

Customer Journeys

For each of the funding streams within Right to Control, the customer currently experiences a 'journey' which takes them from initial enquiry through to delivery of support and ongoing monitoring. The aim of the Right to Control is, as far as possible, to bring together elements of this journey across the different funding streams to deliver a more seamless experience for the customer and reduce duplication.

The following are the main stages we would expect to see in a Right to Control customer journey:

- assessment of eligibility for a funding stream
- information about the Right to Control
- information about and access to any other Right to Control funding streams
- initial agreement about the outcomes to be achieved by use of the funding stream(s)
- resource allocation (including indicative budget)
- support planning
- signing off the support plan
- finalising the budget, including any contribution to be made by the disabled person
- commissioning or arranging services and/or setting up a direct payment
- monitoring, auditing and review.

Bids should demonstrate how the current customer journeys of the Right to Control funding streams might, as far as possible, be brought together. We will be looking for Trailblazers to set out some ambitious proposals. However, we recognise that system change and redesign will involve a considerable amount of work in the run up to implementation. **Bids should demonstrate an understanding of this challenge and set out how this will be tackled.**

What are the expected outcomes? How will these be measured?

The expected outcomes from the Right to Control are:

A better experience for disabled people in navigating “the system”:

- Systems and processes brought together to minimise duplication
- Information is shared and, as far as possible, a disabled person only has to give information once
- Processes are transparent
- Front line staff are able to present creative options for meeting outcomes
- Good quality information about the right to control and the relevant funding streams is provided
- Disabled people are central to the process and are empowered to articulate their needs
- Support, advocacy and brokerage is provided for disabled people who need it to access the Right to Control.

Better outcomes for disabled people:

- Disabled people are more satisfied with the support or equipment they receive that enable them to participate more fully in family life, work or society.

Improved delivery of local priorities:

- The Right to Control helps local areas deliver local targets and priorities as set out in their Local Area Agreements; in particular those relating to independent living, wellbeing and employment.

More efficient and effective services:

- Streamlined systems and processes which offer better value for money.
- Innovative ways of achieving outcomes which seek to maximise the efficient and effective use of public resources

- Greater local capacity to deliver support, advocacy and brokerage to disabled people
- Local partnerships which look for innovative ways of delivering outcomes.

These will be measured through our evaluation, which will create an evidence base to inform a decision on wider roll out

What is the delivery Methodology?

As a minimum your bid must address:

- All named funding streams.
- All client groups.
- All new customers.
- How you will implement the legal requirements.
- A Right to Control customer journey.
- Provision of information and advice to disabled people about the Right to Control.
- Co-production of the bid with disabled people.
- Contributing to the ODI evaluation.

We do not wish to be prescriptive about any one delivery method. We are looking to Trailblazers to tell us how they will deliver the Right to Control. We are seeking proposals that are innovative, but, most importantly, proposals that are feasible.

We are also taking an action/learning approach to the Trailblazers. You will be able to adapt your approach to delivering the customer journey during the Trailblazer period.

How can we make the customer journey easier across the different funding streams?

By focusing on customer outcomes and looking for opportunities to streamline the customer journey across the different processes. We have described how this might look in the response to question one, above. We want Trailblazers to suggest innovative and feasible ways in which this can be achieved

What are the parameters of Right to Control – e.g. been told not possible to change Access to Work claim form?

It has been made clear, during the passage of the Bill through Parliament, that the monies from the funding streams must be spent on the outcomes those streams have been voted for in Parliament. Also, the Right to Control does not change the eligibility criteria for any of the funding streams – it is about spending existing funds better.

However, an outcome based approach should enable more innovative and flexible solutions (for example it may be appropriate to combine Adult Social Care and Supporting People funding to employ a personal assistant to deliver outcomes in relation to both personal care and housing related support).

We would expect Trailblazers to enable people to spend funding in innovative ways to achieve their agreed outcomes.

The ODI team will provide guidance and work with other government departments to provide guidance on issues that cannot be resolved locally, for example, constraints caused by legal factors or the need to change systems or forms centrally to enable the implementation of the Right to Control.

Questions

How are you planning to approach the mapping and streamlining of customer journeys in order to implement the Right to Control?

Which areas/funding streams present challenges and why? (e.g. housing related support/DFG)

Will you be mapping overlaps between client groups to establish the potential for streamlining?

What specific solutions are you considering? (e.g. one stop shops, a single key worker approach)

What initiatives have you implemented in your area to drive forward personalisation? Could you link in with or learn from them?