



Living Well Strategy

for Southend-on-Sea Borough Council

2022–2027

Foreword from the Director



Tandra Forster

Executive Director Adults and Communities,
Southend-on-Sea Borough Council

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“We want to live in the place we call home with the people and things that we love, in communities that look out for one another, doing the things that matter to us.”

I am delighted to write this foreword for our Living Well Strategy which focuses on people who may have Learning Disabilities, Mental Health problems, Autism or with physical or sensory difficulties

I recently came across what I think is a very appropriate quote in a social care future blog, which for me absolutely sums up the social care future we seek together in Southend.

“We want to live in the place we call home with the people and things that we love, in communities that look out for one another, doing the things that matter to us.”

I appreciate that for some people this has been a really challenging time because of Covid and the restrictions and you may question whether this is the right time to think about a five -year strategy. However, I would say this is the perfect time for us to build on the fantastic work that happened across the community during the pandemic, and it offers us the opportunity to rethink social care in Southend.



People who have care and support needs have told us they want to be supported to have a good and meaningful everyday life. They want to be treated as equal partners when deciding the most appropriate type of support and be able to choose where they live. Most of all they want to live in the community and be able to access the same opportunities as anyone else.

I would like to take the opportunity to thank those residents who worked with us to produce this five-year strategy which sets out how we can all work together to ensure that adults of working age who receive social care services are able to live and thrive in Southend. The messages you have given us are clear, and I recognise how important it is that we continue to listen and work with you to ensure we are able to deliver the aims set out in this strategy.

Contents

Foreword	3
Introduction	4
Southend 2050	5
Milestone recovery and aligned plans	7
Our vision for Adult Social Care in Southend	8
Where are we now?	9
What have people told us?	11
What are we going to do?	12
Our priorities for action	12
1. Health and Wellbeing	12
2. Prevention	13
3. Housing	13
4. Community	14
5. Integrated, strengths based person-centred care	14
How will we know we have been successful?	15
Delivery and action plan	15

Introduction

This strategy is aimed at individuals of working age who are eligible for support through Adult Social Care. This includes people with Learning Disabilities, Mental Health problems, Autism or with Physical or Sensory difficulties.

It is designed to reflect the increasing complexity of need and demand with reduced resources in the public sector. The strategy embraces the principles of personalisation, strengths-based practice and progression.

Through the development of this strategy, Southend has built upon its relationships with people who use and provide services. These conversations have produced a unique opportunity to bring all stakeholders together, in identifying strategic priorities and they are committed to driving these forward.

Co-production is an important priority both at an individual level and at a strategic level in the development and improvement of support services in the community and through commissioned support services. It is important to recognise that this strategy is just the starting point in an ongoing conversation with people of working age and other relevant stakeholders and we will continue to review this strategy based on those conversations.

The strategy includes a delivery plan which will be updated annually and co-produced through engagement with older peoples support groups across Southend.



Southend 2050

Southend 2050 is the community vision for the future of Southend. This ambition was developed following extensive conversations with those that live, work, visit, do business and study in Southend-on-Sea. These conversations asked people what they thought Southend-on-Sea should be like in 2050 and what steps are needed now, and in the coming years, to help achieve this.

We received thousands of responses which provided a rich source of information from which the ambition has been developed. The ambition is grounded in the values of Southenders. It is bold and challenging and will need all elements of our community to work together to make it a reality.

This strategy will help to deliver on several of the outcomes for Southend 2050 namely:



Safe and Well

- Public services, voluntary groups, strong community networks and smart technology combine to help people live long and healthy lives.
- Carefully planned homes and new developments have been designed to support diverse communities and personal independence, whilst access to the great outdoors keeps Southenders physically and mentally well.
- Effective, joined up enforcement ensures that people feel safe when they're out and high-quality care is there for people when they need it.



Active and Involved

- Southend-on-Sea has grown, but our sense of togetherness has grown with it. That means there's a culture of serving the community, getting involved and making a difference, whether you're a native or a newcomer, young or old.
- This is a place where people know and support their neighbours, and where we all share responsibility for where we live.
- Southend in 2050 is a place that we're all building together – and that's what makes it work for everyone.



Connected and Smart

- Southend is a leading digital city and an accessible place.
- It is easy to get to and easy to get around and easy for residents, visitors and businesses to park.
- Everyone can get out to enjoy the Borough's thriving city centre, its neighbourhoods and its open spaces.
- Older people can be independent for longer.
- Local people also find it easy to get further afield with quick journey times into the capital and elsewhere, and an airport that has continued to open up business and leisure travel overseas – but in balance with the local environment.

