Plenary two: Personalisation – empowering your residents

Speakers:

Amina Rahman
Regional Director
Family Mosaic

Richard Priest
Operations Manager
Family Mosaic

Chair:

Emily Bird
Policy Leader
National Housing Federation
Let me choose:
my life, my support

Amina Rahman - Regional Director
Richard Priest - Operations Manager
• Pilots
• Experience and outcomes
• Lessons learnt
• Making it real – Bramble Court case study
• Customer experiences
• Q&A
• RSL – London and Essex
• Social Housing - 22,000 units, 45,000 customers
• Care and Support - >150 contracts, 4,000 customers
• Development
• Community Investment
7 pilots:

- 3 Tier Support
- Sky Package
- Core and Cash
- 2 Tier Workforce
- Traditional to Individual
Experience – positive & challenges:

• Leadership & resource
• Customer support
• Legacy
• Staff
• Keeping it simple
• Infrastructure
Outcome: Survey of customers

- Having more choice
- Being supported with dignity
- Feeling safe at home
- My happiness with life
- Having more control
- A better social life
Having more choice
71% said the personalised service made a difference to the amount of choice of service I get

Having more control
58% said the personalised service made a difference to the control I have over my support

Being supported with dignity
68% said the personalised service made a difference to my being treated with dignity and respect
My happiness with life
61% said the personalised service made a difference to my general happiness with life

Feeling safe at home
66% said the personalised service made a difference to how safe I feel at home

A better social life
50% said the personalised service made a difference to my social life
Lessons learnt:

• Don’t be afraid of choice
• Customers have one life
• They want a normal life
• Work together to simplify our approach
• Choice can save money
Making it real: Bramble Court

What the **** is personalisation?

we can
Making it real: Bramble Court

- Informing staff
- Explain to customer
- Service design
Making it real: Bramble Court

Getting it right – staff and customers

- Rotas, contracts of employment
- Dead hours - Weekends
- Activities, surgeries
- Flexible working
- Consultation
Making it real: Bramble Court

Lasting legacy

• After pilot
• Creating events to continue
• Funding core activities
• Arrears / ASB / community
• Staff satisfaction
Any questions?
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Plenary three: Leadership in tough times

Speakers:

Jon Bright
Director Homelessness and Support,
Building Standards and Climate Change
Department for Communities and Local Government

Lord Bill Morris
Chair
Midland Heart

Chair:

Emily Bird
Policy Leader
National Housing Federation
Government approach to Housing Support

Jon Bright
Director Homelessness & Support, Building Control and Climate Change
DCLG
Overview

- Context: Decentralisation, localism, empowerment
- Housing Support and the Spending Review
- Housing Support and Public Sector Reform
- Challenges ahead
• **Decentralisation** – move away from a *centralised bureaucratic* ‘Government knows best’ system

• **Localism** - Bring together nearly all grant **funding** streams and give local discretion on how it should be spent

• **Empowerment** - getting local communities involved and taking more responsibility; and enabling the voluntary / community sector to run more services
Coalition Government committed to protecting the **most vulnerable people in our society**

- **£6.5 billion** for Supporting People over next 4 years - less than 1 per cent average cash reduction

- Ministerial Working Group on homelessness (Commitment to tackling rough sleeping)

- **Disabled Facilities Grant** – increased in line with inflation within SR period

- **Handypersons** funding continues with £51m allocated over SR period

- **£400 million** over next 4 years to tackle and prevent homelessness - maintained level of investment

- **£37.5 million for Homelessness Change Programme** – new hostel investment from April 2012
Prime Minister’s Top Priorities for Public Sector Reform are

- Payment by Results
- Personalisation
- Helping Older People to remain in their own homes for longer

Housing Support can and will deliver on these three priorities
• DCLG working with 10 authorities to test PbR models for Housing Support services. (Torbay, LB Lewisham, LB Islington, Stockport, Sheffield, West Cheshire & Cheshire, Southend, Kent and a West Midlands consortia)

• Authorities developing their own models – primarily focused on socially excluded client groups such as offenders, the homeless and victims of domestic violence

• Many Authorities are looking to withhold small % of contract funding until outcomes achieved (payable at end of 12 month period)

• PbR 2 year pilot – commencing summer 2011.

• Evaluation of PbR to be undertaken – out to tender within the next few weeks
Ambition across Government to give individuals greater choice and control

Aim to strengthen sense of independence, well being and dignity

Local authorities and voluntary organisations will all play in reforming services

DCLG will trial Personal Budgets for: older people, people with mental health problems and people with learning disabilities

We will also look at wider aspects of delivering personalised services

Example – Look Ahead in Bayswater & Midland Heart in West Midlands ‘Personalisation Project’
• **Look Ahead**: client spent a year sleeping rough on the streets

• Used cash allocation to take part in a web design / computer maintenance course

• As a result, he felt in control of his future and has more options open to him

• **Midland Heart**: also gave individuals cash allocation to buy services / education / training to give them more control and options

• Client bought a laptop - enabled him to maintain closer links with family via email, twitter and facebook. Well being of person has increased
Helping Older People to remain in their own homes for longer (1)

- Clear priority from Coalition in respect of Housing and older people:
  
  ‘We will help elderly people live at home for longer through solutions such as home adaptations and community support programmes’

- Disabled Facilities Grant – increased in line with inflation. Ring-fence removed giving local authorities flexibility re home adaptations to help people live independently

- DCLG sponsors FirstStop – Free independent advice for older people

- Lifetime Neighbourhoods Report – Independent report due shortly - offers practical examples to prompt thinking by LAs, communities and professionals

- Home Improvement Agencies and Handyperson Services
Looking to the future – What next?

- Growing Home Improvement Agencies and Handyperson Services
- The right financial products and advice
- Planning reform and housing supply
- Homes and neighbourhoods that promote independent living

What else?
Challenges ahead

- **Welfare reform** - reform of Housing Benefit may impact on vulnerable people and meeting housing need e.g. could impact on rents nationally but specifically in London and the South East.

- **Personalisation & Payment by Results** – Will mean new ways of delivering services. We need to ensure that we are able to maintain a stable services as we find our feet in a new policy landscape.

- **Local Government finance settlement** - overall funding reductions presents challenges for local authorities on the running of frontline services.

- **Managing in an age of austerity**: need for innovation, new business models, new partners, fresh focus on vfm.
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