

Our five-year vision for Adult Social Care in Kirklees **2020 to 2024**





Richard Parry
Director for
Adults & Health

Since our last social care vision was produced, we have made good progress on developing a strength based approach and using assistive technology, Community Plus and joint working with healthcare colleagues to enable people to regain or retain their independence. This version of the vision is about how we build on this and take our work to the next level by using the resources of the whole system.

We want individuals who have care and support needs, as well as unpaid carers, to enjoy the best quality of life possible, based on choices that are important to them. We recognise that many things impact this; people's health and sense of safety, opportunities for education and learning, employment and housing, social contact including relationships, leisure activities and access to green space. Our services play a crucial role in supporting people to remain healthy and independent, whether that be through the provision of information and advice, access to prevention services, or more intensive support for those with long-term or complex needs. This means that our working relationships with partners, people who have care and support needs, and unpaid carers, will be based firmly on co-production. This will be championed by social care professionals committed to honouring first and foremost the views and wishes of those who access our services.

This is not just a vision for adult social care, but one which speaks to the wider public sector; we will continue to strengthen our working relationships with the NHS and providers, but there is also a need to be steadfast in working beyond our traditional partners to include the community, voluntary and faith sector, housing, education, planning and corporate services. By doing so, we can achieve holistic and preventative adult social care which is proactive in meeting the needs and views of the people we support.

As this Vision was published, adult social care and the wider public sector faced one of its biggest challenges in a century with the COVID-19 outbreak. The values and priorities set out in the following pages were the benchmarks which guided our response locally and whilst the world that we live in now is different to the one we all envisaged when this document was produced, the standards set by the Vision hold true, and will be key to our future planning and delivery.

The opportunity exists for the next five years to define the strategic direction for adult social care in Kirklees for years to come. I am confident that by building on our already dedicated workforce, diverse communities and ever-strengthening partnerships, that Kirklees will be a leader for innovative and progressive adult social care.



Cllr Musarrat Khan
Cabinet Member
for Health &
Social Care

Kirklees is a district which is defined by its people; we know diversity is our biggest strength, and when we work to create a culture of equity and inclusion, we know we can achieve high-quality services for our communities.

This is not to negate the ongoing excellent work in adult social care in Kirklees; everyday, people who have care and support needs are being treated with respect and supported to be as independent as possible. However, we also know that society is constantly changing, and in order to keep pace with an evolving local population, both demographically and culturally, we need to change the way we do things. This will be to the benefit of individuals, their advocates (including unpaid carers), staff, providers and the wider public sector.

The vision set out in this document speaks to community action, value and insight. As an ambassador for communities I am proud to endorse the principles and priorities of the vision, and believe every community in Kirklees has a role to play in co-producing proactive and enabling adult social care services.

This could not have been more pertinent than during the Covid-19 outbreak, which served as a real test for the values set out in the Vision. Harnessing and enabling community strength brought efficiency and innovation our local response in adult social care, we were proactive in supporting vulnerable people to minimise much of the impact, and we quickly utilised new technology to keep the local sector safe and responsive.

With people at the heart of everything we do, I am confident that the vision can hold strong against the question of, 'would this be good enough for me and the people I care about?'

I am enthusiastic to see the innovations and new strides we take to achieve the outcomes of the vision, and I look forward to working with you all to make high-quality, proactive and fair adult social care a reality for everyone who needs it.

About Kirklees

With a growing population of around 440,000 people, Kirklees is one of the largest metropolitan districts in England. We have a vibrant mix of urban towns and rural villages; whilst this brings its own challenges to the delivery of care, we see diversity as our strength. In Kirklees, we're known for our diverse population, and we recognise the variations in health and wellbeing across different groups of people. However, it's people in all their differences that bring unique value to our vision for Kirklees.

Kirklees is a great place to live, invest and raise families. Nonetheless, as a district, we are facing growing demand and new challenges to how we support people to stay independent and improve their wellbeing.

Our society is changing and evolving. In Kirklees this means:

- the population is growing and more of us can expect long and healthy lives. Almost a sixth of our population is aged 65 and above
- younger people with disabilities and health conditions are living into adulthood and enjoying much longer life expectancies thanks to medical and care advances
- deaths from cancer and heart disease are falling, but more of us experience chronic illnesses and long-term conditions – almost 4 in 10 people in Kirklees have 3 or more long-term conditions
- more of us are taking on caring roles for family and friends



Local picture in Kirklees

Much like the rest of the country, the population in Kirklees is changing.

