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Welcome to the Local Account for Adult Social Care services in North Tyneside

Jacqui Old – Head of Adult Social Care services - Picture of Jacqui Old

“I am delighted to produce the second Local Account for Adult Social Care in North Tyneside.

2012/13 has been a challenging year in Adult Social Care, not least because of increasing financial pressures, but also due to the changing needs of the vulnerable and elderly residents living in our borough. To ensure that we are effectively meeting the needs of our residents we have been working collaboratively with our NHS partners through joint commissioning arrangements to make sure that advice, information and services are provided at the right time and in the right place.

We have also spent a lot of time this year listening to the views of our customers, their carers, and social care providers to understand what issues are impacting them. We have also been sharing information with our customers as we make changes to the way our services are delivered. A lot of this work will be reflected throughout this year's Local Account.

We very much welcome any comments or suggestions you may have about the Local Account, our performance and the care and support services you receive. Please contact us via one of the routes detailed on the back page.”



Local Account Scrutiny Group

In 2011/12 we set up our Local Account Scrutiny Group, to scrutinise and support the Local Account in North Tyneside.

The group told us: “We are pleased to be involved in the production of North Tyneside’s Local Account for Adult Social Care.

It is an informative, easy to read, and jargon-free document with key facts and figures that can be easily understood by the general public. The group feel that it would be interesting to include information on the people who Adult Social Care have supported with information and advice only, to understand how they are managing with their support needs.

The group hopes this document is circulated widely to North Tyneside residents in various formats and through various forums, as it contains useful and interesting information.”

Cllr Spillard – Lead Cabinet Member for Adult Social Care - Picture of Cllr Spillard

“I am delighted to welcome North Tyneside’s Local Account for 2012/13. This document outlines the key areas of performance within Adult Social Care within the year, and provides a clear and transparent account of what services are delivered to local residents within the borough.

The adult social care service in North Tyneside has performed well in the last 12 months, and the good work of the service is reflected within this document, showing the range and success of preventative and personalised services offered, the positive feedback received from users and carers who access services, and a commitment to ensuring the residents of the borough are safe from harm.

The service is committed to working in partnership with the NHS, and independent and voluntary sectors to provide joined up health and social care services. The benefit of much of this work is evidenced within the Local Account, through improved health and social care outcomes for people of the borough.”

North Tyneside Adult Social Care

Welcome to North Tyneside's local account

This year's Annual Local Account will tell you:

- About the adult social care services delivered this year
- How North Tyneside Council and its partners helped meet the health and wellbeing needs of the residents in the borough
- Some facts and figures so you can see if we did a good job
- Plans for next year

This document will explain exactly what care and support services we provide to residents of North Tyneside. It includes an overview of the good work we have carried out this year, as well as the areas where there is room for improvement.

North Tyneside Council is responsible for the planning, commissioning and provision of a wide range of social care services to support adults and older people in the borough. Our aim is to continue to enhance the quality of people's lives by giving them as much choice and control as possible in a way that is affordable now and for the future.

Our objectives are to:

- Help prevent people from losing their independence;
- Support people to understand the resources available to them, so they can better manage their own care and support if they choose to;
- Work with the wider social care market to personalise services and offer greater choice;
- Continue to improve and monitor the quality of services to safeguard vulnerable people and our community.

Changes in the population together with financial pressures are combining to create unprecedented times for all adult social care services across the country. The population is ageing and the pressure on services from people with significant levels of need is increasing, as those people live longer through better health and social care provision. We want to ensure that as many people as possible are enabled to stay healthy, actively involved in their communities as well as helping to delay or avoid the need for additional services. Those however who do need greater help should have maximum control over this, with the information, the financial and practical means, and confidence to make it a reality.

Health and Wellbeing of North Tyneside

The health and wellbeing of residents within North Tyneside is very important to us. Through the North Tyneside Health and Well Being Board we have been working with our colleagues in the NHS, Police, other council services including housing and children's and young people's services, and public health to improve the health outcomes for residents in the borough.

Here are some of the challenges we face in North Tyneside:

- The population of North Tyneside has increased by five percent in 10 years to 200,801 residents.
- 52% of residents are female and 48% are male.
- Most of the population of the borough are White British. The Black and Minority Ethnic (BME) population represents 4.9 percent of the population of the borough
- There are approximately 35,300 people aged 65 years and over living in North Tyneside. It is expected that the number of people aged 65 years and over will increase by 8% in the next five years in North Tyneside – that's an extra 2,800 people.
- Fewer people in North Tyneside feel that they are in good health compared with national figures, and more people in the borough feel that their health is bad.
- The percentage of people in North Tyneside with a limiting long-term illness is *significantly higher* than the national average.
- Approximately 24% of people in the borough currently have some kind of disability
- Cardiovascular disease and cancer remain the two most common causes of early death in North Tyneside
- Respiratory disease is significantly higher than the national average and the incidence of liver disease is increasing
- There are also estimated to be significant number of people with health problems who have not been diagnosed, or who are not diagnosed early enough including those with high blood pressure, diabetes, cancers and respiratory disease
- Smoking, obesity and alcohol consumption levels are higher than the national average and are particularly high in low income groups.
- Physical activity levels are lowest in our most deprived wards
- 11% of people in North Tyneside are providing unpaid care to a friend or relative; this is much higher than the national rate of 10.3%.
- Long term unemployment is much higher in North Tyneside than the national average.
- 1 in 13 adults aged 18 years and over in the borough receive care and support services from us
- The population of North Tyneside is due to increase by 10% by 2030. That's the equivalent of the population of Tynemouth and Cullercoats together!

