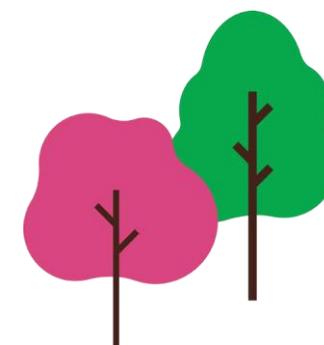


Engagement Strategy

2023 - 2026



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Introduction

Engaging with communities, partners and local businesses is key and sits at the heart of everything we do. Engagement is vital to deliver excellent services that meet the needs of the adults and carers that live in our Borough. By listening to the adults we support, along with their carers and family we can gain valuable insight into the unique experiences of adults who use our services.

Redcar and Cleveland Borough Council is committed to working together with adults and carers to plan, design, commission, deliver and evaluate Adult Social Care services.

We want to know if the services we offer make a difference to the challenges that adults and carers face daily and if they improve their quality of life. Are services easy to access, person centred and provide high standards of care and support? Are we investing our resources in the right areas? We cannot make improvements to our services without this feedback and additionally without the feedback from the wider community, our staff, and partners.

This strategy describes our approach to Adult Social Care engagement activities.

We want to build on existing community spirit, encourage adults and carers of all ages to celebrate Redcar & Cleveland's many positive features, improve community cohesion and boost wellbeing. We want to involve residents in the development of our communities and services to ensure we use our resources well, to benefit those who most need them so we can all appreciate our Borough, respect one another, and enjoy our lives together.



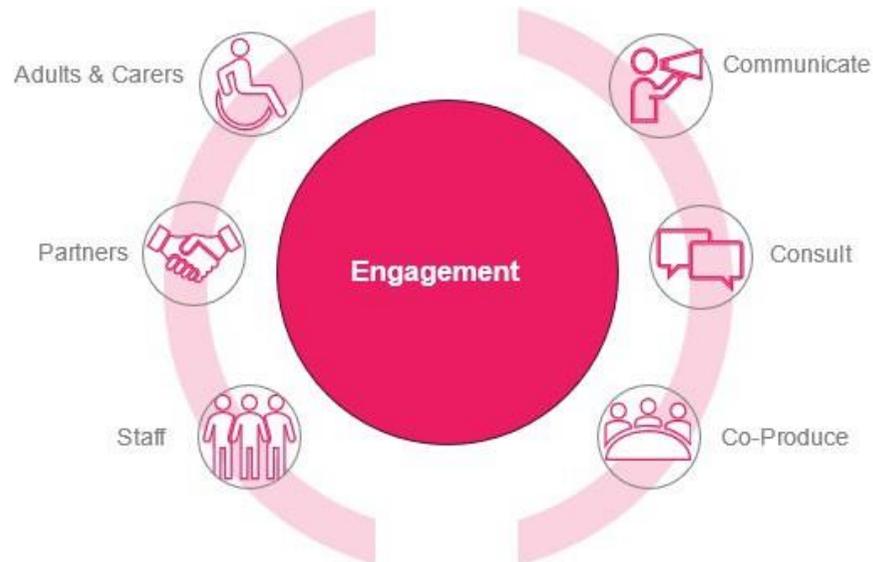
Our Aims & Objectives

Our aim quite simply is to actively listen.

We will listen to adults and carers, hear their views and understand their experiences; then working together we will develop services that are inclusive and provide quality care and support.

We will listen and work with our staff and partners to make sure we deliver improvements to the way we practice and operate.

“I am listened to and shape my own support”



Engagement activity is made up of three main elements.

We regularly need to **communicate** with all stakeholders to provide information and advice, share news and updates.

We will **consult** on proposed plans and invite feedback that will help us shape those plans.

We also want to develop service together – this is called **co-production**. Adults who use services and their carers and families should be involved in how those services are run and what future services should look like.

When undertaking engagement activity, we will set out clearly what we would like to achieve, understand the resource we have available for the engagement exercise and make sure what we do is meaningful and relevant, aligned with local priorities.

We will publish a three-year engagement plan which will be reviewed annually. This will set out the areas of engagement activity we would like to undertake. Each separate engagement activity will have a more detailed project plan.

We will ensure that all activities are inclusive and accessible. We will review key demographic information acknowledging compliance with our equality duties. We will ensure there are no barriers to communication and engagement, different methods of engagement are used and that accessibility standards are adhered to.

We will be responsive, act on the information we are given and learn from adults' and carers' experiences. We may receive feedback from adults or carers in the form of a complaint, compliment, or comment. Action will always be taken to rectify any complaints on an individual basis and there may be wider learning in terms of our practice or the quality of a particular service.

We understand and celebrate the interdependencies between engagement, quality assurance and service improvement. In addition to providing feedback to participants following each engagement project we will also produce an annual report to show who we have engaged with, how we engaged with them, and what improvements have been made or services procured and provided as a result.



