

Design in Social Care

Part of the Care and Health
Improvement Programme

Foreword

We are committed to improving people's experiences of receiving care and health services, ensuring that these are produced with and designed around the needs of people who use them.

This programme will support councils and their local system partners (such as health, the voluntary and community sector and care providers) to work together with residents to address real challenges across care and health.

We are delighted to be offering this new programme to councils and will ensure that learning is disseminated across the sector.

Kate Allsop

Executive Elected Mayor of Mansfield and Deputy Chair, LGA Community and Wellbeing Board

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Context

The Design in Social Care Programme builds service design capabilities and offers practical support to councils, helping them to develop user-focused services across adult social care.

It forms part of the Care and Health Improvement Programme (CHIP) which provides support to councils in England for social care, integration and health and digital improvement, as well as supporting the Transforming Care programme for people with learning disabilities and/or autism. It is the sector-led improvement programme for care and health, co-produced and delivered by the Local Government Association (LGA) and the Association of Directors of Adult Social Services (ADASS) and funded by the Department of Health and Social Care.

There is a growing desire across care and health to develop more efficient and person-focused services that are fit for the modern age in which we live. However, the reality is that for many people, navigating or receiving support with care and health needs can be extremely complex with processes and services often designed around the needs of organisations – not the people who are using them.

Councils have worked hard to improve the way that services are delivered particularly in the run up to and implementation of the Care Act.

However, we often ask people to navigate complex directories of services to find local support, ask people to complete lengthy and bureaucratic online assessments that may tell them about their eligibility for care and take people through confusing processes. Often, decisions around people's own care or their family's and friend's are made at a time of crisis, and these complex processes can add to their stress and anxiety.

The services we provide to people should be based around their needs so that the advice we give, and the support that is provided, serves to assist people during what can often be difficult and traumatic times.

Through this support offer we want to help local councils to design better and care and health services – providing them and their partners with service design expertise and practical support.



The programme

The LGA and service design agency Snook have partnered to support councils to use design thinking, methods and tools to redesign adult social care services around three themes.

Service design is about working with people to deliver services. A growing number of public and private sector organisations are using this user-led approach to rethink how services are shaped and delivered.

Using this approach, the Design in Social Care programme will encourage teams to address an adult social care problem differently and ensure that solutions are both practical and user-focused.

The Design in Social Care programme is not solely about digital and technology. The programme will encourage councils to work with service users in identifying digital and/or non-digital solutions to the problem identified.

Between October 2018 and April 2019, nine councils will each receive over 40 hours of structured practical training and on-site support alongside an additional four hours of networking time with other councils on the programme.

In between sessions, councils will be expected to apply the learning in practice to their challenge and this will be supported by three on-site support visits.

This will be delivered in collaboration with the LGA's partner and service design experts, Snook.

As part of this programme, councils will be supported to:

- use design thinking, methods and tools to engage with users within their specified challenge and understand their needs, experiences and behaviours
- use these insights to narrow down and 'reframe' their problem statement
- consider how insights can be used to support co-creation and testing of solutions with users
- consider how solutions (digital and/or non-digital) might be delivered in practice.

Following completion of phase 2 and phase 4 of the programme, councils will be expected to report on their progress and findings to date.

Training will be delivered at LGA offices in London. Please note that we are unable to fund travel expenses for participants to attend these workshops.

LGA and Snook will also facilitate two webinars with councils on the programme to share their learning and findings with other interested councils around the country.



Programme timeline



How to apply

The programme supports multi-disciplinary teams actively involved in the development and delivery of care and health services.

It is designed for people who want to make sure that the care and health services they provide are based upon the needs and circumstances of those who use them.

Councils will be asked to submit an application form that outlines:

