

Report to Adult Services Scrutiny Committee

Tuesday 25 October 2011

Carers Services

1.0 Objectives of the new Services

The Council and the Primary Care Trust have sought to recognise and respond to the increasingly important role carers and family members play in supporting vulnerable and older members of their families. With the ever increasing significance placed on carers along with a number of strategic changes in adult social care, including the Transforming Adult Services Programme the council took the decision last year to approach the delivery of services differently.

The Joint Carers Commissioning intentions (revised) 2010- 13 outlines how services were going to be delivered differently and the new strategic direction. This was developed in the context of the refreshed national strategy for carers “Recognised, valued and supported: next steps for the Carers Strategy 2010”

In summary the Carers Commissioning Intentions paper sought to deliver:

- Improved identification of carers to support them at an earlier stage
- Information and advice more easily available and to a high quality
- More flexible breaks and direct grants for carers
- A more comprehensive offer of support to all carers to support their health and wellbeing
- Improved support to carers in employment

2.0 Introduction

This report reports on the progress of the new services towards the objectives set out above.

In addition to the support offered to carers through the transformed adult social care services based in localities and community mental health teams the following services were developed and commissioned to deliver the above outcomes for carers that were otherwise not accessing services:

1. **Information and advice** is delivered by the Customer Services Team by specialist carers advisors (Carers Oxfordshire)
2. **Carers support service** (Carers Oxfordshire) is delivered through the contract with Age UK Oxfordshire and has the following service elements:
 - a) Face to face support for carers
 - b) Marketing to improve the identification of carers and support to carers in employment
 - c) Peer support for all carers
3. **Flexible breaks** are delivered through personal budgets and direct grant to carers

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4. **Community Services** are delivered through the Befriending Volunteer Service, Good neighbour Schemes and community development work with the black and ethnic minority development communities.
5. **Training** for carers through Caring with Confidence and Shared Services
6. **Support in an emergency** through Emergency Carers Support Service
7. **Involvement and participation** through the Carers Forum

Overall Progress in establishing services

The progress in establishing these services has been positive with Carers support services and the customer service centre successfully achieving all of the milestones

- **Milestone one** Successfully complete procurement of carer support services as agreed by cabinet
- **Milestone two** Successful TUPE transfer, recruitment and training and deployment of staff completed 31st August
- **Milestone three** Develop brand and marketing plan
- **Milestone four** Public launch of new service during Carers Week
- **Milestone five** Carer Support & Peer Support provided with increased response.

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Impact on Service Users and Carers

We can report the following activity and outcomes for the first 6 months from April 2011

Services responsible	Key indicators	Performance to date	Target pa	Comment
All Social and healthcare services	Cumulative number of carers Known to all services	12,240 carers identified (average 100 new carers added per month till September). 11,500 were known at April 2011.	18,600 known across the health and social care system: 13,200 if which are known to adult social care	<p>We aim over the next three years to know 45,000 carers. This will equate to 75% of all predicted carers in Oxfordshire (based on population predictions).</p> <p>Data protection rules do not presently allow us to share information on carers known to different organisations unless the carer agrees.</p> <p>The target of 18,600 is an estimate of people known across the system. The target of 13,200 is of carers known specifically to adult social care. This target has been set using the most recently available benchmarking data to take us to a position of being in the top quartile of all authorities within 3 years.</p>
Customer services centre Information and Advice	Carers Calls dealt with Web contacts 2000 PA	2000 calls handled by trained staff with a background in carers work TBC	3700	<p>The first monitoring reports of the services suggest that carers in 'hard to reach' groups and those who are in the early stages of their caring role are being identified and attracted to register with the service. The initial analysis of quarter two indicates increasing registration (above projected targets) and increasing awareness within hard to reach groups e.g. BME Carers, working carers.</p> <p>The monitoring of the website is being developed to better identify the type of visitor to the website</p>
Carers support service contract with Age UK 3 elements				
1. Face to Face Support for carers	Number of Carers supported	776 carers supported in their caring role	1500	With an average of about 4 hours per Carer
2. Marketing to	Calls made to	Over 2,000	3,700	Carer's week was the main focus with a "Say thank you to a carer"

