Scottish Providers Personalisation Support Programme

A (revised) proposal from CCPS -
Coalition of Care and Support Providers in Scotland

Core Outcome - To support the implementation of the self-directed support strategy across Scotland through assisting and enabling third sector social care providers to contribute to policy development relating to personalisation and self-directed support, and to build their capacity to deliver personalised services, focusing on practice exchange, development, organisational and systems change.

CCPS welcomes Scottish Government interest in and support for CCPS in relation to the development agenda for personalised services and self-directed support. We have been asked to revise our proposals and to identify specific activities to support providers in the following broad areas:

1. Policy development and delivery: providing analysis of and solutions to emerging issues for providers that pose risks to implementation

   We propose:

   • Regular (proposed biannual) surveys of provider organisations (to include CCPS membership + wider provider network as developed by CCPS-hosted Workforce Unit) on progress and emerging issues with SDS strategy implementation.

   • Report on above to SDS team (and other Scottish Government colleagues as appropriate) identifying progress, emerging issues and solutions adopted by providers. Report to inform series of online briefings (see below).

   • Development of an SDS policy network, above, to meet quarterly, focusing on:

     o Input to, and commentary on, current policy development, informed by providers’ experience of both national and local implementation, and local practice relating to personalisation and SDS

     o Discussion of issues arising for providers and for people who access their support, with a particular focus on barriers and enablers to implementation

     o Identification of potential solutions.

   Network membership to be composed of Chief Executive and senior operational staff in provider organisations, and to include where possible and appropriate those board members of provider organisations who...
access support or who are family carers. Network to be supported by online **briefings** as above.

- **Research study**, with Strathclyde Business School (University of Strathclyde) into national provider SDS practice development, with a particular emphasis on workforce issues, to inform implementation of strategy¹. Detailed brief to be agreed with SDS team: proposed focus on supporting effective engagement between commissioners, people who access support and providers.

2. **Support for providers in developing systems that enable the delivery of personalised services, building awareness of current developments and promoting the design of new tools for back office systems that respond to commissioning by individuals, groups of individual purchasers, and statutory bodies**

   **We propose:**

   - Facilitation of practice exchange, and practice development support, to enable providers to develop and implement **new service designs and workforce roles**, in collaboration with partner organisations as appropriate.
   
   - Programme of development work, conducted with IRISS (Institute for Research and Innovation in Social Services) on **commissioning for outcomes** in the context of SDS and personalisation.²
   
   - Support to providers to **adapt and redesign ‘back office’ systems** to be able to respond to both individuals and local authorities as commissioners/purchasers
     
     o Quarterly topic-based **seminars** underpinned by **online communities of practice**, focusing on:

     - Financial systems change (to include individual invoicing; customer service; bad debt recovery; etc)
     
     - HR and employment issues and solutions, to include employment contract development and other issues identified in University of Strathclyde/Workforce Unit research report³

     - Marketing: new models and systems⁴

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¹ Research to be conducted in accordance with cost-effective and positively evaluated research model developed by CCPS-hosted Workforce Unit

² CCPS is currently in discussion with IRISS about the detail of this programme: SDS team/Third Sector Division to be consulted as programme funders

³ **Personalisation and its implications for work and employment in the voluntary sector**, Cunningham I and Nickson D, Strathclyde Business School, University of Strathclyde 2010

⁴ Funding was secured by CCPS and the Workforce Unit from the Big Lottery **Investing in Ideas** programme in 2010, to carry out market research in this area and to look specifically at the development of a web based service comparator tool that individuals can search by local authority area to navigate the market, identify potential service providers and to compare the services they offer, based on how they can help individuals meet their own goals (outcomes) and what is included in the service rather than on simply the cost of an
o Online and published **briefings and information** to support the above

o Development of **toolkit(s)** to facilitate systems change as appropriate, and/or identification/adaptation of existing materials produced by external organisations

o Information, enquiry and directory service for providers seeking assistance/material relating to organisational and systems change for personalisation and SDS

- Facilitate information sharing and practice exchange in relation to SDS grant-funded projects run by providers

- Promote **cultural change among front line staff**, to develop skills in community capacity building and promoting independence and resilience in the people they support:

  o development of **online resources** through CCPS becoming Regional Lead Organisation for DotComUnity\(^5\) supplemented by series of local events (in collaboration with local provider groups, where they exist).

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hour’s input of service. A report of this work is now available and includes a number of recommendations for the CCPS programme of work on SDS and personalisation.

\(^5\) DotComUnity is a not for profit social enterprise providing a one stop online resource for people with a learning or physical disability their carers, families and circle of support. Since its UK launch on February 25\(^{th}\) 2010 DotComUnity has already become the UK’s number 1 disability directory with over 30,000 providers listed in 63,000 categories and with over 55,000 events already listed within the Calendar. Members can interact with the website and recommend new providers, add events and activities to the calendar, give feedback on the products and services they use and even submit news stories. Everything submitted to DotComUnity undergoes moderation before publishing guaranteeing the continued integrity of the platform. DotComUnity’s sustainability is guaranteed by the support and sponsorship of its Lead Organisations with 25% of all sponsorship raised being identified to specifically benefit the region in which it is raised. DotComUnity is FREE. Free to providers, free to users and free to members.

DotComUnity seeks to team up with a key organisation in Scotland, Northern Ireland, Wales and each of the 10 regions of England (Regional Lead Organisations – RLO’s). These organisations provide an existing network of staff, service users and supplier organisations through which to cascade awareness of, and access to DotComUnity as a tool to support their everyday work and transform lives. RLO’s also help DotComUnity to identify Local Lead Organisations (LLO’s) who are willing and able to support and sponsor DotComUnity and cascade awareness and access in each Local Authority area.
## DRAFT BUDGET FOR PERSONALISATION PROJECT
### 2011 - 2012

### Income
- **Scottish Govt SDS/TSD funding**: £100,000.00
- **CCPS contribution in cash/kind**: £20,000.00
- **WF Unit reserve drawdown**: £12,000.00

**TOTAL**: £132,000.00

### Expenditure
- **Personalisation project manager**: £40,000.00
- **10% (approx) of Director to oversee**: £7,000.00
- **20% of ICO/Admin posts**: £8,000.00
- **Rent/office costs/telephone etc**: £5,000.00
- **Event costs**: £15,000.00
- **Practice development incl consultancy**: £15,000.00
- **Travel & expenses**: £2,000.00
- **Printing, stationery, photocopying**: £6,500.00
- **Research (Univ Strathclyde project)**: £20,000.00
- **DotComUnity project**: £13,500.00

**TOTAL**: £132,000.00

**SURPLUS/(DEFICIT)**: £-

CCPS, March 2011