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TOPHOUSE – Towards Person Centered Housing Services in Europe
2017-1-AT01-KA202-035029

M1. Personalisation, choice, control and co-production



Housekeeping

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- Knowledge, skills and behaviours audit
- Action planning logs
- Refreshments
- Fire alarms and exits
- Toilets
- Breaks
- Finish time





Purpose of training

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- TOPHOUSE Erasmus+ funded resources support staff in undertaking person centred integrated housing and support assessments
- Suite of training modules covering 11 different learning outcomes
- Co-delivered by a service user with ‘lived experience’ and a technical trainer
- This training contributes to the learning outcomes
 - LO1 Work in a person-centred way
 - LO2 Treat Service User with dignity and respect
 - LO3 Support choice and control by users of services
 - LO4 Practice co-production with service users who are ‘experts by experience’
 - LO5 Develop networks and collaborate with other services providers



Learner Agreement

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- Respect others and their experience, knowledge and skills
- Contribute and allow others to contribute
- One voice at a time
- Ask questions seeks clarification
- Confidentiality
- Time-keeping
- Mobiles off silent and out of sight please





Objectives of module

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- By the end of this module you will be able to:
 - Describe what is meant by personalisation
 - Practice a person-centred approach
 - Ensure that service users have choice and control in the services they require and the housing available to them
 - Co-produce a housing and support assessment with ‘experts by experience’



Rights of service users – Convention to Practice --- a golden thread

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- EU Convention on Human Rights (Legislation)
 - Article 3 Prohibition of torture – includes degrading treatment
 - Article 5 Right to liberty and security of person
 - Article 8 Right to respect for private and family life, home and correspondence
- UN Convention on the Rights of Persons with Disabilities (ratified by EU Countries)
 - Respect for rights and dignity of people with disabilities
- Irish Human Rights and Equality Act 2014
- <https://www.youtube.com/watch?v=ew993Wdc0zo> 2.30
- <https://www.youtube.com/watch?v=pRGhrYmUjU4> 2.08



Customer Journey

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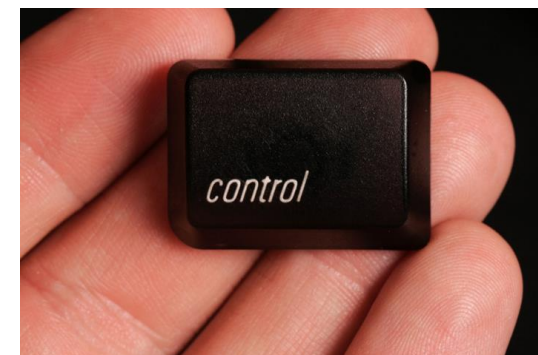
Personalisation is a philosophy, not a set of rules and procedures

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It means:

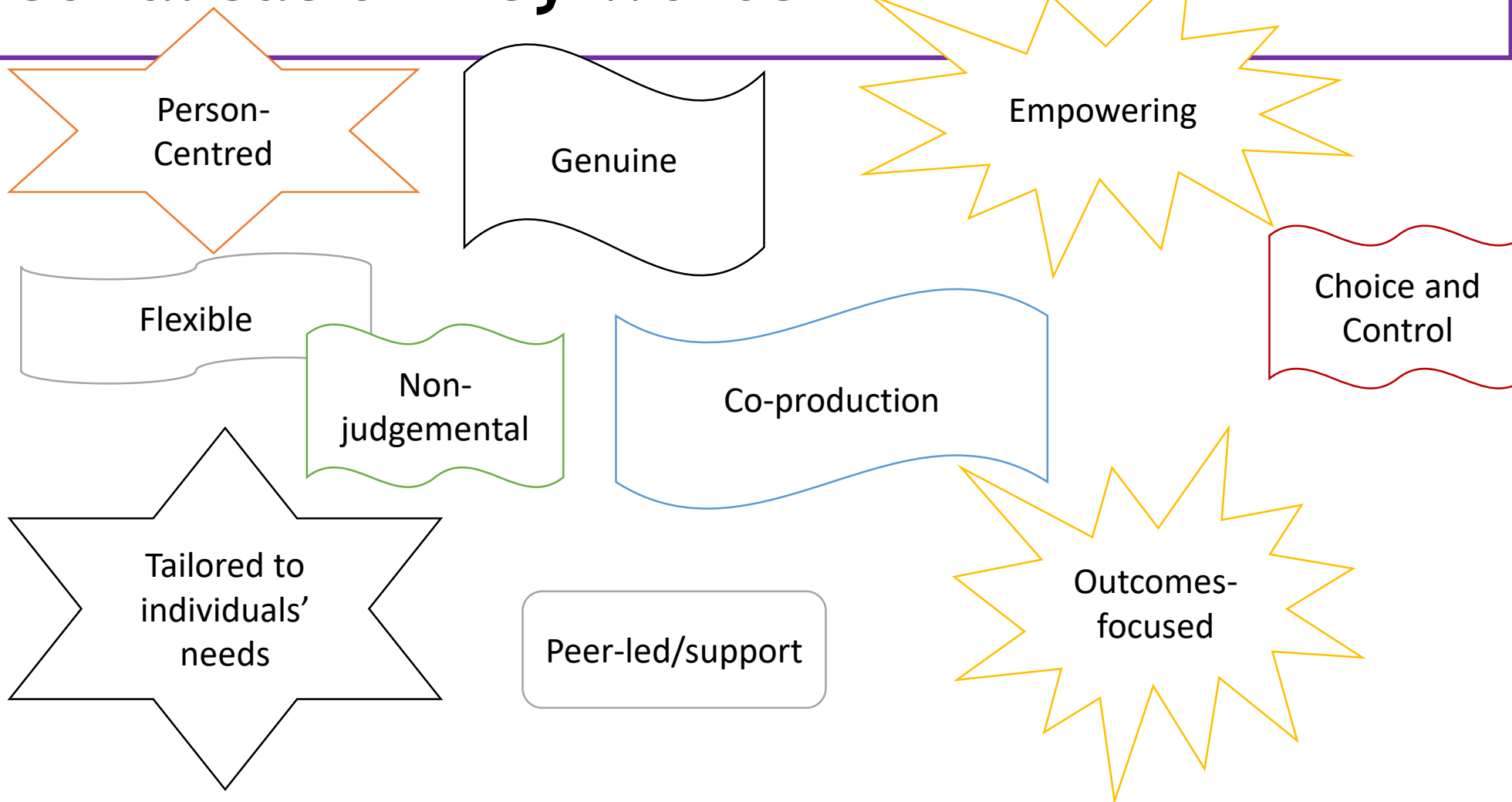
- Individuals having maximum **choice** and **control** when identifying the services they require - moving from the culture of 'one size fits all' to tailoring support to meet individuals' aspirations and build on their strengths.
- There are a number of activities that fit underneath the personalisation umbrella including person-centred planning, service user involvement and co-production

People are 'experts in
their own experiences'





Personalisation key words





United Nations

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The United Nations (1995) places emphasis on participation in its definition of empowerment, stating that:

“development must be by the people, not only for them. People must participate fully in the decisions and processes that shape their lives.”

(UN 1995b:12)





UN Convention on Rights for Persons with Disabilities

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- All EU members have ratified the convention
- *To promote, protect and ensure the full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities and to promote respect for their inherent dignity*

Principles

- Respect for dignity and individual autonomy
- Non-discrimination
- Participation and inclusion
- Respect for difference and diversity



Irish Policy, Legislation and Regulations

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National Housing Strategy for People with a Disability – 2011-2016:

“To facilitate access for people with disabilities, to the appropriate range of housing and support services, delivered in an integrated and sustainable manner, which promotes equality of opportunity, individual choice and independent living.”



Irish Policy, Legislation and Regulations

Mental Health – A Vision for Change (2006)

“Service providers should work in partnership with service users and their families, and facilitate recovery and reintegration through the provision of accessible, comprehensive and community-based mental health services.”

First recommendation: “Involvement of service users and their carers should be a feature of every aspect of service development and delivery.”



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Irish Policy, Legislation and Regulations

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Housing First National Implementation Plan 2018-2021

Principle 7: “Housing First services use person-centred planning, which essentially involves organising support and treatment around an individual and their needs, rather than expecting them to adjust and adapt to the services on offer.”



