

# Preparing for the green paper overhaul in adult social care

## Using new solutions to overcome challenges and improve care

Tuesday 8 July 2008  
Central London



**DEVELOP  
YOUR PRTL  
PORTFOLIO**

**Conference chair:**

**MARK IVORY**

Executive Editor, *Community Care*

**Speakers:**

**JOHN BOLTON**

Director of Strategic Finance,  
Department of Health

**PAUL CANN**

Director of Policy and International Affairs,  
*Help the Aged*

**STEPHEN BURKE**

Chief Executive, *Counsel and Care*

**RICHARD BEST**

President, *Local Government Association* and  
Chair, *Hanover Housing Group*

**ANDREW COZENS**

Strategic Adviser for Children,  
Adults and Health Services,  
*Improvement and Development Agency*

**SUSANNAH WHITE**

Chief Executive, *Southwark Primary CareTrust*  
and Director, Health and Community Services,  
*Southwark Council*

**IMELDA REDMOND**

Chief Executive, *Carers UK*

**MARTIN GREEN**

Chief Executive,  
*English Community Care Association*

**ANDREW CHIDGEY**

Head of Policy and Campaigns,  
*Alzheimer's Society*

**CAROLINE GLENDINNING**

Professor of Social Policy, *University of York*  
and Chair, *Social Policy Association*

**IAN WINTER**

Social Care Lead and Regional Change Agent,  
*CSIP London*

### **BENEFITS OF ATTENDING:**

- Get real insight from high level government speakers on why 2008 is the most important year for social care in 20 years
- Learn how to use new techniques of preventative care to transform the lives of vulnerable users
- Know how to plan for budgetary changes through future revenue and funding insight
- Improve care standards by understanding why and how housing plays its part in maintaining health and independence

### **KEY TOPICS INCLUDE:**

- The impact of continuous change on providers and practitioners
- How long-term care can be successfully funded
- How new service models can transform care and be applied in practice

### **Wednesday 9 July 2008, Advocacy and personalisation**

Half-day **post-conference workshop** led by Older People's Advocacy Alliance

Right care, Right deal coalition partners are:

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## Preparing for the green paper overhaul in adult social care

*“2008 is the most important year for social care since the community care legislation of the early 1990s”*

Ivan Lewis, Under-Secretary of State for Care Services, Department of Health

In 2008 the seeds will be sown for massive changes to adult social care and every adult care professional will be affected by this in the future. With significant unmet need and monumental demographic changes almost upon us, reform in this sector has been made an urgent political priority and a green paper on the subject will be released at some point this year.

This conference will use expert speakers to show you not only what challenges are to be faced but show practical, usable solutions to improve care. We will look at how the green paper will transform adult social care in the coming years, and demonstrate new techniques to implement it, such as new service models and preventative care and reablement. The conference will also aim to influence the green paper through debate, experience and contact with the people making the reforms. It is the opportunity for the adult care community to shape the future of adult social care.

### By attending this conference you will learn:

- How to join up housing, health and social care in the programme of change
- Future strategies for dealing with dementia
- What we can bring from other adult care strategies around the world
- How piloted service models could transform future care
- How to keep carers central to strategy

### Who should attend?

- Local authority directors
- Directors of adult services
- Policy managers
- Managers of adult services
- Finance managers for adult services
- Senior practitioners
- Service managers
- Directors of housing
- Adult protection officers
- Heads of care operations
- Commissioners of adult care
- Directors from service providers in the statutory, voluntary and private sectors

### From our last adult care conference:

*“Excellent conference that has given many issues and suggestions to develop our work”*

Andy Kaye, Powys County Council

*“Comprehensive, stimulating and thought provoking”*

Pam Davison, Project manager, Raglan Health Authority

### Post-conference half-day workshop – Wednesday 9 July 2008:

## Advocacy and personalisation

John Miles, Treasurer, Older People's Advocacy Alliance (OPAAL)

This practical, problem-solving workshop is designed to help you deliver a more robust advocacy service. The personalisation agenda means advocacy is increasingly crucial for service users. This intensive session will give explanation of advocacy issues and how to ensure service users have the voice they need. The workshop is suitable for those working within any adult client group.

