NEW LOCAL GOVERNMENT NETWORK

Personalisation

16 June 2009, CBI Summit

www.nlgn.org.uk

Why should we seek to personalise services?

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- **Political consensus** on need to make services citizen-focused
  - Gordon Brown: “We will put people first by placing power in the hands of those who use our public services. This will mean personalised services and greater choice…”
  - David Cameron: “If we want to make a reality of this post-bureaucratic era, … it’s clear to me that political leaders will have to learn to let go. Let go of the information that we’ve guarded so jealously. Let go of the power that we live to exert. And above all, let go of the idea that “we know best” – that people can’t be trusted to run their own lives.”

Why should we seek to personalise services?

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- Limitations of current **democratic** decision-making processes
- Rising and diversifying **demands and expectations** from citizens
- **Weaknesses** of the **centralised** bureaucratic state and failure of centralised performance management
- Necessity for financial **efficiencies**

The case for efficiency

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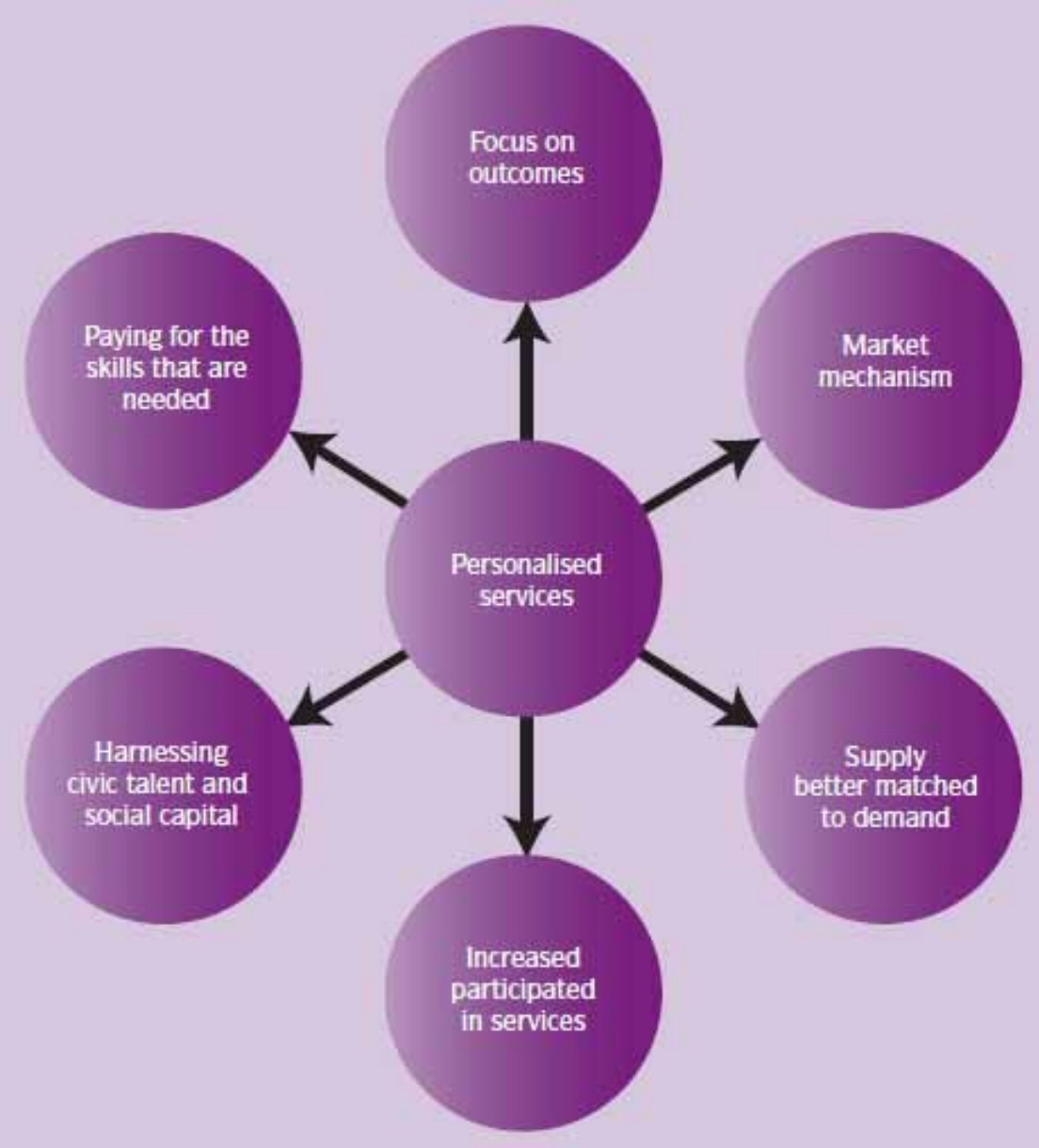

Where are we in the journey?