Empowerment

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Oxfam (1995) defines empowerment in the following way:

“not something that is ‘done’ to people; it’s about releasing their potential ...a process of empowerment should lead to:

- Increased self awareness
- Ability to organise (oneself)
- **Control** over resources
- Assertion of rights/self determination”





Empowerment

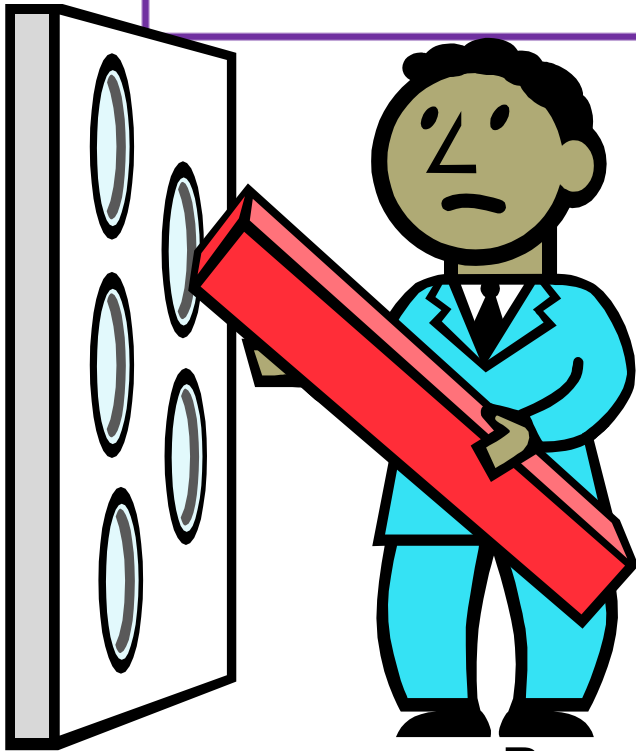
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“When working with a person with psychiatric disability who is hard of heart, who has given up and who is motivated not to care anymore, we must understand that this is a person who feels that they have no power. They experience all the power to be in the hands of others.”

Pat Deegan



Empowerment



Think widely
Think outside the box!!
No square pegs/round
holes

People's lives do not start and stop with services

'To meet the challenges set out above it is clear that the current structures within which we work will need to change' (UK Commissioner)



