Appendix C

Direct Services Communications Plan Draft

Brent Council July 2010



Document control

London Borough of Brent

Direct Services

Document title: Communications Plan

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Background

- Direct Services Transformation is the London Borough of Brent's project to transform the delivery of direct or in house services to people with learning disabilities.
- Through it, the council plans to consolidate its various day services and increase independence, customer choice, realising more personalised services.
- Through version one of this document, the council engaged with users and carers through
 three waves of consultation. Regular discussions were held with members and MPs, and
 service provider organisations. Over the coming months, this will increase as staff, service
 users, partners and stakeholders are involved in changing how learning disability services are
 delivered in Brent.
- Version two (this version) of the Communications Plan outlines how the council will use communication to facilitate understanding and support for the transformation of day services to people with learning disabilities. Our current plans build on feedback and experiences gained during the consultation period.
- The Communications Plan is continually updated as the project develops.

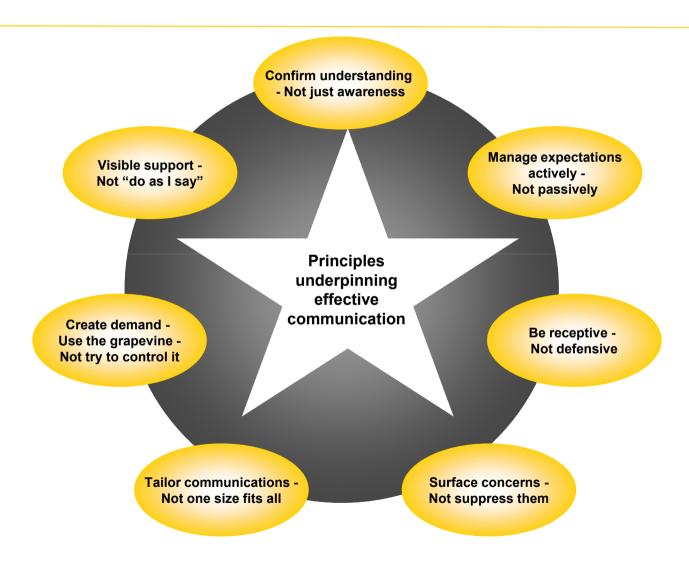


Communications and Engagement Plan Objectives

- To ensure that internal and external stakeholders are engaged and supportive of the Direct Services project, why it is needed and how Brent Council expects to take the transformation forward. To carry out all communications in line with Valuing People recommendations.
- To ensure that key stakeholders are engaged and supportive of the transformation changes, and how they can contribute to the transformation of our services, making effective use of service user forums and advocates where appropriate including the Partnership Board.
- To enable service users and carer views and feedback to be taken on-board to influence the
 planning of communications events as well as the decisions made and direction taken about
 the project as a whole.
- To ensure staff across Brent Council understand how business transformation links with business as usual to ensure external stakeholders receive a seamless service.
- To communicate the Direct Services project and wider transformation programme to meet the objectives of the corporate communications and consultations strategies which enhance Brent Council's reputation in the local and national media where appropriate.



