



**Specialist Social Rehabilitation Customer Experience  
Project 2013**

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## 1.0 Executive summary

All those interviewed for the customer experience project had shown positive progression in their personal goals, which were often focused on gaining further independence and increasing their ability to be active in the community. The work of the Specialist Social Rehabilitation (SSR) key workers was widely praised, and people using services felt involved in the support they were receiving. All those interviewed felt that their day to day activities would be diminished without having had access to the SSR service. In addition, they felt able to continue their rehabilitation outside of the SSR service, including by use of other services that SSR referred them to.

It is recommended that service leads consider the feedback uncovered through these interviews alongside pre-existing feedback gained from end of service surveys, as detailed in the Conclusions and Recommendations sections of this report, when reviewing the pilot service and its possible continuation.

## 2.0 Introduction

The purpose of this Customer Experience Project (CEP) is to assess the success of a pilot Specialist Social Rehabilitation service using feedback gained directly from interviews with service users past and present. Feedback gained will be presented and summarised in this report and delivered to service leads to inform them of the SSR service's performance as perceived by the selection of service users.

## 2.1 Background

This research has been conducted in order to provide a clear picture of how the SSR service has performed for a range of people that have used the service and also to use their experiences to indicate what was successful, why it was successful, and what could be improved.

The SSR service aims to provide its users with intense social rehabilitation support for up to six months, with an initial period of 12 weeks. People referred to the service will have had a significant life changing trauma which resulted in a neurological or physical disability, and are referred either by meeting the Fair Access to Care Services (FACS) criteria (Appendix 1) or being referred by a social worker when it is clear that their social rehabilitation will take longer than 6 weeks.

Evaluation surveys provided to people finishing the SSR service have shown largely positive feedback. However there are some negative comments regarding the 12 week review stage of the service, one key worker's personality not being suitable to a service user's needs, and a service user losing access to a period of their service due to illness and this not being replaced.

While there is no guarantee that the same people who filled in surveys have engaged with the interview feedback process, the interviews should uncover if such issues are present across the whole service, and uncover further details about them if so.

As the SSR service is still in a pilot stage and has not been running at full capacity, this information will influence any continuation and further development of the service.

## 2.2 Objectives

The main objectives of the project were to gain feedback that indicates the level of success/quality of service delivery of the SSR service to date, particularly regarding:

1. The completion of participant's personal goals
2. Impact on participant's lives
3. The level of influence participants had over the service they received
4. The role and performance of LCC staff (particularly issues mentioned in end of service surveys)

## 2.3 Methodology

The research for this project was conducted through 1-2-1 interviews. Interviewees were engaged with by contacting managers of all Adult Disability Day Services that had individuals on the SSR service in their area. These team managers then asked those who had used the SSR service if they would like to give feedback in an interview, and gave contact details of anybody wishing to be interviewed to the researcher, who then contacted them by telephone to arrange a 1-2-1 interview.

The interviews had 12 questions (the same for each participant) designed to stimulate discussion in a particular aspect of the service. In addition to the 12 questions there would be an invitation for open comments at the end of the interview, designed to give participants a chance to give feedback in any elements not previously covered.

During the interview notes were taken by the interviewer (Daniel Smithson) and subsequently written up as a digital copy. These were then analysed in order to define themes in answers.

### Limitations

Limitations to this project include:

1. The low number of service users which engaged with the CEP, which was due to a low number of people who had used the SSR pilot service

## 2.4 Who conducted this research?

This research was conducted by Daniel Smithson (Graduate Management Trainee, Lancashire County Council).

Questions in the interviews were developed by Daniel Smithson after consulting with service leads:

Steve Whelan (Area Manager for Learning Disabilities, Adult Community Services (ACS), LCC),

Wendy Singleton (Specialist Social Rehabilitation Officer, ACS, LCC)

And also using an end of service questionnaire designed by Shazad Mohammad (Clerical Assistant, ACS, LCC)