As of 2020, there are over 300,000 adults in Kirklees, of which more than 79,000 are over the age of 65. If the predicted population growth is correct, by 2024 there will be an extra 5600 people over the age of 65. By 2030, there will be an additional 43,500 people, of which 25,100 will be over 65, taking the overall over 65 population to 98,200.

The shift in the proportion of people who are likely to have support needs requires the Council, partners, the care market in Kirklees and the wider local economy to work differently to best support people. This cannot be done in isolation; a whole system and strengths-based approach is needed to make the best use of our collective skills, knowledge and resources.

Age	2020	2024	2030	Change in Population 2020-2024	% Change in Population 2020-2024	Change in Population 2024-2030	% Change in Population 2024-2030
18-64	263,550	263,150	264,700	600	0.2	550	0.2
65-75	43,750	43,160	48,200	-600	-1.4	5050	11.7
75-84	26,000	30,850	34,000	4900	18.8	3150	10.2
85+	9,550	10,950	13,350	1,400	14.4	2,400	22.1

*numbers may not sum due to rounding

The vision

Why do we need the vision?

Our Council vision for Adult Social Care informs the people of Kirklees about our aims and intentions for social care. It provides the basis for the continued development of care and support, working across the Council, jointly with our partners and communities to enable residents in Kirklees to live well and independently.

This vision provides direction, it describes the type of social care services Kirklees residents want by empowering people and focussing our collective efforts on the things that matter.

We want every person in Kirklees who needs social care to be able to live the life that matters to them; with the people they value, in the places and communities they call home, and with an equal voice in co-ordinating their care.

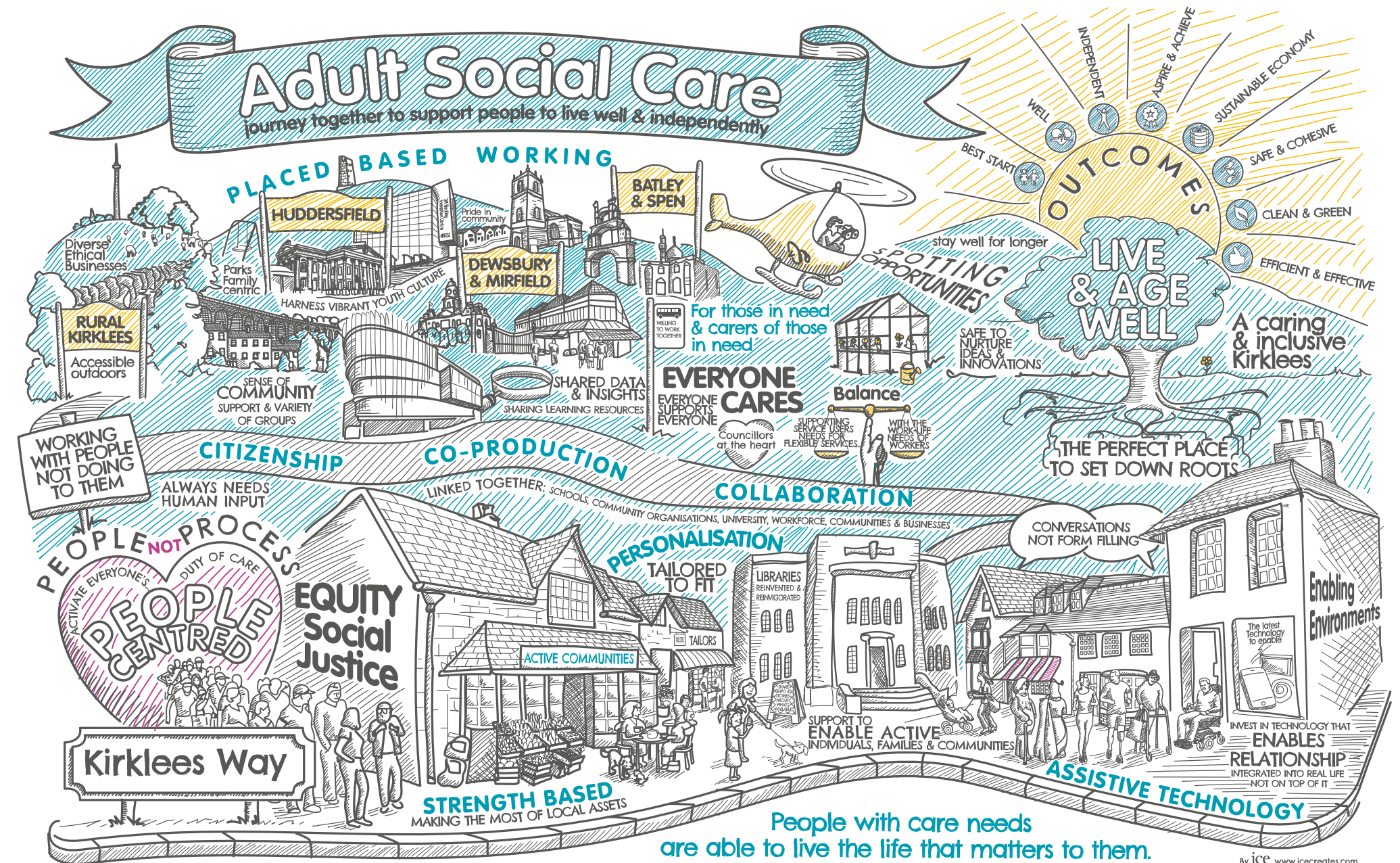
What is our vision about?

