



# **Adult Services Customer Feedback Strategy**

## **2022 to 2025**

## **Foreword**

It gives me great pleasure to share with you our Adults Services Customer Feedback Strategy for 2022-2025. Understanding how our customers, their carer's and/or family's perceive Trafford's Adult Social Care gives us valuable insight in how well we are delivering our services and where we can improve.



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Trafford Council**

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## **1. Introduction**

Trafford's Adult Social Care is committed to working in collaboration with its Customers, Families & Carers, Voluntary Sector, Partnership Organisations and Commissioned Social Care Providers to ensure that the services we deliver are responsive to local needs. More importantly, that our Customers, the public and wider stakeholder within the communities are involved in our strategies to help us improve and develop our services.

Adult Social Care believes that the quality of care we deliver can be improved by engaging with and by learning from the experience of our Customers, their families & carers.

This strategy outlines how Adult Social Care aims to engage with our Customers to understand how their care journey has been so we can further develop and improve the quality of services we provide.

## **2. Trafford Adult Social Care Services**

Trafford's Adult Social Care services identify and arrange support for people over 18 years old with a range of needs; which may include physical disabilities, illness, learning disabilities, mental health conditions, or a requirement for respite care.

This support can cover prevention, social work involvement, personal care, practical activities all which is intended to help the people receiving social care to live comfortably.

Trafford Council are committed to commissioning and procuring cost effective services that improve outcomes for our diverse population. This requires monitoring of the services provided and the development of service specification and design to reduce inequality.

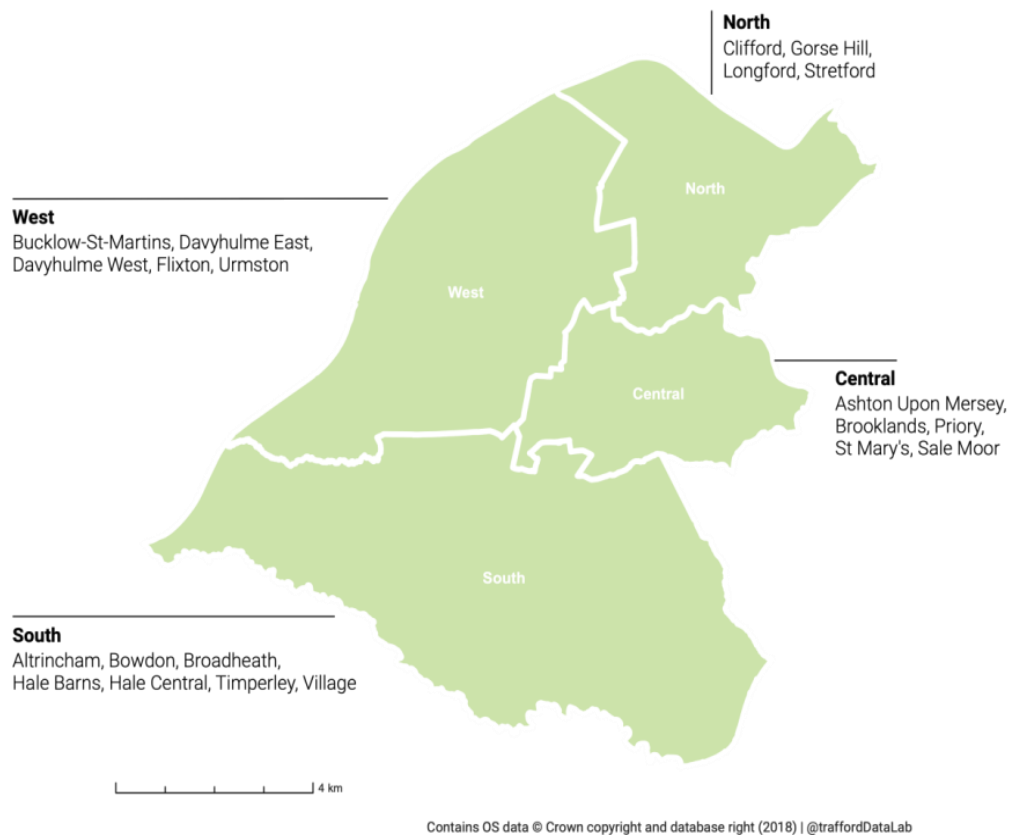
Trafford Together for Health and Social Care is our combined approach for the Council and Trafford NHS to deliver holistic person-centred health and social care.

Trafford Council's Adult Social Care provide a statutory response to assessment advice and guidance to all adults, and their carer's, who request for or may be perceived to have care and support needs (as defined by the Care Act, 2014 <http://www.legislation.gov.uk/ukpga/2014/23/contents/enacted>).

