

# SHASC CONFERENCE

Personalisation of care and the contract  
culture – do they conflict?

Stephen Sandham, Head of Housing Support,  
Scottish Government



# Meeting the Scottish Government's Aspirations

- The Scottish Government's aspirations are for:
  - Personalisation and Best Value
  - But do they go together?
  - Particularly for Housing Support Services?



# What is Personalisation?

- “It enables the individual alone, or in groups, to find the right solutions for them and to participate in the delivery of a service. From being a recipient of services, citizens can become actively involved selecting and shaping the services they receive.”



# What does Personalisation mean in practice?

- Putting the individual at the heart of the system
- Fully involving the individual or group in how services are designed
- Solutions developed in partnership
- Services flexible enough to adapt to an individual's changing circumstances
- Treating individuals with dignity and respect



# Key questions for commissioners and providers

- How good are we at:
  - Involving service users and carers?
  - Strategic Planning?
  - Skilled, sensitive advocacy and brokerage?
  - Understanding whether personalisation positively or adversely affects value for money?
  - Managing providers and the market?
  - Managing risk?
  - Workforce development?
  - Regulation and Inspection?



# Conclusions

- Personalisation doesn't conflict with the contract culture - but tensions have to be managed skilfully and sensitively
- Future generations will demand more choice in how services are delivered
- We all have to work together to make personalisation a reality
- Government must be willing to listen and learn, as well as challenge and support



# Contact Details:

- Stephen Sandham
- Housing Access & Support, Scottish Government, Area 1-H (S) PO Box 6, Victoria Quay, Edinburgh EH6 6QQ
- Tel: 0131 244 5517
- E-Mail  
[Stephen.Sandham@scotland.gsi.gov.uk](mailto:Stephen.Sandham@scotland.gsi.gov.uk)

