

# ASC&P Directorate Plan

**WE ARE NEWCASTLE**  
A proud, fair and ambitious city

Plan on a Page 2024



## Who we support



## Our services

We provide care and support that helps people to live their best lives. Many of these are delivered by local providers whose services we shape, commission, and monitor.

We also directly provide a number of specialist and/ or short-term services. These include: Reablement, Connie Lewcock, Castle Dene, Welford Centre, Byker Lodge, Scrogg Road, Adult Social Care Transport, Cherry Tree View, Housing Advice Centre, Welfare Rights and Money Matters.

## Priority projects

Our priority projects are all aimed at supporting people to live the lives they want to live by fostering thriving communities, promoting independence, prioritising wellbeing, and keeping people safe from harm.

- 3 Conversations social work approach
- Newcastle Neighbourhoods
- Digital
- Co-production and engagement
- Financial inclusion

## Risks and opportunities

There are many risks currently facing our sector. We undertake robust risk planning internally and with partners and providers to plan for and mitigate these risks, including: lack of sustainable funding, growth in demand, lack of workforce availability, and serious provider failure.

We also have a number of great opportunities ahead which we are working to make the most of. These include: expansion of the Combined Authority, professionalisation of the workforce, digital, and the ICS.

## Plans in development



## Political priorities

**Healthy, Caring City:**

- Support care sector recruitment and retention
- Neighbourhood working
- Digital inclusion
- Protect our NHS

**Inclusive Economy:**

- Prioritise local jobs and spend through procurement
- Promote Newcastle as a Real Living Wage Employer
- Promote Welfare Rights

## Workforce

Newcastle is a great place to work and the 9,600 people working in the sector in the city are our biggest strength.

We aim to support this through the development of: our Care Academy, joint apprenticeships with NHS, recruitment campaigns, great career pathways, investment in training, supporting workforce wellbeing, and developing a strategy for our workforce.

## Resources

The directorate accounts for c.42% of the Council's net revenue budget and consistently shows value for money against comparators. 24% of our funding is short-term, making it difficult to make long-term financial commitments. Of our spend, we invest c. £41m in the local VCS, and we help to generate £318m in local value. This year we will make almost £6m in efficiencies, on top of the c.£20m made since 20/21.

## Values

Everyone has unique strengths and we promote these wherever we can through our Asset Based Community Development (ABCD) values of:

- recognising people's talents, building relationships, doing no harm, building on what exists, focusing on making a positive difference, trust honesty and respect, redressing the balance, recognizing the journey, and thinking long-term.

## Comms

The way we communicate is crucial to our delivery and in developing trust in the services we provide. We routinely communicate through: Information Now, Council website, newsletters, leaflets, and direct conversations with people and user groups. We also promote campaigns that can benefit local people, such as Dementia Awareness Day, Older People's Day, and Carer Week.