



COUNCIL – 7TH AUGUST 2012

SUBJECT: ANNUAL DIRECTOR'S REPORT ON THE EFFECTIVENESS OF SOCIAL CARE SERVICES

REPORT BY: CORPORATE DIRECTOR SOCIAL SERVICES

1. PURPOSE OF REPORT

- 1.1 To inform Council of the key messages that have been identified in the preparation of the third Annual Director's Report on the Effectiveness of Social Care Services.

2. SUMMARY

- 2.1 In June 2009, the Welsh Assembly Government issued Statutory Guidance on the Role and Accountabilities of the Director of Social Services. The Guidance sets out a requirement for Directors of Social Services to report annually to the Council on the performance of Social Services functions, and plans for further improvement. The process of compiling the report has been undertaken in accordance with the Annual Council Reporting Framework. This framework has been devised by the Social Services Improvement Agency, in conjunction with the Welsh Government, and provides a robust structure for the compilation of the Annual Report.

3. LINKS TO STRATEGY

- 3.1 Statutory Guidance on the Role and Accountabilities of the Director of Social Services (Welsh Government, June 2009)
- 3.2 Annual Council Reporting Framework (Social Services Improvement Agency, 2009)
- 3.3 Local Authority Social Services Inspection, Evaluation and Review Framework (Care and Social Services Inspectorate, April 2009)
- 3.4 Wales Programme for Improvement (Wales Audit Office, 2002)

4. THE REPORT

- 4.1 This will be the third Annual Director's Report for Caerphilly County Borough Council. The aim of the report is to provide a summary outlining the effectiveness of how Caerphilly County Borough Council delivers Social Services to its citizens. The Report provides details on the Directorates performance last year, areas where the Directorate performs well and the priorities for development in 2012-13.
- 4.2 In compiling the third Annual Director's Report, the Directorate sought the views of Social Services service users, parents, carers and staff members.

- 4.3 Following the presentation to Council, the Annual Director's Report will be made available to members of the public, partner agencies and stakeholders by the statutory deadline of 1st September 2012.
- 4.4 In 2011-2012 the Directorate set itself a number of overarching and specific divisional priorities. The progress achieved in relation to these priorities is detailed in Chapter 4 of the Directors Report (pages 9 - 24).
- 4.5 As a result of the evaluation of effectiveness, the Directorate has identified a number of priority areas for development. These are detailed in Chapter 5 of the Directors Report (pages 25-28).
- 4.6 The Directorate has developed detailed Service Improvement Plans and Team Plans in order to deliver the key priorities identified.

5. EQUALITIES IMPLICATIONS

- 5.1 An Equality Impact Assessment screening has been completed in accordance with the Council's Strategic Equality Plan and supplementary guidance and no potential for unlawful discrimination and/or low level or minor negative impact have been identified, therefore a full Equality Impact Assessment has not been carried out.

6. FINANCIAL IMPLICATIONS

- 6.1 The financial implications of managing resources and sustaining service provision are significant in a challenging financial climate. The Welsh Government has provided protection to Social Services in its annual revenue funding settlements for the three-year period commencing from the 2011/12 financial year through to 2013/14. This protection takes the form of additional funding of 1% above the percentage applied by Central Government to the Welsh Government's block grant each year. The indicative Medium-Term Financial Plan approved by Council in February 2012 extends this protection to the 2014/15 financial year.
- 6.2 The Social Services Directorate has successfully managed its budgets in recent years and through this robust financial management balanced budgets have been achieved. This demonstrates how well the Directorate has dealt with the financial pressures arising from demographic growth and increased demand by identifying efficiencies and reconfiguring services.
- 6.3 The Directorate will continue to face considerable financial challenges in future years due to increased demand for services. This will be closely monitored and managed through sound financial planning arrangements, such as the Directorate of Social Services Medium Term Financial Plan.

7. PERSONNEL IMPLICATIONS

- 7.1 The key to any successful organisation is recruiting and retaining a skilled staff base, and equipping them with the skills necessary to fulfill their roles to the highest standard. The Directorate of Social Services is faced with a dual challenge of national recruitment difficulties in key areas, and a financial climate that requires efficiencies to be made. In order to meet these challenges the Directorate has produced a Social Services Workforce Strategy for 2011-2015 and a Social Care Workforce Development Plan for 2011-2012.

8. CONSULTATIONS

- 8.1 The Directorate has undertaken various consultation activities in order to assist in the process of evaluating the effectiveness of social care services, such as:
- The Directorate has implemented a digital engagement project. This project engages service users and staff in the creation of a range of personal feedback stories. These feedback stories provide valuable information in terms of the personal experiences of individuals either working for or in receipt of care/support from Social Services. The Directorate is keen to expand on this method of consultation and engagement.
 - To supplement the Annual Directors Report, the Directorate also produces a DVD that captures information on the work of social services teams. The information contained within the DVD is enhanced with feedback from service users, which provides a 'reality check' of services.
 - A bespoke Annual Council Reporting Framework Webpage has been developed which hosts the Directors Annual Report, Directors DVD, a range of digital stories, audio files and links to complementary websites.
 - In March 2011 a survey was undertaken with a 23.8% sample of adult and children service users, carers and parents.
- 8.2 In addition to the consultation activities listed above, the Directorate also reported the finding contained within the Annual Directors Report to the:
- Social Services Management Briefing (12th June 2012);
 - Social Services Performance Management Scrutiny Committee (12th June 2012);
 - Children and Young People's Partnership (18th July 2012);
 - Corporate Management Team (19th July 2012);
 - Health, Social Care & Well-being Partnership (23rd July 2012); and
 - The Care and Social Services Inspectorate for Wales.

9. RECOMMENDATIONS

- 9.1 Elected members are requested to note the contents of the Annual Director's Report on the Effectiveness of Social Care Services, and approve the key priorities for action by the Corporate Director Social Services.

10. REASONS FOR THE RECOMMENDATIONS

- 10.1 To ensure Council are fully informed on issues pertaining to the Annual Director's Report on the Effectiveness of Social Care Services 2011-2012.
- 10.2 Statutory guidance requires the Corporate Director Social Services to present the Annual Report to Council for their adoption.

11. STATUTORY POWER

- 11.1 Statutory Guidance on the Role and Accountabilities of the Director of Social Services (Welsh Government, June 2009)

Author: Lianne Dallimore, ACRF Project Officer
Consultees: Anthony O'Sullivan, Chief Executive Officer
Nigel Barnett, Deputy Chief Executive Officer
Sandra Aspinall, Corporate Director Education, Lifelong Learning & Leisure
Andrew Jarrett, Assistant Director Children's Services
Dave Street, Assistant Director Adult Services
Steve Harris, Financial Services Manager
Richard Ballantine, Personnel Manager Social Services
Cllr. Robin Woodyatt Cabinet Member for Social Services