

To the Chair and Members of Health and Wellbeing Board

DONCASTER LOCAL ACCOUNT OF ADULT SOCIAL CARE 2014

EXECUTIVE SUMMARY

1. This report presents the final version of the Doncaster Local Account of Adult Social Care 2014 to the board for information and comment.

This will be our fourth annual Local Account which has now been published on the Council's website and will be made available as a hard copy.

The Local Account is a key part of the Adult Social Care performance framework. It is an opportunity for the council to critically reflect on performance and outline plans for the future in an easily understandable 'people's performance report'.

RECOMMENDATIONS

2. For the Board to note and comment on the Doncaster Local Account of Adult Social Care 2014 and to make any comment on the production of future Local Accounts.

WHAT DOES THIS MEAN FOR THE CITIZENS OF DONCASTER?

3. The intention of the Local Account is to present information about Adult Social Care performance in an easily understandable way. The document is the Council's 'self assessment' of performance and progress on priorities. The views of social care users and their carers have been represented in the document through case studies and survey feedback. The content and style of this year's document has been guided by Healthwatch Doncaster through their engagement group and Healthwatch ambassadors.

BACKGROUND

4. The Adult Social Care Outcomes Framework 'Transparency in Outcomes', published in early 2011, specified the annual production of a Local Account by all councils with adult social care responsibility. At the same time, the requirement for an Annual Performance Assessment (APA) of Councils was removed.

The subsequent development of Sector–Led Improvement for assessment of adult social care performance, placed the Local Account at the centre of the framework, as each Council’s Self Assessment of performance.

This year’s Local Account is the fourth produced in Doncaster under the ‘Transparency in Outcomes’ performance framework.

4.1 The basic requirements of the Local Account are outlined in Transparency in Outcomes as;

- An honest self assessment
- Short and accessible
- Communicates performance in Adult Social Care to the public
- Involves the opinions and thoughts of service users and carers

Further guidelines have been developed by the sector, but are not mandatory.

Feedback on 2013 Local Account

4.2 This will be the fourth Local Account Produced by Doncaster Council. Feedback on the 2013 Local Account shows that it was the best received so far. There were numerous positive comments which were received from;

- Sector–Led Improvement performance assessment
- Focus groups of service users
- Healthwatch Doncaster
- Informal reader feedback

However, there were clear areas for improvement highlighted in the comments received.

- No detail on dementia friendly commitment.
- Sector Led Improvement is mentioned but not actively responded to.
- No evidence of external challenge or involvement of local people / groups
- Limited Adult Social Care Outcomes Framework data
- Efficiency and cost - Little on Value for money and formal benchmarking
- Suggest using picture icons to highlight contact details to the customer.
- Lack of graphs and data as they are hidden in the text

Development of the 2014 Local Account

4.3 The Local Account for 2014 has been produced using the same structure as 2013, but guided by feedback received as highlighted previously. A copy of the final document is provided as an appendix to this report.

The aim of the document this year is to present Adult Social Care in its broadest context – with much content derived from communities and preventative services. This mirrors the Doncaster approach outlined in the Modernisation Strategy for Adult Social Care - Building the Road to Independence.

- 4.4 **Healthwatch Doncaster** have been involved in the production of the Local Account and in the proposals for its design. Specifically their engagement group has assisted with providing good practice examples, advice on removing jargon, ideas about accessibility. In particular, the input of Healthwatch Doncaster ambassadors Kay Kirk and Dorothy Head has been essential to the development of the document.
- 4.5 The design style of the Local Account has been influenced by the budget information produced by Doncaster Council earlier in 2014. The user group and Healthwatch engagement group appreciated the simple presentation of information and the ability to promote the graphics by social media. The document was produced using the following design principles
- A short, concise document
 - Use of images, colour and clearly defined titles and sections to break up the content and ensure the document is easy to read
 - An ability to break up the document and disseminate parts by social media – to increase
 - A consistent style with other recent and well received documents – Budget 2014 Graphics, Independent living guide, Veterans information.
- 4.6 The Local Account has now been published on the Council Website. The next steps are to publicise the document in conjunction with other promotions such as Carer’s rights day.

OPTIONS CONSIDERED AND REASON FOR RECOMMENDED OPTION

5. The Local Account was approved by the Council’s Cabinet on 17th September 2014 and was published on 30th September 2014. The option for the Health and Wellbeing Board is to note the document and to comment and be involved

IMPACT ON THE COUNCIL’S KEY PRIORITIES

6.

	Priority	Implications of this initiative
1.	<p>We will support a strong economy where businesses can locate, grow and employ local people.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Creating Jobs and Housing</i> • <i>Mayoral Priority: Be a strong voice for our veterans</i> • <i>Mayoral Priority: Protecting Doncaster’s vital services</i> 	None

2.	<p>We will help people to live safe, healthy, active and independent lives.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Safeguarding our Communities</i> • <i>Mayoral Priority: Bringing down the cost of living</i> 	<p>The Local Account is intended to communicate Adult Social Care performance issues in a clear way to the public. It also provides a public statement on progress against our priorities to modernise Adult Social care.</p>
3.	<p>We will make Doncaster a better place to live, with cleaner, more sustainable communities.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Creating Jobs and Housing</i> • <i>Mayoral Priority: Safeguarding our Communities</i> • <i>Mayoral Priority: Bringing down the cost of living</i> 	<p>None</p>
4.	<p>We will support all families to thrive.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Protecting Doncaster's vital services</i> 	<p>None</p>
5.	<p>We will deliver modern value for money services.</p>	<p>None</p>
6.	<p>We will provide strong leadership and governance, working in partnership.</p>	<p>None</p>

RISKS AND ASSUMPTIONS

7. None at this stage.

LEGAL IMPLICATIONS

8. The Local Account provides information about the Council's performance in providing Adult social care. There are no negative legal implications arising from the information contained within the report.

FINANCIAL IMPLICATIONS

9. There are no financial implications specifically from this report

EQUALITY IMPLICATIONS

10. The Local Account is designed to represent Adult Social Care in Doncaster. Steps have been taken to ensure that case studies and content used promote equality of opportunity.

CONSULTATION

11. Consultation on the production of the 2014 Local Account has been undertaken as follows;
 - ADASS Sector Led Improvement - Independent Peer Performance Assessment report
 - Online and postal feedback received from readers of 2013 Local Account
 - Healthwatch Doncaster engagement group & ambassadors

BACKGROUND PAPERS

12. ADASS Yorkshire & Humber Local Account guidelines

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Appendix A – Doncaster Local Account of Adult Social Care 2014