

Expression of Interest – Policy Prototype CCIN Funding

CCIN Member Authority: Telford & Wrekin Council

Name of CCIN Lead Member: Cllr Andy Burford

Name and Job Title: Julie Smith, Integration Lead

1. What is your idea?

What? This expression of interest sets out the rationale for piloting a health and social care urgent response team, the Health and Social Care Rapid Response Team, over Winter 2019 (November 2019 to April 2020). This pilot aims to establish if providing a multi-agency community response (for over 18s) in the Borough will reduce hospital admissions and in doing so improve outcomes for the people of Telford and Wrekin.

Why? The Telford and Wrekin Joint Strategic Needs Assessment highlighted that the “*population of Telford and Wrekin is projected to grow to 196,900 by 2031. This is an increase of 11.2%, compared to national growth rate of 6.8% over this period. The highest increase is expected to be in the 85 and above age group at 98.4%. This compares to a growth rate of 47.0% across England*”. This ageing population will increase the demands (which are already high) upon both health and social care, with no additional resources. Senior Leaders across the local sector have recognised that in order to achieve a sustainable and successful health and social care system new ways of working need to be considered.

Currently, when a person is in crisis and an immediate response is needed, it is often the highest tier care in hospital that is sought, when a community solution may be available but not always clear.

In June 2019, we undertook a series of engagement events around admission avoidance. The aim of these activities was to identify from people using the services, including professionals, what they felt the problems were and most importantly what solutions could work. This engagement identified a series of opportunities that the health and social care system in Telford and Wrekin could implement to improve the outcomes for its residents. Whilst it was acknowledged that there was a wide variety of services available including those in the community, due to access complexity and confusions, the default solution is to present at hospital. This is a consistent finding from engagement activities across the system.

Recognising that people recover quicker at home, with their families, carers, communities and local networks supporting them, one of the opportunities carers and professionals highlighted was to provide an integrated seamless urgent care service and give referrers an alternative to hospital admission where appropriate. This view is supported nationally through the NHS Long Term Plan.

Spending proposal. Although the pilot has commenced we would like to apply to be part of the Policy Prototypes to further support its development and evaluation. The £1500 would be spent specifically on developing and implementing an enhanced communications offer (including a video similar to [‘Mrs Andrew’s](#) story) to help get the message across the health and social care system about the difference having a multi-agency community response can, and does, make to our residents. To help with filming the real life aspects of the video we would use our ‘Roving Reporters’ – adults with learning disabilities who are currently accessing services in the Borough – who would also benefit from this grant as the money would support them to further develop their media skills.

2. Who will you work with?

To develop the pilot we are working with managers and frontline staff across the health and social care system, including the voluntary sector. This multi-agency group make up the Project Board and includes representation from:

- Local Authority
- Community Nursing
- GPs
- Mental Health
- Learning Disability
- Voluntary Sector and
- Commissioning.

The pilot has also been shared with carers and people with lived experience (through our Making it Real Board) who have helped to shape the delivery of the service as well as agree the name: The Health and Social Care Rapid Response Team.

The Health and Social Care Rapid Response Team is made up of:

- ▶ A community nurse,
- ▶ A Social Worker,
- ▶ An Occupational Therapist,
- ▶ A GP Clinical Advisor, and
- ▶ Health and Social Care Call Handlers.

The project is supported by a system wide place based partnership – the Telford and Wrekin Integrated Place Partnership – who are responsible for supporting effective and sustainably local delivery of the NHS Long Term Plan.

3. What are the outcomes you hope to achieve?

The anticipated outcomes of the pilot are:

- **Improved experience for the person and their family/carer** - they receive timely, appropriate care, delivered seamlessly.
- **Reduction in avoidable unplanned admissions** - people are able to remain in the community and have the support they need, remain in control of their lives and live as safely and independent as possible. Ultimately, this service aims to save approximately 5 admissions to hospital or care beds per day.
- **Potential reduction in extended periods of care** caused by the decompensation as a result of a pro-longed hospital stay.
- **Improved access** to a range of community services.
- **Happy and productive staff**
- **Data and information** to support decision making and future operating model designs.

Anticipated outcomes of the enhanced communication offer:

- **Improved understanding** by professionals (including paid support and the voluntary sector) about the benefits of a strengths based approach and what is on offer within Telford and Wrekin to support and deliver this within the person's own community.
- **Improved recruitment and retention** of staff in health, social care and voluntary sector.
- Improved communication with the general public and carers about what the local system is trying to achieve – “you said....we did”.
- Improved use of the service resulting in an increase in number of referrals to the service and subsequent increases in admission avoidance numbers – specifically with West Midlands Ambulance Service and GPs.
- Further supporting the pilot's data to demonstrate the success and ability to make a difference in the Borough.

4. How does your project support the aims and objectives of the Co-operative Councils Innovation Network?

The overarching aim of this pilot is to improve outcomes for our residents by doing something different and working together. This project therefore embodies the Co-operative Council's Innovation Network's aim "*to frame the debate on the future of sustainable solutions to public sector challenges*". The pilot will also provide the network with information and learning about how partnership innovation across a system can enable improved outcomes for residents. This will in turn enable further innovations across the Network and achieve the Network's objective of improving outcomes through innovation.

5. How does your project demonstrate the Values and Principles of the Co-operative Councils Innovation Network?

The person-centred, strengths based approach that the Council has puts the person at the heart of everything we do. It also empowers people to take responsibility for their own health and wellbeing, as well as supporting their community. The project is being led by Telford & Wrekin Council adhering to the Council's Co-operative Values.

The project demonstrates the following Co-operative Councils Innovation Network's principles:

- **Social partnership** – this project will not only strengthen the relationships between the Council and its health partners, but also with the voluntary sector, communities, carers and our residents.
- **Co-production** – this project, as outlined above, was developed with carers, professionals and people with lived experience.
- **New models of meeting priority needs** – the health and wellbeing of our residents is a key priority for this Council and as the evidence demonstrates we need to work in different ways to meet the borough's needs and deliver a sustainable local health and social care system.
- **Innovation** – this project is innovative as it has identified a system wide challenge and developed a new model of working based on research, previous ways of working locally and national best practice. The pilot has been developed across the system landscape with every organisation drawing upon their innovation and creativity to find a new and effective solution.
- **Learning** – this project has been set up with ongoing evaluations using the Plan, Do, Study, Act improvement framework. This is enabling the pilot to learn as it goes as well as complete a mid and final point evaluation. This learning can be shared across the Innovation Network, as well as through other local and national networks.

6. How will you share your learning with the Co-operative Councils Innovation Network?

Learning will be shared through open access to the project's evaluation and through linked communication resources (e.g. a video summary, including perspectives from people receiving the service, carers and professionals explaining the difference it made to them, their organisation and the system).

Deadline for applications is Friday, 20th December 2019. Please send completed applications to comms@councils.coop.