We currently have four integrated Neighbourhoods (North, West, Central & South) and a collaborative partnership with our health colleagues in Trafford Local Care Organisation, Manchester Foundation Trust (MFT) and Greater Manchester Mental Health Trust (GMMH) to ensure that our responses are localised, proportionate and timely.

## Trafford Neighbourhoods

### Trafford's localities



**Trafford has within it four neighbourhoods which are built around our electoral wards. Within each neighbourhood we also have strong towns and town centres each with their own identity.**

**Central** which covers: Sale, Sale Moor, Ashton on Mersey and Brooklands.

**North** which covers: Gorse Hill, Old Trafford and Stretford.

**South** which covers: Altrincham, Bowdon, Dunham, Hale, Hale Barns and Timperley.

**West** which covers: Carrington Flixton, Partington, Stretford, Urmston and Warburton.

The teams provide social work support, assessment and care services for older people, adults with a physical disability and adults with a sensory impairment or loss.

We work as Integrated Teams with Manchester Foundation Trust (MFT) who provide community healthcare in Trafford. District nurses also work in these teams.

In addition, Adult Social Care provide dedicated co-located hospital services within: Wythenshawe, Salford Royal Foundation and Trafford General Hospital whilst working with Manchester Royal Infirmary where required. This enables us to ensure that if our residents require some additional support getting home safely; we can provide this promptly and seamlessly to contribute to our Urgent Care Strategy.

We also provide a wraparound Urgent Care Community Social Care service for adults who have experienced a stay in hospital and at their discharge, required intense social care support for a short time. This Intermediate Care and Discharge to Assess (DTA) Facility is based at Ascot House which the Council directly deliver this care. The ethos of this service is to support adults to return home following an extended period of assessment (up to 4 weeks) before longer term care decisions are made jointly with the person and often their representatives.

Finally, we offer several specialist borough-wide services which include, Complex Need Adults (Learning Disabilities) Supported Living, Care at Home, Safeguarding and the Deprivation of Liberty Safeguards (DoLS) teams.

Our social care provision for adults considers a wide range of access needs for people with physical and mental disabilities and sensory impairments, religious and cultural needs.

Personalisation via our Direct Payment Service helps formulate individual tailor-made care plans together with recent developments geographically located to be in the centre of our localities with our Extra Care Provision at: Limelight in Old Trafford, Elkin Court at Partington (sheltered accommodation), Fiona Gardens at Sale and New Haven in Timperley.

This is for adults aged 18 years and over.

### **3. Mission Statement**

Within Adult Services we are committed to improving the services we provide to our vulnerable residents in Trafford. Adult Social Care is an integral part of services that the Council Trafford provide. We know that the people using our services are our greatest strengths and assets and can learn from their experiences to help shape and improve our services moving forward.

Trafford's vision is for Adult Social Care to continue to be a responsive service led facilitator of support and care.

