

**Fees**

Places are limited and to secure a place your conference fees must be paid in advance. Your remittance should accompany the completed booking form below.

**Enquiries**

Sarah Luton, Lancashire Care Association  
Tel: 01772 455574 Fax: 01772 458885  
Email:sarah.luton@lancashirecare.org.uk

**Conference & Exhibition Organising Team**

Arthur Jones, Paul Simic, Sarah Luton,  
George Hill, Raj Singh.

**Directions to the Dunkenhalgh Hotel**

**By road from the M6 North/South:** M6 to Junction 29; join M65. Exit M65 at Junction 7 and turn left (first exit) at the roundabout. At the traffic lights turn left onto the A678, and first left for the Dunkenhalgh Hotel.

**By road from Manchester/Liverpool/Leeds:** M60 to Junction 18; join M66. Follow M66 North as far as signs for A56 Burnley. Turn left and follow A56 to M65. Turn left onto the M65 (Blackburn). Exit M65 at Junction 7 and turn right (going under the motorway) Take the third exit (Clitheroe) off the roundabout At the traffic lights turn left onto the A678, and the MacdonaldDunkenhalgh Hotel is first left.

Macdonald Dunkenhalgh,  
Blackburn Road, Clayton-le-Moors, Accrington,  
Lancashire BB5 5JP  
Tel: 0870 194 2116 Fax: 0125 487 2230



**By rail:** From Accrington Station 2 miles, Blackburn Station 4 miles, from Preston Station 15 miles.

**By air:** From Manchester Airport - 40 miles

delegate **Booking Form**

You can also email your booking form (including all information on this booking form) to [sarah.luton@lancashirecare.org.uk](mailto:sarah.luton@lancashirecare.org.uk)



please complete in block capitals

I would like to reserve: Members  places at £55 Non-members  places at £75

For the 'The Future's not 'Business as Usual'' one day conference at the Dunkenhalgh Hotel & Spa, Accrington (M65, J7) on Wednesday 27th September 2006, (fee includes refreshments & lunch). Non-members who join on the day will receive the members discount.

Names of delegates attending

1. <input type="text"/>	4. <input type="text"/>
2. <input type="text"/>	5. <input type="text"/>
3. <input type="text"/>	6. <input type="text"/>

Company name:

Company address:

Postcode:

Telephone:  Fax:

Signed:

I enclose a cheque value £  (cheques payable to Lancashire Care Association)

£10.00 per delegate discount available for bookings over 3 delegates

**Please return to:** LCA Conference Administrator, Centurion House, Centurion Way, Leyland, Lancashire, PR25 3GR  
Should you wish to retain the conference Agenda, you're welcome to fax a photocopy of the booking form. SEE YOU THERE!

LCA: MAKING A DIFFERENCE

# LCA Annual Conference and Exhibition 2006



## The future's not 'business as usual'

Last year's conference speakers emphasised how the care sector was facing something of a watershed and looked ahead at what might come next. The view was one of guarded optimism, balancing the opportunity arising from a clear policy commitment to substantial change not just tinkering, on the one hand, with the potentially serious threat from change that is ill-managed, on the other. Well, we're a year on. Where are we now and what next? The key issues around **regulation, funding and paying for care, commissioning, the health and social care interface, workforce, and users and carers** run through the day's programme.

I'd highlight here three important 'new virtues' (\*) required for doing things in new and better ways: 1) there needs to be a grown-up and transparent debate about what good care costs and where the money's going to come from; Wanless gave this some much needed impetus in March and the Laing and Buisson work on a Fair Price for Care (both for care homes and the forthcoming work on home care in Lancs) will also contribute to this debate at national level and here in the North-West through the work LCA is doing with local councils; 2) the challenge involved in structuring and funding the 'world class workforce' required (nearly a million people are in the 'social care' workforce) needs better recognition - in the local and regional context we have established the Lancashire Workforce Development Partnership (LWDP) which, with other stakeholders (e.g., LSC, Skills for Care), has to make some real impact on this; and 3) finally, the independent sector has to be welcomed in from the cold by being, and being recognised as, a modern, flexible, quality resource, operating across the care and support spectrum; seen as a solution rather than a problem. Without this major resource working efficiently and resourced properly all the aspirations expressed by government for better health and social care will remain merely rhetoric. A real impact on the experience of care and a true partnership with a quality independent sector is the future we look to.

(\*) Audit Commission/ SSI (2004) Old virtues, new virtues.

Paul Simic,  
CEO

**Wednesday  
27th  
September  
2006**

**Dunkenhalgh  
Hotel & Spa**

**Accrington  
(M65, J7)**

**9.00 am  
- 4.30 pm**

Lancashire Care Association,  
Centurion House,  
Centurion Way,  
Leyland, Lancashire  
PR25 3GR.

Tel: 01772 455574

Fax: 01772 458885

Website:  
[www.lca.ik.com](http://www.lca.ik.com)

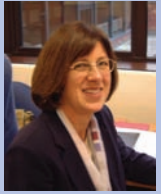
Thank you to our main sponsor



**Join the LCA**  
**LCA: Making A Difference**

Help us provide a strong, united voice for quality providers. Membership packs will be available at the Conference or email: [sarah.luton@lancashirecare.org.uk](mailto:sarah.luton@lancashirecare.org.uk)

## our Speakers



### Jennifer Jaynes

Jennifer Jaynes completed a Psychology and Sociology Degree before starting her social work career with the London Borough of Redbridge in 1971. Jennifer was seconded onto the Master's Course at the University of North Wales where she obtained her professional qualification. In 1974 she moved to Worcestershire to become a 'Psychiatric Social Worker' working in the Worcestershire Development Project, a national pilot, aimed at closure of the a long stay hospital. During 28 years with Worcestershire she undertook a variety of roles including Health Care Team Manager, Registration and Inspection Officer, Purchasing Manager, Quality Assurance Manager and Service Manager for the County's Mental Health Services. She also completed an MA in Public Sector Management at Aston Business School. In January 2003 Jennifer took up a post as Assistant Director, Adult Services with Blackpool Council. In December 2004 she took up her current post as Assistant Director, Older Adults and Physical Disability Services.