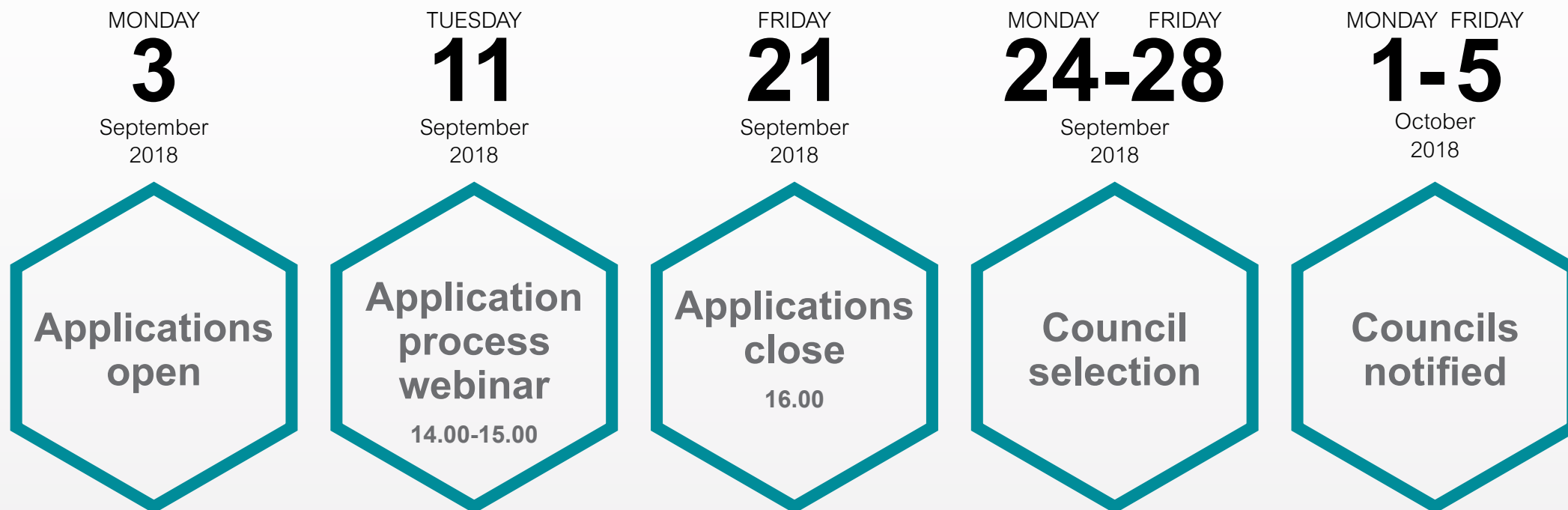
- the problem you're trying to solve and evidence of the problem
- how your specific problem or challenge links to the wider strategic aims of the organisation or local area
- how you think this programme will support you to address your specified challenge
- how you propose to measure how successfully the specified problem has been addressed
- your proposed team – of which 3-4 team members who will attend training and be available for on-site support visits (this will need to be led by the council but could include other public bodies or third sector organisations).

A webinar will take place during the application window to respond to any questions councils have on the programme or the application process.

Your application must demonstrate support from and be signed off by your director of adult social care.



Application timeline



Councils are asked to submit their application to socialcaredigital@local.gov.uk

The application, details about registering for the webinar and more information on the programme are available to download at www.local.gov.uk/disc

Please note that councils in receipt of funding through the LGA's Social Care Digital Innovation Programme (2018/19) will not be considered for this work. Councils that were funded through the 2017/18 Local Investment Programme are eligible to apply although priority will be given to councils not funded through this programme.

Adult social care themes

Councils intending to apply to the programme should align the problem they are looking to address to one of the following adult social care themes. Details on how to do this are provided in the application form.

Some examples of areas that might be considered within these themes are provided below to stimulate ideas but this is not an exhaustive list.

Theme 1

I have the information I need to help me stay independent within my home and community (prevention and early intervention)

Under this theme councils may wish to consider:

- access to adult social care through the front door
- people finding information, advice and checking eligibility for services through digital and non-digital channels
- preventative approaches encouraging links with community assets and resources.

Who should be involved?

Councils may wish to consider the role of the voluntary and community sector and informal carers under this theme.



Adult social care themes

Theme 1: Malcolm's story

Four years ago Malcolm had a stroke which was shortly followed by vascular dementia which has affected his thinking abilities.

