TRANSCRIPT
What is personalisation?

Words on screen

00:00:17  What is personalisation?

Voice over (female voice):

00:00:24  All of us at some point in our lives will rely on social care, be it for ourselves or for someone we care about. Personalisation ensures that the recipients of support remain central to, and in control of the process by which they receive it so that they can live the life they want to live. One way this can be done is by giving people who use social care the choice and control to become active rather than passive recipients, empowering people to design support packages for themselves or to choose where they want to live. It’s about more than just controlling how money is spent, it’s about being supported in staying well and recovering quickly from illness.

00:01:07  It’s about ensuring that everyone has access to public services, from transport and leisure to advice and advocacy and it’s about strengthening communities by encouraging inclusion and supporting the relationships that are as vital to the care system as they are to society itself.

Ann Macfarlane:

00:01:25  Personalisation means for me that I want to be able to stay living in my own home, I want to be able to access every kind of public transport. I guess it’s really about the ordinary to be honest, it’s about the things that everybody, not everybody choose to do and if…that…and what I choose to do is not very different from other people. Thank you very much, yeah thank you.
Gill Lewis:

00:02:05  If I had to sum up what personal budgets done for us, it’s, it’s united us, it’s, it’s kept us together as a family. Erm, we were at the point of Hannah going into residential care, not because we wanted it to happen but because it was the only way we were gonna be able to function as a family. Being able to allow Hannah to develop as a person, go out on her own, have her own life, it’s given me my life back.

Tricia O’Leary:

00:02:27  Personalisation is about something that when you’re well you don’t need to worry about. You are able to dictate that that’s the way people treat you when you go into a shop, when you go into a bar, when you meet your friends, when you’re having a meal with your family.

[Music]

Voice over:

00:02:47  At the heart of personalisation is a recognition of the skill and creativity of social care practitioners. With systems designed to make the most of their people skills, they can get back to the reasons they wanted to do the job in the first place. Not to fix people’s problems but to empower and enable people to fix them for themselves.

00:03:06  Achieving this is no small task, it requires a change of culture, a shift of mind set, a different way of looking at the system. It means empowering social care staff, so that they in turn can empower social care users. If we succeed then everyone will benefit. By being part of stronger communities and a more inclusive society.

Stephen Page:

Personalisation to me is about enabling me to do the things that I took for granted for so long. It’s only recognising something essential in human life which is that everyone is an individual, like it or lump it.
Title: Key learning points

Personalisation ensures people receiving care and support, remain central to the process

Personalised care and support helps to empower people to live the lives they want to live

Removing barriers to everyday activities helps to ensure people can remain in control

Care workers should feel empowered to support people creatively – this helps to promote personalisation