

HULL ADULT SOCIAL CARE

ANNUAL FEEDBACK

Annual report for Hull Adult Social Care

2024 - 2025



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1. Introduction

Welcome to the 2024 / 2025 Adult Social Care Annual Feedback Report.

As part of the Council's commitment to openness, quality assurance, service development and listening and learning from individuals who receive support from us, this report provides summary information from compliments and complaints received under the Local Authority Social Services and National Health Service Complaints (England) Regulations 2009 in relation to Adult Social Care (ASC) provided by or commissioned by Hull City Council for the year 1 April 2024 to 31 March 2025.

2. Background

Local Authorities are required to have a system for receiving representations by or on behalf of people in need of adult social care support who have a range of support needs due to a disability or frailty (Local Authority Social Services and National Health Services Complaints Regulations (England) 2009.) Services cover assessment and case management, direct service provision or the arrangement of a range of services, including support at home, day opportunities, supported housing, intermediate, residential and nursing care or provision of equipment. Representations are defined as comments, compliments and complaints.

Some complaints received do not meet the criteria to be dealt with under the statutory procedure. When this is the case, these are registered under the Council's corporate complaints procedure. The arrangements for handling these complaints are different from the statutory process in terms of timescales and the independence of the people who investigate and review the complaints.

The purpose of the ASC Feedback process is to ensure that:

1. The views and experiences of people who access our services are heard.
2. Positive feedback is used to develop services and acknowledge good practice.
3. When things haven't gone so well, we can not only put things right but acknowledge our errors and use this feedback as a valuable tool to implement change within our practice which is ever evolving and continually monitored.
4. We learn as an organisation from both positive and negative feedback; and as a service area the focus remains on the people who access support from ASC and the people around them maintaining our vision to experience 'a life not a service'.
5. We use feedback as a measurement of our success in achieving our mission statement - 'enabling people that use our service to experience love, friendships, and relationships to have meaning in their lives and be valued and contributing members of their communities'.

3. What is a complaint?

Hull City Council's definition of a complaint conforms to the Local Government and Social Care Ombudsman's definition;

“An expression of dissatisfaction about a Council Service whether that Service is provided directly by the Council or by a contractor or partner that calls for a response.”

When dealing with a complaint we will;

- **Keep the person informed**
- **Treat the person fairly**
- **Fully investigate their case and surrounding circumstances**

If it is the first occasion the person has reported an issue, we may decide to treat it as a request for service or as an issue that can be remedied locally and informally.

The person should make us aware of their complaint within 12 months of the incident occurring or within 12 months from when they first became aware that they had reason to complain.

This time limit may be extended at the discretion of the service area where there is good reason for the delay. Where late complaints are not accepted an explanation will be given. These timeframes are given in order to ensure the complainant has sufficient time to approach the Local Government Ombudsman should they choose.

4. What is a compliment?

A compliment is any appreciative statement about a service or employee from an individual or organisation who has been in contact with Adult Social Care. Compliments are recorded on our customer service management system and are used to facilitate learning, bring attention to service development whilst reinforcing and celebrating good practice.

When we receive a compliment we ensure that it is shared with the staff member, their Manager our Senior Management team and many compliments are published as a good news story in our monthly Adult Social Care newsletter.

5. Who can make a complaint?

Anyone coming into contact with Hull City Council can make a complaint. The Corporate Complaints Procedure provides a process for all individuals to use. If the complaint is about Adult Social Care the statutory complaints procedure for Health and Social Care services must be used.

A person is eligible to make a complaint under the statutory complaints procedure, this sets out how we handle Adult Social Care complaints, concerns, comments and compliments from our customers and complies with the requirements of the Care Act 2014. This includes a service provided by an external provider acting on behalf of the Local Authority. In such a case individuals or their representatives can either complain directly to the provider or to Hull City Council, as commissioner of the service.

Commissioned providers are encouraged to attempt to resolve complaints at the first point of contact in line with good practice highlighted by the Local Government and Social Care Ombudsman, but are equally advised to direct individuals or their representatives to commissioners of the service, where local resolution is not possible or appropriate, or where the complainant remains dissatisfied. Responsibility sits with the commissioner of the service under the guidance of the Local Government and Social Care Ombudsman.

A complaint can be made by the representative of a person who has been professionally defined (under the Mental Capacity Act 2005) as having no capacity to make decisions, as long as the representative is seen to be acting in the best interests of that individual.

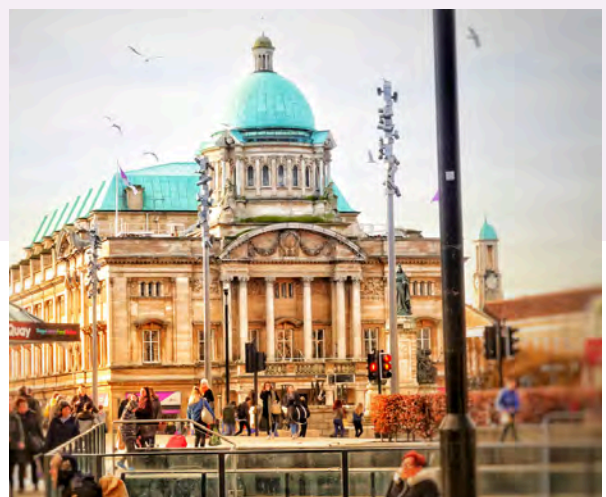
Anyone can complain who is affected (or likely to be affected) by the actions, decisions or omissions of the service that is subject to a complaint.