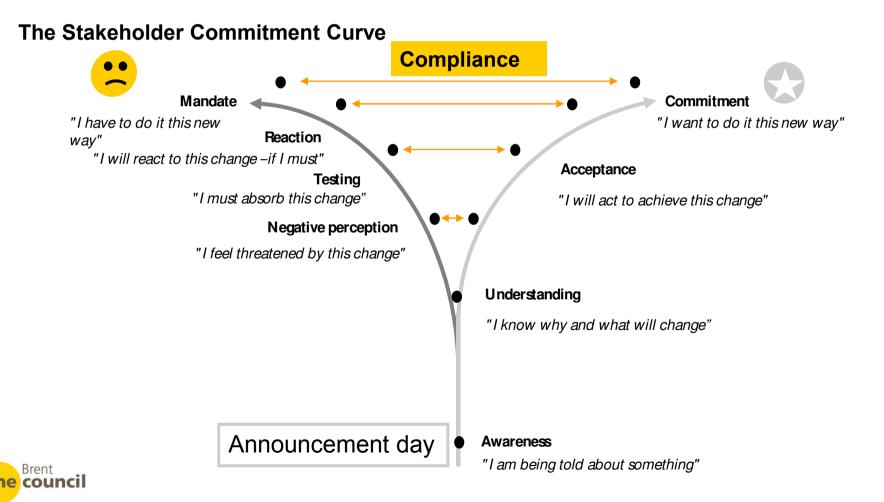
Communication principles





Gaining commitment through communication

The challenge of change management is to move stakeholders up the commitment curve to the point where they are committed to the success of the program and willing to alter the way they behave to support new ways of working. Communications forms a vital role in this.



Key Messages



Key messages – Aims and Objectives

- Brent Council wants to make it easy for vulnerable people to take part in more varied activities so that they can have more of a say in how they work, learn and enjoy leisure and social activities.
- The council believes people who have a social care need have the right to lead their lives like everybody else, with the same opportunities and responsibilities, and to be treated with the same dignity and respect.
- Brent's Adult Social Care transformation is designed to make this a reality. It presents an overall vision for people with learning and physical disabilities and vulnerable older people.
- The council wants to make sure that the day services meet the needs of service users, now and in the future.
- Our proposals reflect national policy, which says that services for vulnerable people should be tailored to
 their individual needs and based in the community, rather than in day centres and similar buildings. These
 services will be delivered by the same organisations that everyone else uses and people can pay for them
 using their personal budgets. Personal budgets are paid to service users and their carer.
- Experience in other parts of the UK shows that this will improve services by promoting choice, control and independence. It also helps to make services more financially sustainable for the future as public spending becomes more tightly controlled.



Key messages – Direct Services

- The plans for learning disability (LD) services are the most advanced because most day centres in Brent are for
 people with a learning disability. Users of Stonebridge and Projects urgently need new accommodation as the
 buildings are not fit for purpose. Similar plans will be developed for older people and physical disability services
 within the coming year.
- Brent Council proposes to build the new John Bilham Resource Centre as a base for all LD day opportunity activities in the community. More people will go to a different service independently or with a support worker rather than go to the resource centre. The council will need fewer buildings to deliver day services. There will be better access to information and advice about mainstream and community activities.
- When they are eligible for council support people will have a personal budget to choose and pay for the services and support they need. Their personal plans will be regularly reviewed to make sure that they receive the support they need to participate as much as possible in the local community and economy.
- Brent Council will create more opportunities to take part in meaningful activities in the community. The council will buy new services and work with local providers such as the College of North West London to improve access to mainstream services.



Key Messages - Transition

- The proposal is that the move into the John Bilham Resources Centre will happen in several stages:
 - Users from Stonebridge and Projects will move into Strathcona at the end of 2010. People at Strathcona, and at ASPPECTS, will then receive a review of the support they need in order to participate in community activities.
 - At the same time, CASS service users will use Albert Road as a base and all users will adopt the CASS community approach and receive a review of the support they need.
 - The third phase will be to re-design the way day services are provided.
 - The fourth phase will be all services moving to the John Bilham Resource Centre at the end of 2011 for the remaining service users to use as a base.