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- Individual budgets in adult social care
- Choice-based letting in social housing
- The Department of Health's *Putting People Firstand High Quality Care for All*
- *Right to Control*
- The Cabinet Office's *Excellence and Fairness* and *Public services on your side*
- Lord Darzi's White Paper
- Youth Opportunity Fund

But….

- Take up on individual budgets remains small (until recently around 3% of clients)

- ***63%*** of the public believe that they should have a ‘great deal’ or ‘quite a lot’ of choice over which hospital they go to for treatment, but only ***9%*** felt in reality that they had such a choice.

- ***73%*** of people would welcome further control of services at the neighbourhood level, but ***61%*** believe that citizens cannot affect decision-making.

Who are we personalising for?

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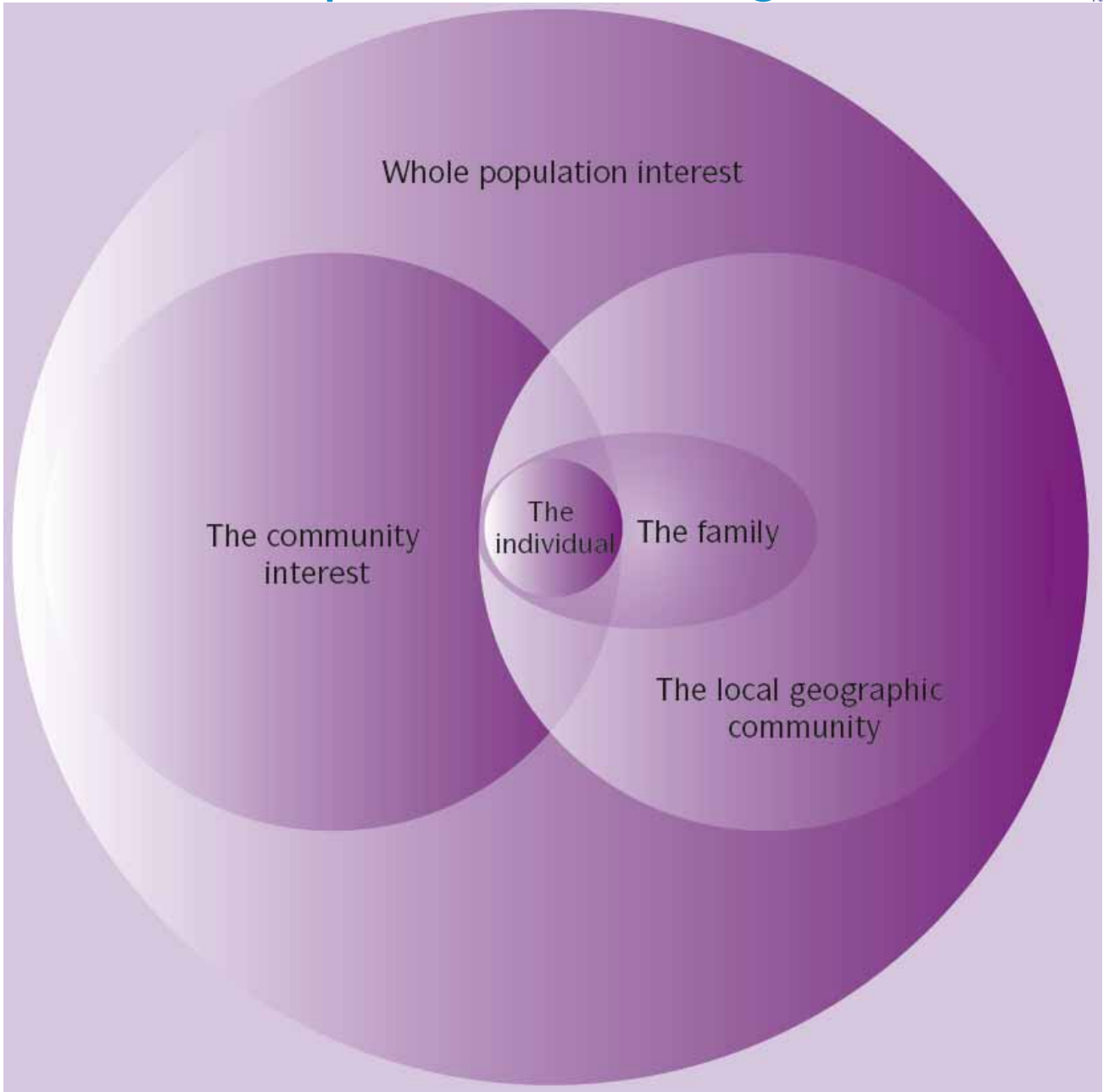