We also receive complaints from third parties such as elected members, MP's, charitable organisations and advocates, the Ombudsman states there is no 'wrong door' to receiving a complaint.

6. Our process

Individuals can make complaints via numerous channels these include -

- Directly via the council's website
- Via calling 300 300
- Via email
- By letter
- Via a council employee via a third party



The different ways complaints are received

METHOD	2021-2022	2022-2023	2023-2024	2024-2025
Directly via the council's website	32%	41%	48%	53%
Via calling 300 300	26%	30%	28%	22%
Via email	23%	10%	12%	20%
By a letter	7%	9%	5%	2%
Via a council employee	4%	6%	2%	0%
Via a third party	8%	4%	5%	3%

Initial contact by the council website or via email has increased from the previous year, this has been useful to capture complaint issues more accurately and in a more efficient timescale.


This is due to the specific detail outlined by the complainant at the first point of contact. Email contact also provides complainants with written evidence of the submission of their complaint and also enables the ASC Feedback and Complaints officer to acknowledge this quickly.

Over half of all complaints are now received via the Hull City Council online portal.

(<https://www.hull.gov.uk/consultation-complaints-feedback/adult-social-care-feedback#>)

This increase is a positive development, supported by the accessibility tools available on the website that help individuals submit feedback in ways that meet their language, sensory, and communication needs. For example, the website offers features such as text translation into multiple languages, text-to-speech functionality, and customisable text presentation. These tools enable members of the community to share their feedback more easily, especially when traditional method, such as writing a letter, may not be suitable.

To ensure that all members of the public can provide feedback in the way that feels most comfortable to them, additional options are also clearly displayed on the website. These include a postal address, email address, and telephone number. These options can also be discussed when contacting the call centre or speaking directly with Adult Social Care teams.



All complaints are recorded on our internal monitoring system - Gov Service, this allows management and monitoring of all feedback received. The system also benefits from the overview of the Corporate Feedback Team.

The overriding ethos is to resolve the issues raised as swiftly as possible in order to achieve a satisfactory outcome for the individual concerned. The ASC Feedback and Complaints Officer triages all concerns received and endeavours to find a local solution at the initial stage of contact therefore alleviating the need to submit a formal complaint.

ASC have throughout the year promoted finding informal solutions and encouraged people to use our informal process to ensure a consistent approach across our service. **From 1 April 2024 - 31 March 2025 70%** of all complaints received were resolved through informal solutions.

For complaints which enter the formal process the ASC Feedback and Complaints Officer risk assesses the content of the contact.

The purpose of this being undertaken is to ascertain the seriousness of the issues raised and to ensure the appropriate course of action is taken.

Any complaint that raises significant concerns regarding the quality of care, safeguarding, denial of rights, or presents clear quality assurance or risk management issues with potential long-term impact on the individual receiving support is escalated immediately to senior managers. Appropriate actions are then taken in accordance with the Council's safeguarding procedures.

Where such concerns relate to individuals receiving homecare services or residing in residential or nursing homes, the Contract and Care Quality Assurance Team is also notified, alongside the relevant Locality Team Manager and the allocated social worker.

All formal complaints are allocated by the ASC Feedback and Complaints Officer to an Investigating Officer from the ASC Leadership Team. This ensures that the investigation is conducted independently and transparently, as the Investigating Officer will not be from the team the complaint concerns.

There are 59 trained Investigating Officers available to investigate formal complaints. The training undertaken is vital to ensure fair, consistent, and legally compliant investigations. It equips the Officers with the skills to handle sensitive issues professionally, build trust, reduce risks, and protect the organisation's reputation. We also ensure refresher training is undertaken on an annual basis.

While statutory guidance allows up to six months for complaint investigations to be completed, Adult Social Care aims to conclude enquiries within 28 working days, reflecting our commitment to timely and effective resolution.

7. Review of feedback received

The table below indicates the number of complaints received annually during the 5 year period.

	April 2020 - March 2021	April 2021- March 2022	April 2022 - March 2023	April 2023 - March 2024	April 2024- May 2025
Formal complaints	51	38	35	30	25
Informal complaints	30	47	62	51	64
Total complaints received	81	85	97	81	89

The above data suggests this years ASC's complaints received have increased by 9.8% this year.

The data also suggests over the last five years there has been a shift in formal complaints being reduced considerably and the amount of informal resolutions have increased significantly since ASC have introduced a new and robust feedback process and various monitoring mechanisms discussed further in this report.

We received a total of 89 complaints that were completed from April 2024 March 2025.

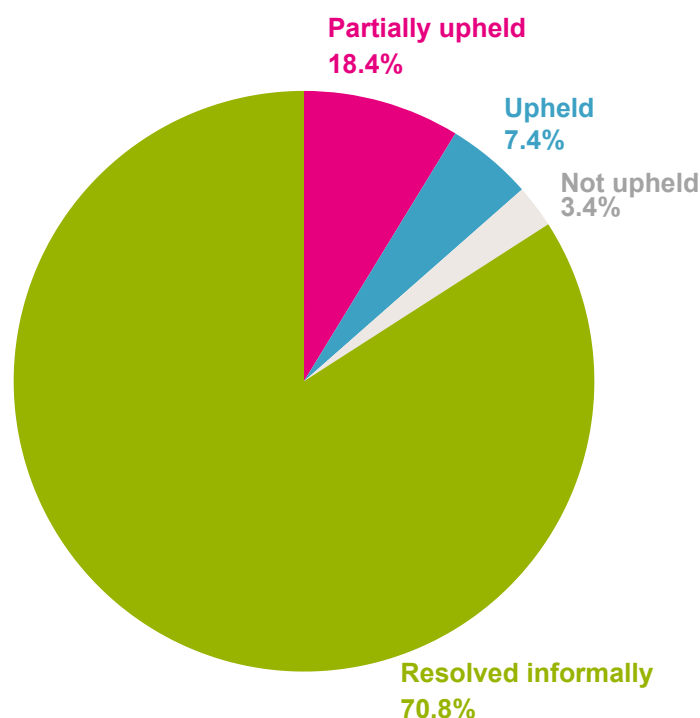
In the complaints above we achieved making initial contact with the complainant within the three day timescale 100%.

