

Document Pack



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County Hall, Carmarthen. SA31 1JP

TUESDAY 12TH JANUARY 2016

TO: ALL MEMBERS OF THE SOCIAL CARE & HEALTH SCRUTINY COMMITTEE

I HEREBY SUMMON YOU TO ATTEND A MEETING OF THE **SOCIAL CARE & HEALTH SCRUTINY COMMITTEE** WHICH WILL BE HELD IN THE CHAMBER, COUNTY HALL, CARMARTHEN AT **10:00AM ON WEDNESDAY 20TH JANUARY 2016** FOR THE TRANSACTION OF THE BUSINESS OUTLINED ON THE ATTACHED AGENDA.

Mark James

CHIEF EXECUTIVE



PLEASE RECYCLE

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Ref:	AD016-001

SOCIAL CARE & HEALTH SCRUTINY COMMITTEE

14 MEMBERS

PLAID CYMRU GROUP – 5 MEMBERS

- | | | |
|----|-------------------|--------------------------|
| 1. | Councillor | T.T. Defis |
| 2. | Councillor | W.T. Evans |
| 3. | Councillor | D.J.R. Llewellyn |
| 4. | Councillor | G. Thomas (Chair) |
| 5. | Councillor | J.S. Williams |

INDEPENDENT GROUP – 4 MEMBERS

- | | | |
|----|-------------------|--------------------------------|
| 1. | Councillor | S.M. Allen (Vice-Chair) |
| 2. | Councillor | I.W. Davies |
| 3. | Councillor | E.G. Thomas |
| 4. | Councillor | H.I. Jones |

LABOUR GROUP – 4 MEMBERS

- | | | |
|----|-------------------|---------------------|
| 1. | Councillor | K. Madge |
| 2. | Councillor | E. Morgan |
| 3. | Councillor | P.M. Edwards |
| 4. | Councillor | J. Williams |

PEOPLE FIRST (CARMARTHENSHIRE) – 1 MEMBER

- | | | |
|----|-------------------|--------------------|
| 1. | Councillor | S.M. Caiach |
|----|-------------------|--------------------|

AGENDA

1. APOLOGIES FOR ABSENCE
2. DECLARATIONS OF PERSONAL INTERESTS
3. DECLARATION OF PROHIBITED PARTY WHIPS
4. PUBLIC QUESTIONS (NONE RECEIVED)
5. FORTHCOMING ITEMS 5 - 6
6. WELSH LANGUAGE IN SOCIAL CARE SERVICES FOR OLDER PEOPLE 7 - 50
7. IMPLEMENTATION OF CHARGES FOR NON-RESIDENTIAL SOCIAL SERVICES FOR ADULTS WHICH WERE PREVIOUSLY FREE - POST IMPLEMENTATION EVALUATION 51 - 58
8. IMPROVING SUPPORT FOR PEOPLE WHO HAVE DEMENTIA AND THEIR FAMILIES 59 - 64
9. EXPLANATION FOR NON-SUBMISSION OF SCRUTINY REPORT 65 - 66
10. TO SIGN AS A CORRECT RECORD THE MINUTES OF THE JOINT EDUCATION & CHILDREN AND SOCIAL CARE & HEALTH SCRUTINY COMMITTEE MEETING, HELD ON THE 23RD NOVEMBER 2015 67 - 70
11. TO SIGN AS A CORRECT RECORD THE MINUTES OF THE COMMITTEE'S MEETING HELD ON THE 19TH NOVEMBER 2015 71 - 80
12. TO SIGN AS A CORRECT RECORD THE MINUTES OF THE COMMITTEE'S MEETING HELD ON THE 14TH DECEMBER 2015 81 - 86

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SOCIAL CARE & HEALTH SCRUTINY COMMITTEE 20th JANUARY 2016

**Forthcoming items for next meeting –
Monday 29th February 2016**

Discussion Topic	Background
Reablement Service – Review Report	At its meeting on the 22nd May 2015, the Committee requested that the Reablement Service Review Evaluation Report be presented at a future meeting.
Intermediate Care Fund Projects Evaluation (including H&SC Worker)	At its meeting on the 22nd May 2015, the Committee also requested that the Evaluation Reports relating to the Intermediate Care Fund and Social Care Worker Projects be included in the Committee’s Forward Work Programme for 2015/16.
Learning Disabilities Services Update	The Council has a programme for improvement in this area. In the past the Committee has monitored the progress being made on an annual basis. The Department is in the process of re-visiting the strategic intentions set out in the ‘Big Plan’ and a detailed evaluation including an analysis of its benefits and the reasons for any non-delivery of its strategic aims has already been requested by the Committee.
Budget Monitoring 2015/16	This standard quarterly item enables members to undertake their monitoring role of the service budgets within the Committee’s remit.
Actions & Referrals Update	This quarterly report provides an update on progress made in relation to actions and requests from previous meetings.

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**SOCIAL CARE & HEALTH SCRUTINY
COMMITTEE
20th JANUARY 2016**

**Welsh Language in Social Care Services for
Older People**

To consider and comment on the following issues:

- This briefing provides information on the department's performance indicators being prepared in order to promote the Active Offer. A separate update will be offered for a future Scrutiny Committee on the training and 'up-skilling' of staff with regards to the Active Offer.

Reasons:

- To provide an update briefing on the department's progress with regards to the Welsh Government's Strategic Document "More than Just Words", which sets out the importance of the Welsh language when caring for older people. A corporate response by Policy Officers and Learning & Development is in progress and can be shared at a later date.
- To enable members to exercise their scrutiny role.

To be referred to the Executive Board for decision: NO

Executive Board Member Portfolio Holder: Cllr. Jane Tremlett (Social Care & Health)

<p>Directorate: Communities</p> <p>Name of Head of Service: Rhian Dawson</p> <p>Report Author: Huw Dylan Owen</p>	<p>Designations:</p> <p>Head of Integrated Services</p> <p>Locality Manager (Llanelli)</p>	<p>Tel Nos. / E-Mail Addresses:</p> <p>01267 228900 rhian.dawson@wales.nhs.uk</p> <p>01554 747588 dowen@sirgar.gov.uk</p>
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EXECUTIVE SUMMARY

SOCIAL CARE & HEALTH SCRUTINY COMMITTEE 20th JANUARY 2016

Welsh Language in Social Care Services for Older People

The Citizen's Advice Bureau's report, English By Default (2015), has drawn further attention to the requirement for services to be naturally available bilingually without the need for vulnerable individuals to request services in their first language. Carmarthenshire has been working on promoting the Active Offer following the Welsh Government's guidance document, "More Than Just Words". This work has involved, amongst other things:

The Active Offer

1. The department has ensured that individuals' language is recorded correctly and consistently at all times. Which languages an individual speaks and which one is his/her first language is now a mandatory question on the enquiry forms for the department. However, as a large proportion of enquiries are prepared by other health professionals the information is not always accurate.
2. The department is working with the Human Resource Department and the Learning and Development Department to support linguistically appropriate recruitment practices and training in order to 'up-skill' existing staff. We would aim in all service areas to ensure that the percentage of Welsh speaking service users is matched by the percentage of Welsh speaking staff percentage. All staff should undertake the Language Awareness e-learning that is available and to be made aware of the Active Offer Training pack which is available.
3. When an individual is known to be a Welsh speaker then the active offer should be ensured. This entails ensuring that staff working with that individual is able to work bilingually, thus providing a natural choice to individuals who are often in crisis and do not wish to have to request a Welsh speaker to work with them.

This is not a small challenge as, for example, the percentage of Welsh speakers in Carmarthenshire within the working age range is significantly lower than the percentage of Welsh speakers within the older population of the county. However, Carmarthenshire is committed to providing services in Welsh speakers' first language and intends to promote the Active Offer through using Performance Indicators which will demonstrate successful provision of the Active Offer.

Service Area	Active Offer – what does good look like
Contact Centres: To include – Careline+, Contact Centre, MASH etc	<ol style="list-style-type: none"> 1. Answering calls bilingually 2. Staff responding in language of contact
Assessment Teams/Workers: To include – ‘assessment teams’ (children), long term teams (children), Fostering teams, adoption teams, LD teams, CMHT, AMHT, Community Resource Teams.	<ol style="list-style-type: none"> 1. Knowing language of service user 2. Matching worker with appropriate language skills to service user
Tailored Services: childcare/playgroups, dementia groups, energy conservation groups, expert patient programmes	<ol style="list-style-type: none"> 1. Available bilingually or in either languages as appropriate
Provider Services for Groups: To include – family centres, Integrated Children Centres, day services etc	<ol style="list-style-type: none"> 1. Knowing language of service users 2. Matching language of group with appropriate language skills to service user
Provider Services for Individuals: To include – Domiciliary care (in-house and commissioned), dementia specific services, rapid response service, reablement service, LD day services etc	<ol style="list-style-type: none"> 1. Knowing language of service user 2. Matching worker with appropriate language skills to service user 3. 24/7 Welsh speaker available
Residential Services: To include – Residential Care, respite care, convalescence services, LD respite etc	<ol style="list-style-type: none"> 1. Knowing language of service user 2. Matching key worker with appropriate language skills to service user 3. 24/7 Welsh speaker available
Telephone & Cold Contact: To include – Business Support staff, all office staff who answer calls etc	<ol style="list-style-type: none"> 1. Answering calls bilingually according to council policy 2. Offering access to appropriate language speaker 3. Responding to written communication in language of correspondence

Measuring performance for the Active Offer will be undertaken from April 2017 following the 3 year “More Than Just Words” plan. The measures will be:

1. **Language Awareness Training –**
 - a. Learning and Development to access Learning Pool statistics on staff who have completed the e-learning Language Awareness Training – Annual Reporting
 - b. Commissioning Team to include this requirement within contracts with provider agencies with a request for annual reporting – Annual Reporting

<p>2. Welsh Speaking Skills –</p> <p>a. Percentage of social care staff – including office staff, assessment staff, provider services staff, commissioned agencies’ staff, who have achieved ALTE Level 1 (Association of Language Testers in Europe) Welsh speaking skills – Annual Reporting</p> <p>3. Active Offer –</p> <p>a. Percentage of Welsh Speaking service users who receive an assessment from a Welsh speaking member of staff (ALTE Level 3).</p>	
<p>DETAILED REPORT ATTACHED?</p>	<p>NO – However, the following documents are attached:</p> <ul style="list-style-type: none"> • WAG - More Than Just Words – Delivering the Active Offer Information Pack • Citizen’s Advice Bureau - English by Default

IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report.

Signed: Rhian Dawson Head of Integrated Services

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
YES	YES	NONE	YES	YES	YES	NONE

1. Policy, Crime & Disorder and Equalities – As well as the requirements of the Welsh Language (Wales) Measure 2011 and the forthcoming associated Standards and Compliance Notices of Section 44 of the above, the “More Than Just Words” strategic guidance places the Welsh language firmly within the equalities agenda and considers the language as a need within the clinical setting.

2. Legal – As above in Policy, Crime & Disorder and Equalities, this paper is relevant to the implementation of the Welsh Language (Wales) Measure 2011 and the forthcoming associated Standards and Compliance Notices of Section 44 of the said Measure, as well as the “More Than Just Words” strategic guidance.

4. ICT – The Care First Team are preparing the statistical measure.

5. Risk Management Issues – The risks of failing to implement the Active Offer include possible complaints; breach of the forthcoming Standards and Compliance Notices of Section 44 of the Welsh Language (Wales) Measure 2011; as well as the potential to fail to assess an individual’s needs correctly and appropriately.

6. Staffing Implications – As mentioned, the social care staff will need to access the e-learning on language awareness and be supported to achieve the ALTE Level 1 in speaking Welsh. The Human Resources Department will need to support implementation of language skills requirements for recruitment within the department.

CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below:

Signed: Rhian Dawson Head of Integrated Services

1. Local Member(s) – N/A
2. Community / Town Councils – N/A
3. Relevant Partners – N/A
4. Staff Side Representatives and other Organisations – N/A

Section 100D Local Government Act, 1972 – Access to Information
List of Background Papers used in the preparation of this report:

THESE ARE DETAILED BELOW:

Title of Document	File Ref No. / Locations that the papers are available for public inspection
More Than Just Words – Welsh Government	<p>Cymraeg http://gov.wales/topics/health/publications/health/guidance/words/?skip=1&lang=cy</p> <p>English http://gov.wales/topics/health/publications/health/guidance/words/?lang=en</p>
English by default – Understanding the use and non-use of Welsh language services by the Citizens Advice (24th March 2015)	<p>Welsh and English documents https://www.citizensadvice.org.uk/about-us/policy/policy-research-topics/citizens-advice-cymru-wales-policy-research/english-by-default-understanding-the-use-and-non-use-of-welsh-language-services/</p>



Yn arwain
Gwasanaethau Cymdeithasol
yng Nghymru
Leading Social Services
in Wales



Llywodraeth Cymru
Welsh Government

CYMRAEG



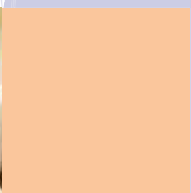
www.gov.wales

More

than just

words.....

Delivering the 'Active Offer' Information Pack – Social Services and Social Care



Contact details:

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Health and Social Services

Welsh Government

Cathays Park

Cardiff

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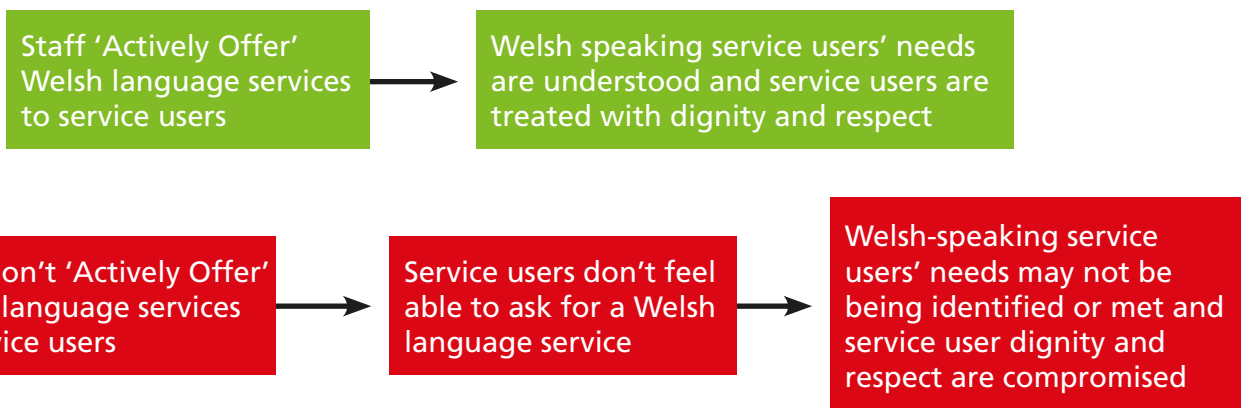
Introduction

Welcome to the 'More than just words....' Information Pack. This pack is aimed at supporting all staff across the Social Services and Social Care sectors in making an 'Active Offer'. We recognise that many of you may already be providing an 'Active Offer'. But for some of you, this will be a new concept. This Information Pack contains the minimum that should be provided to users of your services. It contains this booklet, a DVD of service users' experiences, a Pocket Book for Students and a 'Working Welsh' poster.

