ADULT SOCIAL CARE STRATEGY 2026-2031

WHAT YOU TOLD US - CONSULTATION REPORT

Thank you to everyone who took part in the consultation, and to all those who helped us reach more people by sharing information through websites, social media, emails and community networks, helping us engage with residents, carers, colleagues, partners and local organisations.

A STRONG EVIDENCE AND ENGAGEMENT PROCESS

The draft strategy was already a product of evidence, feedback and engagement before it went out for public consultation.

We analysed a wide range of information, including:

- complaints and compliments data
- staff feedback
- CQC assessment findings
- our performance data

We held a workshop on Accessibility of Information and Services with 56 people, including partners, carers, community members and staff.

We engaged with key groups, including the Older People's Working Group, Co-production group and the Voluntary Intelligence Network (VIN), to consult or present the planned strategy.

We held internal consultations on Prevention, Partnership Working and Accessibility of Information and Services.

All of the evidence and feedback directly informed the priorities in the draft strategy. The priorities were shaped by what people told us, our local data and national findings.

The draft strategy was then shared for public consultation so even more people could have their say.

HOW WE REACHED OUT

We invited a wide range of people and organisations to take part:

1,200+
people who draw on care and support contacted by post

1,000+
people who draw on care and support contacted by email

300+
community organisations, partners and providers

Adult Social Care and Housing staff
invited to take part

Wider promotion through Council newsletter, community networks and social media.

We took reasonable and proportionate steps to make the consultation widely available and accessible.

HOW PEOPLE TOOK PART

We received feedback through different routes:

89 responses through Go Vocal (online consultation)

38 people took part in 7 drop-in sessions

19 responses by email

22 responses from staff consultation

10 staff took part in our co-production group

These are the number of responses we received for each route. Some people may have taken part in more than one way, so we have not added these together as a total number of individual participants.

WHO RESPONDED THROUGH GO VOCAL

Of the 89 online responses, people told us they were:

Reading resident	48.3%	(43)
Unpaid carer	22.5%	(20)
Uses Adult Social care services	18%	(16)
Family member or friend	18%	(16)
Voluntary Community Organisation	11.2%	(10)
Health professional	6.7%	(6)
Care provider	3.4%	(3)
Councillor	1.1%	(1)
Other	2.2%	(2)
No answer	2.2%	(2)

People could select more than one option, so these figures do not add up to 89.

WHAT PEOPLE TOLD US - KEY FINDINGS FROM GO VOCAL (89 RESPONSES)

OVERALL RATING

5	19.1%
4	33.7%
3	29.2%
2	6.7%
1	11.2%

82% of respondents rated the strategy 3 or above out of 5

Overall, the consultation showed strong support for the strategy's direction and priorities.

EASY TO UNDERSTAND

Very easy	20.2%
Easy	40.4%
Neither easy nor difficult	21.3%
Difficult	6.7%
Very difficult	2.2%
Not sure	9%

60.6% found the strategy **Easy or Very Easy** to understand

WHICH TWO PRIORITIES WILL MAKE THE BIGGEST IMPACT

1	Prevention	43.8%
2	Accessibility of Information and Services	38.2%
3	Partnership Working	37.1%
4	Carers	36%
5	Waiting Well	10.1%

All five priorities were rated **Important or Very Important** by a large majority of respondents.

CONFIDENCE IN IMPLEMENTATION

Very confident	14.6%
Fairly confident	25.8%
Neither confident nor not confident	25.8%
Not very confident	21.3%
Not at all confident	9%
Not sure	3.4%

Many respondents supported the direction of the strategy but wanted greater clarity on how it will be delivered and measured.

WHAT PEOPLE SAID (ACROSS ALL CONSULTATION ROUTES)

> This gives me hope that Adult Social Care in Reading is moving in the right direction.

Health professional

> The journeys are excellent. The strategy has a clear narrative and feels like Reading.

Reading resident

> It's good to see unpaid carers recognised. Carers need earlier support and more practical help.

Unpaid carer

> The priorities are the right ones, but I would like to see more detail on how they will be delivered.

Voluntary sector partner

> Workforce is one of the biggest risks to delivery but receives very little attention.

Adult Social Care staff

> How can we see if these things are being achieved? How do we keep you accountable?

Family member

WHAT PEOPLE LIKED (across all consultation routes)

- Resident journeys that brought the priorities to life, and a strategy that feels rooted in Reading.
- Strong focus on prevention and early support
- Recognising and supporting unpaid carers
- Making information and services easier to access
- Services working better together across health, housing, care and community organisations

WHAT WE NEED TO STRENGTHEN (across all consultation routes)

- Show more clearly how the strategy will be delivered (actions, resources, and how progress will be measured)
- Workforce and resources
- Reducing waiting times and keeping people informed
- Stronger role for voluntary and community organisations
- Housing options and the right place to live
- Transitions for young people into adult services
- Accessibility for all (information, communication and digital)
- Safeguarding and responding when needs change
- Quality of care and working with care providers

WHAT HAPPENS NEXT

- Review all feedback
- Make agreed changes
- Finalise the Improvement Plan and measures
- Seek formal approval
- Publish the final strategy, Easy Read version and Strategy at a Glance
- Deliver the Improvement Plan
- Monitor, report and learn

THANK YOU!

Your views are helping us shape Adult Social Care so that people are supported to live *the life that matters to them.*

Consultation does not end with publication of the strategy. We will continue to involve residents, carers, staff and partners as we deliver and review the strategy.

GET IN TOUCH

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