Our Health and Well Being priorities for 2013/14 and beyond are to:

1. Increase life expectancy and healthy life expectancy
2. Focus investment on evidence based prevention and early intervention support and services
3. Engage with and listen to local communities to ensure that their needs are considered
4. Build resilient local communities to improve health and wellbeing
5. Integrate services for better outcomes for the public and better use of public money
6. Focus on outcomes for the population in terms of measurable improvements in health and wellbeing

Year in pictures

April 2012 – We established our Local Account Scrutiny Group



May 2012 – Signposting Information Guidance Network, SIGN North Tyneside was launched



June 2012 – We held our annual Safeguarding Conference



July 2012 – Our customers rated our Adaptation and Loan Equipment Service 9 out of 10!



August 2012 – We began offering enablement and reablement support to people with learning disabilities and mental health conditions



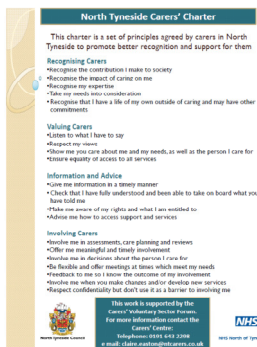
September 2012 – We launched our Carers Support Fund



October 2012 – The Support Planning Café was launched



November 2012 – The North Tyneside Carers Charter was published



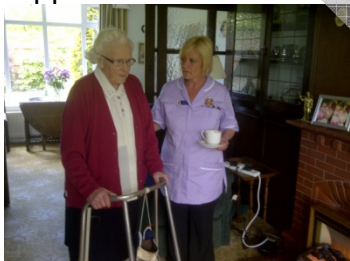
December 2012 – We conducted our first national carer's survey and surveyed over 1400 carers in North Tyneside.



January 2013 – We engaged with customers across the borough about our budget plans for 2013/14



February 2013 – We surveyed 1700 customers asking about their experience of their care and support services



March 2013 – Healthwatch provider agreed!



Standard 1: Prevention

Helping to support our customers to remain as independent as possible for as long as possible, through the use of appropriate advice, information, care and support services, and by working together with our Health and Housing partners.

Our support and services are shaped around you

- Reablement services support you to stay at home living as independently as possible for as long as possible.
- We work closely with health and hospital staff to ensure that you have the support you need when you need it following a stay in hospital
- Equipment, technology, Care Call and adaptations to your home support you to live independently in your own home for longer.
- Our Gateway contact centre provides information and advice about care and support services, community activities and support networks, as well as welfare advice.

What have we done during this year?

- This year our reablement service has gone from strength to strength with 96% of our customers rating our service as good or excellent during the year. Our reablement service provides support to people to help them regain independence following an illness or injury, as well as supporting people to learn new skills to increase their independence and ultimately allow them to live in their own home for longer.
- We have provided over 1500 reablement services to people during the year, many of whom received the service following a stay in hospital. This year we have extended the service further to support those people with learning disabilities and mental health issues living in the borough. The service, which is jointly funded by health and social care, will provide a different type of support, but will aim to enable and re-able people to be as independent as possible.
- During the year we introduced some changes to our Care Call service, with the aim of providing our customers with the right level of support to suit their needs. As part of this we have been reviewing the service to all of our 4800 care call customers to ensure that each person has the right level of support.
- We have also been looking at different ways to support people at home and within their communities. A number of different schemes have been introduced - ranging from less intrusive monitoring of people within their own home to increase independence, to new technologies that allow people to be more independent within their communities.
- To ensure that we are supporting people within their own homes for as long as possible, we set up regular 'Care Clinics' within our social work teams to review cases of people who may need residential or nursing care support. The internal clinics allow us to discuss and share good practice and ultimately avoid people admitted unnecessarily into permanent care. Already our information shows that the rate of people admitted to care homes has reduced as a result. Glen Mason, Director of People and Communities at the Department of Health, visited North Tyneside Adult Social Care during the year and later commented that North Tyneside are empowering staff with a move away from resource panels for permanent care admissions to a 'clinic' approach, which has resulted in an 11% fall in permanent admissions.

What you have told us about your experience

We have carried out extensive engagement across the service to find out how people feel about the preventative services they receive.

Feedback from customers of our reablement service showed:

- 99% of people who received reablement said that the support workers treated them with dignity and privacy, and 91% of people feel that since receiving reablement support services they feel more confident to cope on their own, or with limited help.