What is an 'Active Offer'?

An 'Active Offer' simply means providing a service in Welsh without someone having to ask for it. The Welsh language should be as visible as the English language.

- It means creating a change in culture that takes the responsibility off the service user to ask for a service through the medium of Welsh.
- Providing a service that is service user-centred is fundamental to the 'Active Offer'. What this means in practice is providing a tailor-made service that enables the individual to be assured that he/she is in control and fully understands the services being offered.
- Making an 'Active Offer' means not making assumptions that all Welsh speakers speak English anyway! It ensures Welsh-speaking service users are treated with dignity and respect by asking them what their preferred language is and acting on it.
- What is needed is a proactive approach that ensures language need is identified as an integral part of safe high-quality service provision.
- Making an 'Active Offer' is also about creating the right environment where service users feel empowered and confident that their needs will be met.



How can I deliver the 'Active Offer'?

We all have a part to play in ensuring quality and safety for Welsh speakers. It is a team effort and everyone's contribution counts.

Delivering the 'Active Offer' can be achieved in many different ways and does not need to be costly. It may be challenging in some areas due to a possible shortage of Welsh speakers, but non-Welsh speakers also have a role to play in delivering the 'Active Offer'.

Here are some practical things you can do to provide an 'Active Offer':

"I make an 'Active Offer' by greeting people bilingually. Knowing who speaks Welsh in my team means I'm able to ask them for help if a service user needs to speak Welsh."

"I provide an 'Active Offer' by using simple Welsh phrases with residents/service users to make them feel more at ease with the service I'm providing."

"I provide an 'Active Offer' by greeting service users in Welsh if that's their first language"

"I provide an 'Active Offer' by labelling our food bilingually. By doing this, I am meeting our Welsh-speaking service users' needs."

Bilingual greetings

Here are examples of bilingual greetings you can use. If you, or someone you know doesn't have any Welsh language skills or is learning, why don't you show the table below to them to help them to make an 'Active Offer' like in the examples above?

English	Cymraeg/Welsh
Hi, how're things?	Shwmae/Su'mae = Shoo my (S Wales) Sim my (N Wales)
Good morning	Bore da = Bore eh dah
Good evening	Noswaith dda = Noss wythe ('th' as in 'think') thah ('th' as in 'the')
How are you?	Sut ydych chi? = Shoo deech chee? ('ch' as in Loch) (S Wales) Sid dach chee? ('ch' as in Loch) (N Wales)

If you answer the phone often, why not use the following example of a bilingual phone greeting:

Bore da Tŷ Preswyl xxx / xxx Residential Home good morning...
(pronounced: Bore eh dah tee pressooeel xxx)

For more useful Welsh words and phrases, take a look at the 'Pocket Book for Students' included with this information pack.

How do I provide information to service users bilingually?

Here are some examples:

- All Welsh-speaking staff in your organisation should wear a 'Working Welsh' or 'Learning Welsh' pin badge or lanyard. For information on obtaining some of these, contact your Welsh Language Officer.
- Make sure that all signs are in Welsh and English and displayed with Welsh on the left, and English on the right and/or Welsh on top and English below.
- All information which is public-facing should be bilingual.
- Make sure your staff know the importance of having bilingual menus to ensure Welsh-speaking service users are making an informed meal choice.

Provide visible commitments through bilingual signage etc.

What are the benefits of the 'Active Offer'?

- Users of services feel more comfortable discussing personal and emotional matters in their first language. Making an 'Active Offer' will help to ensure a quality service that meets the user's needs.
- Language is at the heart of effective assessment and safe care. Making an 'Active Offer' recognises that effective communication is key to meeting the needs of Welsh-speaking service users/residents.
- Making an 'Active Offer' is particularly important for vulnerable people such as **children and young people, mental health service users, people with learning disabilities, older people and people with speech and language difficulties.**
- Making an 'Active Offer' is a behaviour that reflects the core values of the Social Services and Well-being (Wales) Act 2014, **to put the individual at the core of services.**

Who is responsible for delivering the ‘Active Offer’?

The Strategic Framework ‘More than just words...’ action plans have identified a number of areas where the strengthening of Welsh language services is crucial in order to provide an equitable service.

The responsibility lies not only with the Welsh Language Officer within local authorities, but with all who provide care services for individuals and their families across Wales. This could be as part of a local authority provider or as an individual care home. Each of the sections below refers to specific actions within the strategic framework.

All front-line staff working directly with service users/residents

As you know, people in your care come from many different backgrounds. Considering their dignity within your care is crucial and their language needs form a part of this.

Using a small amount of Welsh with those who need to communicate in Welsh demonstrates that you understand their needs and makes individuals feel at ease within their environment.

By remembering language needs of individuals and that many can only communicate in Welsh if they are elderly or suffering from Dementia, you are recognising that language is connected to good-quality care outcomes.

People in your care are often in an unfamiliar environment; not attempting to consider their language needs can isolate them even further.

Language consideration does not necessarily mean learning the language. Remember, you can be language-sensitive by being aware of the cultural needs of individuals. One way of doing this would be to ensure Welsh language print is available to them to read.

If you have contact with service users/residents and the public either face-to-face or on the phone, you should:

- Ensure you know who the Welsh speakers within your team are. They will be an invaluable source of support when dealing with a Welsh-speaking service user initially by offering them words of comfort.
- Show that you are a Welsh speaker through wearing a 'Working Welsh' lanyard or badge. These can be obtained from your Welsh Language Officer or by contacting the Welsh Language Policy Unit at uned-yr-iaith@wales.gsi.gov.uk.
- If you are learning Welsh, why not wear a 'Learning Welsh' badge or lanyard? If you would like a stock of these, contact your Welsh Language Officer or the Welsh Language Policy Unit at uned-yr-iaith@wales.gsi.gov.uk.
- Try and use Welsh when dealing with the public, using simple phrases when you communicate. To help you do this you could use the included 'Pocket Book for Students' developed by the University of South Wales that gives you Welsh translations of words and phrases relevant to health and social services, you could also use the table of phrases found on page 3 of this pack.
- If you are a care home provider, ensure that the information about the home is available in English and Welsh. This would make a huge difference to Welsh speakers who are looking for care homes.
- Promote the use of the Welsh language by asking the people you care for if they are Welsh speakers. Beginning a conversation about the Welsh language may provide you with a lot of knowledge about the people you care for.
- As part of your training, request that you have basic Welsh language training opportunities. The Care Council for Wales will also have information on this.



- Ensure you answer the phone bilingually. Don't worry about not being able to continue the conversation in Welsh. Any use of the Welsh language is appreciated by Welsh speakers. If they wish to continue the conversation in Welsh, make sure you know who to contact in your team for help.
- Ensure you know who your Local Authority's Welsh Language Officer and Welsh Language Champion are. They will be a valuable source of support and guidance for you in trying to make an 'Active Offer'.
- Make sure your care home or similar care setting has a bilingual environment and is welcoming for Welsh speakers. You can do this through providing Welsh language reading materials (such as Y Cymro, Golwg or other Welsh language papers and magazines). You can also help create a bilingual environment by making sure that S4C and radio stations like BBC Radio Cymru are available for Welsh speakers.

Workforce Planning and Service Delivery – within a Local Authority setting.

Workforce Planning and Service Delivery have a central part to play in the delivery of the 'Active Offer' for example:

- Ensure that service users' language needs are recorded on data systems and ensure that all services provided in the future take account of the users' language needs.
- Record the Welsh language skills of all staff in order to plan Welsh language service delivery and provision. A useful tool to assess these skills has been developed by the Care Council for Wales at <http://www.ccwales.org.uk/working-in-welsh/>
- Increase awareness of the impact of language sensitivity among ICT staff who support the provision of social services. This will ensure that as ICT systems develop, consideration will be given to the Welsh language needs of service users.



- ICT specifications to include details of the Welsh language dimension of the services being commissioned.
- Data systems enable the service to operate bilingually – e.g. Welsh-speaking users to be matched with Welsh-speaking staff when needed.
- Consider offering Welsh language training as a priority for staff in order to increase the authority's capacity to provide services bilingually.
- Mainstream Welsh language awareness sessions into staff inductions.
- Map current provision and capacity to deliver an 'Active Offer' within services, in particular dementia services, as this is a specific group identified within the framework as a vulnerable group.
- Ensure that you consider the Welsh language needs of your service users when commissioning services.

Providers of services

Providers of services have a central part to play in the delivery of the 'Active Offer' for example:

- Provide information to potential and current users of services and their families on the level of bilingual provision within the care setting.
- Employee registers should include information on the Welsh language skills of staff. This can be very useful when you consider the shift patterns of your Welsh speakers and the ability to 'match' a Welsh-speaking carer to an individual who may need to use the Welsh language to communicate.
- Identify the individuals in your care who are Welsh-speaking and provide them with a Welsh language environment with opportunities to access the language. Examples of this could be to ensure S4C is accessible to them along with Welsh language radio stations, magazines and papers (such as Y Cymro or Golwg).
- Consider providing 'themed' experiences for those in your care. This could include contacting your local choir and asking them to sing Welsh hymns.
- Contact your local 'Menter Iaith' (www.mentrauiath.cymru) for ideas as to how you can integrate the language within the care home.

What does implementing the 'Active Offer' look like?

The characteristics of a service that provides an 'Active Offer' could include the points in the following table:

<p>QUALITY OF LIFE</p>	<p>A pre-admission assessment includes a language assessment.</p> <p>There is an ongoing assessment in respect of how language needs will continue to be met.</p> <p>Care delivery is observed to be provided through the medium of Welsh.</p> <p>The individual care plan is available in Welsh.</p> <p>Members of staff are observed routinely engaging with people using the service through the medium of Welsh.</p> <p>The Welsh culture is reflected in the life of the home by way of cultural and sporting events, significant dates and anniversaries, food and music.</p> <p>Activities are routinely provided in the medium of Welsh or bilingually.</p> <p>There are links with the local community to promote cultural and language experiences.</p>
<p>STAFFING</p>	<p>A register is maintained of Welsh-speaking staff.</p> <p>The key worker system ensures 'named' staff members are 'matched' to people who are Welsh-speaking.</p> <p>There are Welsh speakers in the staff group. Where this is not the case, Welsh-speaking volunteers are recruited.</p> <p>Welsh language skills/abilities play a key role in the recruitment and selection process of the service.</p> <p>Staff are encouraged to use Welsh in their daily work.</p> <p>There is an obvious Welsh 'learning' culture within the staff group.</p> <p>Welsh language training is available.</p> <p>Welsh-speaking staff are clearly identifiable.</p> <p>Welsh language skills are considered in relation to visiting professionals and services (for example: district nursing, chiropody or hairdressing visits)</p>

<p>LEADERSHIP & MANAGEMENT</p>	<p>In-house systems reflect and explicitly include consideration of Welsh.</p> <p>Managers and senior staff are observed speaking Welsh or using Welsh language phrases.</p> <p>Senior Management actively promotes and supports Welsh language provision within the service.</p> <p>Welsh language compliance is routinely captured as part of the quality assurance consideration.</p> <p>Welsh language versions of key documents (statement of purpose, service user guide, key policies/procedures, assessment, management and review model) are produced and made available.</p>
<p>ENVIRONMENT</p>	<p>The physical environment reflects and promotes Welsh culture and language.</p> <p>Signage in the service helps to orientate Welsh-speaking users.</p> <p>There are sufficient numbers of TVs and radios to allow people to watch/listen in the medium of Welsh.</p> <p>Welsh language books, newspapers and magazines are, or can be made, available for Welsh-speaking users.</p> <p>Pictures/photographs are available for use in activities and reminiscence work.</p> <p>Notices, leaflets and other information is displayed and provided bilingually.</p>

Understanding the context

The Welsh Language Strategic Framework 'More than just words....' was launched in 2012. Its focus is to provide a framework to strengthen Welsh language services within health, social services and social care. It recognises that many people can only communicate and participate effectively in their care as equal partners through the medium of Welsh.

If there is any doubt as to how crucial Welsh language services are to service users, the User Experience DVD found within this information pack demonstrates clearly how important they are. The Strategic Framework is an ambitious strategy and its three-year action plans aim to improve users' experiences of care by increasing access to services in the Welsh language. Our vision is for Welsh speakers to receive services that are centred on their communication needs rather than those of the provider.

In order to achieve this, **everyone** has a part to play in delivering a Welsh language service, as a Welsh speaker or a non-Welsh speaker.

As you work in an organisation which provides services to the public, you must ensure that you are aware of the language needs of your community.

Legal Context

The Welsh Language (Wales) Measure 2011 received Royal Assent on 9 February 2011.

This Measure by the National Assembly for Wales:

- Gives the Welsh language official status in Wales
- Provides for a Welsh Language Partnership Council
- Establishes the role of the Welsh Language Commissioner
- Provides for an Advisory Panel to the Welsh Language Commissioner
- Makes provision for promoting and facilitating the use of the Welsh language
- Makes provision about standards relating to the Welsh language
- Establishes the principle that the Welsh language should be treated no less favourably than the English language
- Makes provision for the investigation of interference with the freedom to use the Welsh language
- Establishes a Welsh Language Tribunal

Some useful statistics...

- Take a look at the following figures. Are you surprised by how often people use the Welsh language?

