Introduction

Think Local Act Personal (TLAP) is a national, cross-sector leadership partnership focussing on maintaining the impetus towards personalised, community-based social care. The partnership brings together people using social care and family carers with central and local government, major provider bodies, third sector, voluntary and other key sector groups. It is complemented by the support of many additional organisations and initiatives and links strongly to regional and local groups concerned to support personalisation.

Starting from the outcomes and experiences important to people who use social care, we work positively with our partners to:

- Bring practical reality to the aspirations for personalised, community-based support that give people more choice and control over their lives.
- Share innovative solutions to identified obstacles across the sector.
- Work with government and other key bodies to inform policy and its implementation – including those operating regionally.

Think Local Act Personal is making an impact by:

- Undertaking direct activity in agreed priority areas using resources allocated to the partnership.
- Guiding action in support of personalisation by bringing together partnership organisations and their members to identify and promote good practice across the sector.
- Working with government and other key bodies to support and influence the development of personalisation.
- Championing co-production, ensuring that the people who use services, families and carers are working at the heart of personalisation via our National Co-production Advisory Group.

For information about the activity of the Partnership so far, please see Think Local Act Personal Progress Report published on our website www.thinklocalactpersonal.org.uk.
2012/13 work programme

Progress has been made with delivering personalisation in practice. TLAP has played a role in this – working with a wide range of people and organisations to clarify challenges and identify and share solutions. However many obstacles remain, progress is uneven and the financial climate is very difficult. As we move into our second full year of operation, three key themes will drive our strategic approach, reflecting the key themes set out *Caring for our future: reforming care and support*.

1) **Tackling key challenges**

The sector is driving the shift towards personalisation in social care and other public services in very challenging financial times. Notwithstanding resources, however, there also continue to be significant practical and cultural blocks to this transformation. The Government’s White Paper and draft bill on social care will be a crucial driver of activity in the sector in 2012/13.

Think Local Act Personal will engage with the Department of Health (DH) and others in a number of key areas which will require further detailed development including a framework for quality.
As things develop some of the key challenges come into sharper relief and TLAP will act with others to address them. Examples are:

- Making personalisation, including personal budgets, work well for all. The TLAP National Self-Directed Support Forum is bringing together key sector players to identify areas for action and support their work. One outcome is a project to look at how to make sure personal budgets work well for older people, being undertaken with the Association of Directors of Adult Social Social Services (ADASS), DH, the Social Care Institute for Excellence (SCIE) and others and informing the Dementia Challenge.

- Further developing the market and workforce by, for example, publishing guidance on quality, exploring the role of local care associations in facilitating the strategic development of local markets, advising on changing workforce dynamics and achieving value for money.

- Making a strategic shift towards a community based health and well-being focus via an initiative to influence and support the direction of Health and Wellbeing Board activity.

2) Checking progress

The Partnership will help the sector stay focused upon the key actions needed by reviewing progress towards the successful delivery of personalisation in a number of ways. Working with the Towards Excellence in Adult Social Care programme (TEASC), we will review and share available data but also supplement this in a number of ways. For example:

- Supporting ADASS with their personal budgets survey and commissioning a review of the outcomes of personal budgets, using POET (personal budgets outcomes evaluation tool).

- Gathering and analysing feedback on the delivery of personalisation from people using social care and carers via a range of sources.

- Analysing data from Making it Real sites in respect of key challenges and proposed solutions and sharing learning in these areas from Making it Real sites.

3) From learning to delivery

In our work to date, we have looked at many obstacles to the successful delivery of personalisation, identified solutions and developed good practice tools and guides. These have been well received but the challenge remains to help many more people engage with and use the best examples and solutions. This is a challenge for people working under significant pressure in the sector at a local level. There will, therefore, be a significant focus this year on supporting delivery improvement via direct engagement with the sector at regional and local levels. This will be a two-way relationship, with TLAP using intelligence and learning from local efforts to inform priorities and share innovation.
Some of the ways we will do this are:

- Working with the TEASC programme to ensure that the peer challenge and support undertaken at a regional level is powerfully informed by TLAP priorities. A key means will be to incorporate the Making it Real markers of progress into self-assessment and peer support and council local accounts.

- Supporting programmes of collective regional support to councils, providers and user and carer led organisations in their support for personalisation. This will include working with the regional members of the ADASS personalisation policy network and improvement agencies and initiatives operating at a regional level including SCIE, Skills for Care, Research in Practice for Adults (Ripfa), Department of Communities and Local Government Personalisation Group and the Disabled People’s User Led Organisations programme.

- Building the number of councils, providers and other organisations using Making it Real – we have an initial target of 1000 organisations in the first 12 months. Through this we aim to build the drive and impetus in the sector to increasingly focus its efforts on personalisation in practice and to use Making it Real as a key mechanism for sharing positive developments.

