

Local Account 2010-2011 Consultation Feedback Report

The local account replaces annual assessments of council social care services by the Care Quality Commission. The idea is that local people, service users and providers can use the information in the local account to judge our performance.

This local account covers our performance during **April 2010-March 2011**. It explains what we have done well and highlights areas for further action and includes performance information we collect and monitor to make sure our services are doing well.

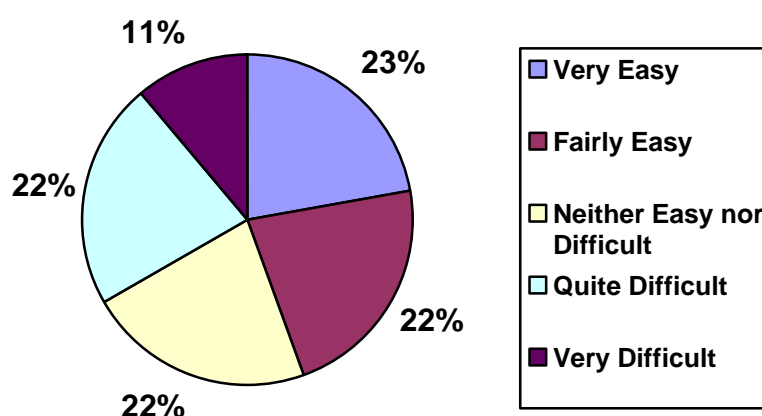
We asked people what they thought about the style and content of this local account because we want to make sure that our future local accounts are meaningful and relevant to local people.

The Local Account was published in June 2012, this is the first year a report of this kind has been published. The report was advertised in the County Press (highlighting the request for feedback). We also asked local stakeholder groups including LINKs, People Matter and the Isle of Wight Rural Community Council to give us feedback on the report's content and usefulness. However, we had a disappointing number of responses and will be looking at how we can engage local people better in letting us know what they want to know about adult social care on the Isle of Wight.

It would have been very expensive to print and distribute a large number of copies of the document, many of which may have remained unread. There was an option to print the document from the web and it was available in hard copy on request. However, we will be looking at how we can engage better with our residents and where reference copies may be held, eg libraries and GP surgeries.

Thank you to those people who took the time to read the report and send feedback to us. It has been very useful and we will use your comments to improve the new version due out early 2013. The full results of the survey are shown in this document. We have listened to the comments made and have responded to areas where common concerns were raised. Other comments made, about the purpose of this consultation (ie feedback on the content and style of the Local Account), have been passed onto the relevant senior officers.

How easy did you find the Local Account to read?



You said:

- the document presented poorly and required a better use of plain English;
- we wasted space with a lot of images and gave no real insight how we have helped people;
- we need to consider the use of widgets/symbols.

We:

- passed the document to our Resident Information and Consultation Team for plain English consideration -, we will sample the new version on a user group prior to publication;
- will be using case studies to show exactly how services made a difference to real people on the Isle of Wight;

- have plans to create An Easy Read version.

Did you find this document was?

Fifty-six per cent of people found the report “Just Right”.

We will work hard to make the document shorter, while ensuring it contains all relevant information. Where we can add links to longer documents for people who would like to know more, we will do this.

How interesting did you find each section of the Local Account?

	Very interesting	Interesting	Not very interesting	Not interesting at all
Introduction		50%	50%	
Vision		50%	33%	17%
Outcome 1		50%	50%	
Outcome 2		50%	50%	
Outcome 3		50%	50%	
Outcome 4		50%	50%	
Outcome 5		50%	50%	

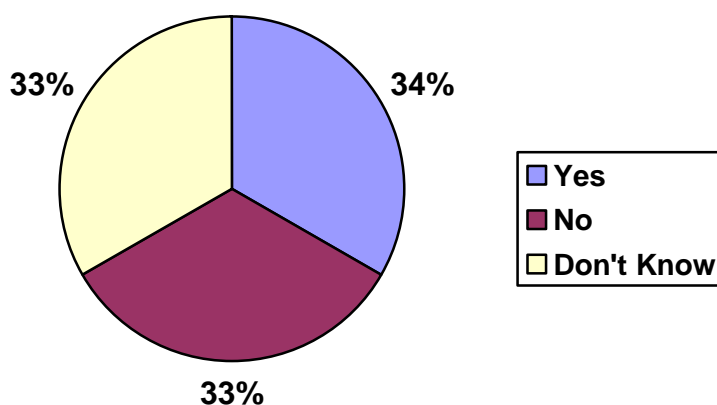
You said:

- we did not give examples of how people have been helped and the problems they were encountering – a contribution from these people would have been informative;
- it was patronising and, with some of the photos, inappropriate;
- interesting as the account was, it was biased and not accurate in many respects.

We will:

- be using case studies to show exactly how services made a difference to real people on the Isle of Wight;
- revise the use of photographs and images to be more inclusive and representative of the people who use our services;
- be looking to represent a more balanced approach in the new document.

We have set a number of priorities for adult social care. Do you think those we have chosen are the right ones?



You said:

- the priorities are very soft and don't give any information about targets and how they are going to be measured.

We have:

- *set targets internally to achieve the priorities and related outcomes - we will look at including information on targets where they are appropriate and useful to the reader;*
- *ensured other comments have been passed to senior officers who work with the relevant service area.*

We want to make sure the Local Account is meaningful to people and an important part of this is what we call it. The government has called it the 'Local Account', but we recognise that this doesn't mean very much to people. We would, therefore, like to hear what you think it should be called.

You said it should be called:

- 'Yearly review of Social and Health Care provision for Adults on The Isle of Wight, Aims and Objectives for improvements over the next year';
- 'Adult Social Care Annual Review';
- 'Telling the Truth'.

We have:

- *considered the suggestions above, and will include these with others when we ask the user group – and will also research what other local authorities are calling their documents; but if the government tells us we must continue to call it 'The Local Account' we will have to comply with this.*

Any other comments on the Local Account

In response to other comments made in the feedback:

We:

- have used the feedback gained from this consultation (ie feedback on the content and style of the local account) to review the content of the new Local Account, and we will make the document more localised;
- will review the images used and ensure they represent all areas that adult social care support;
- are not able to print a vast number of copies of the report due to the cost of printing, however the report can be printed from the webpages and on request and we will look at where we can supply copies, ie GP surgeries and libraries (we will review how else we can ensure that the report is available for all);
- will be looking at how we can advise you of what we didn't get right or were not able to complete and how we are addressing those areas;
- will ensure that the document is more focused on the target audience of our local residents and where it is possible will remove any jargon, or try to explain what it means;
- ensured the report was publicised in the County Press, sent to LINKs, People Matter and the Isle of Wight Rural Community Council - it was also sent to the appropriate council scrutiny committee/panel prior to release.