Oxfordshire and East Sussex.

Networks

The Local Authorities Coordinators of Regulatory Services (LACORS), recently re-named Local Government Regulation (LGR), part of the Local Government Association, co-ordinates consultations, policy development and lobbying for regulatory services including trading standards. LGR hosts a Trading Standards National Policy Forum, which is made up of the chairs of regional groups to discuss policy issues and best practice.

Further Information: [www.local.gov.uk/regulation](http://www.local.gov.uk/regulation)

The Trading Standards Institute is a professional body representing trading standards professionals.

Further Information: [www.tradingstandards.gov.uk](http://www.tradingstandards.gov.uk)

Trading Standards authorities in the south east have a strong history of collaborative working. Trading Standards South East Ltd has representation from all 19 authorities and a number of focus groups operate to facilitate “cross border” project work, develop best practice, and share intelligence on legislative areas and education initiatives.

Further Information:
Gaynor Jackson
Company Secretary & Operations Director
Trading Standards South East Ltd
Tel: 01372 371736   Mob: 07968 834642
Adult Education (Informal Adult Learning)

Strategic Context

First tier local authorities have a range of roles in relation to adult learning and skills, including direct delivery and strategic commissioning. In 2009 a White Paper, the Learning Revolution, was published which set out a new vision for Informal Adult Learning [23]. The vision encompassed a broad view of adult learning, recognising that as well as taking place in formal courses, it happens in other places such as libraries, museums and through self-organised activities. Local authorities were to be invited to take responsibility for this type of learning by becoming a Lead Accountable Body (LAB), with responsibility for pulling together all the partners in the area to develop a local plan for all types of informal adult learning and manage all the funds going into the area. The Coalition Government has not proceeded with LABs, but has expressed strong support for a continuum of adult learning and skills with continued support for informal adult learning, particularly linked with the Big Society agenda.

Following consultation, and subsequent to the 2010 comprehensive spending review, two key strategy documents have been published; Skills for Sustainable Growth [24] and Further Education – New Horizon: Investing in Skills for Sustainable Growth. [25] The former sets the future direction for skills policy and will guide the Government’s reform of adult learning which are set out in the latter document. The comprehensive spending review protected the £210 million Adult Safeguarded Learning Budget and outlined that the budget will be reformed by March 2011 (see below). Key extracts are set out below.

Skills for Sustainable Growth

“Skills are an asset of our cultural and community life. They enable people to play a full part in society, making it more cohesive, more environmentally-friendly, more tolerant and more engaged. The benefits to social cohesion include reduced crime, greater civil engagement, better health and more socially tolerant attitudes towards minority groups. The process of learning also has a strong positive impact on mental health and well-being, helping people cope better with the stresses of daily life as well as social change.”

“Informal adult and community learning-funded programmes will provide a wide range of learning opportunities, ranging from arts, culture and health to digital skills, family learning, civic engagement and community development. Public funding will be prioritised for the people who need the most help and have had the fewest opportunities. This is an area where forming appropriate social partnerships can be very effective and we will encourage providers to work with appropriate specialists in the voluntary and social enterprise sectors.”

“As part of the Big Society agenda, we would like to see this kind of learning offered in a range of ways: by colleges, by local authorities and other providers, and through the hundreds of unfunded community groups, clubs and societies set up by local people who want to organise their own learning.
We will also encourage providers to make links with the adult learning. We will also encourage providers to make links with the adult learning on health, environment, culture and sport that is funded by other government departments and with the Opening Up Spaces movement.3

From December to March 2011 the Government “will undertake a major piece of work, in close collaboration with a wide range of partners to develop a new model of informal adult learning and community learning that will support the development of the Big Society, ensure all groups can benefit and create a progressive route for those people who want to move on to formal learning.”

New Horizon: Investing in Skills for Sustainable Growth
“Adult and Community Learning is not only valuable in its own right, but also stimulates progressive learning, often leading to employment. Still more, it sustains democratic citizenships and will continue to be supported. However, we will look to reform it radically reducing the complexity and bureaucracy that hampers providers from responding to community needs.”