62% of complaint investigations were completed within the 28 day timescale and 38% required extensions to the deadline due to complexity and extensive gathering of information.

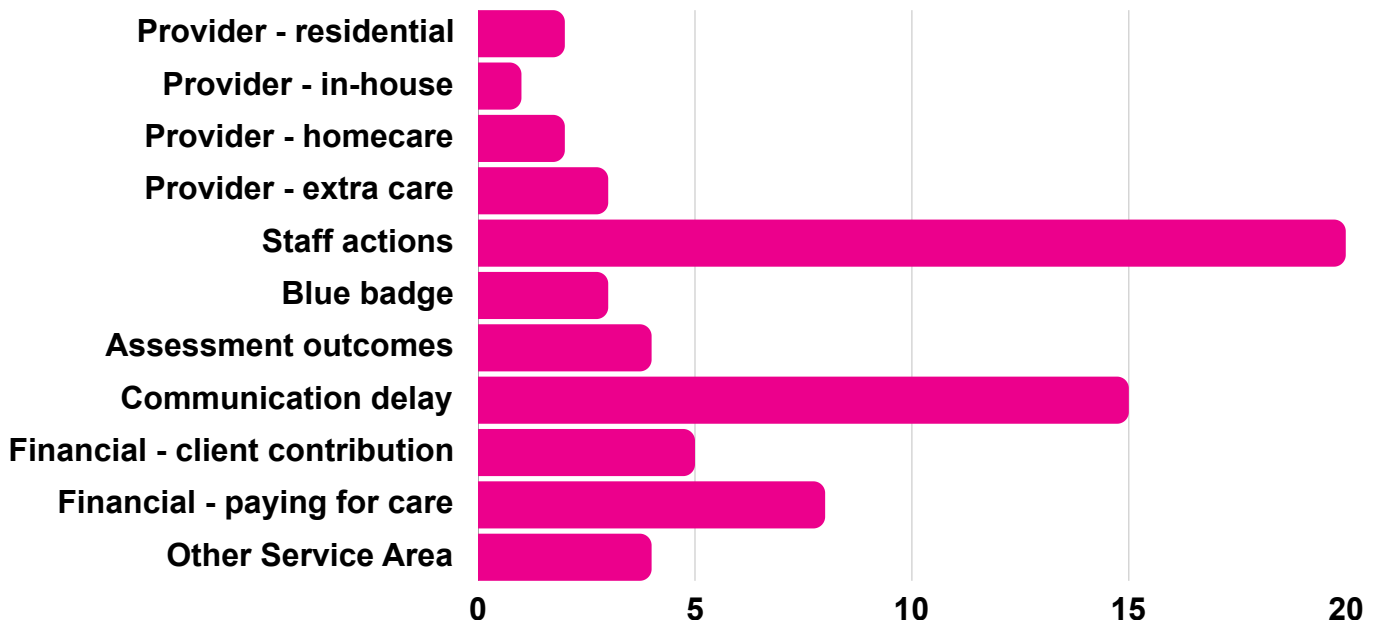
100% of all complaints received were investigated and completed within the statutory six month time frame.

In addition to this we also receive Councillor / MP enquiries which relate to ASC. These are responded to by the ASC Leadership Team in line with Corporate guidelines.

As the graph above demonstrates 70% of total complaints received were resolved informally, the table below reflects the themes of complaints received that achieved an informal solution.