They also told us;

- “I would say the service I have received has given me the confidence I needed to make me able to do my daily bathing. The staff have been marvellous to me.”
- “All the support workers were very friendly and very pleasant to have in my home, many thanks to them all”
- “Great service, friendly, helpful staff”

Our customers who live in independent supported homes told us:

- That their homes give them greater independence, they have support when they need it and they have freedom.
- However, they also felt that there is sometimes too much going on; they would prefer support to do different activities and communication with their support workers could improve.

Our customers who access community based support services and short break services told us:

- They don't have enough choice over what they do, and support workers don't always listen and help them.
- The setting of their short break service is very basic and it can be problematic sharing facilities with other people.

This feedback has been built into the work we will carry out next year.

What are our priorities for next year?

- Provide services which deliver effective prevention and which promote good health, well-being and involvement.
- Bring together health and care services to aid recovery and provide ongoing support to reduce the need for acute care.
- Develop a range of different types of supported housing options, which allow people to remain in their own home as long as possible.
- Increase the use of new technologies for smarter and more agile working.

What are we doing next year?

- We will be continuing our development of reablement services for people with learning disabilities and mental health issues to make sure the support we provide is appropriate and beneficial to our customers, and that the service is accessible for all. We will be working closely with the Clinical Commissioning Group in North Tyneside, who part fund the service, to ensure that people are receiving the best support possible to improve their daily living and life skills.
- We will work with our partners to introduce a new Extra Care Scheme into the borough next year, which will provide support for up to 102 people in flats offering varying levels of care and support. This new scheme will be in the Weetslade area of the borough. Our previous Extra Care schemes across the borough have been very popular with older people wishing to maintain their independence whilst receiving the reassurance of support on site.
- The team have started work on the review of independent supported living accommodation within the borough, which supports people with learning disabilities to live independently on their own or within a group. The review will look for opportunities to achieve better outcomes for people by changing the way their support is delivered to suit their needs and wants better, as well as challenging providers to be innovative and creative. The review will look at greater use of assistive technology to support people and increase opportunities for community development for all clients supported within the community.
- We will continue to support the out of hours service for adults and children's social care services, as well as for all sheltered housing schemes and KIERs emergency out of hours calls.

Facts & Figures

- At the end of the year 89% of customers who used reablement services to regain independence after a period of illness or disability, were still living in their own home 91 days later.
- During the year we supported 90% of people known to us with learning disabilities who access services to live in their own home or with their family
- Over 93% of equipment and minor adaptations were delivered within seven working days; during the year we have delivered 27,602 pieces.
- We also supported 10% of people with learning disabilities who access services to gain paid employment, as well as supporting another 7% of people with learning disabilities to take part in voluntary work within the community.

Interesting facts

- 65% of our people responding to our customer survey told us that staying in their own home was most important to them.
- 4,800 people benefit from our Care Call service.
- If all the perching stools we issued each year were placed on top of each other they would be 30 times higher than Whitley Bay Light House
- Annually we fit enough handrails to go 6 times around St James's Park
- We service and maintain 936 stair lifts stretching 3744 m (2.32 miles), which would carry you from Tynemouth Priory to the Spanish City Dome in Whitley Bay.

Standard 2: Protection

Protecting vulnerable residents of North Tyneside from abuse and keeping them safe from harm by working together with the North Tyneside Clinical Commissioning Group, Public Health, the Police, the Fire Service, and our partners in housing and children's services.

Our support and services are shaped around you

- We work closely with the North Tyneside Clinical Commissioning Group, Public Health, the Police, the Fire Service, and our partners in housing and children's services to ensure that residents in North Tyneside are safe and free from harm and abuse.
- We raise awareness of abuse and harm so that everyone can spot the signs and help to protect vulnerable people in the borough
- We continuously learn from previous cases to ensure that we respond appropriately
- We provide care and support services that allow people to plan and manage any risks in the way they wish.

What have we done during this year?

The North Tyneside Safeguarding Adults Board brings together health organisations, the Police, the Mental Health Trust, Probation, and housing services from across the borough to safeguard vulnerable adults. The work carried out during the year within Adult Social Care, and jointly across all member organisations of the board through out the year is detailed below:

- We held our annual Safeguarding conference in June and invited 100 health and voluntary sector partners to join us. We discussed how organisations and agencies can raise concerns of safety or harm with us, as well as the introduction of a toolkit for staff, which details how much knowledge and training staff need in safeguarding.
- A mobile library - the PLUSBus - has also been promoting awareness of harm and abuse on its route around the borough. It is a partnership between the Council, Age UK and VODA, and as well as offering library services, it offers supportive services including Internet access and IT support, employment advice and support and welfare and benefits advice.
- The introduction of the Signposting Information Guidance Network (SIGN North Tyneside) gives people greater access to information and advice about safeguarding concerns and member of the network are also involved with the board in feeding back safeguarding concerns that have been raised with them.
- A list of 'approved' providers through which you can spend a Direct Payment was introduced in October to provide assistance to people accessing care and support services that meet their individual needs.
- In November we held a joint conference with the Children and Young People's service to stress the importance of working together and considering the needs of the whole family when issues of safeguarding are raised. We also shared information between our services to learn from previous cases.
- During the year the service investigated a case involving a person with learning disabilities living with other people in a supported home. This person's money had been used to purchase new items of furniture for the house and there were concerns about whether they should have paid for these items, whether the cost should have been shared across all those living there, and ultimately whether the person had capacity to make this decision about the purchases. As a result of the investigation we have introduced the 'Managing Other People's Money' policy.
- We introduced a competency toolkit to all staff to ensure they know how to recognise and respond to abuse of vulnerable adults.
- During the year we audited a number of previous safeguarding cases to ensure that in each case we provided the right support at the right time. We have asked staff to continue to this work and to audit 10% of cases to ensure that we are not only providing a consistent and appropriate response in each case, but also so that findings from the audits can be fed back into the service.

- We share information and intelligence across all board member organisations to inform decision making at the board about future work and priorities.
- We have built strong links with the North Tyneside Local Children's Safeguarding Board and held our first joint conference during the year.
- Members of the Board regularly attended forums for care and support providers during the year to understand the safeguarding issues that impact on them, to then feedback into the work of the board.

Case Study

- All of our Care Call clients aged 75 years and over have a smoke alarms fitted to their properties, which are linked to our Care Call contact centre. This allows us to contact people to warn them, or support them, to leave their property safely in the event of a fire. Tyne and Wear Fire and Rescue Service have praised the service and Dave Cass-Williams, Watch Manager with the Tyne and Wear Fire and Rescue Service said: "We are delighted at how working with North Tyneside Council has helped to reduce the number of false alarms we attend. The TeleCare Call Scheme now has a very effective call challenge system which can quickly establish if the activation has been cause accidentally or by a real fire. As a result during February 2013, the scheme had 74 smoke alarm activations but fire crews were only required to attend three of these incidents. This has enabled the Fire and Rescue Service to respond to real emergencies, train TeleCare staff and visit residents after an incident to offer fire safety advice. We recognise that some of the people in these properties are particularly vulnerable so we have worked closely with the local authority to make sure that if there is any doubt at all we still send fire appliances."

What are our priorities for next year?

- Ensuring that the safety and wellbeing of our residents drives everything we do.
- Ensuring safe, good quality services from reliable and skilled people

What are we doing next year?

- Following on from the review into serious abuse at Winterbourne View private hospital, near Bristol, we want to ensure that no North Tyneside residents are subject to such abuse. In the next few months we will be supporting the North Tyneside Clinical Commissioning Group (NT CCG) to carry out the actions from the review, which include, reviewing the cases of those people currently living within hospitals, with the aim to move them to more appropriate community based support services. Through joint commissioning and joint funded services, we will ensure that in the future cases like these will not happen again.
- We are creating a Vulnerable Adults Panel in North Tyneside to consider those people who don't qualify for adult social care support, but who are nevertheless vulnerable and at high level of risk either through exploitation or abuse. The panel will work with other agencies to share information and to review what support or services have already been offered as well as what could be offered.
- The introduction of a 'Safe Places' scheme across the borough will provide residents with safe places within public buildings where they can report abuse or harm in a safe environment.
- We have asked staff to continue the audit work we started this year to ensure that we are providing a consistent and appropriate response in each case.

Facts & Figures

- 48% of people responding to our local customer survey told us that feeling safe was most important to them.
- We have responded to over 750 adult safeguarding concerns during the year, with 51% dealt with at the point of contact through provision of information and advice. Through earlier intervention fewer concerns need to now be taken into formal safeguarding procedures. Fewer concerns are now taken into formal safeguarding procedures due to more stringent screening

and the effective role of the safeguarding professionals within our Gateway Team. During the year only 44% of concerns were taken into formal safeguarding.

- 73.6% of people responding to our national customer survey told us that the care and support services they receive make them feel safe.
- Our Finance Panel, which investigates cases of abuse relating to money and personal finances, supported 16 cases throughout the year. The panel have established links with the Department for Works and Pensions and work closely with them to resolve concerns around Appointee's. Where cases involved criminal activity, the Police will always be involved.

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Standard 3: Personalisation

Supporting people to achieve more choice and control over the type of care and support they receive through a personal budget.

Paragraph: A Personal budget is an amount of money provided to people as an alternative to traditional care and support service like day care and homecare. This money can be spent on tailor made support services, including personal assistants, and is calculated based on an assessment of each persons social care needs.

Our support and services are shaped around you

- We offer people choice and control over the support and service they receive by providing those eligible with a personal budget
- We provide quality information, advice and signposting to support the right people at the right time.
- Through a personal budget our customers can manage their own care and support services and control how they spend money.

What have we done during this year?

