1. **Purpose & Aim** (what do we want to achieve?)

*(See appendix A. for an overview of ‘Making it Real’)*

The Making it Real Board brings together people who use, deliver, plan and commission adult social and health care services in Shropshire. It aims to ensure the continuous improvement and transformation of services using the principles behind the national ‘Making it Real’ “I” statements and locally the Shropshire Essential ingredients of adult social care (See example Essential Ingredients ‘stamp’ below – Figs 1 and 2).

<table>
<thead>
<tr>
<th>What is important?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The essential ingredients of adult social care:’</td>
</tr>
<tr>
<td>☑️ An experience that is personal</td>
</tr>
<tr>
<td>☑️ Active listening and understanding</td>
</tr>
<tr>
<td>☑️ Real conversations</td>
</tr>
<tr>
<td>☑️ Effective use of resources</td>
</tr>
<tr>
<td>☑️ Making own choices / taking own risks</td>
</tr>
</tbody>
</table>

The ‘Making it Real’ Board focusses the voices of experts by experience to influence social care strategic planning for Shropshire.

The Board’s major responsibility is to ensure that co-production with people who use services and their carers is a reality and central to future developments. We believe
that all social care services should be devised and enhanced with service user participation, giving shared opportunities to solve problems and design services.

Through an annual programme of meetings the MiR Board (and Advisory Groups) will review areas of development and performance so that the Board can hold the Council to account, and support and assist progress to toward personalisation and community based support.

Throughout the year the Board will make representation to areas such as:

- Training and Development.
- Partnership Boards.
- Feedback and Complaints.
- Leadership.
- Health and Well-being Board.

All groups will be encouraged to include ‘Making it Real’ as an agenda item so that there can be a flow of ideas and information to and from the Board.

The aim of the ‘Making it Real’ approach is for personalisation to be a reality for people who use services and their carers so that they have more choice and control and can live as full and independent lives as possible. The Board will look to place the principles of Making it Real, as encapsulated within the “I” statements (see Appendix D), in the planning, review, commissioning and contract monitoring processes of the Local Authority. One way of doing this will be to devise essential ingredients checks that can be measured and reported in the annual Local Account.

Individuals and organisations are supported to enhance skills, knowledge and the ability to actively work together, through participation in both the Local Advisory Groups and the Board itself.

2. Principles (what is important to the Board?)

The Board will work collaboratively and be a partnership between experts by experience and senior representatives. We will actively engage with people who use services, carers and the wider community through a series of Advisory Groups in Shropshire. The Board will seek ways to enable wider numbers of people to influence and link in with its work, through the use of electronic communication and updates on the Shropshire Choices website: https://www.shropshirechoices.org.uk/makingitreal/.

Shropshire’s ‘Making it Real’ Advisory groups have identified what they feel are the essential ingredients of excellent adult social care and all services will need to measure their day to day activities against these essential ingredients.

The essential ingredients have been used as the basis for training on “Excellent Customer Service” (see appendix E) and a Peer Review of services provided by Let’s Talk Local.
The Board intends to further develop feedback sheets that align to these ingredients. These will then be used to measure quality and success in specific areas of social care such as adult needs assessment. The essential criteria can then also be adapted to identify success in broader areas such as the commissioning of services. A Shropshire ‘Making it Real’ stamp of excellence could then be applied to areas of work identified as successful.

Progress will be recorded in the yearly Local Account (annual report) by the means of real life, honest and open stories and user experiences. The nature of the Local Account will be steered by ‘Making it Real’ as a document that records progress and prioritises targets for the next year.

A communication plan for the calendar year is attached as appendix F. The plan identifies elements such as:

- Regular bi-monthly updates on Shropshire Choices.
- A targeted number of staff emails per year on priorities.
- MiR update for leadership meetings.
- An aspiration to have an expert by experience at quarterly team meetings in identified areas (ensuring the individual is involved in a continuous way and well prepared beforehand).