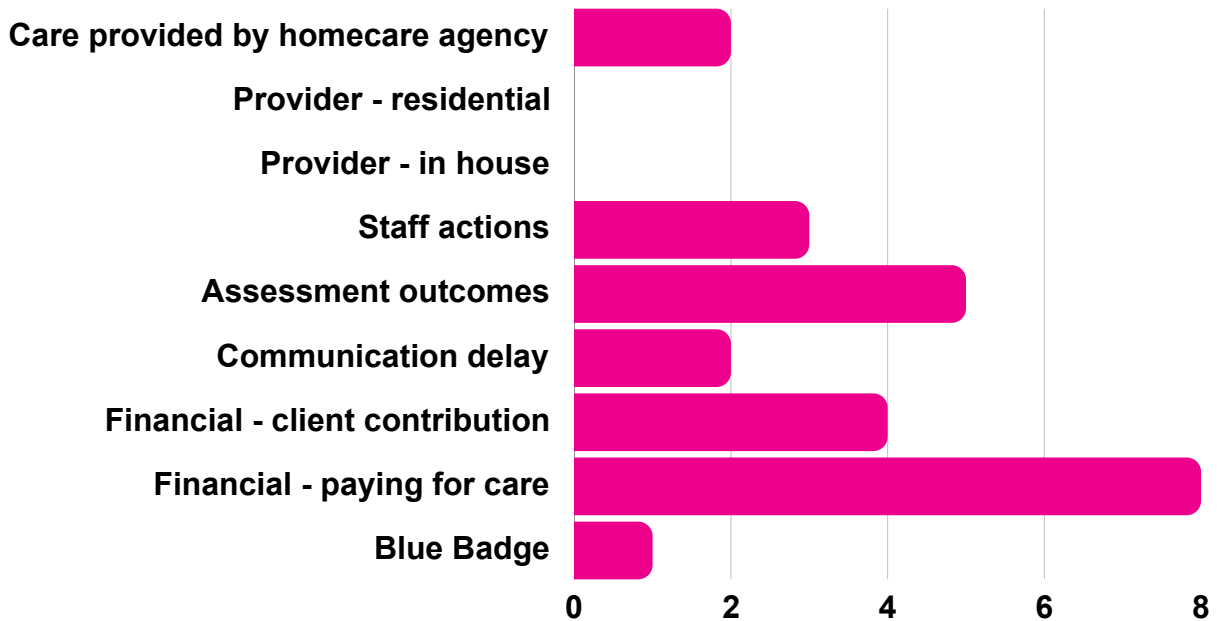
INFORMAL RESOLUTIONS ACHIEVED



Review of feedback received

Over the year the following themes were identified from the 25 formal complaints received.

IDENTIFIED THEMES OF FORMAL COMPLAINTS RECEIVED



The two key themes identified were regarding paying for care and assessment outcomes

8. What have we learnt from feedback and what changes have been implemented

Between April 2024 and March 2025, **32% of all formal complaints** investigated were related to paying for care - an 8% reduction compared to the previous year. Since the implementation of the Care Act Needs Assessment in July 2022, which introduced a mechanism ensuring that financial discussions and signed documentation are completed and uploaded before an assessment can be finalised, complaints regarding paying for care have decreased by 28%.

This reduction provides assurance that the new assessment process has been effective in significantly minimising errors in our approach to integrating financial considerations as a core component of meeting an individual's social care needs.


A further 20% of all formal complaints received related to assessment outcomes. This is primarily due to individuals feeling that they were not fully heard during their Care Act needs assessments, and that their needs were not accurately reflected in a way that enables access to the support required to live as independently and happily as possible.

This has highlighted concerns around the accuracy of information recorded during assessments. In some cases, this has led to decisions about care packages that do not align with the individual's preferences or expectations. These findings have been reflected upon and discussed within the Practice Implementation Meeting, with a commitment to improving practice in this area.

In alignment with the Adult Social Care Plan 2025–2028, targeted work will be undertaken to address these issues. This will support the priority of helping people remain in control of their lives, and also contributes to one of Adult Social Care's other priorities: promoting health and wellbeing.

Key Assessment Outcome Themes Identified During 2024–2025:

- Sometimes there were inaccurate representations of individual views highlighted: Assessment records did not always accurately reflect what individuals intended to express, leading to concerns that their voices were not fully captured during the assessment process.
- Occasionally limited involvement in the finalisation of assessments: Individuals were not consistently given the opportunity to review and discuss their assessments prior to submission for approval and finalisation as per ASC process, which impacted on their sense of involvement and control of planning their care and support.



As these themes have emerged, training requirements have been identified around specific subject areas. For example, on best practice regarding assessment writing, and the importance of recording clear and concise case recordings to ensure a detailed and personalised reflection of the individual we are supporting to achieve the best possible outcomes for them. We have used this intelligence to develop training programmes and further enhance our Quality assurance framework to ensure strength-based case recording and conversations are undertaken. We monitor progress through internal audit arrangements and evidence improvement. The ASC Complaints and Feedback Officer and Principal Social Worker have presented this at the Practice Implementation Meeting for this to be considered as a priority at the Practice Lead peer support meetings and to ensure inclusion in the ASC learning forum.

As part of these discussions and ASC's ongoing commitment to making improvements when issues are highlighted there has been an increased offer of ASYE workshops, student social worker peer support sessions and we have also had the opportunity to improve our practice knowledge via the Practice Educator CPD offer, where we have been working with independent Practice Educators to support with shared workshops with our colleagues at Humber Foundation Trust. This encourages professional curiosity and promotes discussions around different approaches to our roles and the support we provide in ASC.

The Complaint Adjudication Panel ensures consistency in the quality of responses sent to complainants, parity regarding remedies offered and proportionate responses dependent on the complaint made. The panels are chaired by the Head of Service for Performance and Compliance and the aim of the panel is to offer review and support for the Investigating Officers, and independent challenge to ensure desired outcomes are achieved. The panel is supported by our Income and Payments team which encourages collaborative joint working and management overview from our financial colleagues.

Last year, we enhanced the Adult Social Care (ASC) formal complaints process by introducing an action planning function. Once an action plan is agreed upon and endorsed by the Adjudication Panel, it is reviewed at the Practice Implementation Group. Relevant actions are then assigned to the appropriate staff members for completion. These actions are formally recorded to ensure clear ownership and ongoing monitoring. Completion is verified through the presentation of evidence, providing assurance that the necessary improvements have been implemented.

All of these mechanisms provide reassurance to complainants that their concerns are being heard and addressed as a priority, without unnecessary delay. They also enable us to quickly identify lessons learned and implement necessary changes, helping us to continuously strive for best practice across the service area.