The Welsh Language Use Survey (2013-14) showed that of people in Wales who said they could **speak Welsh**



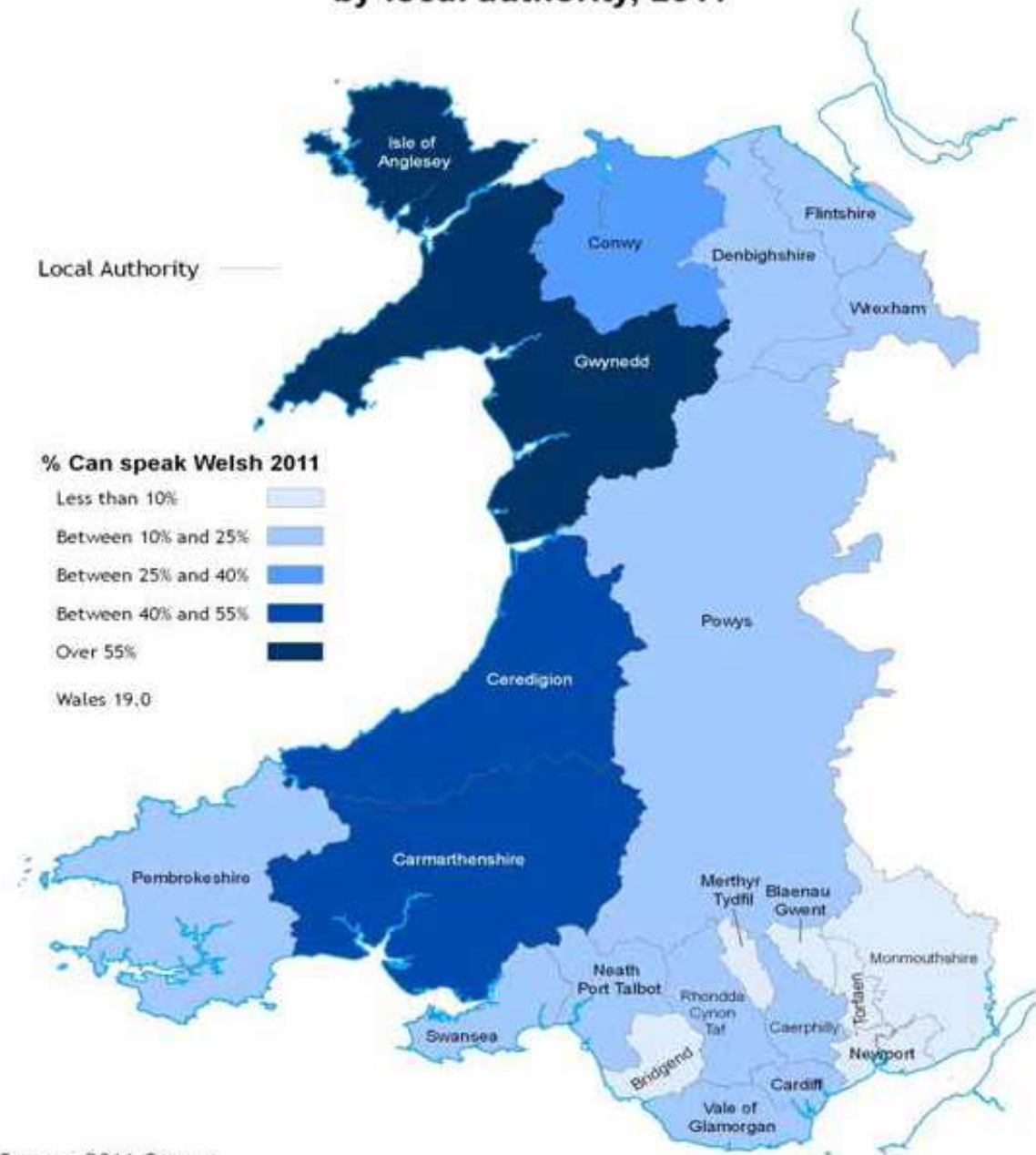
of the **310,600 fluent** Welsh speakers



Take a look at the following two maps.

Are there more Welsh speakers in your area than you thought?

Proportion of people (aged 3 and over) able to speak Welsh, by local authority, 2011



Source: 2011 Census

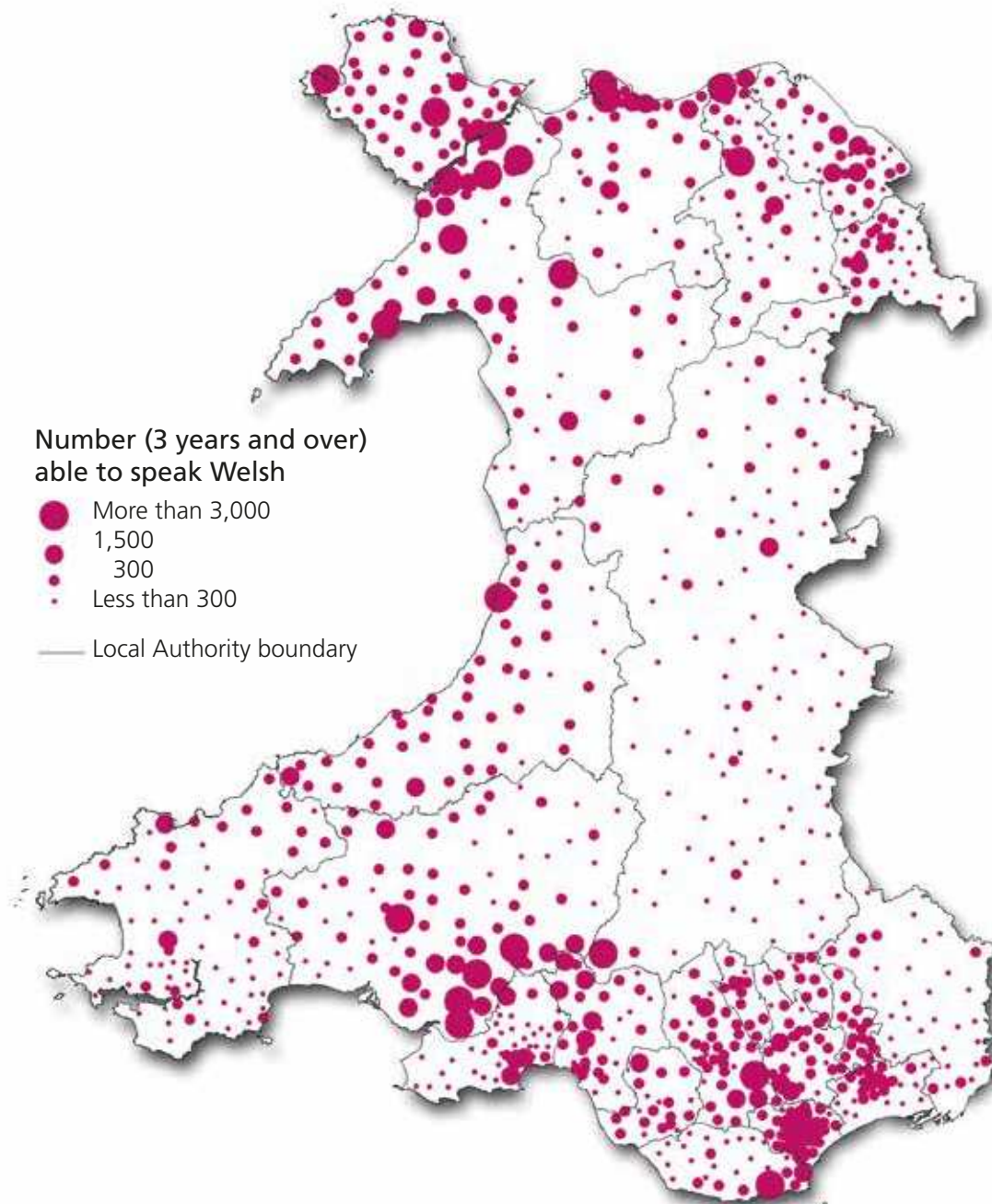
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Geography & Technology

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Number able to speak Welsh by Community, 2011



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What do these maps show me?

As you can see from the first map, in some areas (such as Cardiff), the percentage of Welsh speakers may be low. However, when you look at the second map, you can see that the number of Welsh speakers might be higher than you expected.

Welsh Language Training and Awareness

Ensuring you receive the right training is an important part of being confident and competent to deliver the 'Active Offer'. Below is an example of some of the behaviours you would see if the 'Active Offer' is being made and the impact this can have on users of your services.

What behaviour would you expect?	What behaviour would you not expect?
<p>All users of services are asked to state their preferred language.</p> <p>Impact: Users of services feels their language needs have been respected.</p>	<p>Users of services are not routinely asked what their preferred language is as the assumption is that it will be English.</p> <p>Impact: Dignity is compromised and they lack the confidence to ask for their preferred language.</p>
<p>Language preference is recorded and all services provided after that point reflect the service user/resident's language needs.</p> <p>Impact: Quality and safety of services are improved and service user confidence is increased.</p>	<p>Preferred language is not identified and needs are not met.</p> <p>Impact: Quality and safety of services are potentially compromised. Service user/resident doesn't feel confident in the care they are receiving.</p>
<p>The 'work' environment is a bilingual one. Information and signage are bilingual. S4C and Welsh language radio (such as BBC Radio Cymru) are readily available. Staff wear 'Working Welsh' badges.</p> <p>Impact: Individuals feel welcomed and included.</p>	<p>Information and signage is in English only. S4C and Welsh language radio (such as BBC Radio Cymru) are not available. Welsh-speaking staff are not identifiable.</p> <p>Impact: Individuals feel unwelcome and excluded. May miss out on important information about treatment/care.</p>

Reflect on the behaviours above and ask yourself if you are able to deliver what is expected. If you need support or more training there are a number of options available.

- In the first instance, contact your Welsh Language Officer who will be able to tell you what is available in-house and signpost you to what is available in your area.
- Visit <http://www.ccwales.org.uk/working-in-welsh/> for information about learning Welsh and about the resources available to you.
- Remember that your social care partnerships can also assist you with information in relation to training and may be able to signpost you in the right direction.

Can technology help?

There are several ways technology can help you with providing an 'Active Offer'. For guidance on Welsh language technologies, websites and software guides, visit: <http://www.comisiynyddygyymraeg.org/English/Assistance/Pages/welshlanguagetechology.aspx>

Take a look at the examples below, can you use any of these to improve Welsh language services for your service users?

- **Apps:**

Gofalu trwy'r Gymraeg – This is an app developed for Swansea University and the Coleg Cymraeg Cenedlaethol to increase the confidence of service providers when using the Welsh language in work or study.

Ap Geiriaduron – This app, developed by Bangor University, is a dictionary application that gives translations of thousands of words, even in offline mode.

Cymraeg i'r teulu – This app provides a more general introduction to speaking Welsh with examples, vocabulary units and practice sessions.

Learn Cymraeg Gogledd – This app is aimed at those who want to start learning Welsh vocabulary and grammar. The app also includes various activities and Welsh language games to help with learning the language.

- **Welsh Software:**

Cysgliad pack (available from www.cysgliad.com/cysill/arlein/telerau.aspx) containing:

Cysill – Welsh spelling and grammar checking

Cysgeir – a list of standardised Welsh terminology



- The 'More than just words....'

Facebook page www.facebook.com/mwynageiriau

This site will be useful to keep you up to date with information and general guidance, along with examples of best practice.



- For information on learning Welsh, or to learn more about opportunities to use the language, visit www.cymraeg.gov.wales

Sharing best practice

The annual Welsh Language in Health, Social Services and Social Care Conference and Awards is an excellent way to learn about new and innovative ways you can provide Welsh language services.

Workshops are held to help service providers to overcome problems they may have faced in providing Welsh services, and awards are given to those who have gone the extra mile to provide Welsh language services. This includes the prestigious Minister's Special Award for the best overall initiative.

To learn more about this event, e-mail uned-yr-iaith@wales.gsi.gov.uk. You could also get in touch to order a booklet of the previous year's winners. Why not see if you could implement some of the winners' award-winning work in your department?



Frequently asked questions....?

Q: What if I don't have anyone who can provide a Welsh language service, what do I do then?

A: Firstly, you must find out if anyone is able to provide a Welsh service or not by conducting a small exercise to collect data about your staff's skills. If you do find that none of your staff are able to speak Welsh fluently, remember that we all have a part to play in delivering the 'Active Offer'. Simple day-to-day Welsh language phrases can be introduced to be used with service users/residents. Any attempt to make the individual feel at ease will be appreciated by them. There are also a number of Welsh language resources available to you free of charge: like the Pocket Book for Students included in this pack.

Q: If I don't have anyone who needs a Welsh language service, do I still have to spend money and time on it?

A: If you look at the maps provided earlier in this pack, you will see that there are Welsh speakers all over Wales. Try and plan your services accordingly and you will be surprised how many people actually do need your services in Welsh.

Q: I know I have to provide information in Welsh to my customers, but can the Welsh Government help me with the cost?

A: Information to customers is crucial in order for them to make a clear judgement on what they need from your services. The Welsh Government would ask you to consider how you provide information in other languages, and by doing so, ask why you cannot think of doing the same in Welsh. However, we can provide you with information on translation services. A list of translators for various translation jobs can be found at <http://www.cyfieithwycymru.org.uk/>

Q: What are the simple things I can do to encourage my staff to use the Welsh language?

A: 'More than just words....' is focused on the use of everyday, conversational Welsh. Why not introduce a Welsh language noticeboard to your area which provides up-to-date information and relevant links for staff. For example, you could introduce a 'Welsh word of the day'.

Q: I have some Welsh-speaking staff who could translate some material for me but they're not confident in their Welsh writing skills. What can I do about this?

A: Welsh language translation is a specialist skill and as such, staff should not be asked to provide written translations. However, did you know that the Welsh Language Commissioner's office offers a free Welsh proof-reading service to small and medium-sized businesses, as well as to third sector organisations and charities up to 1000 words? For more information, go to: <http://www.comisiynyddygybraeg.org/English/Assistance/Pages/Proofreading-service.aspx>

Q: I work in a predominantly English-speaking area, why should I care about the 'Active Offer'?

A: Did you know that the biggest increase in the use of the Welsh language, as stated in the most recent census, was in the areas predominantly seen as having fewer Welsh speakers? Cardiff had the biggest increase in Welsh speakers. Just as you would offer other language opportunities, the Welsh language in Wales should be visible to all service users. Legislation in Wales (Welsh Language (Wales) Measure 2011) states that the Welsh language should be treated:

*“no less
favourably than
the English
language”*

Conclusion

Making small changes to how you provide services in Welsh and English can make a huge difference to those who need it. Providing a bilingual service by offering equitable status to both languages, rather than just a translation service from one language to another is a start.

Thinking of the needs of Welsh speakers is about dignity of care. It's about recognising that without the right communication with service users, you cannot possibly give them the best care, the care that they are entitled to, the care that they deserve.

Providing a service that is individual-centred is fundamental to the 'Active Offer'. What this means in practice is providing a tailor-made service that enables the individual to be assured that he/she is in control and fully understands the services being offered. This is fundamental to the principles behind the new Social Services and Well-being (Wales) Act 2014. Putting the individual at the centre of service provision is crucial.

Please remember that everyone has a part to play in delivering the 'Active Offer'. Whether your contribution is large or small, you'll be making a real difference.

English by default

Understanding the use and non-use
of Welsh language services

Summary report



About Citizens Advice Cymru

Citizens Advice is an independent charity covering England and Wales operating as Citizens Advice Cymru in Wales with offices in Cardiff and Rhyl. There are 20 member Citizen Advice Bureaux in Wales, all of whom are members of Citizens Advice Cymru, delivering services from over 375 locations.

The twin aims of the Citizens Advice service are:

- to provide the advice people need for the problems they face
- to improve the policies and practices that affect people's lives.

The advice provided by the Citizens Advice service is free, independent, confidential and impartial, and available to everyone regardless of race, gender, disability, sexual orientation, religion, age or nationality.

The majority of Citizens Advice services staff are trained volunteers. All advice staff, whether paid or volunteer, are trained in advice giving skills and have regular updates on topic-specific training and access to topic-based specialist support.

Local Bureaux, under the terms of membership of Citizens Advice, provide core advice based on a certificate of quality standards on welfare benefits/tax credits, debt, housing, financial products and services, consumer issues, employment, health, immigration and asylum, legal issues, and relationships and family matters.

The Citizens Advice Service now has responsibilities for consumer representation in Wales as a result of the UK Government's changes to the consumer landscape¹. On 1st April 2014 Consumer Futures became part of the Citizens Advice Service. Citizens Advice inherited the remit, statutory duties, powers, research expertise, corporate memory and experience of Consumer Futures which, aligned with Citizens Advice's own skills, knowledge and community connections created a single, powerful, evidence-driven champion for citizens. We seek to gather evidence and expert analysis to support strong arguments for putting the needs of consumers at the heart of policy-making and market behaviour.

The work that informs this report, including evidence gathering and research commenced during 2013/14 by Consumer Futures and has been completed thereafter by the Citizens Advice Service.

