

# LCA Annual Conference and Exhibition **2008**



## **“Brave New World - Transforming Social Care: Personalisation and Quality”**

### **Welcome to LCA's 2008 Conference Programme.**

The latest in LCA's annual conferences looks at the 'New World' facing us – the key words are: 'personalisation', 'transformation', 'dignity' and 'control'. Government continues to insist it is its intention to 'transform' services (around individual preference and control, earlier and more effective interventions and to raise the status of social care). People using services will have more buying power and providers will see a different landscape where care is, perhaps, more purchased than commissioned. It is also the intention of government to look again at the balance between state and citizen in relation to who pays for that care. But there are a lot of unknowns in this change-round - not least, how to deal with the £6bn funding gap predicted by the end of the next decade. We will also see this year yet further changes in the regulatory regime, in immigration rules, and in law relating to Mental Capacity issues, impacting on employers. The challenge, as ever, is how to translate the rhetoric of transforming care into practice and do so in such a way as to achieve quality care, affordably. Whether you are a service-user, a planner or policy-maker, a provider, or care professional, this conference is for you. The day is a mixture of practical and policy information and a key networking opportunity.

Submit your questions (in advance and in absentia) to us for the end of day "Question Time" session, chaired by David Brindle of the Guardian to: [www.lancashirecare.org.uk/contact\\_us.asp](http://www.lancashirecare.org.uk/contact_us.asp) - heading it: 'My Question'

**LCA organises the premier North-West care event. Hot topics. Top speakers. Quality exhibitors. Be there!**

**Paul Simic CEO LCA**

PS. For those with a CPD folder to keep up to date, attendance is LCA-certificated.

**Visit: [www.lancashirecare.org.uk](http://www.lancashirecare.org.uk) for LCA Member Deals!!**

**Thursday  
25th  
September  
2008**

**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.lancashirecare.org.uk](http://www.lancashirecare.org.uk)

Thank you to our main sponsor



## **Join the LCA**

**LCA: Promoting 'Dignity in Care'**

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)

## Guest Speakers



**Barbara Young**  
Baroness Young Of Old Scone

Barbara Young was appointed Shadow Chair of the Care Quality Commission from June 2008.

Barbara Young's early career was spent in public relations and in health services management. She held a number of posts in health services planning and management in Scotland and London, with particular interests in academic medicine, socio-economic deprivation and community based services. She has been Chairman then President of the Institute of Health Services Management and a King's Fund International Fellow.

Barbara was formally Vice-Chairman of the BBC and a Trustee of the National Council for Voluntary Organisations. She is a Trustee of the Institute for Public Policy Research (IPPR) and a non-affiliated Life Peer in the House of Lords as Baroness Young of Old Scone.



**Andrea Rowe**

Andrea Rowe is the Chief Executive of Skills for Care, the organisation that aims to improve adult social care services across the whole of England by supporting employers' workforce development activity. Skills for Care is part of the sector skills council, Skills for Care and Development.

Andrea is also Chair of the Skills Forum in the North East region and a member of the acevo North steering group. Formerly, Andrea was head of CCETSW Northern England. She has various management, social work, social policy and teaching qualifications. Andrea is a Fellow of the Royal Society of Arts.

## LCA Charity Gala Dinner 2008

25th September 2008, 7:30pm – 8:00pm  
Townley Suite, Dunkenhalgh Hotel & Spa

Sponsored By



**Guest Speaker:**  
**Amanda Waring**

Actress • Writer • Director • Campaigner  
Director: 'What Do You See', starring Virginia McKenna

Come and join us for an evening of entertainment and to help raise money for



Contact Sarah Luton on 01772 455574 for a booking form.

# “Brave New World - Transforming Social Care: Personalisation and Quality” Conference agenda

## LCA Annual Conference & Exhibition 2008

9.00 am

Registration, Exhibition & Coffee

9.30 am

Welcome & Introduction  
Paul Simic, LCA CEO

9.35 am

Opening Remarks  
Sue Lace, LCA Chair

9.45 am

Richard Jones  
'Delivering What Matters for People'

10.10 am

Ruth Passman  
'Dignity in Care: Embedding the Dignity Concept in Care Services'

10.30 am

David Jones  
'Care, Support & Independence – The Impact of Increasing Expectations & Demographic Changes'

10.50 am

Q&A Session

11.00 am

Joanne Phipson, RBS  
'Open for Business'

11.15 am

Exhibition & Coffee

11.45 am

Stuart Cartwright, Care Aware  
'Preparing for Change'

11.55 am

Andrea Rowe  
'Making a Difference; The Employer's Challenge in Putting People First'

12.30 pm

Adam Warwick, Energy Advisors  
'How Green Is Your Home'

12.40 pm

Exhibition & Lunch

2.00 pm

Baroness Young  
'Regulating for the Quality of Care'

2.30 pm

Keith Lewin  
'Protection – Deprivation – Liberty'

3.00 pm

David Waters, CHIS  
'First Impressions'

