



**Sunderland
City Council**

Living and Ageing Well

Adult Social Care Sunderland 2023–25

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Introduction

Our council vision:

'By 2030 Sunderland will be a connected, international city with opportunities for all'

The vision for Adult Social Care is synonymous with the three key themes of the City Plan.

- A dynamic smart city with more and better jobs, a low-carbon economy, and a great choice of housing.
- A leading digital city, deploying smart and sustainable technologies for the benefit of residents, businesses, and visitors
- A healthy smart City where people will live healthier, independent lives for longer with more resilient people feeling safe in their homes and neighbourhoods. There will be a range of opportunities for people to participate in their communities and in cultural events and activities

For adult social care this means Sunderland will be a city that:

- Promotes Independence and participation building on people's strengths
- Gives people choice and control over their lives
- Supports carers and families
- Supports the social care market and its workforce to deliver an excellent level of care and recognises the contribution of social care to the economy in the city

- Places an emphasis on collaboration with partners to meet needs
- People feel safe and are safeguarded when needed.

To achieve this vision several guiding principles are in place to support our operating model.

- Focus on innovation and investment, doing more of the same is not sustainable
- To be a leader on the developing of technology enabled care and deployment of smart technology to work alongside other models of care
- Developing new accommodation solutions for vulnerable people
- Having a relentless focus on a preventative approach using existing and developing new community assets to support this
- Co-production and engagement in all that we do

HWBB vision:

'Everyone in Sunderland will have healthy, happy lives, with no one left behind.'

The approach focuses on tackling the social factors of health, ‘the causes of the causes’ of poor health throughout the life course - starting well, living well, ageing well, and addressing inequalities for key vulnerable populations. To enable real opportunity to build back fairer.

The Healthy City plan sets out the case for change, where the responsibility for the health and wellbeing of residents goes beyond the health and social care system, with all organisations in the city playing a role in preventing ill health and supporting all our residents to help themselves to be healthy. The Healthy City Plan has three focussed areas with key priorities identified within:

Starting Well

Laying the foundations for a healthy life from pre-conception to young adulthood

- Give every child the best start in life
- Enable all children, young people and families to maximise their capabilities and have control over their lives

Living Well

Ensuring people have the opportunity to live a healthy life

- Create fair employment and good work for all
- Ensure a healthy standard of living for all
- Create and develop healthy and sustainable places and communities
- Strengthen the role and impact of prevention

Ageing Well

Ensuring people have the opportunity to live a healthy old age

- Strengthen the role and impact of prevention for older people

Adult Social Care priorities

We have developed our priorities based upon the approaches within the City Plan and Health and Wellbeing Board Healthy City Plan utilizing customer feedback and experience received via a range of sources including:

- User surveys
- Ageing Well Ambassadors
- Healthwatch
- Voluntary and Community Sector
- Let's Talk campaigns
- Customer feedback automated telephony app

This has enabled us to identify key three priorities:



We will support people to live independently



We will support people to regain independence



We will help people to live with support



National context

We along with other Council's across the country are looking at ways in which we can provide the right care, to the right person at the right time.

Key enablers:

- Person centered care
- Strength based practice and delivery
- Use of resources in the most effective way
- Increased opportunities for digital and technology enabled care
- Building resilience and capacity with individuals and communities
- Workforce development and planning
- Health and Social Care Integration
- Improved use of early intervention and prevention across the city

This is against a backdrop against significant financial challenges as we see more people requiring support and the cost of providing this care increasing. The recovery from Covid has been a lengthy process and has created additional demand for services in the immediate and longer term as people present with more complex needs at an earlier stage in life and post hospital discharge.

There are also a significant number of changes around social care that have come from Central Government following the Social Care white paper and Health and Social Care Bill that will require us to think differently about how we deliver our services and use our resources. We are also in the midst of a cost of living crisis that is impacting individuals, families and communities.

This strategy has been drafted to describe how we will do this whilst ensuring the voice of our residents remains throughout.



Sunderland key facts



Sunderland adult population
220,189



Adult population receiving adult social care services
1.98%



Adult population over 65
25.7%

We have set out our priorities as high level 'we will' statements. We will work with residents and partners to design how we deliver these priorities. Having used customer feedback and consultation to develop the priorities this puts us in a strong position to build upon this to co-produce solutions together that enable our residents to live and age well.

Our City Plan sets out how Sunderland City Council are committed to people enjoying independent lives, enabling people to live healthier and longer lives, and having more resilient people. Our priorities contribute to the City Plan commitments to help people and communities reach their full potential.

