



North Tyneside Council

# Accountable to you



North Tyneside's  
Annual Local Account  
for Adult Social Care

# How to contact us

We provide a wide range of easy ways to get in touch:



**Telephone us** - (0191) 643 2777  
(9am - 5pm, Monday to Thursday and 9am - 4.30pm, Friday)



**Fax us** - (0191) 643 2569



**Text us** - 07950 081 316



**Email us** - [ASCcontact@northtyneside.gov.uk](mailto:ASCcontact@northtyneside.gov.uk)



## Out of hours

If you need to speak to someone urgently (outside of office hours) please call the this number - (0191) 200 6800, or Fax (0191) 200 7309 or email [carecall@northtyneside.gov.uk](mailto:carecall@northtyneside.gov.uk)



## Write to us

Adult Social Care, Quadrant West – 3rd Floor  
The Silverlink North, Colbalt Business Park  
North Tyneside, NE27 0BY



**Website** - [www.northtyneside.gov.uk](http://www.northtyneside.gov.uk)



# Welcome to North Tyneside Adult Social Care Annual Local Account

## Welcome from the Head of Adult Social Care



I am extremely pleased to produce the first Local Account of our performance on delivering services to North Tyneside residents.

2010 was the final year of the Care Quality Commission monitoring our performance. For the previous three years we had received the highest rating possible of an "Excellent" social care service.

Building on that foundation we have continued to improve the quality of our services this year; increasing awareness of safeguarding, and delivering our Adult Social Care transformation programme. We recognise that self directed support gathered pace and all those residents who are eligible are now being offered personal budgets to purchase their own care and give them more choice and flexibility.

We are proud of our work through our joint commissioning arrangements with the NHS and we aim to strengthen and develop these in 2012/13. We also aim to further strengthen our relationship with our customers by listening to you and hearing your views. That will mean the next local account will reflect even more of what is important to you.

Contact details are provided at the beginning and end of the report, and we very much welcome any comments or suggestions to help us ensure you have the right information.

**Jacqui Old**

## Welcome from the cabinet member for Adult Social Care



I am delighted to welcome this North Tyneside Local Account as an important part of the council's commitment to be transparent with local residents about the services we deliver.

It shows the council's adult social care performance from April 2011 – March 2012 and it describes our approach to improving positive outcomes for users and carers, through our commitment to delivering personalised social care whilst ensuring the residents of the borough are safe from harm.

Many of our services are provided in partnership with the independent and voluntary sectors and it is essential that we work with our partners to develop services that reflect what local people want to use and we strongly believe in the value of working closely with NHS partners to provide joined up health and social care.

**Cllr Les Miller**

## Welcome from LINK



The LINK welcomes the production of this first annual local account.

The report is an important step in providing local residents of North Tyneside the opportunity to hold the borough accountable and responsible for the services it commissions and delivers.

The LINK expects the local account to be transparent and open in providing the evidence - of what has been achieved and what has not been achieved - to gain a meaningful and balanced view of the quality of services provided.

It is accepted this is a first report, produced during a time of great change, and that it will evolve over the coming year to be a more comprehensive statement of performance. In the future, the LINK (and then HealthWatch) look forward to greater participation in identifying and commenting on the borough's priorities for adult social care improvements and quality through its engagement with the local community

**John Robson**  
Chairperson of LINK board

# North Tyneside Adult Social Care Annual Local Account will tell you:

- About the adult social care services delivered last year
- How North Tyneside Council adult social care and its partners helped meet the health and well being needs of the residents in the borough
- Some facts and figures so you can see if we did a good job
- Plans for next year

This is our first local account and it sets out to be a true reflection of what adult social care looks like in North Tyneside. The report is a reflection of customer views and experience it shows where services are delivered to a high standard and also where there is room for improvement.

During the last year there has been an extensive programme of consultation and engagement with a wide range of customers and partners and this feedback has been used to shape and inform the content of our first Local Account.

However, this is only the start. We want to build on this approach and encourage more customer feedback to help us understand where our local priorities lie and where our focus should be.

Therefore, we would welcome input from all residents of the borough to get involved in helping shape the way in which adult social care services are delivered in North Tyneside.

Contact details are available on the previous page and there is a section in this report called "do you want more?" if you wish to get involved or want further information



# Health and Well Being in North Tyneside

Below are some facts and figures about the current and predicted levels of need in relation to health and well being for residents in North Tyneside. It will serve to highlight where some of the demand on social care support will come from in the future and how we currently support the wider health and wellbeing of the borough.