Communication and consultation activity to date



Consultation and communication with service users

Event	Attendees	Planning	Session description	Lesson learned/feedback
Formal Consultation - Wave 1 Consultation from 2 nd to 11 th August Wave 2 Consultation from 9 th to 23 rd September Wave 3 Consultation from 5 th to 18 th October	Service users with learning disabilities, physical disabilities, and older people	 Initial planning carried out by Project Group and Service User and Carer involvement worker Input sought at Waves 1 and 2 and used to design the subsequent sessions Advocates played a significant role in designing the sessions and materials across all waves 	 Meetings (2 hours) at the nine Learning Disability, Physical Disability and Older People day centres where Brent Council provides services Information was carefully designed to match the needs of the groups attending meetings and included key messages and the Day Opportunities strategy Information was initially presented orally and then service user groups split into smaller groups for a facilitated table discussion (format was changed to accommodate users with learning disabilities) Service user responses and questions were captured by scribes on flipcharts In addition to key workers, advocates were present to assist service users in expressing their views at the Strathcona, Stonebridge, Projects and New Millennium meetings Translators, British Sign Language (BSL) signers and speech therapists were also available when needed to increase communication to and from users Advocates were present and able to use Makaton to increase communication with LD users with complex needs One to one meetings were held with officers and advocates to elicit further information where requested 	 Users expressed similar concerns over the three waves of consultation However, those who attended more than one session tended to change their views as they increased understanding of the Council's position During Wave 1 at Westbrook, the consultation was adapted and instead individual meetings facilitated by voluntary groups were scheduled to meet users needs Feedback from the session indicated smaller groups encouraged better communication Advocates most effective when involved as early as possible in the planning process



Communication and consultation with carers and additional service user support

Event	Attendees	Planning	Session description	Lesson learned/feedback
Wave 1 Consultation from 2 nd to 11 th August Wave 2 Consultation from 9 th to 23 rd September Wave 3 Consultation from 5 th to 18 th October	Carers for service users with learning disabilities, physical disabilities, and older people	 Initial planning carried out by Project Group and Service User and Carer involvement worker Input sought at Wave 1 and 2 carer meetings and used to design subsequent meetings 	 Meetings (2 hours) held to hear their views on and concerns about the proposed service redesign Information in form of presentation, plenary question and answer and facilitated small group sessions A leaflet with the key messages of the strategy in plain English and easy read was available to all users, as well as a copy of the Day Opportunities Strategy and the online questionnaire A palantypist recorded all discussion, which were projected live on a screen Translators were available when needed One to one meetings were held with officers and advocates to elicit further information where requested Lead Member attended carer meetings and answered questions 	 Carers did not initially fully understand the concept of personalisation and to improve this case studies were sought and a user who received direct payments brought along to answer questions Carers understanding of the reasoning behind the council's decision improved across the waves even if they did not all explicitly support the project aims Carers who were particularly engaged were encouraged to facilitate small group sessions; this was successful and increasingly occurred through the consultation
Additional service user communication	Key workers and service users	 Feedback from session indicated further communication through key workers would be beneficial 	 Key workers attended briefing sessions on communication materials and held sessions with users informally over period of consultation and continue to be a key source of information 	• Ongoing
Individual carer meetings	Officers and carers	N/A	 Written communication to all carers who wrote with concerns. Where carers had significant concerns additional support was provided in the form of telephone call or one- to-one meetings 	• Ongoing

Communication with Members, MPs, and providers

Event	Attendees	Session description	Lesson learned/feedback
 Lead member briefings July 2010 follow up meetings monthly 	Lead Member, officers	Full written and oral briefing with Lead Member	The need to communicate more regularly with Lead Member to ensure continually up to date – important that Member can answer Q&As on an ongoing basis from residents and carers
Leader Briefing	• Leader, press, officers	 Full written and oral briefing with Leader briefing with press including Q&A 	Consultation briefings complete. Ongoing
 Local political party monthly meeting 	 Local political politicians 	Presentation and Q&A session to cross party Members	Consultation briefings complete. Ongoing
• Providers	Four main provider groups	 Specially designed sessions aimed at providers Information in form of presentation, plenary question and answer 	 Good understanding and support for council's plans Service providers began turning up to carer meetings so this special session was designed to accommodate them Discussion was wide and varied and covered significant feedback on areas to improve service now and in future and how to involve other external stakeholders in successful delivery of the project e.g. Colleges



Communications approach



Communications Approach

The consultation report and feedback gathered from consultation events will feed into the executive report considered by Members. On the basis of this report, Members will make a decision as to whether the Direct Services project will go ahead in its current form.

Following the decision by Members, a revised Communications Strategy will be taken forward. The remainder of this document assumes the project will continue and sets high level communications objectives for each stakeholder group based on feedback from the consultation process.



