

Personalisation of care and support

A transition programme for housing providers and commissioners

The drive to place people at the centre of the services they receive, involving them in service design and delivery, is a major priority for the Coalition Government for all public services. The Personalisation programme in care and support is accelerating; by April 2013, personal budgets will be the norm in Adult Social Care. At the same time, Fair Access to Care Services criteria are increasing to serve only critical cases and in many localities there will be less money available to meet individuals' lower-level support needs.

Despite the 'bad news' of significant budget cuts, providers and commissioners of housing, care and support can respond positively to these changes. You can develop community-based approaches to supporting people's health and well-being, alongside specific personalised support delivered to individuals. You can capitalise on the changes in public health, demonstrating the cost-effectiveness of your 'preventative and early intervention' services. You can attract new self-paying customers by offering greater choice and control. The precise route that you take will depend on many factors, but if you don't act to transform your service or commissioning style you risk being left behind.

Kate McAllister and Merron Simpson have joined forces, and in association with the Housing Learning and Improvement Network (LIN), have designed a programme for both providers and commissioners as they explore and implement ways of making the transition.

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Our programme is informed by a range of relevant national and local work we have been involved in, relating to housing, health, care, support and neighbourhoods, including with the Local Government Group's Ageing Well programme. It is underpinned by our latest short briefing for the Housing LIN, *Housing support and personalisation: practical advice for the current moment*. www.housinglin.org.uk

The Programme

This is a flexible programme with three elements:

1. Diagnostic, options appraisal and assistance in moving forward

Reorienting services to be person-centred may require significant changes to your funding, commissioning, governance, administration systems and workforce. Whether you are a commissioner or a provider, we can provide an effective diagnostic to assist you in understanding the key changes required to enable truly personalised as well as cost effective services. We can also work with you to help you implement any desired changes.

2. Developing your Workforce

Personalisation can only happen if your staff are committed to it and realise that they may need to make some fundamental changes to their standard working practices in order to achieve it. They can only do this if they understand at a deep level what Personalisation is about, and are given opportunities to think through and work through case studies and examples. We can help to accelerate the learning process through a combination of workshops, group learning and coaching, and working alongside staff to guide them as they seek to work differently.

3. Developing a community-based approach to health, care and support

We can explore with you ways of expanding your work with groups of individuals and communities in order to improve community health and wellbeing. This involves the roles you might play as care, support, housing providers and commissioners in developing programmes with public health colleagues that have specific health outcomes.

Commissioners, providers and other partners can deliver more for less by unearthing the

full extent of activities, funds and assets in a place and working out how best to employ them to meet citizens' needs and ambitions and keep communities healthy and connected. We have experience of working with a range of organisations operating in a single locality to develop more integrated ways of working and to redesign services so that they are more valued by customers.

For a face-to-face briefing, please contact either:

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Other relevant publications:

- **Personalisation and housing support: where are we now?**
Authored by Kate McAllister for Sitra.
www.sitra.org.uk
- **Coproduction personalisation and housing: improving outcomes for individuals and communities**
Authored by Merron Simpson for the Housing LIN.
www.housinglin.co.uk
- **Personalisation: what's housing got to do with it?**
Authored by Merron Simpson for ADASS with input from Kate McAllister.
www.newrealities.co.uk