



## **EDUCATION AND SOCIAL CARE SERVICES**

### **Adult Community Care Services**

**Service User, Carer and Public Involvement**

# **POLICY**

## **DO YOU HAVE A VISUAL IMPAIRMENT?**

**This document is available in large print format upon request.**

## **DO YOU HAVE DIFFICULTY UNDERSTANDING THE ENGLISH LANGUAGE?**

If you have a problem reading or understanding the English language this document is available in a language of your choice.

Please ask an English speaking friend or relative to phone or write to The Moray Council Equal Opportunities Officer:

The Equal Opportunities Officer  
Corporate Policy Unit  
The Moray Council  
High Street  
Elgin, Moray  
IV30 1BX  
**Tel:** 01343 563321  
**Email** [equalopportunities@moray.gov.uk](mailto:equalopportunities@moray.gov.uk)

## Contents

1.0	Introduction – Policy Context .....	4
2.0	Aims, and Objectives of the Policy.....	4
3.0	Responsibilities .....	5
4.0	General Principles of Involvement, Participation and Consultation.....	6
5.0	The Participation Tree .....	8
6.0	Service Users and Volunteering .....	9
7.0	Standards and Principles for Service User Involvement.....	9
8.0	Expenses for Service User and Carer Involvement .....	10
9.0	Methods & Resources for Service User Involvement .....	10
10.0	Strategy and Plans Connected to this Policy .....	11
11.0	Equalities Statement.....	12
12.0	Data Protection .....	12
13.0	Freedom of Information.....	13
14.0	Human Rights Act.....	13
15.0	Performance Monitoring.....	14
16.0	Review and Feedback.....	14
	Appendix 1 The 10 National Standards for Community Engagement.....	15
	Appendix 2 Principles of Citizen Leadership .....	16

**1.0 Introduction – Policy Context**

This policy has been established to ensure that Moray adult community care services implement a shared vision of service user, carer and public involvement. We use the term “Service User Involvement” to mean active participation of service users, carers and the public. This includes consulting and involving service users, carers and the public to develop partnerships so that their needs, views and suggestions can inform decision-making about services.

The government has committed itself to personalising social care with co-production and self directed support. Both require input from the people using and affected by services and this input should be proportionate, meaningful, active public involvement.

This policy sets out how Moray adult community care services encompasses these principles in everyday practice. It supports the change of the dominant role of the professional and moves the service user from the role of a passive recipient to that of a valued participant in the process on an individual and collective level.

This policy also compliments the forthcoming Moray Council Community Engagement Scheme and the work undertaken by Moray Council and the Community Support Unit.

**2.0 Aims, and Objectives of the Policy****Aims:**

- To support sustainable, transparent and meaningful service user involvement in the design, development and delivery of the services that they use
- To recognise and value the experience and expertise that service users bring and to strengthen that contribution within our everyday working practices

**Objectives:**

- Staff embrace a personal, co-production approach that puts service users at the heart of service planning, development, delivery and evaluation

- Resources needed are identified and allocated to ensure effective involvement
- Service user involvement is underpinned by the National Standards of Community Engagement (see Appendix 1)

**What does this mean for staff?**

Service user involvement is a core element of a quality community care service, especially as part of continuous improvement. The department views involvement of service users and carers as a key part of its business and ensures that it uses its resources effectively to make it happen.

### 3.0 Responsibilities

Service Managers are responsible for ensuring that employees within their nominated service area are made aware of this policy and the conditions of use relating to this policy.

Where a proposed service change will have a major impact on a service area, members of equalities communities or on a geographical area, Service Managers should consult The Moray Council Consultation and Engagement Strategy for further guidance.

[http://intranet.moray.gov.uk/documents/Chief\\_Executive/consult\\_engage\\_action\\_plan.pdf](http://intranet.moray.gov.uk/documents/Chief_Executive/consult_engage_action_plan.pdf)

Based on the above, this policy will apply to all adult community care members of staff as outlined below.

