

# Southend-on-Sea Borough Council

Report of Executive Director (Adults and Communities)  
to  
Cabinet

On  
22<sup>nd</sup> February 2022

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commissioning

Agenda  
Item No.

Relevant Scrutiny Committee – People Scrutiny  
Cabinet Member – Cllr Nevin

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## ASC strategies: Ageing Well 2022-2027, Living Well 2022-27, Caring Well 2022-27

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### 1. Purpose of Report

- 1.1 To endorse three Adult Social Care (ASC) five-year 2022-2027 strategies for Ageing Well, Living Well and Caring Well, which set ASC priorities over the next five years, recognising the alignment to the overarching commitment and delivery of Southend 2050 roadmap outcomes.

### 2. Background and Context

#### Milestone recovery and aligned plans

- 2.1 As part of the recovery from the COVID pandemic, commissioners worked with adult social care and NHS staff in 2020 to draw up priorities for action in the next 18 months (over the period 2020-2022). Three milestone plans were agreed and published in late 2020, one focused on Older People, another on Adults of Working Age and a third on unpaid Carers of all ages. A shared priority of each of these plans were to develop longer term, five-year strategies for action over the period 2022-2027.
- 2.2 The strategies are aimed at the needs of people as they get older, individuals of working age who are eligible for care and support, and unpaid carers of all ages. They are co-designed to reflect and address the increasing complexity of need and demand on services with reduced resources in the public sector. The strategies embrace the principles of personalisation, strengths-based practice and progression.
- 2.3 The Caring Well strategy for all ages, is a joint strategy with the CCG, recognising the joint commitment and priorities for unpaid carers in the SEE Alliance Plan.
- 2.4 Southend has built upon its relationships with people who use and provide services and have developed these strategies through a series of co-produced

events. These conversations have produced a unique opportunity to bring all people and stakeholders together in identifying strategic priorities and they are committed to driving this forward.

- 2.5 The strategies outline what people have told us are important to them and how we will deliver to those priorities. In short, the strategies aim to ensure all people accessing care and support have a better quality of life through living locally and feeling valued, where they feel safe and well, and where they have access to effective personal support which promotes independence, choice, and control.

### **Delivery action plans**

- 2.6 The strategies will have annual co-produced SMART delivery action plans developed through two steering groups, one for Adults and one for Carers, ensuring Health, Social Care, Providers and people who use service are represented.
- 2.7 The co-produced action plans will be developed against the priorities that have been identified in the strategies, which are tied to 2050 ambitions. Progress of the delivery of the action plans will be monitored through these steering groups and the ASC recovery board, with further oversight being provided by the Health and Wellbeing Board.

### **Governance timeline for publication**

<b>Timeline</b>	<b>Living well, Ageing well, Caring well 2022-2027 strategies</b>
<b>Aug and Sept 21</b>	Public consultation 02/08/21 – 26/09/21
<b>Oct 21</b>	Amend drafts based on consultation
<b>November 21</b>	Feedback loop to participants that took part in co-production.
<b>December</b>	Final drafts to publishers for design <b>DMT: 23<sup>rd</sup> December 21</b>
<b>January and Feb 21</b>	Approval governance <b>CMT: 26<sup>th</sup> Jan 22</b> <b>EB: 8<sup>TH</sup> Feb 22</b> <b>Cabinet: 22<sup>nd</sup> February 22</b> Publication

### **3. Next Step**

- 3.1 Develop a standardised process for ongoing engagement and co-production and build on these open discussions
- 3.2 Work to establish a baseline of where we are now to allow us to monitor progress on where we want to get to by 2027.

- 3.3 Establish an Adults and Carers steering group to develop and manage the delivery of annual action plans, ensuring Health, Social Care, Providers and people who use service are represented.
- 3.4 The annual co-produced delivery action plans will be developed against the priorities that have been identified in the strategies, which are tied to 2050 ambitions. The SMART action plans will be developed by the two steering groups in a co-produced way, and they will monitor progress of the delivery of plans. Each action or area identified will have a prospective lead, whether it be a LA officer, a provider or health colleagues.
- 3.5
- 3.6 Overall progress of the delivery action plans will be monitored by the ASC recovery board, Pentana (2050 outcomes tool) and will have further oversight by the Health and Wellbeing Board.

