Briefing Paper to Health & Wellbeing Board

9th December 2025

Adult Social Care 3-year Plan

1. Purpose of paper and summary

1.1. To provide the Health and Wellbeing Board with an overview of the development, priorities, and delivery of the Adult Social Care (ASC) 3-year Plan, for approval.

2. Background and context

2.1. ASC have worked with Partnership Boards, attendees of our Annual Conversations, and gathered feedback from people in Hull to develop our 'A life, not a service' 3-year plan, as the foundation for turning our priorities and ambitions into reality. This plan, developed to date with local people and partners, aims to enable people, and carers, to have control of their lives, with the aim to help people live fulfilling lives and maximise wellbeing

2.2. The Adult Social Care 3-year plan sets out how we, and the wider Local Authority in Hull, will support people now and in the future, ensuring compliance with the Care Act 2014. It aligns with the areas of improvement identified in our CQC Local Authority assessment report, which we had already highlighted as priorities, and links into the ambitions of the Community plan and Council plan. The plan will set out how we will bring our vision and aims to life, also working in collaboration with key partners. The plan includes what we are going to do, how we are going to do it and how we will know that we are achieving it.

2.3. Having an Adult Social Care 3-year plan is crucial for:

- People to understand what Adult Social Care is and does in Hull and to hold us to account.
- Staff across the council to understand Adult Social Care and its contribution to the wider Hull vision and community plan, ensuring whatever their role all staff understand their role in promoting people's wellbeing.
- Social care staff to know how their work supports people and have a clear sense of purpose.

- The council to demonstrate how we manage resources – putting our time, money and energy into supporting people to live their lives, alongside providing value for money

3. Development of the plan

3.1. ASC used Annual Conversation forums throughout 2024 to engage on the draft priorities, to shape these further and develop the draft plan. We then put this draft document out to city wide feedback, with support from the Insight Team, and developed a survey to enable people to share their feedback and views.

3.2. A specific survey for key partners was also developed, which also checked out whether the priorities aligned to partner organisations, and if there were areas where we could better work together in achieving these.

3.3. The feedback exercise was originally open for 11 weeks (13th January 2025 – 31st March 2025) however we extended this further in May 2025 following analysis of responses, to undertake targeted engagement with communities from minoritised groups, to ensure feedback was representative. In addition to the electronic survey and sharing this through a number of social media channels, we also visited a number of community groups and popular locations (such as St Stephens Shopping Centre, and North Point shopping centre) to engage with people face to face and gather feedback.

3.4. In total 413 people completed the survey, which provides a confidence level **of 95%** with a confidence interval (margin of error) of approximately 4.82%.

4. Analysis of the findings

4.1. Thorough analysis was undertaken of responses and the below highlights a summary of what was found:

- Just under 40% of respondents either use ASC services or care for someone who does
- A further 10% had used ASC services in the past
- Around 30% of respondents work in the health and social care sector
- Of those in receipt of care and support, there was a variety of services being accessed, with the highest being care at home at 67.8%
- Peoples rating of their experience of services was mixed, with those scoring most highly included Shared Lives, Supported Living and Extra Care
- Only just over 20% of all respondents found it easy or very easy to find information about ASC, and just over 32% found it difficult or very difficult. The remaining respondents were unsure or didn't know. Further analysis was undertaken around the characteristics of the 32% of people who find it difficult or very difficult to access information, which highlighted that older people (aged 65+) are significantly more likely to find it difficult to find information and people with an illness or impairment are significantly less likely to find it easy to find information. The analysis also demonstrates that those who have used ASC in

the past (which will also include those who have cared for others) are significantly more likely to think it is harder than those who are current users of ASC services. We will continue to plan engagement to gather further understanding around the context around this and ensure the actions in our plan meet these needs.

- The most common preferences for how people would like to access information was Hull City Council / Live Well Hull websites, telephone calls direct to team and face to face hubs

4.2 Almost 78% of respondents agreed or strongly agreed with our ASC vision and less than 8% disagreed or strongly disagreed. There was very useful feedback however around the use of the word 'contributing' which has been considered in the revised version in the 3-year plan.

4.3 We asked direct questions about our priorities / ambitions and summary of feedback is provided below:

- On average all ambitions scored highly on average importance score (From 1 - Not at all important to 5 - Very important)
- 9 out of 10 scored over 4 and 'Adult Social Care adopts digital technology to improve the delivery of services' scored 3.86

The top 3 highest scoring ambitions were:

- People are in control of planning their care and support which helps them to achieve what is important to them (60.3%) (Leaders survey 65%)
- People have access to good quality information and advice about health and wellbeing (49.7%)
- There is a variety of affordable, available, responsive quality care and support across the city, offering choice for those who need it (42%)
- For partners second highest scoring was 'Hull City Council Adult Social Care collaborates with partners to ensure that people receiving care and support have a joined-up experience' (60%).

5. Next steps:

5.1. This consultation exercise confirmed that our priorities were right, and much of the feedback related to how these would be delivered.

5.2. The plan has now described, under each priority:

- what we will do,
- how we will do this,
- how we will measure this, and
- what people will say if this is working

5.3. We have described in the plan how we will measure delivery of this plan through our ongoing commitment to put people first, measuring what matters through a person-centred performance framework, and expanding routine feedback collection.

5.4. Our improvement plan following CQC assessment will also be aligned to these 6 priorities, and quarterly progress updates will be provided via our Quarterly reporting mechanisms to Scrutiny, and through our annual Local Account.

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Officer Interests: None