



FOURTH NATIONAL CONFERENCE

PERSONALISATION – One Year On Evidence, Methodology, Risk, Benefits & Law

Topics include:

- Personalisation in Practice - Evidence one year on, delivery methodologies and journey so far
- Putting People First - Challenges facing local authorities
- Contracting and Commissioning - Using the law to support quality in delivery
- Community Care Law - Safeguarding obligations and risk
- Evidence for Care Homes - Implications & challenge
- Life improvement for people - An actual or virtual reality
- The rationale for personal budgets within the NHS - Current progress with pilot programme
- Prevention and Early Intervention - Evidence and the strategic shift

Case studies:

- Experiences of self directing
- NHS Pilot
- Contract Commissioning
- Safeguarding
- Delivery Methodologies

Wednesday 9th September 2009
Le Meridien, Piccadilly, London

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....'Levels of scrutiny will rise; so must our performance. In other words, this is the moment when excellent local services must come into their own – must shine out, not retreat into the shadows. And when the idea of pushing power and choice down to the level of the individual should blossom and flourish, not wither and die. So, one year on, far from applying the brakes, now's the time for us to step on the gas when it comes to personalisation.... £520 million in total has been earmarked for personalising social care. £85 million has already gone into the system; another £195 million is now coming on stream for the next financial year'.

Extract from Speech by Phil Hope MP, Minister of State for Care Services, 18 March 2009; cited 20th April 2009 Crown Copyright.

A year on from the dawn of the transformation agenda, an array of strong, different and complex views appear to be developing, yet questions remain relatively simple: *What is the best methodology? Will this really improve the quality of people's lives? Will systems be able to effectively safeguard? Will there be legal challenge? What about the impact on contract commissioning?*

Assess For Care's Fourth National Conference produces evidence of delivery methodologies, risk management and the impact of the law, creating a unique opportunity to debate with the decision and policy makers.



Chaired by **Dr. Ray Jones, Professor of Social Work, Kingston University and St. George's University,**

London, Ray will open the event, presenting on the pathway of personalisation, its re-shaping by the disability movement, its promises and its potential for unintended consequences for disabled people.



Martin Farran - Executive Director of Adult Social Services, directly

responsible for **Barnsley MBC,** and Joint Health & Social Care Commissioning from a pooled budget, will present on Personalisation in Practice providing the evidence from the forefront of several pilots and the journey so far. He will share valuable case studies along with the views and experiences of people who are presently self directing.



John Bolton, Director of Strategic Finance, Social Care, Local Government and Care Partnerships

will bring invaluable experience from leading **The Programme Board** with David Behan, on the delivery of **Putting People First**, and will present on 'Getting it right for everyone,' focusing on the wider picture and some of the challenges that local authorities face.



Kirsten Maslen, Solicitor specialising in Contract Commissioning will present on how to use the law to support quality and delivery.

Rebecca Page, Care & Health Solicitor, Director, AssessForCare,



will present on **Community Care Law and Safeguarding** obligations, in direct relation to Personalisation.



Martin Green, Chief Executive of the **English Community Care Association,** and member of the **Ministerial Strategy Group on Social Care,** will present on the 'The Evidence for Care Homes,' analysing Implications of personalisation as a method of service delivery.

Marie Mason-Begbie, Director of Policy and Best Practice at Voyage – a key provider organisation offering over 250 services across England, Scotland and Wales for people who experience Learning Disability, Autism, Physical Disabilities, Brain Injuries, Neurological Impairments and Mental Ill Health, will question 'actual or virtual' reality of life improvement for people.

Andrew Sanderson, Deputy Director of the **Policy Support Unit,** at the **Department of Health,** responsible for personal health budgets will present on the rationale for personal budgets within the NHS and current progress with the pilot programme.

Guy Robertson from **The Department of Health's Social Care, Local**



Government and Care Partnership's Directorate, will bring his experience from the **Prevention and Early Intervention Programme,** and the **'Partnerships for Older People Projects' (POPP).** Guy will present on how to make the strategic shift towards prevention, focusing on early intervention.

