Supported by:

English Community Care Association

counsel + care
for older people, their families and carers

The National Skills Academy
SOCIAL CARE

directors of adass
adult social services

NEW CHALLENGES FOR Care Homes: CAPACITY COMPETENCE COMMITMENT

Wednesday 29th April 2009, Barbican Centre, London EC1

Delegate Guide

Sponsored by:

Capsticks

nsa
neil stewart associates

NAO National Audit Office

Supported by:

THE NATIONAL COUNCIL FOR PALLIATIVE CARE

Help the Hospices

National End of Life Care Conference

Working together to improve services for people at the end of life

Wednesday 17th June 2009, Hilton London Metropole, London W2

Keynote speakers include:

Edward Leigh MP
Chair, **The Committee of Public Accounts**

Professor Mike Richards CBE
Chair, **End of Life Care Strategy Advisory Board** and National Cancer Director, **Department of Health**

Eve Richardson
Chief Executive, **National Council for Palliative Care**

David Praill
CEO, **Help the Hospices**

Professor Peter Beresford
Director, **Centre for Citizen Participation, Brunel University**

David Behan
Director General for Social Care, **Local Government and Care Partnerships, Department of Health**

This conference will deliberate the Public Accounts Committee Review of the National Audit Office's *End of Life Care Report.* The report identified scope for more people to die well in a place of their choice.

It recommended improving training; extending specialist palliative care services; and improving joint commissioning and partnership working by deploying existing and future resources more efficiently and effectively where PCTs can reconfigure services to best meet the needs of the local population.

Register online:
www.neilstewartassociates.com/sh257

All delegates attending today's conference receive a 15% discount

Call 020 7324 4361

nsa neil stewart associates

Foreward

Dear Delegate,

I am delighted to welcome you to the **New Challenges for Care Homes: Capacity, Competence, Commitment** national conference, at the Barbican Conference Centre. Inside this guide you will find a copy of the updated conference agenda, which gives timings for the day and layout of the day.

Please note that we have some changes from the published programme. We are delighted to welcome David Walden, who has recently taken up a new post as Director of Adult Services and Regional Development at the Social Care Institute for Excellence (SCIE) who will tell us how care homes can deliver real personalised care. We are also pleased to include Sheena Scott-Dunbar, Director of Age Concern Waltham Forest who will speak about their work on prevention and how information and early intervention supports independence, choice and inclusion in communities. Chris Gammons, the manager at Chadwell House, Sanctuary Care will join John Powell to speak about how they have taken up the safeguarding challenge in Redbridge. In the afternoon, Des Kelly from the National Care Forum has sent his apologies but Dr Ingrid Eyers, a lecturer on care of older people from the University of Surrey who has done a lot of work around the professionalisation of the care home and domiciliary care workforce to meet the needs of older people will take his place.

I hope you enjoy the conference and take the opportunity to share experiences and discuss possible ways forward with your colleagues. Do feel free to contact Neil Stewart Associates with any feedback and suggestions for themes for future conferences. I would like to take this opportunity to thank our supporters who contributed to the development of the agenda and made today's conference a success.

One final note, we do realise that it is difficult in these financially strained times to attend national conferences and as such we would like to take some of the key sessions from today's conference to the regions at a reduced cost. If you would like to find out more, contribute as a speaker or think your care home group or local authority would like to support us in our endeavour, please do come and speak to me.

Yours sincerely,

Fiona Lyne

Fiona Lyne
Head of Health and Social Care

Contents

	Page
General Information	**2**
Agenda	**3**
Policyreview.tv Access Codes (download today's presentations online)	**5**
Attendance List	**6**
Speaker Biographies	**8**
Notes	**14**

Agenda
(Subject to change)

09:00 Registration, refreshments and networking

SESSION ONE: QUALITY SERVICE PROVISION CHALLENGE

10:00 **Introduction and welcome by conference chair**
Stephen Burke, Chief Executive, Counsel and Care

10:05 **Delivering quality services in the downturn**
Helena Little, Director of Care, Abbeyfield

10:20 **What price quality? Resource innovation for real personalisation**
Martin Green, Chief Executive, English Community Care Association

10:40 **Keynote address:**
A new regulator: What will it mean for the care home sector?
Cynthia Bower, Chief Executive, Care Quality Commission