- Over the period 2010 to 2020 our population is projected to rise by 7.7% from 198,478 to 213,700.
  - the 15-64 age group is projected to rise by 3.2% (from 130,850 to 135,100);
  - the 65 and over age group is projected to rise by 20.6% (from 34,814 to 42,000).
- The black and minority ethnic population is currently estimated at 5.9% and has almost doubled since 2001.
  - Major increases are 'other white' (for example from elsewhere in the European Union) at 3.2%
  - Indian at 1.1%
  - Chinese at 1%
  - and 0.6% other groups.
- Out of 326 local authorities in England, North Tyneside is 113th most deprived
- Outcomes for post-16 education are improving but fewer 19 year-olds achieve a level 3 qualification than the national average
- There has been an increase of over 2,700 available homes since April 2005
- North Tyneside continues to be the safest metropolitan borough in England
- In terms of mental health and wellbeing, with levels of unemployment likely to increase in the borough and due to the economic downturn, the already higher than average prevalence of depression may increase.
- The ageing population is expected to lead to higher levels of dementia.
- Male life expectancy is 1.3 years behind the national average
- Female life expectancy is 1.5 years behind the national average
- North Tyneside has 1,265 patients with dementia, an increase from 1,155 in 2008
- 21% of adults in North Tyneside smoke. This is in line with the national average
- North Tyneside has the 11th highest rate in the country for hospital admissions due to alcohol abuse

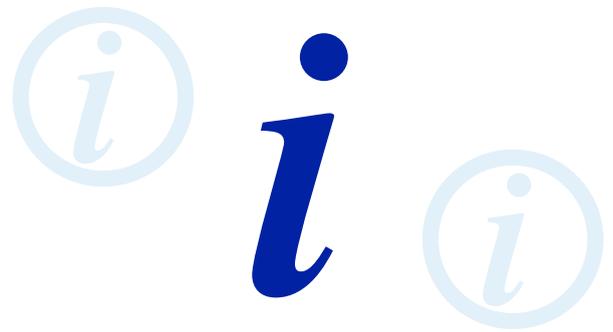
As you can see from the facts above there are many factors which will influence and impact on the type of services and support we provide and the way in which we provide it. Your feedback and influence will help shape how our priorities seek to address some of the wider health and well being issues.

# A year in pictures - some of our key achievements



**April 2011**

Reablement extended to include referrals from customers in their own home



**May 2011**

Work started to identify all of the providers of information in the borough to improve the support we provide



**August 2011**

Work started on updating our core service leaflets to provide better advice/information



**September 2011**

A new support service for people with dementia was procured



**December 2011**

A series of consultation events took place to inform you of our plans for next year and beyond



**January 2012**

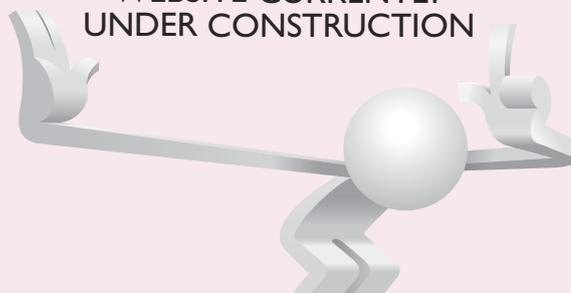
Work commenced on reviewing our multi disciplinary safeguarding process and produce the action plan for 2012



**June 2011**

New commissioning boards were established with our health partners

WEBSITE CURRENTLY UNDER CONSTRUCTION



**July 2011**

Work started on delivering a new adult social care website



**October 2011**

Reablement continued to gather pace with a single point of access being established at North Tyneside General Hospital

**WHAT DO YOU THINK ?**

**November 2011**

Planning began for our user satisfaction surveys



**February 2012**

A new model for the delivery of social care was designed



**March 2012**

We carried out our user survey and your feedback has helped shape our priorities for 2012



# Our Local Account

This tells you how we are delivering on four national key standards. These standards were introduced to replace the previous inspection regime which was governed by the Care Quality Commission (CQC). Under the previous governance arrangements, North Tyneside had been rated as an “excellent” service for the previous three years.