3. Role (what will the Board do to achieve its aim?)

Key aspects to the Board’s role:

A. The Board will choose a number of themes per year and then drill down to look into how we are going to achieve / how we are achieving?
B. Act as a critical friend to the senior leadership within adult services to assist the move to personalisation.
C. Clarify what we feel are the essential ingredients of adult social care and then measure services against these as we progress towards personalisation and enhanced community based services.
D. Place experts by experience at the centre of the decision making process.
E. By being transparent and aspirational about our goals, support social care services to buy into Making it Real and develop their own action plans.
4. Achieving our role.

In order to achieve our role the board will:

- Identify opportunities for the involvement of people who use services, carers and staff so that the continued transformation of social care is built on experience-based insight about what works and makes a difference in people’s lives.
- Report progress towards personalisation back to people who use services, family carers and the people of Shropshire through the Local Advisory Groups and the Local Account. The Board will guide this process and be a lead for others.
- Support people who use services to get involved in ‘Making it Real’ through the Local Advisory Groups. Promote the MiR approach to the wider social care audience and encourage sign-up.
- Review 2017’s priorities by inviting reports to the Board.

<table>
<thead>
<tr>
<th>Priority / focus</th>
<th>Group / forum</th>
<th>Dates 2017/18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensuring information is accessible and relevant to meet need.</td>
<td>MiR Board meeting, ShropshireChoices website</td>
<td>17/02/2017</td>
</tr>
<tr>
<td>Developing services that are preventative, through listening to and involving people we support, celebrating people’s strengths to self-care</td>
<td>Partnership work and local communities / resilient communities, Commissioning</td>
<td>MiR Groups feedback throughout 2017 &amp; ASC Strategy discussion group 02/05/2017</td>
</tr>
<tr>
<td>When funded support is needed, we will enable people to purchase that support via a Direct Payment that is easy to manage to promote choice and control</td>
<td>Direct payments, Commissioning</td>
<td>09/06/2017</td>
</tr>
<tr>
<td>Continuing to work with partner agencies to enable people to regain independence on hospital discharge and return home</td>
<td>Integrated Community Services (ICS)</td>
<td>11/08/2017</td>
</tr>
<tr>
<td>Activity</td>
<td>Department/Board</td>
<td>tbc</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>-------------------------------------------------------</td>
<td>-----</td>
</tr>
<tr>
<td>Ensuring Safeguarding responses are timely, outcome focussed and personal</td>
<td>Safeguarding / FPOC</td>
<td></td>
</tr>
<tr>
<td>Developing Housing options in the county to reduce homelessness and enable people to live independently</td>
<td>Transforming Care Partnership Group</td>
<td></td>
</tr>
<tr>
<td>Promoting the choice and use of Assistive Technology</td>
<td>Assistive Technology</td>
<td></td>
</tr>
<tr>
<td>Providing meaningful and purposeful day opportunity for those in need alongside employment focussed support</td>
<td>LD Partnership Board and sub groups / Autism Partnership Board</td>
<td></td>
</tr>
</tbody>
</table>

This work schedule will be aligned with Advisory Groups and DMT.

The role and functioning of the Board will be reviewed annually.

5. Membership of Local Advisory Groups and the ‘Making it Real’ Board

<table>
<thead>
<tr>
<th>Influence in ensuring all Shropshire’s Social Care Services conform to certain standards</th>
<th>Influence, Direction and Running of the Countywide Social Work Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making it Real Board</td>
<td></td>
</tr>
<tr>
<td>Advisory Group South</td>
<td>Advisory Group Central</td>
</tr>
<tr>
<td></td>
<td>Advisory Group North</td>
</tr>
</tbody>
</table>

‘Making it Real’ – Local Advisory Groups are open to all carers and individuals that use services, as well as staff from social care.

The groups will draw upon the experiences had by people who use services and family carers and use their knowledge and views to help inform discussions and feedback.
Staff representatives will also use their experience and knowledge as front-line workers to help inform discussions and feedback.

