The Personalisation of Adult Social Care in Rural Areas

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Source
www.cyburbia.org/forums/showthread.php?t=15355
Introduction

• What is rural?
• What is personalisation?
• Personal budgets
• Rural implications of personalisation (research)
• Implementation and other emerging issues
• Conclusions
Rural issue: demand

• Similar needs across urban and rural
• Increase in population – ‘Counter urbanisation’
• Distance from family and social networks
• Closer communities?
• Rural poverty – complexity

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Rural issues - supply

• Access to health and social care services
• Transport
• Availability of universal services
• Availability of specialist services
• Workforce constraints
• Increased costs?

(See Manthorpe et al 2008, Manthorpe and Livsey 2009 amongst others)

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What is personalisation?

*Personalisation is the process by which services are tailored to the needs and preferences of citizens. The overall vision is that the state should empower citizens to shape their own lives and the services they receive.*

Building on Progress: Public Services (Cabinet Office 2007) p33

*A strategic shift towards early intervention and prevention, the cornerstone of public services. In social care, this means every person across the spectrum of need, having choice and control over the shape of his or her support, in the most appropriate setting.*

Local Authority Circular : LAC (DH) (2008) 1: Transforming Social Care, p2
What does this mean?

- Local authority leading social care in partnership with NHS and others
- Agreed and shared outcomes
- System wide transformation developed and owned by local partners
- Transformation grants
- Increasing numbers on personal budgets
- However little focus on the implications for rural areas
New directions?

• We will break down barriers between health and social care funding to incentivise preventative action.
• We will extend the greater roll-out of personal budgets to give people and their carers more control and purchasing power.
• We will use direct payments to carers and better community-based provision to improve access to respite care.
• We will reform Access to Work, so disabled people can apply for jobs with funding already secured for any adaptations and equipment they will need.
Critiques of personalisation

• Over individualistic at the expense of collective provision and development (Ferguson 2007 Newman et al.2008)
• Ignores impact of cultural responses to disability and difference (Burton and Kagan 2006)
• Potentially increases in inequality
• Does not fully reflect public nature of choice
• Ignores importance of power relationships (Clarke et al 2007)
Personal Budgets

• Transparency over the amount of resource available for social (and possibly health) care
• Resources allocated in relation to need
• Varieties of ways of managing money
• More outcome focused use of resources
Rural implications of personalisation

• Individual Budgets piloted 13 areas
• A set of interviews with key stakeholders
  – Local authority IB leads
  – Community groups of/for older people
  – For and not for profit providers of services
• Funded by the Commission for Rural Communities
Possible benefits

• More choice
• More social inclusion
• More flexibility
• More variety
• More appropriate (and local?) carers
Benefits and problems

‘May help to foster stronger community links or to maintain these. For example, Mrs B has had help in the past from the girl down the road, a mum at home looking after her children, Mrs B is now able to chose and pay her on a regular basis, which would benefit both of them’
Mental health worker

‘I hope that people will be able to buy more care, buy more support, buy quality care but it will be dependent on the availability of staff in the locality’
Older persons peer group coordinator

‘On the other hand, if people are buying in 'unregulated' care, how is this going to be monitored and could this leave people more open to abuse?’
Mental health worker
Obstacles

• Increased risk?
• Increased costs
  – Individualised services
  – Usual rural issues (e.g. transport)
• Continuation of mainstream services
• What happens to those not wishing to take up IBs
• Availability of services and workers in rural areas

Source CRC research interviews
Implementation issues

• Good contingency planning
• Focus on monitoring
• Paying for transport costs and staff time
• Information and advice about advocacy schemes, practical services and charges
• Careful preparation to support people to engage in the new support planning processes
• Workforce development

Source CRC research interviews
Emerging issues

• Developing different ways of managing personal budgets
• Supporting people through the process
• New roles for social workers
• New roles for community groups
• Market development
• Balancing choice and risk
• Balancing individualism and society’s interest in maintaining service infrastructures

IB leads and interviews with stakeholders
Conclusion

**Personalisation**
- Increased control
- Potentially better outcomes
- Older people less likely to realise benefits
- Concerns about risk
- Cuts?

**Rural personalisation**
- Particular role for community
- Confidentiality
- Potential for localised services
- Dilemma over individual rural funding and equity
- Cuts?

**Rural**
- Difficulties of recruiting staff
- Increased costs
- Transport issues
- Variability of rural areas
- Cuts?
Thank you....

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