

Slide 1

# People at the heart of Scholes



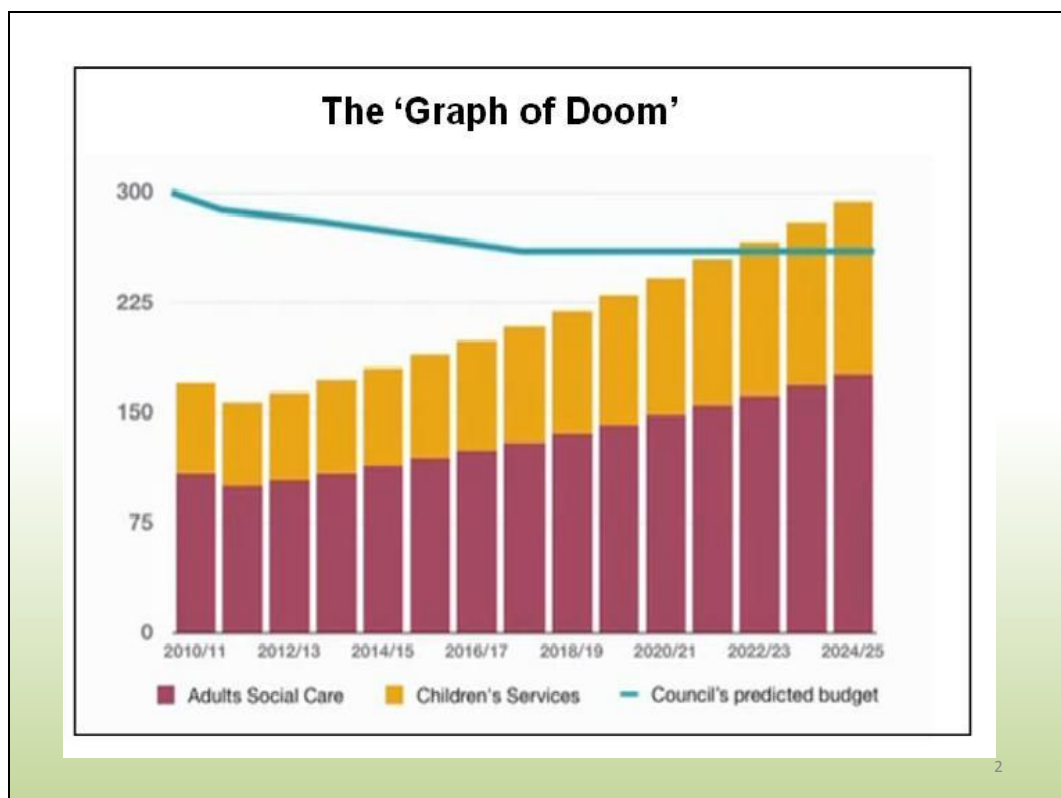
Wigan Council

CREATIVE COUNCILS

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## My challenge

- ❖ Manage the move to Personal Budgets
  - ❖ Save 20%+ in social care
  - ❖ Give personal control and choice
  - ❖ Keep it legal and safe
- **BUT**.....the change has to be meaningful
  - New relationships, real choices.....

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## “Dave”



“dave” following a brain tumour operation was left with epilepsy. He was previously a lorry driver and therefore could not drive. He had access to an estimated personal budget of £70 for getting out and about with some personal care and support. The suggestion for Dave’s personal budget was a pair of work boots to allow him to get to college to retrain, a rugby season ticket and out of rugby season “sailability” disabled sailing club to give his wife respite and build his fitness, all for £17 a week.



## People at the heart of Scholes The Big Ideas

Four interdependent components:

1. Different conversations with users
2. Co-producing solutions with users and community members
3. New local forms of trading and value exchange
4. New uses of enabling technology



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***New conversations with users:***

- *getting deep inside the lives and of users and their local networks in new ways that connect with their real challenges and aspirations*
- *drawing insights into needs and offers that generate new types of support solutions*

***New forms of value exchange***

- *exploring alternative currencies and forms of social and economic exchange that will incentivize new forms of activity and support*
- *utilization of technology platforms to liberate forms of lateral engagement and exchange*