- We launched the Direct Payment Support Framework in October 2012 which consists of a range of 'approved' providers who can support customers if they choose to take a direct payment, offering a range of services from help and advice around setting up services, to payroll and employing their own personal assistant.
- Our dedicated Support Planning and Brokerage team supported 1,230 of our clients to design their support package around their individual needs.
- In September 2012 we introduced personal budgets for carers, which is a joint project with the PCT and the Local Authority. Following a carer's assessment, carers will be able to apply for a fund to meet their caring needs and support them in their caring role. The panel, which consists of a member of the Carers Centre, a health representative, a local authority representative, and a carer, have agreed 17 personal budgets so far. Some of the personal budgets have been agreed for overnight stays and day trips, as well as memberships to sports clubs and materials to support a hobby to give the carer a break from their caring role.
- We have redesigned and updated our information and advice leaflets to support people who choose to be more creative with their care and support. These new factsheets explain each stage of managing your own care and support through a personal budget.
- Together with our Public Health Team we have been working with enthusiastic members of the community to build on their skills and talents to support other people living in their communities. We hope that by building a strong network of people across each community, they will then encourage other people within their communities to get involved in community groups and projects and will ultimately help to reduce the number of people who feel socially isolated and lonely. We held a workshop in February 2013 to develop this work further, inviting community members along to share their skills and talents, and to share their passions and hopes for their communities. A 12-month plan has been developed and will be covered more in our plans for next year.
- As part of our commitment to offer people good quality information and advice, and to signpost people to community resources and support, we have completed a community map of the borough. This map shows all the community and voluntary groups and activities that are active within the borough for all adults. We will be sharing this information with our customers when they contact our Gateway Team, or when our social work teams carry out assessments, to ensure they are well connected within their communities.

Case Study

- The Support Planning Café was also established this year, to provide a place for people to discuss and design their own care and support with the help of qualified social workers and peers. The Café has gone from strength to strength over the last three months supporting 17 people to design their own care and support services. This has enabled some people to move out of the family home into their own accommodation, as well as helped identify different support activities for people to access using their personal budget. Glen Mason, Director of People and Communities at the Department of Health, told us that he “Really liked the ‘Planning Café’ in North Tyneside.”, and that he felt it is an “Innovative approach to self-directed support and engaging social workers”.

The Café is now looking to develop Shared Care support planning sessions, which will enable people to not only consider and plan their care and support as a group, but also consider options for accessing care and support services as a group. This is particularly important for the coming 12 months due to changes in the way that respite services are provided for people with learning disabilities. The Café will also be supporting young people aged 17 years and over, to help them consider the support they will need as they move into adulthood. A special event will also be held for clients with learning disabilities to enable them to come together and plan how they will spend their personal budgets.

What you have told us about your experience

- We carried out a survey of all our clients last year and asked about how much choice and control they had over their care and support services and their personal budget. The people who responded told us:
 - 76% felt involved in planning their care and support
 - 79% felt their views were taken into account when support plans were put in placeAnd in relation to their personal budget:
 - 60% knew how much money they can spend on care and support
 - 59% felt their personal budget helps them to take control of their care and support

What are our priorities for next year?

- Supporting the market to deliver services, which are effective, efficient and accessible.
- Supporting the market to deliver services that offer real choice and control and which are fairly priced and affordable.
- Increasing the take up of self-managed accounts, such as direct payments.
- Ensuring care and support packages receive the right funding, from the right place.

What are we doing next year?

- Although we have now offered 89% of our eligible clients a personal budget, we feel that there is still work to do. We want to ensure that everyone is confident and clear on what their personal budget actually means to them and how they can actively make decisions and have control over the way their care and support is delivered. We have identified three key priority areas for improvement and development for the next 12 months;
 - Ensuring that customers have the right information they need when they need it
 - Ensuring that customers have choice and control over who provides their care and support
 - Ensuring that customers know how much money they have and how they can use it for their own care and support

We will be asking our customers to help us to develop these areas further over the next 12 months and to co-produce action plans detailing what can be changed or improved. We will be working with customers, carers and the wider public.

- Following on from our work with members of the community, we have made a commitment to support these people for the next 12 months to help them build strong networks and relationships with other people and to help them be more active in their local areas. For the

next year we will work with these people, assisted by two voluntary community groups, The Meadows and Justice Prince.

- We want to build on the community mapping work we carried out last year by looking at any gaps in support for people living within the borough. We will be analysing the number of calls we receive from customers across the borough for social care or supported housing support, and welfare assistance to understand the demand and need for support and advice. We want to support community groups, community centres and the wider community to stimulate targeted work within the area to meet these demands.

Facts & Figures

- We have now offered personal budgets to 89% of our clients, with 16% of these clients choosing to take a direct payment for some or all of their care and support needs.

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Standard 4: Positive Experience

Providing people with a high quality service and offering good advice and information about care and support, housing related support, welfare assistance, and community activities, as well as supporting people to access social care and support services.

What have we done during this year?