**Start 9.30 • Finish 12.30**

#### Advocacy in the context of personalisation

- What constitutes effective advocacy?
- How will personalisation create a greater need for advocacy?
- Providing service users with the right support to have independent lives

#### Managing conditions and the role of advocacy

- What does an advocacy service need to provide?
- Helping vulnerable people to cope with more independence in the care system
- Extending services to harder to reach members of the community

#### Tackling the challenges for carers when service users have greater control in care services

- The needs of carers

#### How can local authorities work with providers to deliver effective advocacy services?

- Partnership working
- Efficient resource allocation

### About the workshop leader:

John Miles is a trustee of the Older Peoples Advocacy Alliance. He has twenty years of experience as a practitioner with older people and now works independently on older people's engagement in community development and social care. He is currently involved with the regional tool-kit pilot on independent living and older people, run by the Office for Disability Issues.

# PROGRAMME – Tuesday 8 July 2008

## 09:45 Chair's introduction and opening remarks

MARK IVORY, *Executive Editor, Community Care*

## 09:55 Keynote address

**SPEAKER TO BE CONFIRMED**

## 10:15 The future of funding for adult social care and the implications for a fairer, more effective funding settlement

JOHN BOLTON, *Director of Strategic Finance, Department of Health*

- Funding and revenue in the face of a demographic time bomb
- Funding effects of reformed eligibility criteria and personalisation – what should people pay for?
- Results of pilots on individual budgets and resource allocation system
- How do we use resources more effectively in the long term?
- Implications for self-funders

## 10:45 Right care, Right deal: what is the right solution?

Chaired by MARK IVORY

Panel includes

PAUL CANN, *Director of Policy and International Affairs, Help the Aged*

IMELDA REDMOND, *Chief Executive, Carers UK*

STEPHEN BURKE, *Chief Executive, Counsel and Care*

A panel of coalition partners and experts by experience will examine the implications and impact of social care and the green paper.

11:30 Coffee

## 11:40 Examining housing concerns and incorporating housing, health and social care

RICHARD BEST, *President, Local Government Association and Chair, Hanover Housing Group*

- The importance of housing in preventing illness and deterioration
- Designing for future demographics
- Promoting quality of life and independence
- Age proofing housing, new technology and telecare

## 12:10 Providing independence and support through preventative care and reablement

SUSANNAH WHITE, *Chief Executive and Director, Health and Community Services, Southwark Council*

- Keeping older people living independently for as long as possible
- Supporting older people in the community to stay out of emergency hospital care
- Provide strong community health and social care to help older people out of hospital and into the community

## 12:40 Keeping carers central to strategy

IMELDA REDMOND, *Chief Executive, Carers UK*

- Employer issues
- Legislation affecting carers
- Carers as key to the solution and fulfilling their needs
- Gaining recognition and giving support
- Future policy developments

13:00 Lunch

## 13:50 Using effective service models that make a positive impact on care

ANDREW COZENS, *Strategic Adviser for Children, Adults and Health Services, Improvement and Development Agency*

- New service models for delivery of improved care
- Examining and using the successes of beacon studies and POPPS
- Using preventative working to benefit service users
- Engaging with the 'whole population' and ensuring services are open to everyone

## 14:20 The impacts on providers of continuous change and new expectations

MARTIN GREEN, *Chief Executive, English Community Care Association*

- What do changes mean for providers?
- New expectations
- What does change mean for practitioners?
- How would broader role for local government shape the market?