- Supporting those working at the leading edge. For example, we will support a group of pioneer councils looking to take a strategic approach to social capital with their local partners and engage with Health and Well-Being Boards.

- Using the full mix of communications tools – including social media, websites, printed publications, events and written publications – to support the work of the partnership.
Priority workstream activity for 2012-13

Think Local Act Personal will operate seven priority workstreams in 2012/13. An outline of the activity within these workstreams is provided below. For more information on any of the projects please contact the TLAP team (thinklocalactpersonal@scie.org.uk) and we will link you with the relevant partners and staff.

1) Making It Real

Over the next 12 months, Making it Real activity will move from a testing phase towards rolling out the programme nationally. Building on the exciting launch in May 2012, we are aiming to sign up 1000 organisations over the next 12 months, creating a connected community of people and groups taking action and sharing learning. This will include:

a) Creating energy behind Making it Real (MIR)
We will gather stories and case studies from existing Making it Real organisations to share with new MIR sites. We will continue to engage with the extensive events which are led by local and regional communities to encourage local debate and activity around Making it Real and personalisation.

b) Ensuring MIR is co-produced with people who use services and carers at every level
Our Making it Real sub group, led by people who use services and carers, will continue to meet regularly to monitor and improve co-production within Making it Real. The National Co-production Advisory Group will also continue to represent TLAP by delivering local and national presentations about Making it Real and to support organisations in developing outcome focused action plans.

c) Supporting partner led events
Up to eight partner-led events are being planned over the next 12 months which link Making it Real with key issues and themes arising from TLAP board and TLAP Partnership discussions. We are also working on a multiplication strategy to engage TLAP Partners in becoming ambassadors and mentors for Making it Real.
d) Developing website and support materials

We are constantly building on our web pages and tracking progress through interactive map and data gathering. We are developing support materials to emphasize what Making it Real means in practice for particular sectors, for example older people, people with dementia or for carers.

We are also sharing successes and learning through regular blogs, newsletters, case studies and films from websites.

d) Alignment

Our approach is to ensure that wherever possible, we are aligning Making it Real with organisations with similar aims. This includes proactive alignment with older people's support programmes such as the Dementia Action Alliance, My Home Life and Progress for Providers.

We will continue to work closely with a range of TLAP Partners including Skills for Care, the United Kingdom Home Care Association (UKHCA), the Registered Nursing Homes Association (RNHA) and TEASC to support events and dialogue around Making it Real.

2) National Market Development Forum
   (including workforce dynamics)

The challenge of this work stream is to facilitate greater choice of affordable, quality, locally available, responsive services that people want. Following on from the work in 2011/12, the NMDF has published a number of products that will make for effective market relationships, facilitated by open conversations to help deliver local answers. Additional work is also being scoped on local care associations good practice, overcoming the barriers to good commissioning for low numbers and workforce dynamics.

a) Market Facilitation and Procurement

A set of five market scenarios have been released as workshop materials that will help stakeholders in local social and health care communities rehearse key market issues outside the pressures of their own reality. Facilitated support will be provided for two or three local areas to try out the scenarios from which short film clips will be produced.

b) Developing Personalised Services

The Blueprint for Personalised Care and Support (renamed from the Provider Blueprint) can be found on the TLAP website and will be augmented by a further 12 case studies showing examples of innovative practice in developing personalised services.

c) Protocol for Market Relations

This protocol describes key behaviours that we would like to see adopted by all key parties involved in the market, enabling more productive and less antagonistic relationships to inform and develop what is needed locally. Published in July, this will continue to be shared and its use encouraged through our national and regional networks.
d) Quality Assurance and Improvement

Material on the various quality assurance initiatives in use by both commissioners and providers has been produced as background information.

This work is informing the drafting of a statement of principles and responsibilities e.g. of regulators, commissioners, providers, etc, which seeks to show their respective parts in a whole system approach to quality. This may subsequently be tested in one area before wide dissemination. A workshop to connect with the various quality schemes and receive feedback on the draft statement of principles was held on 13 June. The principles now need to be refined and further work including liaison with the DH regarding following up the quality elements in the White Paper.

e) Local Care Association Good Practice (being scoped)

This project will look at the role of local care associations in facilitating the strategic development of local markets and achieving value for money.

f) Barriers to Good Commissioning for Low Numbers

The market implications of the Winterbourne View review. A contract has been agreed to undertake this work.

g) Workforce Dynamics (being scoped)

To include support for direct employers, the impact on workforce of the changing demand for more personalised support and areas of skills deficit or supply deficit.