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Services responsible	<u>Key indicators</u>	<u>Performance to date</u>	<u>Target pa</u>	Comment
improve identification	customer services centre	calls received and responded to	phone calls	campaign reaching out county wide through all media. The last quarter has focused on the NHS with displays now located in 10 acute hospitals and all 9 community hospitals. Distributed 30,000 leaflets Examples of Attendance at events include a stall at a supermarket in 2 days 140 carers identified themselves and a similar event for working carers at Unipart 50 identified themselves
3. Peers support	Identifying groups Number of Carers attending	Register of 90 groups maintained 220 carers attend groups, 5% are BME	300 carers 1 st year	An additional 11 groups have been set up in the first 2 quarters of the contract. The contract has a target to deliver 3000 carers supported by peer support in the third year of the contract
Flexible breaks through all services	Numbers of direct payments for carers breaks	503 payments to 488 people between April – Sept 2011. (606 people received payments in 2010/11)	840 in 2011/12	With the inclusion of PCT breaks in the available funding there continues to be an encouraging use of respite breaks by carers. The numbers accessing Respite breaks are continuing to improve (See Figure one)
Community Services	Low level prevention services supporting carers through local schemes			No specific targets have been agreed for the delivery of these services except for the volunteers befriending service This is currently offering over 60 carer's regular breaks across Oxfordshire. 20 Good Neighbours schemes also support carers
Training Confidence to Care	Number of carers attending	55	100	Jointly funded with the PCT delivering training to carers to support them in the caring role
Support in an emergency	Number registered	1211	TBC	The service is due to be fully promoted in the coming quarter. The procurement of a contractor to provide the on going support will be

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Services responsible	<u>Key indicators</u>	<u>Performance to date</u>	<u>Target pa</u>	Comment
				completed in the next two weeks. Registration is running at an average of 65 per month
Involvement and support cares forum	Carers involved in events including all consultations etc	447	10000 (target to be reviewed)	The Forum while running a valued training is restructuring itself and has not engaged with carers as was expected. 447 carers have been involved in a range of consultations since January. Plans are in place to establish a new health and well being panel. This is under discussion

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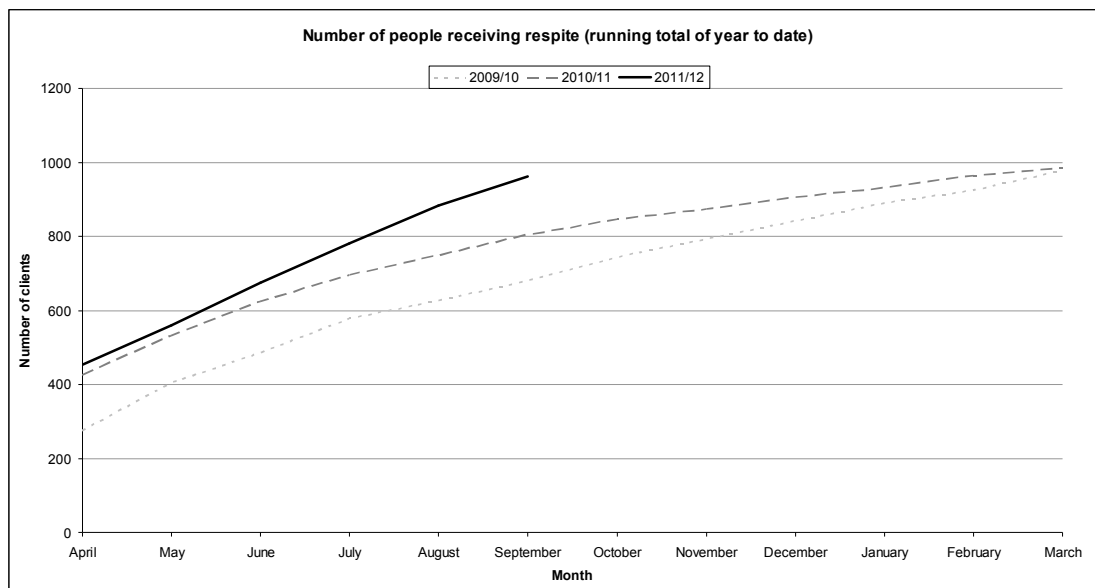