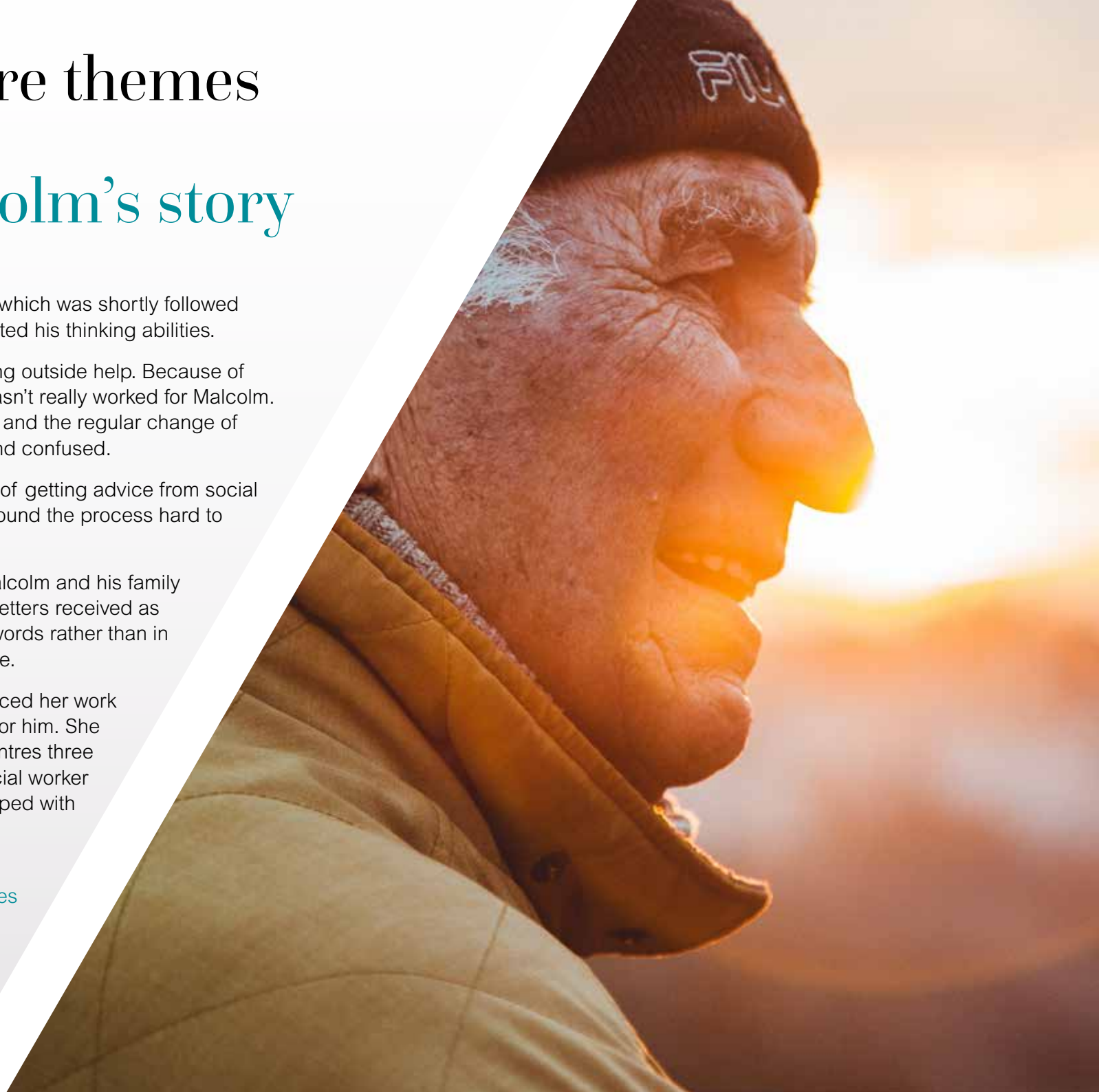
Malcolm has never been one for getting outside help. Because of his dementia outside carer support hasn't really worked for Malcolm. He struggles with the concept of time and the regular change of individual carers make him anxious and confused.

The family have found the experience of getting advice from social care slow and frustrating. They have found the process hard to follow with very little information.

Having had two assessments both Malcolm and his family have found it difficult to get clarity on letters received as the language used has been in their words rather than in the everyday language that people use.

Malcolm's daughter has recently reduced her work hours so as to provide more support for him. She is now able to take Malcolm to day centres three times a week – something that the social worker has helped them access. This has helped with Malcolm's wellbeing.

(Distilled case study from NHS Digital Social Care User Research – the names are not real names)



Adult social care themes

Theme 2

The people and organisations helping me are joined up around my needs (integrated care and/or hospital discharge)

Under this theme councils may wish to consider:

- how services work together to deliver an integrated care and health experience (such as people only having to tell their story once)
- how to support people to stay well in their own home or usual place of residence and out of hospital
- how people get care at a time of crisis and if needed, are admitted to and get home from hospital.

Who should be involved?

Councils may wish to consider the role of health partners and informal carers under this theme.



Adult social care themes

Theme 2: Mr and Mrs Singh's story

Mrs Singh lives with her husband at home. Mr Singh has dementia and recently stayed in hospital because of a chest infection, and he had reduced mobility.

Mr Singh was able to leave hospital and return home with the offer of home care, receiving 56 visits from paid care workers every month.

In one month, Mrs Singh said 42 different paid care workers visited her husband, many of who had not visited him before.

Mrs Singh said that this was very distressing for her husband because he got very confused by all the people. She also said it was stressful for her because she had to tell her husband's story multiple times.

Discussing this issue with the local leaders, they said that this situation was not uncommon.