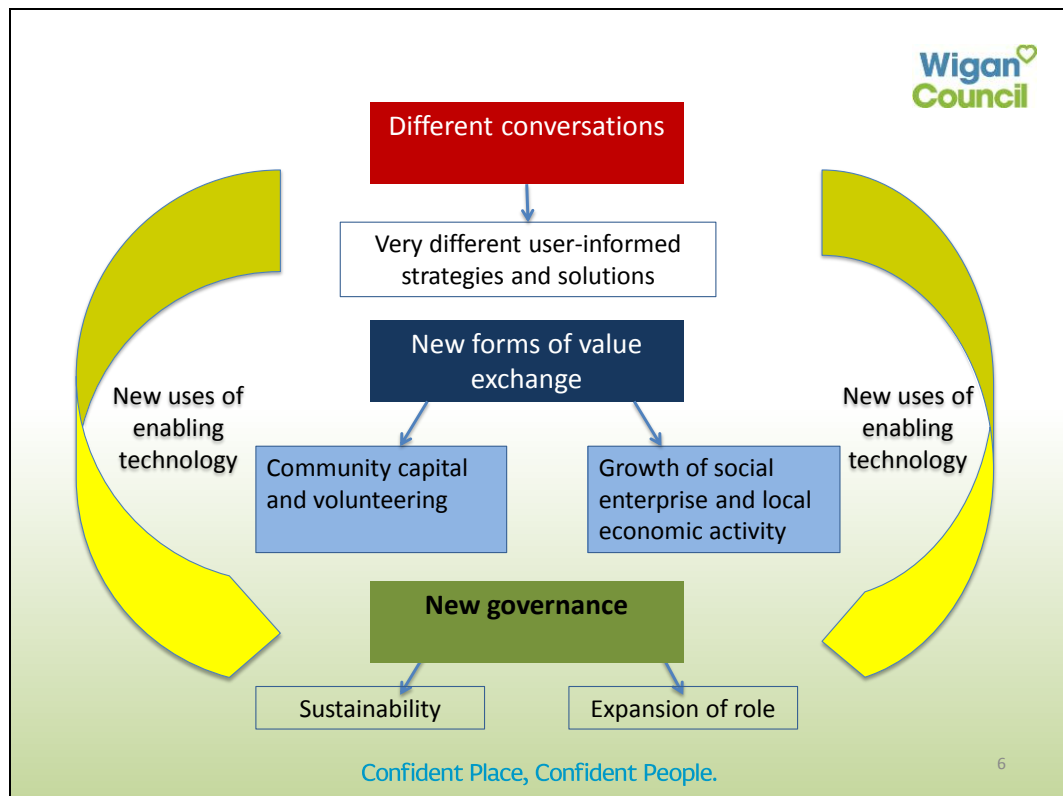
***New forms of local governance***

- *empowering local communities to co-design and own new activity programmed*
- *designing for sustainability and self-sufficiency*
- *building capacity for extension to other services*

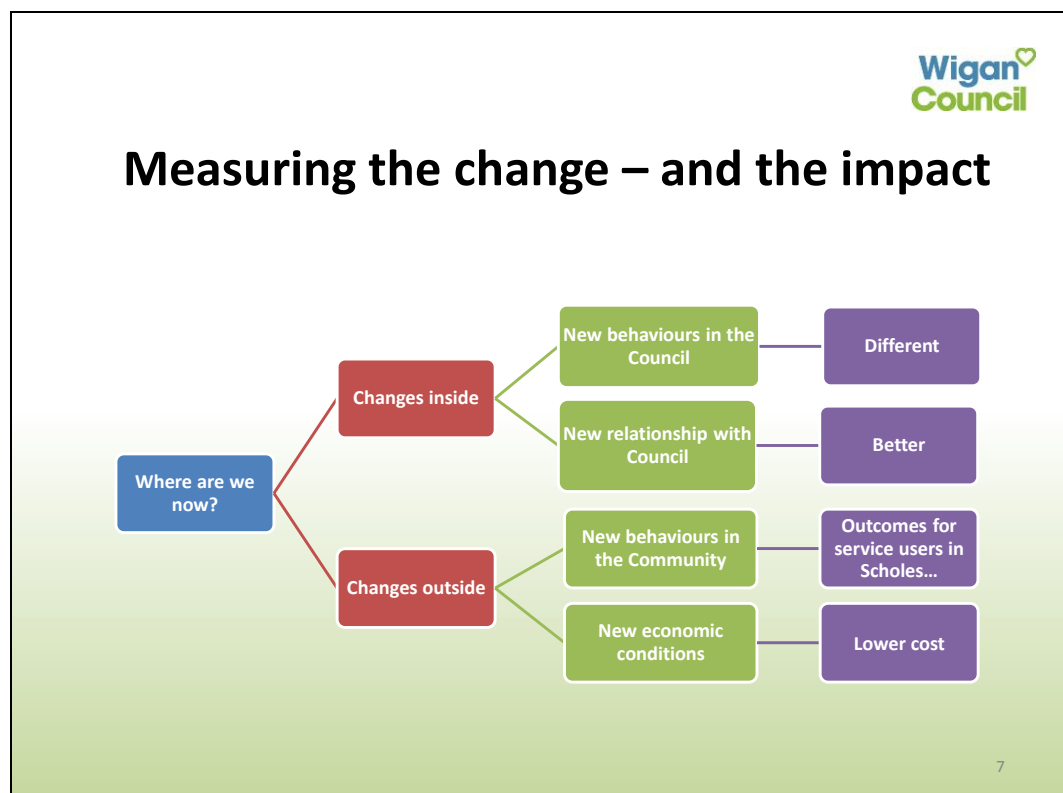
***New forms of enabling technology***

- *Utilising technology to imagine new possibilities:*
  - ✓ *Access to services and support*
  - ✓ *Social networking*
  - ✓ *Brokering the currencies of exchange*