To support this, the ASC Feedback and Complaints Officer maintains a comprehensive tracker that records all feedback received. This includes the nature of the issue, the outcome, and any associated learning objectives, ensuring transparency and accountability in our approach to service improvement.

ACHIEVEMENTS 2024 - 2025

1. We said... *We wanted to encourage collaboration whilst reviewing the process for Direct Payments.*

We did... The first initial Direct Payments Co-production Group meeting took place in September, with seven people with lived experience of direct payments, including a Personal Assistant and Carer. It was an informal session to network, discuss the project, and explore participation in different workstreams. Meetings are now scheduled bi-monthly in addition to individual workshops, complemented by a newsletter sharing updates and relevant information co created by the group.

3. We said... We want to gather themes from staff and stakeholders on what we do well and what we could do better.

We did... Although the first three annual conversations with ASC staff, the people we support, and our partners and providers were successful, we have made improvements to the format of these events this year.

To encourage greater participation and allow us to engage a wider audience, we adopted a marketplace-style approach for this year's conversations.

This new format has provided valuable insights into how people perceive ASC and what their expectations are. It has also offered a meaningful opportunity to showcase the range of support and services ASC can offer to the various groups involved.

4. We said... We need a space for reflecting on themes gathered from case studies from audits, complaints / feedback and examples of good practice.

2. We said... We wanted to gather more 'general feedback' not just complaints and compliments.

We did... Following the successful completion of our feedback pilot within the See and Solve, Active Recovery, Deprivation of Liberty Safeguards (DoLS), and Safeguarding teams, we will be rolling out QR codes to collect feedback across all ASC teams in early 2026.

This initiative will make it easier for more people to share their experiences with ASC, enhancing accessibility and inclusivity. It will also provide Team Managers with valuable insights into what their teams are doing well and where improvements may be needed, supporting continuous service development and a stronger focus on supporting people to remain in control of planning their care and support.

4. We did... The newly created Learning Forum is a dedicated space for practitioners working directly with people, families and communities to reflect on:

- Developments in legislation, case law and best practice.
- Innovations and creative ways of supporting people to improve their wellbeing and independence.

This forum will provide room to reflect and make connections between the above and direct practice when working with people.

We will link the learning back to CQC I statements, the practice framework and any other relevant updates across the service.

9. Councillor and MP enquiries

ASC received a total of **180 Councillor / MP enquiries between 1 April 2024 and 31 March 2025**. Of the 180 enquiries received only 6 of these resulted in a formal complaint investigation being undertaken, the remaining 174 were responded to swiftly by the ASC Leadership Team.

This is a 20% increase in the amount of enquiries received in the previous year.

MP enquiry outcome	Query regarding	Quantity
Received in error (for another service area)	East Riding of Yorkshire Council	1
	Health and safety	1
	Housing	9
	CYPFS	2
	Information Governance	0
	Public Health	5
	Customer Service	1
Councillor/ MP Enquiry responded to and closed by ASC Leadership Team	Respite provision	7
	Provider- Home care	5
	Provider- Residential	4
	Provider- In house	1
	Assessment request	10
	Commissioning query	14
	Brokerage query	10
	Financial - Paying for care	15
	Financial - Contributions	10
	Hospital discharge	3
	Staff behaviour	1
	Safeguarding query	10
	Grants / funding query	3
	OT waiting times	5
	OT assessment request	4
	OT equipment	4
	ASC policy query	2
	See and Solve Welfare Check	11
	Request for ASC info from Councillor	7
	Adaptions	14
Blue Badge	4	
Formal complaint investigation and response required	Provider homecare	1
	Safeguarding	1
	Staff behaviour	1
	Assessment outcome	3

10. Local Government Social Care Ombudsman investigations

In October 2025 the Local Government Social Care Ombudsman(LGSCO) published their Annual Review of ASC Complaints. A full copy of the report and associated data is available at the following link - [Local Government Social Care Ombudsman \(LGSCO\)](#).

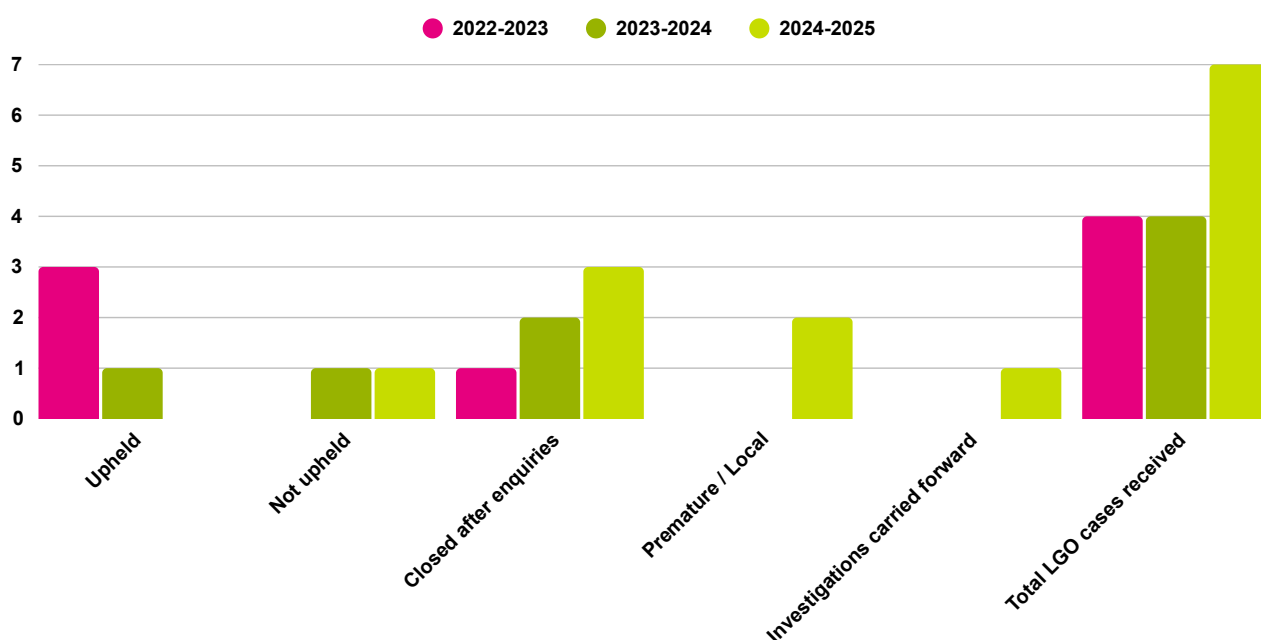
Annual Review of Local Government Complaints (follow link)

