

Health and Wellbeing Network

13.11.2018

Sharon Grant Head of Personalisation

Ella Beckett Personalisation Project Officer



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA



City of Westminster

What is personalisation?

- Personalisation puts the community and service users at the heart of what we do
- Personalisation is the process of enabling service users to be more in control of the services they receive
- Personalisation cuts across the whole of adult social care, from the way we think about our service users to our digital systems. It will focus our approach to a more asset based perspective.
- It is about taking a person centred approach, creating bespoke provisions and tailor made packages from individualised care budgets.
- Ultimately Personalisation will mean that Service Users will have more choice and control over their lives and their care and support needs





Legislation

- Direct Payments Act (1996)
- Valuing People (2001)
- Putting People First (2008) people with a Learning Disability have the same rights as others who use services
- Care Act (2014) advocates the move towards more personal choice
- User feedback confirms that service users want a more personalised approach
- Providers want to deliver a more personalised approach
- It is the right thing to do!

How do we plan to become more personalised?

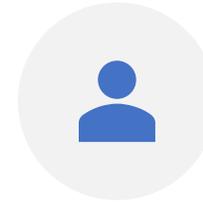
We plan to work collaboratively with service users and providers to:



Change the **culture** internally and externally



Build up the market to ensure that it is **vibrant** and ready for people to make their own choices



Improve the Direct Payment system so people can truly exercise choice and control



Build networks and platforms for service users and providers to provide **feedback** on what is happening



Find creative ways to **quality** assure working closer with the user



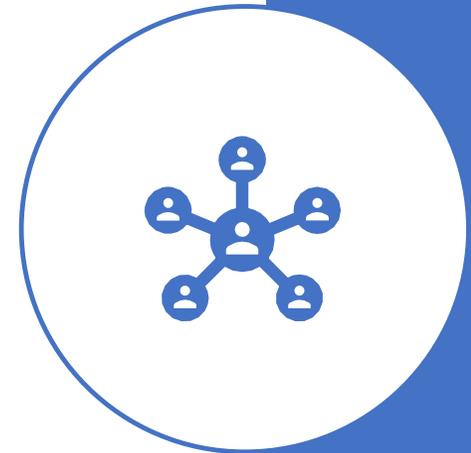
Improve **assessment** processes and pathways



Remodel the **Digital** platform

What is the digital project?

- We are developing a digital system for Adult Social Care
- This will include:
 - a Web Portal where Service Users or someone acting on their behalf can do a self-assessment, financial assessment and that can signpost them to different services
 - an E-marketplace where you can search which services you require with pre-determined money in your e-wallet





When a Service User contacts us for support, we will do an assessment of their needs



If the assessment demonstrates that they are eligible for ongoing social care support, we will work out an estimate of the amount of money that will meet their care needs each week



The final amount they receive will depend on individual circumstances and the availability/cost of services