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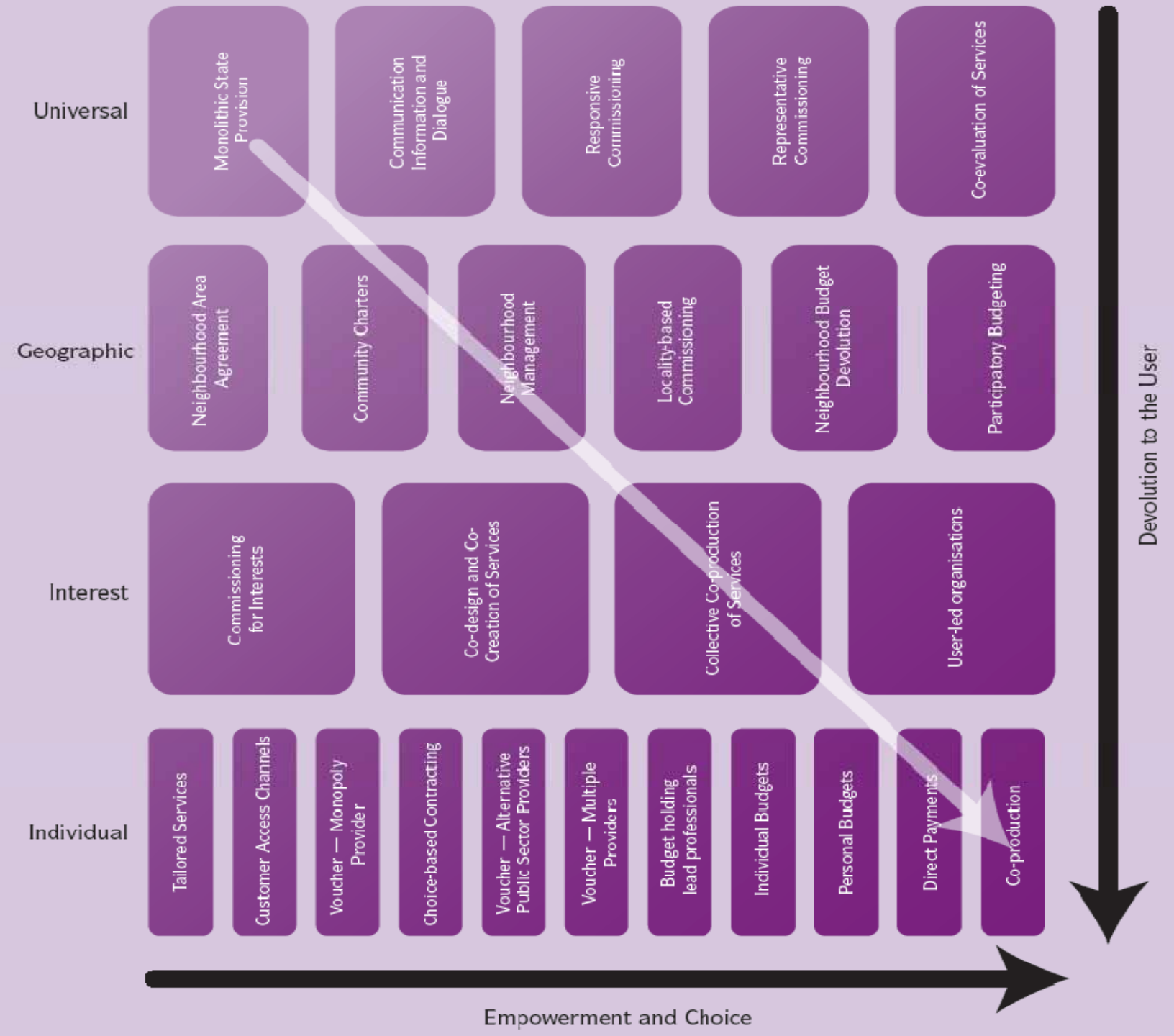
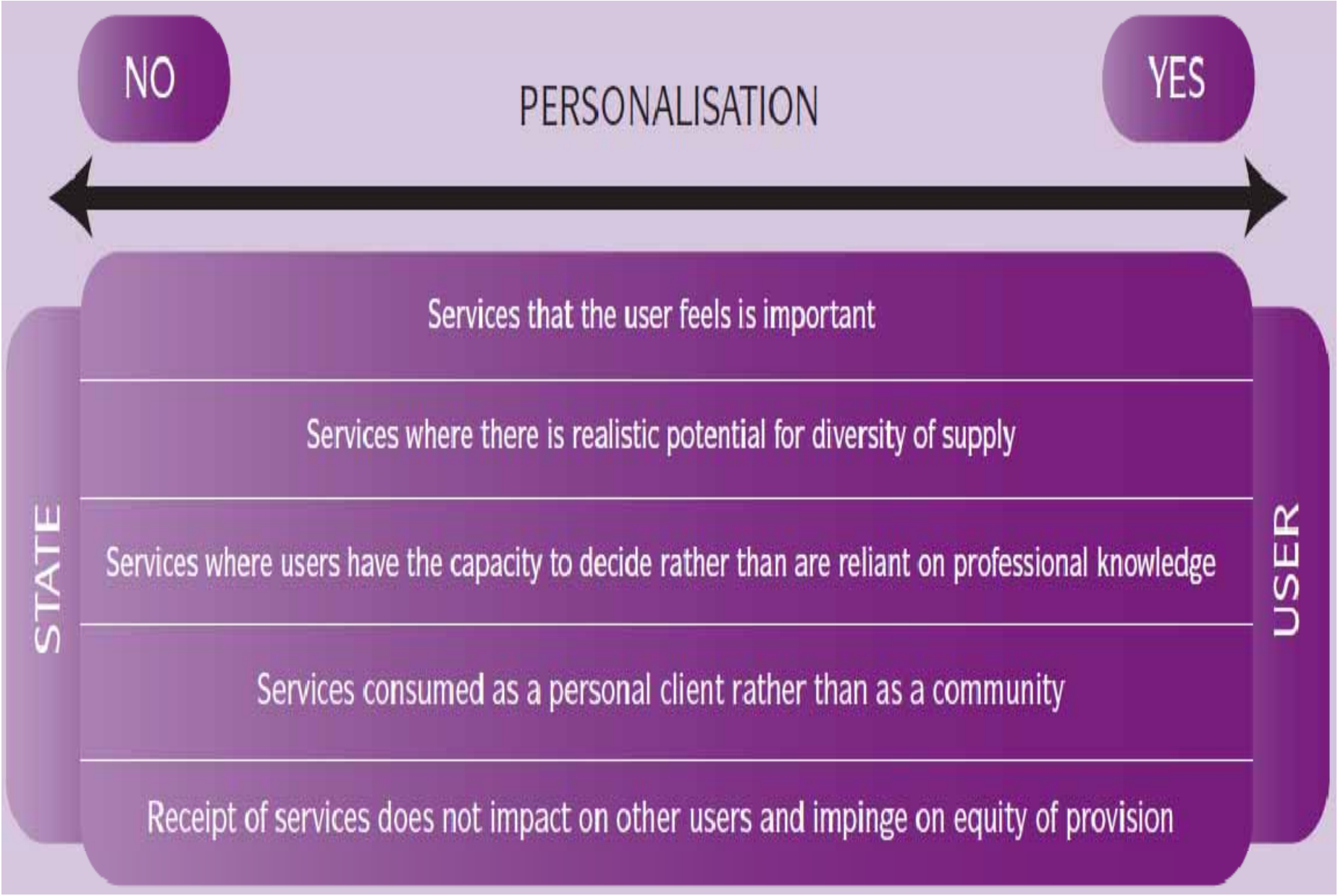
How?