Our vision is fundamentally about people, partners and place.

- It's about equity, social justice and respecting people's rights - we recognise the importance of being proactive and open as an organisation, to move beyond tolerance, towards understanding.
- It's about valuing people for who they are, the strengths and potential they bring; leading healthy, happy lives, where they are in control and able to make the best choices for themselves and their families.
- It's about rewarding and recognising the people working in social work and social care, they are respected, valued and empowered in their roles.
- It's about people as active and equal partners in how we work together to co-produce, co-design, co-deliver and co-evaluate care services in Kirklees.
- It's about partnerships, organising and delivering social care support together with other partners, services and supports to achieve the best outcomes.

- It's about citizenship and participation, this includes being connected with others and participating positively in society. It includes people's rights to family life and for carers to have a life beyond caring.
- It's about our communities and the diverse places in Kirklees benefiting from and contributing to great social care. It's about creating places where people feel they belong, and they have equal access, irrespective of any disabilities they may have to be part of that.
- It's about making Kirklees a great place to live for everyone, whether they have care needs now, might have them in the future or are carers themselves.
- At the heart it is about not doing to people or for people, but working with people and with partners, in ways that reflect the different places in Kirklees.

We want a Kirklees that is caring, a Kirklees that cares together for its residents. This is the Kirklees Way and we have used the contributions from people who use our services, carers, staff across the Council and from partners as well as the contributions of voluntary organisations and our Elected Members in describing our vision and the Kirklees Way using the rich picture overleaf.



Our values

Our values are key to the vision for social care in Kirklees; they define who we are, how we will work and what people should expect from Adult Social Care in Kirklees. They have been informed by contributions from many different people, including people who use our services, carers, front-line staff, managers and directors.

Optimism - We will be optimistic, embrace change and take positive risks in supporting people to live better lives, build personal resilience and promote independence.

Communication - We will communicate openly and effectively, working in partnership to make the most of the contributions of people and partners in order to respond flexibly to changing circumstances.

Respect - We will promote inclusiveness, embrace equality of opportunity, cultural respect and diversity to ensure meaningful engagement with individuals and their advocates.

Empowerment - We will work to give people freedom of choice, control and confidence to make informed decisions for themselves without the constraints of bureaucracy.

Compassion - We will listen and respond with humanity and kindness to each person's need, recognising the powerful potential of kindness in building relationships, supporting wellbeing, and encouraging resilience.