¹ On 1st April 2013 responsibility for consumer representation was transferred from Consumer Focus to the Citizens Advice Service (including Citizens Advice Cymru) following the UK Government's review of the consumer landscape.

Summary

This report summarises the findings of research into the experiences of Welsh speakers in using Welsh language services in Wales and their views of, and attitudes to service provision. It is based on bespoke quantitative and qualitative research commissioned by Consumer Futures Wales as well as a review of Welsh language telephone and website services offered by service providers. Evidence was also gathered from the perspective of service providers². Citizens Advice Cymru has since taken on responsibility for this work as part of our role to represent consumers in Wales³.

The research with Welsh speakers examines what fluent Welsh speaking consumers want from Welsh language services, how they want to use them and what, for them, makes a good Welsh language service. As part of the qualitative research, alongside the review of how Welsh language telephone and website services are delivered, we explored access to service provision through the medium of Welsh. The aim was to better understand how services are currently provided, how provision may impact on usage and how this provision aligns with how consumers choose to use services.

This work has been undertaken in the context of the introduction of the Welsh Language Measure (Wales) 2011 (“the Measure”) which establishes Welsh as an official language in Wales and provides a new statutory framework for the development of services in Welsh, including duties in the form of standards to be imposed on a wide range of public, private and voluntary bodies and a Welsh Language Commissioner to regulate compliance with these duties. The two underlying principles to the delivery of services in accordance with standards are that:

- The Welsh language should be treated no less favourably than the English language, and;
- Persons in Wales should be able to live their lives through the medium of the Welsh language if they choose to do so

The Measure specifies that standards may be imposed upon providers of gas services, electricity services, post offices and postal services, as well as other companies subject to regulation. It also specifies that duties can only be imposed on those sectors in relation to service delivery and record keeping standards, with the exception of Royal Mail who will be subject to 4 types of standards. The service provision activities outlined in the Measure that

2 The consumer element of the research was undertaken by Beaufort research in two phases. The first phase involved six deliberative focus groups across Wales with fluent Welsh speakers. This included a pre-task and activities during the discussions. This was followed by a large scale qualitative survey of a representative sample of 505 fluent Welsh speakers. Fieldwork took place between November 2013 and February 2014.

In addition, Consumer Focus Wales sent questionnaires to 38 service providers (postal, energy, telecommunications, rail, bus and water service providers together with a small sample of public sector organisations). 16 responses were received; therefore this survey only offers a snapshot of views rather than a reflection of service providers in Wales generally. A review of the Welsh language telephone services and websites offered by 42 service providers was also undertaken. All of the 42 providers are within the scope of the Welsh Language Measure (Wales) 2011.

3 On 1st April 2013 responsibility for consumer representation was transferred from Consumer Focus to the Citizens Advice Service (including Citizens Advice Cymru) following the UK Government’s review of the consumer landscape

must be provided in Welsh include correspondence, telephone calls, publications, websites and online services.

With this in mind, along with our statutory responsibilities to represent energy and post consumers and our wider consumer role, this research focuses on service providers, who are likely to be subject to the Measure, particularly those within the private sector. Specifically banks, gas, electricity, phone, television and broadband suppliers and postal providers. Although we do also include consideration of health services and local authorities as part of our research and in our review of service providers, in order to be able to provide a perspective on public sector Welsh language services.

The issue of providing Welsh language services is a complex one and we recognise it can be challenging for service providers who can argue, and some did so as part of our research, that take up of existing Welsh language services is low. This can lead to the suggestion that Welsh speakers do not need or want Welsh specific service provision and for service providers to question the amount of resources that they spend on such provision, the need to invest in further Welsh language services, or to invest in them at all. One provider told us:

'.....consistently low uptake by consumers of Welsh services already on offer...does not positively contribute to consideration of investment in further service development'

It may be the case that these concerns are particularly prevalent at a time where public authorities and some voluntary sector organisations are starting have new responsibilities placed on them under the new Welsh Language Standards and other service providers, including businesses subject to economic regulation, are starting to consider how the Measure and any resulting Welsh Language Standards will affect them.

For these very reasons, we specifically try and unpick why take up of some Welsh language services (where these exist) may be low and in the context of requirements to make Welsh specific provision available, we suggest how service providers should use our findings and recommendations to fundamentally review and reform how they design, deliver and monitor provision of Welsh language services. We also hope that for service providers who as a result of the Measure will be considering this issue for the first time, this report provides a timely analysis and practical steps as to how to provide Welsh language services that meet the needs of those who wish to use them.

Why provide a Welsh language service?

We know that this can be a sensitive and complex area. For those service providers who will be subject to the Measure, this will not be up for debate. The issue is more about the level of provision that is made available, the method of delivery and the resources service providers allocate to changing and improving current services. It is also about how they undertake what we would argue to be key activities such as monitoring and review of, as well as promotion of, Welsh language services.

The desire amongst some Welsh speakers for Welsh language services is clear. Research conducted over the past two decades has found this consistently and this desire is increasing⁴. Having the option to use services through the medium of Welsh is not just about a preference. We also know that many Welsh speakers feel more comfortable expressing themselves in Welsh, feel more confident communicating their needs in Welsh, think and live their lives in Welsh.

I feel that it's easier to say what I wanted because I spoke in my first language. (Welsh speaker from Carmarthen)

It can be argued therefore that when services are not available in Welsh; this is a failure to meet a basic requirement. This is especially the case in some service contexts or where consumers are vulnerable. Feeling able to express yourself and being comfortable and confident in communicating with a service provider is vital. In fact our research reiterates this as people told us they want to deal with suppliers through the medium of Welsh because it is their first language, also because they feel more confident and comfortable in Welsh or they find it easier in Welsh. It can therefore be argued that taking a 'rights based approach' to the consideration of why provision of a Welsh language service is important, can be helpful.

Taking a rights based approach also makes good business sense. Our research shows that Welsh speaking consumers value companies that make provision in Welsh. Valued customers make for loyal and satisfied customers. Agreement was high amongst participants in our research that there are positive commercial effects in terms of attracting and retaining Welsh speaking customers:

- 94 per cent of fluent Welsh speakers interviewed felt that having a good Welsh language service helps a company stand out
- 90 per cent of those interviewed felt that being able to deal with organisations in Welsh makes them feel valued as a customer
- 83 per cent say that they are more inclined to stay with a company that provides a good Welsh language service

⁴ The Welsh Social Survey of 1992 found that 63-64% of fluent Welsh speakers would use services in Welsh if available. More recently, a survey conducted by Consumer Focus Wales in 2010 found 80% of respondents agreed or strongly agreed Welsh speakers should have the right to access all services in Welsh.

- 82 per cent say that they are more inclined to choose a company that provides a good Welsh language service

Despite this 80 per cent of fluent Welsh speakers felt that service providers such as those we focused on in our research don't do enough to cater for the needs of Welsh speaking customers at the moment.

Barriers to using Welsh language services

We found a complex mix of reasons which we believe impact on people's use of existing Welsh language services. We would argue there are structural barriers in the way organisations design, deliver and promote their Welsh language services, often meaning that these services can be more difficult to access and less visible than English language provision. However there are also behavioural barriers, in the way Welsh speakers use and view their Welsh, their perceptions of Welsh language services, and their past experiences of using Welsh language services that impact on why they use or do not use existing services. Importantly, both structural and behavioural barriers often exist together and influence one another.

We recognise this presents complex and significant challenges to service providers however, in our report we seek to unravel these complexities.

Citizens Advice Cymru believes that to better understand why Welsh speakers' take up of some Welsh language services is low, Welsh speakers must first be considered as consumers of services e.g. a varied group of people who have different needs and preferences for accessing services depending on the market they are engaging with and the issue that they have. Also that fundamentally Welsh speakers, who would prefer to use Welsh language services, like any other consumers, wish to be able to quickly and easily access information to use a service, pay a bill and find information that is clear and easy to understand. They want good customer service, to be made to feel valued and feel as if the company has built a service that delivers for them. Some Welsh speakers have told us they want to do these things in Welsh. Our research shows that 40 per cent of fluent Welsh speakers would prefer to use Welsh when dealing with their bank or building society, whilst 45 per cent of fluent Welsh speakers would prefer to interact with gas, electricity, phone, television or broadband suppliers in Welsh.

Lack of access, visibility and availability of provision

We found that these elements are key barriers to lack of Welsh usage. When we asked fluent Welsh speakers why they did not use or always use Welsh in their dealings with service providers⁵, not having the option or choice to use Welsh was the main spontaneous reason

⁵ Banks and building societies and also gas, electricity, phone, television and broadband suppliers

given (31 per cent for banks and building societies and 44 per cent for gas, electricity, phone, television and broadband suppliers), followed by not always having the opportunity to do so, together with uncertainty about whether there is a Welsh language service available. Our evidence found that a lack of awareness of a Welsh language service or the absence of a service are more significant barriers to using Welsh than a consumer's preference for using English.

*I didn't know there was a Welsh thing. It's just automatic [online in English]. . . . I just expected it to be in English.
(Welsh speaker from Carmarthen)*

Customers in any market expect to be able to access services quickly and easily and have clear routes to seek the information or service they need. However, our research shows that Welsh speakers have very mixed experiences when trying to access services. Over a third of the telephone helplines we reviewed provide a clear choice of service in Welsh, however 45% of the telephone services we looked at, do not provide a Welsh language service at all. Websites fared particularly poorly, with only 14% of the websites we reviewed providing a clear choice of service in Welsh. Half of the websites we analysed required Welsh speakers to actively seek a Welsh version of the site, whilst 29% did not offer a Welsh option at all.

Consideration of consumer behaviour is also key here, as we know from our focus group research and from how consumers behave more broadly that the longer someone finds trying to use a service or the more difficult it is to access, the less likely they are to use it.

Quality and consistency of provision

Consumers value good quality services and this impacts on the choices they make about the services they choose to use. This coupled with the fact that we know many Welsh speakers want to be able to use services in Welsh⁶, means that being able to provide a good experience through the medium of Welsh for customers is a real advantage for service providers. Despite this, 38 per cent of fluent Welsh speakers rate the current quality of Welsh language services provided by banks, gas, electricity and phone, television and broadband providers generally as 'poor' or 'very poor'. Younger Welsh speakers interestingly were less likely to give a positive rating. Where people were usually accessing services online, ratings were least positive.

Interestingly fluent Welsh speakers living outside Welsh language heartland areas are most likely to rate the Welsh language services provided by such organisations as worse than those provided in English, particularly amongst those living in South East Wales.

Telecoms companies and energy suppliers are more likely than the other specific types of service providers asked about to be rated as having poor Welsh language services by fluent

⁶ See footnote 3

Welsh speakers, with 58 per cent of those interviewed rating telecoms companies as 'poor' or 'very poor' for instance. This was the case for 41 per cent of those interviewed when it came to energy suppliers (with only 22 per cent of people rating them 'good' or 'very good').

We found that whilst there is an appetite for Welsh language services, this is arguably not being met by current provision. Providing an inadequate⁷ or inconsistent offer of provision can actually lead to a lack of confidence and trust in Welsh language services, which in itself creates a barrier to their use.

As with other types of consumers, Welsh speakers use Welsh language services in different ways depending on the situation and type of consumer, however their experiences varied not only between providers but also between methods of communication (sometimes with the same provider).

40 per cent of fluent Welsh speakers interviewed told us they would prefer to use Welsh when contacting their bank or building society, however only 20 per cent of people are currently always doing so. This varies by contact method but the biggest gap is in the area of online services, where 32 per cent of Welsh speakers told us that they would prefer to use Welsh to deal with their bank or building society via a website or app, but only 4 per cent of people are currently always doing so.

However our research found that despite these disparities within the banking market, Welsh speakers' language preference is currently much less likely to be satisfied by gas, electricity, phone, television or broadband suppliers. 45 per cent of people who have contact with these providers would prefer to deal with them in Welsh, but just 6 per cent are always doing so currently. Again this varies across channels, with online being the form of contact where use of Welsh is lowest. However the highest demand for Welsh services in dealing with such providers is via telephone contact, where 48 per cent of Welsh speakers would like to use Welsh but only 7 per cent of people are currently always using Welsh

The role of consumer behaviour

We have already highlighted above, that the reasons why Welsh speakers are not always choosing to use Welsh language services are complex. We have argued that the way Welsh language services are currently designed and delivered do not necessarily meet the needs of Welsh speaking consumers. However we have also highlighted that the way provision currently exists could actually be interacting with the behavioural choices that people make to negatively impact on people's use of Welsh services.

We believe that consumer behaviour plays a key role here - both in terms of the influence of

⁷ As highlighted by our review of Welsh language services

defaults and consumer habits. When we asked fluent Welsh speakers why they didn't use or always use Welsh language services they also told us that they use English out of habit; they lack confidence and have a fear of mistakes or misunderstandings when dealing in Welsh; and that they have concerns over encountering difficult language, technical terminology or unfamiliar words in Welsh. We believe the principles of behavioural economics⁸ are useful in understanding what this means in practice. For instance around defaults, as humans, if an option is pre-selected for us, we are influenced significantly by this default option.

"...if a user is unaware, and not proactively offered a service in a language, how (and indeed why) would the lay person go out of his or her way to find and use it?"⁹

Welsh language services are often 'opt in'. By designing services in this way, we arguably discourage the use of Welsh. Our own research emphasises this with half of the websites we analysed requiring Welsh speakers to actively seek a Welsh version (whilst 29% gave no option to view content in Welsh at all). We believe this is likely therefore to be influencing Welsh speakers to use services in English.

We believe the lack of visibility of a Welsh option or a telephone response with no indication of a language choice can combine with the habit of using English more than Welsh with service providers, and online generally, to form a significant barrier to using Welsh.

As we highlight in our report therefore, it is important for service providers to consider how the delivery and design of services can be adjusted or designed in such a way as to present a true choice for Welsh speakers, encouraging take up of services that best meet their needs.

As indicated earlier, confidence is also key to Welsh speakers' decisions about using Welsh services, with some people who took part in our research telling us they were concerned about the Welsh language used online for instance and the formality of this. Previous experience and low expectations of service quality also add to habits in service use.

If you knew the content was OK [I would use Welsh web pages]. When I'm at work and I need to do something quickly and I only have five minutes I'll go to the English site because the Welsh site could be lagging behind - unless I have time to translate that as well. So if I want information that's both current and accurate I'll go to the English. (Welsh speaker from Carmarthen)

It was fine actually, so maybe it's habit more than anything, because I do it [in English], and it was easy to understand. . . . It was just as easy to find the Welsh form. . . . Yeah it was clear,

⁸ Behavioural economics is an approach that seeks to consider how people's behaviour impacts on the choices that they make. It highlights two principles which, when considered alongside the research available on the use of Welsh language services, may be useful in explaining the use and non-use of services in Welsh – the influence of defaults and consumer habits.

⁹ NUDGE! NORMALIZING THE USE OF MINORITY LANGUAGE ICT INTERFACES (Keegan and Evas 2011) – p51

and what I find, when they [service providers] translate stuff they over-complicate stuff, they go for a very formal language, but no [not here – Dŵr Cymru]. (Welsh speaker from Cardiff)

What makes a good Welsh language service?