Life Long Learning Accounts and All-Age Careers Service
Two other areas of the reform of the Government’s skills strategy are likely to be of particular relevance to adult social care; the introduction of Life Long Learning Accounts and the establishment of an all-age careers service.

Skills for Sustainable Growth states that in order to combine fairer access to finance with better information “we will offer every adult a Lifelong Learning Account when they begin a new course”. This will bring together information about any grant funding to which the learner is eligible with information about learning opportunities. “Over time we will explore ways of using Lifelong Learning Accounts to create further incentives for learning. This might include recognising the borrower’s positive contribution such as volunteering or creating learning groups.”

A new all age integrated careers advice service is also to be developed which will be open to all “through a range of channels - online, by telephone and in the community – with intensive face-to-face guidance prioritised for those with greatest needs.” As part of the service, “local authorities will provide wider personal support to vulnerable young people and those who are not in education, employment and training aged 13-19 and young adults with learning difficulties up to the age of 25.”

3 A movement which aims to support organisations make space on their premises available for groups to undertaken informal adult learning.
Case Study 12 - Portsmouth City Council Working with Older People*

Working in partnership with colleagues from the Health Improvement and Development Service, Portsmouth Primary Care Trust (PCT), Adult Education, the third sector, and a community media company, Portsmouth City Council developed a programme of training for older people identified as at risk of having a fall. The idea originally stemmed from an earlier project in partnership with a local radio station (Angel Radio) which ran a series of workshops for older people providing training to make and broadcast radio programmes.

Portsmouth City Council recorded a high number of falls amongst older people, which in turn impacted on costs associated with the treatment and care for falls. As a result, occupational therapists, adult education tutors and health improvement workers ran a suite of exercise activities, training older people to improve their overall strength and balance. Tai Chi proved to be the most popular activity, becoming a self-funding and self-sustaining group of up to 70 participants taking part in sessions in local community venues, including leisure centres.

Additional project work used the skills of a local community video production company, and with support from a third sector informal learning provider, and adult education and health improvement team members, a group of older people known as the Wednesday Club produced a DVD for their peers called “I Fall”. The DVD highlights the danger of falling and promotes a range of activities delivered by older people who, through informal learning, used their knowledge and skills to make the film of how to avoid a fall.

Further Information:
Steve Glennon
Portsmouth City Council
Tel: 02392 841721
Steve.Glennon@portsmouthcc.gov.uk

* This case study is contained in a document published by the National Institute of Adult Continuing Education, Adult Learning Case Studies: Celebrating Adult Learning 2010
Case Study 13 - Isle of Wight Council Safeguarded Learning*

Isle of Wight Council has used adult safeguarded learning funding in a number of innovative ways, including development of a carnival learning centre funded through the Learning and Skills Council’s (LSC) capital programme, Arts Council England and the Extended Schools Service to support the rich carnival tradition of the Isle of Wight. The carnival’s associated skills of music, dance, costume making, design and build is an engaging activity for all ages and one which taps into the traditions of the community. It also provides many opportunities for learners to gain a better understanding and appreciation of issues relating to cultural diversity and equal opportunities. A carnival truck has taken workshop learning out to the community initially in deprived areas where adults do not tend to engage in learning. Local events were supported through costume making opportunities and gradually events have been built upon and expanded and in some communities resurrected. After three years of time limited funding, communities have sought to sustain their activities through Extended Services provision and other funding sources.

Further Information:
Sarah Teague
Adult, Community & Family Learning
Tel: 01983 817 284
Sarah.teague@iow.gov.uk

* This case study is contained in a document published by the National Institute of Adult Continuing Education, Adult Learning Case Studies: Celebrating Adult Learning

Networks

The National Institute of Adult Continuing Education (NIACE) aims to encourage all adults to engage in learning of all kinds. NIACE is a charity, a company limited by guarantee and a member-led non-governmental organisation. Membership is made up of individuals and corporate members including local authorities. Regional Development Officers work in each of the regions providing consultancy, information and advice and acting as advocates on behalf of adult learners and learning.