Barometer of personalisation



Where should we be looking to personalise?

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- leisure and recreation vouchers for local residents;
- a Public Service ‘Clubcard’;
- Opening up access to choice to NHS dentistry
- PAYE council tax;
- a new ‘access-any-GP’ service;
- new budgets and opportunities to shape services for communities of interest;
- neighbourhood incentives to recycle;
- and street-level devolution of revenue and decision-making on local environment

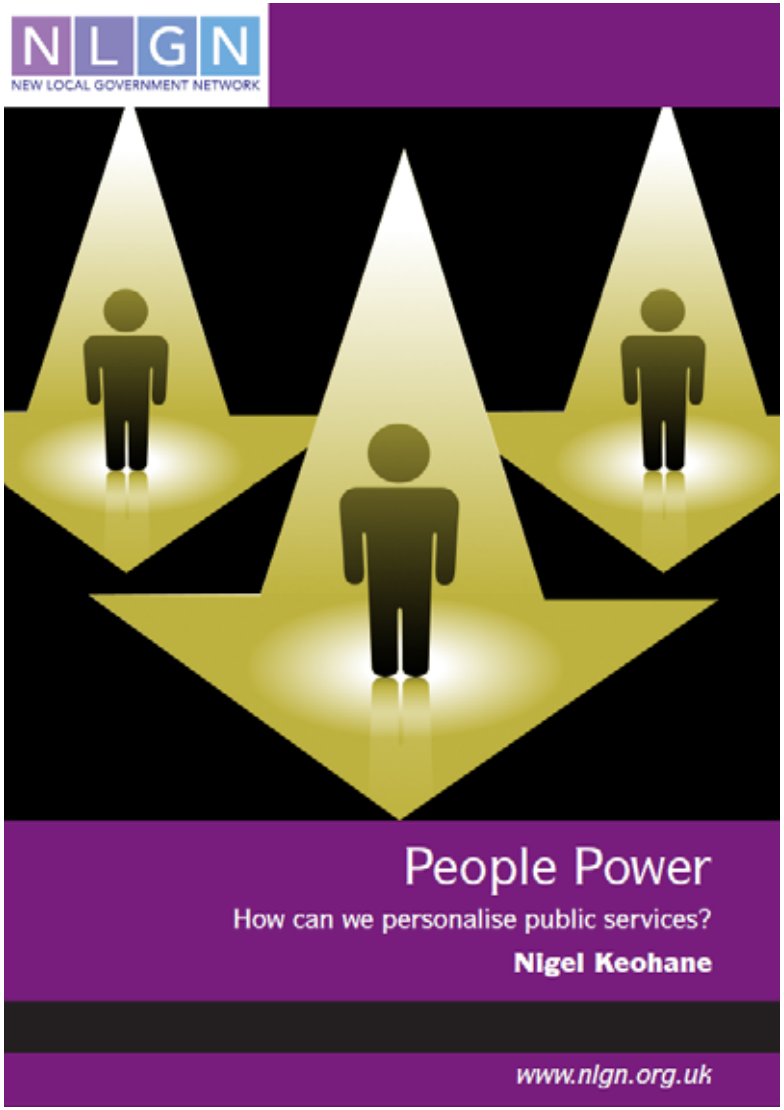
What needs to change?

- ***Devolution***
  - ‘duty to devolve’ to mirror ‘duty to involve’

- ***Joined-up services***
  - single coherent and universal ‘duty to involve’
  - new links between neighbourhood priorities LAAs
  - new shared commissioning budgets
  - Area Based Grant should be increased year on year

What needs to change?

- ***Funding*** for **preventative** investment
  - Feeling the reward of **intervention**
  - New funding mechanisms should be explored that can **hypothecate** the long-term benefits to public finances of early personalised intervention
- Reallocation of ***risk***, protecting the vulnerable and organisational transformation
  - New roles – enabling choice, personal advisers, commissioners for segments of the population
- Citizen focused ***evaluation***
  - **contract renewals**
  - **local methodologies** for citizen scrutiny of services
  - **Exemptions** from central targets



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