Table one Number of people receiving respite

Quality monitoring by Carers

In addition to the monitoring already within the contract the County Council's Taking Part team has launched a programme to enhance the monitoring of outcomes for service users and carers. Carers who have completed a training in citizen monitoring are now reviewing these services the first interviews of recipients of services will be throughout Autumn with a report due to the contracting officer February.

There are already examples where the new way of accessing carer support has made a positive impact on individual's lives as well as those of their carers.

For example a pilot event at a large supermarket in Didcot asked if shoppers 'Knew someone who was supporting someone at home' and identified 70 new carers in just a few hours. People indicated that they had not previously thought of themselves as carers and took leaflets and contact details with them. Several requested face to face support from the outreach worker to discuss issues in more detail. Many were signposted on to the Customer Service Centre. Building on this success a programme of outreach events at supermarkets to cover the whole county has been drawn up to identify new carers from both customers and supermarket employees. One man left and returned some time later with his friend who was so deeply relieved to find that help was available to him.

The recent Road Show at Unipart resulted in approximately 50 new carers identifying themselves and receiving timely information and advice and face to face support. Feedback from Unipart has been very positive and the event is being followed up with a monthly carer's surgery, a peer support group within Unipart, a 'Confidence 2 Care' programme and further road shows. All carers attending said that they had no idea that services and support were available to them: *'This has been a wonderful opportunity for me to find out about is available for carers, I had no idea where to start to look for help so was determined to come today'*. This model for

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working with carers in employment will be rolled out to other large employers in Oxfordshire – Oxford Brookes University and Oxford County Council is next in line.

In East Oxford, the following case study from a GP surgery is evidence of successful work in primary care settings:

'Mr S had been devotedly caring for his wife who was struggling with bad health and now needed to use a wheelchair all the time. Mr S was advised that his wife might be entitled to Attendance Allowance. Mr S applied on her behalf – it was a long and detailed form - and he was puzzled and depressed when the claim was turned down. He didn't know what to do next and mentioned it to his GP, who was concerned about the strain that Mr S was under and wanted to help.

Fortunately for Mr S , the surgery had recently invited a Carers Oxfordshire Outreach worker to run sessions at the surgery every month offering one to one advice and support to people looking after spouses or other relatives. So Dr P referred Mr S to the outreach worker who phoned the Benefits Agency to find out what the problem was and offered Mr S a further appointment at the surgery a few days later. Mr S was supported to write a letter to the Benefits Agency about the claim, to explain the situation more fully. Dr P agreed to write a letter of support. 2 weeks later, Mr S heard that his wife had been awarded Attendance Allowance, which she could use to pay for extra help, for a break or holiday, or to buy things that would make their lives a bit easier.'

Impact on Staff and Partners

The Carers Support Service and Customer Services Centre are working well together to develop services and ensure that carers receive high quality service in a timely and relevant manner and respond appropriately to carers contact. Having one point of access has made marketing more focussed and carers are increasingly confident in contacting the Customer Services Centre. It has also allowed the Carers Support Service to develop communication with carers through the quarterly newsletter, which not only carries Carers Support Service information, but information from a wide variety of carers support organisations throughout Oxfordshire. The Carers Support Service monthly email to over 300 professionals highlights carers services, opportunities, grants and other relevant information and advice.

Next steps

The attached marketing Plan sets out the significant steps that cares Oxfordshire will be undertaking to continue to improve developments for carers (Appendix one)

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Background Papers: (Appendix Carers Oxfordshire marketing plan)

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