

UNIVERSITY OF  
BIRMINGHAM

**U** SERVICE USER LED **B**  
CHANGE IN PEOPLE  
MANAGEMENT

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# PEOPLE MANAGEMENT WEB SITE

- Business Strategy – based on shared visions for long-term growth
- Service user involvement as part of this business strategy
- Promoting independence, respecting rights, providing choice

# PEOPLE MANAGEMENT

□ Old Virtues vs New Virtues

Passive and paternalistic  
To service users

enabling and  
empowering

SSI Audit Commission (2004) p.33

# EQUALITY OF OPPORTUNITY

- Public bodies – a duty to promote a disability equality
- A participation of disabled people in public life
- The Procurement of services to promote equality of opportunity

# SERVICE USER LED RESEARCH

- Evaluate the effectiveness of present services and make recommendations to develop services
- A focus on outcomes and benefits for people with cerebral palsy

# DESIRED OUTCOMES

- What was important to disabled people in relation to their quality of life
  - happiness
  - safety
  - development

# PARTNERSHIP IN THE RESEARCH

- The research team involved the people coming to centre throughout the process
- One to one interviews with service users
- One to one interviews with staff and other stakeholders
- But service user's views guided the research and recommendations

# SERVICE USERS SPEAR HEADING CHANGE

- Service users told the research team what would improve their quality of life
- What they would like to achieve/do while at the day centre
- Having more choice and control over the service provided at the day centre
- Having a say in their day centre
- Accountability to the people using the day centre



# RECOMMENDATIONS

- User representation and control
  - Increased consultation
  - Effective user involvement
  - Accountability to people coming to the centre

# BUSINESS STRATEGY

- Service User Led
- To remain at the leading edge of innovative service delivery
- Change from an organisation run for disabled people to an organisation run with and by disabled people.

# RECOMMENDATIONS

- 10 STRATEGIC
- 11 OPERATIONAL
- A WORKFORCE WORKING DIFFRENTLY
- A WORKFORCE HAVING DIFFERENT ROLES
- THE RE-LAUNCH OF THE DAY CENTRE



# Converting a report – into real change

Cerebral Palsy Midlands

Robert Nutt

Executive Officer

# Actions for success

How does one turn recommendations into real change?

- A willingness to change
- Be open to consultation with service users
- Be willing to network
- Be flexible – “think outside of the box”
- Continual and ongoing consultation

# Cerebral Palsy Midlands Today

- 6 new young adults using the service
- Core person centred projects – Person 1<sup>st</sup>, URconnectABLE and LIFEskills (Learning Independence for Everyone)
- “MySpace” multi-sensory room installed
- New vehicle on order
- One service user has been the Lord Mayor of Birmingham’s consort for the day

# Continued ...

- Placement students from Bournville College augmenting staffing levels
- The Path mapped to 2011
- One service user now a council member and more will be elected in October 2006
- More people using the service are participating as citizens through volunteer work

# Is it worthwhile?

Without a doubt the consultation process and follow-up work is worthwhile

The users of the service are firmly at the centre of everything and there is a real “buzz” in Harborne

Next year we celebrate our 60<sup>th</sup> anniversary

**Looking to the future**



# BUSINESS STRATEGY OF PARTICIPATION

- ❑ Not just about giving information
- ❑ Not just about consultation
- ❑ But about participation
- ❑ Achieving Accountability

# PEOPLE MANAGEMENT

- BUSINESS STRATEGY OF SERVICE USER PARTICIPATION

# People Management Strategy For Participation

Accountability to service users

Involvement throughout

Consultation

Giving information

# GROUP EXERCISE

- In small groups can you choose one initiative which a person within your group is in the process or has implemented to create a business strategy of involving your service users.
- What level of service user involvement does it represent
- What strategies can you suggest to improve the level of involvement