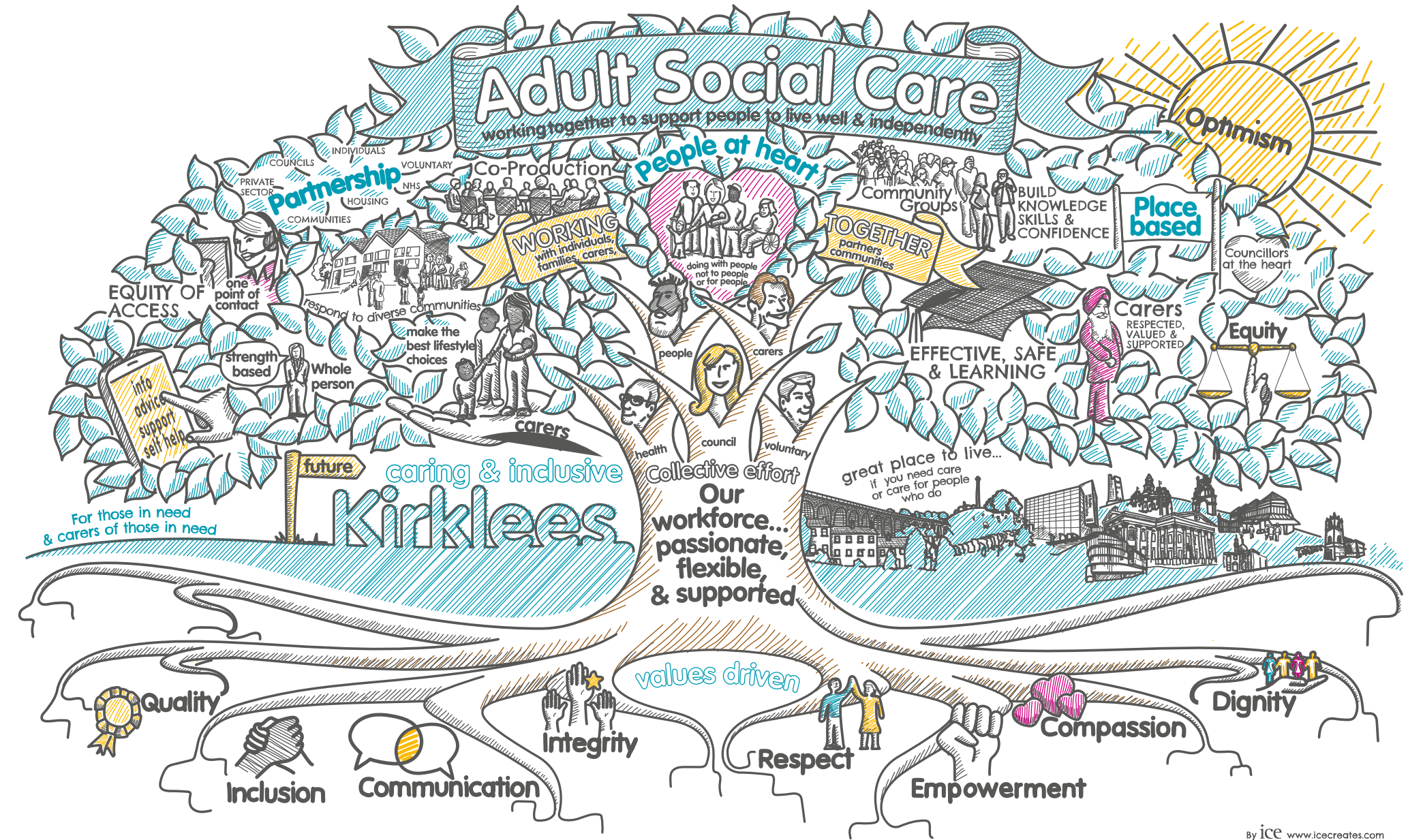
Dignity - We will value each person as an individual, respect their aspirations and commitments in life, and seek to understand their priorities, needs, abilities and limits.

Quality - We will continually insist on quality and strive to get the basics right through safe, effective services that are shaped through the experience of people using those services. We will welcome feedback, learn from our mistakes and build on our successes.

Integrity - We will be honest, transparent and fair in everything we do. We will always do the right thing and will seek to co-produce with partners and people to ensure we deliver on our promises.

Inclusion - We will ensure that people who have care and support needs, as well as their carers, have an equal voice in what their social care should be. Their views are considered the same as everyone else involved in their care, and their interests and experience are valued as the most important factor in meeting their needs.

Our values have been co-produced and informed through the contributions of many staff, people who use our services, carers, partners, voluntary organisations. If our vision describes what we want to achieve and by when, then our shared values help to describe who we want to be, our shared identity, to achieve this vision for Kirklees. Our rich picture overleaf describes the values and what they mean to all of us.