This is known as their Personal Budget

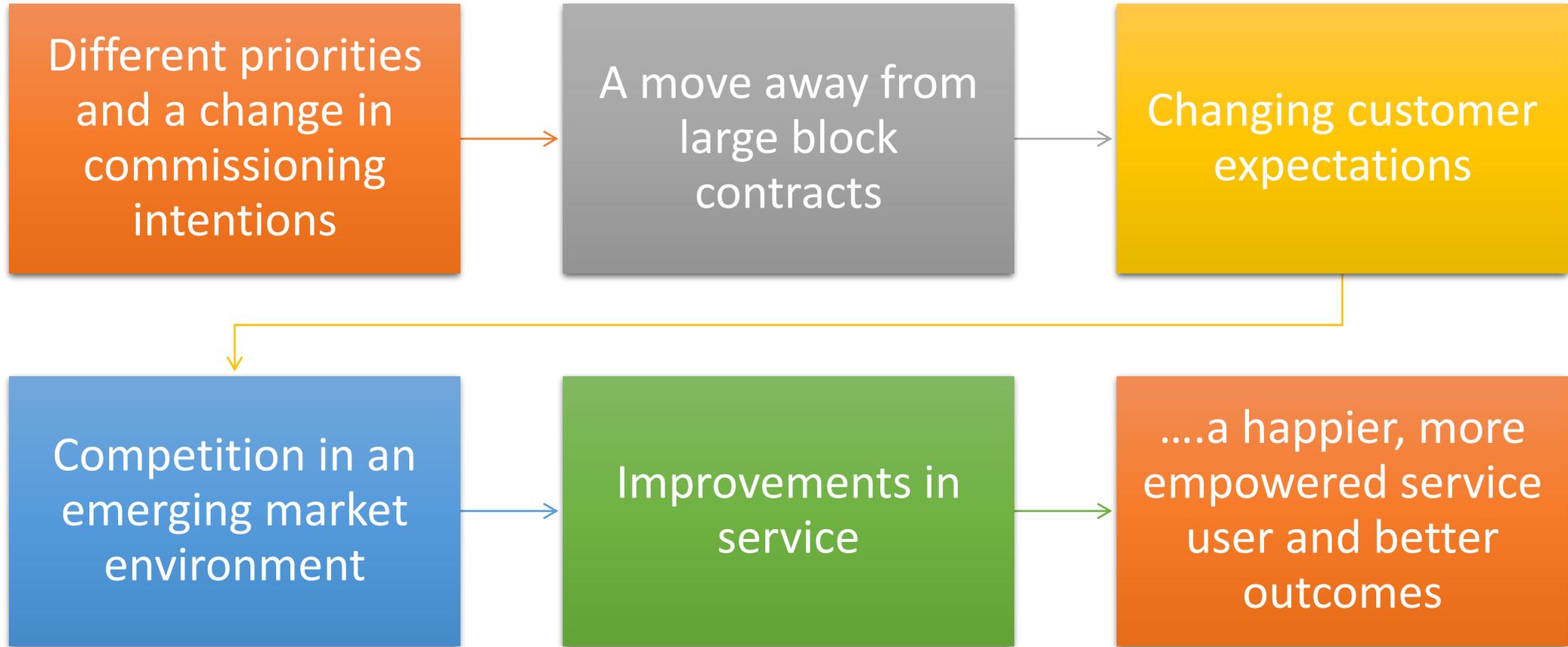
What is a Personal Budget?

What is a direct payment?

- Part of enabling the service user to make personalised choices may be to allocate them a direct payment
- A direct payment is money given to the service user based on the amount agreed in their personal budget to meet their assessed eligible care and support needs
- What the money can be spent on is what has been agreed in their personalised support plan

This money can be deployed in many ways:

- The Prepaid Card
- Individual Service Funds
- Managed by themselves friends and family



What could personalisation mean for you as a provider?



What is our
Market
Development
strategy?

We plan to work collaboratively with service users and providers throughout each stage:

Market Intelligence	Market Structuring	Market Intervention
Market Mapping – what exists on the market?	Create plans based on the intelligence phase to answer the following questions: <ul style="list-style-type: none"> - What needs to be built up? - How can we support the market? - What will be needed in future? - How can we ensure that the market is constantly improving and there is a strong dialogue between the market, users and the council? 	Using plans from structuring phase: Work with organisations such as community catalysts to build up what is missing on the market Support the market in a way that works best for them– network, collaboration steering groups etc. Give the service users a way to feedback about existing providers and a platform to comment on what they would like to see on the market?
Work with business analysts to understand the current service needs		
Work collaboratively with Service Users to identify what services are missing		
Work collaboratively with the market to work out how we can support them		
Work collaboratively with Social Workers to see what is missing		
Future Modelling - what are our future market needs?		



What we want to achieve for the market:

- **Supported** – We want to establish a network to engage with you, to share information and to find out more about your businesses and issues. We want to assist you and resolve them together.
- **Built up** – We plan to invest into ways to help new and existing providers become more innovative to reflect the changing market
- **Informative** – We want service users to know exactly what is out there
- **Improving** – We want user feedback to encourage providers to be constantly evolving



Over to you:

- 1) How can we better engage with you?
- 2) What do you believe are the barriers to the market? How can we overcome them?
- 3) Are you on our market mapping?

We have postcards for your feedback!

Any
questions?





Get in touch!

- Sharon Grant – Strategy and partnerships
sgrant2@westminster.gov.uk
- Ella Beckett – Market Development
ebecket@westminster.gov.uk
- Vicky Swann – Policy and IAG
vswann@westminster.gov.uk
- Kevin Agada – Digital
Kevin.Agada@rbkc.gov.uk
- Jonathan Wills - Digital
jwills@westminster.gov.uk