



Conversations Matter

We want to know what social care means to you

Social Care has the power to transform lives. It enables people to live life to the full, giving back or maintaining independence and control – things we all want in life. It provides care and support, safeguards for those who most need it, and increasingly supports carers who look after families and friends.

Since 2016, Adult Social Services has had in place its vision: To support people to be independent, well, and able to deal with life's challenges.

This has been supported by its Promoting Independence Strategy, with three themes: Prevention and early help; Being, and staying, independent; and Living with complex needs.

Having experienced the profound changes of the pandemic, and anticipating significant social care reform, we want to refresh and update Promoting Independence so that it gives a clear set of goals and expectations for the coming five years.

Conversations Matter

Whilst we increasingly engage with people to help re-design and improve specific services, we haven't embarked on a large-scale listening activity to gather more general views and experiences.

We want to start by listening to people's experiences of social care, and particularly to hear and better understand their expectations about what independence really means for them, and how our services going forward can help them.

We're calling our summer of engagement 'Conversations Matter'. We want to hear the many voices of people who live in Norfolk, whether they currently use our services, their family members do, or they have not yet needed support from us.

This engagement will continue over the summer, and conversations will carry on into next year and will be ongoing.

We're launching Conversations Matter at the Royal Norfolk Show on 28 June 2023. We'd love for you to join us and hear more about what we're doing.

How to get involved

You can share the online questionnaire with your networks and colleagues and complete it yourselves. The questionnaire is also available in easy read and large print.

Attend one of our drop-in sessions at a local library. We'll be supporting people to complete the online questionnaire and having informal conversations.

You can help us by holding your own discussion involving your group, organisation or community and finding out what ideas from local people in your area have. We've developed a discussion pack to help you have these conversations.

How you run your own local discussion is up to you. You might want to run:

- A one-to-one conversation with someone in your group or community, or with a colleague.
- A group discussion, for example, putting a discussion on the agenda of a meeting or event that you have already planned. This can be with members of the public, Councillors, or your colleagues.
- An event or workshop – putting together an event just for your organisation, group or community to look at the ideas in our discussion pack.

A British Sign Language video is available explaining how to get involved in Conversations Matter.

The online and printable questionnaire, downloadable discussion pack, timetable of events and videos can be found by visiting [Conversations matter in adult social care - Norfolk County Council](#).

We have a QR code

The QR code below can be scanned using your smart phone or tablet for easy, quick access to our online questionnaire, downloadable discussion pack, timetable of events, and much more.



Contact us

If you have any questions or would like more information about Conversations Matter, you can email haveyoursay@norfolk.gov.uk.



Norfolk County Council
Adult Social Services