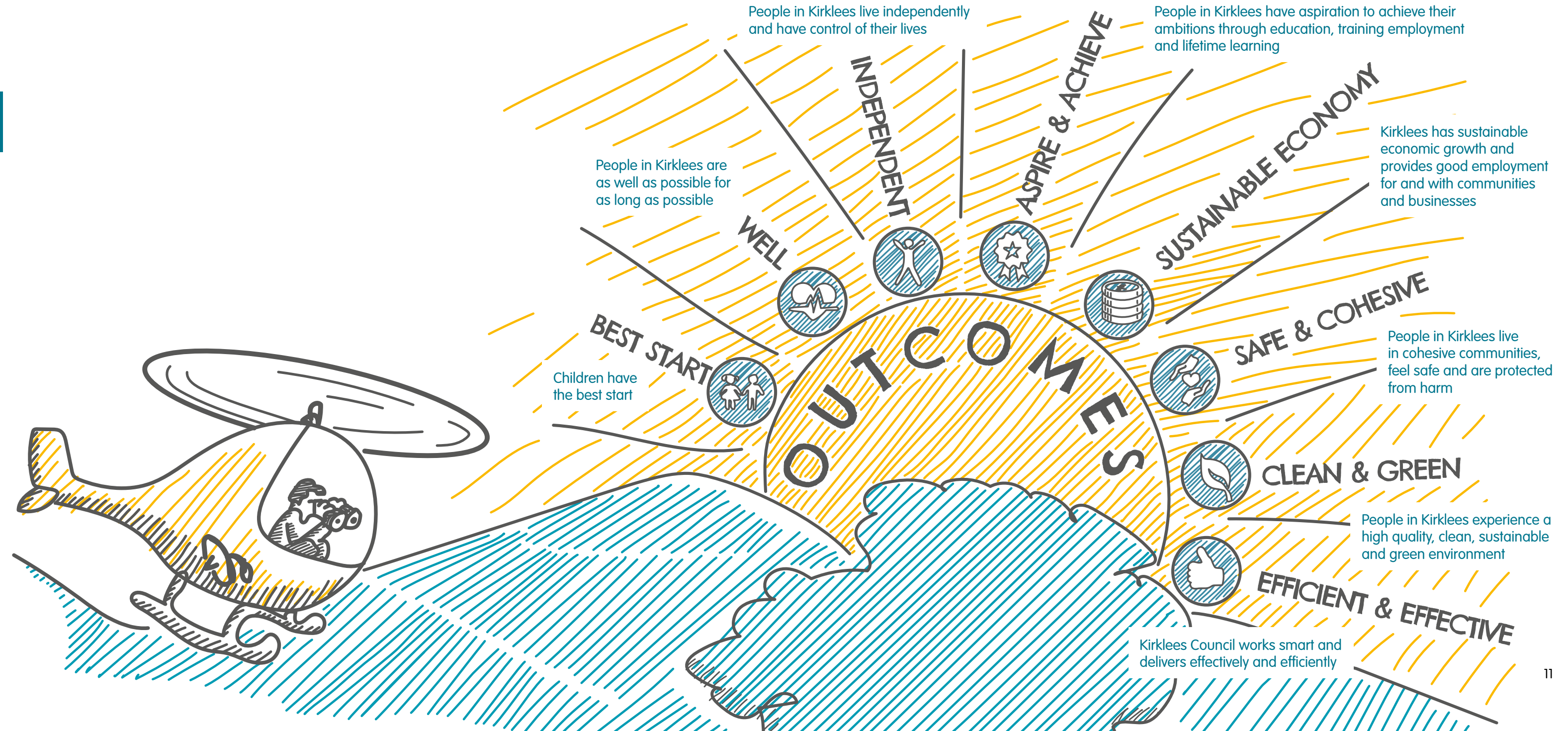


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Delivering the best outcomes for the people of Kirklees

Kirklees Council works closely with colleagues across the full range of health and care services, to ensure it delivers the best outcomes for people.

Our shared outcomes are the pillars that support our overall vision for Kirklees to be a place that combines a strong, sustainable economy with a great quality of life. Our vision for social care has been developed with our shared outcomes in mind:



How we plan to achieve the vision

This isn't just an Adult Social Care vision; this is a whole Council vision for Adult Social Care. It requires all of us, working with people and across partners and places, to collectively work towards the ambitions we have set out.

Our six priorities, which have been arrived at through our conversations with people and partners, are set out below and describes a Kirklees that is caring, with people at the heart of everything we do.

Vision

We want every person in Kirklees who needs social care to be able to live the life that matters to them; with the people they value, in the places and communities they call home, and with an equal voice in co-ordinating their care.

Values

- Optimism
- Communication
- Respect
- Empowerment
- Compassion
- Dignity
- Quality
- Integrity
- Inclusion