- In 2012 we launched the SIGN North Tyneside, a network of providers like Age UK and the Carers Centre, offering information and guidance on social care and wellbeing services.
- Following on from our customer survey last year, we identified some key areas for improving our customers' experience of our service, in particular improving information and advice, providing a better understanding of personal budgets and more control over their care and support. This year we have worked to improve these areas by:
 - Training our staff to help customers understand their personal budgets and how they may spend them,
 - Producing factsheets to explain each stage of managing your own care and support through a personal budget,
 - Launching our new independent information and signposting network "SIGN North Tyneside" which supports residents of the borough in the processes of accessing information and being signposted to services.
- We carried out our first National Carers survey in December 2012 to find out what carers thought of the care and support they and the person they care for received from us. Some of the feedback was very positive:
 - 85% of people who responded were satisfied with the support or service they or the person they care for had received
 - 85% felt they had been involved and consulted on the support or service provided to the person they care for

Some of the feedback was not so positive and this will feed into our work for next year, detailed in the next section.

- In June 2012 and in partnership with the Primary Care Trust, the North Tyneside Clinical Commission Group and the Carers Centre we launched the North Tyneside Carers Strategy. We have worked with the Carers Forum and the Community and Healthcare Forum to ensure that carers are involved and helped to create the strategy this year, as well as carrying out a carer's survey and holding a carer's event in December 2011. Together we have agreed a set of ten priorities for work for the next few years and have developed an action plan detailing who and how we will achieve these outcomes.
- We established our Local Account Scrutiny Group last year to help us to ensure that our Local Account is a true and honest reflection of what work we have carried out and what work we still have to do. The groups have been vital in the production of this year's Local Account and continue to provide feedback and support.
- We inspected 72 care providers throughout the year to ensure the quality of the service they deliver to residents of the borough. These include care homes, day care services and homecare services. Our inspections focus on ensuring people have a good quality service, a personalised service, are treated with dignity and respect, and are safe and protected from avoidable harm.
- In December 2012 our new Adult Social Care website went live. We are developing our website further over the next 12 months to ensure that people can access information advice when they need it and can find out more about care and support services.

What you have told us about your experience

- During the year the length of time some customers could expect to wait for an Occupational Therapy assessment increased to 10 weeks, and so we have been working hard to reduce the length of time people wait for an assessment. Changes in working patterns and resources

within the team have meant that at the end of the year our customers can expect to wait for a maximum of six weeks for an assessment.

- People who have received equipment or minor adaptations during the year to support them at home told us;
 - “the service was very good, everyone was pleasant, helpful and cleaned up after themselves”
 - “Hospital and social workers arranged all adaptations needed and everything was done very quickly and very well – no mess. Makes my husbands life much easier”
 - They also scored us 8.3 out of 10 for how easy they found it to contact us regarding an adaptation within their home, and scored our staff 9.1 out of 10 for their conduct whilst carrying out the work within their home.
- Glen Mason, Director of People and Communities at the Department of Health, visited North Tyneside Adult Social Care during the year and later ‘tweeted’ some positive feedback from his visit including:
 - “Excellent visit to North Tyneside Council. Real commitment to quality and values based care. Lots of innovation.”
 - “Director in North Tyneside does compliance visits to providers. Good to see strategic leaders connecting to the front line”.

What are our priorities for next year?

- Expanding on good quality information and advice and straightforward access to health, care and support services.
- Proactively engaging with our customers, partners and providers.
- Empowering and supporting communities to help them find their own priorities and solutions.

What are we doing next year?

- Our new local consumer champion for patients, service users and the public will go live in April 2013. Healthwatch will replace our Local Involvement Network (LINK) and will provide information, advice and signposting to the public about accessing health and social care services, provide intelligence, including evidence from people's views and experiences, to influence the policy, planning, commissioning and delivery of health and social care services, and will build on the good practice of the LINK's by establishing relationships with local authorities, Clinical Commissioning Groups (CCGs), patient representative groups, the local voluntary and community sector and service providers to ensure it is inclusive and truly representative of the community.
- We are currently surveying 1700 of our customers who use services to find out what they think of the care and support we provide. The results from this survey will be analysed during the year and all feedback will inform our work plans and priorities for the year.
- As mentioned, some feedback from our annual carer's survey was not very positive and so we will be reviewing this feedback during the year. We have identified some key areas:
 - 12% of carers don't do anything they value or enjoy with their time and 10% said they have little social contact with people and feel socially isolated.
 - 9% of carers said they had no control over their daily life
 - 9% felt that they were neglecting themselves

This work will be carried out in conjunction with the Carers Centre.

- We are looking at various ways for you to provide us with feedback on the service you have received. We hope to develop some quick and easy feedback forms for you to complete at each stage of your care and support experience, including feedback on your experience of assessment, review and arranging care and support. This feedback will help to inform our service priorities and highlight areas for improvement.
- As the new Local Welfare Provision service goes live in April, we will be monitoring demand and working with customers and the community to identify areas where people need

support. We will then be working with the community to start to develop services and resources that can support people at a location close to where they live.

