

“Your life, your choice”
Personalisation in Bradford

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The Bradford Approach

- Biggest reform to happen to Adult Social Care
- Led by a Dedicated Programme Team within Adult Services
- Work on five key areas to bring about changes

Five Key Areas of Work

- Customer Journey
- Commissioning
- People & Skills
- Communication
- Finance & Back office

Customer Journey

- Advice & information at initial contact
- Self directed assessment
- Promoting independence and recovery (Re-ablement)
- Calculate Individual Account
- Support Planning
- Organising Support

Brokerage & Support Planning

What do we mean by this?

Who might provide it?

- Individual and Family
- Community/User Led organisations
- Independent broker
- Paid support – statutory and independent

Personalisation in Practice

- A brief account of a case study

Commissioning work-stream

- Draft a Market Development Strategy
- Develop an accreditation process
- Information, software and web-based tools
- Contractual arrangements
- Agree model for Brokerage and support planning arrangements
- Work with the Voluntary and Community Sector (VCS)

Work with the VCS

- To work with the sector and business / social enterprise support to enable VCSOs to develop in response to the personalisation agenda
- Collaborative approach, partnership
- *Process* of engagement with the sector
- Recognition of the many different roles of the sector – and the many opportunities

Innovation and variety in the VCS

- Organisations providing quality assured social care, housing related support, sheltered / extra care
- Information, advice, advocacy, support planning
- Early intervention and preventative services
- Voluntary self help health organisations
- Small voluntary universal / interest groups
- VCS infrastructure, community centres, training, engagement

It's more than individual budgets!

- Ongoing engagement with different types of voluntary organisations
- Identification of support resources
- Development of models – ways of getting involved
- Grant funded VCS services and support to deliver positive outcomes