Person-centred planning

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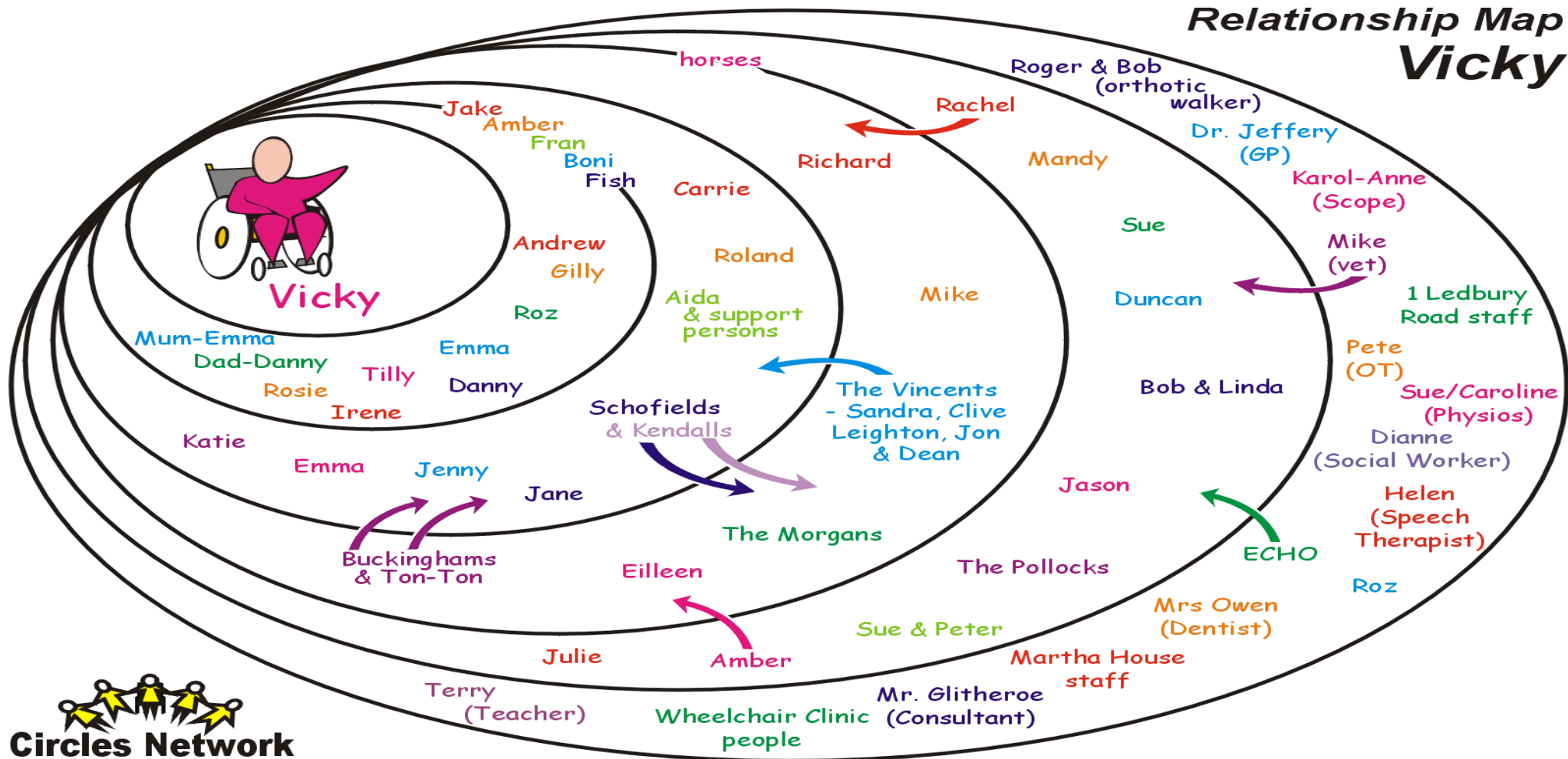
- Different in both scope and process to ‘traditional’ approaches
- ‘Individual service design’: service users have more **control** over assessing their own requirements, where they want to live, how support is provided and by whom
- Greater focus on service users’:
 - Strengths, not needs
 - Interests and aspirations
 - What’s most important to them?
 - Views on what works well for them in current service
 - Social networks and family/friends support
 - Social inclusion