Further Information:  [www.niace.org.uk/about-us](http://www.niace.org.uk/about-us)
Simon Beer
Regional Programme Director
NIACE
Tel: 020 7922 7789
Simon.beer@niace.org.uk

Incentives and Levers

- This is an area that is clearly subject to change and development, as the Coalition Government advances proposals for informal adult learning as part of its skills strategy. In this context, there is potential value to be gained from identifying someone within Adult Social Care to keep abreast of these developments and to forge links with those responsible within the council for leading on local implementation.
Cultural and Leisure Services

Strategic Context

Cultural services cover a wide range of services including libraries, leisure, museums, heritage and arts and sports. The strategic context is not simple to understand, particularly the roles and responsibilities of upper tier versus second tier councils. There are, however, some distinguishing features of these functions which are as follows.

There is a significant discretionary element to local authority cultural services, more often provided through “powers” rather than “duties”. At a time of financial restriction these services may therefore be subject to particular pressure, although these services add significantly to the quality of life in an area and are very often services that people wish to make use of in their “spare time”. The services also support statutory functions and wider strategic objectives, such as healthy living, reducing health inequalities, promoting community cohesion.

Second tier borough and district councils play an important role in the commissioning and delivery of some of these services e.g. leisure centres.

Many of the strategic outcomes sought for these services are set out in the policies and strategies of agencies such as the Arts Council England and the Museums, Libraries and Archives Council. These are non departmental public bodies sponsored by the Department for Culture Media and Sport which are subject to review as part of the Coalition Government’s rationalisation of arms length and regional bodies.

Council funding and services operate in a “mixed economy”, whereby many cultural services are provided by commercial organisations (e.g. cinemas and theatres), the third sector and local community organisations and groups (“communities of interest”). Council funding is therefore often only a relatively small part of the overall investment in an area, although council’s, through their planning functions and their general “wellbeing” powers, can exercise a significant influence on the pattern of local provision and how this is developed.

For most cultural services, with the exception of libraries, income from charges makes a significant contribution to the costs of running services. Cultural services are therefore, by and large, a “paid for” economy with some subsidy. Some of the case studies show how some councils are trying to improve access to services through the use of particular subsidies for certain of their residents.

Within this general context, councils have a significant role to play in the development of cultural services. In 2009 the Improvement and Development Agency (now Local Government Improvement and Development) published a report in association with the National Culture Forum on The role of culture and sport in supporting adult social care to deliver better outcomes [26] The main purpose of the report was to help providers of culture and sport
services in councils, and their partners, understand more about the social care sector and to engage with it. It also aimed to make adult social care commissioners and providers aware of “the opportunities and benefits of culture and sport so that they can develop better relationships with this sector”. This “mandate for shared action” anticipated the increasing pressure on resources and a greater focus on efficiency and innovation. Although aimed at older people, the approach suggested is seen as being relevant to all of adult social care, with culture and sport services having an important potential role to play in the preventive agenda and in providing services and activities that can be purchased by Personal Budget users.

The report draws on the Foresight report’s five simple steps to build individual resilience (see box below) and express the view that culture and sport services can help to deliver the “five-a-day’ ingredients for a healthy, productive and fulfilling life.

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**Five a Day Ingredients for a healthy, productive and fulfilling life…..**

**Connect** by helping people develop relationships with family, friends, colleagues and neighbours that will enrich their life and bring support.

**Be Active** by creating opportunities through sport, dancing, visiting historic sites or just a daily walk to make them feel good and maintain fitness.

**Be Curious** by engaging people in activities and events that enable them to experience the positive, everyday moments, as well as the unusual, and in reflecting on them, help them to appreciate what matters to them.

**Learn** by engaging people in reading, playing an instrument, visiting historic sites or being creative, providing them with a challenge, satisfaction, fun and confidence.

