

MEETING:	The Council
DATE:	9 July 2015
CABINET MEMBER:	Councillor William Gareth Roberts Councillor Mair Rowlands
TITLE:	The Annual Report of the Statutory Director of Social Services 2014/15
OBJECTIVE:	Report on the efficiency of Social Services 2014/15 Members are requested to acknowledge the report.
AUTHOR:	Morwena Edwards, Statutory Director and Corporate Director

1. Introduction

- 1.1 It is a statutory requirement for the Council to publish the 'Annual Report of the Statutory Director for Social Services' which reports on the efficiency of Social Care Services.
- 1.2 This report must be in a language that is easy to understand that tells residents and shareholders how good we think the Social Care Services are performing in Gwynedd. At the end of the process, we are expected to submit the report to Council Members.

2. The system

- 2.1 This system was introduced in 2010. It is unique to Wales and to Social Services and the Statutory Director of Social Services is required to accept personal responsibility to report publicly on the performance of services as well as the experience of providing services in a local context.
- 2.2 The Statutory Director is requested to consider the range of information and experiences that can affect the ability of Social Services to provide high quality, reliable and sustainable services.
- 2.3 Although this is a specific responsibility on the Statutory Director, the work and task in question must be completed in a way that reflects and empowers the collaborative element, which is an integral part of the field.
- 2.4 There are four steps to the process, namely:

i. The Annual Report (submitted as Appendix 1).

A public document that summarises the Director's opinion on service efficiency during 2014/15 noting the priorities in order to ensure service improvement for the future. Following the meeting of the Full Council, the document will be designed in a more colourful format and will include some additional

quotations, photographs and graphs. It will then be published on the Council's website.

ii. An analysis of Services' effectiveness

A detailed process of self-assessing the effectiveness of a service, agreeing on an analysis and identifying priorities for improvement. There is a need to ensure that shareholders have had an opportunity to challenge the assessment. It is not a public document but it is available for everyone who wishes to see it.

iii. Evidence Trail

Evidence justifying the assessment and judgement in the self-assessment must be gathered.

iv. Business plan

The business plan is drawn up in order to achieve the amendments noted in the report.

3. Recommendation

- 3.1 The Council is requested to acknowledge the report as an accurate and balanced summary of social services' performance in Gwynedd during 2014/15, and also the strategic aims for 2015/16. Also, a request is made for editorial rights for the Strategic Director to add photographs, graphs and additional quotations as appropriate, to enliven the format of the report prior to its formal publication.