

Croydon Council

For General Release

REPORT TO:	ADULT SOCIAL SERVICES REVIEW PANEL 4 February 2014
AGENDA ITEM:	7
SUBJECT:	CARERS STRATEGY IMPLEMENTATION: UPDATE ON CARERS STRATEGY 2011-2016
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CABINET MEMBER:	CLLR MARGARET MEAD, CABINET MEMBER (DASHH) CLLR TIM POLLARD, DEPUTY LEADER (COMMUNICATION) AND CABINET MEMBER (CFL)
WARDS:	ALL

CORPORATE PRIORITY/POLICY CONTEXT:

The Croydon Carers' Strategy 2011-16
(<http://intranet.croydon.net/dash/Carers/carers.asp>)
contributes to Croydon Council's vision of:

An Enterprising City

- Encourage carers to get involved with setting up social enterprises such as support and caring organisations
- Work together with private, voluntary and community sectors to drive new schemes forward and ensure carers are included and their opportunities are maximized for the benefit of the community

A Learning City

- Give children the best possible start in life through early intervention
- Provide the help and support needed so young children, especially those who are vulnerable, are supported to maintain or improve their wellbeing, including physical, social and emotional development
- Learning throughout life – infusing a culture of life long learning for all

A Caring City

- Different neighbourhoods with a distinct identity and responsive mix of services and facilities that meet local needs
- Support carers to lead independent, healthy, productive lives, active and social lives

- Encourage high levels of community involvement and enable carers to become involved
- Empower and motivate carers to get involved in shaping what happens locally and manage their local public spaces and community facilities
- Give everyone including carers the opportunities to influence local decision-making
- Give vulnerable people support and opportunities to develop and contribute to society

FINANCIAL IMPACT

- There are no further financial implications associated with this update report. Carers are estimated to save the Council and local health services £541 million a year.

FORWARD PLAN KEY DECISION REFERENCE NO: This is not a key decision

1. RECOMMENDATIONS

That the Adult Social Services Review Panel notes the progress made on the development of the services for Carers as part of the Croydon Carers Strategy 2011-16: The Next Steps for Carers in Croydon

2. EXECUTIVE SUMMARY

- 2.1. The Carers' Strategy (2011-2016) is aligned with the Government's 2011 refresh of the National Carers' Strategy, '*Recognised, Valued and Supported: next steps for the Carers Strategy*'. This document highlights the value of investing in carers, who provide an essential range of support that would otherwise need to be undertaken by the local health and social care economy
- 2.2. The Croydon Carers' Strategy was the subject of consultation with all known stakeholders and their responses were incorporated into it.
- 2.3. The Strategy is being used to implement commissioning plans for carers' services, including the development of the Carers' Hub - services which are preventative, personalized, cost effective and targeted to meet carers' needs directly.

3. DEVELOPMENT OF THE CARERS STRATEGY

- 3.1. Implementation of the Strategy, which received Cabinet approval in October 2011, is ongoing. Progress is highlighted below.
- 3.2. A range of preventative and early intervention carers' services were commissioned from 1st July 2012 as part of the Carers Support Network Commissioning Programme 2012-15 using the 'hub and spoke' service delivery model.

- 3.3 One of the key aims of the Carers Strategy was to develop a new Carers Support Centre for Croydon. Much has achieved in this area thanks to the significant investment by the Whitgift Foundation as part of a partnership venture between the Council and the voluntary sector. The Centre (24/26 George Street in Central Croydon) was officially opened on 7th October 2013. The Centre is now flourishing as the 'go to' point for information and other carers' services including a signposting service to more specialist carers' services.
- 3.4. All approved providers are now part of this new model called the 'Carers' Support Network, Croydon'. Good progress has been made in terms of developing a 'one service' approach such as a logo/brand for the Carers' Support Network and the Carers Support Centre and the development of the carers register. A *'How to guide for carers'* is now near to completion.
- 3.5. As a single point of access for carers, the building has 13 offices and spreads over three floors. The ground floor is opened up as a reception, meeting space for carers and confidential meeting rooms. There is a training room which can facilitate up to 30 people and Croydon's Healthwatch service also rents office space there. The building has been refurbished and is now fully functional for service delivery.
- 3.6 The Carers' Support Network provision has put in place early intervention and preventative services such as access to information, advice, advocacy and support (single contact centre, support groups, peer networks, counselling - either 121 or by telephone, training), befriending and short break services. The provision includes culturally appropriate respite and breaks service for Black, Ethnic Minority communities and offers office and home-based services.
- 3.7. Ongoing progress continues around safeguarding, young carers, carers partnership group meetings, more respite services for carers and preparing for the new provisions for carers under the Care Bill.
- 3.8 Training sessions for carers, delivered by the Foundation continue to be popular with carers with on average 9 sessions organized per quarter. Sessions are now held at the Carers' Support Centre. Training topics include first aid for carers of a child with special need or disability, caring for an adult with a substance misuse /addiction, speaking up on someone's behalf, caring for people with Alzheimer's and Dementia and understanding and acknowledging carer stress. The carers attending the training often meet other carers and form peer networks in some instances. The online carers' awareness programme commissioned by the Council for professionals has been opened up to all Carers Support Centre staff.
- 3.9 Providers within the Carers' Support Network, and outside, are making referrals of new carers, subject to consent, to the new carers register. The register is led and managed by the Carers' Support Centre where carers receive free membership to the Centre, a free carers' discount card offering discounts to a few local shops and leisure facilities, regular *Carers News*, bulletins and other useful information including invitations to carers' events.