Priorities

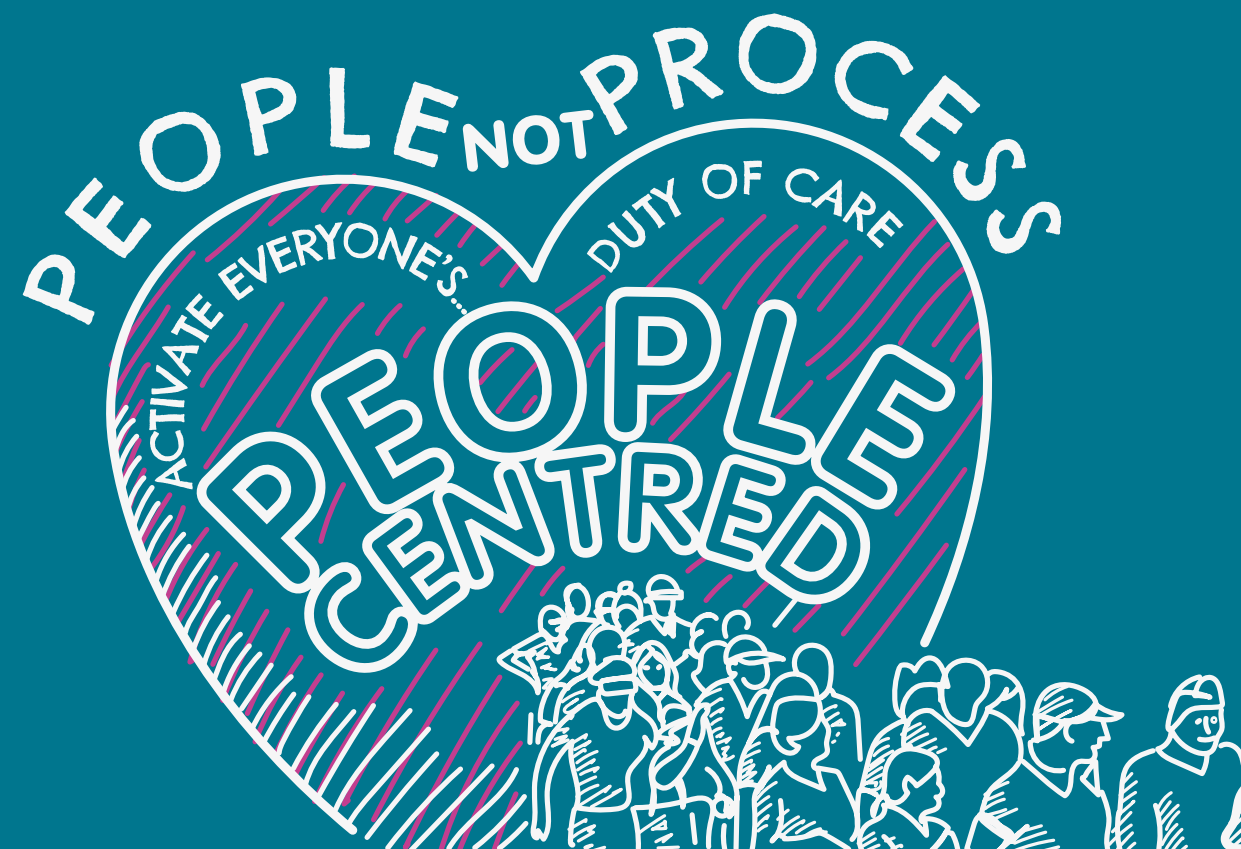
1. Ensure people at risk of harm and abuse are safe
2. Create resilient caring places and communities that support people to stay well connected
3. Co-produce with individuals the early support they need to maximise their independence
4. Work together to delay or minimise the effects of people's existing needs from getting worse
5. Work with people to create greater personal choice and control over how people achieve their long term care and support outcomes

The Kirklees Way

- Social care workers are respected, valued and empowered in their roles
- Realising the benefits and value from digital technologies
- People as active and equal partners in how we work together
- Services that are co-designed, co-delivered and co-evaluated
- Our communities and diverse places benefitting from and contributing to great social care
- Creating places where people feel they belong and have equal access, irrespective of any disabilities
- Not doing to or for, but working with people and partners

Supporting people to stay safe

- I am treated with respect and dignity.
- I feel safe and I am supported to understand and manage any risks.
- I am seen for who I am.
- I feel welcome and safe in my local community and in places across Kirklees.



Mr A is a retired teacher and widower, living with Dementia.

He is also diabetic with high blood pressure. Mr A is supported by his daughter who lives 7 miles away, works full time and has a family. At the time of his diagnosis, an automatic referral was made to the Kirklees Dementia Centre of Excellence, where Mr A and his family were given key advice and information around dementia care, dementia environments, and were able to experiment with different aids, adaptations, equipment and technology. Mr A and his family took the decision apply for one of the district's new smart bungalows, designed using the councils' Inclusive and Enabling Design Standards.

Mr A receives his weekly online shopping every Friday morning from a local supermarket. During the week, he and his family ask Amazon Alexa to add items to his shopping list, Alexa sends this to his daughter's phone for her to place the order online. Mr A's family have also set Alexa to provide Mr A with all his daily reminders, such as to have a regular drink, to take his medication and to remind of visitors and appointments. Mr A's daughter goes round two evenings a week for tea and on other evenings, the family phone Mr A through 'Alexa Show' and they all eat together virtually.