3) Information, advice and brokerage

This workstream will build on earlier work which has analysed the information the public need and approaches to its provision in the context of the DH Information Strategy and White Paper priorities. A steering group of key stakeholders from TLAP, including representatives from the National Co-production Advisory Group, will be convened to consider the implications of the information, advice and brokerage elements in the White Paper and agree where to target TLAP input. The steering group will oversee future work commissioned as part of this work stream. Potential areas of work include:

a) National Information

Link into and support the work being done by the DH on the Information Strategy including:

- Review and feed in work previously undertaken by the Putting People First (PPF) consortium on the core content of social care information.
- Commission information that sets out simply in lay terms what social care is and how it works – an introduction to social care.
b) Local Information

- To further develop work done by the PPF consortium on local information sufficiency assessments to support the proposed new duties on Local Authorities as set out in the care and support White Paper and draft Bill.
- Identify and publish good practice examples on existing strategies to ensure that non social care professionals are informed about social care and can signpost in a timely way.

c) Brokerage and Advice Services

Work with the Partnership to:

- Define brokerage within the context of the White Paper.
- Review current brokerage models including those provided by, councils, the independent and voluntary sector, social work pilots, and experts by experience brokers.
- Literature reviews of models in other countries.
- Make recommendations for future developments.

4) Self-directed support (SDS)

The SDS workstream will focus on identifying and addressing key challenges to achieving real self-direction for people using personal budgets, self-funding or forms of support not currently based upon individualised funding. Our approach to this will include engagement with a range of groups and organisations with important roles to play in maximising self-direction via the new National Self-Directed Support Forum.

a) Personal budgets outcomes project: phase 2

Priority for the next phase of work will be to roll-out to an on-going national program of local progress monitoring so that councils can base their developing SDS strategies upon real time results from local people and benchmarking with others. We will:

- Work with demonstrator sites to model and share their local use of the Personal Budgets Outcomes Evaluation Tool (POET) to achieve delivery improvements and publish these.
- Produce and publicise a second national POET evaluation to contribute to the TLAP national progress report and inform the National Self Directed Support Forum on key issues arising. We will significantly increase the number of local authorities using POET to both increase sample size and facilitate increased local delivery monitoring.
- Refine and update the framework in response to learning from the first national report.

b) Budgets and beyond – research jointly commissioned with SCIE and undertaken by the New Economics Foundation

Personal budgets on their own will rarely be enough to ensure that people have the opportunity and support to achieve the outcomes they want. This project is exploring the potential and practice of co-production to complement and enhance personalisation.
The project has three stages:

- A review of current policy and practice of personalisation and an analysis of the potential of co-production to improve outcomes for individuals.
- Dialogue with people receiving support, practitioners, carers, policy makers, and experts in professional and everyday practice. The groups will collectively produce recommendations for policy and practice.
- Preparing to test practical change: working with contacts developed throughout the project to identify opportunities for practical experimentation and draft up recommendations for practical work to develop the gaps and opportunities identified in stages one and two.

c) Self-Directed Support forum

The forum will bring together people and organisations determined to make self-directed support work in social care and linked public services. Its membership will include people with both knowledge and insight into what is currently happening in implementation and with experience and ideas to aid improvement. This includes people using public services and those commissioning and providing them. Members will also include representatives of national and local government and of leading provider bodies.

The forum will have three main components:

- A full forum event three times a year.
- An e-network of members to share solutions and provide mutual support including via relevant pages of the TLAP website.
- Self-organising topic focussed groups that work on key topics and are co-ordinated by relevant organisations, with low level TLAP assistance where required.
Products and outcomes from the forum will include:

- Sharing and developing solutions to key challenges.
- TLAP initiatives in areas identified by the forum.
- Supporting partner and other initiatives.
- Informing policy and White Paper implementation.

The first meeting of the forum generated a number of activities to be led by members including in the areas of supporting carers with personal budgets, positive social work roles, training in personalisation and key connections across children’s and adults support. In addition four specific TLAP projects emerged:

- A review of personal budgets for older people – including older people with dementia.
- A project to gather and disseminate best approaches to developing Individual Service Funds.
- An initiative to equip key council staff with best practice and approaches to reduce unhelpful process in personal budget delivery and maximise creative and flexible use of PBs.
- Sharing best direct payments uptake strategies.