Hull City Council has seen an increase in enquiries from the Local Government and Social Care Ombudsman (LGSCO) this year, with a total of seven enquiries received, up from four the previous year. While this may appear to be a significant rise, it is important to note that only one of these enquiries progressed to a formal investigation. In that case, the LGSCO found no fault with the Council's actions, providing reassurance about the robustness of our processes.

Some of the key points from the report where as follows:

- The Ombudsman received 3,047 complaints about local authorities and 322 directly about providers.
- Roughly a third were not appropriate, another third assessed and closed, and a further third investigated.
- The most common reason for complaints was assessment and care planning and charging, which accounted for more than half of all complaints received, this is similar to Hull City Council ASC as we have seen an increase in complaints regarding assessment outcomes as outlined in page 8.
- The highest proportion of complaints upheld relate to Disabled Facilities Grant, and the lowest safeguarding, suggesting that people feel they are being treated unfairly due to safeguarding issues, but local authorities are not at fault.
- There were 7 complaints about Hull's Adult Social Care passed to the Ombudsman, with the average for local authorities of a similar size was 15.

There were 10 service improvements set out across the full council by the Ombudsman and all of these were completed to a satisfactory standard. Once again, the Council has achieved a 100% compliance rate for implementing the Ombudsman's recommendations within the given time scale.



Between April 2024 and March 2025, the Ombudsman made seven decisions relating to Adult Social Care (ASC)—a higher number than in the previous year. While the volume of enquiries increased, the outcome remains extremely positive: only one case was deemed to require further investigation following initial queries, and no fault was found.

This result provides reassurance that, despite increased scrutiny, our processes and practices continue to meet expected standards and demonstrate a strong commitment to quality and accountability.

OF THE FOUR DECISIONS

- 1 was carried over to 2025-2026
- 1 was not upheld
- 3 were closed after initial inquiries
- 2 were premature and referred back to Hull City Council.



11. FINDINGS OF LGO

Complaints carried forward from 2023/2024 is none. The following are new complaints for 2024/2025

TEAM	FINDINGS OF LGSCO	OUTCOME
Safeguarding	Mr X complained that he has been denied services from the Council for over 30 years. Mr X says the way the Council has treated him has affected the way Mental Health services, the NHS and the Police deal with him. Mr X says safeguarding are not interested in assisting him and he has no fixed address.	<p>Closed after initial enquiries - no further action.</p> <p>The LGSCO stated they would not investigate this complaint about the way the Council has treated Mr X for the past 30 years. This is because they could not add to previous responses Mr X has received from the Council.</p>
Safeguarding	Mrs H complained regarding the provision of a safe and complete package of NHS Continuing Healthcare.	<p>Closed after initial enquiries - no further action.</p> <p>The LGSCO stated after having had an opportunity to assess the complaint on behalf of both the Local Government and Social Care Ombudsman (LGSCO) and Parliamentary and Health Service Ombudsman (PHSO), they have decided the complaint does not require a joint investigation.</p> <p>This is because, although the Council were involved in the case, the complaint ultimately relates to the provision of a safe and complete package of NHS Continuing Healthcare. This is an NHS responsibility even if elements of the case management duties, etc, are delegated to other organisations. As such, PHSO can consider the complaint on its own.</p>

10. FINDINGS OF LGO

TEAM	FINDINGS OF LGSCO	OUTCOME
East Locality	Mr Y complained that the Council failed to complete a CHC assessment for his late mother, and also that she was charged for a period of time before her needs assessment was complete.	<p>Not upheld: No Fault</p> <p>After investigation the LGSCO stated that there is evidence that consideration was given to Mrs X's eligibility for CHC funding while she was in hospital and subsequently the first four weeks of her residential placement were funded by the NHS but afterwards she was responsible for funding her own care.</p>
West Locality	Mrs H says the care provision for her parent was inadequate and she believes it directly led to the death of her sibling who lived with her parent.	<p>Closed after initial enquiries: Invalid</p> <p>The LGSCO stated they would not investigate Mrs H's complaint alleging care failings in connection with a relative's care plan. This is because the complaint does not meet the tests in our Assessment Code on how we decide which complaints to investigate. Mrs H's relative has not provided their consent for Mrs H to raise this complaint on their behalf.</p>

