

ROTHERHAM'S PERSONALISATION PROGRESS

It's all that we are and it's all that we do



THE STORY SO FAR

- Report brought to Cabinet Member – 27th April on progress so far in Rotherham.
- Report accepted and promise made to return with an updated personalisation plan.
- Development of personalisation to continue working alongside customers, families, carers, partners and staff.
- Progress approved then back to our customers for further development – 24th June.
- Progress agreed and going to scrutiny in the autumn

What's it all about ?

Personalisation means starting with the customer. This person has strengths, preferences and aspirations as well as needs and a circle of family, friends and other resources and support mechanisms around them.



It's about people

The customer is at the centre of the process of identifying their needs and making choices regarding the support they need to live their lives.



It's about services

Services are tailored and developed around the requirements of the customer instead of the customer having to fit in with the requirements of the service.

Common sense rules !



It's about quality

The traditional service-led approach has often meant that customers have not received the right support for their circumstances or been able to help shape the kind of help they need to live their lives.



It's about partnerships

Personalisation also means finding new collaborative ways of working and developing local partnerships, which produce a range of services for people to choose from. It's about making sure that individuals and communities have options. The importance of the voluntary sector can not be stressed too highly.



WHO BENEFITS ?

- Customers
- Carers
- Friends and Families
- Communities
- Voluntary Groups
- The Local Economy
- Cabinet Members
- Rotherham Council
- Common Sense



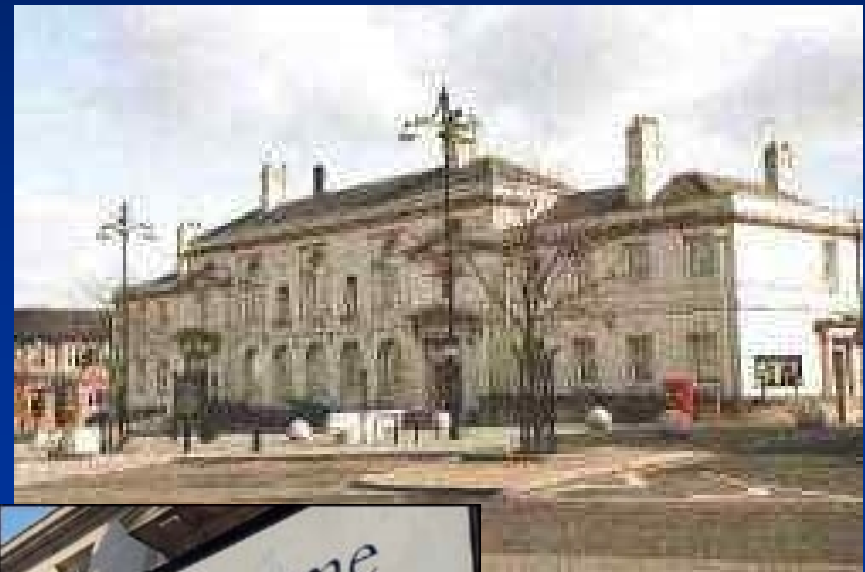
It's about vision



- **Series of Visioning Events has begun**
- **National Director for Transformation in Social Care Jeff Jerome attended second event.**
- **Monthly events have followed to involve customers, carers, staff and partners.**
- **Priorities and progress being defined with our customers fully involved**
- **Personalisation Manager in place- Bev Pepperdine**

What does it mean for Members ?

- Opportunity to drive transformation of social care
- Improved outcomes for local people and communities
- Huge cultural shift based on customers and common sense
- Happier customers and more engaged communities
- A more cost effective system
- Long term savings through prevention



Key role for Members

- **Understand the agenda and the impact**
- **Promote the vision to make the transformation real**
- **Encourage partnership working**
- **Act as a champion for change within the community**
- **Promote the voice of the customer at all times**
- **Support Rotherham as national leader for social transformation**



Where did the plan begin ?



With
consultation



Guiding Principles

- **Customers will have maximum choice and control over all aspects of their lives,**
- **Services will respond to individuals and communities needs by developing innovative ways of working,**
- **Services will become totally focused on customers and the outcomes they desire,**
- **Personalisation will seek to improve the quality of life for the individual, their community and their neighbourhood, and**
- **Services will be developed in association with partners and customers to focus on prevention.**

Positive Feedback



“ The Visioning Day was great. You felt as if your opinions were really valued and there would be real change for real people... *Customer*

This is about people getting the service they want – when and how they want it – Customer

Here was a Council turning up with a plan for the future, showing it to customers and rather than saying this is what we are going to do they said – here are the shredders - Customer

Rotherham – National Praise



You genuinely communicate your message to customers. I am proud of Rotherham,' -Saghir Alam OBE

