

Committee Name and Date of Committee Meeting

Cabinet – 22 January 2024

Report Title

Adult Social Care Strategy for Rotherham 2024 – 2027

Is this a Key Decision and has it been included on the Forward Plan?

Yes

Strategic Director Approving Submission of the Report

Ian Spicer, Strategic Director of Adult Care, Housing and Public Health

Report Author(s)

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Ward(s) Affected

Borough-Wide

Report Summary

Following Cabinet approval in April 2023 to refresh the Council's Strategy for Adult Social Care, this report outlines the outcome of a three-month period of consultation with key stakeholders on the future vision, values, themes, and priorities.

The consultation has been used to develop the Rotherham Adult Social Care Strategy (2024-2027) which is contained at Appendix 1. The report seeks approval to adopt this new strategy.

Recommendations

1. That Cabinet approve the Rotherham Adult Social Care Strategy (2024 – 2027.)

List of Appendices Included

- Appendix 1 Adult Social Care Strategy (2024 – 2027)
- Appendix 2 Consultation Analysis
- Appendix 3 Adult Social Care Vision 2017 – 2020
- Appendix 4 Part A - Equality Analysis Screening
- Appendix 5 Part B – Equality Analysis Form
- Appendix 6 Carbon Impact Assessment

Background Papers

Council's 2017 – 2020 Adult Social Care Strategy (Appendix 6).

Consideration by any other Council Committee, Scrutiny or Advisory Panel

None

Council Approval Required

No

Exempt from the Press and Public

No

Adult Social Care Strategy for Rotherham 2024 – 2027

1. Background

- 1.1 In April 2023, Cabinet approved a refresh of the Council's 2017 – 2020 Adult Social Care Strategy.
- 1.2 This report outlines the outcome of a three-month period of consultation with residents, partners, and other key stakeholders. It also presents the Rotherham Adult Social Care Strategy (2024 – 2027) for approval (Appendix 1).
- 1.3 The previous strategy concluded during the Pandemic, and it was important to consult with the public post pandemic and take into account the requirements of the new assessment and inspection framework announced in the Health and Care Act 2022 for Adult Social Care as part of the new Strategy.

2. Key Issues

- 2.1 The consultation was held from 5 July 2023 to 3 October 2023 and sought the views of residents, partners and other key stakeholders on the future vision, values, themes and priorities for adult social care. The full consultation analysis is at Appendix 2.

Vision for Adult Social Care

- 2.2 Over half of respondents (55%), felt that the new vision for adult social care should be to:

'Enable every resident with care and support needs to live their best lives, with the people they value, close to home and with access to the right support at the right time.'

- 2.3 Respondents fed back that the Council should consider the following in delivering a new vision for adult social care:

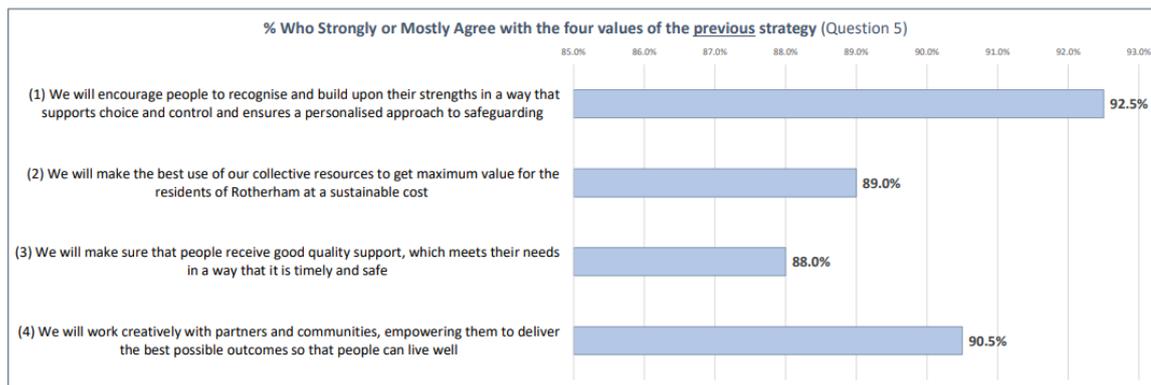
- Access to support should be available outside of core hours.
- The focus should be on working 'with' people and not doing 'to.'
- People with care and support needs and their families should be treated with respect and listened to at all times.
- There should be equal access to services regardless of background or needs.
- There should be provision and access to high quality services which reflect the needs of local people and their families.
- There should be proactive support and services for unpaid carers.
- Information, advice, support and services should be timely and targeted to people's needs.
- People should be given control and their voice should lead the assessment and care planning process.
- Services provided to people should move away from traditional or outdated models of support.