- In addition to the wider carers work, we have also extended the contract for the Carer's Support workers, who work within our social work teams and are actively involved with carers within our service. In the next 12-months they will be looking at how they can increase the impact that they have on carers and the support they receive, in particular staying in touch with carers of people who declined social care support, but who have significant social care support needs.

Facts & Figures

- Our Gateway customer contact team answered 116 calls each day; a total of 29,285 over the last 12 months.
- We received 25 formal complaints adult social care during the year. A third related to complaints about our policies and procedures, and another third related to poor customer service. We have learnt a number of lessons from these complaints and as a result we are now:
 - Ensuring that we clearly communicate information about charges for support services where they are relevant, and that our customers fully understand why they are being charged.
- 93% of people said they were satisfied with the care and support they receive

Interesting Facts

- We helped to increase the amount of money people in the borough receive through benefits by £4.5million across the year, by working with our customers to access all the benefits they are eligible for.

Title: Our Workforce

Heading 1: This year we have:

- Strengthened our Gateway Customer Contact Centre - by merging our adult social care support service with housing related support and welfare assistance - to provide a single point of access for our customers. Staff within our Gateway team are trained in all three areas and are able to support all customers. This team will carry out a holistic assessment of our customers' needs to ensure that they receive the right support when they need it, as well as signposting people to existing support networks and resources within their own communities.
- We carried out a restructure of our social work teams who work with those with social care needs to ensure that our customers receive the right level of support to suit their needs. This has meant that many of our customers are helped to access information and support much quicker, and without the need for unnecessary assessments.
- Our Training and Development Team, who run our Training and Assessment Centre, were subject to two external inspections from Edexcel this year. Both inspections were very successful with the Centre being identified as a benchmark of good practice. One of the inspectors wrote: "The Centre Manager, assessors and internal verifiers delivering the active specialist programmes have considerable skills and experience within a settled team framework. The centre recently certificated their 500th candidate and have a success rate for Level 2 NVQs of 100% and 88% for Level 3 NVQs, those figures are impressive."

Heading 2: What our workforce told us about working for North Tyneside Adult Social Care

- During 2012 North Tyneside Council carried out a survey of all staff members to seek their views and experience of working for North Tyneside Council. Staff members from Adult Social were included in this and the feedback we received showed that:
 - Over 80% of staff members feel safe within their workplace and over 95% are aware of their responsibilities around health and safety
 - Over 70% of staff would like to still be working for the service in the next 12 months
 - Over half of our staff are proud to work for North Tyneside Council
 - Over half of our staff are satisfied with their jobWe have identified some areas where we need to improve and so during the next 12 months we will be asking staff members to help us with these improvements and assist us in developing the service further.

What are our priorities for next year?

- Investing in and valuing our workforce

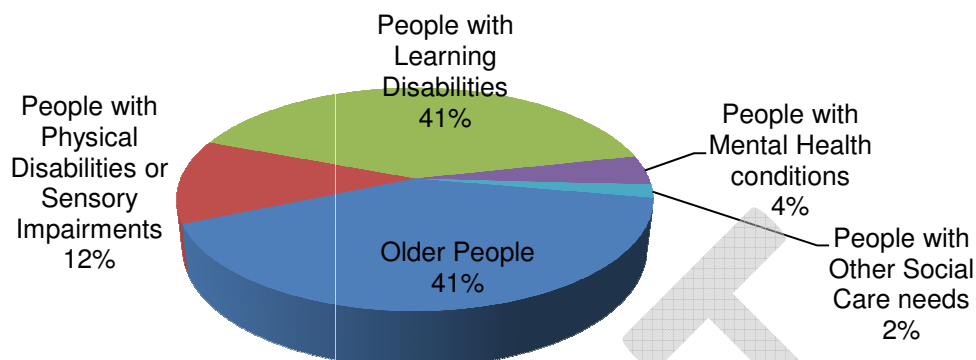
Next year we will be:

- Establishing staff focus groups which will assist us in developing and improving our service for all our staff members. We will be asking staff members to provide feedback on their experience of working within the service to help us develop the way the service is managed in the future.
- We will be holding regular staff conferences throughout the year, inviting members of staff to come along and learn more about the priorities of the service and to provide feedback. These conferences will be an opportunity to ensure that all staff members feel involved in making decisions and shaping the way we deliver services in North Tyneside.