Key worker communication to service user

On request one-to-ones with carers

Regular communication with Members and MPs



High level stakeholder analysis Nov 2010



Group A – stakeholders directly affected by the changes

Stakeh olders	Current understanding	Main concerns	Key messages	How to engage	Desired Outcomes	Likely champions
Service users - LD	High level understanding of Day Services Strategy and project	 Loss of day centres as place to meet socially Concerned over transport arrangements for other services Concerned about transition to other/more general services in wider community 	 Brent Council wants to make it easy for vulnerable people to take part in more varied activities SDS and DS will promote choice, control and independence More people will go to a different service independently or with a support worker rather than go to the resource centre There will be better access to information and advice about mainstream and community activities The council will buy new services and work with local providers such as the College of North West London to improve access to mainstream services 	 Plain English written and pictoral information For more complex needs increased simplification and physical communication of messages (through locations) Briefing sessions with Key workers Student Council Advocate involvement in designing info and briefing sessions 	 Users understand rationale for DS Users feel positive about accessing different services and confident these will meet their needs 	Individual users
Carers	High level understanding of Day Services Strategy and project	 Change motivated primarily by saving money Concerned over safety and capacity in John Bilham Level of respite for carers Impact on service users 	 Brent Council wants to make it easy for vulnerable people to take part in more varied activities SDS and DS will promote choice, control and independence DS will make services financially sustainable for the future as public spending becomes more tightly controlled Users of Stonebridge and Projects urgently need new accommodation as the buildings are not fit for purpose 	 Plain English written information Formal letter informing of decisions and changes Briefing sessions with Q&A 	 Carers understand rationale for DS Carers support move to SDS and impact that will have on users 	Individual carers
Staff working in Day Centres	High level understanding of Day Services Strategy and project	 Changes of jobs/roles Impact on service users John Bilham capacity 	 SDS offers greater choice and control for users and more financial sustainability Some jobs will change. Staff will be involved in designing the new system and we will consult extensively around HR implications The council will look to reduce spend on temporary staff first before looking at requirements for permanent staff 	Team meetingsBriefingsMonthly emailUnions	 Staff understand rational and support move to SDS Staff support DS project as in best interests of users Staff understand DS will make future services financially sustainable 	Change champions

Group B – stakeholders indirectly affected by changes and required to act

Stakeholders	Current understanding	Main concerns	Key messages	How to engage	Desired Outcomes	Likely champions
Unions	 Awareness of national agenda and national union stance. Uncertainty over local workforce implications 	 Changes/loss of job and redundancies 	 Self directed support offers greater choice and control Staff will be involved in designing the new system We will consult extensively around HR change 	Briefing/consultation	Awareness of DS Understanding of HR implications	
Staff working in housing and community care	 Awareness of national agenda Uncertainty around implications 	 Meeting duty of care Changes/loss of jobs Skills/ training implications Changes required in their specific services 	 Direct Services offers greater independence, choice and control for users We will be working closely with partners to ensure new system is joined up and user receive seamless transition 	 Workshops with managers and staff Team meetings to cascade messages Written communications(newsletters /email/website) Briefing/ feedback sessions to encourage 2 way communication 	 Staff understand council rationale for DS Staff support move to SDS as best thing for users Awareness of service based changes for seamless service delivery 	Individual managers within discrete teams
Key partners - Health trusts, PVI Sector, Brent Community Services	 Awareness of national agenda Uncertainty around implications for local partnership working 	Impact on joint working/teams/go vernance/budgets	 Direct Services offers greater independence, choice and control for users We will be working closely with partners to ensure new system is joined up and user receive seamless transition 	 Briefings at partnership meetings Written info pack Consultation 	 Partners sign up to DS vision Partners understand opportunities to deliver services differently 	Partner 'champions'