PROGRAMME OUTLINE

- 9.15 Registration & Coffee
- 9.30 Welcome- *Deborah Stuart-Angus, CEO AssessForCare*
- 9.40 Chair's Speech - History, Histrionics, Potential & Pitfalls
Ray Jones, Professor of Social Work, Kingston University and St. George's, University of London
- Path of Personalisation and its re-shaping by the disability movement
 - Political affinities, promise & potential
 - Unintended consequences for disabled people
- 10.00 The Delivery of Putting People First - Getting it Right for Everyone
John Bolton, Director of Strategic Finance, Social Care, Local Government and Care Partnerships
- Progress being made
 - The wider picture and the challenges
- 10.30 Personalisation: The Evidence for Care Homes
Martin Green, Chief Executive, English Community Care Association & Member of the Ministerial Strategy Group on Social Care
- Implications of Personalisation for both users and providers
 - Personalisation as a method of service delivery
 - Challenging the orthodoxy of individual budgets and community services
- 11.00 Questions & Answers followed by coffee
- 11.30 Personalisation- Using the Law to Support Delivery in Contract Commissioning,
Kirsten Maslen, AssessForCare, Solicitor specialising in Procurement and Contracts
- Contract models & Contract Management – the role of the commissioner in ensuring quality
 - Control versus choice
 - Workforce issues- rights and incentives
 - Legal Case Studies
- 12.20 Questions & Answers, followed by lunch
- 1.30 Making a Strategic Shift towards Prevention
Guy Robertson, National Programme Lead, Prevention and Early Intervention Programme, Department of Health
- Prevention
 - Early Intervention
- 2.00 Personalisation in Practice
Martin Farran, Strategic Director, Barnsley MBC
- Evidence from the journey so far
 - Case studies
 - The views and experiences of those who are self directing
- 2.30 Personalisation - How do we stay lawful and still safeguard vulnerable adults?
Rebecca Page, Director, AssessForCare & Solicitor specialising in Community Care Law
- Existing & expected community care law
 - The assessment duty
 - Traditional care management approach versus Self Directed Support - What's legally different?
 - Direct & indirect payments
 - Risk areas - the duty of care to vulnerable adults
 - Health Authority involvement
- 3.15 Questions followed by coffee
- 3.45 Personalisation – An Actual or Virtual Reality?
Marie Mason-Begbie, Director, Policy & Best Practice Development, Voyage
- The reality for service users
 - Cost versus quality
- 4.15 Personal Health Budgets
Andrew Sanderson, Deputy Director - Policy Support Unit, Policy & Strategy Directorate Department of Health
- The rationale for personal budgets in the NHS
 - Progress with the pilot programme
- 4.45 Questions & Answers, Chair's Summary.
- 5.00 Close and Thanks

Conference Registration– Fourth National Conference Personalisation– One Year On Evidence, Methodology, Risk, Benefits & Law Wednesday 9th September 2009 Le Meridien, Piccadilly, London

How to Book

Post this form to: AssessForCare, Suite 1, Park House, 86 St Mary's Road, Reigate, Surrey RH2 7JG

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(Please complete a new form for each delegate. Photocopies are acceptable)

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Professional Memberships– A £20 discount applies to Members of the following Associations:

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Conference Handbook

Order a copy of the conference handbook which includes speaker slides @ £79 a copy. This will be dispatched after the event. Please fill in the 'Your details' above for delivery. Handbooks ordered up until two months after the conference will be supplied as a hardcopy, those ordered after this time as a PDF document.

Venue & Date

Le Meridien, Piccadilly, London
Wednesday September 9th 2009

Conference Fees

£395 + VAT for NHS, PCT's, Local Authorities & Police

£345 + VAT for charities, not for profit agencies and the voluntary sector Reg. No. _____

£445 + VAT for commercial, private health or private Social Care organisations

Group Rates

A discount of 10% is available to group bookings of 3 or more, which are made by the same agency at the same time- with exclusion of the first booking.

Discounts

Individual discounts may apply for members of **ADASS; IHM and SCA**.

To Book

Please complete one booking form per person (we will accept photocopies) and post to: AssessForCare, Suite 1 Park House, 86 St Mary's Rd., Reigate, Surrey RH2 7JG. Or email information to: registration@assessforcare.com

Cancellation

A refund less 20% admin fee will be made if written cancellations are received at least 4 weeks before the conference takes place, after 4 weeks, refunds cannot be made but substitute delegates will be accepted. If this is the case please notify us accordingly, stating booking reference, original delegate's name, replacement delegate's name and contact details at info@assessforcare.com.

Confirmation of booking

Bookings will be confirmed by e-mail. If you have not received a confirmation after 7 days please send enquiry to: admin@assessforcare.com

Accommodation

On confirmation of your booking we can supply you with local hotel information. Where possible we will pass across to you any available discounts that we are able to negotiate on your behalf.

Sponsorship/Exhibitor package

If you are interested in exhibiting at this event please contact team at admin@assessforcare.com or telephone 01737 211 289 or 07505 149 860

Credits

This is an **OCN(SER)** accredited event. If you wish to receive personal credits for attendance please call us. This is also an **ADASS Approved** conference.

More Information

Contact AssessForCare on 01737 211289, 07505 149860, 0700 340 1244 or email info@assessforcare.com

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