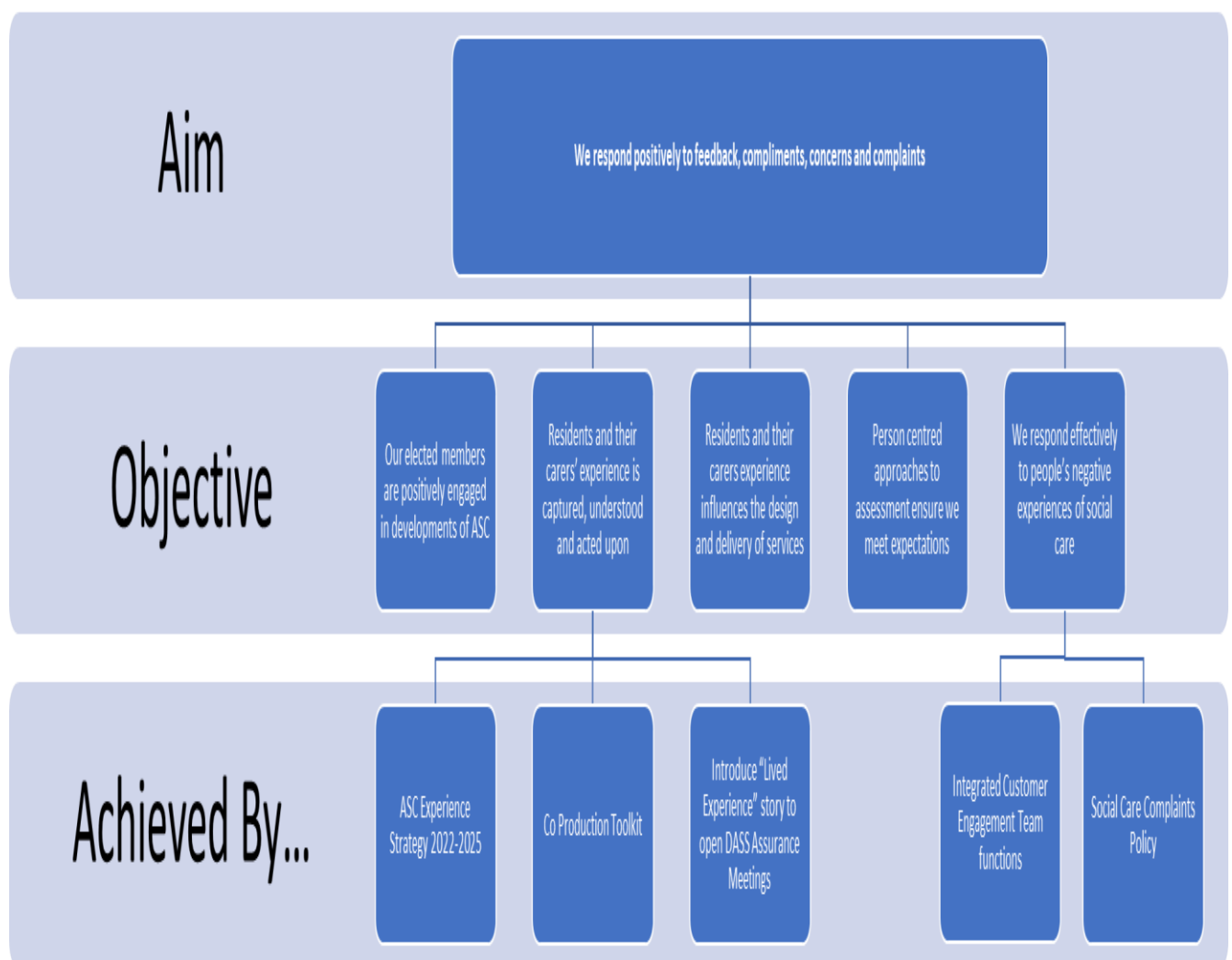
The basis of our Customer Feedback Strategy is “**We care how you see our care**”

#### 4. Concept of Strategy

Adult Social Care have a Complaints, Comments & Compliments Policy in place however this does not capture all of our Customers experiences and expectations unless a significant event causes an individual to contact us. This is usually to:

- Raise a complaint when things do not go well or
- Raise a comment if things could be better
- A compliment when things have exceeded an individual's expectations
- Provide everyone who interacts with our services the opportunity to feedback in a variety of ways

The Customer Feedback Strategy is directly aligned to the quality strategy aim;



Whilst this type of feedback is instrumental in how we improve and share good practice; this is only a small data set in which complaints and compliments by their very nature are poles apart. It also does not capture feedback from the wider group of clients in receipt of Social Care services or throughout the various stages of their care journey.

In order to address this gap in knowledge, we are planning to reach out to many more customers and their carers so they can tell us how they see us at a particular stage in their care experience.

This strategy will be critical in enabling us to reach out to our customer base to capture meaningful data. This ultimately will enable us to monitor the quality of the services we are providing and reshape areas requiring improvement.

Adult Social Care have a dedicated Quality and Improvement Board which will monitor the feedback we receive and report into the Adult Social Care's wider service improvement plan.

## 5. Legal & Statutory Frameworks

This Strategy will align with the principles set out in the key statutory & regulatory frameworks in place which Adult Social Care adhere to.

### a) The Local Authority Social Services and National Health Service Complaints (England) Regulations 2009

The framework is in place for providers of health and social care to follow a prescribed statutory complaints procedure which is readily accessible so every concern or complaint received is considered and dealt with *fairly* and *consistently*. It also provides an opportunity for the provider of care to improve from feedback they receive on services.

### b) The Care Act 2014

Under the Care Act, local authorities have new functions. This is to make sure that people who live in their areas:

- receive services that prevent their care needs from becoming more serious, or delay the impact of their needs
- can get the information and advice they need to make good decisions about care and support
- have a range of provision of **high quality, appropriate services** to choose from

The Care Act helps to improve people's independence and wellbeing. It makes clear that local authorities must provide or arrange services that help prevent people developing needs for care and support or delay people deteriorating such that they would need ongoing care and support.