## 14:40 Strategies for dealing with dementia

ANDREW CHIDGEY, *Head of Policy and Campaigns, Alzheimer's Society*

- Improving awareness of dementia
- Early diagnosis and intervention
- Rising to the challenge of improving quality of care and life
- NICE and financial sustainability

15:10 Coffee

## 15:25 Workshop 1

**EITHER** **A) Reforming Adult Social Care – Lessons from Other Countries**

CAROLINE GLENDINNING, *Professor of Social Policy, University of York and Chair, Social Policy Association*

- The role of central government
- Integrated or multiple funding streams
- Universalism vs means-testing
- Cash payments and vouchers vs services in kind
- Policies for informal/family carers within wider reform strategies

**OR**

**B) Setting a vision for social care and taking your people with you**

IAN WINTER, *Social Care Lead and Regional Change Agent, CSIP London*

- How to achieve the vision of the right social care within your organisation
- Change management
- Implications for staff
- Minimising the negative effects of change

## 16:15 Workshop 2

**EITHER** **A) Presenting best practise through a successful beacon council – Warrington Borough Council**

- Best practise with user involvement
- How leadership, innovation and integration delivers dignity and positive user outcomes
- Effective use of resources
- Making connections

**OR**

**B) Long-term funding solutions for adult social care**

**SPEAKER TO BE CONFIRMED**

- System improvements
- Practice innovations

## 17:00 Chair's closing remarks

17:10 Close of conference

# Registration

Your priority booking code is:

WEB

You will need to quote this code to claim your early booking discount\*

\*The early booking discount is only available when you register before 16 May 2008

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## Payment details

### Conference only:

£199 + VAT (£34.83) = £233.83 per delegate (Voluntary Sector, Charities and Not-For-Profit Sector)

**for bookings received on or before 16 May 2008**

£249 + VAT (£43.58) = £292.58 per delegate (Voluntary Sector, Charities and Not-For-Profit Sector)

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£349 + VAT (£61.08) = £410.08 per delegate (NHS and Public Sector)

### Conference and Workshop:

£375 + VAT (£65.63) = £440.63 per delegate (Voluntary Sector, Charities and Not-For-Profit Sector)

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**Tackling the Eligibility Crisis in Adult Services** 24 June 2008

**Improving educational outcomes for looked-after children**  
26 June 2008

**Adult protection** 19 September 2008

## You can still benefit from the day – even if you can't make it!

Naturally, nothing matches the experience of coming to the conference, but if you really can't make it, you can still benefit by ordering a set of course papers. Available for £99, this will give you a permanent record of the subjects covered, which you can share with your colleagues.

To order call on 020 7347 3574 or return the booking form.

## Administration

### VENUE

Central London. The venue will be confirmed in the joining instructions letter.

### FEE

Your one-day fee includes attendance, refreshments, lunch and course documentation. Full payment, including VAT must be received prior to the conference. Please post a cheque for the full amount with your completed registration form or complete the credit card payment details. Once payment has been received a VAT invoice/receipt will be issued.

### OUR CONFIRMATION OF YOUR BOOKING

All bookings will be acknowledged in writing within five working days of receipt and joining instructions (final conference details and a venue location map) will be emailed to delegates approximately two weeks before the event. Please telephone the Bookings Enquiries line immediately:

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- if you have not received your joining instructions five days before the event

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Community Care Conferences would like to ensure that all delegates can participate fully at our events. If you have any additional requirements, eg, wheelchair access, large print documentation or an induction loop, or if you have any particular dietary requirements please let us know on the adjacent form.

Please call me to discuss my requirements in more detail.

### CERTIFICATE OF ATTENDANCE

A certificate of attendance is available on request, following your attendance at this conference, as a record of your training and development.

### DOCUMENTATION SALE

Your notes will be dispatched within five working days after the event. Please call us if you do not receive your notes by two weeks after the event.

### CANCELLATIONS

A refund of fees will be made only for cancellations received in writing at least 14 days before the event (less a 25% cancellation fee to cover administration costs). No refunds will be made for cancellations received within 14 days of the event and failure to attend after confirming a booking will be subject to the same terms. We regret that the transfer of a booking to another event cannot be made but a substitute delegate will be accepted at any time before the event.

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