



Adult Social Care  
**Personalisation and  
Self-directed Support Policy**

## Policy Cover Information

Policy number	1	Version number	0.5	Status	Draft
Implementation lead	All adult social care managers		Implementation date	Autumn 2014	
Policy approved by	Adult Leadership Team		Date approved	Feb 2022	
Next review date	January 2026				

## Policy control sheet

Policy title	Personalisation and Self-Directed Support
Purpose of policy	To explain how Wiltshire Council is implementing the principles of personalisation in line with national legislation and the intentions of locally elected councillors.
Policy author(s)	David Bowater
Lead Director	Emma Legg (Director of Access and Reablement)
Target audience	Frontline staff and members of the public
This policy supersedes	Direct Payments to Manage Your Own Care Financial Rules Self-Directed Support
This policy should be read alongside	Eligibility Policy Charging Policy Safeguarding Policy Carers Strategy
Related procedures	<a href="https://adults.wiltshire.gov.uk/Information/direct-payments">https://adults.wiltshire.gov.uk/Information/direct-payments</a>
Monitoring and review lead	Executive Office
First year review date	April 2015
Subsequent review date	April 2016, Feb 2022, January 2024
Internet link	<a href="https://www.wiltshire.gov.uk/adult-care-policies">https://www.wiltshire.gov.uk/adult-care-policies</a>

## Amendments

Number	Page	Details	Who by	Date
1.1	12	Updates to DP rates	E Townsend	Dec 2016
1.2	All	Updated for factual accuracy and with new branding	K Holmes	July 2020
1.3	All	Updated for factual accuracy and language	E Townsend	Feb 2022
1.4	2	Updated for factual accuracy	M Shafique	Jan 2024

**This policy can be made available in a range of accessible formats if required.**

## Terms included in this Policy

Allocated Worker	An allocated worker is a trained professional who will be qualified to deal with your specific needs.
Authorised Person	An Authorised Person is someone who agrees to manage someone's direct payment if they have been formally assessed as lacking mental capacity to do this and is: (a) duly authorised under the Mental Capacity Act and/or (b) a person deemed suitable to do this by the Council.
Carer	A carer is someone who provides unpaid, informal support to a family member, partner, friend or neighbour. This could be because they are ill, frail, disabled or have mental health or substance misuse problems.
Commissioned Services	Services arranged and paid for by the Council to meet care and support needs.
Direct Payment	A way in which a personal budget can be provided when the Council gives money to a person to pay for care and support to meet eligible needs. Direct Payments can be used to employ staff directly or buy care from an agency or other organisation.
Direct Payment User	A direct payment user or recipient is a person with eligible care and support needs or a carer with support needs who has opted to take all or part of their personal budget as a direct payment. The user or recipient is responsible for using the direct payment to make sure the needs are met by buying support services or employing personal assistant(s).
Independent Financial Advice	Advice about funding long term care and support regulated by the Society for Later Life Advisors. The Council works closely with two independent financial advisors.
Nominated Person	If a person has capacity but does not wish to administer the direct payment themselves, they may choose a person to act on their behalf if agreed by them both. This can be a family member, friend, other individual or an organisation.
Personal Budget	<p>Personalisation introduces personal budgets for people in Wiltshire. The aim of this is to ensure individuals' support, and the funding for it, is clear, fair and under their control. A personal budget is based on the cost of meeting an adult's needs and is made up of council funding and the person's assessed contribution. Individuals may choose to use their personal budget on:</p> <ul style="list-style-type: none"> <li>• a commissioned service, where the council holds and manages the personal budget on the person's behalf,</li> <li>• as a direct payment (an amount of money you can use to meet your needs),</li> <li>• or as a combination of both.</li> </ul>
Personalisation	Personalisation is sometimes known as self-directed support. Self-directed support is the way that social care

	assessment, support planning and service delivery is made available so that more choice and control is given to individuals. It puts the person at the centre of the planning process, recognising that they are best placed to understand their own needs.
Reasonable price	A personal budget is used to deliver the outcomes in the support plan. The size of a personal budget depends on a 'reasonable price'. The reasonable price is an amount of money that a professional in the Council's adult social care team considers will meet the assessed needs, based on what it would cost the Council to commission services to address those needs.
Self-funder	A self-funder is the term given to someone who pays the full cost of their own care and support following a financial assessment. If someone is a self-funder, the Council can still help them with information and advice in arranging their care and support.
Support plans	Care and support plans will be developed for those meeting the council's eligibility criteria. These will set out the support needed to meet otherwise unmet eligible needs. They focus on delivering a set of agreed outcomes.
Telecare	Any electronic equipment designed to meet care and support needs.

