

Jaywick and Clacton Connected Care Pilot

The Centre of Excellence in Connected Care at Turning Point¹ has been commissioned by North East Essex PCT with support from the Department of Health as part of their World Class Commissioning development programme to undertake a programme of community engagement and service design work which aims to involve the communities living in Jaywick and Clacton in the development of an integrated health and social care service response which better meet their needs. The Connected Care development project will take place over a 16 month period starting in September 2009.

The Centre of Excellence has developed a unique model of community engagement and service integration, 'the Connected Care audit', to support commissioners to better understand the needs of communities, and inform their commissioning decisions. The Connected Care audit aims to determine the needs and aspirations of the local community, current service users and carers, service providers and their perceptions about patterns and structures of current services and the extent to which they meet/do not meet needs, including the composition and roles of the current workforce. At the end of the project Turning Point will work with commissioners and the local community to translate the findings from the audit into a service specification for a Connected Care response in Jaywick and Clacton.

Context

People living in the poorest neighbourhoods such as Jaywick and Clacton are likely to experience significant gaps in health and social care services. Research carried out by Turning Point, in conjunction with IPPR (Meeting Complex Needs, 2004) shows that those people living in areas of highest deprivation are likely to have a broad range of interconnected needs. Much evidence points to a failure in the way health, social care and housing services are able to support people with complex needs.

There is broad agreement about the direction of travel in public services reform with the emphasis on locally-based solutions, community empowerment and personalisation of services, with commissioners being more responsive to those least well-served by existing services. Government policy is increasingly focussed on enhancing real and meaningful collaborative working between communities, local authorities and their NHS partners. The Connected Care pilot in Jaywick and Clacton will support local agencies to move in this direction.

About Turning Point

Turning Point is the UK's leading third sector social care provider. Specialising in mental health, substance misuse and learning disability services, Turning Point has considerable expertise in working with people with complex needs. The Centre of Excellence in Connected Care provides strategic and operational oversight, providing the first line of support and guidance on Connected Care, and supports the successful delivery of the Connected Care service response. The Centre of Excellence is currently supporting Connected Care pilots in a number of different parts of the country including: Hartlepool, Bolton, Warrington, Suffolk, Burnley, Hammersmith and Fulham and East Sussex. There is sister Connected Care pilot in Essex, in Pitsea and Vange in Basildon.

A senior research advisor will be recruited to lead the Jaywick and Clacton project. It is hoped that a member of staff can be seconded from a local agency. This person will be based locally area whilst retaining strong links with the rest of the Turning Point team and other Connected Care pilots happening elsewhere in the country.

Aims and objectives

The aims of the 16 month Connected Care development project in Jaywick and Clacton are to:

- Facilitate and strengthen joint working and commissioning across health, housing and social care.
- Understanding the needs of the local population so that the county council, primary care trust and partner agencies can individually and collectively assess their own particular strengths and weakness and explore the benefits of working with other agencies on some elements of the commissioning cycle.
- Equip commissioners with a good understanding of changing needs, based on robust, easily accessible data. This includes knowledge of marginalised and disadvantaged groups.

¹ <http://www.turning-point.co.uk/commissionerszone/centreofexcellence>

- Give local people the chance to contribute to problem solving and enhance public confidence in services.
- Deliver greater accountability and trust between commissioners and communities from increased engagement of communities in decision making.
- Identify areas for service development based on the needs of that community– both individually and collectively and from within the NHS, social care and independent sector alike.
- Implement a cost benefit analysis so that the specification for integrated health and social care services is developed in affordable manner on a year by year basis.
- Identify new areas for service improvement that can be successfully executed and which provide more accessible, responsive and targeted services based on local experience and needs.
- Establish a sustainable group of community researchers who can be drawn upon for voice and input into the design future consultation and service development.

Project methodology

The key stages of the project are as follows:

- **Establishment of a steering group** comprising commissioners of health and social care services, Turning Point staff and community researcher representatives to oversee the project.
- **Desk research and resource audit** which draws together current knowledge of the needs of the local population and their experiences of health and social care services and information about the profile of existing services in order to identify priorities areas for the connected care audit.
- **Development and implementation of a communications plan** to ensure the project has a profile with the community and local organisations.
- **Recruitment and training of community members**, including health and social care service users who will be employed as community researchers and supported by the Centre of Excellence to undertake the connected care audit.
- **The Connected Care audit.** The community research process will aim to engage between 10 and 15 per cent of the local community. The Centre of Excellence uses a variety of participative methods including door-to-door surveys, on-line surveys, face-to-face semi-structured interviews, stakeholder groups and events, focus groups with community members and ‘Come and have your say events’, targeting people with complex needs. We also ensure that we report back to the community in an accessible and inclusive way.
- **The audit report.** Results from the audit will be provided directly to the Steering Group and other local commissioners who will be able to decide on any service changes that can be enacted as part of the pilot process. These results will inform the development of a Connected Care response thus ensuring that it is community led and directly meets the aspirations and needs of the people it is designed to serve. The Centre of Excellence would work alongside commissioners to design a bespoke service response and work with agencies to provide whole systems funding and support for integrated health and social care services.
- **Development of a service specification.** Every community has separate identities and needs and that, to be accessible and appropriate, Connected Care will look different in each area. There will, however be some common principles for service delivery that will underpin Connected Care in any area (although the actual response may look very different). This includes having services that are easy to access, that integrate health and social care, having a workforce prepared to work across service boundaries and providing support to enable people to access services. Connected Care focuses on providing early interventions with a greater focus on prevention, moving people from unplanned to planned care and rooted in outcomes that tackle health and social care inequalities that exist locally
- **Evaluation.** The community engagement and service design programme will be evaluated and in addition a one year follow-up evaluation of the Connected Care service response will also be undertaken following completion of the project.

Contacts

For more information please contact:

- Gemma Bruce, Research Manger, Turning Point – gemma.bruce@turning-point.co.uk 02074817656.
- Alison Amstutz, Senior Public Health Specialist, NHS North East Essex - Alison.Amstutz@northeastessex.nhs.uk 01206 574256.
- Catherine Mitchell, Strategic Commissioning Director of Adults, Health & Community Wellbeing at Essex County Council - Catherine.Mitchell@essex.gov.uk – 01245 434809.