

# 2007 Annual Homecare Conference

Thistle Hotel, London, W1  
Tuesday 6 November 2007

By this eleventh Annual Homecare Conference local authority and independent homecare providers will be feeling the impact of a new regulatory process and awaiting the introduction of care worker registration. Outcomes-based care and the increasing healthcare component of social care will be offering new opportunities for homecare commissioners and providers.

An interactive discussion will give delegates a full opportunity to question and challenge a panel of homecare providers on a range of purchasing and providing issues of their choosing.

In association with



# 2007 Annual Homecare Conference

**Chair: Bill McClimont, Vice-President and recent Chairman of the UKHCA**

9.30	Registration & coffee	12.30	Interactive Delegate/Panel Discussion on Providing Issues Miranda Wixon, Managing Director, The Homecare Partnership Melinda Phillips, Chief Executive, Housing 21 Veronica Jackson, Executive Director Adult and Community Services, Oldham Council Phil Cowley, Chief Executive, Care Partners Trust Roger Booker, Managing Director, Community Care Services, Care UK
9.55	Chairman's opening remarks		
10.00	Keynote Presentation Ivan Lewis, Parliamentary Under Secretary of State for Care Services invited		
10.20	Open forum with Minister		
10.40	Current and Future Challenges in the Provision of Homecare <ul style="list-style-type: none"><li>• The developing regulatory framework</li><li>• Quality ratings for regulated services</li><li>• A changing market?</li></ul> <b>Paul Snell</b> Chief Inspector Commission for Social Care Inspection	1.00	Lunch
11.00	Registration of Social Care Workers <ul style="list-style-type: none"><li>• Codes of practice for social care employees and employers</li><li>• Registration for homecarers</li><li>• The conduct process</li></ul> <b>Heather Wing</b> Director of Regulation General Social Care Council	2.00	Behind the Homecare Statistics <ul style="list-style-type: none"><li>• Sources of homecare data</li><li>• What they tell us about the present</li><li>• Some terrifying projections</li></ul> <b>Philip Mickelborough</b> Laing & Buisson
11.20	Morning coffee	2.20	Purchasing and Providing Outcomes-based Care <ul style="list-style-type: none"><li>• Understanding outcomes-based care</li><li>• Purchasing to meet objectives</li><li>• Providing for quality outcomes</li></ul> <b>Lucianne Sawyer</b> President UKHCA
11.50	Implementing Individual Budgets <ul style="list-style-type: none"><li>• IBs and direct payments</li><li>• What IBs can do</li><li>• Making IBs work</li></ul> <b>Veronica Jackson</b> Executive Director Adult and Community Services Oldham Council	2.45	The Healthcare End of Homecare <ul style="list-style-type: none"><li>• The moving boundary between health care and social care</li><li>• Will the two services combine?</li><li>• Training needs for homecarers</li></ul> <b>Robbie Burns</b> Managing Director Clinovia
12.15	Open forum	3.10	Open forum
		3.30	Afternoon tea and close

## The Speakers

**Robbie Burns** joined Clinovia in August 2003 as part of the MBI team, having previously held main board appointments in Nestor Healthcare Group plc and Healthcall, and as a senior director in BUPA. Clinovia, now part of BUPA, serves the specialist domiciliary care market as well as its core market of patients with complex clinical needs.

**Veronica Jackson** joined Oldham MBC as Executive Director of Social Services in 2003 and moved to Executive Director of Adult & Community Services in April 2006. She was formerly Assistant Executive Director of Supported Living for Liverpool City Council and Director of Social Work and Quality in the Ulster Community and Hospitals Trust. Veronica is a member of the Standards and Performance Committee of the ADASS.

Conference chairman **Bill McClimont** has worked in independent sector health and social care for 15 years and is now a consultant. He is a council member of the General Social Care Council, a board member / trustee of Skills for Care, member of the CRB Health & Social Care Sub-group and of the Department of Health HR Group on International Issues in Social Care.

Independent consultant **Philip Mickelborough** has worked with Laing & Buisson and its clients for over 12 years. Among other roles, Philip researches and edits Laing & Buisson's annual market reports on homecare (*Domiciliary Care UK Market Report 2007*) and on integrated housing-with-care (*Extra-care Housing UK Market Report 2007*).

**Lucianne Sawyer** founded a homecare business long before the 1993 reforms, and served as Director of Community Services for Anchor Trust when the two organisations combined. She helped found the UKHCA in 1989 and is now its president. Lucianne is a member of the Reference Group for the Care Services Improvement Partnership and leads its Outcomes Network. She is a board member of the Older Peoples (services) Improvement Board and a past chair of the Parkinson's Disease Society.

**Paul Snell** was appointed Chief Inspector of CSCI in August 2006 from Business Director for Inspection, Regulation and Review and a member of the senior management board. Paul was previously Director of Social Services for Nottingham City Council where he established the new social services department. He also acted as Director of Housing and Acting Chief Executive.

**Heather Wing** is responsible for registration procedures, conduct procedures and Social Work Education and Training. Heather, who has worked for 37 years within the social care sector, joined GSCC from the Commission for Social Care Inspection, where she was Head of Business Continuity and Performance. A qualified social worker, Heather was previously National Director of Adult Services for the NCSC and Head of Inspection & Registration in Surrey.

**Roger Booker** is Managing Director of Community Care Services for Care UK, and can answer questions and comments from the perspective of a large private sector homecare business.