## Contents

1. The Personalisation Policy
2. Who does it cover?
3. Personalisation Policy approach
4. National context
5. The personalisation process in practice
  - 5.1 Contact
  - 5.2 Assessment
  - 5.3 Support planning
  - 5.4 Delivery
  - 5.5 Direct Payments
  - 5.6 Review
6. Monitoring, evaluation and review

## 1. The Personalisation Policy

The purpose of the Personalisation Policy is to make sure that everyone is helped to decide how they will be supported, so they can choose what will be right for them.

Personalisation means that every person receiving support, whether through Wiltshire Council or funded by themselves, has choice and control over the shape of that support. This involves:

- a. Ensuring that everyone has access to the right information, advocacy and advice so they can make informed decisions about their care and support.
- b. Investing in preventative services to reduce or delay people's need for care and to promote independence and self-reliance among individuals and communities.
- c. Developing local partnerships to produce a range of services for people to choose from and enhancing opportunities for social inclusion and community development
- d. Working together with people to design, deliver and evaluate services.

## 2. Who does it cover?

This personalisation policy applies to all adults (people aged over 18 years). People who are frail or elderly, have a learning disability, physical disability, mental health need or other social care need will all have the same rights to a personalised approach for their care and support.

Support for carers is included within the principles of the personalisation policy, so that carers are supported in their role and enabled to maintain a life beyond their caring responsibilities. [Wiltshire's Carers Strategy](#) sets out how this is achieved in more detail.

## 3. Personalisation Policy approach

The Council will ensure that everyone has access to the right information, advocacy and advice so they can make informed decisions about their care and support.

This means:

- Everyone is entitled to an initial assessment of their needs; and
- We will help people find the right information about care and related services such as leisure and transport.

The Council invests in preventative services to reduce or delay people's need for care and to promote independence and self-reliance among individuals and communities.

This means we will:

- try to support people in their own home, where this is the best use of resources
- consider the best type of housing for people
- offer initial support before an in-depth assessment takes place (except where some other form of support is already in place).

The Council will ensure there are a range of services for people to choose from that enhance opportunities for social inclusion and community development.

This means we will:

- support user led or customer led organisations, community networks and volunteers to enable people to access support in the community.
- offer informal carers an assessment of the support they might require, enabling them to

fulfil their role.

- offer support to anyone who is eligible, regardless of their background.

The council will work with people to design, deliver and review support.

This means we will:

- start from the view that the person knows best how to support themselves
- enable people to use their personal budget to arrange their care and support as they want it, to meet their agreed outcomes
- offer individuals support plans with personal budgets and a choice of how these are delivered.
- offer person-centred, responsive services; based on what is important to the individual.
- enable and encourage independence, where possible.
- recognise some people want to remain or are able to become more independent and help them to be independent.
- offer 'just enough' support – ensuring the support required is appropriate without creating dependency and adapting support to meet people's changing needs.
- try to support you to not make long term decisions about your care and support at a point of crisis, however this will need to be balanced against the risks. We will be transparent. People will know what the Council will contribute to the cost of their care and support based on a good understanding of a person's needs and the best way of meeting them to get the desired outcome.
- be fair. Regardless of background, people will all be treated as individuals to establish their support and personal budgets.

#### **4. National context**

The following statements of legislation and guidance provide much of the context for Wiltshire's Personalisation Policy:

- Care Act (2014)
- Independence, Wellbeing and Choice (2005)
- Our Health, Our Care, Our Say (2006)
- Local Government and Public Involvement in Health Act (2007)
- Putting People First concordat (2007)
- Supporting people with long term conditions(2007)
- Transforming Adult Social Care (2008)
- The Independent Living Strategy (2008)
- The Community Care, Services for carers and Children's Services (Direct Payments) (England) Regulations (2009)
- Prioritising need: Putting People First Guidance(2010)
- Department of Health Guidance on Direct Payments (for community care, services for carers and children's services (2010)
- A vision for adult social care (Nov 2010)
- Think Local Act Personal (Nov 2010)
- Adult Social Care: Choice Framework (May2013)

[Think Local Act Personal](#) is a partnership of organisations which aims to deliver personalisation.