**Standard 1** Prevention

**Standard 2** Protection

**Standard 3** Personalisation

**Standard 4** Positive Experience

## General Service Standards

- We run a free service open to all residents and professionals, offering information and signposting for any adult social care related enquiries.
- We operate a telephone line (for which you will be charged at local call rate) for all urgent calls for adult social care support, 24 hours a day 365 days a year.
- We will answer **and** respond to all urgent calls within 24 hours.
- For all other requests for support, we will answer calls Monday to Thursday 9am – 5pm and on Friday 9am to 4.30pm.
- If you need a non urgent social care assessment you will be contacted within 48 hours of your call and allocated a named worker. We will arrange a date suitable for you and/or your carer to undertake your assessment with you.
- We will monitor all calls and requests for support that fall outside of these timescales.

## Performance Standards

Where we have included any facts and figures throughout the document we have used the symbols below to indicate how our current performance is rated.



**Good performance**



**Average performance**



**Room for improvement**

# Standard 1 Prevention

## What you have told us has shaped our commitment to provide:

- A service which prevents admissions to hospital and supports our customers to live at home.
- A service which supports customers discharged home following a hospital stay.
- A reablement service whose focus is on working with our customers to regain their independence and confidence.
- A reablement service which is free for up to six weeks.
- Services which support the use of equipment, adaptations and new technology in customer care package.



## What did we do during the year?

- Extended the reablement service to include referrals from people at home who needed some extra support to remain at home.
- Worked with our partners in the NHS to develop a jointly funded and integrated reablement service.
- Increased the number of our customers using technology as part of their support package.
- Worked with other council services and partners to offer a wider range of support to promote the health and well being agenda.



## What are we doing next?



- Extending reablement to people with a learning disability or mental health issues.
- Continuing to use equipment and new technology in support packages.
- Reviewing the way in which we support timely hospital discharges into either home or bed based support.
- By April 2013 the responsibility for making the borough healthier will be transferred from the NHS to the local authority. How this money is currently spent is being reviewed to ensure that we provide services to promote a healthier North Tyneside.

## Facts and figures



- Over 90% of our customers who have used the reablement service are still enjoying independence at home three months later.



- 64% of our customers who have used the service do not need any further social care support.



- Over 2,000 customers have used the reablement service in the last year.
- Over half our customers are using new equipment technology as part of their support package.

# Standard 2

# Protection

What you have told us has shaped our commitment to provide:

- A service which enables the residents of North Tyneside to live a life that is free from harm and abuse.
- A service which ensures everyone enjoys physical safety and feels secure.
- A service to prevent people from physical, financial and emotional abuse, harassment, neglect and self-harm.
- A service where people are protected as far as possible from avoidable harm, disease and injuries.
- A service which enables people to be supported to plan ahead and have the freedom to manage risks the way they wish.



What did we do during the year?

## Easier access for all

- The new team which will be the point of access to adult social care will include qualified safeguarding staff to ensure correct information and decisions are made at point of contact.
- Use of text phone and e-mail to allow easier access for those with additional communication needs.
- Developing a new easy read version of our safeguarding leaflet.
- Developing new safeguarding leaflet for distribution at public access points.

## Continuing the high standard of customer care

- 60% of our contact officers have achieved an Institute of Customer Service silver award.

## Improving fire safety awareness in North Tyneside

- In working in partnership with the fire brigade we now offer all customers a fire safety check at the point of contact.

## Working with VODA to engage with our voluntary agencies and raise awareness of safeguarding adults

- Safeguarding adults information has featured in VODA newsletters, leaflets and on their website.

## Facts and figures



- 877 safeguarding concerns have been received during the year. An increase of 9% on previous year due to continued awareness raising.
- The majority of concerns reported to us are around physical abuse, neglect and financial abuse.

## Keeping you safe

- We opened a new women's refuge (14 flats and houses) in October 2011 in North Tyneside, which offers bespoke temporary homes to women and children fleeing domestic abuse.
- Secure and Stay Safe project has helped to reduce both burglary and incidents of fire for older people in the borough.
- As part of the "Night time economy action plan", taxi marshals have been stationed in Whitley Bay and Tynemouth during busy times to reduce violent crime associated with alcohol, as well as protect vulnerable females from serious sexual assault.
- Workshops to Raise Awareness of the Prevent agenda (WRAP) have been delivered to public sector workers who work with vulnerable adults to ensure they have the skills and knowledge to identify someone who may be vulnerable to radicalisation. Over 200 council staff have been trained in recognising radicalisation and violent extremism.
- North Tyneside Homes Safer Estates team have spent the last 12 months tackling anti social behaviour and improving the quality of life for those in the borough.
- An awareness raising media campaign using both local radio and electronic information boards in GP surgeries ran for 10 weeks ending in March 2012.