Having identified the barriers to the use of Welsh language services amongst fluent Welsh speakers, finally we consider what the key aspects of a service in Welsh are. The most important considerations for such Welsh speakers are:

The service available in Welsh being as good as in English generally (rated 'very important' by 79 per cent of fluent Welsh speakers interviewed). This included:

- Having easy to find contact details
- Not having too many automated steps before speaking to people
- Not having to wait too long for the phone to be answered
- Speaking to someone who is able to answer your query
- Consistency of provision across different channels e.g. between the telephone and website

I went through a lot of menus 'press 1 for . . .' a lot of hassle. About six minutes on the phone to get through to speak to someone on the phone. (Welsh speaker from Cardiff)

Welsh language options being promoted clearly upfront when you make contact (rated 'very important' by 77 per cent of those interviewed). 93 per cent of fluent Welsh speakers agreed that they were more likely to use a Welsh language service if they were offered this upfront. For instance:

- By phone, consumers should be offered the option from the start to continue in Welsh
- More use of badges, signage or 'start every conversation in Welsh signs'
- Where a dedicated helpline is available, care should be taken to ensure
- this is visible and easy to access and can be viewed as an active equal offer alongside English in the consumer journey
- Providing a bilingual splash page
- Ensuring any Cymraeg button on a website is clear and visible at first sight to consumers as part of a standard consumer journey e.g. visible as soon as you click on the page, at the top of the page

They need to make it more obvious that it's available, like that front page to say it's available, instead of having to look for it, and default to the English. So it sends the message. (Welsh speaker from Cardiff)

The option at the beginning of every call. Making it foolproof. You can't overestimate how much difference just clicking a button makes. When people want to accomplish something you mustn't place any obstacles in their way – remove all barriers. (Welsh speaker from Carmarthen)

The use of clear, easy to understand Welsh on websites (rated 'very important' by 75 percent of fluent Welsh speakers interviewed)

- Any Welsh customer facing communications need to be clear and easy to understand (79 per cent of fluent Welsh speakers agree that if the Welsh is too formal or technical, 'it puts me off dealing in Welsh').
- Providing hyperlinks to translate words or a function which translates individual words when the mouse hovers over this
- Live chat through the medium of Welsh available alongside the English language option
- Using consumers to test the language used on websites

*Some kind of an option from the start. . . . Often there are two buttons, and then you open it. . . . Yeah, like go into the website through Welsh, or go to the website through English.
(Welsh speaker from Cardiff)*

*It would help if you were on a Welsh website and there was a tool there that allowed you to hover over a word you didn't understand and the English word or synonym came up. That would give me more confidence than that I'd understood.
(Welsh speaker from Carmarthen)*

Summary

As noted earlier, many of the aspects that fluent Welsh speakers felt represented a good Welsh language service are consistent with what consumers more broadly would expect from a good quality service. We believe that:

- service providers should do more to think about Welsh language provision from the basis of a customer's journey and how they use services.
- it is vital that providers involve Welsh speaking users (or potential users) in reviewing current services, designing future services and also importantly ongoing testing and monitoring of Welsh language provision to highlight and help address issues with provision.

By building provision around how consumers use and navigate a provider's services, at the same time taking into account consumer behaviour and the associated barriers to access we have identified in this report, we would argue that providers will go a long way to meeting their obligations under the Measure. Importantly they will also stand a strong chance of not only increasing take up of Welsh language services (where these are currently offered and are underused) but also of building stronger customer relationships which will pay dividends in customer satisfaction.

Finally this is not just a one off exercise, as with all consumer engagement and relationship management, service providers should have measures in place to monitor, review and regularly change provision based on customer engagement.

Recommendations

These recommendations are in direct response to the research outlined in this report into the expectations, aspirations and needs of Welsh speakers in their interactions with service providers. However, they also serve to assist the preparedness of those companies and service providers who will be subject to Welsh language standards in accordance with the Welsh Language (Wales) Measure 2011.

Welsh as an official language

Service providers should:

- Adopt the principle that customers in Wales can interact with them in Welsh if they so wish, in light of the Welsh Language (Wales) Measure 2011 and the official status of the Welsh language.

Engagement

Service providers should:

- Actively seek to understand the needs of Welsh speaking consumers specifically by engaging, consulting and involving consumers and representative bodies in the design and delivery of their services.
- Adopt a Welsh language consumer engagement strategy to ensure their Welsh language services are designed and delivered in a smarter more efficient way, increasing uptake and service user satisfaction.
- Consider how they can involve Welsh speakers in their co-production or Corporate Social responsibility (CSR) strategies in a rights-based approach, ensuring Welsh speakers are provided with services that best meet their needs.

Active offer

Service providers should ensure that any potential barriers to using Welsh language services as outlined in the report are identified and mitigated by:

- Making sure Welsh language services are clearly visible, easily accessible, actively promoted and consistently available.
- Developing further their bilingual corporate identity in Wales, and ensuring any website and public facing offices signpost Welsh language services clearly. This includes making the Cymraeg option prominent.
- Giving consumers in Wales an active offer of using Welsh or English. English should not be the default language.
- Providing some services with the Welsh language as the default language to promote their uptake.
- Using jargon-free and user friendly language that has been proof read to ensure accuracy.

Service providers should:

explore ways that the use of IT can facilitate an active offer, for example using cookies to remember a language preference, IP address identification to determine geographic location etc.

Advice and good practice

The Welsh Government and the Welsh Language Commissioner should consider:

- The need for service provider guidelines on delivering Welsh language services in terms of the content, design and presentation of information e.g. Codes of Practice linked to the Welsh language standards. This guidance should be regularly reviewed.
- The development of a central resource giving guidance on providing Welsh language services, including case studies and examples of good practice. This development could be sponsored, hosted or facilitated by a cross-section of interested parties including the National Advice Network.

Strategy

Service providers should:

- Identify the principles of what would make a good Welsh language service for their organisation as a basis for a proactive strategy to improve and increase uptake by consumers.
- Establish the Welsh language skills of staff, with a view to capitalising on existing skills, building staff confidence and adding to Welsh language capacity through recruitment and training.
- Incorporate Welsh Language Awareness Training as part of staff induction training so that staff (both Welsh speaking and non-Welsh speaking) are able to deal sensitively and knowledgeably with Welsh speaking service users.
- Include the Welsh language in any accessibility policies or statements, acknowledging that linguistic barriers exist for some, so that those Welsh speakers who are disadvantaged by not being able to receive a Welsh language service are provided with an appropriate service in accordance with their needs.

Our aims

- To provide the advice people need for the problems they face.
- To improve the policies and practices that affect people's lives.

Our principles

The Citizens Advice service provides free, independent, confidential and impartial advice to everyone on their rights and responsibilities. We value diversity, promote equality and challenge discrimination.



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Published: March 2015

SOCIAL CARE & HEALTH SCRUTINY COMMITTEE 20th JANUARY 2016

Implementation of charges for non-residential Social Services for Adults which were previously free – Post Implementation Evaluation

To consider and comment on the following issues:

- The impact of the implementation of the new charges for Non Residential Social Services for Adults.

Reasons:

- At its meeting on the 17th June 2014, this Committee endorsed the introduction of the new charges during the consultation process but requested that an evaluation report in terms of the impact be prepared for the committee during 2015/16.
- To enable members to exercise their scrutiny role.

To be referred to the Executive Board for decision: NO

Executive Board Member Portfolio Holder: Cllr. Jane Tremlett (Social Care & Health)

<p>Directorate: Communities</p> <p>Name of Director: Jake Morgan</p> <p>Report Author: Lyn Walters</p>	<p>Designations:</p> <p>Director of Community Services</p> <p>Senior Business Support Manager</p>	<p>Tel Nos. / E-Mail Addresses:</p> <p>01267 224698 jakemorgan@sirgar.gov.uk</p> <p>01267 228768 dlwalters@sirgar.gov.uk</p>
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EXECUTIVE SUMMARY

SOCIAL CARE & HEALTH SCRUTINY COMMITTEE 20th JANUARY 2016

Implementation of charges for non-residential Social Services for Adults which were previously free – Post Implementation Evaluation

In July 2014, Council approved the introduction of new charges for non-residential social services for adults which were previously free.

The Social Care & Health Scrutiny Committee considered and endorsed the report as part of the consultation process (17th June 2014) and requested that an evaluation report in terms of its impact be prepared for consideration by the Committee during 2015/16.

The attached report provides members with information relating to the new charges.

DETAILED REPORT ATTACHED?	YES
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IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report.

Signed: **Jake Morgan** Director of Community Services

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
NONE	NONE	NONE	NONE	NONE	NONE	NONE

CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below:

Signed: **Jake Morgan** Director of Community Services

1. Local Member(s) – N/A
2. Community / Town Councils – N/A
3. Relevant Partners – N/A
4. Staff Side Representatives and other Organisations – N/A

Section 100D Local Government Act, 1972 – Access to Information
List of Background Papers used in the preparation of this report:

THESE ARE DETAILED BELOW:

Title of Document	File Ref No. / Locations that the papers are available for public inspection
To consider and agree new charges for Non-Residential Social Services for Adults which are currently free and the general rules applicable to the financial assessment and application of the charge – County Council (9th July 2014)	<p>Agenda http://online.carmarthenshire.gov.uk/agendas/eng/COCO20140709/</p> <p>Minutes http://online.carmarthenshire.gov.uk/agendas/eng/COCO20140709/MINUTES.HTM</p>
To consider and agree new charges for Non-Residential Social Services for Adults which are currently free and the general rules applicable to the financial assessment and application of the charge – Social Care & Health Scrutiny Committee (17th June 2014)	<p>Agenda http://online.carmarthenshire.gov.uk/agendas/eng/SOCI20140617/index.asp</p> <p>Minutes http://online.carmarthenshire.gov.uk/agendas/eng/SOCI20140617/MINUTES.HTM</p>

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REPORT OF THE DIRECTOR OF COMMUNITY SERVICES

SOCIAL CARE & HEALTH SCRUTINY COMMITTEE

DATE: 20TH JANUARY, 2016

SUBJECT: IMPLEMENTATION OF CHARGES FOR NON RESIDENTIAL SOCIAL SERVICES FOR ADULTS WHICH WERE PREVIOUSLY FREE – POST IMPLEMENTATION EVALUATION

Head of Service & Designation. Jake Morgan, Director of Community Services	Directorate Communities	Telephone No. (01267) 224698
Author & Designation Lyn Walters, Senior Business Support Manager	Directorate Communities	Telephone No (01267) 228768

1. Introduction

- 1.1 In July 2014 Council approved the introduction of new charges for non residential social services for adults which were previously free. As part of the approval process the Social Care and Health Scrutiny Committee considered and endorsed the report as part of the consultation process and requested that an evaluation report in terms of its impact be prepared for consideration by the Committee during 2015/16. This report provides members with information relating to the new charges for consideration.

2. Service Information

- 2.1 At the time of writing the charges have been in place for just over 12 months. The charges that were approved were:

Service	Charge
Day Care – all adults	£10.00/session
Employment Services & Day Opportunities	Free
Supported Employment	Free
Education Support	£10.25/hour
Supported Living	£10.25/hour
Adult Placement Long Term Placement	£10.00/night
Adult Placement Short Term/Short Breaks	£10.00/night
Adult Placement Day Care/Sessional	£2.00/hour
Replacement Care	£10.25/hour
Community Support	£10.25/hour

The following is a description of the services:

- **Day Care** – covers a range of services whilst attending a centre
- **Employment Services and Day Opportunities** – attending a centre for employment training, personal development and support
- **Supported Employment** – supporting a disabled person in a work place
- **Education Support** – a disabled adult supported by a carer in a college
- **Supported Living** – support from paid carers within the service user's own home (other than Home Care)
- **Adult Placement** – where an adult lives with an approved carer who is paid to support them
- **Replacement Care** – where the informal carer is temporarily replaced by a care worker to provide care to a service user in their own home
- **Community Support** (One to One Support in the Community) – bespoke services for individuals (other than Home Care)

2.2 Although the Department had always charged for some services such as domiciliary care and telecare the charges above were being introduced for the first time for services that had been provided free for many years. It is important to remember that all service users who access any/all of these services are offered a financial assessment (means test) to determine how much if anything they contribute towards the cost of their care.

2.3 At the time the new charges were approved there was a maximum charge anyone could pay for all of the non residential social services they received, at the time the maximum charge was £55 per week. The maximum charge changed to £60 per week from April 2015 and is the figure that applies currently and it is also understood to be the figure which will apply for next year, 2016/17, as well. This maximum charge excludes meals and laundry charges which are levied in addition to the means tested charge and maximum charge.

2.4 In the original report it was estimated that approximately 1014 service users were accessing services where a new charge was proposed. Currently there are 1007 service users assessed as needing these services, therefore the estimated numbers of service users seemed to be relatively accurate.

2.5 There are currently 410 service users within this group who are paying or likely to pay a charge whilst the remainder will have a free service. This is slightly higher than originally estimated.

2.6 The table below gives a summary of the amounts that service users pay

£ Charge per week	Number of Service Users
No Charge	597
£0.01 - £19.99	147
£20.00 - £39.99	68
£40.00 - £59.99	32
£60	163
Total	1007

- 2.7 At the outset the department estimated that the new charges would generate approximately £500,000 in a full year. Based on the current number of service users assessed to receive services with the new charge, the estimated full year income would be £465k per annum. Although this is slightly lower than originally estimated there is no indication to suggest that the reduced income figure is due to services being terminated but more likely it is due to service users having a lower charge because their savings and income was less than originally estimated.
- 2.8 As with all new charges, there was a danger that implementing a charge may result in a service user(s) refusing the service simply because they did not want to pay, even though the financial assessment would have considered affordability. Any service user who declined a service due to a charge was referred back to the care management teams to ensure that service users were not at risk. This was the agreed protocol and was part of the original report.
- 2.9 During the last 12 months, 35 service users terminated a non residential service with a new charge due to the charge. However, 10 of these service users continued to receive at least one service and 1 user restarted the service again at a later date whilst the remaining 24 service users stopped having services.
- 2.10 There were a further 6 service users who simply reduced the quantity of services with a new charge that they received because of the charge.
- 2.11 As with all new charges the department received many contacts seeking an understanding on why the charge was being implemented, clarity on how an individual's personal charge had been calculated and also why different individuals paid different amounts for the same service. There were also some press articles which reflected the personal circumstances of individuals who were now paying for a service, focussing on hardship and how important the service was. Responses to the press articles were provided through the Authority's communications team. The volume of contacts currently and the reasons for contact are now more in line with the contacts we get for services that have had charges for many years.
- 2.12 With the introduction of the new Health and Wellbeing Act 2014, Welsh Government published a draft new code relating to charges and undertook a consultation on the draft during the summer. The Welsh Government issued the final guidance in respect of charges in mid November 2015 and officers are currently working through this information. It is likely that the current charging policy will need to be amended to include the new legislation and will be presented back to members for approval in due course.

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SOCIAL CARE & HEALTH SCRUTINY COMMITTEE 20th JANUARY 2016

Improving support for people who have Dementia and their families

To consider and comment on the following issues:

- Improving support for people who have dementia and their families
- Improving the skills of the workforce
- Improving services

Reasons:

- To provide a progress report for the Social Care & Health Scrutiny Committee.
- In 2011/12, the Joint Scrutiny Forum (which consisted of members of the Social Care & Health Scrutiny Committee and members of the Hywel Dda Community Health Council's Carmarthenshire branch), undertook a review of dementia services in Carmarthenshire.
- Scrutiny committees have a key role to play in monitoring the implementation of review recommendations.

