



Putting People First

1. Introduction

In 2007, the Department of Health published its [Putting People First](#) concordat, a shared vision and commitment to the transformation of adult social care. This set out plans to reform public services with a focus on personalisation, thereby enabling people to plan their care tailored to their own needs for independence, wellbeing and dignity. The principles of Putting People First were developed in 2010 with the new Government-supported “[Think Local, Act Personal](#)”, a sector-wide commitment to moving forward with personalisation and community-based support.

‘Personalisation’ is a key aim of Putting People First in Hounslow where people will have choice and control over their care, and a shift towards early intervention and prevention services. Local Authorities and their partners need to transform services to ensure that people are able to shape their own lives and use of care services.¹

The aim of Putting People First (PPF) is to personalise and provide services with the service user and their family and/or informal carers at the centre of planning. PPF also aims to increase and improve the availability of prevention and wellbeing provision in adult social care services.

2. The Local Picture

Putting People First is part of Hounslow’s commitment to moving away from traditional methods of providing adult social care. Since 2008, Hounslow has made significant progress in implementing self-directed support, which gives greater choice, control and flexibility to the service user in how their care and support needs are met. The role of the Council will change over time as it moves funding from large block contracts to enable individuals to make choices and take control of decisions surrounding purchasing their care.

2.1 Individual budgets: Assessment of need

All Hounslow residents eligible for social care support are now able to access personal budgets following a Resident-Led Assessment (supported self-assessment). Eligible residents complete a support plan which maps out how the budget will be spent on meeting the outcomes identified in their supported self-assessment. The Council can manage those budgets of residents who choose not to do so themselves.

2.2 Individual budgets: Support planning

On completion of the supported self-assessment and an indicative budget being set, a support plan is developed, which is used to outline how support will be arranged and managed and what type of support the person will receive (and from whom). Individuals have the option to complete their plan independently or to seek assistance from a variety of sources, including care managers, family and friends, and the council self-directed support team. Individual budgets are given to the service user as a direct payment or managed on their behalf by the Council.

¹ Department of Health (2010) Personalisation.
<http://www.dh.gov.uk/en/SocialCare/Socialcarereform/Personalisation/index.htm>



Residents using personal budgets may choose not to purchase services from a service provider, instead preferring to become an employer and employ their own personal assistant. As more people choose to purchase services outside the traditional social care model, some less popular services will need to be decommissioned and services purchased directly by the resident.

In March 2011, there were 161 people in Hounslow using personal budgets. The majority of budget-holders were older people (49%), followed by people with physical disabilities (35%), learning disabilities (12%), and mental health issues (4%).

3. Strategic Leadership and Collaboration

The approach to prevention and early intervention in Hounslow (led by Council in partnership with NHS Hounslow) aims to build up services and community infrastructures that assist people in remaining in their own homes, through accessing support within their local communities and being provided information about available services. The London Borough of Hounslow ensures systems for actively signposting people who do not meet eligibility criteria for adult social care into services that actively provide guidance and promote independent living and brokerage support.

It is expected that new and innovative personalised services will develop to meet the requirements of individuals who will be spending both public resources and their own. It is not clear how far demand for traditional services will reduce and what levels of demand there will be for new types of services. Successful market development and effective procurement need to underpin these changes and will be crucial in providing a level of sustainability to providers, that will provide real choices for individuals in the delivery of support they need.

Key areas of strategic working include:

- Targeted services that support people in living ordinary lives in the community as far as possible, and foster independence rather than create and reinforce dependence;
- User-led services that support people with guidance on living independently;
- Approaches that reduce social isolation and which build strong, self-supporting communities; and
- Systems for actively signposting people who do not meet eligibility criteria for adult social care into services that actively provide guidance and promote independent living and brokerage.

4. Priorities

In 2011/12, the London Borough of Hounslow and NHS Hounslow will, in partnership, focus on prevention and early intervention. This will include:

- Services that prevent people from requiring intensive health and social care;
- The development of effective support brokerage systems for accessing wider ranging support services;
- Services that support carers to live their own lives while meeting their caring responsibilities; and



- Health and wellbeing services which ensure residents' voices, lifestyles and personal preferences are heard and taken into account.

5. Summary of Need

The following table summarises the needs in Putting People First in the London Borough of Hounslow.

SUMMARY OF NEED: CHECKLIST	
Is need increasing over time?	Yes
Is need greater than the London average?	No
Is there qualitative intelligence indicating that need is substantially unmet?	No
Is there an external inspection or report suggesting need is unmet?	No
Are quality indicators worsening over time?	No
Are quality indicators worse than the London average?	No
Is there an intervention of proven effectiveness to address the need which is not currently delivered in Hounslow (or not delivered enough)?	No