Group B – stakeholders indirectly affected by changes and required to act

Stakeholders	Current understanding	Main concerns	Key messages	How to engage	Desired Outcomes	Likely champions
Members, MPs and Local Politicians	Initial engagement begun – understanding varies according to current level of involvement	 Meeting duty of care Impact on budget Potential for bad news stories 	 SDS and DS will promote choice, control and independence Services will become financially sustainable for the future as public spending becomes more tightly controlled Users of Stonebridge and Projects urgently need new accommodation as the buildings are not fit for purpose 	 Regular personal briefings with portfolio holder and Leader Written information to MPs Presentation at local party monthly meetings Presentation to overview and scrutiny Briefing to Cabinet 	 Understanding of positive impacts for service users Understanding of requirement for financially sustainable services Members who feel confident dealing with public on Direct Services 	• Portfolio holder (Ruth Moher)
Providers – current and potential	 Understanding of day opportunities strategy Low level understanding of future service delivery opportunities 	 Less control over financial planning/ forecasting Significant changes to business models may be required Costs of administration could increase 	 Providers who are innovative could attract more business We will work with providers to support the transition 	 Briefings sessions Written info pack Consultation Engagement through provider fora 	 Providers identify opportunities presented by DS Providers see themselves as key partners in the delivery of new and innovative care solutions and take part in planning 	Key providers



Group C – stakeholders indirectly affected by changes without the need to act

Stakeholders	Current understanding	Main concerns	Key messages	How to engage	Desired Outcomes	Likely champions
Council workforce	 Limited awareness of national agenda Inconsistent understanding of impact of DS and SDS in Brent, inc timescales and workforce implications 	 Confusion as to what the changes mean Changes to jobs/increased workloads Impact on service users 	 DS offers greater independence choice and control for users DS puts delivery of services on a more sustainable financial footing We will continue to meet duty of care 	Written communications (newsletters/email/web site) Town hall/leadership meetings	 Understanding of rationale for DS project Council workforce think SDS is the right thing to do for service users 	Corporate change/comms
Brent residents	Very little understanding	 People being cared for properly Impact on Council Tax/Value for money 	 DS offers greater choice and control for users DS puts delivery of services on a more sustainable financial footing 	Briefings/consultation Local media articles	 Understanding of Council rationale for DS Support for SDS positive impacts for service users 	-
DCLG	Awareness of national agendaUncertain of local plans	 Feasibility of roll out within timeframes Negative impact on service users 	DS executed in timely fashion with proper user consultation	Written communication	Continuing support from CLG	-



Appendix



Direct services transformation Consultation schedule – wave 1

August 2010

Overview (1/3)

Date	Centre	Group	Time	Reso	urces
		a. Strathcona users (60 approx)	10.45am-12.15pm	•Presenter: Alison •Facilitation: Nancie, Fay, Fran	•Scribes: Bola, Nisha, Owen •Advocates: Rita, Sharon
	Strathcona & ASPPECTS	b. ASPPECTS users (12 approx)	1.30-3pm	•Facilitation: Key workers •Project officer support: Nancie	•Speech and Language assistant: Jennie
Mon 2/8	Address: 5 Stracthcona Road	c. Staff (15 approx)	3.30-5pm	•Presenter: Alison •HR support: Nancie	•Note taker: Peter Kendal
	Wembley HA98QR	d. Managers (2 approx)	5-5.30pm	•Presenter: Alison •HR support: Nancie	•Note taker: Peter Kendal
		e. Carers (40 approx)	6-8pm	•Presenter: Alison •Facilitation: Nancie, Fay, Fran	•Note taker: Palen typist
		a. Users (30 approx)	10.45am-12pm	•Presenter: Alison •Facilitation: Nancie/Fran/Fay	•Assistants: key workers •Speech and Language assistant: Jennie
Tues 3/8	Albert Road Address:	b. Staff (12 approx)	3.30-5pm	•Presenter: Alison •HR support: Nancie	•Note taker: Gayle
. 233 3, 3	Albert Road NW65DE	c. Managers (2 approx)	5-5.30pm	•Presenter: Alison •HR support: Nancie	•Note taker: Gayle
		d. Carers (30 approx)	6-8pm	•Presenter: Alison •Facilitation: Nancie, Fran	•Note taker: Palen typist
		a. Users (60 approx)	10.45am-12.15pm	•Presenter: Alison •Facilitation: Nancie, Beverly (tbd), Fran	•Scribes: Bola, Nisha, Owen •Advocates: Rita, Sharon •Interpreter/BSL signer: Niranjan Joshi /Zane
Wed 4/8	Stonebridge & Projects Address:	c. Staff (27 approx)	3.30-5pm	•Presenter: Alison •HR support: Nancie	•Note taker: Anna McArthur
	Twybridge Way London NW10 0ST	d. Managers (2 approx)	5-5.30pm	•Presenter: Alison •HR support: Nancie	•Note taker: Anna McArthur
		e. Carers (30-40 approx)	6-8pm	•Presenter: Alison •Facilitation: Nancie, Fay, Fran	•Note taker: Palen typist •Interpreter: Niranjan Joshi

