



# Personalisation

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Adopting a client centred  
approach to support



# Definition

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- *Personalisation is...about putting citizens at the heart of public services and enabling them to have a say in the design and improvement of the organisations that serve them.. DfES (2004)*



# Seems Familiar?

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- Tried and tested ways of engaging hard to reach clients:
- Needs led Assessments
- Multi Agency Panels
- Client Centred working
- ‘Asking what is working and what is not working in your life’



# Advantages of Personalisation

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- Empowering for the clients
- Gives clients the potential to live more independently
- Promotes creative and flexible working practices
- An effective tool for working with 'hard to reach clients'



# What Works for clients with Complex Needs

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- Being able to recruit experienced staff who genuinely wish to work with the client group,.
- More time given to individuals – on their terms.
- Time to find and engage 'less willing' clients
- A gentle but persistent approach
- A flexible and non linear approach



# Improving Access to Accommodation

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- Some Entrenched Rough Sleepers are reluctant to fill out any type of paperwork
- Some clients don't claim benefits
- Money could be spent to offer them 'no strings' accommodation in B&B or STAR Flats
- IB used to offer 'taster' accommodation.



# Building Self Esteem

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- Small amounts of money can be spent directly on the clients to make them feel better about themselves;
- New clothes – not looking like a rough sleeper
- Beauty/pamper treatments
- Underwear
- Gym Membership



# Making the Client feel valued

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- Mobile Phones – to keep in contact with IB team and family members
- A small gift for Birthday
- Being responsive to their needs
- Spending quality time engaging in more normalised behaviours



# Opportunities/ Challenges

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- Opportunities for the care and support sectors to offer a wide range of work through the development of the 'Personal Assistant role and brokerage skills.
- All services will be focused on outcomes agreed and chosen by clients – Services that are able to evidence results for their clients will have a more competitive edge as the market matures



# Opportunities/ Challenges

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- There will be opportunities for organisations to diversify and specialise to respond to developing markets
- A recognition that clients may value services that move beyond traditional definitions of care/support
- Potential phase out of block contracts
- Providers will have to sell their services direct to clients and not to Statutory bodies



# Opportunities/Challenges

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- Who will assess peoples needs
- How will client expectations be managed; expressed vs normative need.
- Reliant on clients ability to make appropriate choices
- Workers will need to have to develop new working practices to suit the bespoke nature of the Personalisation Agenda.



# Development of services

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- Recruitment, retention and development of new skills will become critical issues for the markets
- Providers will need invoicing and accounting systems to be able to handle payments
- New business skills will be required
- Smaller providers less able to adapt may be squeezed out of the market



# Useful Resources

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- Putting People First: DOH (2008)
- Personalisation – DH Networks
- Progress on personalisation  
([Communitycare.co.uk](http://Communitycare.co.uk))
- Personalisation: An Easy Read Guide –  
[Stockton.gov.uk](http://Stockton.gov.uk)