10. FINDINGS OF LGO

TEAM	FINDINGS OF LGSCO	OUTCOME
East Locality	<p>Mrs M states that a report was produced following her being reported to social services and two social workers interviewing you about this. Mrs M complains the report is full of mistakes and draws malicious conclusions about her.</p> <p>In summary, Mrs M says the alleged fault has had a significant and adverse impact on their emotional and physical health. As a desired outcome, Mrs M would like this report and all associated documents destroying and for the two social workers to face disciplinary action.</p>	<p>Premature</p> <p>Referred back to the Council and awaiting further correspondence from complainant.</p>
Review and Support Team	<p>Complaint received from Mrs A regarding alleged inaccurate billing for her mother's care.</p>	<p>Premature</p> <p>Complaint referred back to the Council on 05/12/24- currently under further investigation with the LGSCO.</p>
West Locality	<p>Complaint received from Mr S regarding him feeling he had received a poor assessment leading to ongoing issues with package of care and social worker.</p> <p>Mr S also reports he feels documents have been forged; some alleged to be missing.</p>	<p>Carried forward to 2025 / 2026</p> <p>Currently in process of responding to enquiries.</p>

11. COMPLIMENTS

Compliments provide equally valuable feedback, clearly affirming when services have made a meaningful difference and when the personal qualities of staff have positively impacted outcomes for those receiving support. These messages often come from individuals and their family members, expressing appreciation for the care and dedication shown by social workers, care teams, and other departments.

Compliments are received through various channels, including calls to 300 300, thank-you cards, letters, and emails. We also receive recognition from colleagues and management for staff who go 'above and beyond' in their roles. These acknowledgements are regularly celebrated in our Adults Delivering Differently monthly newsletter, helping to highlight and share good practice across the service.

"The allocated social worker has demonstrated exceptional professionalism, empathy and unwavering commitment has made a significant difference in navigating what has been such a challenging situation. She demonstrated not only expertise and skill but also patience and understanding.

I feel she has gone above and beyond to provide support and practical solutions. Her dedication to her work and the wellbeing of the person is truly commendable and I feel lucky to have worked alongside such a committed professional".

"Thank you for your exceptional professionalism, empathy and unwavering commitment – it made a significant difference in navigating what have been challenging situations. You demonstrated not only expertise and skill but also patience and understanding".

"I have found that the allocated worker has made great achievements for the people we support, and often in difficult circumstances. She always communicates fully with me and in a collaborative way, and this helps me fulfil my advocacy role for the people we support. It is clear she works very hard to help them receive the best level of support and quality of life. It is a pleasure to work with her, and I wanted to extend my gratitude and appreciation for all that she does".

"Recent input from the allocated worker has been really helpful both for the organisation's support workers, in that they had someone to contact for help with difficult case work, and also for the residents in improving outcomes. These experiences have reinforced the SART message that we are here/our role is to help Support providers as well as carrying out a regulatory enforcement role".

"My dad's life, health and ability to cope, let alone live independently, seemed absolutely not achievable. It is no exaggeration to say we did not think he would live for much longer either the way he was. Hence us reaching out. I'll be brutally honest, we were reluctant to do so. However, you have changed all that for us all, thank you!

You have helped not just my dad but us too in many unexpected ways. I am pleased to tell you, for now, my dad is making good progress and appears to be coping much better. My Dad hasn't had a hospital incident in almost a month now and is managing his mobility, health and finances much better which in turn is allowing my brother and myself to finally mourn the loss of our wonderful and much loved mother".

"I am very happy with the care and support provided to Rachel (person who uses our service) and am grateful for you all for making her feel safe. In past placements Rachel will visit me and then not want to return to the care home but when she visits me now, she is happy to return to you which demonstrates to me how safe and happy Rachel feels".

“

“Thank you so much for all your obvious hard work in helping G to settle in at 220, and it was great to see G today, and really good to see him accepting his new home. Thank you all again for your sterling efforts. It does help to know that G is not in turmoil and is settled at 220”.

“**You listened to everything** I had to say, and I really **felt my needs and wishes were heard**. You re-enforced my lost trust in Social Services, which was low due to previous negative experiences”.

“

“Our workers dedication went far beyond what we expected. He coordinated with multiple care providers, chased up paperwork promptly, and was always available to answer our questions—often outside of normal working hours. His ability to combine efficiency with empathy truly made a difference to Dad’s care and to our peace of mind.

Please extend our heartfelt thanks to him for his exceptional commitment and support. His conduct reflects very highly on the hospital social work team as a whole”.

“

“I cannot praise our worker and the See and Solve team enough! They have provided a service that has changed my mum’s life and mine indirectly. Swift response, visit arranged, realistic solutions suggested. Plan put into action. An amazing example of simple common sense ! Join the dots from A to B. Thank you, thank you for the service you have provided you should be very proud”.

“You took time to understand the situation and even with the communication difficulties you have gained a repour with him- where he has opened up to you giving me the feeling he also feels comfortable around you - thank you”.



