

## READING BOROUGH COUNCIL

### REPORT BY EXECUTIVE DIRECTOR OF SOCIAL CARE AND HEALTH

TO:	ADULT SOCIAL CARE, CHILDREN'S SERVICES AND EDUCATION COMMITTEE		
DATE:	30 MARCH 2021	AGENDA ITEM:	12
TITLE:	SHARED LIVES EXPANSION UPDATE		
LEAD COUNCILLOR:	COUNCILLOR JONES	PORTFOLIO:	ADULT SOCIAL CARE
SERVICE:	ADULT CARE AND HEALTH	WARDS:	BOROUGHWIDE
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#### 1.0 PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 The purpose of the report is to provide an update on the expansion of the Shared Lives scheme to support older people (65+), including a marketing plan and vision.
- 1.2 Shared Lives is a national scheme, created as an alternative to care homes or short but frequent care visits. The scheme matches someone who needs care with an approved Shared Lives carer. The carer is paid to open up their home, shares their family and community life, and gives care and support to the person with care needs.
- 1.3 In Reading, the Scheme currently primarily supports those with Learning Disabilities, but is planned to expand support to Older People also, either through full-time, day support, or respite placements. This report explains the reasons for expanding the scheme to support older people, primarily as cost-avoidance and to provide a preferable service to members of the public than traditional alternatives.
- 1.4 The expansion requires recruitment of extra carers to provide this care; a recruitment and marketing campaign was undertaken back in July 2019 which has included marketing on social media, in print and on both the radio and television news. The most significant marketing exercise was advertisements placed on the backs of Reading Buses.
- 1.5 The expansion aligns with the strategic direction of travel outlined in the Adult Social Care Transformation Strategy, to provide sustainable forms of care to benefit residents of Reading
- 1.6 An Equality Impact Assessment has been completed. Appendix 1

## **2.0 RECOMMENDED ACTION**

### **2.1 To note the Shared Lives Plan and continued planned expansion of the Shared Lives scheme to support Older People**

## **3.0 POLICY CONTEXT**

3.1 The expansion of the Shared Lives scheme has been successfully rolled out across the country and is driven by national best practice. In line with the Care Act 2014 the Shared Lives scheme has demonstrable benefits in terms of prevention, meeting people's outcomes and supporting independence in the community.

3.2 More locally, the expansion of the Shared Lives scheme aligns with the Adult Social Care vision for Provider Services which supports an independence model based in the community first and foremost. In addition, the expansion of the scheme seeks to deliver the Council's values within the corporate plan; particularly safeguarding and protecting people who are most vulnerable and aligns with the Adult's Transformation strategy to provide financially sustainable forms of care.

## **4.0 THE PROPOSAL**

### **4.1 Current Statistics**

4.1.1 56% of Adult Social Care service users are aged 65 and above<sup>1</sup>. According to the 2011 census, 16% of the total population of Reading was aged over 60 (24,200 people).

4.1.2 Older people equate for 38% of Adult Social Care spend, with Learning Disabilities representing 32%; Mental Health services make up 7% and 'other' services provide the remaining 23% of spend<sup>2</sup>

4.1.3 In 2017 8,199 people aged 65 and over living in the borough were estimated to be unable to manage at least one or two domestic tasks on their own, with this figure estimated to increase to around 9,762 by 2025<sup>3</sup>.

### **4.2 Benefits of the Scheme**

4.2.1 Shared Lives consistently outperforms all other forms of regulated care in CQC inspections, at 96% of schemes rated good or excellent<sup>4</sup>.

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<sup>1</sup> Snapshot of service user demographics 10/10/18 from Performance and Data team

<sup>2</sup> Reading Borough Council Adult Social Care Market Position Statement 2016-2019 - 'Resource and Demand Profile'

<sup>3</sup> <http://www.poppi.org.uk/index.php?pageNo=329&areaID=8640&loc=8640> accessed February 2019

<sup>4</sup> <https://sharedlivesplus.org.uk/news/item/593-shared-lives-carers-and-schemes-top-the-ratings-of-care-in-england-again>