Milestone recovery and aligned plans

As part of the recovery from the COVID pandemic, commissioners in Southend 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 was to develop longer term, five-year strategies with more detailed priorities for action over the period 2022–2027.

This five-year strategy for Living Well sits alongside two additional strategies entitled Caring Well and Ageing Well which are currently being developed.

Commissioning plans 2021–2024

Southend commissioners have been working on the coproduction of a suite of documents that will support the delivery of the priorities in this strategy and the other two five-year strategies, Caring Well and Aging Well. These will be published in 2022/2023 on the council's website and will include:

- Market Position Statement
- Workforce Development Plan
- Quality Strategy



Our vision for Adult Social Care in Southend

Our overarching vision for Adult Social Care in Southend is:

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“To work collaboratively with people to enable them to live safe, well and independently in the community, connected to the people and things they love.”



We will achieve this by:

- Listening to people and focusing on their strengths.
- Transforming care and support to ensure that there are flexible options that enable independence.
- Getting the best value from the Southend pound for the people we support.

Delivering this will mean people in Southend:

- Can easily access information and advice that connects them to support that helps prevent, reduce, delay the need for care and support
- Can lead the discussion where they might need more formal assessment
- Are supported to live well and longer in their community with choice and control
- Have a good experience of the care and support they receive
- Have a smooth transition into adult services with a focus on their potential and living independently

Where are we now?

The national context

Adults aged 18–64 are a core part of the social care system in England. Around 293,000 younger adults received long-term support from local authorities in 2018-19, this represents around 35% of all adults receiving support. The care they receive is very different to older people – including more support in the community.

The single largest reason for younger adults accessing social care services is because they require support with a learning disability (46%) and many access support for mental health problems (20%). By contrast, only 10% of older people receive support primarily for these two reasons. It is much more common for older people to receive physical support, with three-quarters of older social care users accessing services for this reason, compared to just under a third for younger adults

The number of younger adults with care needs is growing quickly and is projected to grow significantly over the coming years. The proportion of younger adults reporting a disability increased from 14% in 2007/08 to 18% in 2017/18. When combined with population growth, the number rose by 35%. The number of people with severe learning disabilities is projected to increase by 34% between 2017 and 2027.

When younger adults do access social care, quality and outcomes vary. The majority (89%) of younger adults using adult social care services report being satisfied with them. But

there is evidence of poor-quality care, and national targets on supporting people with a learning disability or autism to live in the community have been repeatedly missed. Very low proportions of younger adults receiving care for learning disabilities (6%) and mental health problems (8%) are in paid employment.

Unpaid carers of younger adults experience worse outcomes in some areas than carers of older people. They are less likely to be satisfied with services, and more likely to report financial difficulties and not be in paid employment because of their caring role. The impacts of unpaid care aren't experienced equally; unpaid carers of younger adults are more likely to be younger and female than carers of older people.

The local context

The population of Southend is estimated at 182,463 (Feb 2020) and this is projected to grow to 203,000 by 2031. The population aged 18 to 64 is estimated at 107,762. It is important to recognise that figures used by the government to project housing needs indicate that the above figures could be even greater.

The four wards with the highest concentration of adults between 62 to 66.4% are Westborough, Victoria, Milton and Kursaal. Three of these wards, Victoria, Kursaal and Milton 30% are the most deprived wards in the Borough.

Physical Disability and Sensory Impairment statistics for adults ages 18-64

In Southend as of 31 March 2021, there were 221 adults between the ages of 18 to 64 accessing Adult Social Care services with Physical Disabilities or a Sensory impairment, as their primary reason for a Care or Support Package.

Learning Disability and Autism statistics for adults ages 18-64

In Southend it is estimated that there are 2,642 adults between the ages of 18 to 64 with a learning disability and 1,408 adults estimated to have an autistic spectrum disorder, 705 of these adults have a moderate to severe learning disability. As of April 2021, there are 502 working age adults with Learning Disabilities receiving a Care Package in Southend.

