

Supported by:



counsel + care   
for older people, their families and carers

5th National Conference  
**Delivering quality care:** fair to everyone,  
affordable to all

Wednesday 27th January 2010  
Inmarsat Conference Centre,  
London EC1

Keynote speakers:

**John Bolton**

Director of Strategic Finance, Department of Health

**Norman Lamb MP**

Shadow Secretary of Health, Liberal Democrats

Other speakers include:

**Dr Julien Forder**

Research Fellow, Personal Social  
Services Research Unit,  
London School of Economics

**Andy McKeon**

Managing Director, Health,  
Audit Commission

**Dame Jo Williams**

Commissioner,  
Care Quality Commission

**Chris Pond**

Director, Financial Capability,  
Financial Services Authority

**Lord Richard Best OBE**

Chairman, Innovation Panel  
and President, LGA; Chairman,  
Hanover Housing Association

**Andrew Cozens CBE**

Strategic Adviser, Children,  
Adults and Health  
Services, IDeA

Right now particularly hard policy and political discussions are happening around the future of social care design and provision. The complex interrelationships between systems, financing, family responsibilities and the duties of central and local government are at the heart of these discussions.

With any real outcome from a green paper not expected until after an election, those who are designing and delivering services for older people will need to drive real innovation and improvements now. With an increased concentration on efficiency savings, more joined-up working and a clear drive towards services that are personalised and needs appropriate.

This conference will discuss how a vibrant and growing social care market, underpinned by a transformed, personalised social care service, can be fully realised.



Register your place online:  
[www.neilstewartassociates.com/sh267](http://www.neilstewartassociates.com/sh267)

Supported by the Department of Health



# Agenda

(subject to change)

09:00 Registration, refreshments, exhibition and networking

## SESSION ONE:

### All Things Being Equal: Fairness in an Ageing Society

09:50 Welcome and opening address from Conference Chair

**Stephen Burke**, Chief Executive, Counsel and Care

10:00 The costs and benefits of social care funding in England

**Dr Julien Forder**, Research Fellow, Personal Social Services Research Unit, London School of Economics

10:15 Keynote address: getting best value from care spending

**John Bolton**, Director of Strategic Finance, Department of Health

10:35 Questions and discussion

10:45 Expert panel:

Fair outcomes or fair access?  
How can we make room for innovation?  
How can we ensure that money is spent wisely?  
Can we retain flexibility and choice?

Experts are:

**Andy McKeon**, Managing Director, Health, Audit Commission

**Baroness Greengross**, Vice-chair, All-Party Parliamentary Groups on Dementia, and Ageing and Older People; Chief Executive, International Longevity Centre

**Jeff Jerome**, National Director for Social Care Transformation

**Melinda Phillips**, Chief Executive, Housing 21

11:25 Refreshments, exhibition and networking

## SESSION TWO:

### Strategic Learning Forums

11:50 Each forum discussion will be led by an expert and will last for 35 minutes. Each forum will then be repeated, allowing delegates to choose two forums in the session.

1 The Power of Prevention

2 Information and Advice

3 Personalised Care and Support

4 Commissioning Better Services

5 Involving Users and Carers

13:00 Buffet lunch, exhibition and networking

Counsel and Care 5th National Conference

# Delivering quality care: fair to everyone, affordable to all

Wednesday 27th January 2010, Inmarsat Conference Centre, London EC1

## SESSION THREE:

### The Fundamentals of Delivering Quality Care

14:00 Getting back to basics: improving people's experience

**Dame Jo Williams**, Commissioner, Care Quality Commission

14:15 Building financial capability: improving information and access

**Chris Pond**, Director, Financial Capability, Financial Services Authority

14:30 Delivering on housing needs: improving health and quality of life

**Lord Richard Best OBE**, Chairman, Innovation Panel and President, LGA; Chairman, Hanover Housing Association

14:45 Questions and discussion

15:00 Refreshments, exhibition and networking

## SESSION FOUR:

### Closing Debate - Can We Really Meet a Fair Settlement Between the Individual, The Family and the State?

15:25 Keynote address:

**Norman Lamb MP**, Shadow Secretary of Health, Liberal Democrats

Questions and discussion

15:50 Panel discussion: each panellist will give a 5 minute overview, which will be followed by a question and answer session from the floor

**Andrew Cozens CBE**, Strategic Adviser, Children, Adults and Health Services, IDeA

**Andrew Harrop**, Head of Public Policy, Age Concern and Help the Aged

**Jenny Owen**, President, ADASS

**Imelda Redmond**, Chief Executive, Carers UK

16:25 Chair's closing comments

16:30 Close of conference

Register online today:

[www.neilstewartassociates.com/sh267](http://www.neilstewartassociates.com/sh267)


Tel: 020 7324 4330 • Fax: 020 7490 8830


# Delivering quality care: fair to everyone, affordable to all


Wednesday 27th January 2010, Inmarsat Conference Centre, London EC1

## To Register

Please photocopy this booking form for additional delegates. Complete all relevant sections of this form and either:

 Fax: 020 7490 8830

 Online: [www.neilstewartassociates.com/sh267](http://www.neilstewartassociates.com/sh267)

 Post: Neil Stewart Associates, PO Box 39976,  
2nd Floor, 1 Benjamin St, London EC1M 5YT

Alternatively call us on 020 7324 4330 or email us at  
**customer.services@neilstewartassociates.co.uk**

## Delegate Information

sh267

Title (Mr/Ms/Dr/Prof/Other)

Full Name

Position

Organisation

Sector:  Public  Central Government  Local Authority  Non-Departmental Public Body  
 Health  Education / Skills  Commercial  3rd Sector / Not for Profit

Email

Address

Postcode

Tel No.

Direct Line? (Yes/No)

Fax No.

Training Manager

Email

I have read and agree to the terms and conditions below





Signature

### HOW TO PAY Please tick the relevant box below

Invoice Please send an invoice to:

Purchase order number (if relevant)

Cheque I enclose a cheque for £ \_\_\_\_\_ made payable to Neil Stewart Associates Ltd

Credit Card We can accept the following credit cards:    

Please debit: £ \_\_\_\_\_ from Mastercard/Eurocard/Visa/Maestro/Delta

Card No: \_\_\_\_\_ Expiry date of card: \_\_\_\_\_

Maestro Issue No: \_\_\_\_\_

Name (as on card): \_\_\_\_\_

Issuing Bank: \_\_\_\_\_

Cardholder's address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Signature: \_\_\_\_\_

### ADDITIONAL REQUIREMENTS Please indicate any additional requirements below

## Delegate Rates

Please select the relevant rate from the list below  
\* VAT rate at 15% until 31/12/09 and 17.5% after this date

### Full Rate -

Central Government Departments & Agencies, Non-Departmental Public Bodies, Commercial Sector  
 **£599.00 + VAT\* (£688.85/£703.83)**

### Reduced Rate -

NHS Trusts, Local Authorities  
 **£379.00 + VAT\* (£435.85/£445.33)**

### Supported Rate -

Voluntary Organisations, Trade Unions, Care Homes  
 **£240.00 + VAT\* (£276.00/£282.00)**

Fees include all day access to the event, available conference papers, buffet lunch and refreshments, for registered delegates only. Fees do not include travel costs or accommodation. Shared places are not permitted.

## Forum Selection

You may attend two forums in session two. Places are allocated on a first-come, first-served basis. Please circle your choice below

**1st Forum**    1    2    3    4    5  
**2nd Forum**    1    2    3    4    5

## Unable to attend?

I am unable to attend this event please give me access to the materials online at [www.policyreview.tv](http://www.policyreview.tv) after the event.

Downloadable documents only  
**£99.00 + VAT (£113.85/£116.33)**

Downloadable documents and podcasts  
**£150.00 + VAT (£172.50/£176.25)**

Please indicate your method of payment in the how to pay section.

[www.policyreview.tv](http://www.policyreview.tv) has exclusive access to all Neil Stewart Associates events - for more details visit us online. Annual web subscriptions start at **£450.00 + VAT\* (£517.50 / £528.75)**.

## Terms and Conditions

This booking form constitutes a legally binding agreement. Payment must be received in full before the event. We are not responsible for the non-arrival of confirmation documents: if, by 7 days prior to the conference, you have not heard from us, contact us using the phone number on the brochure. All available conference material including documents, podcasts and in some case films are made available to delegates after the event therefore we do not accept cancellations, whole or in part. Substitutions will be accepted if notified in writing prior to the event, non-arrivals will be liable for the full fee.

All our conferences are recorded and the content is made available on [www.policyreview.tv](http://www.policyreview.tv). If you do not wish to be filmed, your voice recorded or your photograph taken please email [customer.services@neilstewartassociates.co.uk](mailto:customer.services@neilstewartassociates.co.uk) giving your name and the conference you will be attending.

