



**Norfolk**  
County Council



**An easy-read  
information booklet**



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# What is The Real Care Deal?



The Real Care Deal is a plan to make sure care services:



**Are fair**



**Are honest**



**Help people live the life they choose**

## Why did we start it?



**Cawston Park Hospital closed.**



**Three people - Joanna, Jon and Ben - died.**



**A review found they did not get the care they needed, even though lots of money was paid for specialist support.**

# What went wrong?



**Buying services (commissioning)**



**Checking services (inspection)**



**Rules and standards (regulation)**



**No clear information about how public money was spent.**



**The review made recommendations to make things better in future.**

## What was recommended?



**Norfolk Council and the Integrated Care Board should work together well.**



**The Integrated Care Board is the NHS organisation that buys and manages lots of local health care services.**



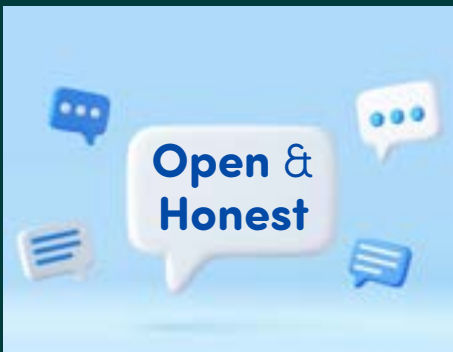
**Together, they should build a new, fair way to buy care.**



**They should:**



**Have clear values and treat people well**



**Be open and honest about decisions and spending**



**Employ local people**





**Treat staff well**



**Makes sure all the rules are followed**

# How did we build The Real Care Deal?



We teamed up with Curators of Change.



We ran workshops and meetings with more than 200 local people.



At these workshops, people said the most important thing is to act more human:

To be **kind, respectful** and **caring**.

## Why 'The Real Care Deal'?



People didn't understand the term 'Ethical Framework'.



So we asked everyone what we should call the plan.

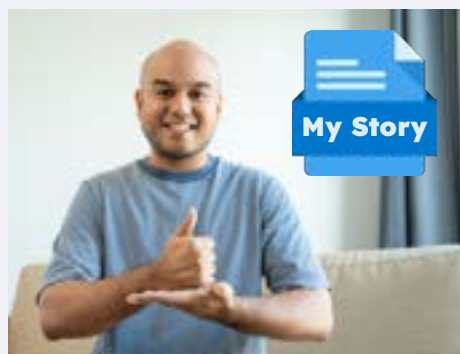


Calling it 'The Real Care Deal' felt positive and hopeful.



**It promises real, good care for all.**

## What happens next?



People with lived experience share their stories as 'community reporters'.



We collect stories about what really matters.

Things like:



People feeling like they are listened to



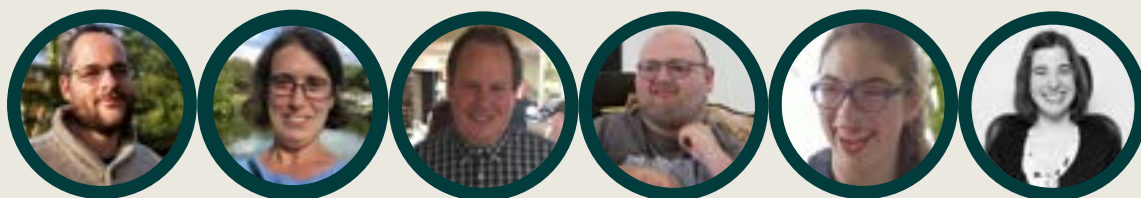
**People feeling valued**



**Human connection**

**The information in this booklet was adapted from an original written by Curators of Change.**

**This easy-read version has been created with the help of the people below who use easy-read materials themselves.**



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