#### **Public Involvement Officer**

- Is responsible for developing, advising, monitoring and reporting on service user involvement and capacity building action plans

#### **Service Managers**

- Ensure sufficient resources are allocated for service user involvement
- Ensure that staff have the skills and competency to engage and involve service users
- Ensure proportionate involvement

- Provide VOiCE reports for Community Care Practice Governance Board  
[www.voicescotland.org](http://www.voicescotland.org)
- Ensure national standards of community engagement are applied

### Managers

- Ensure that staff involve service users in an appropriate and meaningful way
- Embracing person centred practice when engaging service users
- Provide evidence of service user involvement

### Community Care Staff

- Embracing person centred practice when engaging service users
- Provide evidence of service user involvement

### Administration and Clerical Staff

- Administration and Clerical members of staff will have a role to play in assisting team and unit managers in collating and evidencing service user involvement throughout service delivery

#### What does this mean for staff?

- Integrating consultation and involvement into their everyday work activities
- Treating everyone as an individual helping them to show leadership in the way that suits them best
- Putting people at the centre of everything they do
- Shifting the balance of power towards service users

## 4.0 General Principles of Involvement, Participation and Consultation

Service user involvement is not an add-on to existing work but rather they are integral to the organisational culture.

There are several key components that are important in service user involvement. The components can be described as 4 levels of involvement ranging from provision of

information to full involvement. The amount of influence that people have increases from level 1 to level 4.

### **Level 1 – Provision of Public Information**

This means:

- We publish information on existing services, eligibility criteria and our processes of decision making
- We provide service users with balanced and objective information to assist them in understanding problems, alternatives, opportunities, solutions

### **Level 2 – Communication**

This means:

- We exchange the right information at the right time, for example during assessment and care planning
- We monitor and review personal care packages and service provision and we encourage service users to make suggestions to change and improve services and to develop personalised care packages

### **Level 3 – Consultation**

This means:

- We seek out the views and ideas of service users and relevant agencies, including those that provide services on our behalf or represent the views of our service users
- We obtain service user feedback on analysis, alternatives and /or decisions
- We respond to service user's views and ideas and use them to inform decision-making and improve service delivery
- We will work directly with service users to ensure that concerns and aspirations are consistently understood and considered
- We feed back to people, explain the outcomes of consultation to them