5) Building community capacity (BCC)

The BCC programme has engaged with many community groups and councils and produced practical tools and evidence to support the building of social capital. The focus of this year’s programme will be on effective use of the materials and learning to achieve the most useful impact and influence. This will be achieved by:

a) Completing existing commissioned projects

- Piloting BCC materials with TLAP provider partners.
- Delivery of the Leadership for Empowered and Healthy Communities programme - a joint initiative with ADASS, Skills for Care, NHS South of England, the LGA’s Ageing Well Programme and the National Skills Academy.

b) Sharing innovation via

- Maintaining and updating Building Community Capacity resources on the TLAP website, adding on new case studies and relevant additional content including from the BCC Forum.
- Facilitating a Building Community Capacity Forum of organisations and initiatives determined to support effective community initiatives in social care and linked public services. This Forum will:
  - Meet three times a year.
  - Offer an e-network of members to share solutions and offer mutual support.
  - Stimulate and link self-organising topic focused groups contributing to delivery of Making it Real/TLAP goals.
– Provide content for the BCC web-site.
– Advise and support the evidence project of the School of Social Care Research.

c) Linking to the Forum and the ADASS TLAP policy network, commission at least three significant initiatives including:

- Advise an action group of councils prepared to undertake significant strategic community capacity initiatives.
- An initiative to advise and influence the activities of Health and Community Well Being Boards using Making it Real and the practical tools of the BCC project.
- A dissemination project that offers TLAP partners and a wider group of sector organisations “train the trainers” advice to support their use of the BCC materials with their members and customers.

6) Cost effectiveness and efficiency

This workstream is being scoped and will be undertaken jointly with the Towards Excellence in Adult Social Care programme.

7) Co-production

The co-production strategy aims to ensure that the perspectives of people who use services, carers and citizens are fully included in all aspects of the Think Local Act Personal work programmes and that important aspects of TLAP are led by people who use services. This involves a combination of internal support for members of the National Co-production Advisory Group, forward planning with work stream leads and creation of space for discussions about co-production, how it can work well and how to improve existing practice.

a) Internal support and development for group members

We will continue our programme of whole group meetings, sub group meetings and away days to ensure that National Co-production Advisory Group members work as a dynamic and mutually supportive team. All aspects of the programme are now led by group members themselves including recruitment, decisions about finances and work programme planning.

b) Co-production support for TLAP and partner programmes

Support for existing TLAP programmes will continue with the benefit of more focused advance planning to ensure that the co-production works particularly well and models best practice.
These will include:

- Support for the National Market Development forum.
- Involvement in the Building Community Capacity forum.
- Co-production of Leadership Training for Building Community Capacity.
- Development of Co-production training for provider organisations.
- Support for communications activity through press statements, conference presentations and facilitation of workshops and sharing stories for MIR films.
- Writing blogs and articles for MIR.
- Engagement with the Self-directed Support forum.

c) Review and expansion of the group

To respond to the increasing demands on the National Co-production Advisory Group, we have completed the first stage of review and expansion of membership. The new structure will enable us to build on the successes of the existing strategy and ensure that we support a greater number of people who use services and carers in co-production and help us to develop a wider range of perspectives. The proposed structure will include:

- A “Core” Group of 16 to 18 people has been established, who will be the first point of contact for co-production tasks and have agreed to make a large time commitment.
- A “Flexible” group of 20 people who will contribute to issues when particular expertise is needed, or when open consultations or focus groups are planned.
- An “Email” group who will register email contact details with TLAP and receive or respond to newsletters and information.
- Seldom heard groups are being established to discuss specific issues relating to the TLAP work programmes.

d) Co-production training and resources

Plans are in place to develop support materials for co-production including “ten top tips for co-production” in order to share what works in co-production.

e) Wider networks

We are continuously improving links with other forums and programmes involved in the co-production world. These will include:

- User led forums: Disabled Peoples’ User-Led Organisations (DPULOs) ambassadors, Partners in Policy Making and Right to Control ambassadors.
- Regional forums: regional co-production practitioners networks
- Joint programme with the ADASS Carers policy network.
Our budget for 2012/13

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<th>Core Costs (including staff and communications)</th>
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<td><strong>Work Programme</strong></td>
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<td>National Marketing Development Forum</td>
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Linking with Think Local Act Personal

Organisations interested in becoming involved with TLAP can do so in the following ways:

- Make contact with the national umbrella body that represents your organisation and ask for regular updates.
- Make contact with the TLAP team to get involved in the forums.
- Visit our website and subscribe to our e-bulletin.
- Sign up to Making it Real.

For more information:

- Website: [www.thinklocalactpersonal.org.uk](http://www.thinklocalactpersonal.org.uk)
- Twitter: [@TLAP1](https://twitter.com/TLAP1)
- Email: thinklocalactpersonal@scie.org.uk
- Facebook: [www.facebook.com/thinklocalactpersonal](https://www.facebook.com/thinklocalactpersonal)
Think Local, Act Personal is a sector-wide commitment to moving forward with personalisation and community-based support, endorsed by organisations comprising representatives from across the social care sector including local government, health, private, independent and community organisations. For a full list of partners visit www.thinklocalactpersonal.org.uk