

Report to:	Cabinet	Date: 16 April 2025
Subject:	Adult Social Care Sensory Impairment Strategy 2025 - 2029	
Report of	Cabinet Member for Health and Wellbeing	

1. Summary

- The purpose of this report is for Cabinet to note the first ever Adult Social Care Sensory Impairment Strategy for Adult 2025- 2029.
- For the purpose of the Strategy, sensory impairment includes varying degrees of hearing loss, varying degrees of sight loss and loss of both senses.
- The Strategy sets out a clear approach of the systemic work which is required to improve the wellbeing and quality of life for adults with a sensory impairment and what they can expect from the Health and Adult Care department.
- There is a strong emphasis on prevention and early intervention in this Strategy by taking a strength-based approach – which means identifying an individuals’ strengths and capabilities’ and supports people to maximise those strengths to remain well and independent with day-to-day living.
- This Strategy has been developed by conversations and engaging with adults living with a sensory impairment, their families, carers and local partners.
- This could not have happened without working alongside two local Charities, the Bury Society for Blind & Partially Sighted People and the Bury Hearing Hub.
- To ensure the Strategy remains relevant, regular reviews will be conducted and amendments made, if necessary, to respond to new challenges, policy changes and opportunities.
- Key to the success of the Strategy will be local partnership working between statutory and third sector agencies.

2. Recommendation(s)

Cabinet is asked to note the Adult Social Care Sensory Strategy for Adults and increase the profile of the Strategy in relevant forums.

3. Reasons for recommendation(s)

The Strategy signals Adult Social Care, together with our partners, intent to focus on improved outcomes and support for people in Bury with sensory impairments.

4. Alternative options considered and rejected

None.

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5. Background

Bury Adult Social Care has made great progress in developing a strength-based approach to support adults to be as independent as possible, by supporting them in ways that work for them as an individual.

This Strategy sets out the plan on how we build on this approach to support adults with a Sensory Impairment to live independently and safely within localities, whilst recognising the challenges in public funding and an ageing population.

Our vision is to support sight impaired, hearing impaired and deafblind adults to be independent and to participate fully in our community.

We will do this by identifying an individual's strengths and capabilities and to support people to maximise those strengths to remain well and independence with day-to-day living.

6. How this Strategy was developed

We wanted this Strategy to be developed by what people told us were their priorities, rather than what paid professionals might think people need.

An engagement and consultation exercise were undertaken in partnership with specialist community Charities, the Bury Society for Blind & Partially Sighted People and the Bury Hearing Hub.

A variety of methods were used:

- Semi-structured face-to-face sessions, with an aim to maintain an open conversation.
- Online survey designed to use on computers and smart phones via a QR code.
- Enlarged paper copy of the survey, along with a pre-paid envelope was made available.
- Members of staff from Bury Blind Society provided telephone support.
- Individual comments were also received.

The findings of this work, alongside national and local policy have shaped the development of the Adult Social Care Sensory Impairment Strategy.

7. Key insights from engagement and co-production activities

Below are the key themes from the engagement and consultation activities which has been built into the new Strategy.

The key themes are:

- ❖ Community support
- ❖ The importance of family support
- ❖ Accessible information, advice and guidance
- ❖ Partnership working
- ❖ Technology, minor aids & equipment
- ❖ Emotional & peer support
- ❖ The need for increased understanding and awareness of sensory impairment

8. The Strategy Priorities

The findings of the engagement work, alongside a consideration of policy and research have established the areas of work we think are important to deliver in Bury over the next 4-years. The following are the key priorities until 2029.

- **Priority 1:** Relationships, emotional support and community connections.
- **Priority 2:** Unpaid carers.
- **Priority 3:** Accessible information, advice and guidance.
- **Priority 4:** Technology, minor aids and equipment.
- **Priority 5:** Awareness and understanding of sensory impairment.
- **Priority 6:** Pathways and partnerships.

9. Implementation

Within the Strategy we have outlined the outcomes Adult Social Care will deliver on in response to the challenges and themes people with a sensory impairment have highlighted to us.

It is intended that the areas for action will be driven by establishing a Sensory Impairment Partnership. The partnership's role will be to develop an implementation plan to accompany the Strategy, and work will be undertaken driven by nominated partnership leads.

There will also be opportunities for improvements within wider transformation change, such as the Integrated Ageing Well programme.

To ensure the Strategy remains relevant, regular reviews will be conducted and amendments made, if necessary, to respond to new challenges, policy changes and opportunities.

Links with the Corporate Priorities:

This document aligns with other key local Strategies and plans to ensure that it is consistent with the aspirations and outcomes which makes Bury a place where all people, regardless of their needs can thrive. These Strategies include:

Bury Council's Let's Do It! Strategy

The Let's Do It Bury 2030 community Strategy sets out four clear principles which will be guided by our work.

- **Local**- ensuring that all people in Bury can access Adult Social Care services, regardless of their background and need.
- **Enterprise**- that our local partners who support the sensory impairment community have the resources and accessibility to deliver high quality provision to develop independent living skills.
- **Together**- a partnership approach to improve the quality of life for residents who have sensory impairment and in a joint way improve accessibility to services and spaces that will support people to be an integral part of their community.
- **Strength based**- recognise that people that have sensory impairment play a vital part in Bury, who are proud of their identity and can contribute significantly to localities and improve the reach of statutory services.

Adult Social Care Strategic Plan 2023-26

This plan sets out the Adult Social Care Department's roles and responsibilities on behalf of Bury Council. It explains who we are, what we do, how we work as an equal partner in our integrated health and social care system and identifies our priorities for the next 3 years which are:



Our mission is to work in the heart of our communities providing high-quality, person-centred advice and information to prevent, reduce and delay the need for reliance on local council support. For those eligible to access social care services, we provide assessment and support planning with an emphasis on building on

individual's strengths and promoting independence in line with our statutory responsibilities to all people over the age of eighteen, resident in the borough.

This Strategy is a step towards a new vision for our residents with sensory impairments and is a significant move towards a renewed focus on the barriers to inclusion for people with sensory loss.

Equality Impact and Considerations:

Full EIA has been completed with only positive impacts identified with this strategy.

Environmental Impact and Considerations:

An environmental impact assessment has not been undertaken for the Strategy as there are no implications or carbon impact of this decision.

Assessment and Mitigation of Risk:

Risk / opportunity	Mitigation
Insufficient capacity to deliver against the Strategy's objectives.	It is intended that the areas for action will be driven by establishing a Sensory Impairment Partnership. The partnership's role will be to develop an implementation plan to accompany the Strategy, and work will be undertaken driven by nominated partnership leads.

Legal Implications:

Under the Care Act 2014, Section 9, the Council is subject to a statutory duty to undertake an assessment of an adult's care and support needs. An assessment that relates to a person who is deaf or blind must be completed by a person with specific training and expertise (Regulation 6, Care and Support Assessment Regulations 2014). A register must be kept by the Council of those with a sight impairment who live in the area (Care Act 2014, section 77(1)).

The Equality act 2010, section 20, provides that the Council must make reasonable adjustments to its services with the aim of ensuring that such services are accessible including to those with a sensory impairment.

The strategy sets out how these objectives will be met.

Financial Implications:

There are no additional costs directly arising out of the implementation of the Strategy.

Background papers:

Please list any background documents to this report and include a hyperlink where possible.

Please include a glossary of terms, abbreviations and acronyms used in this report.

Term	Meaning