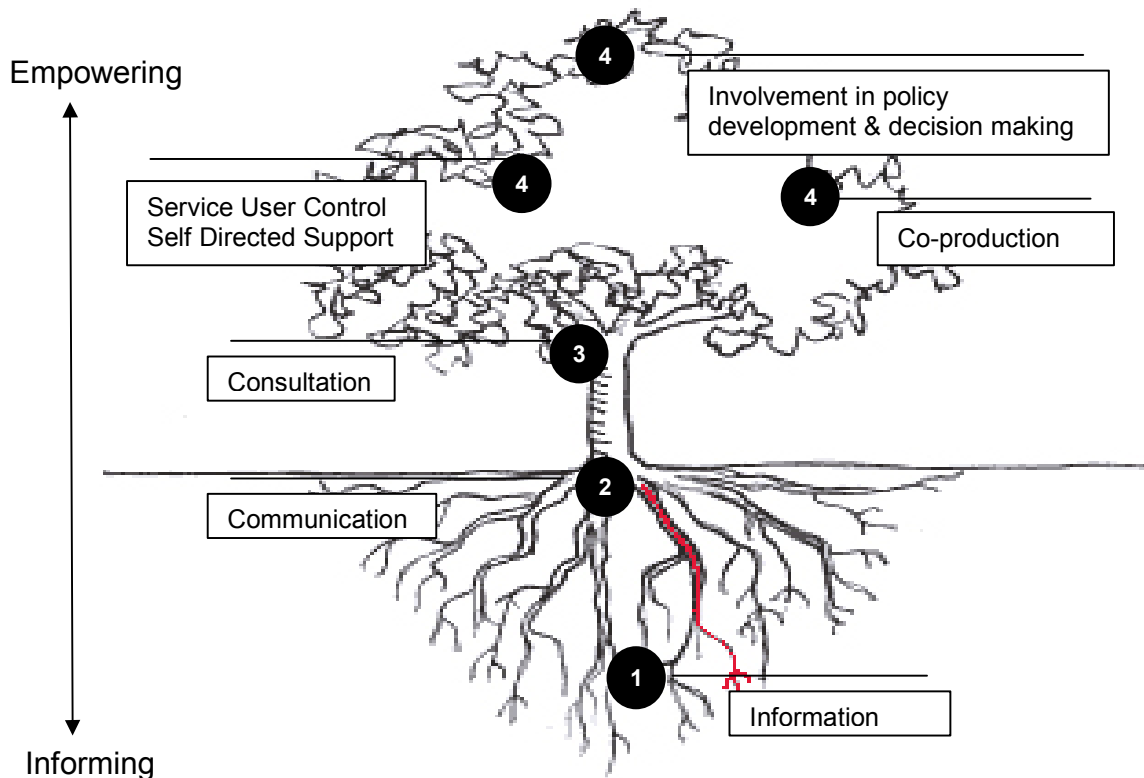
### **Level 4 – Involving/Empowering**

This means:

- We promote the active involvement of service users and stakeholders at:
  - a) an individual level to influence personal care packages
  - b) an operational level to help influence the services they use
  - c) a strategic level in the social work decision-making process of planning, developing, delivering and evaluation of services
- Working in partnership with service users in each aspect of the decision, including the development of alternatives and the identification of the preferred solution
- Placing decision-making in the hands of the service users
- Adopting principles of Citizen Leadership to underpin everyday practice (see Appendix 2)

## 5.0 The Participation Tree

The participation tree model is one way of describing the different levels of involvement.





**What does this mean for staff?**

Staff must understand and make it clear whether they are:

1. Telling people what already exists (informing – some influence)
2. Discussing individual circumstances (communication – some influence)
3. Asking for their views on existing or future services (consultation – more influence)
4. Empowering them to become involved in decision making (involving – high influence)

**6.0 Service Users and Volunteering**

Some of our service user involvement activity may qualify as volunteering.

The Scottish Executive define volunteering in their strategy as: “the giving of time and energy through a third party, which can bring measurable benefits to the volunteer, individual beneficiaries, groups and organisations, communities, the environment and society at large. It is a choice undertaken of one’s own free will, and is not motivated primarily for financial gain or for a wage or salary”

For more information about volunteering, please refer to The Moray Council Volunteering Policy. <http://www.moray.gov.uk/downloads/file59920.pdf>

**7.0 Standards and Principles for Service User Involvement**

- 7.1 Staff involving service users will use the National Standards of Community Engagement. This framework provides a common and agreed baseline for carrying out specific actions (see Appendix 1)
- 7.2 Consultations, strategic development and any major service changes will utilise VOiCE (Visioning Outcomes in Community Engagement) and produce self evaluation for the Practice Governance Board [www.voicescotland.org](http://www.voicescotland.org)
- 7.3 Power relationships between staff and service users will evolve to adapt the principles of Citizen Leadership (see Appendix 2)

## 8.0 Expenses for Service User and Carer Involvement

The Council has the discretion to reimburse expenses incurred by service user's involvement activity which abides by the councils expenses claims process. Expenses may be covered for travel, respite for carers, training or childcare. Service Users who have been selected to be involved in participation forums will be offered expenses. Participation forums should have a remit or working agreement with aims and membership. Other service users should be encouraged to participate using other methods. Expenses will not be covered when service users attend a launch, information or consultation event which is open to everyone. Staff should confirm with service users prior to attending any meetings, forums or events if expenses will be paid.