Local authorities have to consider various factors:

- what services, facilities and resources are already available in the area (for example local voluntary and community groups), and how these might help local people
- identifying people in the local area who might have care and support needs that are not being met



- identifying carers in the area who might have support needs that are not being met

In taking on this role, local authorities *need to work with their communities* and provide or arrange services that help to keep people well and independent. This should include *identifying the local support* and resources already available, and helping people to access them.

Local authorities should also provide or arrange a range of services which are aimed at reducing needs and helping people regain skills, for instance after a spell in hospital. They should work with other partners, like the NHS, to think about what types of service local people may need now and in the future.

### **c) The Quality Care Commission**

The Care Quality Commission (CQC) is the independent regulator of health and social care in England and sets out **clear fundamentals standards**.

The fundamental standards are the expected standards which care must never fall below:

***Set of Care Quality Commission (CQC) Fundamental Standards – Provider Services***



The Care Quality Commission (CQC) stipulate that providers of care must ensure that those in receipt of their services have a **good experience** and are **actively involved in decisions** about their care; and that we also take account of the **views** of our **local community** and **stakeholders**: For Trafford this is particularly important as we provide Intermediary Support & Care via Ascot House, Care at Home and Supported Living.

There are **5** benchmarks that encompass the Care Quality Commission (CQC) Fundamental Standards which we must be able to answer confidently:

- How does our service ensure that people are treated with kindness, respect and compassion, and that they are given emotional support when needed?
- How does our service support people to *express* their views and be actively involved in making decisions about their care, treatment and support as far as possible?
- How does our service ensure that people's privacy and dignity respected and promoted?
- How are people's concerns and complaints listened and responded to and used to improve the quality of care?
- How are the people who use services, the public, staff and external partners engaged and involved to support high-quality sustainable services?

Furthermore, in a more recent strategy published in May 2021, the CQC also set out an ambition to focus on what's important to people and communities they access, use and move between services, making sure that the voice of every person using a service is heard and acted upon, recognising the importance of developing services

in partnership with people, and ensuring that inequalities are addressed, and people's human rights are protected.

#### d) The Local Government Social Care Ombudsman (LGSCO)

The Ombudsman is an independent arbitration service which considers complaints that are unable to be resolved by the Local Authority. The LGSCO is the final stage for complaints relating to Councils, all adult social care providers (including care homes and home care agencies), and some other organisations providing local public services.

The Ombudsman is concerned with matters of public maladministration and whether any injustice has been caused, provided that procedures have been properly followed.

The LGO has set guidance in place both for complainants and organisations that handle complaints.

## 6. Scope

Within this strategy are the steps we will take to listen and learn from our Customers experiences.

The feedback loop below the process in which we will seek, analyse and act on feedback received.



*Source A.C.A.F feedback loop*

### a) Feedback Criteria

Feedback criteria will include the following themes: assessment & support planning, communication, quality of information/documents provided, timeliness and worker's approach.

As support provision varies across Adult Social care questions will be tailored accordingly to service & intervention.

Our key aim is to capture and analyse Social Care involvement at the crucial stages within an intervention or event. This will enable us to evaluate if we are applying a person centred approach and involving individuals when making decisions and choices concerning their care. There are Person Centred approach questions in all questionnaires regardless of service or intervention type.

All feedback received will also be shared via co-production working groups to enable and support the planning and delivery of future service models.

No.	Intervention/Event	Target Feedback Format
1.	Intermediate Care & Support <u>directly</u> provided by the Council - Care Quality Commission (CQC) Regulated Services - Ascot House, Care at Home	Questionnaire completed with service user <u>before</u> discharge from the service (regardless whether continuing support via a longer term pathway).
2.	Supported Living & Direct Payment Service	Questionnaire following staff or service intervention. Posters and Questionnaires/Link to
2.	Social Worker Involvement (longer or multiple periods of interventions) Let's Talk Assessments, Annual Review of Support Plan.....	Questionnaire following period of assessment and support planning. Can be completed via Link or hard copy
3.	Community Learning Disability Support Planning	Questionnaire following Service Involvement but available in easy read.
4.	Brief Social Care interventions /signposting	Short 'quick fire' type question on experience of contact - online link to Friends and Family Test (see 7)

5.	Commissioned Care Provision	Questionnaire /link to Questionnaire following a spot check visit with service recipient (Homecare) or site visit to Care Home Annual Survey to Customers / Carers & Family
6.	Carers	Questionnaire completed via QR link from posters located at a series of sites including Trafford carers centre. This is <u>not</u> the Bi Annual Carers Survey.
7.	Friend and Family Test	On Trafford website for all customers to complete including service recipients, friends & family and residents

There may be occasions where we may need to seek our customers and residents views outside of a questionnaire setting; for instance where we are exploring significant changes to our service delivery model. In cases like this, we will seek feedback from those potentially affected by *any* proposed changes; this includes our customers, our partners and any organisations working closely with us for example: Health Watch. Co-production is about working in equal partnership with people who use services, carers, and citizens. Co-production offers the chance to transform social care and health services with the involvement of those at the centre of our services.