- 68% of concerns relate to older people.
- 413 safeguarding concerns were resolved in 2010/2011 with North Tyneside working with partners to reduce the risk to residents concerned.



## What are we doing next?

- We have identified a safeguarding lead to work with the North Tyneside Clinical Commissioning Group. The group will lead on identifying the health and social care priorities of the borough and ensure services are in place to meet those needs.
- We will work closely with the Clinical Commissioning Group to help raise awareness of adult safeguarding across all the surgeries within the group.
- Identified a safeguarding lead to work with voluntary agencies to ensure that they have safer policies and procedures relating to safeguarding.
- Increasing the number of referrals from the Voluntary sector.

# Standard 3 Personalisation

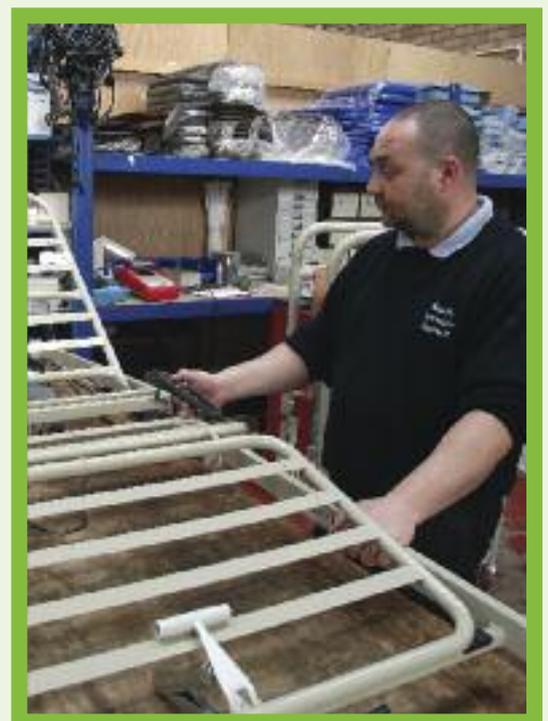
What you have told us has shaped our commitment to provide:

- Quality advice, information and signposting to support the right people at the right time.
- A service which identifies the outcomes which are important to our customers.
- A service which promotes independence and offers you greater choice and control.
- A service which gives the option for our customers to manage their own social care support and take control of how they spend the money.
- Services to keep our customers safe.



What did we do during the year?

- Held a number of events during the year to tell our customers about our plans for personalisation,
- Trained our social work staff in how to support our customers throughout their personalisation journey.
- Changed the way in which the cost of our customers support would be calculated to enable them to take control of the money.
- Improved our communication through revised leaflets.
- Over 60% of our customers now have a personal budget for their social care support.



## What are we doing next?



- New adult social care advice and information will be up and running during the year.
- Ensuring that carers needs are met through personalisation.
- Personalisation is offered to all customers.
- To have as many customers as possible using a personal budget by the end of this year.
- A new system is being introduced to simplify the process of accessing direct payments to make life easier for our customers.

## Facts and figures



- On any day we support approx 3,500 of our customers with social care services.



- We have had over 500 customers using a direct payment to manage the money themselves.



- We provide almost three quarters of a million hours of homecare support each year.

# Standard 4 Positive Experience

## What you have told us has resulted in establishing our commitment to provide:

- Services which ensure that the people who use social care, and their carers, are satisfied with their experience of the support they receive.
- Services which ensure that carers feel respected as equal partners throughout the care process.
- Services which help people to know what choices are available to them locally, what they are entitled to, and who to contact when they need help.
- Services respect the dignity of the individual and ensure support is sensitive to the circumstances of each individual.



## What did we do during the year?

- Undertook an annual government satisfaction survey of 1000 of our customers. Results to be published during late 2012.
- We also personally asked every social care customer their views on how satisfied they were with the support they received.
- We carried out over 50 consultation events to communicate the councils plans regarding our budget and key priorities for 2012 and beyond. These events helped establish the priorities and where to spend the money.
- We have continued to invest in staff development and over 70 learners achieved a national qualification over the previous 12 months.
- We gathered the views of the members of staff who had received training during the year and 100% were satisfied with training and support they had received.