10% growth in Southend's population from 2020 to 2040

1,408 adults are estimated to have **autistic spectrum disorders**

215

adults aged **18-64** live with a parent + have a **moderate or severe** learning difficulty

Southend's population will increase from
184,900 in 2020
to **203,600** in 2040

2,642 of the **18-64** population are estimated to have a learning difficulty

705 adults are estimated to have a **moderate or severe** learning disability

749 of the **65+** population are estimated to have a learning difficulty

Mental Health statistics for adults aged 18-64

In Southend on Sea as of 31 March 2021, there were 123 adults between the ages of 18 to 64 access Adult Social Care services with mental health as a primary reason. The data below has been supplied from our secondary mental health provider Essex Partnership University Foundation Trust (EPUT).

10% growth in Southend's population from 2020 to 2040

1,194 adults are receive a mental health assessment every year

278

of adults in contact with secondary mental health services are in paid employment

Southend's population will increase from
184,900 in 2020
to **203,600** in 2040

1,725 of the adult population make initial contact with secondary mental health services a year

667 adults are receiving long term services for mental health

278 of adults in contact with secondary mental health live independently

What have people told us?

In early 2021 we held a wide range of communication and engagement stakeholder events to ask residents about their issues and concerns. What we learnt is that the priorities of Southend residents mirror the themes or outcomes described by providers and officers of Southend Council.



They told us that:

- They want to be supported to have a good and meaningful everyday life.
- Their care and support should be person centred, planned, proactive and co-ordinated.
- They should have choice and control over how their health and care needs are met.
- They would like to be supported to live in the community with support from their families/carers as well as paid support and care staff.
- They should have a choice about where and with whom they live, with a choice of housing.
- They want good care and support from accessible local health services with annual health checks, for all those over the age of 18.
- They need to be able to access the community to enjoy leisure opportunities at a time that suits them.
- There should be support available to them in the event of a crisis.
- They want to be able to have volunteering and work opportunities to give them a purpose in life but feel that this needs to be matched to the right opportunities.
- They would like support and access to become digitally included.

What are we going to do?

– Our priorities for action

We have worked with people to develop 5 priority themes based on what they have told us above.

1. Health and Wellbeing

We recognise the importance of promoting healthy and active lifestyles for our adult population. Individuals with mental and physical health conditions have poorer health outcomes than the general population.

The Local Authority and Clinical Commissioning Group need to do more to ensure services are accessible to individuals with Mental and Physical Disabilities. Individuals should be provided with the support they need to ensure good health and well-being. We also recognise that Social Care providers and support staff have an important role to play in ensuring well-being and access to primary health services.

To address this, we will:

- Ensure that the recommissioned Drug and Alcohol service is fully accessible to all residents.
- Ensure services provided to vulnerable adults communicate with each other especially at times of crisis and have a clear plan of support they all work to.
- Use a strengths-based approach to promote progression.
- Develop a platform for ongoing co-production with service users, their carers, providers and the voluntary sector.
- Provide opportunities to work and volunteer that are well matched and supported where needed.
- Increase the number of adults with Severe Mental Illness and Physical Disabilities attending health checks.
- Review how we provide information, advice and guidance services for residents making it clearer and more accessible.
- Develop a wraparound health service for people that experience rough sleeping, are at risk of homelessness and lead chaotic lifestyles.
- Make the sexual health service in Southend more accessible to residents including those socially excluded.



2. Prevention

We want to reduce the number of hospital and residential care admissions as we realise these are not always the best places for people to be in. We know our current offer of support for people in their own homes is too traditional and is also inconsistent in coverage across the Borough. We recognise that people often do not know where to go to access information and advice about the support that is available to them in Southend. People have also told us they would rather access services in their own community.

To address this, we will:

- Enhance the information, advice and guidance offer provided through Live Well Southend.
- Develop Locality Integrated Networks around primary care networks.
- Pilot and implement integrated digital monitoring solutions to support independence including the use of digital assessments during COVID 19.
- Roll out strengths-based approaches across adult social work teams and monitor the impact on community connections and individual wellbeing.
- Reimagine 'homecare' as a community, outcome focused model delivered by "wellbeing" teams aligned with localities.
- Review and increase the reablement offer for people with learning disabilities and mental health problems across the Borough to ensure there is consistent coverage across the localities.
- Roll out My shared care records across the Borough giving all partners a wider view of people's records and situations.
- Expand the number of Specialist mental health nurses in Primary care to deal with the increased demand for mental health care.

3. Housing

We want to deliver health, care and housing in a more joined up way to ensure suitable accommodation is available with the required support that will enable vulnerable adults to live as independently as possible. We know we currently have too many residential beds for people with mental health needs. We need to explore other models of care such as Extra Care, Supported Living or Shared Lives to reduce the amount of residential provision. A suitable, well adapted home can be the defining factor in enabling a disabled person to live well and independently.

