

# projectart works

## 3. Personalisation

Following the move away from institutionalised care in the 1970s and 1980s, people with complex needs have received care and support through local services, provided by their local authority either directly or through charities and private care providers; and/or through the NHS, depending on their health and social care needs. In 2007 The Government published a clear outline for the personalising of services to enable individuals to live independently and have complete choice and control in their lives.

The report:

[http://www.cpa.org.uk/cpa/putting\\_people\\_first.pdf](http://www.cpa.org.uk/cpa/putting_people_first.pdf)

### What is Personalisation?

- Personalisation puts individuals in control of planning and implementing systems of care and support that are designed and tailored to meet their own unique needs.
- Personalisation is now being implemented through Personal Budgets and Direct Payments (Local Authorities) and Personal Health Budgets (NHS)
- Personalisation also means making universal services such as transport, housing, education and culture accessible to all citizens.

### What is a Personalised Life?

- Choosing who supports you: agencies and individual support workers – their nature, compatibility and age etc.
- Being able to make choices about your life and what you do each day
- Being able to change your mind and act on it – at any point during the day or over the course of your life
- Being able to do things your own way when you want to and not being subject to 'the group' ethos

**Video by Simon Duffy:**

<https://vimeo.com/111755883>