Where this is the case, we will seek the views via a wider remit involving: Consultation Exercises, Focus Groups, Integrated Health and Social Care Working Groups. We may also seek the views of our partners and/or organisations we commission our care services to.

## **b) Processing Feedback and Interpretation of Data**

- All feedback is anonymous and will be processed by the Integrated Customer Engagement Team: [ICE@Trafford.gov.uk](mailto:ICE@Trafford.gov.uk)
- All feedback received by the Integrated Customer Engagement Team is screened to identify any immediate quality concerns. Feedback of concern will

be escalated and may need to follow a separate scrutiny process i.e. safeguarding or further investigation

- A monthly analysis report is produced by the Integrated Customer Engagement (ICE) Team for the Quality and Improvement Board

### **c) Quality Assurance & Service Improvement initiatives**

- Reports are analysed by the Quality & Improvement (Q&I) Board who will identify themes and any actions for improvement
- Themes fed into Service Improvement Recommendation Plan for service improvement to be agreed at Quality & Improvement Board (Q&I) Board
- Feedback and actions will be monitored through Quality & Assurance group. Collation of themes (with quality and improvement initiatives) will then be fed into Director for Adult Social Services (DASS) Assurance Meetings and the Integrated Customer Engagement (ICE) Team for Annual Reporting
- Co-production working – sharing intelligence with Trafford's Integrated Care System (ICS) working groups for future service design and modelling

### **d) Sharing our Learning and Service Improvement Achievements**

- Quality and Improvement Proposals shared at Director for Adult Social Services (DASS) Assurance Meetings to agree formal service response action plan for Service Leads and Managers
- Success stories & practice standards communicated to workforce by Professional Lead for Adults /Principal Social Worker (PSW) Briefing Notes
- Outcomes shared with services, customers, stakeholders. This would be via Corporate Director for Adult Services & Wellbeing Newsletters, Integrated Customer Engagement (ICE) Team Newsletters, Trafford Council Staff Intranet Six Boxes, Council Website "you said- we did"
- Success stories also shared at Trafford Integrated Care System (ICS) Communications & Engagement Working Group

## **Primary Success measures**

In order to measure the effectiveness of our strategy we have set below the primary success measures:

- Large return of feedback from Customers, carers, friends & family - 25% return would constitute a good sample size.
- Quality Data received i.e. all key questions with a response

- Identifiable themes so action can be taken
- Effective reporting mechanism in place
- Effective feedback tool in place to share our learning and service improvement with staff, Customers, exec members and general public
- Improved knowledge of our social care clients and demographics particularly those experiencing repeated bouts of poor experiences

### **Other Success measures**

- Collect meaningful feedback on the quality of all our services by engaging with our Customers, families, friends and voluntary sector groups who support Customers and their families via user focus groups, consultations
- Introduce data collection of equality profile of adult social care clients to enable improved tailored provision of care to meet needs especially with regard to identity, ethnicity, religion etc.
- Promote more engagement with carers to understand their perspectives and challenges

## **7. Conclusion**

We recognise we still have some way to go to achieve our customer engagement ambitions and goals but we have set out in this Strategy our plans for making progress. We would very much welcome comments on the Strategy from our residents, staff and partners going forward.

We will be conducting a 3 monthly review of our Customer Feedback Strategy Action Plan.

We will report on the action plan through our various governance processes and to our Leadership Team

## Appendix 1

### Adult Social Care Customer Feedback Implementation Plan



ADSS Customer  
Feedback Strategy Im

## Appendix 2

### Provider Services (CQC Standards) Customer Engagement Plan

## Appendix 3

Links to legislative frameworks and organisations

[The Local Authority Social Services and National Health Service Complaints \(England\) Regulations 2009 \(legislation.gov.uk\)](https://www.legislation.gov.uk)

[Care Act 2014 \(legislation.gov.uk\)](https://www.legislation.gov.uk)

[Care Quality Commission \(cqc.org.uk\)](https://www.cqc.org.uk)

[Homepage - Trafford LCO](#)

[Corporate Equality Strategy 2021-2025 \(trafford.gov.uk\)](https://trafford.gov.uk)

[Home - Local Government and Social Care Ombudsman](#)