### What does this mean for staff?

Staff will support service user involvement by:

- Meeting people where and when it is convenient for them
- Provide support and resources for people to be involved
- Identify and overcome any barriers to involvement
- Organise participation and involvement via various methods

## 9.0 Methods and Resources for Service User Involvement

Guidance to support appropriate methods of service user involvement and support with preparation, planning and resources is available from the Public Involvement Officer. This includes:

- "Involving service users, carers and public representatives in Community Care Services – an information pack for staff"
- Scottish Health Council Participation Toolkit - <http://www.scottishhealthcouncil.org>
- Moray Council Consultation Toolkit - [http://intranet.moray.gov.uk/documents/central\\_services/Consult\\_Toolkit.pdf](http://intranet.moray.gov.uk/documents/central_services/Consult_Toolkit.pdf)

- MCPP Community Engagement Manual -  
<http://www.yourmoray.org.uk/DocumentLibrary/EngagementGroupDocuments.htm>

## 10.0 Strategy and Plans Connected to this Policy

The Service User, Carer and Public Involvement Policy also support the framework for the following strategies, policies, legislation and standards:

### Legislation

- Data Protection Act 1998
- Freedom of Information (Scotland) Act 2002
- The Human Rights Act 1998 and the Equality Act 2010

### Strategies

- The Moray Council Consultation & Engagement Strategy
- MCPP Community Engagement in Moray Strategy
- Single Outcome Agreement

### Guidance & Plans

- The Scottish Government - Renewing Scotland's Public Services, Priorities for reform in response to the Christie Commission
- The Scottish Government - "Informing, Engaging and Consulting People in Developing Health and Community Care Services" (CEL 4) 2010
- Changing Lives - report for the 21<sup>st</sup> century social work review 2006
- Moray Council Service Improvement Plan
- Moray Community Health and Social Care Partnership, Performance Management Plan (Community Care)
- Community Care – Capacity Building Action Plan for Public Involvement 2011-12
- Community Care – Public Involvement Action Plan 2011-12
- Community Care - Outcomes Framework
- A Guide to Commissioning for Community Care 2011 – 2014 & Framework

## 11.0 Equalities Statement

The Moray Council will not and does not discriminate on any grounds. The Council advocates and is committed to equalities and recognises its responsibilities in this connection. The Council will ensure the fair treatment of all individuals and where any individual feels that they have been unfairly discriminated against, that individual shall have recourse against the Council in line with the Council's grievance and harassment procedures.

In relation to equality of information provision, the Council will ensure that all communications with individuals are in plain English, and shall publish all information and documentation in a variety of formats and languages. Where required, the Council will use the services of its translation team to enable effective communication between the Council and the individual. Where an individual has sight, hearing or other difficulties, the Council will arrange for information to be provided in the most appropriate format to meet that individual's needs. The Council will also ensure that there are no physical barriers that could prohibit face to face communications.

If there is a complaint against discrimination, click on the link below for reporting form and procedure: <http://intranet.moray.gov.uk/CEOffice/equalities.htm>

## 12.0 Data Protection

The Data Protection Act 1998 governs the way information is obtained, recorded, stored, used and destroyed. The MCHSCP complies with all the requirements of the Act and ensures that personal data is processed fairly and lawfully, that it is used for the purpose it was intended and that only relevant information is used. The MCHSCP will ensure that information held is accurate, and where necessary kept up to date and that appropriate measures are taken that would prevent the unauthorised or unlawful use of any "personal information".

### 13.0 Freedom of Information

The purpose of the Freedom of Information (Scotland) Act 2002 is to “provide a right of access by the public to information held by public authorities”. In terms of section 1 of the Act, the general entitlement is that a “person who requests information from a Scottish public authority which holds it is entitled to be given it by the authority”. Information which a person is entitled to is the information held by the public authority at the time that the request is made. This is a complex area of the law that can overlap with the Data Protection Act and other legislation.

All Freedom of Information requests are to be sent to the Information Co-ordinator in the Chief Executives Department.