- Information, advice and signposting should be readily accessible and support people across a range of interconnected areas which affect their wellbeing i.e. mental health, homelessness, financial rights and the services available.

2.4 The feedback has been incorporated into 'Our Priorities' for the Rotherham Adult Social Care Strategy (Appendix 1).

Values

2.5 During the consultation, respondents were asked to what extent they agreed or disagreed with the values from the 2017 Adult Social Care Strategy.



2.6 Whilst the majority of respondents agreed with the previous values, a number of other thematic areas were raised which included:

- Reflecting that all values are important in people focussed services.
- Building public confidence in adult social care.
- Investment in the sector to ensure an appropriately skilled, experienced and well paid workforce.
- Shared records, pathways and processes with partners, in particular health.
- Parity of focus on unpaid carers and recognition of the contribution they make to society.
- A focus on simplified language and terminology.

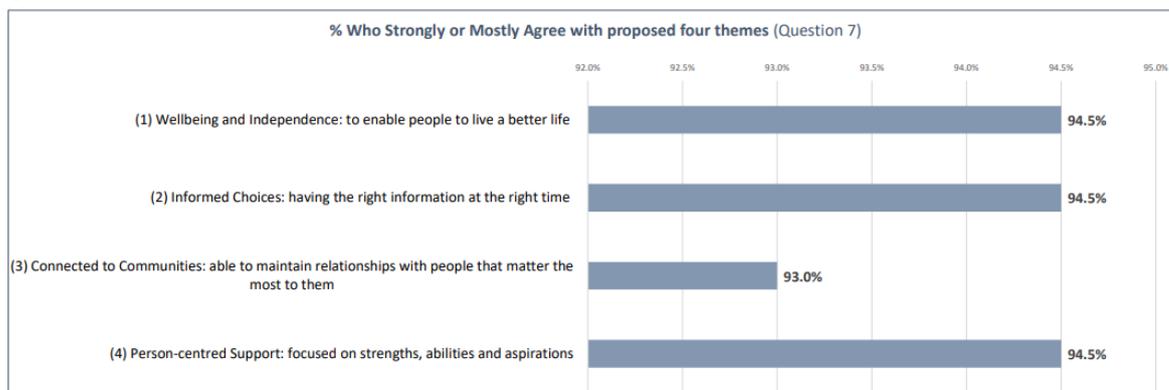
2.7 In addressing the responses, the Rotherham Adult Social Care Strategy reflects a broader, simpler, value base to enable all residents to have:

- Access to the right information, at the right time, to help them make informed choices about their care and support needs.
- Access to support and services tailored to them, which are focused on the persons strengths, abilities and aspirations.
- Access to local communities and are enabled to maintain relationships which are the most important to them.
- Access to the right services, at the right time, which enables them to live healthier lives for longer and maximises their independence.

2.8 Wider respondent feedback has been included in the future priorities section of the Strategy (Appendix 1).

Themes

2.9 Respondents were asked to what extent they agreed or disagreed with the proposed themes which would form the basis of the future Adult Social Care Strategy for the Council.



2.10 Respondents ranked Wellbeing and Independence and Person-Centred Support as the two highest priorities. The strategy has therefore been designed to ensure a strong focus across these two thematic areas.

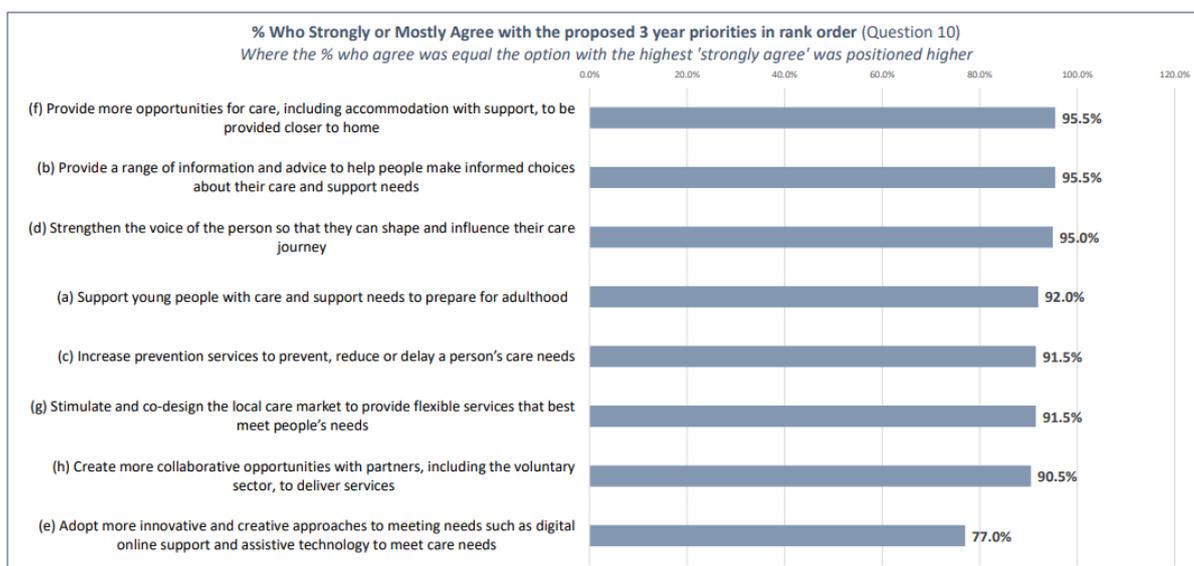
2.11 Whilst there was positive support for the proposed themes, respondents told us that:

- The focus should be on the person and not on a lack of resources.
- Safeguarding needs to be a priority within the strategy.
- There should be parity for unpaid carers within the strategy.
- Proposals need to translate into practice to ensure the best outcomes for people with care and support needs, their families and unpaid carers.
- The focus should be on supporting people to live the life they wish to lead.
- The themes need to be supported with sufficient resources to ensure they can be achieved.
- There should be an emphasis on people receiving support how they want and need it – ‘My Support My Way.’
- Positive approaches have been adopted for the themes but there needs to be a focus on community cohesion within their delivery.

2.12 The themes within the Strategy and the wider priorities have been updated to ensure that the feedback is embedded in the future adult social care priorities (Appendix 1).

Priorities for Adult Social Care

2.13 The consultation proposed eight priorities for adult social care and respondents were asked to what extent they agreed with the priorities.



2.14 Of the proposed eight priorities, respondents indicated that care closer to home, provision of information and advice, the voice of the resident and increasing prevention services were the most important areas to them. Greater emphasis will therefore be placed on delivering these priorities in the first 12 – 18 months of the strategy.

2.15 Whilst there was support for the proposed priorities, respondents told us that:

- Whilst digital should be an option, this needs to be balanced with other means of access and contact, rather than a one size fits all approach.
- Language and terminology used within the priorities is not clear or easy to understand.
- Services need to be more timely, responsive and offer value for money.
- Collaborative working with a focus on strengthening relationships with the voluntary, community and faith sectors.
- All solutions need to be accessible for all residents.
- Ensure services are culturally appropriate and reflect the diverse needs of local communities.
- Investment in prevention services is a priority as people will then receive support as early as possible.
- Focus on the independent care sector to ensure they can recruit, train and retain staff, alongside sufficient capacity.
- Consider longer term needs of older people through broadening supported housing schemes.

2.16 The feedback has been incorporated into 'Our Priorities' for the Rotherham Adult Social Care Strategy (Appendix 1) including simplifying language and terminology, as well as ensuring the actions to deliver our priorities capture the points raised by respondents.

2.17 Only 54% of respondents felt that the previous Council Adult Social Care Strategy (2017 – 2020) was easy to understand. As a result, there has been a focus throughout the new strategy on simplifying language to ensure it is fully accessible.

2.18 Respondents fed back that the Rotherham Adult Social Care Strategy should also consider:

- Stronger relationships between practitioner and the person to ensure a relational approach to meeting needs.
- The strategy should avoid jargon, be easy to read and accessible in a range of different formats.
- Creativity is broader than technological solutions and should be considered in how the Council develops adult social care support.
- The strategy is complex so needs to be broken down into easier to understand sections.
- Outcomes and measures should be aligned to the priority areas.
- Support should be tailored to the needs of the person, regardless of disability or long term condition.
- More timely responses to peoples care and support needs.
- The strategy needs to be supported by action.

2.19 The Strategy has been designed into sections, with simpler language and with clear outcomes to ensure action can be measured and quantifiable over the next 3-year term.

2.20 In addition, the Council's Adult Social Care Service want to ensure a stronger voice in co-producing and co-designing services. 24% of respondents indicated that they want to get involved in a new Co-Production Panel for Adult Social Care. The service is currently developing the approach and it is intended to launch the Panel in early 2024.

3. Options considered and recommended proposal

Option 1: Retain the Existing Adult Social Care Strategy

3.1 This option would seek to retain the 2017 – 2020 Adult Social Care Strategy. However, this option is not perceived to be viable as it does not consider the feedback from residents and partners during the consultation nor reflect the current legislative environment for Adult Social Care services.