The ‘Making it Real’ Board will include the following:

- Representatives from advisory groups for people who use services (Experts by Experience)
- Representatives from advisory groups for carers (Experts by Experience)
- Member of Shropshire Council with responsibility for Health & Wellbeing
- Shropshire Council Director of Adult Services
- Member of Healthwatch
- A member of SPIC (representing domiciliary and residential care)

This will ensure that the board has a wide view of adult services.

6. Meeting Arrangements

Meetings of the Board will be arranged by Shropshire Council, who will also provide the clerking and recording of the meeting.

If Board members are unable to attend meetings their comments and feedback will be sought through the sharing of meeting notes.

The Board will be co-chaired by Council member with responsibility for social care and an expert by experience.

In addition to the above the co-chairs will:
- Ensure that meetings are run efficiently and that all views are heard fairly
- Support the development of a programme of work for the Board and corresponding meeting agendas.

It is expected that decisions at the Board will be reached by consensus; however, if a vote is required it will be determined by a simple majority of members present and voting. If there are equal members for or against either one of the co-chairs will have the casting vote on a rotating basis.

People who use services and family carers will be supported to participate in Making it Real activities via local Advisory Groups which meet outside of the Board meetings. Members of the public are invited to contribute to the Board meetings by providing their feedback / suggestions via the local Advisory Groups.

The Board will meet every two months.

The Board will continue to be open to new members and representatives from the Local Advisory Groups. Experts can be invited on an ad-hoc basis to contribute to meetings.
7. Individual Roles and Responsibilities

All members will:

- Work constructively with others on the Board to achieve agreed aims
- Respect the views and opinions of all members
- Represent the views of the Board as required
- Adhere to the principles of the Board
- Familiarise themselves with reports and papers prior to the meetings in order to provide feedback
- Maintain confidentiality (please see confidentiality statement appendix C)

8. Review Process

The Terms of Reference will be reviewed annually to ensure that the Board is fit for purpose and able to respond to the changes in the way we work.

9. Expenses

People who use services and family carers will be reimbursed their travel expenses and carer expenses. They may also be reimbursed for their time.

10. Appendices

Appendix A.

Think Local Act Personal (TLAP) ‘Making it Real’ Marking progress towards personalised, community based support:  

Appendix B.

Key principles of personalisation

Choice and control – The person is at the centre of the decision making process and is empowered to make informed choices about how they live their life. This may also include the receipt of a personal budget.

Co-production - Individuals, communities and organisations having the skills, knowledge and ability to actively work together, to create opportunities, solve problems and design services.

Principles of co-production – what is important in this way of working?

- Those who use a service are best placed to help design it.
• Partners respecting each other and working together as equals – no one group or person is more important than any other group or person.
• Working closely together from the very start to decide what needs to happen to make services better.
• Listening to each other’s point of view and valuing and using all the partners’ different skills – everyone has something to offer.
• Building a strong and trusting relationship for the future between professionals and people who use services.

**Prevention and early intervention** – Offering pro-active, low level services early on, to help people stay independent and active, in a way that’s right for them.

**Universal services** – Good access to information, advice and advocacy so that the individual can make informed choices around health, housing, employment, welfare rights, learning, transport, leisure and so on. Also developing local partnerships to co-produce a range of services and improve social inclusion.

**Social capital** - Using friends, neighbours, family, support groups, charities and voluntary organisations to support people to make the right decision for them.

**Appendix C.**

**Confidentiality Statement & Ground Rules**

‘**Making it Real’ Board Ground Rules**

• Listen to each other
• Respect & value each other’s point of view
• Asking questions is OK – there are no silly questions
• Keep jargon to a minimum
• Respect confidentiality

**Confidentiality Statement**

• The Board might sometimes talk about things that are sensitive – we need an environment of trust and mutual respect.
• Confidentiality is vital for frank and open discussions.
• Board & Advisory Group members are expected to respect and maintain the confidential nature of some documents and discussions, in both Advisory Group and Board meetings.
• Confidential Board matters should not be disclosed in any conversation outside of the Board itself or beyond members of the Board.
Appendix D.