### 14.0 Human Rights Act

In October 2007 the three equalities commissions: Racial Equality, Disability Rights and Equal Opportunities were merged to form one Commission: **The Equality & Human Rights Commission (Scotland)**.

The main aspects covered in the **Human Rights Act 1998** are:

Right to life; protection from torture; protection from slavery and forced labour; right to liberty and security; right to a fair trial; no punishment without law; right to respect for private and family life; freedom of thought, belief and religion; freedom of expression; freedom of assembly and association; right to marry; protection from discrimination; protection of property; right to education and right to free elections.

The Human Rights Act can overlap with many areas of the Council’s policies, any doubts or queries regarding its effect or implications must be referred to the Principal Solicitor (Litigation and Licensing).

## **15.0 Performance Monitoring**

The Council also has a responsibility to provide performance information.

Specific service user involvement activity is reported quarterly through the MCHSCP Performance Management Plan and the Service Improvement Plan. The responsibility for providing this performance information lies with the Public Involvement Officer.

VOiCE reports provide self evaluation of individual consultation and engagement activity and reports are to be submitted twice yearly to the Community Care Practice Governance Board. The responsibility for providing these reports lies directly with Service Managers.

The Community Care, Public Involvement Action Plan records, collates and co-ordinates all service user involvement activity. It is the responsibility of Service Managers to ensure that the aims and objectives of the action plan are updated. It is the responsibility of the Public Involvement officer to co-ordinate and advise, to identify gaps and ensure staff and service users have the capacity to participate in effective and efficient public involvement.

All performance information must be sent to and is collated by the Support Officer (Research and Information) in Community Services and held electronically where possible.

## **16.0 Review and Feedback**

This policy will be reviewed every three years. Feedback can be sent to the Public Involvement Officer, MCHSCP, and will be included in the next review.

## The 10 National Standards for Community Engagement

### The Involvement Standard

We will identify and involve the people and organisations with an interest in the focus of the engagement.

### The Support Standard

We will identify and overcome any barriers to involvement.

### The Planning Standard

We will gather evidence of the needs and available resources and use this to agree the purpose, scope and timescale of the engagement and the actions to be taken.

### The Methods Standard

We will agree the use methods of engagement that are fit for purpose.

### The Working Together Standard

We will agree and use clear procedures to enable the participants to work with one another efficiently and effectively.

### The Sharing Information Standard

We will ensure necessary information is communicated between the participants.

### The Working With Others Standard

We will work effectively with others with an interest in the engagement.

### The Improvement Standard

We will develop actively the skills, knowledge and confidence of all the participants.

### The Feedback Standard

We will feedback the results of the engagement to the wider community and agencies affected.

### The Monitoring and Evaluation Standard

We will monitor and evaluate whether the engagement meets its purposes and the national standards for community engagement.

<http://www.scdc.org.uk/what/national-standards/10-national-standards/>

## Citizen Leadership

### Definition

“Citizen Leadership is an activity... it happens when citizens have power and influence and responsibility to make decisions. Citizen Leadership happens when individuals have some control over their own services. It also happens when citizens take action for the benefit of other citizens.”

### Principles of Citizen Leadership

#### 1. Potential

Everyone should have their leadership potential recognised.

#### 2. Development

People’s leadership potential can only be fulfilled through opportunities for development.

#### 3. Early Involvement

People who use services and carers must be involved at all stages of developing and delivering services.

#### 4. Person-centred

Everyone is an individual and should be helped to show leadership in the way that suits them best.

#### 5. Information

People need information that is clear to them and they need it in plenty of time.

#### 6. Equality

People use their leadership skills to challenge inequality in services and wider society.

#### 7. Control through Partnership

Citizen Leadership enables people to have more control over their own services, through working in partnership with those services.

#### 8. Wider Benefit

Citizen Leadership is for the benefit of other people who use services as well as yourself.

<http://scotland.gov.uk/Resource/Doc/220306/0059186.pdf>