To be referred to the Executive Board for decision: NO

Executive Board Member Portfolio Holder: Cllr. Jane Tremlett (Social Care & Health)

<p>Directorate: Communities</p> <p>Name of Head of Service: Rhian Dawson</p> <p>Report Author: Catherine Poulter</p>	<p>Designations:</p> <p>Head of Integrated Services</p> <p>Locality Manager (Aman / Gwendraeth)</p>	<p>Tel Nos. / E-Mail Addresses:</p> <p>01267 228900 rhian.dawson@wales.nhs.uk</p> <p>01269 830011 cpoulter@sirgar.gov.uk</p>
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EXECUTIVE SUMMARY

SOCIAL CARE & HEALTH SCRUTINY COMMITTEE 20th JANUARY 2016

Improving support for people who have Dementia and their families

Introduction

This report provides a progress report on the implementation of recommendations relating to services for people who have dementia made by a Joint Scrutiny Committee in 2012 and the Carmarthenshire Dementia Strategy 'A Positive Future' in 2013.

Three areas of work are detailed in this report. These are: Improving support for people who have dementia and their families, improving the skills of the workforce and service development.

Improving support

A number of initiatives have been developed to support people in their communities.

- **Dementia Friendly Communities**

This is a national movement that aims to improve society's response to people who may have dementia so that people feel included and safer. The first officially dementia friendly community in Carmarthenshire was in Pontyberem. In the last year, the Alzheimer's Society has appointed a project officer for a year to increase the number of dementia friendly communities across the Hywel Dda area. Ammanford and Llanelli now have Dementia Friendly Community steering groups and the towns are on the way towards official recognition. Other communities are also interested in progressing this. People in local businesses have attended Dementia Friends awareness sessions and been encouraged to make their premises more 'dementia friendly'. A community that can respond positively to people who may have dementia should be a good place to be for everyone.

- **Encouraging people to seek help**

There can be a perception that nothing can be done to help if people are showing signs of dementia. However, although the condition has no cure, there are medical interventions that can slow the course of the disease and the opportunity to plan for the future can reduce problems when the condition advances.

For some time, efforts have been made to produce news stories relating to dementia for the local press to raise awareness. Last year a different approach to engaging the public was suggested. A number of amusing cartoon strips were produced by a local artist. They were positively received by carers of people with dementia and the decision was taken to publish in the local press. The initiative also received coverage in the national press. The cartoons have now been made into a poster which it is hoped will catch the attention of people who might not be interested in the usual written material. Increasing the low rates of diagnosis of dementia in Carmarthenshire and the Hywel Dda Health Board is a key health improvement target for both Carmarthenshire County Council and the Health Board.

- **Community Memory Clinic and ‘drop-in’ centre**

Memory clinics are usually located in hospital settings which can be difficult to access. In late 2013, a decision was taken by the GP cluster in Amman Gwendraeth to fund a community memory clinic. Establishing this clinic was complex because it involved integrating different parts of the Health service. The clinic is held on two mornings a month in Llandybie Community Hall. Three local GPs who have had additional training provide the medical input on a rota, along with the Memory Clinic nurse, a support worker from the Alzheimer’s Society and a social worker from the Community Resource Team. As well as medical appointments, people are encouraged to ‘drop in’ to speak to the professionals who attend. The response from people attending has been uniformly positive. They appreciate the informality and the ability to park right outside. The ‘drop in’ aspect has been growing with time and it is a valued form of support.

There is interest in developing this model in other locations and it is anticipated that other community clinics will be established in the next year.

The Minister of Health visited the week before the clinic started and has been very positive about this service. The Clinic has now been shortlisted for a ‘Best of Health’ award.

Improving the skills of the workforce

In keeping with the goal of Carmarthenshire being a ‘dementia friendly’ county, staff who have contact with the public are accessing Dementia Friends awareness sessions to help them understand how to respond to people who may have dementia. The training programmes to increase the skills of domiciliary and care home staff have continued. These are available to the independent sector as well as staff working for the local authority.

Following on from the work undertaken by health and social care staff in Carmarthenshire with the Joseph Rowntree Foundation to develop a Human Rights approach to assisting people who have dementia, a series of training events have been held to give staff skills in promoting positive risk management with people who have dementia.

This focuses on individual strengths and on what can be done to mitigate risks in the least restrictive manner. By using the Declaration of Rights for older people in Wales, people who have dementia can be supported to live their lives as freely as possible, while being protected from harm.

The Care Council for Wales has commissioned the development of a national dementia training framework for social care staff. Carmarthenshire staff are contributing to this piece of work.

Service Development

An event titled 'Meaningful outcomes through positive risk taking' was held in June to promote good practice in the care sector. This was part of ongoing joint work between Carmarthenshire County Council and the independent sector to provide environments that support individuals to be as happy and fulfilled as possible. It is important that appropriate care is available to meet people's needs at all stages of the illness. The Health Board has just updated their End of Life Delivery Plan which details best practice in supporting people when they are dying. This includes working closely with staff in care homes so that good quality care can be provided to support residents to die in the care home and not in hospital.

Cartref Cynnes, the new extra care development in Johnstown is now open. The plan included a unit of eleven flats for people who have dementia. The two established extra care services do not have a specific service for people who have dementia so this is a new experience. It presents a good opportunity for developing new ways of working. There are still some vacancies but the people who have moved in appear to be settling in their new homes. The extra care development in Ammanford, opening in the spring, does not have a specific unit for people who have dementia but it is anticipated that the application of 'dementia friendly' principles will provide appropriate support for tenants who have dementia.

There are plans to develop the Reablement service to improve outcomes for people using the service. At present people who have dementia can access the service and many do well. However, nationally work has been taking place to identify specific approaches that are effective for people who have dementia. Meeting the needs of people with dementia to maximise independence will be part of the development plan. This will include making better use of Telecare to enhance safety and security.

The Social Services Improvement Agency is holding an event next month to showcase positive examples of work with people who have dementia which will include developments in Carmarthenshire. This is an indication that, although there is much more required to support people who have dementia, Carmarthenshire has a nationally recognised reputation in this field.

DETAILED REPORT ATTACHED?

NO

IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report.

Signed: **Rhian Dawson** **Head of Integrated Services**

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
NONE	NONE	NONE	NONE	YES	YES	NONE

5. Risk Management Issues

The number of people living with dementia is estimated to increase by 23% over the next decade (Source Daffodil). Dementia does not only affect the individual with the condition but also has a significant impact on family and friends. The financial costs can also be significant to individuals and to statutory services. Therefore ensuring people are appropriately supported is essential to mitigate risks to individuals and to ensure that there is sufficient capacity in health and social care systems to meet the needs of the population.

6. Staffing Implications

In order for Carmarthenshire to be a 'Dementia Friendly County', it is necessary that all staff who have contact with the public should have a basic understanding of how dementia can affect people and have the ability to modify their approach to people who may have the condition.

CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below:

Signed: Rhian Dawson Head of Integrated Services

1. Local Member(s) – N/A
2. Community / Town Councils – N/A
3. Relevant Partners – N/A
4. Staff Side Representatives and other Organisations – N/A

Section 100D Local Government Act, 1972 – Access to Information
List of Background Papers used in the preparation of this report:

THESE ARE DETAILED BELOW:

Title of Document	File Ref No. / Locations that the papers are available for public inspection
Support for people who have Dementia – Social Care & Health Scrutiny Committee (21st January 2015)	<p>Agenda http://online.carmarthenshire.gov.uk/agendas/eng/SOCI20150121/index.asp</p> <p>Minutes http://online.carmarthenshire.gov.uk/agendas/eng/SOCI20150121/MINUTES.HTM</p>
Dementia Support in Carmarthenshire – Prepared by the Joint Health & Social Care Scrutiny Forum, April 2012 (Executive Board, 2nd July 2012)	<p>Report: http://online.carmarthenshire.gov.uk/agendas/eng/EXEB20120702/REPORT03.HTM</p> <p>Minutes: http://online.carmarthenshire.gov.uk/agendas/eng/EXEB20120702/MINUTES.HTM</p>

**SOCIAL CARE & HEALTH SCRUTINY
COMMITTEE
20th January 2016**

**Explanation for non-submission
of scrutiny report**

ITEM	RESPONSIBLE OFFICER(S)	EXPLANATION	REVISED SUBMISSION DATE
Carmarthenshire Carers Action Plan	Jonathan Rees	In order to provide a comprehensive annual report, it is considered more appropriate to report on the Carers Action Plan at year end. This will provide members with a more informed picture of progress and the opportunity to ask questions.	18 th April 2016

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Agenda Item 10

**JOINT EDUCATION & CHILDREN AND
SOCIAL CARE & HEALTH SCRUTINY COMMITTEE
23rd NOVEMBER 2015**

Present: Councillor J.E. Williams (Chair)

Education & Children Scrutiny Committee

Councillors: C. Campbell, J.M. Charles, I.W. Davies, W.G. Hopkins,
P. Hughes-Griffiths, J.D. James, M.K.A. Lewis, D.W.H. Richards, T.
Theophilus.

Social Care & Health Scrutiny Committee

Councillors: T.T. Defis, P.M. Edwards, W.T Evans, D.J.R. Llewellyn, K. Madge, E.
Morgan, G. Thomas, J.S. Williams.

Also in attendance:

**Councillor G.O Jones - Executive Board Member for Education & Children
Councillor J. Tremlett – Executive Board Member for Social Care & Health**

The following officers were in attendance:

Mr. J. Morgan – Director of Community Services
Mr. R. Sully – Director of Education & Children
Mrs. R. Dawson – Head of Integrated Services
Mr. A. Maynard – Interim Head of Mental Health & Learning Disabilities (MD & LD)
Mr. S. Smith – Head of Children’s Services
Mrs. H. Smith – Executive Support Manager
Mrs. S. Sauro – Performance Review Officer
Ms. B. Dolan – Senior Consultant

Also present:

Mrs. L. Roberts - Inspector, Care and Social Services Wales (CSSIW)

Venue: County Hall Chamber, Carmarthen (10:00am – 11:00am)

1. TO APPOINT A CHAIR FOR THE MEETING

It was UNANIMOUSLY RESOLVED to appoint Councillor J.E. Williams as chair for the meeting.

2. APOLOGIES FOR ABSENCE AND OTHER MATTERS

Apologies for absence were received from Councillors S.M. Allen, D.J.R. Bartlett, H.I. Jones, P.E.M. Jones, E.G. Thomas and J. Williams.

The Chair congratulated Mrs. Rhian Dawson on her recent appointment as Head of Integrated Services.

The Chair welcomed Mrs. Lesley Roberts, Inspector, CSSIW, to the meeting.

JOINT EDUCATION & CHILDREN AND SOCIAL CARE & HEALTH SCRUTINY COMMITTEE 23rd NOVEMBER 2015

3. DECLARATIONS OF PERSONAL INTEREST

Councillor	Minute Item(s)	Nature of Interest
Councillor K. Madge	Item 6	In that his daughter works in social services
Councillor E. Morgan	Item 6	In that his daughter is a nurse
Councillor D.W.H. Richards	Item 6	In that his daughter-in-law works in Children's Services

4. DECLARATION OF PROHIBITED PARTY WHIPS

There were no declarations of prohibited party whips.

5. PUBLIC QUESTIONS

None were received.

6. CARE AND SOCIAL SERVICES WALES' (CSSIW) INSPECTION, EVALUATION AND REVIEW OF LOCAL AUTHORITY SOCIAL SERVICES 2014/15

The Committee considered the CSSIW report of its annual evaluation and review of Carmarthenshire's Social Services which also provided overall judgements on key areas of progress and areas for improvement. It also received a comprehensive presentation from Mrs. L. Roberts (CSSIW).

The following issues were raised during consideration of the report:

Concerns were expressed at the lack of stable placements for some Looked After Children (LAC). The Head of Children's Services shared these concerns however emphasised that these were small numbers of LAC with a small number of moves. Generally educational placements were stable but there was a small cohort of young people aged 13 years or older that they were trying to maintain in placements. It was necessary to ensure that the range of foster carers was increased and improved. The Authority would be engaging in a Welsh Government pilot next year to look at different ways of developing foster carers through a 12 week course with specialists and link workers focusing on LAC with complex needs. The Director of Education & Children added that they were working hard to improve performance in stability of LAC placements which had reduced to 6.9% during the first half of this year.

JOINT EDUCATION & CHILDREN AND SOCIAL CARE & HEALTH SCRUTINY COMMITTEE 23rd NOVEMBER 2015

Further information was requested in relation to children presenting with risky behaviours. The Head of Children's Services advised that this was a small proportion of LAC however the LAC assessment had emphasised the need to improve risk assessments to ensure appropriate support and risk management is put in place.

Concerns were expressed about the very low numbers of adult safeguarding referrals that ended in a prosecution given the serious nature of the complaints. The Interim Head of MD & LD stated that the safety of every individual was paramount however in order for cases to be taken to court they had to be evidenced. The focus of the care management team was on the outcome the vulnerable adult wanted and what they wanted to change. The Inspector added that the low number of prosecutions was a critical point and one of the factors was, whilst there was a clear legislative framework in place for children, there was not one for adults. This was an issue for further exploration between the Council and the Adult Safeguarding Board (ASB). The Director of Community Services advised that this issue was a theme across Wales and that improvements were needed in gathering evidence. He would be looking at this regionally with Dyfed-Powys Police in the ASB. An analysis of cases with a high level of concern but which had not proceeded to prosecution was required.

The Social Services and Wellbeing (Wales) Act 2014 was referred to and concerns expressed that some of its requirements had not been fully costed which would further stretch shrinking budgets. The Director of Community Services advised that the propensity to legislate whilst reducing budgets was indeed challenging. There had not been a clear costing exercise for the new Act which was being implemented in April 2016. To date there was no complete guidance or finalised codes of practice which was a risk for the Authority going forward.

The significant increase in the number of applications for Deprivation of Liberty Safeguards (DoLS) during the year was referred to. It was asked why the training for members previously asked for had not yet been delivered. The Interim Head of MD & LD stated that the Law Commission had only just completed its consultation on the law of mental capacity and deprivation of liberty. It had visited Carmarthenshire as part of that process. The outcome was expected next year. There was a screening process in place for DoLS applications so that high priority applications received an assessment promptly.

It was noted that an area for improvement was to continue to improve opportunities for people attending day care services to access work based employment opportunities. It was asked how successful this was. The Interim Head of MD & LD advised that this was challenging, particularly for young people with learning disabilities however it was important to see it as a total package where the dividends included improved self confidence, developing a range of skills and experience, building friendships and not just employment. The number of work experience opportunities had increased but they needed to build on this.

**JOINT EDUCATION & CHILDREN AND
SOCIAL CARE & HEALTH SCRUTINY COMMITTEE
23rd NOVEMBER 2015**

The increasing number of care leavers not engaged in education, employment or training (NEETs) was referred to and it was asked if this was expected to reduce going forward. The Head of Children's Services stated that employment opportunities for LAC were not as available as he would like them to be however qualifications were being offered to LAC as well as work placement schemes. He reminded the Committee that these were small numbers of young people therefore one or two drop-outs could have a significant impact on percentages. A lot of services worked with and supported LAC NEETs. Three care leavers had recently gone to university so there were also successes.

