

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cabinet Member for Adult Social Care
2.	Date:	5th December, 2011
3.	Title:	Local Account – ‘Rotherham People Calling the Shots’ – How the Council’s Adult Social Care Service performed last year
4.	Directorate:	Neighbourhoods and Adult Services

5. Summary

This report presents Rotherham’s first local account for adult social care. The local account ‘ Rotherham people calling the shots’ sets out how Adult Social Care services in Rotherham are performing, focusing mainly on 2010/11 but it does provide up to date information where possible.

The document follows the guidance issued in a letter from ADASS and LGA concerning Local Accounts issued in the summer 2011 which suggests Councils should publish this statement by December 2011.

Based on this self assessment against the new Adult Social Care Outcomes Framework, we believe that the overall local account demonstrates we are continuing to deliver excellent services within the resources available.

6. Recommendations

That Cabinet Member:

- **Note the content and approve the publication of the Local Account.**

7. Proposals and Details

This report introduces Rotherham's first Local Account which sets out our performance for 2010/11. It describes how we are meeting the needs of our customers and improving outcomes for the people of Rotherham. This is evidenced through the reporting of key performance information, being open about the money we spend on services, feeding back judgements received about how our services are viewed externally and an analysis of local customer feedback and real customer case studies. The Local Account provides an opportunity to highlight the things we have done well and areas we are improving.

The account allows us to inform customers of performance in an easily accessible, open and transparent way. Key achievements include:

- We supported 6,800 people to live in the community and supported 2,300 carers last year, 1,400 more than the previous year.
- 97% of our customers are satisfied with the care and support services they receive
- 31% reduction in complaints received last year.
- 2,300 carers received an assessment of their needs during 2010/11 and were provided with a carer service or information and advice. This is 300 more than last year and rates Rotherham in best 25% of councils in England.
- We have reviewed 689 more customers' needs this year, 7330 in total.
- 98% of our customers are satisfied that they get the service that they were promised. This has increased from 96% in 2009/10
- 85% of customer's, who received our Intermediate Care service following hospital discharge, were still living at home when surveyed 3 months later. This is rated in best 25% of comparable councils.
- Through raising awareness of adult abuse, alerts in Rotherham increased by 47% last year.
- CQC assessed the council as 'Best Performing' for how well we support customers at the first point of contact
- 50% of our customers receive self directed support, which exceeded the national target of 30% and places us in the best 25% in the country.

The local account provides over 30 case studies demonstrating the impact of the services we deliver and the outcomes they achieve for our customers. We have also set out some of the actions that are needed to bring about improvement across the full range of services. We are currently delivering against these actions for 2011/12.

The full document will be published as a 'virtual glossy' with a small number printed initially for key stakeholders. This will be available through the website and made available to customers on request. Our learning from customers forum have identified the need for a shorter, more customer friendly version ('snapshot') which focuses on the key pieces of information they feel are the most important from a customer point of view, this is being produced and will be made available via the website and at reception points on request. We are also producing an easy-read version of the 'snapshot'. Customers will have the opportunity to feedback directly to

the council via the web link as well as a range of other ways including email, letter and direct telephone access to the Performance and Quality Team. Our aim is to produce monthly 'one page' updates, via the website, on progress on performance and on our improvement actions.

We are dealing with severe demographic pressures and budget constraints. This means that we have had to squeeze every last efficiency out of the resources we use. We have also had to make some tough decisions about funding some services. This will become even more difficult in the future. We will consider the different options open to us by consulting with local people and carefully examining feedback and the impact of different actions.

Background to local accounts

With councils now responsible for their own improvement, they have a collective responsibility for the performance of the sector as a whole. A Promoting Excellence in Councils' Adult Social Care programme Board has been set up by key representatives from the sector to assist with this. It met for the first time in May 2011 and it is chaired by Richard Jones (ADASS) and has membership from Local Government Group, the Care Quality Commission and the Department of Health.

With the abolition of the Annual Performance Assessment, the publication of a single data set for local government and the development of outcomes frameworks for adult social care and separately for the NHS and Public Health, the board believes that it is important that councils find a meaningful way of reporting back to citizens and consumers about performance. The publication of a local account is one of the ways of achieving this.

Although this would be subject to local discretion, the Board suggests that all councils with social care responsibilities consider producing a short, accessible local account during 2011/12 and preferably by December 2011.

Local accounts should be customer focused and be aimed at the whole community, be published on council websites by the Lead Member. The core requirement for a local account is to report on the quality of adult social care in the area.

The Local Account builds on work the council is already doing on local quality assurance frameworks and safeguarding annual reports.

Suggested content

The following areas contained within the guidance,

- Outcomes achieved for citizens and consumers (taking into account the national outcomes frameworks)
- Adult Safeguarding
- Think Local Act Personal
- Equalities and diversity considerations
- Productivity issues
- The quality of the local market
- Complaints information and action taken as a result
- Consumer feedback data

- Feedback from relevant scrutiny reviews
- Progress against local political priorities
- Improvement priorities

We feel that the local account addresses these issues and have helped to shape our Rotherham Local Account and are clearly demonstrated within the five sections of the report:

- How our adult social services are viewed externally and locally
- Key facts about how we spend your money
- What customers think about the services we deliver
- How we improve outcomes for the people of Rotherham
- Our plans for improving services in the next 12 months

Rotherham's Local Account highlights key issues of concern and how they are being addressed within the council's own improvement planning. If citizens and consumers want further information, this is made available to them.

8. Risks and uncertainties

As this is the first 'round' of production of a local account, we will need to be able to accommodate any new requirements from future refreshed guidance, when issued. The guidance is high level and at this stage open to your own interpretation. Work is being undertaken at a regional and national level to put in place a model for the 2011/12 local account.

9. Policy and Performance Agenda Implications

The Rotherham Local Account reflects the policy and performance agenda requirements of both national government (including Transparency in outcomes: a framework for quality in adult social care; putting people first and personalisation – think local act personal) and Rotherham's local plans including corporate and service plans.

10. Background Papers and Consultation

- Appendix 1 Local Account (in full)
- Appendix 2 Local Account (publicity poster)
- Appendix 3 ADASS and LGA guidance promoting Excellence in Councils' Adult Social Care – producing 'Local Accounts'

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