

Report subject	Adult Social Care Strategy 2025-28
Meeting date	02 April 2025
Status	Public Report
Executive summary	To provide background information on the development and consultation of the new Adult Social Care Strategy 2025-28.
Recommendation	<p>The new ASC Strategy 2025-28 is linked to the Corporate Vision and supports corporate priorities under ‘Our People and Communities.’</p> <p>This report is to seek final agreement and approval of the strategy.</p>
Reason for recommendation	Adult Social Care require a clear public facing strategy that encompasses our vision and ambitions for the next 4 years. Having consulted within the Directorate and completed a public consultation, we are assured that this is the right strategic approach for ASC.
Portfolio Holder(s):	Cllr David Brown, Portfolio Holder for Health and Wellbeing
Corporate Director	Jillian Kay, Corporate Director for Wellbeing Betty Butlin, Director of Adult Social Care
Report Author	Lead: Nicky Mitchell – Head of Transformation & Integration ASC Services & Commissioning Senior Management Team
Wards	All
Classification	For Information & Approval

Background

1. The current Adult Social Care can be found here - [ASC Strategy](#) – and will end in March 2025.
2. The new Strategy has been linked to the Corporate Vision and supports the corporate priorities under 'Our People and Communities'.
3. The new ASC Areas of Focus have been aligned to the priority areas within the Fulfilled Lives Transformation Programme -

Putting people, carers and families first

- We will listen and build good relationships with people, so we understand what matters to them.

Living in a place called home

- We will help people to connect with their family, friends and community, in a place where they feel safe and at home.

Developing how we work

- We are creative and innovative with solutions and resources. We understand and measure the impact we are having.
4. ASC Services and Commissioning staff consulted on Strategy at directorate engagement event and feedback provided.
 5. As part of preparing our draft Adult Social Care Strategy 2025-28 'Supporting People to Live a Fulfilled Life', we ran a consultation from 18 November 2024 to 5 January 2025 asking for opinions and feedback on our proposed vision, areas of focus and ambitions, as well as other comments and suggestions about the strategy.
 6. The consultation was available at haveyoursay.bcpccouncil.gov.uk/fulfilled-lives. The consultation information and surveys were available online and in paper format. Information was displayed and available in libraries and promoted through council contacts. In addition, Easy Read information and surveys were available in paper and online. Large print versions were also available.
 7. There were 11 face to face public engagement events across Bournemouth, Christchurch and Poole.
 8. Engagement highlights included -
 - a. 302 surveys were completed (23 of which were Easy Read)
 - b. 1212 views of the consultation page
 - c. 33000 people reached by social media

9. The Portfolio Holder and Council Leaders were also engaged via our Performance and Quality Improvement Board meetings.
10. The Strategies Vision and Areas of Focus were greatly supported and 84% of people agreed with Our Vision - ***Supporting people to achieve a fulfilled life, in the way that they choose, and in a place where they feel safe.***
11. Changes have been made to the strategy document to reflect the feedback received from the public and staff to ensure it is understood and accessible for all.
12. We have adapted our language to make ourselves clearly understood and accountable.
13. We have increased the representation and mention of our carers, aligning their importance to the people we support, as people felt they were not mentioned enough.
14. Strategic Delivery Plans will now be formulated to ensure the directorate progress the strategy.
15. The Strategy has been provided as an appendix to this report.

Summary of legal implications

16. The Care Act 2014 establishes the statutory duty to provide information and advice. The main reference is in section 4: (1) A local authority must establish and maintain a service for providing people in its area with information and advice relating to care and support for adults and support for carers.
17. This ASC Strategy demonstrates our commitment to this duty.

Summary of financial implications

18. The ASC Strategy will be delivered within budgetary constraints. The gross ASC budget for 2022/23 was £190.6m and the gross budget for 2024/25 is £244.5m

Summary of environmental impact

19. None

Summary of equality implications

20. None

Summary of risk assessment

21. None

Background papers

22. None

Appendices

- Appendix 1: Adult Social Care Strategy 2025-28
- Appendix 2: Consultation Summary