**Phil Cowley** worked for Bexley London Borough before leading the team that formed the externalised in-house homecare unit as the voluntary sector Care Partners Trust.

**Veronica Jackson** Executive Director Adult and Community Services for Oldham Council will represent the in-house provider.

**Melinda Phillips** is Chief Executive of the large voluntary housing association Housing 21, which is a major provider of homecare to local authorities as well as its own extra-care schemes.

**Miranda Wixon** will make her contribution from the perspective of a well-established small-medium private sector homecare business.

## Who should attend

- Homecare providers from the private and voluntary sectors
- Chairs, Portfolio Holders and elected Members of Social Services Committees
- Social Services Directors, Divisional Heads and Managers including:
  - strategy and planning
  - care management
  - locality management
  - community care purchasing
  - service management
  - contracts management
- Social housing providers that provide care
- Care home operators
- Extra-care developers and managers
- Primary Care Trusts
- Other NHS staff involved in social care
- Telehealth services and community alarms providers
- Professional and financial advisers to the long term care industry

## The organisers

**Laing & Buisson** is the leading conference organiser, publisher and consultancy specialising in health and community care, with clients and customers drawn from the public and private sectors. Our regular conferences on acute, residential and primary care, and one-off conferences on particular topical aspects of care, are widely recognised as the principal forums for discussion and debate. Among recent publications are the annual market surveys **Domiciliary Care UK Market Report 2007**, **Extra-care Housing UK Market Report 2007**, **Care of Elderly People 2006**, and we publish the monthly newsletters **Healthcare Market News**, **Community Care Market News** and **Nursery & Childcare Market News**.

### Exhibitor opportunities

**The Annual Homecare Conference** offers a unique opportunity for organisations wishing to present their products and services to the influential decision makers from the industry. To discuss the full range of sponsorship and promotional opportunities please call **Emma Hill** on 020 7923 5394 or email [emmah@laingbuisson.co.uk](mailto:emmah@laingbuisson.co.uk)

# Reservation Form

## 2007 Annual Homecare Conference

Tuesday 6 November 2007

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Names and job titles of those attending:

1 \_\_\_\_\_

2 \_\_\_\_\_

3 **Book a third delegate at half price** \_\_\_\_\_

Company/Organisation: \_\_\_\_\_

Address to which conference material should be sent: \_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Conference Fee:** £395    **VAT:** £69.12    **Total:** **£464.13**

I understand that this booking is made subject to the cancellation terms set out in the brochure.

**Authorised signature**

(all bookings must be signed)

### Payment options

**1** Please invoice my company:

**Name & address to which invoice should be sent if different from above:**

Name: \_\_\_\_\_

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**2 Credit card payments:** Please ring 020 7923 5348 or visit [www.laingbuisson.co.uk](http://www.laingbuisson.co.uk) and pay online

**3 BACS payments:** Please quote Ref: DOM11  
Barclays Bank    Sort Code 20 65 82    A/C No. 40393711

**4 By cheque:** Payable to Laing & Buisson Ltd

A VAT invoice will be issued. VAT Reg No 454 2637 46

Please tick here if you do not wish to receive further information from Laing & Buisson

## Administration

### Venue & location

The Thistle Hotel, Bryanston Street, Marble Arch, London W1H 7EH.

Nearest underground station Marble Arch served by the Central Line.

### Accommodation

If you wish to book hotel accommodation close to the Thistle Hotel you can get preferential rates by calling Free Booking Service on 020 8469 1900 or by visiting [freebookingservice.co.uk](http://freebookingservice.co.uk) stating that you are a Laing & Buisson delegate.

### Fees

**PLEASE NOTE THAT PAYMENT MUST BE RECEIVED PRIOR TO THE EVENT**

The conference fee is payable in advance in **£ sterling**. Fees include all refreshments (coffee on arrival, morning coffee, lunch, afternoon tea), conference documentation and other materials. The following discount on full price tickets is available for group bookings: when **two delegates from the same organisation are booked at the same time, a third person can be booked at half price.**

### Cancellation and refund policy

Reservation is a contract. Substitution of delegates is acceptable at any time and notification of substitution should be faxed (020 7841 0048) or emailed to [sally@laingbuisson.co.uk](mailto:sally@laingbuisson.co.uk). Cancellations will only be accepted **prior to** Monday 22 October 2007. Written notices of cancellation received before that date will be subject to an administration fee of £75 + VAT per delegate. No refunds can be made on or after this date. In the event of cancellation of the conference by the organisers, liability will be restricted to the refund of fees paid. The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary. Laing & Buisson reserve the right not to offer refunds for cancellations arising from events outside their control.

### Joining Instructions

Joining instructions will be sent to delegates approximately two weeks before the conference. If you have not received your joining instructions by 26 October please call Sally Houston on 020 7923 5348 or email [conferences@laingbuisson.co.uk](mailto:conferences@laingbuisson.co.uk).

### Special Requirements

Please advise us of any special requirements you may have i.e. dietary requirements, wheelchair access, hearing loop.

### Contact details:

**Laing & Buisson Ltd**

**29 Angel Gate**

**City Road**

**London**

**EC1V 2PT**

**Tel: 020 7923 5348**

**Fax: 020 7841 0048**

### Cannot attend?

Laing & Buisson's conference pack contains PowerPoint presentations and commentary on CD. Available for this event @ £175 + VAT.

Please send me the documentation