The Care Act 2014 provisions came into force in April 2015 and replaced and simplified much of the legislation noted above. The principles behind the legislation have informed the development of this policy.

#### **5. The Personalisation Process in practice**



People who find everyday tasks difficult, or help someone who does, may be eligible for support from the Council. If they are eligible, personalisation means they will have more choice on how support is delivered and will be included in discussions about needs, levels of support, how support is provided and in reviews of support. The 5 stages of the personalisation process in Wiltshire are set out below:



## 5.1 Contact

Information about social care can be found on Wiltshire Council's adult care website <https://adults.wiltshire.gov.uk/>

You can make contact via the website by completing an online referral <https://adults.wiltshire.gov.uk/Information/referrals-and-forms>, or by telephoning Wiltshire Council on 0300 456 0111.

Urgent help outside working hours is available via the Emergency Duty Service on 0300 456 0100.

Many people may only require information and advice from us, preferring to make arrangements for their own care. The Council can discuss what options are available for you to help decide on the best course of action in your particular situation. This may be to provide information and advice or signposting to existing community services provided by all kinds of organisations.

Self-assessments can be completed, but an allocated worker will need to contact you to discuss your needs further, if you require support from the Council.

You can be referred to us by your GP, a family member, another NHS professional or other person acting on your behalf - or you can refer yourself.

Anyone who feels they need an assessment can ask for one.

If you are a carer, you also have a right to an assessment of your needs.

Where it is immediately clear that you will not meet the eligibility criteria and the Council will not be able to offer support, the Council will offer you advice and information about other services that may be available locally from independent organisations and community groups.

## 5.2 Assessment

If a more in-depth assessment of current and future need is required, your details will be passed on to a relevant allocated worker.

The allocated worker will contact you to discuss your needs and, if required, arrange to visit you at home or remotely to carry out the assessment.

A period of reablement, or other service that might help improve your independence, may be offered ahead of any in-depth assessment taking place. These services provide planned, short term, intensive

help and are designed to help a person restore their independence, and to help them to do as much as they can for themselves, rather than someone doing things for them.

Reablement support can be offered free for up to 6 weeks, with progress monitored on a weekly basis.

The Council will offer reablement support for people:

- being supported by Adult Social Care for the first time
- with a new need that could benefit from reablement support.

If you are a carer you may also be offered support to enable you to take a break from your caring role.

Assessments will be carried out with your full involvement and will, with your consent, include the involvement of any carer or other people you want to be involved, to provide an understanding of your situation and care needs.

Assessments will involve:

- Informing you of the timescale for assessment
- Listening to your views and your situation as a whole
- Carrying out a full assessment and recording these details, including the desired set of outcomes you would like to achieve
- Sending you (and other relevant people, with your consent) a copy of that assessment
- Comparing your needs with the eligibility criteria [Our policies - Wiltshire Council](#)
- Deciding if you are eligible for our assistance.

If, during the assessment, it appears to the council that you may have a need for the provision of health or housing support, the Council shall notify the relevant ICB, health or housing authority and invite them to assist in the assessment.

The Council will explore all reasonable opportunities to enable you to remain at home (or continue in your caring role should you wish to) before looking at other options.

By the end of the assessment the Council will agree with you what your needs are and those which are deemed eligible under the Care Act for help from the Council.

You will be provided with information about organisations providing financial and benefits advice when this is appropriate. If you have needs eligible for support from the Council our Finance and Benefits (FAB) Team will provide this advice.

### **5.3 Support planning**

Where long-term Council funded support is required (based on a person meeting the eligibility criteria) a Support Plan will be developed with you.