- 3.10 In total, the Carers Support Centre has recorded 3,654 carers on the carers register. These numbers change periodically as a result of changes in the caring role. The carers register closely correlates with Croydon's census data. Through the carers register, we are able to be more efficient in terms of disseminating carers' information to all known carers.
- 3.11 The Carers Café (on the second floor) is now in full swing. It operates on a weekly basis from 11 am to 1pm every week.
- 3.12 Further developmental plans are listed below:
- Job Centre Plus have agreed to deliver back to work advice sessions to former carers and carers who wish to work
 - Council's welfare benefits section will be offering welfare benefits briefings to carers support officers and monthly advice surgery to carers
 - Monitoring referrals received from statutory services in order to see how we can further integrate services and improve referral rates
 - Continue to develop a strong brand for the Carers Support Centre – the Foundation have completed work on branding and near completed the work on the Carers Support Centre website
 - Continue to develop the Carers Support Centre website to include a wide range of information including having an electronic referrals form and having links such as free health apps e.g. NHS Direct's mobile app that lets you access trusted and reliable healthcare advice from wherever you are, straight to your smartphone
 - Closer joint working relationship between Council's Contact Centre and the Carers Support Centre's Single Contact Centre
 - Extending the Carers Support Centre carers training programme to include pressure sores
 - Integrating public health and health services with the Carers Support Centre. This will be done through delivering joint training at the Carers Support Centre and organising medicine management surgeries. Plans for this have now been agreed. In addition the Centre will be offering diabetes checks via Diabetes UK
 - Revisiting the feasibility of delivering health and wellbeing checks via Public Health – a meeting has already been arranged to take this forward
 - Assessing the feasibility, subject to approval, of developing the Carers Register further so that it could also be recognised as carers receiving carers assessments

4. CONSULTATION

- 4.1 The process of updating the strategy and hence the strategy's action plan began in December 2010. This has been through engagement with relevant stakeholders listed below and whose views largely shaped the strategy. Engagement was by organising and attending relevant consultation meetings as well as receiving feedback from carers directly and indirectly

from service providers:

- The Carers Partnership Group
- Carers
- Care management team – health and social care
- Commissioners – health and social care
- Equalities Minority Communities Advisory Group (EQUA Group)
- Departmental Management Teams
- Corporate Management Team
- GP Consortia
- Service providers from voluntary sector and statutory sector

5. FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

- 5.1** This is an update report and there are no new revenue or capital implications. Implementation of the strategy will enable the Council to continue to meet its duty to assist carers to carry on caring and to secure better health and quality of life for themselves.

5.3. Risks

This is a demand-led service and officers will ensure adherence to criteria for eligibility of services and will monitor expenditure on a monthly basis. The service commissioned through this strategy will seek to contain the growth in demand in particular by changing the way the funding is committed.

5.4. Options

The Council continues to look for a mixed funding stream to support carers. At this point no other options are under consideration.

5.5. Future savings/efficiencies

Efficiencies have already been agreed and there is nothing new to add.

6. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER

- 6.1. None for the purposes of this report.

7. HUMAN RESOURCES IMPACT

- 7.1 None for the purposes of this report.

8. EQUALITIES IMPACT

- 8.1 An equalities impact assessment was been completed as part of the

development of the strategy and hence action plan.

9. ENVIRONMENTAL IMPACT

N/A

10. CRIME AND DISORDER REDUCTION IMPACT

N/A.

11. HUMAN RIGHTS IMPACT

- 11.1. Adoption of the strategy is supporting the Council in its delivery of the Convention Rights and particularly, insofar as the Strategy will help ensure the needs of carers and the cared for are met in their own homes and environments, Article 8 – the right to respect for private and family life.

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