We will use different engagement methods depending on who we are engaging with and the type of engagement we are carrying out. The diagram below shows the various ways in which we can engage and the types of engagement tools we use.



- Information & advice: available through our website, information leaflets, provided verbally along with signposting and followed up with a Wellbeing Pack.
- Daily engagement & feedback: adult & practitioner conversations, comments boxes at reception, compliments, concerns, and complaints.
- Surveys: paper-based satisfaction surveys, statutory Adult & Carer surveys.
- Your Voice Matters: online portal for surveys, view finding and borough wide consultations.
- Partnerships, groups & forums: informal provider feedback and forums, Voice of the Workforce group.
- Carers Partnership, Ageing Well partnership, Learning disability partnership etc.
- Service Led Initiatives: Service reviews, service re-modelling and procurement evaluations.

We will look at these methods alongside our day-to-day activity to understand how we engage and analyse feedback.

Engaging with the Adults we support and their carers

Adult Social Care delivers a diverse range of service which provides us with multiple opportunities to communicate and engage. From the provision of information and advice, through to safeguarding, assessment, support planning and the provision of care service we have daily opportunities to engage with the adults we support, their carers and family members.

Providing information, advice and signposting

We have a duty under the Care Act to provide information and advice that is clear, appropriate, and timely. We are required to follow the Accessible Information Standards to ensure adults and carers receive information that they can understand, and for those with a disability, impairment or sensory loss communication support is available.



“I am given information and advice when I need it”

Our website www.redcar-cleveland.gov.uk provides information, guidance, and links to services.

We have a range of public guidance documents which are available at Council reception areas and can be posted on request.

Our Access Team provides vital first contact services and can offer advice and signposting through the provision of a Wellbeing Pack, specifically tailored to the adult's or carer's enquiries and needs. If anyone has difficulty in communicating over the telephone, we offer a texting service via a third party to relay the conversation in real time. We seek feedback from adults and their carers on the provision of information and advice and we need to build on this to understand the outcomes when we are signposting to other support services.

Keeping Adults Safe

The Council has a statutory responsibility to safeguard adults and in doing so needs to engage with adults, their carers, family members and multi-agency partners. We promote a highly person-centered approach to addressing safeguarding concerns and have adopted the Making Safeguarding Personal (MSP) sector-led initiative to measure the effectiveness of our practice and receive feedback from adults about the outcomes they desire as a result of the safeguarding process.

Assessment, planning and provisioning care and support

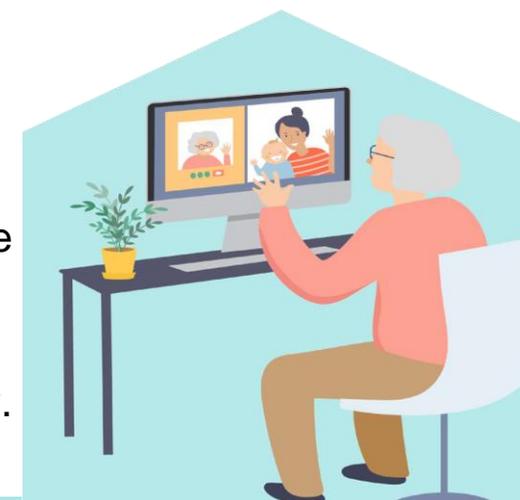
Our assessment process is one of the most important elements in providing the right care and support and initiates one of the key interactions between Adult Social Care and the adults and carers we support. It helps adults to understand their strengths and needs, and what outcomes they want to achieve.

“I am listened to and shape my own support”

As well as determining eligibility under the Care Act, the assessment provides the foundation for ongoing meaningful engagement, risk management and a robust support plan that can prevent, reduce, or delay the onset of greater needs for the adult or their carer. Adults and their carers are central to the process and are fully involved in all aspects of planning to meet their care needs.

We actively seek feedback on the quality and effectiveness of the assessment experience, and the interactions between our practitioners and the adult or carer.

Satisfaction surveys are routinely sent to random samples of adults and carers who we support. Going forward, adults and carers will be contacted directly when we undertake practice audits as part of our practice assurance framework. This will help us understand adult or carer's experiences and make improvements where necessary.



Engaging with adults who use care and support services provided by the Council

The Council provides a number of care and support services directly as outlined below. We need feedback from the adults and carers who have used these services so we can and understand the effectiveness and quality of these services. Understanding the adult's or carer's journey enables us to work together to remodel services ensuring that we continually improve our offer and meet needs in ways that adults and carers prefer.

"I am enabled to regain my wellbeing and independence"



Housing and Adaptations Services



Activity and Wellbeing Services



Community Reablement Services



Intermediate Care Centre



Residential Care, Respite and Stepping-Stones for Adults with a Learning Disability

Community Reablement and our Intermediate Care Centre have robust exit questionnaires in place which are continually analysed. We are working alongside each of the services and the adults who use them to develop further assurance and engagement activity.