There are hidden sensors around the home which monitor Mr A's shadow so that his family are reassured he is OK, they can 'drop in' to check on him at any time, and vice versa. Mr A has a Fitbit which is also a GPS tracker linked

to his daughter's phone, and can measure Mr A's blood pressure and heart rate to send regular information to his GP. The GP will contact Mr A via telehealth if she is concerned.

Technology is available throughout the home and Mr A enjoys asking Alexa to 'open the curtains', 'turn off the lights' and play his favourite music. Mr A's house is fitted with a 'Ring Go' so he can see who is at his door without having to get up. His toilet washes and dries him, has a urine 'dip strip' which is connected to telehealth so he is still able to measure his own blood sugar level. Each time someone visits Mr A, they fill in a digital care plan, accessible to all appropriate health and social care partners and family.

Mr A lives in Kirklees' first Inclusive and Enabling Community, where all shops and organisations have signed up to an Inclusive Friendly charter. Everywhere has a seat for people to have a rest, and a toilet that can be accessed by anyone, without a purchase. There is dementia signage to aid wayfinding, dropped kerbs, puffin crossings and quiet shopping times. Staff are trained and businesses are signed up to a 'Village App' where they can make a 'concerned check-in' alert to an integrated council/health service. This has meant that Mr A gets out and about regularly without the need for family or carers support.

Creating resilient and caring communities

- I can get information and advice that is accurate, up to date and provided in a way that I can understand, this helps me plan my life
- I know about the activities, social groups, leisure and learning opportunities in my community, as well as health and care services
- I have people in my life who care about me - family, friends and people in my community
- I have opportunities to learn, volunteer and work and can do things that match my interests, skills and abilities



Ms B is 28 and was living at home with her parents, and whilst she enjoyed this most of the time, she often felt lonely and bored. This was because her parents were concerned about her going out without them, especially at night, due to Ms B's learning disability and mobility issues.

The social care practitioner working with Ms B recognised this as an issue and worked with the family to find a solution everyone was comfortable with, but which put Ms B's feelings first. This was to secure Ms B a supported living flat near her family, so she could gain some independence and a social life, but have reliable access to support when she needed it.

The social care practitioner also recognised Ms B's biggest interest as rock music; they introduced her to an app which Ms B can use to people with similar interests to go out with.

The app ensures the people Ms B connects with are also comfortable with offering light support if she needs it, such as with finding her way to the new Huddersfield Soundstage.

Ms B has made a group of friends, with and without disabilities, and has convinced her neighbour to come to their first gig. The venues' owners who had gotten to know Ms B quite well, offered her a glass collecting shift each week, which she has been enjoying as she now gets paid to work somewhere she really loves. She still sees her family regularly, which she always enjoys, but at times which are suitable for both Ms B and her parents.

Co-produce Early Support to maximise independence

- I can get information and advice about my health and how I can be as well as possible - physically, mentally and emotionally
- I have opportunities to learn, volunteer or work and can do things that match my interests, skills and abilities
- I can keep in touch and meet up with people who are important to me, including family, friends and people who share my interests, identity and culture
- I am supported to plan ahead for important changes in life that I can anticipate



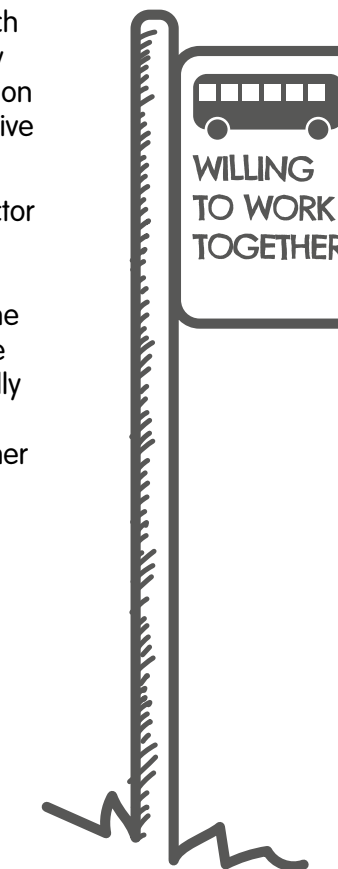
Mr D and Mrs E live in Netherton, are both in their sixties and have three children including Ms F who is 30 and still lives at home. Mr D had always driven when they needed to get out, as neither Mrs E nor Ms F have a driving licence and the other children do not live nearby. However, Mr D recently had a stroke, and can no longer drive, so the family were struggling to get out, as well as Mr D struggling with his speech and mobility.