Option 2: Adopt the new Council Strategy for Adult Social Care (2024 – 2027)

3.2 It is recommended that Cabinet approve the new Council Strategy for Adult Social Care for the subsequent 3-year term (2024 – 2027).

3.3 Approving the Strategy will provide clarity about the future priorities for adult social care which have been shaped by residents and local partners. Thereby enabling people with care and support needs, their families, carers and residents to understand how adult social care will work with them to live their best life.

4. Consultation on proposal

4.1 The consultation took place between 5 July to 3 October 2023.

- 4.2 Over 230 people were consulted which included seventy people attending a mixture of drop-in and bespoke consultation events. The drop-in events were held in five locations across the borough and there were twelve bespoke events held for various organisations such as Deaf Futures and You Asked: We Responded.
- 4.3 Seventy people completed the survey across all events, of which forty one were easy read questionnaires and the remaining twenty-nine were standard versions. In addition to this, attendees requested leaflets containing the QR code to complete the questionnaire online at their convenience. 160 people completed the online survey.
- 4.4 To ensure the consultation was fully accessible, the survey was made available in different formats to maximise engagement from all communities. Advocacy services were commissioned to support the consultation events held across the borough to ensure the voice of all residents was clearly heard.
- 4.5 Partners and elected members were engaged through briefings and presentations at a range of forums including place leadership with health and voluntary sector partners.
- 4.6 Geographical analysis by locality and ward reflects that at least one response was received from each ward, with a third of responses equally split from each locality.
- 4.7 The full consultation analysis is at Appendix 2.

5. Timetable and Accountability for Implementing this Decision

- 5.1 January 2024 – Prepare communications launch plan for the strategy.
- 5.2 February 2024 – Launch the strategy with residents, people with care and support needs, unpaid carers, partners and stakeholders.
- 5.3 Annually – Progress on delivering the priorities in the Rotherham Adult Social Care Strategy will be reported to Cabinet through the Local Account for Adult Social Care - *'How Did We do?'*

6. Financial and Procurement Advice and Implications

- 6.1 There are no immediate financial implications. As the work of Adult Social Care develops to align with the strategy these will need to be assessed to ensure they are contained within existing resources.
- 6.2 There are no direct procurement implications associated with the recommendations detailed in the report. However, any activity with third party providers to assist in the delivery of the new strategy will be subject to the Council's Financial and Procurement Procedure Rules, and the Public Contracts Regulations 2015 (as amended).

7. Legal Advice and Implications

- 7.1 Cabinet, having approved a refresh to the Adult Social Care Strategy for Rotherham 2017-2020, an appropriate approach has been developed which has sought to

engage with all stakeholders. The views and comments of those stakeholders have been considered and have helped to develop the final strategy.

8. Human Resources Advice and Implications

8.1 There are no direct Human Resources implications arising from the Rotherham Adult Social Care Strategy however any subsequent workforce implications arising from this will follow due Human Resources processes.

9. Implications for Children and Young People and Vulnerable Adults

9.1 The strategy is inclusive of young people preparing for adulthood and will ensure that young people who require support from Adult Social Care can:

- Grow up prepared for the future.
- Have improved health and wellbeing.
- Be able to exercise control over the support they receive.
- Be able to receive support locally from a range of services that everyone values.
- For all young people to have an opportunity to have their own 'front door.'
- Ensure the right support is in place at the right time.

10. Equalities and Human Rights Advice and Implications

10.1 The proposals in this report support the Council to comply with legal obligations encompassed in the:

- Human Rights Act (1998), to treat everyone equally with fairness dignity and respect with a focus on those who are disadvantaged as a result of disability and
- Equality Act (2010) to legally protect people from discrimination in the wider society.

10.2 The Equality Analysis at Appendix 4 and 5 provides further detail.

11. Implications for CO2 Emissions and Climate Change

11.1 A Carbon Impact Assessment form has been completed (Appendix 6.)

12. Implications for Partners

12.1 The Strategy has been designed to complement wider strategic plans for Rotherham including the Health and Wellbeing Strategy and the Rotherham Health and Care Plan. This approach ensures opportunities to align and harness existing strategic approaches through a system-wide partnership response.

13. Risks and Mitigation

13.1 Whilst the vision and strategy do not present any risks, there are risks associated with not having a strategy.

13.2 Clearly articulated strategic intentions for adult social care will support the service in managing risks associated with budgetary pressures, increasing demand for services and compliance with new legislative and statutory frameworks.

14. Accountable Officers

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Approvals obtained on behalf of Statutory Officers:

	Named Officer	Date
Chief Executive	Sharon Kemp	08/01/24
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	03/01/24
Assistant Director, Legal Services (Monitoring Officer)	Phil Horsfield	03/01/24

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