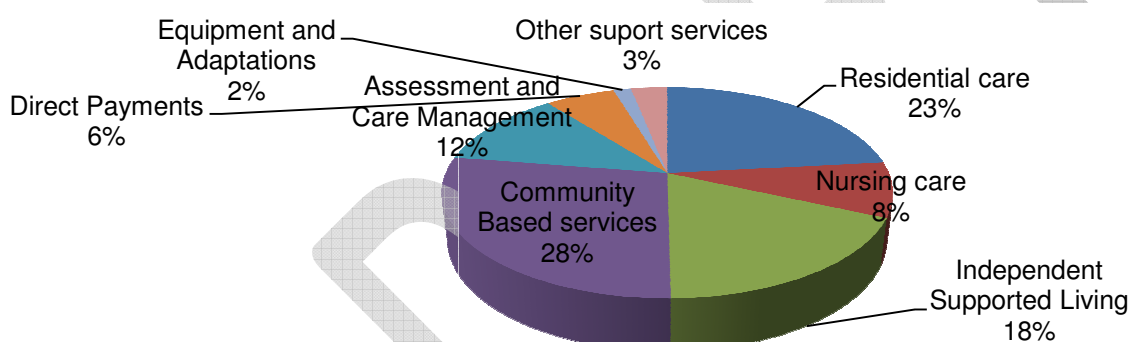
How we spend our money

In 2012/13 we spent £59,814,000 on adult social care services in North Tyneside. The charts below show how this money was shared between people with different needs and across different types of care and support services:

Heading 1: Who we spend our money on



What type of support we spend our money on



Challenges next year

Social care funding decreased by £6.4 million in 2012/13 in North Tyneside and it will reduce again in 2013/14 meaning we will have less to spend on the elderly and vulnerable in the borough. Whilst we face increasing pressures to reduce the amount we spend on supporting older and vulnerable people in the borough, we continue to strive to maintain good value and good quality care and support services. Many of the challenges and work we plan to carry out next year will be impacted by having less money to spend.

Changes to welfare benefits

There are a number of changes to welfare and benefits nationally and locally, and we have already started work to understand what impact these will have on our clients. The Social Care Fund, which was previously managed by the Department for Work and Pensioners, will be managed by the local authority from 1st April 2013. As a result of this we have created a localised crisis support service, which will deal with a range of issues, including crisis loans and community care grants, however only the most vulnerable people who are at the greatest immediate risk of harm will be provided with this support.

We have also carried out a number of 'checks' in the last few months to understand which of our clients will be impacted by other changes including the changes to local Council Tax and 'under-occupancy' in council properties, and we will be working with those affected to support them where possible.

Do you want more?

Anyone can get involved with adult social care.

We always want to hear what people think about social care. By hearing and acting on your views we can work to improve adult social care for everyone.

We are keen to work with you when we plan things, when we make decisions, when we provide services and when we check how well they are running.

If you currently receive services arranged by us, are interested in using one of our services or if you just want to express an opinion about adult social care, then there are lots of ways to do it:

- There are many different groups in North Tyneside, some supported by the council but many by independent community and voluntary groups.
- You could sit on a decision-making panel in adult social care (for example, a staff interview panel or tendering panel).
- You could come along to a focus group to give your views on a particular issue.
- You could fill in a survey or questionnaire. We often send these out to find out more about people's experiences of support services and social care. We will be sending out a new Experience survey to our customers to ask people their experiences of each stage of the social care experience, including the assessment of their needs, planning their support, and arranging care and support services.
- You could meet with someone to talk about your experiences of social care.
- You could contact our new Healthwatch service, which works with people within the borough to listen to people's views and experiences so they can influence the policy, planning, commissioning and delivery of health and social care services in their area. The service works with us and our other local authority partners, the North Tyneside Clinical Commissioning Groups (CCGs), patient representative groups, the local voluntary and community sector and service providers to ensure it is inclusive and truly representative of the community.

If you're interested in joining us or want to know more please contact the Gateway Team:

Telephone us - (0191) 643 2777

Fax us - (0191) 643 2569

Text us - 07950 081 316

Email us - ASCcontact@northtyneside.gov.uk

You can also contact North Tyneside Healthwatch



Healthwatch North Tyneside will be a local independent consumer champion working with the community to influence the development and improvement of local health and social care services. Healthwatch will do this by collecting and sharing information about people's views and experiences. Healthwatch wellbeing forums will come together regularly, with commissioners, to discuss areas of interest and report these to the Health and Wellbeing board. Members of the community can get involved by attend the forums or by keeping up to date with developments through our website and newsletter.

To get in touch please contact:

Freephone: 0808 801 0380

Website: www.healthwatchnorthtyneside.co.uk



Locally, Healthwatch will also provide information to help people make choices about services as well as accessing independent complaints advocacy to support people if they need help to complain about NHS services. Local access points will be developed where people can collect information or talk with one of our team.

How to contact us

We provide a wide range of easy ways to get in touch:

Telephone us - (0191) 643 2777

(9am - 5pm, Monday to Thursday and 9am - 4.30pm, Friday)

Fax us - (0191) 643 2569

Text us - 07950 081 316

Email us - ASCcontact@northtyneside.gov.uk

Out of hours

If you need to speak to someone urgently (outside of office hours) please call the this number - (0191) 200 6800, or Fax (0191) 200 7309 or email carecall@northtyneside.gov.uk

Write to us

Adult Social Care, Quadrant West – 3rd Floor
The Silverlink North, Colbalt Business Park
North Tyneside, NE27 0BY

Website - www.northtyneside.gov.uk