The re-ablement team had been visiting Mr D on a regular basis to enable him and his family to maximise their independence. They value the visits from the team, which include social care practitioners, occupational therapists and physiotherapists. They have regular contact with their named key worker.

Mr D had also enjoyed cooking but was struggling with his dexterity. However, with the support from the team, some additional assistive technology in the kitchen including a Google Home device, and through his own sheer determination, after 5 weeks of returning home from hospital Mr D was able to start cooking again.

Mr D also uses the Google Home device to practice speech exercises and track his improvements on a tablet. The key worker introduced Mr D to virtual reality-based rehabilitation therapy, which is helping him to regain some of his cognitive skills through simulated activities of daily living.

The key worker connected the family with a driving instructor in Kirklees who specialises in supporting people with learning disabilities and older drivers to get their driving licence. Both were anxious about this at first but after some time, both Mrs E and Ms F passed their tests, and now the family can reach appointments, go shopping and generally get about much easier. Ms F has also started going to an accessible dance class in Huddersfield, and often drives her and a friend who was struggling to travel to the session.



Delay or Minimise

- I have a co-produced personal plan that sets out how I can be as active as possible
- I have care and support that enables me to live as I want to, seeing me as a unique person with skills, strengths and personal goals
- I know what to do and who I can contact when I realise that things might be at risk of going wrong or my health condition may be worsening



Mr G is 22-year-old and lives at home with his mum and dad; since leaving school he has been attending Highfields day services. He also receives regular overnight respite at Cherry Trees in Shepley to give his Mum and Dad a break at weekends and evenings, as they both work full time.

Whilst staying overnight at Cherry Trees, Mr G loves to have a sensory bath, he likes listening to his music playlist whilst bathing and also benefits from the calming blue and green lights in the sensory bathroom. He likes to walk around the safe and secure sensory garden, use the specialist swing and spend time in the potting shed. When the weather is not so good, he likes to spend time in the immersive room, he likes it to be set up as an underwater scene and he enjoys interacting with the fish. The staff ensure the air conditioning unit in the immersive room is set to a low temperature which has reduced the number of seizures he has.

Mr G also loves games he can play on his iPad, so the staff supported him and his family to find an augmented reality app which helps Mr G to improve his skills in things like road safety and healthy eating, with 360-degree visuals and sound effects.

Recently, he needed to attend the dentist and his family and staff were concerned about how he might react to this. They worked together and agreed to use the immersive room to get him used to the idea that he needed to go to the dentist. They set it up as a real dentist environment so he could see the environment, equipment, the dentist and dental assistant. Staff gradually built up the amount of time they spent with Mr G in this environment and also invited his parents to some of the sessions.

When it was time for Mr G to attend the dentist for his appointment, he went with his Mum and his favourite member of staff and it was a successful appointment. Mr G is no longer afraid to attend the dentist and his oral health is much improved.

Work with people to meet their care needs

- I am in control of planning my care and support. If I need help with this, people who know and care about me are involved
- I have care and support that is co-ordinated, where everyone works well together and with me
- I know how much money is available to meet my care and support needs. I can decide how it's used - whether it's my own money, a health or social care personal budget, or a budget managed on my behalf
- I can plan ahead and stay in control in emergencies. I know who to contact and how to contact them and people follow my advance wishes and decisions as much as possible



Mr H is 42 years old and lives in Dewsbury, where he has always called home. He was really struggling to manage his finances, had fallen behind on rent and become increasingly isolated, adversely affecting his overall health. He had also become frustrated at having to wait around for different carers to visit him at certain times of the day to support him with medication, as he felt this was intrusive and not on his terms, especially because he struggled to understand times of day.

His community enablement link worker introduced Mr H to a new app which allows people to organise their own care visits with staff who are available at a convenient time for them. This enabled Mr H to build stronger relationships with the staff he already preferred, and one of the carers he especially liked, supported Mr H to use his new online self-service Care Account from his phone. Mr H was able to update information about his relationships and support network, and also included plain English details about his benefits and personal budget.

Mr H and his carer worked together to purchase an Alexa which they synced with his phone to alert Mr H to when his bills and payments were due and let him know what time to take his medication.

Mr H often spoke about wanting to be outside more, so to support this, his carer worked with Mr H and the REAL Employment team to find a Job Craft with the Council's gardening team. After twelve months, Mr H was on top of his finances, had secured a part-time contract with the council, and was using some of his personal budget to travel to a Warhammer group, where he had made several friends and met his new partner.



This brochure sets out the Council's five-year vision for Adult Social Care and informs the people of Kirklees about our aims and ambitions for social care.

For more information, visit kirklees.gov.uk