**Give** by helping them to volunteer, linking their happiness to a wider community benefit.

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*Footnote:* Foresight Report: Mental Capital and Wellbeing

[Link to Foresight Report: Mental Capital and Wellbeing]
Case Study 14 - Bracknell Forest Council Borough of Opportunity for Everyone

Bracknell Forest Opportunity for Everyone report

Bracknell Forest Council has published a list of over 40 short cases studies illustrating initiatives undertaken by the Council to increase opportunities for residents. A number of these include changes made to universal services including:

- The ‘Look In’ Community Café for older people
- Cultural strategy
- Assistance with bin collections
- Access to leisure services and leisure saver scheme
- Delivering personalised transport

Further Information:
Lynne Lidster
Head of Commissioning
Tel: 01344 351610
Lynne.Lidster@bracknell-forest.gov.uk
Case Study 15 - West Berkshire Council Improving Access to Universal Services

In response to an Audit Commission inspection of cultural services in 2008, West Berkshire Council (WBC) undertook a survey of approximately 4,000 residents on use of cultural services. The research confirmed a number of common barriers to use of cultural services. They were geography (more difficult to reach some services, particularly in rural areas), information about services/what’s on offer, transport and companionship; “someone to do it with it”, insufficient time, and financial cost (i.e. charges). WBC concentrated their response on information, transport and companionship.

Responses were broadly categorized into three groups: residents already making use of these services, those who indicated that were not interested in these services and those who were interested, but lacked information. The Council has targeted the latter group and introduced the West Berkshire Card which is available free of charge to all residents and gives discounted use of leisure and library services.

The application form asks for information for details of ethnicity, gender, age and disability. The council has recently purchased a license for “Business Intelligence Software” from a private company which allows analysis of the use made of the card and can cross match information held on other data bases, including the social care client data base. A number of issues have emerged, which have included that some data cleaning is required to make full use of the data and that some people have been reluctant to provide the amount of personal information required for the card, which may be affecting take up.

The system is still very much in the early days of development, but is viewed as having significant potential to understand and segment the resident population and then target development of universal services. It will help build a detailed picture of current use and where groups and/or particular places are making less use of these services. This profiling will feed into service planning and development of universal services.

Further Information:
David Appleton
Head of Cultural Services
West Berkshire Council
Tel: 01635 519127
Dappleton@westberkshire.gov.uk
Case Study 16 - Brighton and Hove Developing a Whole Council Approach

Since becoming a unitary authority in the late 1990s, Brighton and Hove has a long history of corporate working, with adult social care pro-actively contributing to corporate work. There is a well established Local Strategic Partnership and an up to date Sustainable Community Strategy. There is a range of citizen engagement mechanisms including an Older People's Council, Citizen’s Panel, Community Engagement Group as part of the City's Sustainable Community Strategy, and a Personalisation and Partnership Board. Brighton and Hove has been designated by the World Health Organisation as a World Health City, which is influencing thinking on planning and transport, particularly how people move about the city and improving street furniture. This extended to thinking about the needs of older and disabled people. Some developments that have taken place and that are planned are:

- All buses within the City are accessible and a number of “talking” bus stops introduced to assist people with sensory impairment/sight loss
- Commitment to improve equalities training for public transport employees
- Ensure that the design and maintenance of streets enables people to move more easily and safely and effectively round the city, particularly catering for the needs of younger, older, disabled and vulnerable people
- Funding to third sector now aligned with council priorities

Further Information:
Jaine Huntley  
Project Manager Personalisation  
Brighton & Hove Council  
Tel: 01273 2955045  
Jaine.Huntley@brighton-hove.gov.uk
The Reading Passport is a combined discount and library card available exclusively to residents of the Borough. There are two forms of card - the “general” Reading Passport offers discounts to all council leisure facilities, theatres, parks, libraries and events. The “concessionary” passport offers additional free use of a variety of council’s sport and leisure facilities. To qualify for the “concessionary” passport residents must meet one of the following criteria:

- Aged 60 years or over and retired/not in employment
- Have a disability or be permanently incapacitated by ill health
- Low income/unemployed – or their dependents

The Reading Passport also offers discounts to a range of other services provided in the private sector including transport, restaurants, hair and beauty, sport and outdoor activities, music and theatre, activities, events and festivals.