## 2.5 Fieldwork dates

Interview 1 – 14/03/2013

Interview 2 – 19/03/2013

Interview 3 – 11/04/2013

Interview 4 – 11/04/2013

### 3.0 Main findings

**Themes:** By reviewing replies to the questions asked to all participants the following themes were identified:

Questions	Themes
1. How far through the process?	Varied
2. Can you tell me some of the goals that you set?	Being more active (physically and or socially) and gaining independence
3. What were you thinking when you were setting your goals at the beginning of the six weeks?	Of getting help, becoming more active, a sense of change
4. Do you think you were able to set goals that were right for you at the beginning of the six weeks?	All goals were right for each individual
5. Did you feel like you were involved in decisions?	All involved in decisions
6. Did you know what was happening next in your service?	All aware of progression in the service
7. Did your SSR worker always know how to help you and understand your needs? (Follow up – if not what did they do?)	SSR workers always knew how to help, and were strongly praised
8. Did you feel like you could be open and honest with your SSR worker?	All felt that they could communicate with their key worker appropriately
9. Were all of the goals you set met? (IF YES, WERE THEY EXCEEDED?)	All goals were either met, will be met in the future or have been continued beyond their expected conclusion
10. Did you feel that you could continue to pursue goals after the 12 weeks?	Goals and activities could be continued beyond the duration of the service
11. Do you think your day to day activities would be different if you had not been through the SSR program? (IF YES HOW?)	If not for SSR participants feel they would barely be active at all
When asked if they had any other comments or feedback	Personality matching often praised, Leisure Link often praised, key worker attitudes, training and delivery of service praised, SSR received strong praise in general

## Full feedback:

Question	Interview 1	Interview 2	Interview 3	Interview 4
1. How far through the process?	Around 6 weeks	3 weeks left	Began 26 <sup>th</sup> November 2012 – Approx 19 weeks	Completed
2. Can you tell me some of the goals that you set?	To get out in the community/get active - To gain some personal confidence - To meet people - To try and improve short term memory	To get more exercise (especially physical therapy related) - To go back to an exercise class attended previous to stroke (this has both exercise and social aspects)	To get out and about in the community - To gain more independence on daily activities	To be more active - To be more independent
3. What were you thinking when you were setting your goals at the beginning of the six weeks?	It felt like they had something to do - It felt like they had something to look forward to	Was hoping for help - Was envisioning lots of exercise	That they would be more able to go to the shops by themselves etc	At the time they couldn't do anything - Was quite reliant on SSR workers
4. Do you think you were able to set goals that were right for you at the beginning of the six weeks?	Yes, as they were involved in the discussion and their goals were based on their own information	Yes	Yes	Yes
5. Did you feel like you were involved in decisions?	Yes	Yes - Could change/stop exercises when tired - SSR staff adjusted their schedules to fit the exercise class on school holidays - Safety was always put first	Yes	Yes - Perhaps more was left to their spouse at the beginning (due to medical condition)
6. Did you know what was happening next in your service?	Yes - Started using a diary to keep track of time	Yes - Was aware of/prepared for the end of SSR - Prepared for the end of the SSR by setting up LeisureLink	Yes	Everything was discussed



<p><b>7. Did your SSR worker always know how to help you and understand your needs? (Follow up – if not what did they do?)</b></p>	<p>Yes</p>	<p>Yes, and they were not patronising - They were practical and fun</p>	<p>Yes, SSR workers described as "brilliant"</p>	<p>Yes</p>
<p><b>8. Did you feel like you could be open and honest with your SSR worker?</b></p>	<p>Yes</p>	<p>Felt very comfortable - Lots of fun - Still made sure that hard work was involved</p>	<p>Yes</p>	<p>Yes, and did so</p>
<p><b>9. Were all of the goals you set met? (IF YES, WERE THEY EXCEEDED?)</b></p>	<p>Yes, have met them/are still continuing with them</p>	<p>Is now doing more - Has improved - Able to go from 20 minutes at exercise class to 40 minutes - Using wheelchair less - More confidence - Still has future goals - A fall last year possibly set back her progress in SSR</p>	<p>Feels that they are "getting there" - Still has confidence issues regarding crossing busy roads - However once they have reached their destination they feel an improvement</p>	<p>Yes - Exceeded original goals - SSR was extended for an additional 12 weeks in this case so gained more from it</p>
<p><b>10. Did you feel that you could continue to pursue goals after the 12 weeks?</b></p>	<p>Yes, long term activities</p>	<p>Yes, with LeisureLink taking over from SSR with one person learning the role that SSR key workers play in exercise class sessions</p>	<p>Yes, with improving confidence</p>	<p>Yes</p>
<p><b>11. Do you think your day to day activities would be different if you had not been through the SSR program? (IF YES HOW?)</b></p>	<p>Yes, would be in home all the time</p>	<p>Wouldn't be able to visit old friends from exercise class - Would be less mobile - Would be less busy</p>	<p>It would be "awful" - They look forward to seeing key workers and to getting out of the house</p>	<p>Wouldn't have been doing anything - Helped both physically and with confidence</p>
<p><b>When asked if they had any other comments or feedback</b></p>	<p>Appreciated being introduced to SSR key workers before the programme began, rather than them just turning up on the first day</p>	<p>Staff attitude was good, not patronising, and knew how to talk to/deal with somebody with a disability - Staff strongly encouraged</p>	<p>Personality matching with key worker was complimented - Key workers training helps her feel safer regarding</p>	<p>Spouse has also felt benefits from SSR - Has been pointed to other services as a result</p>



