



Delivering for you

Summary of achievements 2017



 CARE ENGLAND
Representing independent care providers

www.careengland.org.uk

The care sector is going through tough times; Brexit, a minority Government, increasing inflation, staff shortages, underfunding and negative media scrutiny form the backdrop in which care providers operate in 2017. Not only do we have to face the enormous challenges of inadequate funding and yet another Green Paper, but we are also grappling with increasing need and raising expectations.

Newcastle University, The London School of Economics and a range of other eminent academic institutions have all identified that there is an increasing need for more residential care. Newcastle has said that we need an extra 71,000 care places for older people by 2025 and there is also an increasing need for more learning disability services and other specialist provision. Despite the data telling a clear story, the Government seems incapable of delivering a clear, long-term and sustainable solution. Faced with the irrefutable evidence of need, we have a Government whose response is not decisive action, rather more discussion of the question. It is now 20 years since Tony Blair asked Lord Sutherland to head The Commission on Long-Term Care and in the past 20 years we have seen Lord Sutherland, the late Sir Derek Wanless, Kate Barker, and Sir Andrew Dilnot make recommendations on what the Government should do, and in response, we got the Care Act, large portions of which were “paused” and will never now be implemented. Care England is committed to being involved in shaping the next Green Paper, but this has to be the final discussion of the question and must see a swift and long-term answer emerge.

Even in health, which at one-time was above criticism or proper scrutiny, we are seeing demands to develop long-term integrated plans. These Sustainability and Transformation Partnerships are supposed to deliver a long-term and sustainable future for both health and care. It is too early to tell if they will deliver, but the fact that many of them have been developed without any connection to local communities, care providers and in some cases elected officials, does not fill me with confidence. In truth, many of these plans are about how to manage NHS deficits, rather than how to transform services.

This would seem like the worst moment to be involved in the health and social care system and for many it will be the tipping point that will motivate them to leave the sector. However, we are working in a sector that is used to pressure and is filled with people who are committed to improving care and supporting people in need. This commitment will carry the sector through these difficulties and will ensure that as we progress through the choppy waters of change, we steer a course towards the new reality for health and social care.

One thing that is incredibly unhelpful and is responsible for the storm we are weathering, is the constant politicisation of health and social care, which seems to instil in every government the conviction that the path to improvement

lies in change. This usually produces endless upheaval, millions of pounds spent in reconfiguration and staff either moving off to their index-linked pensions, or moving sideways into the same job, but with a different title. What health and social care desperately needs is some stability in its structure and a focus on culture change. It is the culture and values of organisations that will define whether or not it delivers clear outcomes in effective ways.

What politicians seem incapable of understanding is that structures in themselves do not define how an organisation is run. Far more important, is getting the culture right and ensuring that all those people who work in the system share its vision and values, and are committed to ensuring high quality outcomes for those who use the services.

We also have a system which does not recognise the reality of the 21st-century. The disproportionate allocation of resources between health and social care is a throwback to a 1948 scenario where people were diagnosed, treated and then cured. The reality of the 21st-century is that people are diagnosed, treated, but ultimately, they have to manage living with a long-term condition because no cure is available. This reality would dictate that the allocation of resources was done much more equally between health and social care.

I am increasingly concerned that there is no long-term vision for our health and social care system and that the horizon only lasts from one election to the next. If we are going to deliver the 21st-century service that is able to plan into the long-term, we have got to get out of political timescales and move towards a much more strategic and long-term view. I would like to see the NHS and social care out of the control of both national and local politicians and turned over, as the Bank of England was, to independent people committed to a long-term and sustainable future.

What is certain, as we face the realities of demographic change, is that we not only need to plan our current services better but we also need to have a strategy to dismantle some of the inappropriate and unnecessary provisions that exist and to move our resources to new and innovative services.

As a sector, the best way we can deal with these challenges is through standing together and Care England is committed to doing all we can to improve the understanding of recognition of care services. We are only able to do this with the support of our members and the more members we have, the stronger we will be. I would ask everyone who is currently a member of Care England to encourage their friends and colleagues to join us in our crusade for a better future.

Professor Martin Green OBE
Chief Executive

Getting you together

The Care England annual conference & exhibition provides an ideal forum for members to hear presentations from leading figures in Government, regulation and commissioning as well as to network with other care providers and to keep abreast of sector developments. Members also receive occasional free invitations to sector events, webinars and seminars.

Members can join the following Care England Groups:

- Learning Disability Group
- HR Google Group (virtual group)
- Outstanding Society

Information is power

Care England gives power to members by providing them with information and advice. Care England is the authoritative voice to call upon.

As well as a daily media coverage service, members receive 'Care Agenda', a free monthly magazine with details of policy developments, news from CQC and Westminster, members' stories, plus dates of forthcoming events and conferences.