3.10 pm

Exhibition & Coffee

3.30 pm

Paul Simic  
'Key Messages'

4.00 pm

LCA 'Question Time'  
Panel Chaired By David Brindle  
of The Guardian

4.30 pm

Plenary Conference Close

4.35 pm

Parallel Workshops

Keith M Lewin – Brunswicks LLP 'Legal Surgery'

Beth Sheriden – Dementia Care  
'A care home provider's account of  
'transforming' care in her care homes'

Thursday 25th September 2008  
Dunkenhalgh Hotel & Spa, Accrington (M65, J7)

## Guest Speakers



**Keith M Lewin** – Solicitor,  
Senior Partner, Brunswicks LLP

Keith has acquired over 30 years, a wide ranging expertise in commercial disputes of all types and has been involved in several leading decisions in the High Court and Court of Appeal.

In January 2005 Keith formed 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. Keith now leads a team of six partners and consultants (including two part-time judges) specialising in this area.



**Richard Jones**

Richard Jones is Executive Director for Adult and Community Services at Lancashire County Council.

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.

In his current role he is responsible for adult social care and has a real interest in issues around carers and in developing people as leaders. Richard is currently Chair of the Association of Directors of Adult Social Services North West Branch.



**Ruth Passman**

Ruth Passman is a Senior Policy Adviser for the North West Public Health Team, Department of Health. Her portfolio includes the development and implementation of regional health strategy and the support and coordination of health

input to regional partnerships. Holding a regional lead on Dignity, Ruth has a strong involvement in national policy formulation (Department of Health) with a particular focus upon embedding the findings from consultation and engagement into dignity in care policy, working closely with older people's for, carers, voluntary sector groups and professional specialists. Holding the Local Area Agreement health and social care portfolio lead for the North West.



**David Jones**

David Jones is the newly appointed Deputy Regional Director of Social Care and Partnerships in the Northwest. He previously worked as the CSIP Social Care lead in the region and before that was an Assistant Director of Social Services in Tameside.



**David Brindle**

David Brindle is public services editor of the Guardian. He has been the paper's social affairs correspondent and edited the Society section. He has won awards for his coverage of social services, disability and nursing and

was awarded the Social Care Association's merit award for 2007. He is vice-chair of 2Care and also of Mental Health Media. He is a visiting fellow at the Centre for Citizen Participation, Brunel University.

## 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

## Directions to the Dunkenhalgh Hotel

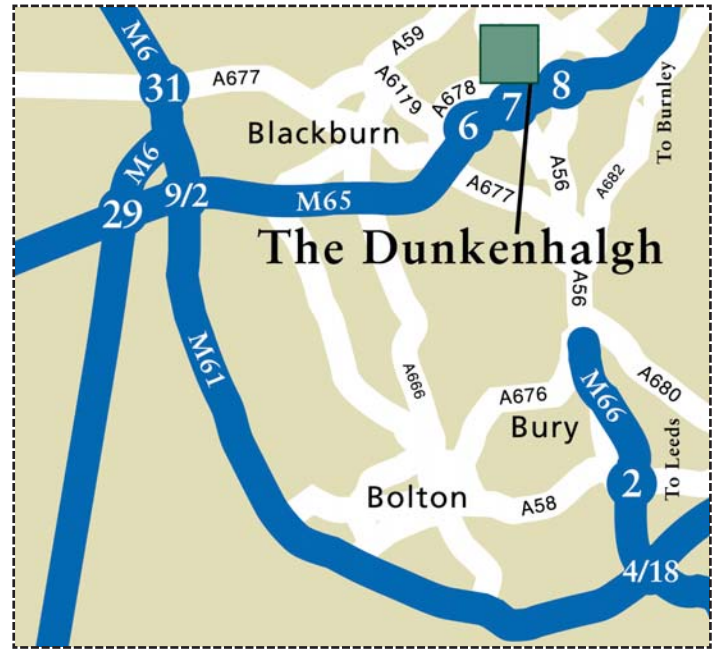
By road from the M6 North/South: M6 to Junction 29; join M65. Exit M65 at Junction 7 and turn left (first exit) at the roundabout. At the traffic lights turn left onto the A678, and first left for the Dunkenhalgh Hotel.

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.

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

By air: From Manchester Airport - 40 miles

Mercure Dunkenhalgh,  
Blackburn Road, Clayton-le-Moors, Accrington,  
Lancashire BB5 5JP  
Tel: 01254 398021 Fax: 01254 875488



# 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 £70 Before 19/09/08 Non-members  places at £90 Before 19/09/08  
I would like to reserve: Members  places at £95 After 19/09/08 Non-members  places at £115 After 19/09/08  
For the "Brave New World - Transforming Social Care: Personalisation and Quality" one day conference at the Dunkenhalgh Hotel & Spa, Accrington (M65, J7) on Thursday 25th September 2008, (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)

BOOK 6 DELEGATE PLACES AND 1 DELEGATE GOES FREE!

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: PROMOTING "DIGNITY IN CARE"