Further Information:
Brigid Day
Transformation Manager
Reading Borough Council
Tel: 0118 937 3207
Brigid.Day@reading.gov.uk
Case Study 18 - Milton Keynes Bletchley Leisure Centre

In January 2010, Milton Keynes opened the Bletchley Leisure Centre in partnership with Hertsmere Leisure Trust. Planning this replacement leisure centre was informed by a range of consultation activity and needs assessment, and took particular account of number of inter-linked council objectives around regeneration and health inequalities. The strategic planning took full account of jointly agreed health and social care priorities of social inclusion, promoting active and healthy lifestyles, engaging with local communities and investing in social capital. A number of specific issues informed the planning stage, which included:

- An increasingly diverse local population
- Rising number of older people
- Issues of social exclusion (particularly amongst young people)
- Relatively high levels of deprivation compounded by poor housing
- The poor status of the existing facility which was old, expensive to run and under utilised.

A competitive tendering process was then undertaken with criteria built around quality, cost and an understanding and commitment to supporting and achieving the council’s wider goals, including the health and social care agenda. Adult Social Care was able to influence agreements reached with the provider on areas such as charges, concessions, opening times, access and the type and range of activities on offer.

Further Information:
Paul Sanders
Assistant Director
Leisure, Learning and Culture
Tel: 01908 253639
Paul.Sanders@milton-keynes.gov.uk

Case Study 19 - Milton Keynes Passport to Leisure

Milton Keynes Council has identified affordability as a barrier to accessing universal services such as leisure. In order to support promoting more active and healthier lifestyles, they have developed the Passport to Leisure that provides for discounted access to local residents who are on low income and/or are disabled. The scheme was developed in partnership with a range of local leisure providers who meet the costs of these discounts.

Further Information:
Paul Sanders
Assistant Director
Leisure, Learning and Culture
Tel: 01908 253639
Paul.Sanders@milton-keynes.gov.uk
Case Study 20 - Bracknell Forest Wellbeing & Leisure Team (WBLT)

Since 2006 adult social care day services and leisure services have worked together to increase access to mainstream sports and leisure opportunities for disabled people. Initially, a number of activities were set up at Bracknell Forest Leisure Centre at preferential prices (e.g. table tennis, keep fit, and football). During the past three years the number of activities on offer has expanded to include other activities such as trampolining and athletics. Support is provided by a team of four staff, who are provided through the council’s learning disability provider service and around 70 people regularly use the service.

The staff run certain of the activities and can assist individuals with initially accessing other activities such as swimming and gym. After a short period of time many users gain sufficient confidence to participate in these activities themselves. Most of the people accessing the service are people with learning disabilities, but the service also used by disabled people, adults with mental health needs and older people.

The team sees its role as helping to motivate people, improve their existing skills and gain new ones, and to meet people. They are also able to help support at other local leisure sites. The direction of the service is changing, moving to a referral system that is open to any adult with additional needs who wants to be able to independently access leisure services. The sessions currently being run by WBLT staff are gradually being phased out, with the focus on moving people into mainstream sessions and groups.

The strong working relationship between the different departments has had a direct beneficial impact upon the quality of life of disabled people, who can participate either in group activities and organised sessions, or by themselves.

Further Information:
Nick Ireland
Head of Learning Disability Services
Bracknell Forest Council
Tel: 01344 351652
Nick.Ireland@bracknell-forest.gov.uk
Incentives and Levers

It has not been possible to investigate in depth the wide range of culture services commissioned and/or provided by first and second tier councils. Notwithstanding, some areas to consider are:

- If you have not already done so, make links with your culture and leisure services in order to identify the scope and potential for addressing Think Local Act Personal.

- The *raison d'être* of cultural services is that the “offer” is made attractive otherwise people will not take up it. Cultural services, therefore, are skilled and experienced in understanding and anticipating the needs of their customers and usually have well developed means for engaging users of their services. Adult Social Care may be able to benefit from this experience. The reverse may also apply, in that adult social care may be able to facilitate the increased involvement of older and disabled people in the participation and planning of local provision.

- Cultural services often need to work with other organisations to deliver their services, including shared use of facilities. There is often a strong track record of such collaboration with children and young people’s services. Consider whether there is untapped potential for cultural services to be provided in ways and places that support achievement of Think Local Act Personal objectives.