RESOLVED to receive the report.

Agenda Item 11

SOCIAL CARE & HEALTH SCRUTINY COMMITTEE
19th NOVEMBER 2015

Present: Councillor G. Thomas (Chair)

Councillors: S.M. Allen (Vice-Chair), S.M. Caiach, I.W. Davies, D.J.R. Llewellyn, K. Madge, P. Edwards, E.G. Thomas and J.S. Williams

Councillor J.K. Howell – Substitute for Councillor W.T. Evans

Councillor J.D. James – Substitute for Councillor E. Morgan

Councillor B.A.L. Roberts – Substitute for Councillor J. Williams

Also in attendance:

Councillor L.D. Evans – Executive Board Member for Housing (and Older People / 50+ Champion)

Councillor J. Tremlett – Executive Board Member for Social Care & Health (and Older People / 50+ Champion)

The following officers were in attendance:

Mr. J. Morgan – Director of Community Services

Mr. A. Maynard – Interim Head of Mental Health & Learning Disabilities

Ms. C. Harrison – Head of Strategic Joint Commissioning

Mr. N. Edwards – Safeguarding & Commissioning Manager (Item 7)

Mr. D. Eldred – Group Accountant (Item 9)

Mr. K. Pett – Policy, Consultation & Engagement Officer (Item 8)

Mrs. C. Poulter – Locality Manager (Aman & Gwendraeth)

Ms. S. Sauro – Performance Review Officer

Mr. L. Walters – Senior Business Support Manager (Social Care)

Mr. M. Hughes – Assistant Consultant

Also in attendance for Item 6:

Dr. M. Thomas – Consultant in Public Health, Public Health Wales

Mrs. L. Williams – County Director & Commissioner, Hywel Dda University Health Board

Present as an observer:

Mr. M. Evans – Senior Manager (Mental Health & Learning Disabilities Services)

Venue: Chamber, County Hall, Carmarthen (10:10am – 1:10pm)

1. APOLOGIES FOR ABSENCE

Apologies were received from Councillors T.T. Defis, W.T. Evans, H.I. Jones, E. Morgan and J. Williams.

The Chair noted that Councillor J. Williams had recently been in hospital but was now at home and on behalf of the Committee, wished her a speedy recovery.

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2. DECLARATIONS OF PERSONAL INTEREST

Councillor	Minute Item(s)	Nature of Interest
Councillor K. Madge	Items 6-10	Wife is a sister at Amman Valley Hospital and daughter works in Social Care Services.
Councillor B.A.L. Roberts	Item 6	Daughter owns a shop in a local hospital.
Councillor G. Thomas	Item 8	Husband is a driver for Country Cars.

3. DECLARATION OF PROHIBITED PARTY WHIPS

There were no declarations of prohibited party whips.

4. PUBLIC QUESTIONS

The Chair noted that no public questions had been received.

In response to a query as to whether a public question would be read out if the questioner was not present, the Chair suggested that as at County Council meetings, the individual posing the question would be expected to attend to ask their question but that she would clarify this.

5. FORTHCOMING ITEMS

The Committee **RESOLVED** that the list of forthcoming items to be considered at its next meeting scheduled for the 14th December 2015, be endorsed.

6. CARMARTHENSHIRE FOUNDATIONS 4 CHANGE

Councillor K. Madge declared a personal interest in that his wife is a sister at Amman Valley Hospital.

Councillor B.A.L. Roberts declared a personal interest in that her daughter owns a shop in a local hospital.

The Chair welcomed Mrs. Linda Williams, the County Director & Commissioner of Hywel Dda University Health Board and Dr. Michael Thomas, Consultant in Public Health at Public Health Wales to the meeting.

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The Committee received a presentation on the Carmarthenshire Foundations 4 Change, an English performance assurance model being piloted in Wales by the Hywel Dda Health Board.

The following issues were raised in relation to the presentation:

In response to a question regarding the Bronze level Investors in Carers for GP practices, the County Director & Commissioner confirmed that all GP practices in Carmarthenshire had achieved this level but work was still on-going to ensure that all practices reached the Silver level by April 2016.

It was asked why an English model had been used rather than a home-grown solution to the unique needs of the health service in Wales and how its aims could be achieved when certain parts of the service were 'broken' and there was significant difficulty in attracting key workers to West Wales. The Consultant in Public Health and the County Director & Commissioner noted that regardless of its origin, the key aims of the model were aspirations that everyone would wish to sign up to and seek to emulate. The County Director & Commissioner acknowledged that recruitment for the Hywel Dda region was difficult and this was a key issue that the Board was seeking to address. However, she stressed that Carmarthenshire was better placed than other counties in the region, particularly due to the teaching hospitals and collaboration with the Swansea University Medical School.

In response to a query about life expectancy in Carmarthenshire and the increased number of older people, the Consultant in Public Health confirmed that the aim was to increase life expectancy by 3 years across all age groups as well as the areas with the lowest life expectancy. Following an additional question regarding the most deprived areas in Carmarthenshire in terms of health inequalities, the Consultant in Public Health acknowledged that life expectancy for those areas would be lower but that health services were being targeted there to address the problems (e.g. smoking cessation, Iechyd Da).

Concern was expressed that younger people were continuing to consume significantly higher levels of alcohol than previous generations and it was asked what could be done to address this. The Consultant in Public Health informed the Committee that much work was undertaken within educational establishments (e.g. Carmarthenshire Healthy Schools Scheme and Iechyd Da Youth Programme) and that individuals admitted to Accident & Emergency Units as a result from excessive alcohol consumption were signposted for diagnosis and treatment via an alcohol liaison nurse.

Reference was made to the number of armed forces veterans returning from active service and it was asked what GP practices were or could be doing to assist ex-servicemen and women who might have a range of complex issues. The Consultant in Public Health informed the Committee that Public Health Wales had a nominated national lead for veterans' health in order to ensure that all services were ready to recognise and deal with physical, mental or emotional issues experienced by veterans.

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It was asked how well attended the different public engagement events were and it was suggested that the health organisations use existing events (e.g. sporting and cultural events or visiting public houses) in order to engage with more people. The Consultant in Public Health noted that the agency ran a number of events throughout the year although he acknowledged that only a small percentage of the population actually engaged through such activities. However, Public Health Wales was looking at every option possible to engage and disseminate information to the wider public, especially through the media and social media.

A question was asked as to how well the integration of health and social services was being implemented in the region and whether this work was being undertaken quickly enough. The County Director & Commissioner suggested that Carmarthenshire was well progressed in terms of the Hywel Dda region but there was much work to do, especially in relation to funding arrangements. She stressed that this needed to be done well and not rushed through and added that whilst the Welsh Government had, until now, encouraged co-operation amongst the relevant bodies, it was likely that in the near future, the health and social services would be required to integrate through the introduction of measures or specific legislation.

The Chair thanked the County Director & Commissioner and Consultant in Public Health for the comprehensive update and suggested that the Committee should receive an update from Public Health Wales at a future meeting and that all members of the County Council would also benefit from receiving the presentation. The Committee agreed to the proposals.

RESOLVED that:

- 6.1 The presentation be received.
- 6.2 A presentation on the work of Public Health Wales be included in the Committee's Forward Work Programme.
- 6.3 It be suggested that County Council receive a presentation on the Foundations 4 Change model.

7. ANNUAL REPORT ON ADULT SAFEGUARDING 2014/15

Councillor K. Madge declared a personal interest in that his daughter works in Social Care Services.

The Committee considered the Annual Report on Adult Safeguarding for the 2014/15 financial year. The Committee also received a short presentation which gave an overview of the purpose and context of the annual report. The report outlined the national policy context of adult safeguarding including the likely implications of the Social Services & Well-Being Act 2014.

The following issues were raised in relation to the report:

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Whilst the many positive developments and activities highlighted by the report were welcomed, concern was expressed at the apparent lack of prosecutions brought against individuals alleged to be responsible for abuse. The Safeguarding & Commissioning Manager acknowledged that officers shared members' concerns and frustrations but that cases of abuse were often complex and difficult to obtain the necessary evidence to take individuals to court, especially when cases involved adults with limited or impaired capacity to understand the situation, or being unwilling to go to court at all. He added that current legislation did not help officers in their task but hoped that the recent Flynn Report (In Search of Accountability), a review of the neglect of older people living in care homes undertaken for the Welsh Government, would lead to a change in legislation and close this gap. The Director of Community Services noted that when setting thresholds for prosecutions, it was not always in the best interest of the individuals concerned to prosecute. However, he added that where there was clear evidence of pre-meditated intention to harm or abuse, members should be reassured the Authority would advocate for prosecution although this was a matter for the police and the Criminal Prosecution Service.

The Executive Board Member for Social Care & Health informed the Committee of a research project was being undertaken by Carmarthenshire County Council in conjunction with Cardiff Council and Aberystwyth University. The aim of the research was to raise awareness amongst individuals in or receiving care of the options open to them if they felt subjected to any kind of abuse. The research was also aimed at examining the reasons as to why individuals did not wish to pursue prosecutions and the potential role of a 'broker' to mediate between the respective parties in order to reach an acceptable outcome.

Reference was made to the significant increase in the number of referrals received in 2014/15 and it was asked whether this was a one-off or was it as a result of the Authority's improved procedures. The Safeguarding & Commissioning Manager noted that it was difficult to state what the exact reason for the increase had been but that the increase in the attention and publicity given to all kinds of abuse as well as an increase in engagement and better training, may have all contributed to the increase in referrals. He added that in some ways, it was encouraging that individuals felt able to report incidents of abuse and that this might be a mirroring of that which had been happening in relation to historic child abuse cases.

Disappointment was expressed that Care & Social Services Inspectorate Wales (CSSIW) had failed to complete any referrals (as part of a single agency investigation) for the past three years and it was asked why this should be the case. The Director of Community Services acknowledged that it was unusual for there to be no completion of any referrals during this time but that this might be due to existing legislative issues. However, new legislation associated with the Social Services & Well-Being Act 2014 might well assist the CSSIW going forward. He added that the Authority was able to place providers under an embargo which was often a quicker and more effective process than prosecution. The Locality Manager (Aman & Gwendraeth) informed the Committee that during the previous week, the CSSIW had prosecuted a care provider in Swansea and was successful in obtaining the current maximum fine of £2,500.

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It was asked whether the staffing problems experienced by the Safeguarding & Commissioning Team referred to in the report, had impacted on its ability to carry out its work. The Safeguarding & Commissioning Manager informed the Committee that during 2014/15, one team member had been on a period of sick leave and another had taken a career break. This had been included to highlight to members that the Team had been understaffed at times but this had now been rectified and there was now a full complement of staff.

In response to a suggestion that the number of referrals relating to independent sector providers was high, the Safeguarding & Commissioning Manager reminded the Committee that 90% of individuals receiving care in the County were in the independent sector (there are over 90 care homes, 1,200 service users receiving domiciliary care services and 1,500 care home beds) and in light of these figures, the number was comparatively low.

It was suggested that elected members needed to be educated on the work undertaken by the Safeguarding & Commissioning Team, especially as members were working amongst the community or undertook voluntary work which might from time to time, require referring a matter or querying whether a concern should be taken further. The Safeguarding & Commissioning Manager noted that in the past, the service had run member development sessions and this could be done again. Following a suggestion by the Chair that an all-member session be arranged, the Safeguarding & Commissioning Manager indicated that a session would be more beneficial once the new regional arrangements were in place later in 2016. The Committee agreed to this proposal.

In response to a question about the role and pay of care workers, the Safeguarding & Commissioning Manager informed the Committee that the Authority had undertaken a significant amount of work with providers in relation to salary levels as well as contractual arrangements to ensure that care workers were not just doing the work because it was the only option available, but that they were receiving a fair and decent wage for their work.

The Executive Board Member for Social Care & Health paid tribute to the Safeguarding & Commissioning Manager and thanked him for his work in relation to Adult Safeguarding over many years and wished him well in his new role within the department.

RESOLVED that:

7.1 The report be received.

7.2. An all-member development session on Adult Safeguarding & Commissioning be arranged in 2016, once new regional arrangements have been established and implemented.

8. AGEING WELL IN WALES – LOCAL AGEING WELL PLANS

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Councillor K. Madge declared a personal interest in that his daughter works in Social Care Services.

Councillor G. Thomas declared a personal interest in that her husband is a driver for Country Cars.

The Committee considered the draft Local Ageing Well Plan for Carmarthenshire which had been developed to meet two key strategic drivers; the Ageing Well in Wales programme with five themes and the Strategy for Older People in Wales. The Plan linked with the 'Vision for Sustainable Services for Older People', under development within the Communities Department. It also supported the 2015 Well-Being of Future Generations Act, through contributing towards sustainable communities that enable people to age 'in-place'.

The following issues were raised during consideration of the report:

Reference was made to the financial implications attached to the report which indicated that the Plan would be cost-neutral and an explanation for this was sought from officers. The Policy, Consultation & Engagement Officer and the Director of Community Services informed the Committee that the Plan was considered to be neutral in the sense that there was no specific part of the document that requested funding and that it was an opportunity to bring different agendas and Authority initiatives together by utilising the services already in existence.

The Executive Board Member for Housing (and Older People / 50+ Champion) suggested that in light of the increasing numbers of older people in the County, the Plan was an opportunity to invest to save by providing older residents with the relevant information in a timely manner and communities with guidance on what they could do to help with this agenda. The Executive Board Member for Social Care & Health (and Older People / 50+ Champion) added that the draft Plan was a holistic strategy and that it was not just about creating a dementia or falls-friendly communities but all-encompassing supportive and resilient communities.

It was also asked whether there were specific funds available for dementia-related care. The Director of Community Services stated that whilst there was not a specific pooled budget for dementia, there were different funding streams from which the Authority could draw funding to undertake information dissemination or promotional activities. He reminded the Committee that the Local Authority was not permitted to use its funds to pay for health care as there were different legal requirements governing the activities of the NHS and local authorities in relation to charging for services.

RESOLVED that the draft Plan be endorsed for consideration by the Executive Board.

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9. REVENUE & CAPITAL BUDGET MONITORING REPORT 2015/16

Councillor K. Madge declared a personal interest in that his daughter works in Social Care Services.

The Committee considered the Revenue & Capital Budget Monitoring Reports relating to the Social Care & Health Service for the period up to 31st August 2015. The Committee noted that the Social Care & Health Service was projecting that it would be over its approved budget by £685,000 at the year end whilst the capital programme showed a net variance of -£228,000 against the 2015/16 approved budget.

The following issues were raised during consideration of the report:

In response to a question about the staff vacancies in the Enablement Service, the Director of Community Services noted that due to the nature of this service and the volume of staff, there was traditionally a high turnover in this area.

Reference was made to the timeliness of the report which was for the period up to the end of August 2015. The Director of Community Services and the Group Accountant reminded the Committee that this was a very complex budget but that as budget monitoring was undertaken on a bi-monthly basis. The most recent update (for the end of October) would not have been ready to meet the agenda deadline for the November meeting. However, for large or significant projects/services, more regular budget monitoring exercises were undertaken by the relevant officers.