Person-centred planning: key questions

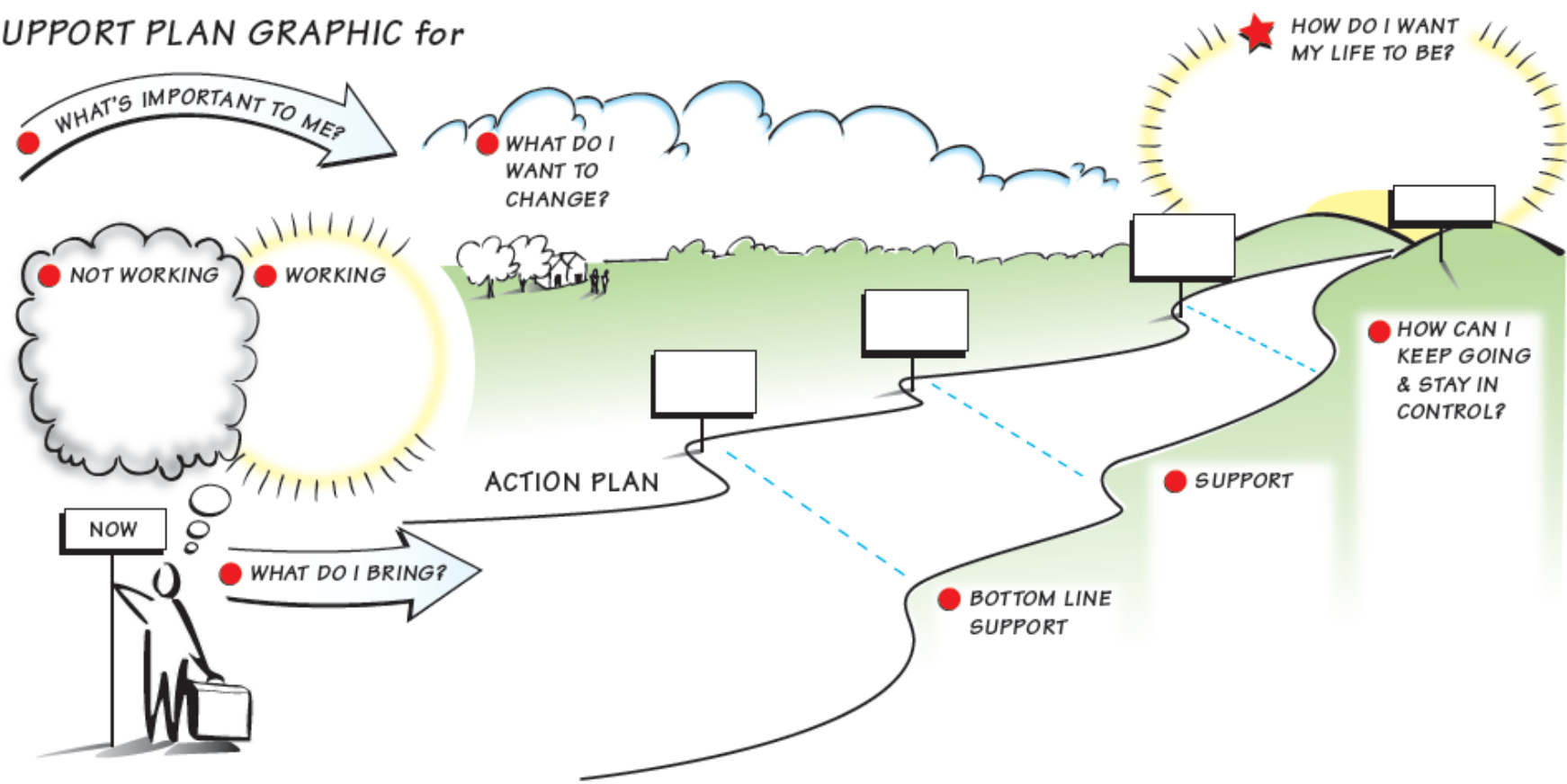
- What is important to you?
- Where have you lived in the past?
- What did you like about where you lived before?
- What support has worked for you in the past? What hasn't?
- What didn't work for you in where you lived before
- Where do you want to live
- What support would you need to live there/how will you be supported to live there
- Who do you want to live with?
- How will you design your support/spend your individual budget?
- How will your support be managed?

Person-centred planning: Who's at the centre



Person-centred planning:

SUPPORT PLAN GRAPHIC for



● BUDGET:



Issues for service users

- **Full involvement** in housing and support assessment and planning processes – treated as experts in own care and support
- Services to be **tailored** to individuals' requirements
- Allocation of resources is more **transparent**
- **Greater control** over: meeting own support goals, spending allocated budget, selecting services/housing to meet support needs
- **Better outcomes** and quality of life
- **Risk** of financial or other abuse



Issues for service providers

- Opportunities to work more creatively with individuals/provide support in new ways, eg: brokerage and advocacy
- Greater service user involvement in support and housing assessment and planning process
- Service user can **choose**/actively ‘opt in’ to services
- ‘Customer experience’ becomes more important
- Staff training issues: managing cultural change, team dynamic
- Implications for funding/service development:



Examples of personalised Housing and Support assessments

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- Sunbeam House Services use a system of self-directed supports:
“S.D.S arrangements are not residential, or day service supports, they are more akin to a self-directed way of life where supports are put in place to help the client live the life they choose without having to be attached to a traditional service.
Support in S.D.S are Underpinned by a full assessment of need, where SHS cannot meet the need of the individual we will help them find someone who can.”

