

Fact Sheet 25 – Personalisation

Historically, a person in need of social care services would be assessed by Social Services and advised what type of support would best address their needs. Social Services would organise the support, directing the services they would receive, who from and when.

However, the personalisation agenda (which involves the process of self-directed support) is a social care approach described by the Department of Health as meaning that “every person who receives support, whether provided by statutory services or funded by themselves, will have choice and control over the shape of that support in all care settings.”

The aim is to enable social care service users to have control over how the money allocated to their care is spent.

Approach

The approach means having a personal allocation of funds which can be:

- **Personal Budget** – Designed to give the service user more control, independence and choice over the type of support they purchase with Local Authority funding.
- **Individual Budget** – A budget constructed from a number of funding sources, including the Local Authority coupled with other monies.

These are usually paid through

- **Direct Payments** – Cash payments made to service users who use it to pay the provider of his or her choice to provide the support needed.
- **Managed Fund** – Where the service user requests the Local Authority to manage their budget on their behalf

Culture Change

Personalisation forms the cornerstone of current public service reform and modernisation and will help shape the model of self-directed support. There is currently a great deal of interest in this agenda with plans in development to implement this important area of change.

The move from block contracts to individual payments represents a culture change to the way service users have been traditionally supported, for example, service users will now become employers.

Third Sector Opportunities

Personalisation offers the potential for significant improvement in the way that individuals with care needs are supported; however, this will also potentially mean significant changes in the way in which welfare providers' work.

It is vitally important that the third sector understands these changes, what the implications are, and are able to respond appropriately, for example, by providing the right services for individual budget clients. Otherwise organisations will be at risk of losing out.

For further details about how Pulse Regeneration can help, please contact us.

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