RESOLVED to receive the report.

The Committee UNANIMOUSLY RESOLVED to suspend standing orders during consideration of this item so that the remaining agenda items could be considered.

10. HALF-YEARLY PERFORMANCE MANAGEMENT REPORT – 1ST APRIL TO 30TH SEPTEMBER 2015

Councillor K. Madge declared a personal interest in that his daughter works in Social Care Services.

The Director of Community Services suggested that in light of the time, the Committee consider deferring this item to its next scheduled meeting as this would afford members the time to discuss the report in more detail.

The Committee **UNANIMOUSLY RESOLVED** that the report be deferred for consideration at its next meeting on the 14th December 2015.

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11. REFERRAL TO SOCIAL CARE & HEALTH SCRUTINY COMMITTEE

The Committee considered a referral from the Policy & Resources Scrutiny Committee. The Assistant Consultant explained the background for the referral and updated the Committee on the proposals for a new format for the performance monitoring reports received by scrutiny committees which would be shared with elected members at a briefing session on the 14th January 2016 (2:00pm).

RESOLVED that the report be received.

12. EXPLANATION FOR NON-SUBMISSION OF SCRUTINY REPORT

The Chair reminded the Committee of the Joint-Meeting with the Education & Children Scrutiny Committee on Monday 23rd November 2015 which had been arranged specifically for consideration of the Care & Social Services Inspectorate Wales' (CSSIW) Inspection, Valuation and Review of Local Authority Social Services 2014/15 report. She requested that if possible, all members make an effort to attend.

RESOLVED that the explanation for the non-submission of the CSSIW's Inspection, Valuation and Review of Local Authority Social Services 2014/15 report, be noted.

13. SOCIAL CARE & HEALTH SCRUTINY COMMITTEE ACTIONS AND REFERRALS UPDATE

The Committee considered an update detailing progress in relation to actions, requests or referrals emerging from previous scrutiny meetings.

RESOLVED that the update be received.

14. TO SIGN AS A CORRECT RECORD THE MINUTES OF THE MEETING HELD ON THE 16TH SEPTEMBER 2015

RESOLVED that the minutes of the meeting held on Wednesday 16th September 2015, be signed as a correct record.

SIGNED: _____ (Chair)

DATE: _____

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SOCIAL CARE & HEALTH SCRUTINY COMMITTEE 14th DECEMBER 2015

Present: Councillor G. Thomas (Chair)

Councillors: S.M. Allen (Vice-Chair), S.M. Caiach, I.W. Davies, T.T. Defis,
P. Edwards, W.T. Evans, E. Morgan and J.S. Williams

Councillor W.J.W. Evans – Substitute for Councillor H.I. Jones
Councillor M.J.A. Lewis – Substitute for Councillor D.J.R. Llewellyn
Councillor D.W.H. Richards – Substitute for Councillor E.G. Thomas
Councillor B.A.L. Roberts – Substitute for Councillor J. Williams

The following officers were in attendance:

Mr. J. Morgan – Director of Community Services
Mr. O. Bowen – Interim Head of Financial Services
Mrs. R. Dawson – Head of Integrated Services
Mr. A. Maynard – Interim Head of Mental Health & Learning Disabilities
Mr. D. Eldred – Group Accountant
Ms. S. Frewin – Senior Manager (Community Inclusion)
Ms. S. Sauro – Performance Review Officer
Mr. L. Walters – Senior Business Support Manager (Social Care)
Mr. M. Hughes – Assistant Consultant

Present as an observer:

Mrs. M. Evans-Thomas – Democratic Services Officer

Venue: Chamber, County Hall, Carmarthen (10:00am – 12:15pm)

1. APOLOGIES FOR ABSENCE

Apologies were received from Councillors H.I. Jones, D.J.R. Llewellyn, E.G. Thomas and J. Williams, as well as Councillor J. Tremlett (Executive Board Member for Social Care & Health).

2. DECLARATIONS OF PERSONAL INTEREST

There were no declarations of personal interest.

3. DECLARATION OF PROHIBITED PARTY WHIPS

There were no declarations of prohibited party whips.

4. PUBLIC QUESTIONS

No public questions were received.

5. FORTHCOMING ITEMS

The Committee **RESOLVED** that the list of forthcoming items to be considered at its next meeting scheduled for the 20th January 2016, be endorsed.

6. HALF-YEARLY PERFORMANCE MANAGEMENT REPORT – 1ST APRIL TO 30TH SEPTEMBER 2015

The Committee received, for consideration, the Half-Yearly Performance Management Reports relating to Social Care & Health Services for the period 1st April to 30th September 2014. The Chair reminded members that this report had been deferred from the previous meeting in November. The report included:

- Heads of Service Overview of Performance
- The Approach to Measuring Performance – Older Persons and Physically Disabled
- Services and Learning Disabilities and Mental Health Services
- Improvement Plan Monitoring – Actions and Performance Measures

The following issues were discussed during consideration of the report:

In response to a question regarding the use of the GP cluster funding, the Head of Integrated Services stated that in line with the Welsh Government's Primary Care Plan for Wales, each Cluster (Locality) in Carmarthenshire had utilised available funding to support service development in specified areas. However, whilst there was a danger that GPs could see this as an opportunity to fund the work of their practices, the Welsh Government's Health Minister was clear that the funding was to support primary care and the whole of the locality cluster.

Reference was made to the re-design of the Careline service and it was asked whether this would require more staff? The Head of Integrated Services informed the Committee that when the service had been brought into Social Care Services, officers were aware that it needed to be re-developed but the introduction of the Social Services & Well-Being (Wales) Act, to be implemented in April 2016, now placed additional requirements on the service, namely, that those taking calls be working to a higher job specification than they did at present. She acknowledged that this might impact on staff numbers and that the re-design needed to be carried out within the ever tighter budget constraints. Options under consideration included utilising staff with the relevant skills from other service areas.

It was asked whether part of the Third Sector Brokers' roles was to identify duplication of services in the voluntary sector as well as identifying gaps in existing service provision. The Head of Integrated Services informed the Committee that following the continuation of the brokers' roles within the Community Resource Teams, they would now be known as 'Community Resilience Workers. She added that these officers should be monitoring services for on any duplication and that

work was still on-going at a corporate level to identify voluntary sector spend. She also informed the Committee of a new Public Health Wales grant which was part of a Community Resilience Action Programme and used this as an example of how it was essential that any new grant money was being spent on new projects rather than duplicating existing schemes and activities.

Clarification was sought as to the population figures associated with planning services at a community level, in line with the Welsh Government's Primary Care Plan for Wales. The Head of Integrated Services informed the Committee that when planning services at a community level and amongst diverse populations, this was best done for numbers in the region of between 25,000 and a 100,000.

An explanation for the role of the Lifestyle Advocates and their training was sought. The Head of Integrated Services informed the Committee that this role had been piloted within the Community Resource Teams in previous months. These officers were now known as 'Lifestyle Advocates' and supported health promotion and associated behaviour change in each GP practice across Carmarthenshire and were supported through the cluster plans and associated funding.

It was asked whether the Adult Mental Health Practitioners were attached to specific teams and whether they were now expected to take part in the 24-hour standby arrangements, as would have been expected of practitioners in the past. The Interim Head of Mental Health & Learning Disabilities Services informed the Committee that the 18 practitioners were part of teams in Wellfield Road, Carmarthen and Goring Road, Llanelli. Others were attached to satellite teams based out in the northern areas of the county. However, a re-design of the service was currently being undertaken with a view to re-align the management structures. He added that the pilot standby project for 24-hour Adult Mental Health Practitioner cover, utilising a dedicated practitioner had proved to be very successful. Discussions were on-going with staff regarding the development of new arrangements and as these had been initially developed in conjunction with the relevant staff, he was confident that the new arrangements would be adopted.

In response to a question about the Transition Team restructure, the Interim Head of Mental Health & Learning Disabilities Services updated the Committee in relation to the realignment of the Carmarthen and Llanelli Community Teams for Learning Disabilities (CLTDs) and the strengthening of the Long-Term Managed Care Teams with responsibility for young adults aged 24-25 following their transition from Children's Services. This work was essential in order to ensure that these young people were reaching and fulfilling their potential. The Senior Manager (Community Inclusion) informed the Committee that the Opportunities Team from the Community Inclusion Service complement this work by developing lifestyle plans and career pathways with these young people in order to avert crisis situations in the longer term.

Following a question on the commissioning and contracting of Learning Disabilities Services, the Interim Head of Mental Health & Learning Disabilities Services noted that extensive work had been undertaken to develop closer working relationships between commissioning and care management to assist the effective and efficient use of resources for learning disabled adults and adults with mental health needs. He referred to the example of an individual with learning disabilities, living in supported accommodation in a neighbouring authority and in receipt of services

from a provider not familiar with Carmarthenshire. Work by the Commissioning and Care Management Team had enabled the individual to return to Carmarthenshire which had not only seen improvements to their health and well-being but had secured savings in excess of £40,000 per year from this move.

It was suggested that whilst there were many voluntary sector services on offer to support those with mental health issues or learning disabilities, it appeared that certain individuals continued to be missed or not assigned the correct support and that there was some confusion as to what voluntary organisations were providing. The Senior Manager (Community Inclusion) acknowledged the concerns and informed the Committee that following on from discussions at its meeting in September 2015, officers were progressing with work relating to the Coleshill Centre for Economic Inclusion Action Plan and that a consultation event was being held in January 2016 with relevant officers, service providers and clients, in order to clearly map and plan future provision. Contract reviews also enabled officers to clarify what services were being provided and ensure that there was no duplication of effort.

The opening of the new Cartref Cynnes Extra Care Development in Carmarthen was welcomed and services commended. Following a suggestion by the Chair, the Committee agreed to visit the new facilities in the new year. The Director of Community Services welcomed the proposal and the opportunity for members to view the new development for themselves.

RESOLVED that the report be received.

7. REVENUE BUDGET STRATEGY CONSULTATION 2016/17 TO 2018/19

The Committee considered the Revenue Budget Strategy 2016/17 to 2018/19 (Appendix A) which had been endorsed by the Executive Board for consultation purposes at its meeting on 16th November 2015. It was advised that Welsh Government had announced the provisional settlement earlier that week (9th December) and that Carmarthenshire would see a 1% cut in budget rather than the 3.3% on which the Strategy was based. The Welsh Government was also protecting schools budgets although the extent of the protection was as yet unclear. The Strategy had been based on there being no protection of school budgets. In summary, the shortfall in efficiency savings identified for 2016/17 might not be needed however, delivery of the £13.6m identified savings was essential. Council tax was set to increase by 5% in the Strategy and a 1% movement equated to £760,000. The Director of Community Services also gave a brief overview of the Social Care Service area.

The following issues were discussed during consideration of the report:

It was asked how the Authority addressed schools with budget deficits. The Interim Head of Financial Services informed the Committee that in such circumstances, a school would be required to produce a plan to show how it was intending to address its budget deficit. The Director of Community Services noted that very often, schools budgets were affected by falling pupil ratios and it was essential that schools had effective and appropriate financial arrangements in place. The Authority did have powers to intervene in certain situations. In response to an

additional question regarding the uncertainty around protecting school budgets, the Interim Head of Financial Services noted that the Welsh Government was usually quite explicit about how it wished budgets to be protected and so forth. However, following the recent announcement, there was no further guidance on this matter. A meeting of senior local authority officers and the Welsh Government had been held and further discussions were planned in order to come to an agreement and gain clarity on the matter.

An explanation for the reduction in grants to voluntary organisations in relation to Older People & Physical Disabilities and Learning Disabilities Services was sought. The Director of Community Services informed the Committee that the reduction was in relation to the way in which the Authority was now buying provision from these organisations. The Authority was now moving to spot contracts where it paid for the services it used rather than via block contracts and was a far more efficient method of procuring services. In response to a suggestion that these reductions could be spread over three years, the Interim Head of Mental Health & Learning Disabilities Services noted that this could be considered but informed the Committee that some of the reductions had been planned for some time, one example being the Llanelli & District Gateway Club which was due to close in the near future. Other reductions such as the £65,000 for Mencap had been built-in to recently agreed grant funding. The Director of Community Services reassured the Committee that the reductions in grants did not mean that the affected organisations would close and was part of an on-going efficiency drive and that officers had been working closely with the relevant groups.

Clarification was sought with regards to progress in implementing alternative service models for the Local Authority's Residential Homes for Older People either by externalising the service or developing a Local Authority Trading Company model. The Director of Community Services reminded the Committee that this had been approved by County Council following consideration of the Carmarthenshire Vision for Sustainable Services for Older People 2015-2025, at its meeting in October 2015. A business plan was being developed for what was a complex proposal and would be presented to the Committee later in 2016. In response to a further question, the Director advised the Committee that there were a variety of models that could be adopted as well as a number of freedoms delegated to the arms length entity by the Authority, which would remain as the main shareholder. He assured the Committee that the detailed report would provide members with a range of options for its consideration.

In response to a query regarding the reasons for the reduction in private sector residential home placements, the Head of Integrated Services noted that the Delayed Transfers of Care performance did not mean that the Local Authority was not providing social care and that there were often health-related problems which prevented transferring older people from hospital beds back in to their homes or other residential settings. She added that the Transfer of Care & Advice and Liaison Service (TOCALs) provided a real opportunity to work with hospital staff to further progress and improve performance in this area. The Welsh Government had also informed Health Boards that it expected to see improvements in discharge planning.

In response to concerns expressed at the proposed increase in charges for Meals on Wheels, the Director for Community Services reminded the Committee that the increase was not about closing the service but about cost recovery and ensuring

that funding to provide this service was not taken from other service areas. The Director also reminded the Committee that the reality was that the demand for this service was changing significantly. Many individuals, who may have previously received meals in their homes, were now buying frozen meals which could be heated at a time of their choosing. Officers were now working with the WRVS (Royal Voluntary Service) who had been tasked by the Executive Board Member for Social Care & Health to look at how the service could be enhanced to cater for more than just meal delivery, with a special focus on preventing loneliness.

Following further discussion regarding the proposed increase to charges for Meals on Wheels (Appendix Ai) and Community Meals (Appendix C), it was suggested that increasing these charges across three years be explored, rather than introducing it in 2016/17. The Committee agreed to this proposal.

It was asked whether the larger national voluntary organisations operating within the county could operate services by sub-contracting through smaller local groups. The Director of Community Services acknowledged that this was a way in which smaller local groups could be safeguarded and supported and that the Authority had a role to play in ensuring that this was included in any procurement exercise. However, it was often the case that voluntary groups had seen each other as competitors rather than seeking to work together to offer the best services to the county's residents.

RESOLVED that:

- 7.1 The Corporate Budget Strategy for 2016/17 – 2018/19 be received.
- 7.2 The Charging Digest for the Social Care & Health Department be endorsed.
- 7.3 The option for spreading the proposed increases in Meals and Wheels and Community Meals across three years, be explored.

8. EXPLANATION FOR NON-SUBMISSION OF SCRUTINY REPORT

UNANIMOUSLY RESOLVED that the reason for the non-submission of the Capital Programme Budget Setting 2016/17 – 2020/21 report, be noted.

SIGNED: _____ (Chair)

DATE: _____