- 4.2.2 “Shared Lives enables people to live life to the full in their community, without having to live alone or in a care home”<sup>5</sup>
- 4.2.3 For older people, “a key benefit of the Shared Lives model is that the same Shared Lives carer can provide day care and respite when needed, which leads to reduced confusion caused by multiple environments for different forms of care”<sup>6</sup>.
- 4.2.4 Expanding the Scheme to older people will enable people to live more independently for longer, with lasting benefits such as - reduced isolation, reduced hospital admissions and reduced admission into residential or institutionalised care.
- 4.3 Financial Benefits**
- 4.3.1 The average annual cost of a Shared Lives placement including care and rent in Reading is £15,700; this is comparable to an average residential placement which averages at £28,000. This comparison assumes a like-for-like placement with equivalent needs; however, all placements are different with unique needs and care plans.
- 4.3.2 Shared Lives also offers day support. A day session of 4-6 hours costs £49.80; this is comparable to a day session for older people provided by in-house day services at £51.78 per day.
- 4.3.3 In 2018 a revised charging proposal and agreement was drafted for the Shared Lives scheme in Reading to expand its support to other Local Authorities. The proposal was not formally agreed, therefore, will be revisited as there remains potential to increase income from other Local Authorities. We currently have an agreement with Wokingham Borough Council to support up to ten service users on their behalf.
- 4.4 Marketing Campaign - March 2019**
- 4.4.1 The first stage of our marketing campaign was to raise the profile and awareness of the scheme across Reading and to recruit more carers. We urgently need local carers to support and care for older people with care and support needs in Reading.
- 4.4.2 At the start of the Marketing Campaign, the Reading Shared Lives scheme supported 43 service users primarily with learning disabilities, and 37 carers over 23 households. However, since this time these numbers have reduced to 33 service users and 30 carers over 21 households. Several carers have recently retired, some have had their approval as carers withdrawn. Therefore, the service is looking to recruit new carers generally as well as to expand the service to focus on supporting older people.

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<sup>5</sup> <https://sharedlivesplus.org.uk/images/publications/Family/SL-FAMILY-6.pdf> accessed October 2018

<sup>6</sup> Shared Lives Plus ‘An independent review of Shared Lives for older people and people living with dementia’

- 4.4.3 The marketing has been focused around the use of Reading Buses to advertise the service; adverts (appendix 2) were posted on the back of 19 buses throughout the month of March 2019 to promote the scheme and attract members of the public to attend a recruitment information event on 1<sup>st</sup> April 2019.
- 4.4.4 Social media platforms were also utilised; accounts on Facebook and Twitter were set up exclusively for Shared Lives and these were used to advertise the scheme and attract visitors to the information event. Further, ITV Meridian News and BBC Radio Berkshire covered a case study to promote the scheme. This was aired on BBC Radio Berkshire on 21<sup>st</sup> March 2019. Shared Lives specific Facebook and Twitter accounts have now been deactivated but the scheme continue to advertise via RBC's Facebook and Twitter accounts.
- 4.4.5 Printed publicity materials have been distributed to strategic locations throughout the borough, including doctors' surgeries, places of worship and schools. Marketing materials have also been sent electronically to the local police station to advertise to other public sector employees and have been placed in the Reading Voluntary Action newsletter.

## **4.5 Recruitment**

- 4.5.1 A Shared Lives officer has been recruited and joined the existing team on 1<sup>st</sup> April 2019 to support the expansion of the scheme. The officer was recruited to assist the team with ongoing marketing efforts to increase referrals to the Scheme and focus on expansion to support Older People, and support with the recruitment of carers with risk assessments, registration and the matching process.
- 4.5.2 The Shared Lives Team have done a considerable amount of promotional work over the last 2 years but, due to the COVID19 Pandemic some potential carers have withdrawn their interest due to other work commitments i.e. working in other care settings - once the fallout of COVID19 starts to settle the team will revisit these carers. The team have continued to promote the service online via social media platforms, RBC websites, Jobs go Public etc.
- 4.5.3 Shared Lives Plus have developed a successful model to recruit and assess carers - they aim to have the portal available to all Shared Lives Scheme from 21<sup>st</sup> March - the Reading Scheme will include this model as part of their recruitment plan.

## **5.0 CONTRIBUTION TO STRATEGIC AIMS**

- 5.1 The purpose of this section is to ensure that proposals contained in reports are in line with the overall direction of the Council by meeting at least one of the Corporate Plan priorities below:
1. Securing the economic success of Reading and provision of job opportunities - the scheme meets this aim by providing jobs to carers in Reading

2. Ensuring access to decent housing to meet local needs - the scheme meets this aim by providing housing through full-time carers welcoming adults who need support in Reading to live with them.
3. To protect and enhance the lives of those adults and children who will need support - the scheme meets this aim by placing adults with carers who safeguard the adults and help them to live more independently; in many cases, adults on the scheme gain skills which they would otherwise have missed such as cooking or going to the shops on their own.
4. Ensuring that there are good education, leisure and cultural opportunities for people in Reading - the scheme meets this aim by ensuring that carers involve service users in community life. Often, carers take service users with them to activities such as attending church, attending a social club or attending the gym
5. Ensuring the Council is fit for the future - the expansion of the scheme meets this aim by offering a wider variety of placements for adults with care and support in Reading. As stated above, the use of Shared Lives as opposed to other more traditional forms of care has the potential to save money which in turn will ensure the Council can provide sustainable services.

