Birmingham City Council
Adults and Communities Directorate

‘Making it Real’ Launch
17th May 2012
Community Care Live
Getting started

Feb 2012
Making it Real proposal agreed by Service User-led Quality Board

March 2012
Approval from Directorate Management Team and Cabinet member for Adults and Communities

April 2012
Declaration on the Making it Real website

May 2012
Making it Real Workshops
Making it Real Priorities

For each ‘I’ statement, we asked are we…

• **Still in the dressing room?** - Not really done anything

• **On the starting blocks?** - Thinking about what we might do

• **Started but not got very far?** - Started but still a long way to go

• **Halfway there?** - Going well, but still quite a lot to do

• **Nearly there?** - Lots of work has been done and starting to see improvements

• **Crossed the finishing line?** - Citizens, service users and carers say it is a good service with good outcomes
<table>
<thead>
<tr>
<th>Starting blocks</th>
<th>Just got started</th>
<th>Half way</th>
<th>Nearly there</th>
<th>Finishing line</th>
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<tbody>
<tr>
<td>I have access to a range of support that helps me to live the life I want and remain a contributing member of my community.</td>
<td>I feel valued for the contribution that I can make to my community.</td>
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<td>I feel welcomed and included in my local community.</td>
<td>I have a network of people who support me - carers, family, friends, community and if needed paid support staff.</td>
<td>I have opportunities to train, study, work or engage in activities that develop skills, abilities.</td>
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Making it Real 3 Priorities

1. Information and Advice - Having the information you need, when you need it:

“I have access to easy-to-understand information about care and support which is consistent, accurate, accessible and up to date”.
2. Active and supportive communities:

“I have access to a range of support that helps me to live the life I want and remain a contributing member of my community”.
Making it Real 3 Priorities

3. Workforce – my support staff:

“I have access to a pool of people, advice on how to employ them and the opportunity to get advice from my peers”.
What are things like now?

Who can we ask?

How can we find out?

How we want things to be
Making it Real – some positive views

“Commenting on service user’s experiences has allowed me to understand other points of view”

“It’s an attempt to measure and improve the quality of provision within the inevitable budgetary constraints”

“Change is a hard thing at first but with help and support from Board members and staff, I think it will take off well”

“The away day had a good mix of service users, carers, officers from Citizen Engagement Team, performance management, health and commissioning”
and some hopes…

“I am hoping to influence how services are delivered in the future for carers”

“I hope it will make things clearer so that services are more outcome-focused and related to what service users consider to be important to them”

“It is important to help stop hate crime and help vulnerable people and their carers”

“An opportunity to have more control over how resources are spent in a positive and effective way to achieve positive outcomes”
and some reservations…

“There have always been, and always will be, budgetary constraints which will be the major limiting factor on what can be achieved”

“The main point is to clarify where we are going”

“Is this going to be a duplicate exercise of many programmes we’ve had before just repackaged?”

“I will be disappointed if this turns out to be a paper exercise and not meaningful”
Keeping positive

• Equal partners – no ‘us’ and ‘them’ but ‘we’
• What’s working well? (not just things that need to get better)
• Share the learning

Keeping it relevant and meaningful

• Agree 3 Making it Real ‘I’ statements most important to our group
• Agree an Action Plan – aim high but practical and realistic steps
• Think about services and opportunities that meet everyone’s needs - people’s culture, sexuality, age, religion, race and disabilities
Keeping people engaged

• MiR meetings, materials and places accessible for everyone

• Good communication at, and in between meetings

• Interactive – support people to participate

• Regular meetings – keep the momentum!
Why sign up to Making it Real?

**Co-production** - Supports closer working and problem solving with people who use our services.

**The Department of Health’s Adult Social Care Outcomes Framework**

1. Enhancing quality of life for people with care and support needs.

2. Delaying and reducing the need for care and support.

3. Ensuring that people have a positive experience of care and support.

4. Safeguarding people whose circumstance make them vulnerable and protecting the from avoidable harm.

**Local Account** – Promotes transparency and accountability.
“Good luck!”
Melanie Gray
Performance Management Officer
Birmingham City Council
Adults and Communities

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