



# Families, Health and Social Care

## Cabinet Member Bulletin

### Councillor Jane Avis

#### January 2019

---

Welcome to my first bulletin of 2019. I'd like to start by wishing you all a happy and healthy 2019.

I was incredibly sad to hear the news that my colleague Cllr Maggie Mansell passed away following a short illness. Maggie made a huge contribution to Croydon over many years, particularly in Health and Social Care. Maggie always used her compassion, expertise and dedication in her many roles, especially as the Chair of the Health and Wellbeing Board and, even more recently, as Dementia Champion. Maggie will be missed by all.

There is a book of condolences available to sign in the Town Hall reception.

Over the Christmas break, I have been reflecting on 2018 and how much I have learnt, the people I have met, the successes we have had and the challenges ahead. Moving into health, wellbeing and adults, integrating health and care has been a positive move that is in-line with the national agenda.

This leads me to think about what 2019 will bring. We eagerly await the overdue Social Care Green Paper which may bring more changes that could lead to us having honest conversations about what is best for our service.

We have the new corporate plan and the new operating model for the whole Council to guide us and I am looking forward to delivering positive outcomes for our residents.

#### **LATEST NEWS**

##### **A consultation about Croydon's charging policy for adults**

We are running a consultation about proposed changes to the charging policy for adult social care and are encouraging people to share their views with us.

In Croydon we are doing everything possible to protect the delivery of services and provide support to people who need them the most. Services across England that support older and disabled residents are facing huge pressures and local authorities have a duty to ensure resources are allocated in a fair and equitable way.

However these are challenging times and we need to ensure an efficient use of the budget whilst trying to deliver the best level of service to those who require it. The proposed changes that are being considered will ensure that Croydon Councils charging policy reflects the requirements of the Care Act.

**AMBITIOUS FOR CROYDON**

There are five proposals that we are asking for views on:

Proposal Number	Proposal	What this means?
1	Amending the point at which services become chargeable	Charging from the start of service
2	Changing the treatment of some income	Taking the full amount of the Higher rate Disability living allowance (care component) DLA, Attendance Allowance (AA) and the enhanced daily rate of Personal independence payment (PIP) into account in the financial assessment
3	Light touch financial assessments	Clients on the lowest level of income completing a light touch financial assessment to receive a faster response
4	Administration Charges	Applying an arrangement fee for arranging care and support on behalf of people who pay for their own care and who ask the local authority to arrange their care and support
5	Meals on wheels	Taking away the subsidy currently in place and changes to how the service is provided to people

**This consultation might impact people who:-**

- Receive an adult social care service or support from the council
- Pay the council a financial contribution towards your social care support
- Receive a higher or enhanced rate of disability benefits from the DWP

The proposals potentially affect residents in Croydon who receive meals on wheels and other care and support services from the council. All the proposals have been legally ratified to ensure they comply with the Care Act, which is the legislation that informs local authorities on charging for services provided. Where applicable, the proposals continue to ensure that Croydon Council operates a means tested financial assessment in accordance with the law.

The consultation opened on 17 December 2018 and will close at midnight on 25 January 2019. We have a charging helpline (020 8760 5676) open between 10am and 12pm and 2pm to 4pm on Tuesday, Wednesdays and Fridays. Outside of these hours, an answer machine facility is available for anyone to leave their views or to ask for documents in other formats.

More information, and to access the easy read version and to complete the questionnaire:

[www.croydon.gov.uk/chargingpolicyconsultation](http://www.croydon.gov.uk/chargingpolicyconsultation)

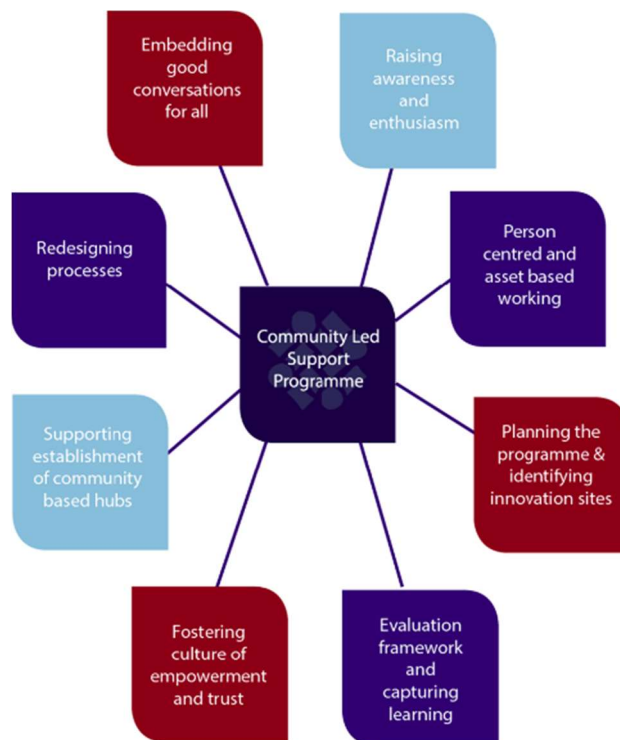
**AMBITIOUS FOR CROYDON**

## Community Led Support (CLS)

Community led support is a strengths and asset based model that builds on and supports work already under way across Croydon.

