



## Personalisation

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Personalisation has become the policy buzz-word of the twenty-first century. Supporters claim it offers service users choice and services attuned to meet their specific needs , moving away from 'one size fits all' state services. Here, Peter Beresford, one of Britain's foremost social work academics, challenges the personalisation agenda and its consequences on service users. Although critical of 'one size fits all' services that deny service user voice, Beresford argues that personalisation turns service users into 'consumers' of services within a care market and hence reinforces the commodification of care which sees vast profits made by a small number of providers at the expense of good quality services for those who use them.

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