Engaging with Adults who need care and support from the wider care market

The Council commissions a wide range of care and support services for residents of the Borough. The services we commission include residential care, home care, extra care, supported living and a number of additional specialist support services for specific needs.

"I am provided with quality care that is value for money"

These services are in place for a set period via a contract which providers must tender for. Feedback from the adults who use these services, their carers, and wider family members are vital in helping us to monitor the quality of support throughout the contract period. Our Quality Assurance Framework for Commissioned Services ensures we directly capture the views of those who use these services.

When contracts are due to end, we undertake a service review which should be conducted following meaningful engagement with the adults or carers who use the service. Working together we can shape future services by remodeling specifications for future procurement exercises, based on what we have learnt from understanding what it is like to use these services from those with a lived experience. Additionally, we need to include adults and carers with lived experience, to help us evaluate tenders and have a say on who we award contracts to.

Adults and their carers can contribute to shaping future services through attendance at various partnership groups and forums. We are continually thinking of ways we can work with providers to involve adults within the day-to-day operations of services; for example, an adult or carer with lived experience could be part staff interview panels or focus groups. Over the coming years we want to expand how we work alongside adults and their carers to continually improve and develop our service offer.



Engaging with Our Partners

Engaging with our partners helps us to understand the wider system, its challenges, and how it affects the adults and carers we support.

We have a range of stakeholders and working partnerships, as identified but not limited to those below.



Providers



Elected
Members



Integrated
Care Board



NHS



Police



Colleges



Voluntary &
Community Groups

Through consultation with our partners, we can share organisational views and provide feedback on behalf of adults and carers with different needs.

We are committed to increasing opportunities to work together through joint funding initiatives and in developing jointly operated services. In doing so we can provide better services, seamless transitions and improved continuity of care.



Engaging with Our Staff

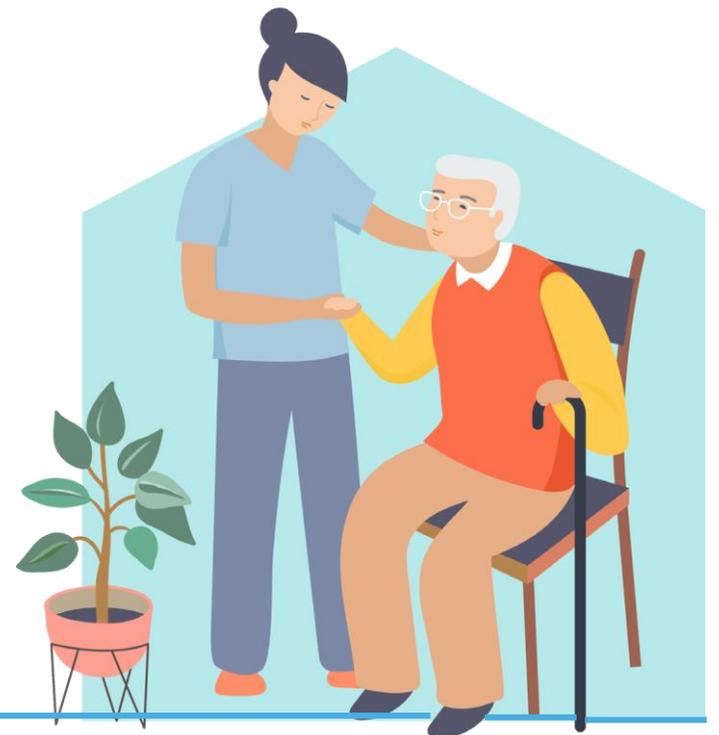
Engagement with our staff brings benefits to not only them but also to the adults and carers we support. It brings day to day professional interactions between practitioners and the adult or carer to the attention of key stakeholders and decision makers, so they have a better understanding of an adult's or carer's needs and the day-to-day lived experience.

Investing in the time to engage with our staff promotes positive internal change. Good communication is the start of this journey; keeping staff connected through newsletters, virtual roadshows, and face to face staff engagement events.

Our 'Voice of the Workforce' Workshops take place quarterly and are key to receiving feedback from an operational point of view, understanding the challenges our practitioners and officers face on a daily basis along with hearing their inspirational ideas on how we can all work together to make improvements.

From time to time, we will use surveys to gauge opinion and we pride ourselves on celebrating an open-door policy at senior management level.

Engaging with our staff improves our work culture, reduces turnover, increases productivity and builds better relationships and practice.



“We will help you live safe and well, in the place you call home, with the people and things you love, connected to your community, doing the things that matter to you.”

Our Commitment to Adults and Unpaid Carers

- **Listen** *I am listened to and shape my own support*
- **Advise** *I am given information and advice when I need it*
- **Enable** *I am enabled to regain my wellbeing and independence*
- **Support** *I am provided with quality care that is value for money*