'We see many Councils and I have to say that Rotherham is the best at engaging with customers, this is very special' – CSED (Care Services Efficiency Delivery)

'Rotherham are in the premiere league for personalisation – Simon Duffy CX IN CONTROL

There is clearly leadership and vision in Rotherham – Jeff Jerome National Director for Transformation

SARAH CARR – National Acclaim

It seems that with personalisation Rotherham aren't only thinking outside the box, they're throwing the box away! The only consultants they've brought in are all the local people who have a stake in getting transformation right . By starting with the idea that personalisation is a positive opportunity for community development Rotherham is firmly on the right track



The Plan

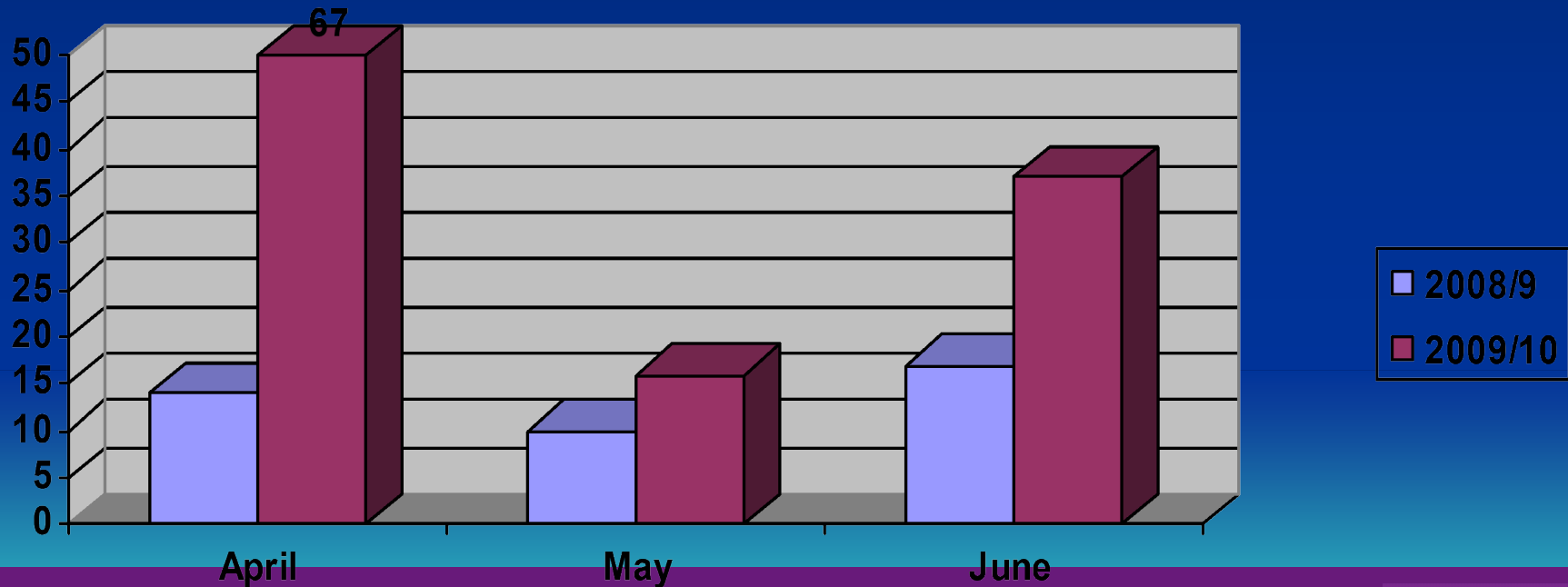
- Personalisation of all public services
- Customer focused and Member driven
- Skills and capacity to lead is within the Council
- Not a fad – it will not just go away
- National and regional recognition – Society Guardian
- Change in culture but maintaining customer excellence.
- Rotherham – home of choice and control for customers



DIRECT PAYMENTS

The uptake of direct payments has steadily increased over the last 12 months, during the early part of this year the uptake increased to double that of the same period in the previous year

Rotherham is in the premiere league for Direct Payments – ‘In Control’



DIRECT PAYMENTS ACROSS THE SERVICES

| | |
|--------------------------------------|------------|
| Mental Health | 91 |
| Learning disability | 94 |
| Physical / Sensory disability | 166 |
| Older people | 177 |
| HIV | 1 |
| Carers | 9 |

DIRECT PAYMENTS – MAKING IT REAL



JUDITH'S STORY

THE WAY AHEAD

Commissioning
Universal
Information & Advice
Customer Insight
Self-Directed
Support & Personal
Budgets
Workforce &
Development



The Way Ahead

- Personalisation Plan progressed
- Check back with our customers and carers
- Continue to engage with people
- Develop services
- Consultation, Consultation, Consultation.
- Strive to be the best in the country – Rotherham where services are being transformed with our customers