Overview (2/3)

Date	Centre	Group	Time	Resources	
	CASS	a. Users (5 approx)	10am-12pm	•Presenter: Alison •Facilitation: Nancie/Fay/ran	•Assistants: key workers •Speech and Language assistant: Jennie
А	CASS Address: Willesden Centre for	b. Carers (5 max)	12-2pm	•Presenter: Alison •Facilitation: Nancie, Fay, Fran	•Note taker: Palen typist •Interpreter: Niranjan Joshi
	Health and Care Robson Avenue Brent Park, London NW10 3RY	c. Staff (11 approx)	3.30-5pm	•Presenter: Alison •HR support: Nancie	•Note taker: Gayle
		d. Managers (2)	5-5.30pm	•Presenter: Alison •HR support: Nancie	•Note taker: Gayle
	Westbrook Address: 51. LONGSTONE AVENUE. HARLESDEN. NW10 3UN	a. Staff (x approx)	3.30-5pm	•Presenter: Alison •HR support: Nancie	•Note taker: Bhisma Thapa
Fri 6/8		b. Managers (2 approx)	5-5.30pm	•Presenter: Alison •HR support: Nancie	•Note taker: Nancie
		c. Carers (60 approx)	6-8pm	•Presenter: Senel •Facilitators and scribes: Senel, Fay, Nancie	•Note taker: Palen typist
		a. Users (30 approx)	10.45am-12pm	Presenter: Alison (30 min only)Facilitators and scribes: Clive, Fay. Nancie	•Advocates: Advocacy Partners (tbd) •Interpreter: Niranjan Joshi
Tues 10/8	Kingsbury Address:	c. Staff (9 approx)	3.30-5pm	•Presenter: Alison •HR support: Nancie	Note taker: Pat Stewart
10/6	364B, Stag Lane London NW9 9AE	d. Managers (2 approx)	5-5.30pm	•Presenter: Alison •HR support: Nancie	•Note taker: Gayle •Note taker: Gayle •Note taker: Bhisma Thapa •Note taker: Nancie •Note taker: Palen typist •Advocates: Advocacy Partners (tbd) •Interpreter: Niranjan Joshi Note taker: Pat Stewart Note taker: Pat Stewart
		e. Carers (30 approx)	6-8pm	•Presenter: Alison •Facilitators and scribes: Clive, Fay, Nancie	•Note taker: Palen typist

Overview (3/3)

Date	Centre	Group	Time	Resources	
	New Millennium	a. Users (35 approx)	10.45am-12pm	•Presenter: Alison •Facilitators: Clive, Nancie, Fay	•Advocate: Jimmy Talisford •Scribe: Bola, Gayle •Interpreters/BSL signer: Niranjan Joshi /Portuguese interpreter /Zane/Rob
Wed 11/8	Address: 1 Robson Avenue,	b. Staff (16 approx)	3.30-5pm	•Presenter: Alison •HR support: Nancie	•Interpreters/BSL signer: Niranjan Joshi /Portuguese
	Willesden, London. NW10 3SG	c. Managers (2)	5-5.30pm	•Presenter: Alison •HR support: Nancie	Note taker: Pat Emanuel
		d. Carers (10/20 approx)	6-8pm	•Presenter: Clive •Facilitators and scribes: Clive, Fay, Nancie	Palen typist