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Faye Pemberton-Crow
Assistant Director for Integration and Service Development
Worcestershire County Council

By Email

7th November 2023

Dear Faye,

WCC Adult Social Care Strategy - Building Together to Live a Good Life 2023 - 2028

Thank you for the opportunity to review the WCC Adult Social Care Strategy 2023 - 2028

We have focused our comments as requested in your email, noting the improvements that will be made to the Strategy which you outlined. We have assumed that the Strategy is aimed at a more professional audience, given the commitment to produce an Easy Read version. We noted in particular that the quality of the “I statements” infographics will be improved, as they are difficult to read at present.

These illustrations are really important as they are a practical reflection of the Council’s commitment to co-production, which is made plain throughout the Strategy. We were pleased to see that, based on feedback received on the first draft, changes to the number and wording of the priorities in the Strategy have changed.

The order of the Strategy makes sense, there is a good flow to the document and the illustrations help to make sense of the points being made.

The context is well explained and relatively easy to follow, and clear explanations are provided of the various bodies involved.

The tone of the Strategy is positive, whilst recognising current and future challenges.

The priorities as set out in the Strategy are clear. We understood the vision, but found the way that it was expressed a little wordy. The key themes and priorities make sense, and we welcome the focus on working in partnership.

The addition of a Glossary is very welcome, although it would be helpful to mention that it is available early in the Strategy.

We have the following specific comments which are set out using the Strategy headings.



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What is Adult Social Care?

In general this is a clear explanation of Adult Social Care. We would suggest that under 'Who do we provide services to' in the second sentence the word "affects" is changed to "may be available to". We understand and welcome the explanation of who might be eligible for adult social care but noted that this paragraph does not mention older people, which we think is an omission.

Under 'Our Key Statutory Duties' we would welcome a reference to Needs Assessment. Perhaps after Promoting Wellbeing, the words "including assessing people's needs for care and support" could be added.

The way we work

We welcome the focus on co-production in this section. We found the wording in the Guiding Principles very difficult to read in both the printed and on-screen versions of the Strategy.

Integrated Care System

This is a useful and clear explanation of integrated care and of Integrated Care Systems.

In the final paragraph we would suggest replacing Our Local Authority with Worcestershire County Council, to personalise the commitments made.

The challenges facing ASC in Worcestershire

We would prefer Adult Social Care in full in the title.

Can you check the population figure for the County. We understood that the current population is over 600,000, so don't recognise the 354,064 shown here.

'Demand for Adult Social Care' - should the forecast demand for care be "by" 2038, rather than "in" 2038? It may be useful to add to the end of the sentence about people aged over 65 a 57% increase 'in people who may require care and support'.

'More people are living with long term conditions' - we would suggest that this is re-written, it is confusing currently. Possible wording could be: 'Many of us will be living with two or more long term health conditions at any one time. However, we are also living longer, and our needs may become more complex as we age, which can make care and support more difficult in later life.'

Costs are rising - it would be useful to have the current spend in Worcestershire on care and support rather than the national figures.

Workforce pressures - it may be worth stating clearly that the challenge is finding the people that are needed to deliver the services we provide.

The key themes of our strategy

These are generally clear and well expressed for the audience of this document

Theme 3 - we suggest deleting the word Place and just using Worcestershire here.

Theme 4 - should there be another word after 'shape' - possibly services.

Key Priority 1 - Right support, right place, right time

Under 'How will we get there?' - we can see that the "I statements" relating to Information, Advice and Communication have been addressed, but can see relatively little that addresses the aspirations of Choice and Personalised Services and Independence and Opportunities.

Under point 2 - we think that Think Local Act Personal should be capitalised.

Point 5 could be more clearly expressed.

Key Priority 2 - Working in partnership with local people

The word “our” in the first sentence feels a little out of place, and could be deleted.

We would suggest that an explanation of Primary Care Networks is added to the Glossary.

Under ‘Where are we now’ - point 4 - use a capital B for Board

Key Priority 3 - Future Focused

Under ‘Where are we now’ - point one says ‘lived the experience’ rather than the lived experience group. Point 3 about Assistive Technology could be changes to ‘We provide Assistive Technology and champion its use to enable people ...’, rather than the current way round. In point 6 should the ‘b’ in Strategic board be capitalised?

Under ‘What outcomes do we want to achieve’ - there is a speech bubble at the bottom right which says ‘change words’, we are not sure what this means.

Under ‘How will we get there’ - we do not understand what point 3 means.

It may be useful to re-iterate here the commitment to co-production, and having open and honest conversations with people and communities which help to develop solutions to future issues and challenges.

From strategy to action

In the final paragraph we suggest that the words “a consultation with’ are deleted.

With Thanks

We would suggest this states the Care Act, rather than The Act.

In conclusion, we hope these comments are useful and constructive.

We look forward to seeing the workplan which will support the delivery of the Strategy.

We would welcome the opportunity of a discussion of the Strategy at one of our public board meetings, alongside the Prevention and Early Intervention Strategy.

It would also be useful to discuss the potential role of Healthwatch Worcestershire as a participant observer on the ASC Performance, Quality and Practice Board.

If you would like to discuss any of the comments in this response please do not hesitate to get in touch.

Yours sincerely,



John Taylor

Director, Healthwatch Worcestershire.