

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ADULT CARE AND HEALTH SERVICES

TO:	ADULT SOCIAL CARE, CHILDREN'S SERVICES AND EDUCATION COMMITTEE		
DATE:	4 APRIL 2019	AGENDA ITEM:	9
TITLE:	SHARED LIVES EXPANSION UPDATE		
LEAD COUNCILLOR:	COUNCILLOR JONES	PORTFOLIO:	ADULT SOCIAL CARE
SERVICE:	ADULT CARE AND HEALTH	WARDS:	BOROUGHWIDE
LEAD OFFICER:	MELISSA WISE	TEL:	74945
JOB TITLE:	ASSISTANT DIRECTOR OF TRANSFORMATION AND PERFORMANCE	E-MAIL:	Melissa.wise@reading.gov.uk

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 being expanded to support Older People also, either through full-time, part time, or respite placements. This report explains the reasons for expanding the scheme to support older people, primarily to provide a preferable service to members of the public than traditional alternatives in a cost effective way.
- 1.4 The expansion requires recruitment of extra carers to provide this care; a recruitment and marketing campaign has been undertaken 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 *Appendices*
- *Appendix 1: Equality impact assessment*
 - *Appendix 2: Bus advert*

2.0 RECOMMENDED ACTION

2.1 That the expansion of Shared Lives scheme to support Older People be noted.

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 Of 3096 service users in Adult Social Care, 56% are aged 65 and above¹. 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 spend² (see Appendix 1).

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 2025³.

4.2 Benefits of the scheme

4.2.1 Shared Lives consistently outperforms all other forms of regulated care in Care Quality Commission inspections, at 96% of schemes rated good or excellent⁴.

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"⁵

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"⁶.

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

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

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

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

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

⁶ Shared Lives Plus 'An independent review of Shared Lives for older people and people living with dementia'

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 cost of a Shared Lives placement including care and rent in Reading is £15,700 per year; this is comparable to an average residential placement which averages at £28,000 per year. This comparison assumes a like-for-like placement with equivalent needs; however, all placements are different with unique needs and care plans. The expansion of the scheme so far has involved the recruitment of 1 extra Shared Lives officer to facilitate placements; this officer could support up to 15 service users.

4.3.2 Shared Lives also offers day support. A day session of 4-6 hours costs £41.58; this is comparable to a day session for older people provided by in-house day services at £44 per day.

4.4 Marketing campaign - March 2019

4.4.1 The first stage of our marketing campaign is 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 vulnerable older people in Reading.

4.4.2 The Reading Shared Lives scheme currently supports 42 service users primarily with learning disabilities, and 33 carers over 23 households. This amounts to 17 respite/day support and 25 full-time, live-in service users. Eight of the eleven households within Reading borough boundaries are occupied by carers over 60 years old. A number of carers have recently retired and the service is looking to recruit new carers generally as well as to expand the service to focus on supporting older people.

4.4.3 The target audience for marketing is female and male carers aged between 40-55 years old due to the demographic of users of RBC social media, on which the majority of our marketing is targeted. However, this will not exclude younger/older adults who are willing and able to provide care to older people. The marketing has initially been focussed on West Reading; Tilehurst and Southcote to optimise any word-of-mouth and casual marketing which has traditionally taken place due to the location of current carers being concentrated in these areas.

4.4.4 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 to promote the scheme, and attract members of the public to attend a recruitment information event on 1st April.

4.4.5 Social media platforms have also been utilised; accounts on Facebook and Twitter have been set up exclusively for Shared Lives and these have been used to advertise the scheme and attract visitors to the information event. Further, ITV Meridian News and BBC Radio Berkshire have covered a case study to promote the scheme. This was aired on BBC Radio Berkshire on 21st March 2019 and will be airing on ITV in the coming weeks.

4.4.6 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 to the existing team to support the expansion of the scheme. This officer will assist with ongoing marketing efforts to increase referrals to the Scheme and focus on expansion to support Older People, and will support recruitment of carers with risk assessments, registration and the matching process.

4.6 Direction of Travel

- 4.6.1 A Strategic Plan is being created to support the further expansion and development of the service. This will include a review of the project, lessons learnt and future actions.
- 4.6.2 A particular focus will be on generating a marketing strategy for Shared Lives week which takes place in June. This will be a further opportunity to promote the scheme locally and recruit potential carers.

5.0 CONTRIBUTION TO STRATEGIC AIMS

- 5.1 The purpose Shared Lives Scheme is in line with the overall direction of the Council by meeting some of the Corporate Plan priorities:
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 vulnerable adults in Reading to live with them.
 3. To protect and enhance the lives of vulnerable adults and children - the scheme meets this aim by placing vulnerable 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 vulnerable adults 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 to 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 vulnerable people 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 Funds (£30,000) have been secured to cover the recruitment of an additional Shared Lives officer and the initial marketing campaign. The recruitment process has been carried out for the new Shared Lives officer, who is due to commence in April 2019 and provides additional capacity amongst the Shared Lives team to support an additional 15 placements. The Marketing campaign to recruit new Carers has been carried out throughout March 2019.
- 9.2 The funding was allocated for one year as an “invest to save” project. It is anticipated that future costs will be covered by savings made as a result of expansion of the scheme.

9.3 Value for Money (VFM)

- 9.3.1 As outlined in paragraph 4.3, the Shared Lives scheme offers significant value for money when compared to traditional forms of care.

9.4 Risk Assessment.

- 9.4.1 No financial risks associated with the proposals

10.0 BACKGROUND PAPERS

Appendix 1: Equality impact assessment

Appendix 2: Bus advert

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 EqIA 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.

Amelia Johnson

Date 25/03/19

Melissa Wise

Date 25/03/19

Appendix 2: Bus advert

Do you have a room to spare and some time to care?

We are recruiting potential carers to support and care for an older person in Reading

Info evening:

1st April 2019, Civic Offices, Reading, 17:30 -19:30

www.reading.gov.uk/sharedlives • 0118 937 3700

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