

Transforming People's Lives
Developing Personalised Services in
Central Bedfordshire
Implications for the Sector

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Voluntary and Community Action

There are known knowns. These are things we know that we know.

There are known unknowns. That is to say, there are things that we know we don't know.

But there are also unknown unknowns. There are things we don't know we don't know.

Donald Rumsfeld

Key Issues

- Strategy and Governance
- Creating a person-centred culture
- Workforce
- Marketing
- Finance
- Policies and Procedures

Strategy and Governance

1	We have not considered the impact of personalisation and don't know if this will impact on our organisation.	
2	We think personalisation will have an impact on our organisation but are not sure what this will be or how to respond.	
3	We have identified some areas that will affect us, have begun to have discussions with commissioners and stakeholders and have started to develop a plan that sets out the changes we need to make.	
4	We have a clear strategy and plan for delivering personalised support and remodelling our business that the whole organisation is committed to.	

Creating a person-centred culture

1	We don't think we need to change the culture of our organisation.	
2	We think personalisation will have an impact on the culture of our organisation and the way we operate (our finances) but believe these will be limited.	
3	We have begun to think about personalisation and what a person-centred approach will mean for our organisation and how we operate.	
4	We understand personalisation will have a significant impact on our culture, systems and processes and have begun discussions with staff and volunteers across the organisation to help them understand what this means.	
5	We have worked with staff, volunteers and service users to identify the culture change that needs to take place throughout the organisation.	

Workforce

1	Staff are recruited against a formal job description and person specification; support and supervision is by way of manager's feedback.	
2	We think we need to find ways of involving others in the recruitment of staff and to take account of people's views in supervision but are not sure how to do this.	
3	We have trained some people who we support to be involved in recruiting staff to the organisation and in providing feedback to staff on their use & implementation of individual support plans, when supervising staff.	
4	Our customers recruit their own staff and we work closely with them and their families in all aspects of the selection and recruitment process. We ask them how the support worker is doing and this forms part of our performance management system.	

Marketing

1	We see our customers as the local authority and the PCT and focus on selling our services to them.	
2	We say the people who use our services are our customers and we know we need to communicate with those who may want to buy our services, or who want information on our services, but are not sure where to make changes.	
3	We have started to rethink how we might market ourselves to people better, taking account of the 'customer journey', and what we need to change about the information we put out.	
4	We have developed accessible information that reflects the customer journey and the experience we want people to have with us. We are working on how to tell them what we can offer through individually costed services and different methods of marketing our services, including Shop4Support.	
5	We recognise that we have a variety of customers and partners and work with each of them in an individual, person-centred way. We use a range of accessible approaches to market our products and services, and have a clear marketing strategy in place.	

Finance

1	We have contracts with the local authority or PCT, which generally focus on hours delivered and/or tasks; our invoicing and accounting meets the needs of the funder and we track funding by cost centre.	
2	We realise we need to understand what it costs to provide support to individuals, that we may need to develop new contract models and adapt our invoicing and accounting systems to suit individuals but are not sure what to do.	
3	We know what it costs to deliver individual support packages and are developing financial systems for individual invoicing and accounting.	
4	We have some people with personal budgets and contracts; we can invoice them against a cost centre for each individual and are working on how we make our financial information more accessible for customers.	
5	We provide detailed costs & have individual contracts for all our customers; we are clear that they can use their money flexibly, based on their support plan, and we provide financial information linked to their plan. People pay using different payment methods.	

Policies and Procedures

1	We have policies on how we work at present but they do not take account of personalisation.	
2	We recognise that our policies will need to change to reflect a person-centred approach but have not yet started to make changes.	
3	We have begun to work with staff and service users to ensure our policies actively promote a person-centred approach.	
4	We have changed our policies and procedures to ensure they are person-centred, enabling people to have choice and control over their lives; they are presented in a way that is easy to read and understand.	

Further Help & Advice

Progress for Providers: Checking your progress in delivering personalised services v2

<http://www.helensandersonassociates.co.uk/media/31758/progressforproviders2.pdf>

Shop4Support Website

www.shop4support.com/s4s/ui/content/Community/List.aspx

Voluntary and Community Action

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