Raising your profile

Care England works tirelessly to present the adult social care sector effectively through its events and media work, redefining the status of independent care by Government and society.

2017 saw:

- 41 Press Releases
- 94 Speaking Engagements
- 43 Memberships of Policy & Development Groups
- 7 National Conferences and Care England badged events
- 66 Articles/columns by Professor Martin Green in the press

Policy

Care England engages with a wide range of national organisations such as Care Quality Commission (CQC), ADASS, LGA, NHS England.

Social media - hearing your voice

Care England has embraced social media and continues to grow its audience. Listed in the Top 100 Social Media Influencers for the social care sector in 2017.

Twitter followers

CareEngland - 7756

ProfMartinGreen - 3207

CareEngPolicy - 1028

LinkedIn followers - 3822

Facebook followers - 1162

A force for change

Care England campaigns and lobbies on behalf of its members and is recognised and respected across all political parties.

Giving you more

Visit www.careengland.org.uk for more information

Care England Online Shop (www.careenglandshop.org)
A wide range of care and independent living products.

Care England Buyers Index
(www.careengland.org.uk)
Contact details for specialist care home suppliers.

Free advice lines

Care England members have exclusive free access to the following advice lines run by leading organisations:

Employment Law/HR issues: Citation plc 0845 844 1111

Legal/Regulatory: RadcliffesLeBrasseur 020 7227 7308

PR and Crisis Management: PLMR 020 7819 4254

Senior Role Recruitment: Raine Recruitment 01380 698146

Saving you money

Care England has negotiated savings in the following areas:

Compliance: Citation Plc

Employee benefits: Personal Group

Insurance: Townergate Insurance

Laundry equipment: Electrolux

Care England members have the opportunity to cover the cost of their membership fee and more.

Parliament

Care England worked hard to raise the profile of social care in the General Election. It continues to nurture good working relationships with Parliamentarians from all parties in anticipation of the Government's Green Paper on social care.

Baroness Greengross hosted the second Care Home Parliamentary Reception with the third already in the pipeline. Such events bring together members of the Care Home Parliamentary Network, an informal group where Parliamentarians can acquire or impart knowledge on the latest health and social care developments by holding reasoned and apolitical discussions.

Members can keep abreast of news by signing up to Parliamentary Wrap-up bulletin on www.careengland.org.uk/parliament

Securing your future - five year vision

- Monitor and continue to work in co-production with CQC on its social care methodology and the Quality Ratings Scheme
- Continue to build relations with NHS England and work on NHS contracts and NHS commissioning
- Lobby for a fair, long term funding solution for care services
- After the success of Care Home Open Day, to increase the number of care homes taking part on 21st April 2018
- Continue to promote the Prime Minister's Challenge on Dementia and obtain more signatories to the Care & Support Compact
- Work to ensure there is proportionate regulation across the social care sector
- Continue to advocate for the integration of health and social care
- Ensure we challenge poor commissioning at Local Authority and CCG level
- Champion care workers and recognition of their skills and outcomes
- Develop the Teaching Care Homes Programme
- Continue to regularly communicate to members through the newsletter / briefings and network meetings

What you say

"Morden College, a Charity providing homes for, as well as supporting the care, health and welfare of 400 or so older people, is a relative newcomer to Care England. We have already received direct support from Care England, which was notably excellent after our Care Home was downgraded by CQC from Good to Requiring Improvement. Furthermore we are finding Care England's network of small and larger providers very useful, and the regular flow of information bulletins invaluable. Care England appear to us competent and on top of the issues facing our sector."

David Rutherford-Jones CB, Chief Executive, Morden College

"We are all immensely grateful for the support that Martin Green in particular and Care England have given to the inauguration and launch of the Outstanding Society. Their encouragement and help has proved invaluable. As a member of Care England I find their common sense approach to the intricacies that the care sector faces today very informative and I would urge anyone who is a non-member to join immediately for the benefits it provides."

Camilla Trimble, Responsible Individual, Nazareth Lodge

"Care England provides a valuable service bringing together care providers to share expertise and champion areas of common concern. Bupa UK are pleased to work alongside Care England to ensure that providers present a strong and united voice to Government and to campaign on the issues that impact on all of us, our staff and our residents."

James Moseley, Senior Corporate Affairs Manager, Bupa

Care England in partnership with you

WE WILL:

Provide relevant and informed briefings on issues of concern to members; listen to member feedback and act appropriately; answer queries and questions as soon as possible; use membership fees effectively and efficiently; continually develop new services and benefits in response to members' needs.

YOU SHOULD:

Provide regular feedback to the Care England team on issues affecting the sector; keep us informed of your up to date contact details to get the most out of your membership; let us know how we're doing.