### Richard Jones

Richard Jones is Executive Director for Adult and Community Services at Lancashire County Council. Richard qualified as a social worker in 1984 and has held a range of practitioner and management posts. Richard was appointed Director of Social Services in St. Helens in 1996 before moving to take on the role of Regional Director for the North West for the Social Services Inspectorate in 2002. Richard joined Lancashire County Council as Director of Social Services in 2004. Richard is currently Chair of the Association of Directors of Social Services North West Branch.



### Keith Lewin

Keith has acquired, over 30 years, a wide ranging expertise in commercial disputes of all types. He has represented clients, both as solicitor and advocate, in Courts throughout the UK and has been involved in several leading decisions in the High Court and Court of Appeal. He has acted for many care homes, private hospitals, residential special schools and mental health establishments providing support, advice and representation concerning inspections by the, then, NCSC and CSCI. He provides strategic advice and representation on POVA and POCA investigations. He has experience of dealing with allegations of manslaughter against staff and corporate manslaughter against employers. Keith has successfully "headed off" CSCI applications for urgent cancellation of registrations. In January 2005 Keith formed a new law firm, Brunswicks LLP, of which he is Senior Partner and Chairman. Brunswicks LLP specialises in servicing the health and social care sector, exclusively representing providers and their staff. Brunswicks LLP donates 2% of all its fees to charitable and worthy causes.

# The future's not 'business as usual'

## Conference agenda

### LCA Annual Conference & Exhibition 2006

9.00 am	Registration, Exhibition & Coffee
9.30 am	Welcome & Introduction (Arthur Jones, LCA Director)
9.35 am	Opening Remarks (Sue Lace, LCA Vice Chair)
9.45 am	David Potter, RBS 'Working in the Care Sector - Risky Business ?'
10.00 am	Professor Bob Hudson 'Our Health, Our Care, Our Say: Interpreting the Messages'
10.25 am	William Laing 'Current State & Future Prospects for the Independent Care Sector'
10.50 am	Q&A Session
11.00 am	Chris Pearce, Fire Co 'New Fire Regulations'
11.15 am	Exhibition & Coffee
11.45 am	Robert Elliot, CareAware
12.00 pm	Julia Reay 'Carers Need a Good Listening To'

### Wednesday 27th September 2006

### Dunkenhalgh Hotel & Spa, Accrington (M65, J7)

12.20 pm	Q&A Session
12.30 pm	Lunch & Exhibition
1.40 pm	Mark Aston, JLA 'Infection Control Standards - Energy & Utility Costs within Laundries'
1.55 pm	Jennifer Jaynes & Colleagues 'Everybody's Business - Your Business' & 'Mental Capacity Act Briefing'
2.25 pm	Richard Jones 'Roles, Responsibilities & Relationships'
2.45 pm	Q&A Session
2.55 pm	Exhibition & Coffee
3.20 pm	CSCI (Speaker TBC)
3.40 pm	Keith Lewin 'Business as usual? Not likely'
4.00 pm	Q&A Session
4.10 pm	Summary & Closing Remarks (Paul Simic, LCA CEO)

## our Speakers

### William Laing

William Laing is a trained economist, and the driving force behind Laing & Buisson, which he set up in 1976. William is viewed by many as the leading commentator on private health and community care in this country. The media regularly seeks his comments on industry events and he is frequently invited to speak at conferences and to participate in 'think tank' committees.



### Julia Reay

Julia began a career in community work in South London in the late 70's. She has worked in a wide variety of community settings including a women's refuge, a community transport organisation and general youth provision. Since returning home to the North West she has worked with rural communities, young women with learning difficulties, a homeless centre and in an information and advice setting prior to taking up her current post as Project Manager for Lonsdale District Carers. Her work involves provision of support services to carers in the District of Lancaster (13,951 identified during the last census) and campaigning for the recognition and development of appropriate services for carers.



### Bob Hudson

Bob Hudson is Visiting Professor of Partnership Studies in the School of Applied Social Sciences at the University of Durham and also runs his own consultancy on partnership and integration. Prior to that he was Honorary Professor in the Health Services Management Centre, University of Birmingham, Principal Research Fellow at the Nuffield Institute for Health, University of Leeds, and Senior Lecturer in Social Policy at New College Durham. Bob is also a Specialist Adviser to the House of Commons Education and Skills Committee on the partnership aspects of the children's services reforms. When he is not working he likes nothing better than to watch Sunderland AFC play fluent attacking football.



### LCA Charity Gala Dinner

Sponsored By: Care Aware

27th September 2006  
7:30 pm - 8:00 pm,  
Townley Suite,  
Dunkenhalgh Hotel & Spa



LCA will this year host a Charity Gala Dinner to recognise two important anniversaries: 25 years of NCA & 15 years of LCA. Come and join us for an evening of entertainment, dancing and to raise money for charity.

Contact Sarah Luton.  
Tel: 01772 455574 for a Booking Form