<https://www.youtube.com/watch?v=chIMuefAyJo>



Choice and Control

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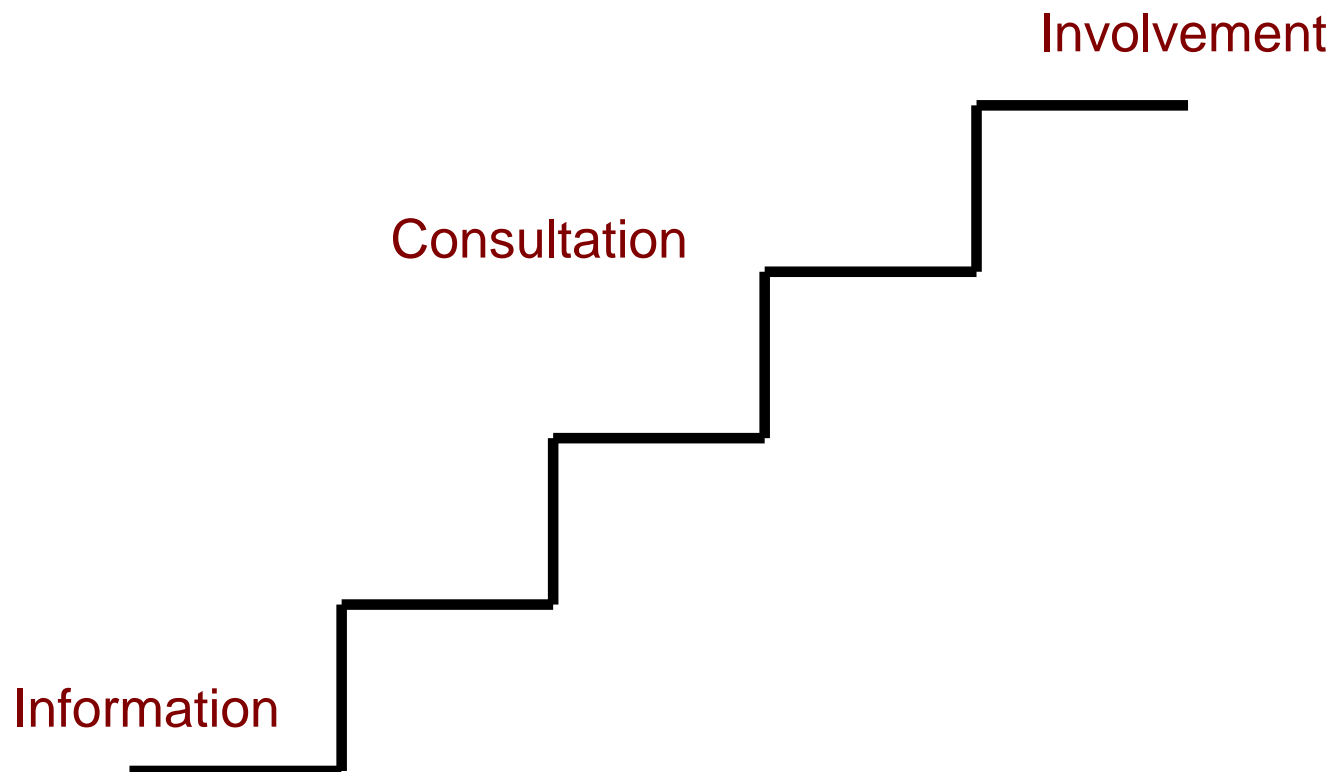
- Backbone of personalisation
- Framework of resources available
- Transparent and fair
- Autonomy



