



## Project Name – The Care Challenge

## Title of Document – Project Brief

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<b>Project Leader:</b>	Aled Davies, Head of Adults, Health and Well-being Department

## Revision History

Date	Version number	Summary of changes
29/07/15	0.01	First draft
14/9/15	1.0	Approve draft as final version.

## Document approval

Approved by	Signature	Date	Version

## Document distribution

Name	Job Title	Date	Version

## 1. Project Background

The 'Care Challenge' project has been identified as one of the schemes in the Council's Strategic Plan in order to deliver objectives in the field of Care.

This project is crucial in order to allow the Department and the Council to transform social services and deliver their objectives, in the context of the Social Services and Well-being (Wales) Act 2014, the financial situation and changes in demography.

The purpose of the project is to try to ensure that our stakeholders, including the people of Gwynedd truly understand the need to change and the challenge which faces us within the field of care. By raising and improving awareness about the challenge, we will try to motivate and support communities to contribute by community action. The success of this project will be crucial for the preventative agenda, and will ensure that we as a Council (and our partners) will respond proactively to change.

## 2. Project Objectives

It is crucial to ensure that our main stakeholders, namely service users, providers, the public, elected members, staff and partners understand what the task ahead is in terms of transforming services and ensuring that we respond to the needs of the people of Gwynedd.

At the end of the project, the aim is for our stakeholders to have an understanding of the field and that communities are more resilient in being able to support the most vulnerable people.

By April 2016, we aim to ensure that the project will have achieved the following elements:-

<b>Milestones</b>	<b>Target</b>
Create the 'story' about the changes in the field of care for various audiences.	September 2015
Establish and hold focus groups with staff and Members in order to include them in the work, receive ideas and ensure ownership.	September 2015
Map-out key stakeholders and develop an events, engagement and communication programme.	September 2015
Develop a vision and values in collaboration with staff and Members	October 2015
Develop resources for raising the awareness of the public and users, release statements to Newyddion Gwynedd and local papers.	October 2015
Appoint a Well-being Manager	October 2015
Hold a series of consultation sessions with communities and user forums in order to identify strengths, resources, informal opportunities and gaps within communities.	January 2015
Develop a well-being promotion scheme which responds to the gaps within communities and which trigger community action	February 2015
Work with communities and key partners to implement plans that promote well-being	March 2015

## 3. The Structure of the Project Team

A **Core Group will meet on a weekly basis**, the membership will include:  
Caryl Elin Lewis, Customer Care and Information Unit Manager  
Bethan Eluned Jones, Commissioning Officer  
Sandra Jones-Parry, Senior Practitioner  
Sarah Scott / Sion Gwynfryn Williams, Corporate Communication Unit  
Gill Paul, Workforce Development Unit

The **Project Board will meet on a monthly basis**, the membership will include members of the Core Group as well as the following:  
Aled Davies, Head of Adults, Health and Well-being Department – Project Leader  
Janet Roberts, Senior Delivery and Supporting Change Manager  
Arwel Owen, Senior Manager, Housing and Wellbeing

#### **4. Timetable and Resources**

This project is to be completed by April 2016.

The Head of Department has a budget in order to deliver the work packages. The work programme provides detailed information about the individual work packages.