The Support Plan sets out 'just enough' support to help you (no matter where the money comes from) to achieve the desired set of outcomes identified in the assessment. You may wish to include other outcomes that do not meet the eligibility criteria in your support plan, but these will not be included when calculating the value of the Personal Budget.

Support plans will be time-limited and/or subject to review, to ensure that you are supported, but not made dependent, and that reviews take place at appropriate points to make sure support is effective.

The outcomes will be underpinned by the principles of independence and reducing long-term need for support where possible.

Support Plans will make the most of any existing social support networks.

Where unpaid support is identified, it must be clear what assessed needs are being met through this support and what the impact on carers will be of continuing to provide this support. If not already

undertaken, a carer's assessment will be offered in this circumstance.

A financial assessment will be undertaken to determine how much you will need to contribute towards the cost of your care. Please see [the Charging Policy](#) for more detail about this assessment.

#### **5.4 Personal Budgets**

You will be provided with the cost of the commissioned services required to meet your eligible needs (that is, how much Wiltshire Council would reasonably expect the support to cost us), to help build up the support plan. This will form the basis of how your Personal Budget will be calculated.

The cost of support can differ widely depending on needs, place and demand. The rates that calculations are based on will be those on which the council commissions support.

A Personal Budget is made up of social care funding and the person's assessed financial contribution (as per the charging policy). If you are a carer or are receiving aftercare for mental health needs<sup>1</sup>, you will not be required to pay towards the cost of services you receive to meet your needs save for the cost of any additional services or services that you choose in preference to services that would otherwise meet your needs.

You may choose to use your personal budget on a commissioned service, where Wiltshire Council holds and manages the Personal Budget on your behalf or choose to receive some or all of the Council's contribution as a direct payment.

The Council has a duty to ensure it provides support to meet a person's assessed eligible needs. But the reasonable price of doing so is based on a balance of how effective a support plan will be; how cost-effective the support plan will be based on all the options; the level and complexity of need a person has; and the overall cost of a support plan.

Wiltshire Council cannot advise on the rates individual care agencies charge.

The rates used by the Council to establish the reasonable cost of support will be based on the rates the Council commissions support for. These figures may change but up to date figures will be provided as part of the assessment.

Where needs are complex, the personal budget will cover what it would cost the Council to commission a non-standard service. There are no standard rates in such cases so we use the rates for specialist provision that are capable of meeting the individual's needs.

Once the Personal Budget is agreed, a final support plan will be developed and agreed. The council will sign off support plans which include council funding to ensure that eligible needs will be met, and any risks managed.

A Personal Budget can only be used to meet eligible social care needs and can only be used to buy support or services that have been identified in the support plan.

The support plan will set out who will do what, with whom and when and will be written down and shared with all involved. It will focus on the outcomes that should be achieved and the positive risks people are prepared to take and how these will be managed.

In circumstances where your needs fluctuate, in determining the level of support we will consider your circumstances over as long a period as is necessary to establish an accurate indication of the ongoing level of need. The support plan may include contingency plans and advance statements setting out what you want to happen when you are not well enough to manage the support.

#### **5.4 Delivery**

---

<sup>1</sup> This is aftercare provided further to section 117 Mental Health Act 1983

An allocated worker will be identified to ensure the support plan is implemented.

Support to meet eligible needs does not always require services commissioned by the Council, and we will regard universal services (services open to all) as a means by which eligible needs can be met. Universal services can include those provided by voluntary organisations, housing related support or other services available within the community.

Wiltshire Council will help to identify health needs as part of an assessment and may help meet these needs where these are part of a jointly funded package with the NHS. However, support to meet health care needs cannot be directly funded by the Council.

If you have eligible needs and, following a financial assessment, are entitled to Council funding, your personal budget can be delivered in different ways and the allocated worker will discuss with you your chosen option:

- As a commissioned service
- As a direct payment
- As a combination of a commissioned service and a direct payment

The Council can use your personal budget to commission services on your behalf. In these circumstances, the council will make use of contracts it has with service providers to deliver your support plan.

The Council can arrange care and support services for adults with eligible needs who are assessed as having resources above the national maximum threshold, who choose to have care at home arranged by the Council. Arrangement fees may be charged for this service based on a cost recovery basis.

The [Care Choices website](#) and [adult care website](#) also provide a useful source of information.