It joins up good practice, builds on what's working and focuses on strengthening common sense, empowerment and trust. It helps people recognise and build on their own skills, abilities and strengths; and those of their family and communities.

A key principle is that the conversation with the professional and the person changes from "What's wrong?" to "What's strong?" starting from a positive base and reducing bureaucracy to the minimum it has to be.



Community Led Support includes multi agency working in community hubs and talking points to help connect people to their communities. It's in place in over 20 places in the UK and is having a positive impact on waiting times and on staff and resident experience and satisfaction.

We are working with the National Development team for inclusion, (NDTi) for 18 months to help embed the approach at Croydon and I will keep you updated through this bulletin.

**More information:** [Annette.McPartland@Croydon.gov.uk](mailto:Annette.McPartland@Croydon.gov.uk)

## Be healthier and happier this New Year

We are supporting residents to set realistic health goals throughout 2019. We know that making New Year's resolutions can seem daunting, especially if you have over



indulged in those festive treats.

The JustBe Croydon website at [www.JustBeCroydon.org](http://www.JustBeCroydon.org) has tips and advice that can help you to achieve those common New Year resolutions like losing weight, quitting smoking or doing a bit more exercise.

A few simple changes to your lifestyle, like reducing the salt and sugar in your food and drink and doing a few minutes of exercise daily, can make a big difference to your future health and happiness.

The website has a [Health MOT tool](#), which only takes five minutes to complete. At the end, it provides you with a personalised report to help you to meet your goals.

You can also visit a Live Well advisor at a health hub in Croydon and speak to them about getting fitter and improving your mind and body. There is no need to make an appointment to see an advisor and the health hub locations can be found on the JustBe Croydon [website](#).

## DELIVERING OUR AMBITIONS

### Update on the Cherry Hub

In October I updated you on the development of Croydon's new all-age, all-disability hub, called The Cherry Hub. I am delighted to say that the project is nearly complete and is already being successfully used by family carers and some council services.

The Autism service relocated in the summer and everyone is already benefiting from the new location. Phase two completed, with a new sensory room, training kitchen, large activity room and a variety of activity rooms along with space for people to meet.

We were lucky as the photography group at the Whitehorse Hub documented the development, some of their photos are below.

The plan is to have a period of in-house use only, to test, look for snags and ensure that the building is ready for an opening in the Spring.



More information: [Annette.McPartland@Croydon.gov.uk](mailto:Annette.McPartland@Croydon.gov.uk)

## Coca-cola asked to make changes to consider the health and wellbeing of Croydon



Croydon is a [SUGAR SMART borough](#), and the council is leading a local campaign to help residents to be aware of the risks to their health if they consume too much sugar.

When the Coca-Cola truck came to Croydon on the 15-16 December, as part of the company's annual Christmas promotion, Rachel Flowers, our Director of Public Health, wrote to the company requesting that they work

in parallel with the borough by promoting sugar free alternatives to their popular drinks line-up.

Members of the public health team and the charity Sustain went to the truck to handout SUGAR SMART and oral health information to members of the public. One young couple with a baby were very pleased to hear we are a SUGAR SMART borough saying '*this is what we need...support on sugar swaps*'.

You can read more about our actions in this [article](#).

Find out how you can get involved with SUGAR SMART Croydon [here](#)

**AMBITIOUS FOR CROYDON**

## WORKING WITH PARTNERS

### Community effort supports more people to get tested for HIV



Each year Croydon Council organises activities to offer more opportunities for local people to get a HIV test during the national HIV Testing Week campaign.

HIV Testing Week started on 17 November year and we promoted the campaign in Croydon until Worlds Aids Day on 1<sup>st</sup> December.

The campaign was a resounding success with almost 1,200 additional people in the borough taking a HIV test - beating last year's total.

Much of this success was due to the work we did to involve volunteers and local businesses.

Fred Semugera, in the council's public health team, led the work to coordinate more than 100 trained volunteers, including Croydon College students, Rainbow Across Borders - a local LGBT group, and Croydon Council staff, to get them signposting people to get tested at nearby venues.



He also galvanised the support of local businesses and organisations for them to offer HIV testing during this time. This included being tested at Croydon University Hospital, local pharmacies, the CVA Resource Centre, the health hub in central library and Prestige hair and beauty salon. You can see the full list of participating venues on our [website](#).

Read more about our achievements [here](#)

HIV testing is available throughout the year at the sexual health clinic at Croydon University Hospital, GP surgeries, or with test kits that can be delivered by post.

-----

I hope you find this bulletin interesting, if you would like to contact me about anything, please do so on:

**Correspondence:**

c/o Town Hall

Katharine Street

Croydon

CR0 1NX

**Business phone:** 07710 184 921

**Email:** [jane.avis@croydon.gov.uk](mailto:jane.avis@croydon.gov.uk)

[Online information](#)