The participation continuum

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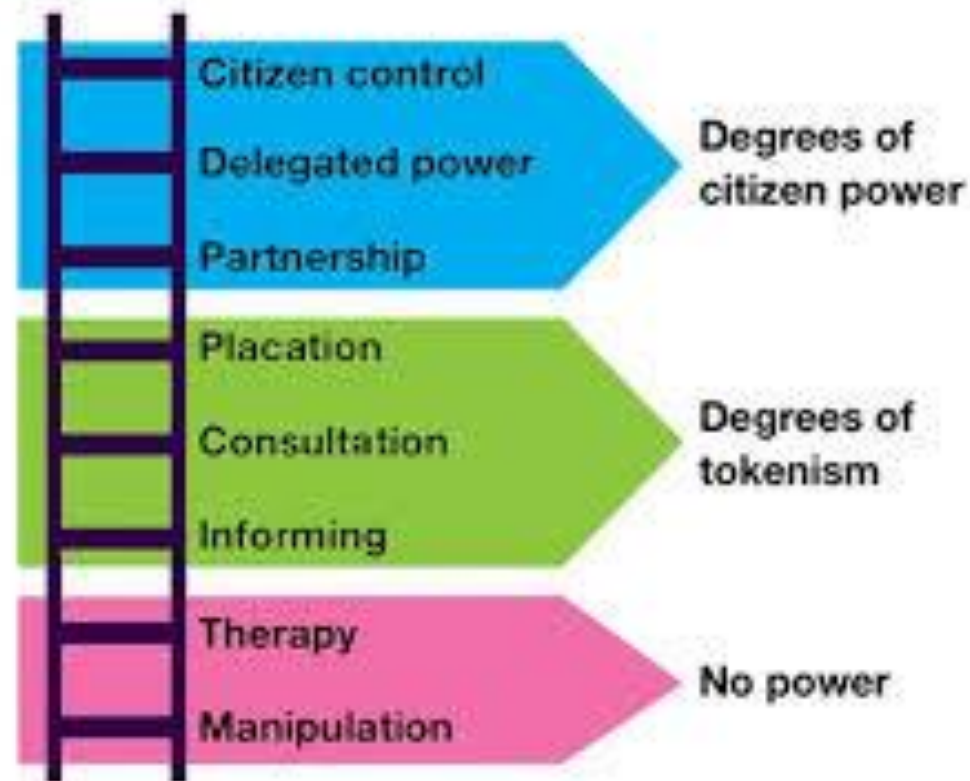
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Arnstein's Ladder of Involvement

Arnstein's Ladder of Public Participation



Wilcox – Stances and levels that increase the degree of control

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See how this works in practice as explained by Experts by Experience from [Think Local Act Personal](#)

Co-production

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A process where service users work alongside professionals as partners in the delivery of services e.g. designing an assessment tool and process.

Co-producing – a way of working which goes beyond user involvement or consultation, where providers and users of services work together in equal partnership on a specific project from the beginning until the end.

Co-production isn't just a method, it is a philosophy – that underpins the way we work with people.

Defining Co-production...

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ENIL defines co-production as

“inclusive working practices between experts by experience and organisations. It is about equal partnership and collaboration between parties passionate about improving service provision; every person involved in the process of co-production is valued, respected and listened to, with everyone involved in designing, developing and delivering. Co-production improves services, improves communities and can help make Independent Living a reality for all”.

European Network on Independent Living





Co-Production in Practice

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“Co-Production means delivering public services in an equal and reciprocal relationship between professionals, people using services, their families and their neighbours. Where activities are co-produced in this way, both services and neighbourhoods become far more effective agents of change”

NESTA, The Challenge of Co-production



Why is Co-production important?

- Improves services, improves communities and can help make Independent Living a reality for all...
- Provides knowledge, experience and networks within communities that professionals are not aware of...
- Gives staff knowledge and understanding they could not learn elsewhere- what it is like to experience services
- Common sense/cost savings...
- [Let hear all about it](#)



Example of Co-Production – Galway Simon Community

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- Simon Action Group is a clients only group. It is for the people who are living Galway Simon accommodation and those who have moved on. It is a place for the clients to share opinions and ideas. The clients can make suggestions for change in the way things are done in Simon and plan fun activities.
- The Simon Circle is a partnership of people who are living in the houses and people who have moved on, staff and volunteers. This group is about making sure everyone has an equal opportunity to get involved in Galway Simon.



Barriers and Enablers

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BARRIERS

- **Tokenism**
- **Lip Service**
- **Staff Attitude**
- **Client Attitude**
- **Organisational Attitude**

ENABLERS

- **Respect for client contributions**
- **Training**
- **Access to info/ resources**
- **Commitment to genuine structures**



The 'underpinning' values of co-production

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- Recognising people as assets
- Recognising their knowledge as valuable
- Valuing skills and work differently
- Promoting reciprocity, giving and receiving
- Building social networks



Summing up

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- In this module you have learnt to
 - Describe what is meant by Personalisation
 - Practice a person centred approach
 - Ensure that service users have choice and control in the services they require and the housing available to them
 - Co-produce a housing and support assessment with ‘experts by experience’
- Knowledge, skills and behaviours assessment
- Feedback sheet
- Action planning log



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