(Distilled case study from CQC Beyond Barriers Report – the names are not real names)



Adult social care themes

Theme 3

The care I receive values me and enables me to do the things I want to do (long-term care and support)

Under this theme councils may wish to consider:

- strengths based approaches to care and support planning
- how care and support services are delivered at home
- how people can be supported to manage long-term care and support needs and regain independence.

Who should be involved?

Councils may wish to consider the role of care providers and informal carers under this theme.



Adult social care themes

Theme 3: Lucy's story

Lucy has a learning disability and spent eight years in hospital after being sectioned under the Mental Health Act. Lucy went through a stressful time in her life which was when things started to go wrong. She suffered from severe anxiety and epileptic seizures.

When Lucy was hospitalised her parents struggled to get her out and as a family they didn't know what to do or where to get help.

Eventually, after eight years Lucy came out of hospital and supported by the local commissioner and care provider planned what she wanted and needed from her life. They worked with Lucy's parents when Lucy was in hospital and supported her back into the community.

Lucy now lives in her own bungalow and she is supported by a team that she chose and who are trained in a way that works for her. Lucy's confidence has really grown – she is learning to travel independently and loves doing the things that we all take for granted.

(Distilled case study from LGA Green Paper – the names are not real names)



Shared commitments

In launching the programme, the LGA and Snook would like to demonstrate each other's commitments to the programme with successful councils.

We have developed a set of commitments that the LGA and Snook would like to sign with selected councils.

In your application you are welcome to propose amendments to these commitments as well as add new commitments that you would like to make to this programme.

If you are selected to join the programme we will sign and share this with you.

Our commitment to you:

- we will support and assist you in creatively addressing your specific adult social care problem statement
- this support will be provided through on-site support, practical workshops and facilitated opportunities to engage with other local areas on the programme
- we will continue to encourage you to continue to put people at the heart of your work
- we will promote the outcomes and learning from your work with the rest of the sector so that others can learn from your approach
- we will be honest with you – highlighting your successes and achievements as well as areas you may benefit from feedback on.

Your commitment to people needing care and support and also to us:

- we will work as a multi-disciplinary team (with other organisations if appropriate) in addressing our specific adult social care problem statement both during and outside of the support offered
- we will commit to putting service users at the heart of the work
- we will ensure that senior officers / elected members are engaged in the programme
- we will commit to engaging as a full team in the workshops and on-site support
- we will commit to share our learning with the rest of the sector
- we will be honest with you – highlighting what has worked well as well as opportunities to improve the tailoring of support to our needs.

Our partners

Snook's statement:

Snook are a design agency based in London and Glasgow. We are on a mission to make the world work better for people. We specialise in service design. That's because we are living in a world that is powered by services. We exist to inspire, educate, and build the capacity of organisations to build better services through conscious design.

We have been designing services with government for the past nine years. We've worked on services that have gone live for the likes of Glasgow City Council, Government Digital Service, and Cork County Council. We're also worked with care providers in England and Scotland including Care Information Scotland and Carr Gomm.

We use agile approaches and design methods to build the capacity of the organisations we work with to:

- make services function more efficiently – considering end-to-end interactions, and integrating digital as an integral part of a wider offline service
- make services more effective by improving the experience of those seeking, receiving, and delivering services.



As a Service Design Lead at Snook, **Emma** fuses logic with creativity. She specialises in complex services, balancing the needs of users with the requirements of an organisation to improve people's lives in real world contexts.

With a strong background in brand strategy and graphic design Emma has the ability to apply strategic thinking while also getting stuck into the all important details of a service. Emma is currently working with Hackney Council to develop a digital planning service for planning applications.



Rachel is a service designer at Snook. Prior to joining, Rachel worked as a Lead Service designer at Waltham Forest Council. As part one of the first local authorities in London to hire a team of internal service designers she championed a user-centred approach to designing and delivering public services.

Rachel led the design of a new support offer for unpaid carers in the borough, facilitating a 'discovery' research phase to uncover the main issues and challenges carers were facing and how well the local landscape of support met their needs. Through co-designing a number of 'quick wins' as well as longer-term solutions they felt would improve their day-to-day lives, carers felt empowered and listened to. Key ideas and services delivered included a budding platform and focused on encouraging independence, resilience and emotional well-being which would allow carers to keep caring for longer.



Marie is an experienced print and graphic designer. Her designs are a great addition to both research and delivery stages in projects. In research, designs she create assist in facilitation of sessions and contribute to making participants feel more comfortable when talking about emotional topics.

Marie has assisted in delivering and facilitating workshops with NHS Greater Glasgow & Clyde, Tech Data, NHS Ayrshire & Arran, working on topics including health and social care, mental well-being, smart cities and data.



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