Networks

**Chief Cultural and Leisure Officers Association (CLOA)** is the professional association for strategic leaders involved in public sector cultural and leisure services. It works with central government and other national organisations to influence the development of national policies, lobby for positive change, and provide a peer support network. CLOA also co-ordinates the National Culture Forum, a body to set up to unite the major professional organisations in the cultural sector on issues of common concern. There is no formal South East Region structure but meetings take place within three sub regions.

**Further Information:**

[CLOA website](http://www.cloa.org.uk)

**Thames Valley Cultural Forum**

Contact: (taking over from Ian Davies, as named on website below)

Diana Shelton

Head of Leisure and Tourism

West Oxfordshire District Council

Tel: 01993 861551

[Diana.Shelton@westoxon.gov.uk](mailto:Diana.Shelton@westoxon.gov.uk)
Sussex Cultural Officers Forum
Contact:
John Thorpe (Acting Chair)
Worthing Borough Council
Tel: 01903) 221104

Surrey Chief Leisure Officers Group
Contact: Chris Hunt (Chair)
Head of Leisure at Runnymede Borough Council
Tel: 01932 425670
Chris.Hunt@runnymede.gov.uk

Hampshire & Isle of Wight Chief Leisure Officers Association (CLOA)
Contact: Bob Millard (Chair)
Assistant Director of Leisure Services
New Forest District Council
Tel: 023 8028 5460
bob.millard@NFDC.gov.uk

South East Cultural Observatory website (see this website for more information on the above regional groups)
Libraries

**Strategic Context**

Libraries play a major role in local communities. The 1964 Public Libraries and Museums Act requires that local library authorities (first tier) “provide a comprehensive and efficient library service for all persons desiring to make use thereof.” The legislation does not, however, prescribe any specific form or level of service provision. Local authority funding for libraries is not ring fenced and is determined as part of the overall local authority budget making process. The loan of books must be free, although charges can be made for other services. There has been a downward trend in income raised by most libraries, as developments in information technology have made some services and products more easily and cheaply available (e.g. DVDs).

The Coalition Government’s future direction for libraries was announced at the Re-modelling Library Services Conference [27] held in July 2010 where the government minister responsible for public libraries (Rt Hon Jeremy Hunt MP) set out his three key priorities. These are to:

- ensure effective leadership in the deficit
- promote the role of libraries in the digital agenda
- act as a champion for public libraries.

Libraries are seen as having a major contribution to make to Big Society, whereby “the library service’s ability to reach out and engage with groups who might otherwise be on the outskirts of the community – makes that role in Big Society all the more vital.” In order to meet the financial challenge, the expectation has been set that radical efficiencies will be made to the way that library services are delivered and that overhead costs are significantly reduced by the introduction of shared services, merging functions or staffing across authorities or public services, use of volunteers and other community buildings. How to make these changes is not to be centrally mandated, but for local authorities to take up these initiatives and to learn from each other.

To assist driving these changes forward, the Future Libraries Programme has been launched. Ten projects have been selected from around the country including Oxfordshire working with Kent. This project intends to develop a long term model for library services provided in rural counties. The aim is to reduce the cost of provision, while retaining those features that are valued (good stock, access to information, community spaces and knowledgeable staff). The new model should include extensive online services (e.g. e books, e loans and social networking) as well as provision that draws on Big Society principles of locally driven and community based activity.

A further initiative is the library contribution to RACE Online 2012 which aims to get the UK 100% online by the time of the Olympics. A “public library promise” has been made that “the library network will work together to reach out to half a million digitally excluded people and support them to become confident digital citizens by the end of 2012”.

Case Study 21 - Kent County Council Libraries & Archives Improving Health and Wellbeing

Kent County Council’s Libraries and Archives service has undertaken a range of developments and initiatives designed to increase the accessibility and relevance of their services to disabled or older people and other vulnerable adults, while improving health and well-being. Examples include:

People with Learning Disabilities
A Best Practice Guide for Services for Adults with Learning Disabilities aimed at library staff and their partners, giving them an understanding of how libraries can contribute to providing an inclusive service. The guide describes a number of service improvements that have been made to achieve this under a number of themes, which include*:

- Inclusive communication through the introduction of Boardmaker software on public computers.
- People want to have fun through Library Discovery Tours and Coffee and Chat groups.
- People want to be involved in service planning and developing new ideas leading to the introduction of Easy Access collections in larger libraries and the opportunity of stock selection and becoming Mystery Shoppers.
- People want jobs and to develop their skills by taking part in the Library Passport course, helping to make them confident and independent users, by volunteering through Time2Give and work experience opportunities.