## What are we doing next?

- We want to strengthen our relationship with the public and ensure that your views and feedback are assessed and help develop our future priorities.
- We are establishing a group with the Local Involvement Network (LINK) to monitor our progress and performance during the year.
- Increase the number of volunteers supporting you to maximise your independence.



## Facts and figures



- 29% of services provided are to support carers in their caring role.



- 81% of service users are supported to live independently in the community.

# Standard 4 Positive Experience

The comments found below are what you told us in our user satisfaction survey

## You told us what was good

I would like to thank everyone who has been there for me and to care for me.

I think the support I receive is excellent and supports my needs.

My wife's health and care have been excellent and I can't thank you enough.

I am delighted with the services I receive. The girls are very nice and willing to help and co-operate.

My husband returns animated and happy after being out with his carers.

Over the last six months since my mother had a stroke I have been impressed by the levels of care, help and information we have received from the NHS, social worker and support teams and now with her residential care.

My social worker has been very kind and helpful.

The quotes above are from a user satisfaction survey that was completed during the year and only represent a small sample of your feedback.



## You told us where we could improve

All I need is someone who is caring and kind. Some of my carers are great others cannot wait to leave.

People sitting in offices shouldn't make changes regarding people's care and funding without experiencing the difficulties we have.

I have been with this service for about 6 years now and am still waiting for a regular carer!

Better training required. One lady said she had never supported someone to have a shower.

Waiting lists are too long to be assessed.

There is not enough consultation with carers.

Personal Budgets are fine for young and mentally fit but the elderly and infirm cannot cope with the decisions required.

There should be better advice and information available.

All of the responses have been communicated to the relevant services and your key messages have informed our priorities for next year.



# Do you want more?

## Anyone can get involved with adult social care

We always want to hear what people think about social care.

By hearing and acting on your views we can work to improve adult social care for everyone.

We are keen to work with you when we plan things, when we make decisions, when we provide services and when we check how well they are running.

If you currently receive services arranged by us, are interested in using one of our services or if you just want to express an opinion about adult social care, then there are lots of ways to do it:

- There are many different groups in North Tyneside, some supported by the council but many by independent community and voluntary groups.
- You could sit on a decision-making panel in adult social care (for example, a staff interview panel or tendering panel).
- Join the adult social care circulation list to find out the latest news on events and plans for North Tyneside by email.
- You could come along to a focus group to give your views on a particular issue.
- You could fill in a survey or questionnaire. We often send these out to find out more about people's experiences of support services and social care.
- You could meet with someone to talk about your experiences of social care.

If you're interested in joining us or want to know more please contact the Gateway Team:



Telephone us - (0191) 643 2777



Fax us - (0191) 643 2569

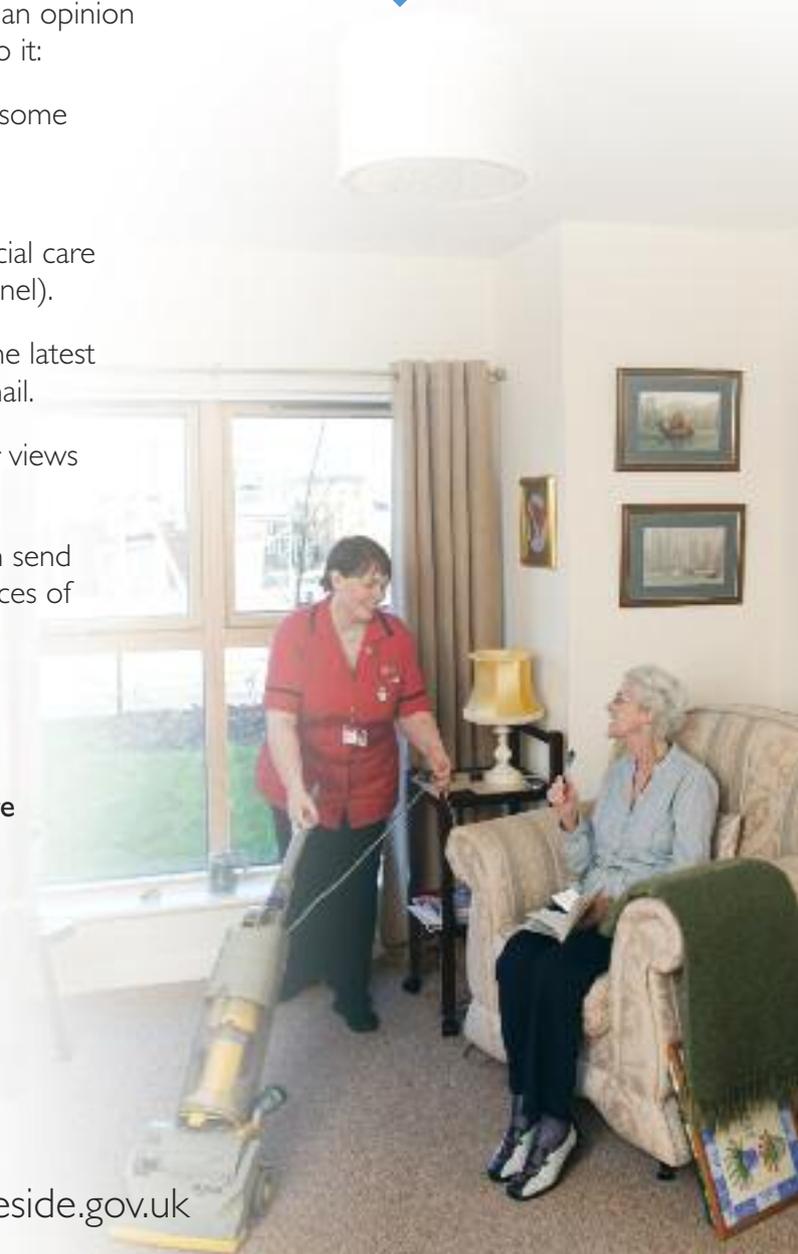


Text us - 07950 081 316



Email us - [ASCcontact@northtyneside.gov.uk](mailto:ASCcontact@northtyneside.gov.uk)

Get more involved  
Have more say  
Get to know more



## You can also contact North Tyneside LiNk

The LiNk (Local Involvement Network) is open to anyone and there are a number of benefits to becoming involved in the North Tyneside Network. These include:

- getting attention for issues or ideas.
- influencing those who make decisions about new or existing health and care services.
- helping the community speak with a stronger local voice.
- helping services provide better care.

By joining as an individual or on behalf of a voluntary organisation, the North Tyneside LiNk can help you join up with others who share your interests in either health or social care. You can benefit from the powers, influence and resources at the disposal of the LiNk to help "get your voice heard".

Find out more about  
North Tyneside LiNk at  
[www.linknorthtyneside.org.uk](http://www.linknorthtyneside.org.uk)

## Making a comment, complaint or compliment

You have the right to receive a good level of service from us and we want to make sure our services are as good as possible in order to meet this requirement. You can help us to make these improvements by making a comment, complaint or compliment.

If you are particularly pleased or displeased with a member of staff or service or would like to make a suggestion, please let us know.

You will not be disadvantaged in any way by making a complaint or comment about the service.

To make a complaint you may wish to use our general enquiry form, ring us on 0345 2000 101 or visit your nearest Customer Service Centre in the first instance. If you are still not happy, staff can record your complaint for you and refer it on for investigation to our Customer Liaison Office.

Customer Liaison  
Legal and Democratic Services  
North Tyneside Council  
The Quadrant  
The Silverlink North  
Cobalt Business Park  
North Tyneside  
NE27 0BY

Tel: (0191) 643 2280

[customerliaisonoffice@northtyneside.gov.uk](mailto:customerliaisonoffice@northtyneside.gov.uk)

- **You can also complete our formal online complaints form.**
- **Your complaint will then be dealt with through the council's corporate complaints procedure.**

# Meet some of the social care team

Meet the new “Gateway” team. This team will take your calls and ensure you are given the right information advice and support.



Here is a member of our reablement team, doing what they do best, helping our customers to regain their confidence and independence.



Our “Care Call” team answering another call for support.



Part of our contracts team on another inspection to ensure the quality and standards of care are maintained.



Our Adaptation and Equipment service preparing another piece of equipment for delivery.



We can provide *Accountable to you* in other languages and in different formats, such as large print, Braille or audiotape.

For more details, please contact us on:



Telephone us - (0191) 643 2777



Fax us - (0191) 643 2569



Text us - 07950 081 316



Email us - [ASCcontact@northtyneside.gov.uk](mailto:ASCcontact@northtyneside.gov.uk)



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