

# PERSONALISATION OF SERVICES – A SCOPING STUDY

# PSSRU

Outline of a research project funded by the NIHR School for Social Care Research (SSCR)

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## BACKGROUND

Putting People First (HM Government, 2007) set out a vision of a transformed approach to adult social care. A key approach in this process is personalisation, particularly through the use of personal budgets, whereby individuals and their families are empowered through knowledge of the resources and options open to them to plan and manage their own care and support where they wish to.

For the ambitious policy outcomes to be achieved, it is important that there is a wide range of options available in order to meet individuals' needs and achieve their personal outcomes in ways that suit them best.

While some people will want to make increased use of provision that is currently available to the general population, there will be demand for specialised and peer- or user-led services. This initial scoping project, which runs from autumn 2009 until spring 2011, aims to identify what service users and their carers want and what is already available in terms of innovative and personalised service interventions.

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## AIMS AND OBJECTIVES

The aims of this project are to identify:

- The outcomes that people find it most difficult to address in personal budget support plans
- The types and characteristics of interventions people want to purchase with their personal budgets that are not widely available
- The characteristics of service interventions where councils have an important role to play in ensuring that they are available for personal budget holders to purchase
- The types of services that are being de-commissioned as a result of the move to personalisation
- Innovative interventions that are already available and are regarded as models of good practice

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## METHODS

The project will have an outcome focus, using the Adult Social Care Outcome Toolkit (ASCOT) domains (Netten et al., 2009) to structure what areas of outcome provide the greatest challenges and those where innovative approaches are being developed to address these. We will also identify where people's objectives or innovations are about increasing the *level* of outcome – beyond basic meeting of needs to enhancing capabilities.

All client groups and carers will be encompassed initially, although in the light of early findings we might identify the need to focus on particular groups.

The project has three stages.

### Stage 1: Initial scoping

The first stage will identify information already available, with the key questions being:

- What is it that has already been identified as particularly challenging?
- What developments have already been identified as promising personalised responses to these challenges?

These questions will be explored through:

- Analysis of individuals' personal budget support plans, collected as part of the evaluation of the Individual Budgets pilots

- A broad search of the academic and practice literature to identify early responses to the personalisation agenda, challenges encountered, and examples of innovative activities and user-led services
- Consultation with stakeholders about challenges they have identified and innovations that look promising and/or in need of evaluation

A brief report of the results of this stage will identify initiatives for which there is already sufficient evidence that they merit further research, whether this be investigation of their potential or full-scale evaluation.

### Stage 2: Fieldwork

The second stage will identify current challenges through a survey of councils. This will build on the results of the previous work and ask them about successful flexible personalised interventions that they are aware of, services that they are decommissioning or planning to decommission, and areas of outcome that they are finding it difficult to address.

We will recruit four sites for in-depth discussions with service users, practitioners, providers and commissioners about their perceptions of gaps in provision, existing innovative and flexible interventions and approaches that are regarded as particularly successful.

The aim will be to identify local issues raised by the personalisation agenda for each council, with a view to identifying the potential for further research to explore ways of addressing these issues that could have wider relevance for social care practice.

### Stage 3: Validation and identification of way forward

The third stage will draw together the evidence from earlier stages, consult on the conclusions drawn and identify both promising avenues for future evaluations and gaps in provision.

## OUTPUTS AND DISSEMINATION

The principal output of the project will be proposals for future work for the SSCR. An interim report after the first stage (spring 2010) will identify any initiatives for which there is already sufficient evidence that they merit further research. We anticipate proposals for further work in the four participating councils arising from the in-depth work in the second stage. On completion of the project an article will be submitted to a peer review journal on the key challenges of personalisation in terms of achievable outcomes and service developments. A summary of the findings will be made available to all participants, and feedback provided to councils participating in the in-depth element of the project.

## RESEARCH TEAM

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## REFERENCES

HM Government (2007) *Putting People First. A shared vision and commitment to the transformation of adult social care*, Department of Health, London.

Netten, A., Malley, J., Forder, J. and Flynn, T. (2009) Outcomes of Social Care for Adults (OSCA). First consultation exercise feedback, PSSRU Discussion Paper 2634, PSSRU, Canterbury.

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