#### **4. Corporate Implications**

- 4.1 *Contribution to Southend 2050*  
ASC Strategies contribute towards the following themes:

##### Safe and Well

- SW01 People in all parts of the borough feel safe and secure at all times.
- SW02 Southenders are remaining well enough to enjoy fulfilling lives through their lives.
- SW03 We are well on our way to ensuring that everyone has a home that meets their needs.
- SW04 We are all effective at protecting and improving the quality of life for the most vulnerable in our community.

##### Active and Involved.

- AI01 Even more Southenders agree that people from different backgrounds are valued and get on well together.
- AI02 The benefits of community connection are evident as more people come together to help, support, and spend time with each other.
- AI03 Public services are routinely designed and sometimes delivered, with their users to best meet their needs.
- AI04 A range of initiatives help communities come together to enhance their neighbourhood and environment.

##### Connected and Smart

- CS1 It is easier for residents and people who work here to get in and around the Borough.
- CS2 People have a wide range of transport options.
- CS3 We are leading the way in making public and private travel smart, clean and green.

- CS4 Southend is a leading digital city with world class infrastructure, that enables the whole population.

## 4.2 **Consultation and codesign/coproduction**

4.3 From January 2021 work began on coproducing three adult social care strategies. The drafts were produced after conversations with residents of Southend and contained three elements:

- Caring Well
- Living Well
- Ageing Well

We met Cabinet members on the 19th of July 2021 to give a briefing on the draft five-year Adult Social Care Strategies.

4.4 Southend on Sea Borough Council carried out a public consultation on the Strategies between 2nd August 2021 to 26th September 2021. The website **‘Your Say Southend’** was the main online consultation space. It included information about the strategies, surveys and room for ideas for anyone wishing to engage.

	Total Visits	Max Visitors Per Day	Visited Multiple Project Pages	Downloads of Strategies	Completed surveys
<b>Caring Well</b>	314	46	61	36	9
<b>Ageing Well</b>	382	56	79	40	25
<b>Living Well</b>	488	80	81	32	29

4.5 We originally planned to hold face to face engagement sessions but due to Covid restrictions these were moved online and took place via Teams and Zoom. We know that not everyone has online access and so we included the options of holding telephone consultations and using paper surveys.

4.6 We implemented an extensive comms plan which included targeted ads via social media as well as more traditional methods such as radio and mainstream news media. We undertook engagement with various partners and other stakeholders from across Southend. The consultation allowed for positive and collaborative work with partner organisations such as South Essex Homes, Project 49, HARP, Age Concern and Mind, CCG.

4.7 We held seven online events in September after the main holiday period had ended. At the request of the people involved we changed the format of the Learning Disability event as they preferred to draw something rather than participate in conversations and we produced an easy read version of the living well strategy.

## 4.8 **Financial Implications**

There are no financial implications arising from a formal commitment to the three ACS strategies.

**4.9 Legal Implications**

There are no legal implications arising from a formal commitment to the three ACS strategies.

**4.10 People Implications**

There are no staffing implications of a commitment to the three ACS strategies.

**4.11 Property Implications**

There are no immediate property implications to the three ACS strategies.

**4.12 Equalities and Diversity Implications**

The development of the three ACS strategies has not had any adverse impact on any protected characteristic. The priorities in the Strategies have been co-produced and are specifically designed to promote equality, tolerance and understanding between people of all ages and to break down barriers to participation of underrepresented groups in the community.

**4.13 Risk Assessment**

Delivery of the three ASC strategies priorities will be set out in annual action plans and risks will be assessed as part of the action plan development process.

**4.14 Value for Money**

The three ASC strategies reflects ambitions to shift resources towards preventing the increasing demand of more people presenting with complex care and support needs, by delivering service in the community through strength-based approaches and utilising community assets.

**4.15 Community Safety Implications**

None

**4.16 Environmental Impact**

None

**5. Background Papers**

None

**6. Appendices**

1. Ageing Well Strategy 2022-2027
2. Living Well Strategy 2022-2027
3. Joint Caring Well Strategy 2022- 2027