## Data Protection

The personal information you provide will be held on a database by Neil Stewart Associates Ltd. By registering for a conference, Neil Stewart Associates and its subsidiary companies can provide you with information relating to your booking and other services via email, direct mail, telephone or fax. If you do not want to receive this information please write to the Database Manager at Neil Stewart Associates. Your details may also be made available to other carefully selected companies.  Please tick here if you do not wish to receive information from third parties.

## Overseas delegates

Delegates from outside the UK who book to attend an NSA conference must send their remittance in time to clear funds no later than 2 weeks before a one day conference. Bookings from overseas delegates will be subject to the cancellation policy specified on the booking form.

Images: © [www.istockphoto.com](http://www.istockphoto.com)

## This year's Counsel and Care Annual Conference will:

- Provide delegates with a unique opportunity to hear directly from those who have been involved in preparing the green paper, and to deliberate on how a fair and sustainable system of quality care can be delivered in the future
- Hear how the Care Quality Commission is working across health and social care systems to ensure that services are delivering quality care which is consistent with patients' expectations
- Find out how to improve take-up of entitlement and how, by increasing universal access to and information on financial services, we can alleviate pressures on vulnerable older people in challenging economic times
- Learn how an integrated system of care, which considers housing needs alongside other services, can improve the health and wellbeing of older people, especially those managing long-term conditions
- Engage in a debate with key drivers of change in the social care agenda who will argue how we can best represent the needs and desires of older people, their carers and of the state in transforming the design and delivery of social care
- Hear from the Department of Health on how we might sustain the financing of quality care through the next parliament with a continued drive for efficiency improvements, encouraging innovations and rewarding high performance
- Allow you to join your colleagues and peers in strategic learning forums, run by expert service designers and practitioners, who have made a real difference in improving services for older people
- Provide you with a unique opportunity to network with your peers from across the civil, public and private sectors and share your frustrations, insights and solutions with senior policy and decision-makers

## Sponsorship and exhibition opportunities

This event will attract a diverse audience of top level decision makers and key policy professionals. To learn more about sponsorship and exhibition opportunities please contact:

**Dominic Slonecki** Tel: **020 7324 4350**

Email: [dominic.slonecki@neilstewartassociates.co.uk](mailto:dominic.slonecki@neilstewartassociates.co.uk)

## Unable to attend?

Find access to the materials at [www.policyreview.tv](http://www.policyreview.tv) after the event. Downloadable documents are only **£99.00 + VAT\*** (**£113.85/£116.33**). Downloadable documents and podcasts are **£150.00 + VAT\*** (**£172.50/£176.25**).

[www.policyreview.tv](http://www.policyreview.tv) has exclusive access to all Neil Stewart Associates events - for more details visit us online.

\*VAT rate at 15% until 31/12/09 and 17.5% after this date

## Bursary places

There are a number of bursary places available and special rates for Counsel and Care members, please contact **Suzannah Povey** by email [suzannah.povey@neilstewartassociates.co.uk](mailto:suzannah.povey@neilstewartassociates.co.uk) or call **020 7324 4361**

## Who should attend?

### Local and Central Government Sector

- Adult Social Services
- Housing
- Board Members responsible for Elderly Care
- Adult Social Services
- Elderly Care
- Social Workers
- Advocacy Services
- Local Strategic Partnerships
- Community Care Officers
- Adult Protection Committees
- Supporting People Teams
- Person Centred Planning Facilitators
- Direct Payments Support Workers
- Older People's Service Managers
- Civil Servants, particularly from Department of Health, Department for Work and Pensions and Communities and Local Government and the Office of the Public Guardian

### Health Sector

- Inspectors of Older People's Services
- NHS Trust Chief Executives
- Corporate Directors
- Board Members Responsible for Care of Elderly
- PCT Commissioners and Programme Leads
- Discharge Managers
- Care of Elderly Managers
- Mental Health Trusts
- Community Nursing Managers
- Directors
- Heads of Older People's Services
- Heads of Communications from PCTs and SHAs
- Care Managers, Navigators and Brokers
- Commissioning Managers

### Voluntary Sector

- Advocacy Groups
- Statutory Bodies
- Older People
- Carers
- Carers' Organisations
- Older People's Organisations

### Other

- Care Business Suppliers and Agencies
- Nursing and Residential Providers
- Telecare and Equipment Suppliers
- Pharma and Medical Equipment Suppliers
- Financial Advisers
- Banking and Insurance Organisations
- Campaign Groups