## **6.0 COMMUNITY ENGAGEMENT AND INFORMATION**

- 6.1 Section 138 of the Local Government and Public Involvement in Health Act 2007 places a duty on local authorities to involve local representatives when carrying out "any of its functions" by providing information, consulting or "involving in another way".
- 6.2 An informal engagement was undertaken with existing Shared Lives carers in February 2019 discuss the service provided by Shared Lives and the expansion of the scheme to support older people. All carers supported the expansion of the scheme to support those adults with care and support needs, in addition to those with learning disabilities.

## **7.0 EQUALITY IMPACT ASSESSMENT**

- 7.1 Under the Equality Act 2010, Section 149, an Equality Impact Assessment has been drafted (appendix 1) and due consideration has been given to promote equality, diversity and human rights through this project and will be updated throughout the expansion of the Scheme.
- 7.2 The service supports adults with learning disabilities and will be expanded to support older people. Adults with learning disabilities will continue to be supported, and as the number of carers increase, more service users with learning disabilities will be offered placements where eligible.

## **8.0 LEGAL IMPLICATIONS**

- 8.1 None at this stage

## **9.0 FINANCIAL IMPLICATIONS**

- 9.1 £30.000 was secured through the Transformation Project to support the recruitment of an additional Shared Lives officer and the initial marketing campaign. The post provides additional capacity amongst the Shared Lives team to recruit and support an additional 15 placements. The Marketing campaign to recruit new Carers was carried out throughout March 2019 and the Shared Lives Team continues to promote the scheme through RBC's social media platforms.

The team were on track to deliver an additional 4 placements by April 2020, with potential cost avoidance of at least £6,726.48. However, due COVID19 Pandemic this has not been achieved in this financial year. We have used this person to support the service during COVID due several difficulties in supporting Carers during a very challenging time. Three of the additional prospective carers withdrew at the time of the initial lockdown for a number of reasons. Contact is being made post lockdown to pursue the discussions.

- 9.2 It is important to note that the marketing and recruitment process is a slow-burning campaign. Becoming a Shared Lives Carer is a huge commitment and something which people will mull over for some time before committing to themselves. The recruitment process then takes up to five months, therefore, not seeing the benefits until at least 12 months.

## **10.0 BACKGROUND PAPERS**

Appendix 1: Equality Impact Assessment

## Appendix 1: Equality Impact Assessment

### Provide basic details

**Name of proposal/activity/policy to be assessed: Shared Lives Scheme**

**Directorate:** Adult Care & Health Services

**Service:** Adult Care and Health Service

**Name:** Amelia Johnson

**Job Title:** National Management Trainee

**Date of assessment:** 22/03/19

### Scope your proposal

**What is the aim of your policy or new service/what changes are you proposing?**

We are proposing to expand the Shared Lives service to support older people, in addition to those with learning disabilities and some service users with mental health who are currently supported by the service.

**Who will benefit from this proposal and how?**

The expansion of the scheme will provide more carers to support Older People (over 65) in Reading; these adults will meet the eligibility criteria and be supported to maintain independence and reduce isolation; this has long-term benefits for health and reduces the dependence on traditional forms of care such as residential placements.

Furthermore, additional carers recruited by the scheme will be able to further support service users with learning disabilities and mental ill health.

**What outcomes does the change aim to achieve and for whom?**

The change aims to provide a more inclusive service to support a wider variety of vulnerable adults in Reading by supporting another of our main service user groups. The change will provide a service to older people which isn't currently a care option.

**Who are the main stakeholders and what do they want?**

The expansion aligns with the Adult Social Care vision for Provider Services which supports an independence model based in the community first and foremost. The expansion of the scheme has been agreed as a corporate priority due to cost avoidance benefits and additional care provision for vulnerable adults in Reading.

**Assess whether an EqlA is Relevant**

How does your proposal relate to eliminating discrimination; promoting equality of opportunity; promoting good community relations?

Do you have evidence or reason to believe that some (racial, disability, gender, sexuality, age and religious belief) groups may be affected differently than others? (Think about your monitoring information, research, national data/reports etc.)

No

Is there already public concern about potentially discriminatory practices/impact or could there be? Think about your complaints, consultation, and feedback.

No

If the answer is **Yes** to any of the above you need to do an Equality Impact Assessment.

If No you **MUST** complete this statement

An Equality Impact Assessment is not relevant because:

The expansion of the service provides additional support and care to vulnerable adults in Reading. The service currently supports adults primarily with learning disabilities and some adults with mental ill health. The expansion will support an additional group of adults, whilst maintaining the current provision with the potential to add to this provision.

Referrals to the Shared Lives service are made on a care need basis and are indiscriminate of race, gender, sexuality and religious belief. The service is only eligible for vulnerable adults, which includes those with disabilities and older people requiring support. The expansion will focus on recruitment of carers who are willing to support older people, but referrals will be accepted for all client groups and therefore age will not be a discriminatory factor.

Bharti Meisuria

Date 19th<sup>th</sup> Feb 2021

Melissa Wise

Date 1<sup>st</sup> March 2021

