

# PERSONALISATION IN ROTHERHAM

## MY CHOICE, MY FUTURE



### WHERE WE WERE ...

- Rotherham – national acclaim for the work that has gone into developing personalisation
- Rotherham – in the premiere league for Direct Payments
- Rotherham – Key Principles of personalisation developed with customers
- Rotherham – series of monthly visioning days in place
- Rotherham – excellent relationships with the voluntary sector



# 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.**



## Neighbourhoods & Adult Services

Delivering Personalisation, in Rotherham, we promise we will:

- Work in partnership with people using services, carers and citizens of Rotherham to make sure they have awareness of what is happening, are consulted with and are given opportunity to contribute to the transformation to personal budgets
- We will offer Self-Directed Support & Personal Budgets to existing and new service users
- We will work jointly with health to deliver preventative and cost effective services
- We will have in place arrangements to offer universal access to information and advice
- We will work jointly with providers, third sectors organisations and communities to increase the range of service choice



# My Choice, My Future

## Delivering Personalisation:

- Our Promises, reflect Putting People First and ADASS Milestones for Personalisation
- Programme Board & Project Groups approach to deliver our promises
- Series of Visioning Events continue
- Staff training and development essential
- Change in culture that is being led by NAS – sessions set up with CYPS / OT service to report on progress
- Principle of customer choice and consultation firmly at centre of coalition thinking



# My Choice, My Future

What have we done so far?

- Held Personalisation Week – December 2009 – Engagement & Consultation with Citizens of Rotherham
- Developed Resource Allocation System, Individual Social Care Assessment, Support Plan to Deliver Self Directed Support – Planned that all Assessment & Care Management Teams will be
- Journey Mapping customers through new process
- Market Mapping what services are available, where do we have gaps
- Joint working with providers and voluntary sector
- Quarterly Provider Newsletter
- Offer of Voluntary Sector & Community Groups Transformation Fund
- Universal Information & Advice Strategy
- Opening of Carers Centre
- Themed Visioning Days



# My Choice, My Future

What have we got planned for future?

- Roll out Self Directed Support Process to all service areas
- Offer new service users and service users whose care is due for a review a personal budget
- Work with User-Led Organisations on the transformation to personal budgets
- Work jointly with health and other key partners to deliver preventative, enabling and rehabilitative services
- Make sure that the public have access to information about how to meet their care and support needs
- Make sure there is an increase in the range of services available
- Hold themed visioning days
- Use innovative ways of communicating and consulting with service users, carers, providers, voluntary sector, partners



# More Awards ?

- 3D Visioning Event has been shortlisted for 2 national awards
- Consultation Café – wins Innovation Award
- Personalisation Diploma – shortlisted for Skills for Care Awards
- Clear link between consultation and the success of the process
- National profile for Rotherham





# The Personalisation Moment

Rotherham Council saved my life twice. Once eight years ago – I then did not need any care at all and then for a second time recently after I had a fall. . . They were there when I needed them. I have walked into town twice on my own now and I hope to do it a third time next week



# Delivering better outcomes - Prevention

'Today's older people grew up with supermarkets and self-service, and tomorrow's will use iPhones and the internet. Older people don't want to become dependant, but councils need to help them help themselves. – Under Pressure 2010

'There are huge financial pressures on councils in the years ahead, but redesigning services and exploiting technology can make them better, more efficient and more personal. Some councils are showing the way, tackling the causes of ill-health and social isolation, reducing the need for expensive social care and helping people live well in later life.' – Under Pressure 2010



**How do I want my future to look?  
That's a good question but it's an  
easy one . Ask yourself how you  
want your future to be... then  
you've got the answer. Its that  
simple isn't it ?**

**Customer – Visioning Day 2009**