* These initiatives are not available in all libraries.

Supporting Good Mental Health
- Reading Groups – Over 400 groups are supported across the county, either in libraries or at appropriate location, like The Friday Book Club. A partnership between Kent Libraries, St Martin’s Hospital Library and Occupational Therapists at The Arundel Unit, William Harvey Hospital, Ashford, aiming to demonstrate that literature based activities can help improve mental health and well-being. The intention is to develop a “Reading through Recovery” model of good practice which can be rolled out more widely.
- Books Can Help – Prescription scheme aimed to assist people with mild to moderate mental health problems. GPs and other health professionals prescribe books from a selected list which are available from over 40 libraries in Kent: Books Can Help - Kent County Council
- Talk Time – During 2010 Talk Time groups have been introduced in libraries. Held weekly, they offer a variety of activities - from using the library & archives services, speakers and quizzes to recreational activities and social tea and chat. The aim is to offer stimulation and combat isolation through socialisation, therefore assisting people to lead independent lives.

Further Information:
Tricia Fincher Service
Development Librarian – Health & Older People
Kent County Council, Libraries & Archives
Tel: 01622 696410
Tricia.Fincher@kent.gov.uk
Incentive and Levers

Libraries are a “cradle to grave service”, have regular contact with many citizens, and are a popular non-stigmatised service. They hold a wealth of information including knowledge of local and national resources. Most library services already provide services to vulnerable adults (e.g. mobile libraries and home delivery) and through every day contact with people using branch libraries. Many library services also make extensive use of volunteers. There is significant potential for further development and greater collaboration between adult social care and libraries as suggested below.

- If you have not already done so, make links with your library service in order to find out how the above changes to libraries are being implemented within your authority and to identify the scope and potential for addressing Think Local, Act Personal.

- Make sure your library colleagues are brought up to speed with the local implementation of the Coalition Government’s changes to the NHS and Social Care, so they can more effectively respond and identify opportunities for the library services to contribute.

- Find out how the public library promise to increase digital inclusion is being implemented locally, and how this might assist with the building community capacity (social capital), prevention and early intervention, and information and advice.

- Consider the role that your libraries can play with the delivery of your universal information and advice strategy to make full use of the expertise of library staff and their resources.

- Consider the potential for increasing the number of disabled and older people library volunteers referred via adult social care.

- Examine the potential for hosting other services/activities through the provision of space in libraries and support.

- Put the library service in touch with User Led Organisations to explore the scope for collaboration.

- Make Personal Budget users routinely aware of the services that the library service provides. Consider the scope for facilitating Personal Budget users to come together to jointly commission and fund activities from the library service and/or additional support they may require to take advantage of existing services, beyond which the library itself can provide.

- Given that libraries provide their service to children and young people, consider the scope for any inter-generational activities hosted by libraries.
➢ It is proposed to hold a round table symposium between regional leaders in libraries and adult social care to identify potential areas of collaboration.

Networks

The Society of Chief Librarians (SCL) is a local government association made up of the chief librarian of each library in England, Wales and Northern Ireland. SCL takes a leading role in the development of public libraries, through sharing best practices, advocating for continuous improvement on behalf of local people, and leading the debate on the future of the public library service. SCL supports chief librarians by providing regional networks.

Further Information:

www.goscl.com

Mark Taylor
Chair of South East Region Society of Chief Librarians
Head of Library, Information, Heritage & Arts Services
Tel: 01628 796989
Mark.Taylor@rbwm.gov.uk

Chartered Institute of Librarians and Information Professionals (CILIP) is a professional body for librarians, information specialists and knowledge managers. It speaks out on behalf of the profession and assists career development.

