

FOR IMMEDIATE RELEASE: Thursday 10th December 2009

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NATIONAL CONFERENCE ON DELIVERING QUALITY CARE FOR OLDER PEOPLE THAT IS FAIR BUT ALSO AFFORDABLE

How high-quality and personalised care can be delivered to make a real difference now for older people, their families and carers while the plans for the future funding of care are negotiated is the central focus of Counsel and Care's annual conference next month.

'Delivering quality care: fair to everyone, affordable to all' will take place on Wednesday 27th January 2010 in central London. Counsel and Care's annual conference is kindly supported by the Department of Work and Pensions, ADASS, IDeA and the Department of Health.

The 5th Annual Counsel and Care conference comes at a significant moment in the development of a new funding system for care and support, with the imminent publication of a government White Paper. This conference will look at the six key elements which people should expect from a new national care service: access to prevention services; a national assessment; a joined up service; appropriate information and advice; personalised care and support; fair funding.

Discussion will also focus on whether the £250million¹ worth of savings indicated as possible in the Pre-Budget Report (9th December, 2009) are actually achievable through reducing variation in use of residential care across the country. It will look at how far this focus on more support for older people in their own home, together with more targeted spending on prevention and low-cost interventions can, as highlighted by John Bolton in his report, *Use of Resources in Adult Social Care: a guide for local authorities*², achieve the best outcomes for all older people with care and support needs.

The conference will be chaired by Stephen Burke, Chief Executive of Counsel and Care. Speakers include:

-  John Bolton, Director of Strategic Finance, Department of Health
-  Norman Lamb MP, Shadow Secretary of State for Health, Liberal Democrats
-  Dr Julien Forder, Research Fellow, Personal Social Services Research Unit, London School of Economics
-  Chris Pond, Director, Financial Capability, Financial Services Authority
-  Lord Richard Best OBE, Chairman, Innovation Panel and President, Local Government Association; Chairman, Hanover Housing Association
-  Andrew Cozens CBE, Strategic Adviser, Children, Adults and Health Services, IDeA
-  Jenny Owen, President, ADASS
-  Jeff Jerome, National Director for Social Care Transformation
-  Dame Jo Williams, Commissioner, Care Quality Commission.

¹ HM Government (2009), *Pre-Budget Report 2009: Securing the recovery: growth and opportunity*, p110, HM Treasury, London
http://www.hm-treasury.gov.uk/prebud_pr09_repindex.htm

² Bolton, J (2009) *Use of Resources in Adult Social Care – a guide for local authorities*, Department of Health, London

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NOTE TO EDITORS

- Counsel and Care's Annual Conference: '**Delivering quality care: fair to everyone, affordable to all**' takes place on Wednesday 27th January 2010 at the Inmarsat Conference Centre, London, EC1. For more information see: www.neilstewartassociates.com/sh267 or www.counselandcare.org.uk/influence/events
- The media are invited to attend the conference on 27th January 2010. Please contact Suzannah Povey from Neil Stewart Associates on 020 7324 4361 or e-mail suzannah.povey@neilstewartassociates.co.uk to arrange a pass.
- Counsel and Care is a national charity working with older people, their families and carers to get the best care and support. Advice on issues affecting older people and carers can be obtained by calling 0845 300 7585 or emailing advice@counselandcare.org.uk
- Counsel and Care's Advice Service opening hours are 10am-4pm Monday-Friday except Wednesday afternoons.
- VitalLinks is a new national network of befriending schemes for older people that aims to help older people, their families and carers to locate a nearby scheme and assists befriending schemes to connect with each other. For more information, log on Counsel and Care's website at: www.counselandcare.org.uk/networks/vitallinks/ or contact the VitalLinks coordinator, Kathleen Gillett, on 0207 241 8535 or email VitalLinks@counselandcare.org.uk
- More information about Counsel and Care can be obtained from www.counselandcare.org.uk