12. CONTINUOUS IMPROVEMENT

The **ASC Plan 2025-2028** outlines six strategic priorities that will guide the delivery of our three-year vision. While gathering feedback is essential across all teams, it plays a particularly pivotal role in supporting the following priorities:

- 1 PRIORITISING INVESTMENT IN PREVENTION AND EARLY HELP**
Feedback is central to delivering, monitoring, and embedding this priority throughout the service. Through our strengthened feedback and complaints process, the use of QR code feedback collection across ASC teams, and collaborative work with the Carers Partnership Board, we aim to enhance the support available to carers and ensure their voices are heard.
- 2 SUPPORTING PEOPLE TO REMAIN IN CONTROL**
Feedback helps us understand how effectively we are enabling individuals to maintain autonomy in their care and support arrangements. This will be gathered by the QR code feedback collection work planned for early 2026. (more info below)
- 3 DEVELOPING A JOINED-UP EXPERIENCE OF CARE AND SUPPORT**
Insights from feedback allow us to identify gaps and opportunities for improving coordination across services, ensuring a more seamless experience for those we support.

The outcomes of the ASC Plan are framed around three key areas:

- Measuring What Matters
- Improving and Learning All The Time
- Delivering What Matters

Gathering and analysing feedback from the people we support, carers, staff, providers, and partners is essential to achieving these outcomes. It enables us to evidence the impact of our work, identify areas for improvement, and ensure accountability.

Feedback also complements our quality assurance framework and annual ASCOF (Adult Social Care Outcomes Framework) surveys, helping us build a comprehensive picture of performance and service quality.

12. CONTINUOUS IMPROVEMENT

Since launch in October 2024, 137 Practice Quality Audits have been completed by practice managers. Out of the 137 cases audited, 0 have been rated as 'Inadequate'.

In the past quarter, 80% of cases have been rated 'Good' or 'Outstanding' overall. 96% of practitioners feel confident or very confident in their work and interventions, and 96% also reported feeling satisfied or very satisfied with the level of support they received when completing work.

Person or representative feedback is also gathered from those receiving care and support during audits. 95% of people who provided feedback in the last quarter indicated that they were satisfied or very satisfied with the service they received. 71% of those people also believed that the intervention they received has had a positive impact on their life.

Some feedback received stated:

"Happy with the outcome of the hospital team, process explained well"

"Mr A spoke fondly of where he is living... daughter previously praised the social worker"

"Worker from Active Recovery informed them what would be happening at each stage and communication was excellent. She was friendly, professional and respectful. She did everything she said she was going to when she said she would".

"Professionals within the council were responsive and kept me updated at all times".

"Mr B is happy with his move to independent living and no longer requiring a support element to his care".

We have also recently launched Person Journey Reviews. The purpose of these audits are to understand a person's journey through our services, identifying good practice and highlighting areas of development. These are completed quarterly by designated Heads of Service who analyse diary notes, assessments, gather feedback from people themselves, and map a chronology of interactions with staff. The findings and learning from Person Journey Reviews will also be shared at Practice Implementation meetings.

Practice audits are vital in strengthening the link between feedback and service improvement. By reviewing case notes, documentation and frontline practice, audits identify patterns and potential root causes for complaints, ensuring any issues are addressed at a practice level and do not have to be progressed formally. Auditing also validates positive feedback, highlighting areas of good practice.

This evidence-based approach ensures that learning from feedback can be monitored in real service delivery, with targeted actions, staff development and continuous improvement.

CONTINUOUS IMPROVEMENT - CONTINUED

Within our regulated services and in house provision we're passionate about quality and growth. Our annual digital survey gathers insights from people with lived experience, families, carers, professionals, and staff - helping us continually improve and deliver outstanding outcomes. Through our Learning and Development forum, care leaders and managers share ideas and best practices, driving innovation. We champion co-production at every opportunity: from Shared Lives people supporting recruitment and interviews to hosting forums where individuals and carers help shape the future of our service. Together, we're building something exceptional.

This year we have taken part in **The Gloriously Ordinary Language** programme – a programme that helps councils and social care teams use more human, everyday language. The goal is to move away from complicated jargon and speak in ways that feel natural and familiar to the people we support.

By using plain, everyday words, we hope to make our conversations clearer, more relatable, and more respectful. It's all about improving how we connect with people – making sure our words reflect real life and real experiences. We hope that this will improve people's understanding of Adult Social Care, ensure that assessments and plans are written in ordinary language, representing the person's voice and views and choices, and as a result reduce the number of complaints that we receive. We hope to continue learning from the programme and approach our written complaint responses with this in mind.



CONTINUOUS IMPROVEMENT - CONTINUED

Following the successful completion of Phase Two of the ASC Feedback Pilot - focused on the Adult Safeguarding Team and the Deprivation of Liberty Safeguards (DoLS) Team - we are now working to embed this approach across all areas of Adult Social Care. We will launch the feedback QR code model service-wide by early 2026.

To enhance accessibility and increase participation, QR codes will be generated for every ASC team, each linked to a set of simple feedback questions. These codes will allow individuals to easily share their views. They will be available digitally, for inclusion in email signatures, printed leaflets and questionnaires that staff can distribute during community visits.

This approach is designed to make giving feedback more timely. By offering a quick and accessible way to share experiences, we anticipate a significant improvement in engagement from those who interact with ASC.

Once systems are fully established within each team, we will be able to provide assurance that all areas of ASC are equipped to receive general feedback about the experience of those interacting with our services. This will enable us to gather reliable metrics on service quality and development across the organisation.

The ASC Feedback and Complaints Officer will maintain oversight of this process and provide the Senior Leadership Team with quarterly updates on feedback received—independent of statutory complaints and compliments. This feedback loop will also support the sharing of learning across relevant teams and groups, helping to embed best practice and drive continuous improvement.

ASC FEEDBACK

Accessibility

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