Further Information: www.cilip.org.uk
CONCLUSION

The background to this report is that, whilst it is clearly expected that universal services has a vital contribution to play in achieving Putting People First/Think Local Act Personal objectives, there has been relatively little guidance on what this might mean in practice. This report therefore pulls together a range of information to assist local authorities with the development of their universal services. Although not all those services that might be regarded as universal have been covered, it is hoped that the content of the report will act as a resource with which to take forward this agenda locally. A number of areas for further consideration and development are suggested below.

1. Adult social care leaders may wish to consider whether the Putting People First/Think Local, Act Personal agenda and other adult social care policies have been shared in sufficient depth and detail with corporate colleagues and with decision makers in districts and boroughs.

2. Consider whether opportunities for shared working across the council, and where appropriate with second tier councils, have been fully identified and maximised. It may be a worthwhile exercise to undertake a “stock-take” of the current progress and identify particular areas to focus on.

3. Where there have been positive developments and the benefits demonstrated, make sure that the learning and success is shared and disseminated as a catalyst for further development.

4. When re-designing and commissioning adult social care services explicit consideration should be given to the potential role that universal services might be able to play in re-provision. This should be on the basis of pooling resources and expertise.

5. Consider ways in which feedback from residents/citizens, including people using adult social care services, can influence the future development of universal service, including the part that can be played by User Led Organisations.

6. Consider the “need” for universal services as part of the Joint Strategic Needs Assessment process.

7. One theme in the project, which came to light but was not fully explored, was the notion that isolated older people in particular may not take up “activity based” universal services (e.g. libraries), due to a lack of confidence and “friendly support” to get involved in new activities. This was a finding that stood out from the work that West Berkshire has done on researching need. Given that this is unlikely to be unique to West Berkshire, it is suggested that it may be productive to look at ways in which people can be encouraged and supported to take up universal services with the companionship of others.
Annex 1
Members of the Project Group

David Appleton - West Berkshire
Madeleine Cato – Southampton
Margaret Guest - West Sussex
Caroline Jones – Surrey
Vicky Jones – Isle of Wight
Beja Morrison - East Sussex
Janaka Perera – Consultant
Lyn Scott – Milton Keynes
Joseph Stepney – Hampshire
John Woods – Surrey

Acknowledgement and many thanks for the immense contribution and forbearance from all members of the project group.
Annex 2
Project Methodology

Key Person Interviews were carried out with members of the project group. Case studies were also provided by a number of local authorities outside of the project group, which were:

- Bracknell Forest
- Brighton and Hove
- Kent
- Oxfordshire
- Portsmouth
- Reading
- West Berkshire

The housing researcher (Catherine Stubbings), who provided the information on housing.

Jane Hambrook and colleagues from the Government Office for South East, who contributed to the section on transport.

Mina O’Brien from East Sussex County Council, who contributed to the section on trading standards.

Colleagues from Kent County Council, who contributed to the section on cultural services.

Mark Taylor, Chief Librarian for the Royal Borough of Windsor and Maidenhead and chair of the South East Region Society of Chief Librarians, who contributed to the section on libraries.

Penny Lambert from the National Institute of Adult Continuing Education, who contributed to the section on informal adult learning.

Carl Petrokofsky from Department of Health South East Public Health, who reviewed the report and contributed to the section on ageing.
References


2. Putting People First Consortium (2011) *Think Local, Act Personal: A sector-wide commitment to moving forward with personalisation and community-based support*


5. South East Region Joint Improvement Partnership (2010) *Housing and Think Local, Act Personal: Making the Connection*


16. HM Government (2009) *Building a Society for all Ages*


20. Department of Transport (August 2010) *Letter to all Local Authority Local Transport Plan Contacts*

21. Department for Transport (January 2011) *Creating Growth, Cutting Carbon Making Sustainable Local Transport Happen*


23. Department for Innovation, Universities and Skills (March 2009) *The Learning Revolution*


26. Improvement and Development Agency in association with the National Culture Forum (2009) *The Role of Culture and Sport in Supporting Adult Social Care to Deliver Better Outcomes*

27. Rt Hon Jeremy Hunt MP Secretary State for the Department of Culture, Media and Sport (1st July 2010) Speech to the *Re-modelling Library Services Conference*