The MiR “I” Statements.

1) Information and Advice: Having the information I need, when I need it.
"I have the information and support I need in order to remain as independent as possible."
"I have access to easy-to-understand information about care and support which is consistent, accurate, accessible and up to date."
"I can speak to people who know something about care and support and can make things happen."
"I have help to make informed choices if I need and want it."
"I know where to get information about what is going on in my community."

2) Active and supportive communities: Keeping friends, family and place.
"I have access to a range of support that helps me to live the life I want and remain a contributing member of my community."
"I have a network of people who support me – carers, family, friends, community and if needed paid support staff."
"I have opportunities to train, study, work or engage in activities that match my interests, skills, abilities."
"I feel welcomed and included in my local community."
"I feel valued for the contribution that I can make to my community."

3) Flexible integrated care and support: My support, my own way.
"I am in control of planning my care and support."
"I have care and support that is directed by me and responsive to my needs."
"My support is coordinated, co-operative and works well together and I know who to contact to get things changed."
"I have a clear line of communication, action and follow up."

4) Workforce: My support staff.
"I have good information and advice on the range of options for choosing my support staff."
"I have considerate support delivered by competent people."
"I have access to a pool of people, advice on how to employ them and the opportunity to get advice from my peers."
"I am supported by people who help me to make links in my local community."
5) **Risk enablement:** Feeling in control and safe.
"I can plan ahead and keep control in a crisis."
"I feel safe, I can live the life I want and I am supported to manage any risks."
"I feel that my community is a safe place to live and local people look out for me and each other."
"I have systems in place so that I can get help at an early stage to avoid a crisis."

6) **Personal budgets and self-funding:** My money.
"I can decide the kind of support I need and when, where and how to receive it"
"I know the amount of money available to me for care and support needs, and I can determine how this is used (whether it is my own money, direct payment, or a council managed personal budget)."
"I can get access to the money quickly without having to go through over-complicated procedures."
"I am able to get skilled advice to plan my care and support, and also be given help to understand costs and make best use of the money involved where I want and need this."

**Appendix E**

**Customer Charter from “Excellence in Customer Care Training” 2016.**

**CUSTOMER CHARTER – FIRST CUT**

We will

1. Address you by a name of your choice
2. Listen to you, communicating in the best way for you
3. Behave in a respectful, dignified and professional way
4. Be supportive, impartial and non-judgmental in our approach
5. Treat you as an individual
6. Treat you fairly and equitably, open and honest
7. Check we are speaking to the right person
8. Give you our name and job role and check you understand who you are speaking to
9. Use ordinary language and explain abbreviations
10. Involve anyone you choose to help you and support you to find help if needed
11. Ensure that any decision that is made will be in your best interest with you fully involved
12. Be clear about the purpose of our discussion and check our understanding of your situation
13. Record accurate contact information and treat your personal information sensitively and lawfully, agreeing what can be shared
14. Keep you informed and updated using a method that works for you
15. Be honest and open about what we can/can’t do and tell you why
16. Give you accurate, up to date and relevant information to help you make choices help you to find a solution and explore options and choices with you
17. Record agreements and actions
18. Follow up when we say we will within agreed timeframes make sure you know what will happen next
19. Direct you to help even if not in my area of work
20. We will dress appropriately for the occasion and environment and show you our identity badge if we meet you face to face

Appendix F – Communications Plan (Starting June 2017)

- Regular bi-monthly updates on Shropshire Choices in line with Advisory Group and Board meetings
- Bi-monthly staff emails as an update and focus on priorities
- Bi-monthly MiR update for leadership meetings
- An aspiration to have an expert by experience at quarterly team meetings in identified areas (ensuring the individual is involved in a continuous way and well prepared beforehand).
- Regular email and postal contact with MiR Advisory Group contacts