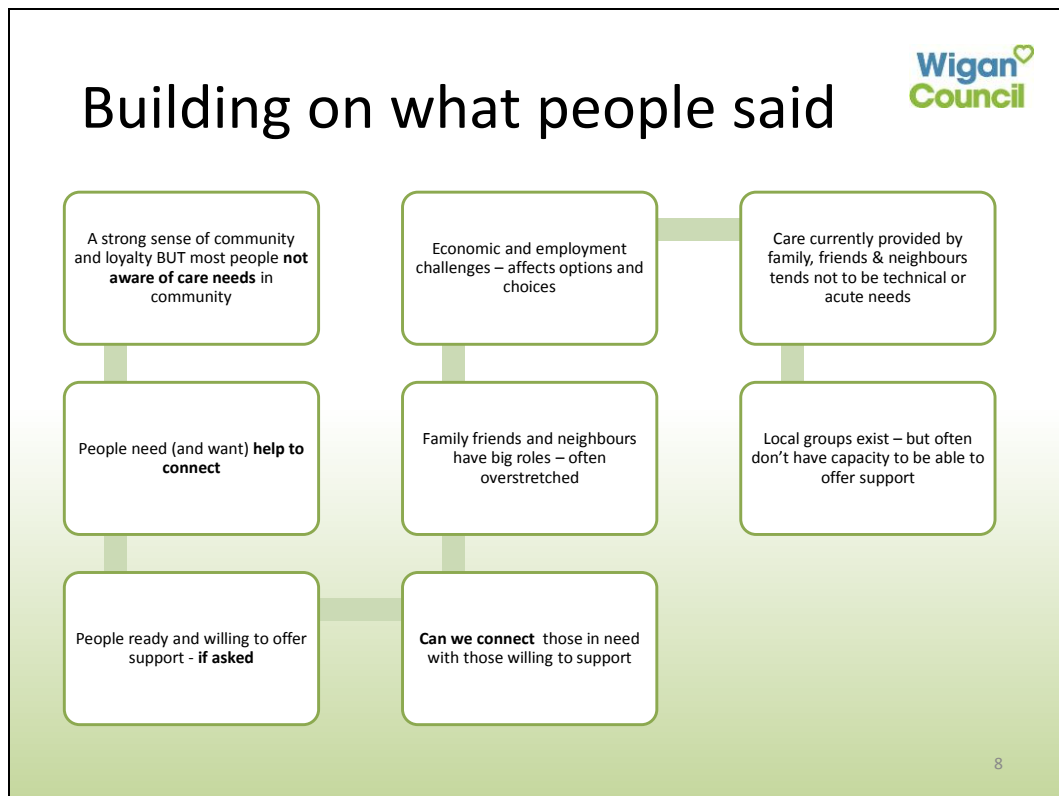
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Slide 8



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## Wigan Council

<p><b>Prototype – as the key to successful project</b>          We don't have to wait until the end to evaluate and revise – continual adaptation          "The business plan is unlikely to survive contact with reality"</p>	<p>Not everyone feels the same about innovation and change – threat as well as opportunity          Lateral connections in the organisation are tricky</p>	<p>Elusive nature of co-design and co-production          More than just community engagement          Importance of working with community innovators- pace of change</p>
<p>Leadership is critical          Our project is a big ticket item for the Council and new Health and Well Being Boards.          It is the day job!</p>	<p>Innovation or invention?          Rare to find anything brand new – but creating space for new ideas has been key to our innovation          Technology takes time</p>	<p>Challenge of scaling          Finding 'champions for change'          Shifting the mindset</p>

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## The journey: lessons to date

- “The business plan is unlikely to survive contact with reality”
- Not everyone feels the same about innovation and change – threat as well as opportunity
- Creating capacity in the context of the scale of social care challenge is really hard
- Councils as enablers for community innovation- sometimes our practice gets in the way
- Rare to find anything brand new – but creating space for new ideas has been key to our innovation

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## LGA Support & Further Discussion



- Flexibility to ‘suspend’ the system
- Workforce reform- real social work culture and practice change, real personal budgets flowing into local economy
- Meaningful integration with the NHS
- Supporting policy reform to promote investment flows that fit with prevention
- Making personalisation a reality- facilitating sharing of good practice & learning

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