Adults with ineligible needs will be given information and advice about what community resources are available.

## **5.5 Direct Payments**

Where you choose direct payments to deliver your support plan you can choose to buy care from an agency, buy equipment or employ your own personal assistant (P.A.).

If you employ a P.A., you will become an employer and be responsible for recruiting, employing, organising and paying the wages of your own staff. This enables you to have choice and control over your daily life by deciding what support is right for you, and when, where and how you want it. A support service providing information and advice to those receiving direct payments, including how to employ personal assistants, is commissioned by Wiltshire Council. This support service can put you in touch with other people receiving, or considering, a direct payment as well.

Carers can also get a direct payment to pay for support or services which will help them to “carry on” as a carer, by giving them a break from their caring role.

Personalisation will mean that as long as a support plan is clear about how it will support a person with their eligible needs, the ways people can be supported can be very flexible. However, direct payments cannot be used for NHS or other health services; permanent residential or nursing home care; or services which are directly managed or provided by Wiltshire Council.

In addition, a direct payment cannot be provided to meet the needs of any person who is subject to a

requirement, license or order under criminal legislation that requires them to undertake drug or alcohol rehabilitation, behaviour therapy or testing.

Guidance on Direct Payments can be found here <https://adults.wiltshire.gov.uk/Information/direct-payments>

In accordance with the relevant Regulations and Guidance, Direct Payments will be reviewed after six months (or sooner if required) to ensure they are providing the level of support the person needs and there are no excessive surpluses or deficits in the bank account. Thereafter reviews of direct payments will be annual and in so far as possible the Council will align annual reviews of direct payments with care and support plan reviews.

There will also be an annual financial audit of the Direct Payment account.

## **5.6 Review and re-assessments**

Support plans are reviewed and monitored to check if there are any problems with your support arrangements and whether the outcomes are being met. If there are problems, you can either sort them out directly with the people involved or ask us to help.

Existing support plans and financial contributions will be re-assessed or reviewed at regular intervals (not longer than 12 months). In addition, anybody involved with your support can ask for a re-assessment at any time if there is a change of circumstances.

Support plans are reviewed to ensure that the services provided continue to meet your needs, that the agreed outcomes are being delivered and that you are still eligible for services. The cost of the service will also be reviewed to check whether it is still what we would reasonably expect for the support. You will always be invited to participate in reviews. The intention is to support you and change plans as your needs change.

Reviews and re-assessments of support will be undertaken with you and the notes shared with you and relevant others, with consent, where appropriate.

Where a change to the services provided is required, the support plan will be changed accordingly.

Sometimes an entirely new support plan will need to be produced if your needs have changed significantly. In these circumstances a reassessment will be undertaken.

When, following a review, it is planned to withdraw services, the allocated worker will be satisfied that your needs are no longer eligible, and you will be notified in writing.

Reviews will ensure that your independence is promoted, except where risks are such that you are in need of protection from harm by yourself or others.

## **6. Monitoring, evaluation and review of this policy**

You are at the centre of everything we do. We will regularly ask for your views about the services you receive and respond by shaping those services accordingly. In all cases our aim is to get the appropriate support in as quickly as possible and we will be monitoring this to ensure it happens.

You may wish to challenge various decisions, such as the accuracy of the assessment; the value of the council's contribution to the personal budget; the cost of your contribution; the nature of the support you agreed in your support plan; or decisions regarding community or residential care. In such cases, you will be provided with a full and clear audit trail to explain why decisions were made. First of all, you should discuss and negotiate the decisions with your allocated worker while the decisions are still being made. If you are still unhappy your case can be referred to the allocated worker's line manager for further discussion and negotiation.

Our complaints procedure can also be used at any time. Information about making a complaint can be accessed via the Council's website:

<http://www.wiltshire.gov.uk/complaints-making-a-complaint>

Alternative contact details for complaints or compliments are set out below:

Email: [complaints@wiltshire.gov.uk](mailto:complaints@wiltshire.gov.uk)

Tel: 01225 718400

Post:

Customer Complaints Team,  
Wiltshire Council,  
County Hall,  
Bythesea Road,  
Trowbridge,  
BA14 8JN