To address this, we will:

- Implement a review of all Supported Accommodation in the Borough, to ensure it best meets the needs of adults with clear pathways of support.
- Create an agile housing offer to provide clear pathways of support for people living with mental health and learning disabilities.
- Develop a dispersed Housing First model to house complex individuals with intensive outreach support and wraparound healthcare that will support people to transition to other housing options when they are ready.
- Provide information and advice that gives people a clear understanding of housing options available to them.
- Use a strengths-based approach to promote progression when providing support.
- Develop a platform for ongoing co-production with service users, their carers, providers and the voluntary sector.
- Reimagine the Disabled Facilities Grant to allow more people to access adaptations to remain living independently in their own homes.
- Use assistive technology to promote independence and where applicable, reduce over provision of care.

4. Community

We know that social inclusion reduces isolation and improves mental and physical health for people with disabilities. It is clear that people want to remain a part of and be active in their community for as long as is possible.

Volunteering helps people to gain confidence, learn new skills, make a difference and to meet people but people need to be properly matched to opportunities and supported in those roles if that is required.

Being digitally literate and connected allows people to be well informed, access benefits and employment and connect with people but there is currently a lack of training and equipment available to support people so they feel excluded.

To address this, we will:

- Develop methods of harnessing volunteering opportunities such as the creation of the Good neighbour's scheme.
- Review the infrastructure around volunteering in the Borough to improve matching and support.
- Introduce an Employment Retention worker to support people with mental health issues stay in employment.
- Promote the offer of Social Prescribers and Community Connectors based in Locality Integrated Networks with the aim of building community resilience.
- Give adults access to equipment and high-speed broadband as well as help them develop the skills needed to access the internet so they can access benefits, employment opportunities as well as manage their health and wellbeing.
- Develop and promote sustainable community transport solutions for adults across Southend enabling them to keep the connections they value in their lives.
- Review the leisure activities and clubs available for people with a view to expand provision if viable.



5. Integrated, strengths based person-centred care

Integrated person-centred services means putting people and their support networks, at the centre of their health and social care, by enabling individuals to take control of their care rather than being passive recipients of services. We want to use a strengths-based approach to focus on what a person can do and ensure that they only have to tell their story once. We want to work with people in a holistic way to understand them as individuals and their carer(s) needs to enable them to achieve the outcomes that are most important to them.

To address this, we will:

- Embed strengths based and person-centred care planning in all of our interactions with individuals who use our services.
- Focus on individual abilities and community assets, rather than focusing on deficits and services to meet need.
- Look at improving the customer pathway for all working age adults to help them be active residents of Southend.
- Work together with our partners to reduce the number of contacts individuals have with services.
- Roll out My shared care record across the Borough giving all partners a wider view of people's records and situations.

How will we know we have been successful?

We will know the aims set out in this strategy have been successful when:

- Individuals report that health services are provided in several locations throughout the Borough and are fully accessible to them.
- Individuals report that they can influence local service delivery and feel listened to
- There is one clear provider of information, advice and guidance in the Borough which is well known to all residents and accessible in several ways.
- There is choice of accommodation that suits a variety of needs as well as options available to provide support to enable individuals to remain where they are currently living whilst encouraging independence.
- Individuals report that there are a variety of volunteering and work opportunities that people can be matched to and supported in.
- Individuals report that there is access to equipment and high-speed broadband as well as support to help them develop the skills needed to access the internet.
- Individuals only have to tell us their story once, they have a plan in place in case of crisis in their lives and feel that service providers connect with each other.
- Individuals report being able to access transport to be able to go out and access a variety of leisure opportunities available to them.

Delivery and action plan

An annual co-produced delivery plan for this strategy will set targets for improved outcomes for people of working age. This plan will clearly identify leads for each of the priorities and it will be reviewed by the Adult Social Care Recovery Board with further oversight being provided by the Health and Wellbeing Board.





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This document is published by Southend-on-Sea Borough Council. A summary can be provided in alternative formats such as Braille, audio-tape or in large print.

Translations of this document in alternative languages are also available upon request.

 Civic Centre, Victoria Avenue,
Southend-on-Sea, Essex SS2 6ER

 01702 215000

 www.southend.gov.uk



SOUTHEND
2050
it all starts here