As described in the key facts Sunderland has an adult population of 220,189 with 25.7% of this population being over 65 (mid year estimates). The 2021 census describes a decrease

in the overall population of 0.5% compared to an increase of 20.1% for the over 65 since the last census which aligns with the national increases. We support around 1.98% of the adult population with Adult Social Care services at any one time. The majority of services provided are to the over 65 cohort at 68.2% with a further smaller proportion of residents arranging and paying for their own care.

The number of people the Council expect to support over the next 5 years is expected to increase by 1,000+ due to the ageing population, increased needs resulting from the impact of Covid, increases in mental health problems, complex and chaotic lifestyles.

The council spends around 32.3% of the budget on Adult Social Care. We continue to face financial challenges and it remains imperative that we make the most effective use of resources to achieve the priorities and ambitions described.

This means that we need to deliver services differently to prevent, delay and reduce needs escalating as well as commissioning and using innovation to deliver services in the most cost effective way.

The priorities set the ambition and direction of travel for Adult Social Care for the next 2 years and a guide for improvement activity and use of resources. This will align with additional strategies including Carers Strategy, Prevention Strategy, Digital Strategy and Information Advice and Guidance Strategy (under development).



Priority 1: We will support people to live independently

We will:

- Work with residents to improve the advice and information offered to residents via our online directories
- Enable residents to remain independent in their own home via the scaling up of the use of technology enabled care
- Work with partners to develop and embed a multi-agency front door that will ensure residents can easily access information, advice and support
- Continue to work with partners to embed the Social Prescribing model throughout the city
- Work with partners to embed the falls prevention strategy and service throughout the city
- Work with partners and communities to build capacity and resilience within the Voluntary and Community Sector to continue to support resident's needs
- Improve employment, training and volunteering for residents with a learning disability and or mental health problem
- Consider and develop Age Friendly communities
- Review the Carers Strategy and action plan
- Implement the carers app Mobilise
- Implement a suite of online portals for info, advice and guidance offer, safeguarding referrals, carers assessments, online self-assessment and financial assessment
- Engage and collaborate with the provider market to enable residents to remain independent
- Adult Services will continue to work with partners on Sunderland Safeguarding Adults Board to ensure people in Sunderland live safely, free from neglect and abuse



Priority 2: We will support people to regain independence

We will:

- Continue to work closely with health partners to ensure safe and timely hospital discharge with our residents and carers being central to discharge planning and that they receive quality and timely advice and information, utilising the findings of the Newton Europe activity to inform priorities
- Increase residents access to short term interventions to help them regain their independence and return home where it is appropriate and safe to do so
- In partnership with residents, we will finalise the review and redevelopment of day opportunities
- Continue to work collaboratively with health partners to support hospital discharge for people within the Transforming Care Programme and those residents with complex mental health needs
- Work collaboratively with Children's Services to support children and their families to prepare for the transition to adulthood maximising opportunities for independence
- Embed the Dementia and Smart Homes Grants as part of the Disabled Facilities Grant offer
- Review and enhance the reablement offer in the city
- Develop and implement the new care and support at home, Keeping Well Service with provider colleagues to enhance customer outcomes and promote independence
- Reshaping of therapies services in response to Newton work
- Review and recommission of sensory support service



Priority 3: We will help people to live with support

We will:

- Refresh the current shared lives offer in the context of supporting transitions
- Enhance and increase the Direct Payment/Personal Health Budget Offer
- Work with partners to collaboratively develop and implement a Trusted Assessor model to support Social Care
- Reform the review process and ensure partners are able to evidence people at risk of decline are being identified
- Implement a range of technology solutions to support Social Care Reform, timely assessment and review and partnership working via Online and Assisted self-assessment, trusted assessment, financial assessment and provider payment
- Development and implementation of a tiered model of care and support that is individualized based on personal need and a low level preventative, monitoring and responsive service
- Review the Council Charging Policy
- Review, develop and implement the workforce development strategy to ensure a workforce that remain professional, experienced and sustainable for Adult Services
- Sustain a timely offer of support at home for residents in the city
- Continue to build upon the success of the current programme of suitable accommodation solutions for people's care and support needs



Enablers

We will:

- Embed the new model of social care within Adult Services utilising a strength-based approach
- In partnership with Together for Children, further enhance the transition process for children and young people and the move to adulthood
- Use information to broaden customer feedback and insights
- Embed the values of the council in the delivery of services
- Continuation and review of the Adult Services communication strategy
- Consider and apply co-production in all activity that we undertake with staff and residents
- Develop and embed the Equality Action Plan in Adult Services
- Continue to promote and embed the staff health and wellbeing strategy and associated actions
- Collaboration with the provider market on the strategic direction of the organisation/services

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