	<ul style="list-style-type: none"> <li>- Positive comments about having the same key workers all the way through, as consistency improves ability to remember things</li> <li>- Positive comments about trying to match personalities of key workers with their own, eg an upbeat key worker to motivate</li> <li>- It has opened doors to other organisations and services, such as LeisureLink which is longer term</li> </ul>	<p>progression</p> <ul style="list-style-type: none"> <li>- Happy that LeisureLink could continue aspects of SSR</li> <li>- exercise class group amazed at progress, including the professional instructor</li> <li>- SSR seen as excellent, for exercise and enthusiasm</li> </ul>	<p>potential medical issues</p> <ul style="list-style-type: none"> <li>- Also working with Leisure Link (accessed through SSR)</li> <li>- Found out about the scheme from an SSR/care support worker known personally</li> <li>- Described SSR as "wonderful"</li> </ul>	
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## 3.1 Conclusions

- The feedback received through the 4 interviews was overwhelmingly positive. This result was consistent despite the various stages of participants' involvement with the service, differences in gender, and differences in age, showing that the service functions well across different demographics and at all stages of rehabilitation
- As well as having positive experiences setting their goals, all participants felt that their goals were appropriate for themselves with hindsight, and felt that they had either achieved their goals already or were in the process of doing so
- Those interviewed felt that they could and would continue to progress after they had left the SSR service
- There were no negative comments related to the 12 week review process as there was in the service leaving surveys, which indicates that such experiences on surveys of service leavers are not present in the experiences of those interviewed
- Often service users' ability to continue their rehabilitation was linked with being referred to the Leisure Link service through their SSR key worker
- Key workers were consistently praised, and this often reflected the necessary ongoing relationship for the SSR service, where the matching of key worker personalities to service users has been particularly successful. This indicates that negative comments regarding key worker personality matching found on a service leaving survey when leaving the SSR were isolated
- All service users were able to be open and honest with their key worker, which facilitated their full involvement in decisions and awareness of what was coming next in their service
- All those interviewed felt strongly that their day to day activities would either be none existent or very limited without access to the SSR service. This indicates the positive impact of the service on service user's lives, and should be used as an overall statement of SSR's success

## 3.2 Recommendations

- Positive comments should be relayed to area managers and subsequently SSR key workers in order to inform them of what areas they have been successful in, and to help ensure future success in these areas
- One interview showed that a service user was only aware of SSR due to a personal relationship. Referral methods should be reviewed to ensure that all relevant people have access to or knowledge of the service
- One interview indicated that their spouse had also felt benefits from the service users increased independence. This aspect of SSR should be highlighted and perhaps further developed as spouses often had a significant care role and are a large factor in service users' rehabilitation
- While one service leaver survey mentioned losing a period of their SSR service due to illness, an interview in the CEP project mentioned stopping their SSR due to a fall, and restarting it again later. It is not clear why these two situations may have been handled differently and this should potentially be investigated
- Area managers should be reminded of the importance of key worker personality matching based on its praise in CEP interviews and criticism in service leaver surveys
- The positive impacts of SSR reported in the CEP interviews (Question 11) should be considered when making decisions about the continuation of the SSR pilot

## 4.0 Appendices

1. Appendix 1 - Full criteria can be found here - <http://lccintranet/acs/groups/social-care/resources/details.asp?siteid=5389&pageid=28802&e=e> - in the document *PSC EL Fair Access to Care Services (FACS)v1*