11:00 Questions and discussion

11:15 Refreshment break, exhibition and networking

SESSION TWO: PUTTING PEOPLE FIRST CHALLENGE

11:45 **The prevention challenge: Information and early intervention to support independence, choice and inclusion**
Sheena Scott-Dunbar, Director, Age Concern Waltham Forest

12:05 **The personalisation challenge: How care homes can deliver real personalised care**
David Walden, Director of Adult Services and Regional Development, Social Care Institute for Excellence (SCIE)

12:25 **The safeguarding challenge: Managing risk and ensuring dignity**
John Powell, Director of Adult Social Services, London Borough of Redbridge

Chris Gammons, Manager, Chadwell House, Sanctuary Care

12:45 Questions and discussion

13:00 Buffet lunch, exhibition and networking

SESSION THREE - STREAMS

14:00 Delegates should choose to attend one seminar stream from the three listed below. Places will be allocated on a first-come, first-served basis, subject to maximum capacities. Each session will provide an extended platform for interactive questions and discussion.

STREAM ONE – CARE IMPROVEMENTS ***GARRICK ROOM***

Diabetes care
Diane Heeley-Creed, Nurse Educator and Katrina Brown, Freelance Dietitian, Nutrition 4 Health

End of Life Care
Linda Smith, Community Matron, Nottinghamshire Community Health

STREAM TWO – MANAGEMENT ISSUES ***CINEMA 2***

Gold Standards Framework: A Care Home System Approach
Maggie Stobbart-Rowlands, Programme Manager, Gold Standards Framework in Care Homes

Mental Health Legislation
Lindsay Gee, Consultant, Capsticks

STREAM THREE– HAPPY, HEALTHY RESIDENTS ***REDGRAVE* ROOM**

The measure of pleasure: music therapy in nursing care
Stuart Wood, Head Music Therapist, Barchester Nordoff-Robbins Initiative

A breath of fresh air: active bodies, active minds
Sylvie Silver, Director, NAPA

How the environment shapes behaviour: a life story approach
Colin Sheeran, Dementia Care Consultant, Southern Cross Healthcare

15:00 Refreshment break, exhibition and networking

SESSION FOUR: THE PROFESSIONALISM CHALLENGE: BUILDING A COMPETENT QUALITY WORKFORCE

15:25 **Recruitment and expansion of the workforce pool**
John Nawrockyi, Director of Adults and Older Peoples Services, *Greenwich Council* and Secretary of the Workforce Development Network *for the Association of Directors of Adult Social Services (ADASS)*

15:45 **Career development and staff retention**
Dr Ingrid Eyers, Lecturer (Care of Older People), University of Surrey

16:05 **National Dementia Strategy: Developing quality person-centred dementia care in a busy care home**
Dean Cowley, Marketing Director, Bupa Care Homes

16:25 Questions and discussion

16:35 Close of Conference

COMPLIMENTARY ACCESS TO CONFERENCE DOCUMENTS AND RECORDED MATERIALS

Neil Stewart Associates are keen to reduce any environmental costs incurred by this conference, and do not print speaker presentations as standard. Access will be available up until a week after the conference. If you need access after this time please contact us.

How to download your documents and recorded materials

1. Go to www.policyreview.tv

2. Register your details by selecting 'Join Us' and completing the form for 'New Users'. Then select 'Register'

Or, if you already have a user account with www.policyreview.tv, log-in using your email address and password

3. Once you are logged-in, use the voucher code below to claim your free conference slides and recorded presentations. Enter this voucher code in the 'Were You A Delegate?' box

VOUCHER CODE: JD216PODS

This voucher code is valid for 2 weeks following today's conference.

Once you have used your voucher code, you can come back at anytime by logging in to www.policyreview.tv to access the materials from this conference.

Tell us what you think! Please find your evaluation form inside the Delegate Guide.

For more information on how your organisation can subscribe to policyreview.tv and access around 150 conferences a year call 020 7324 4378 or email subscriptions@policyreview.tv

Speaker Biographies
Biographies are shown in the order they appear in the agenda

Stephen Burke
Chief Executive
Counsel and Care

Stephen Burke became Chief Executive of Counsel and Care, the national charity working with older people, their families and carers to get the best care and support, in 2005. Since then he has helped raise the profile and influence of Counsel and Care in the debate about the future of care, and extended the charity's advice service to reach more older people, their families and carers. He was named as Social Care Personality of the Year 2008 at the Ceretas homecare awards.

Previously Stephen was Director of the national childcare charity Daycare Trust from 2000. He led the charity's campaign for childcare for all, promoting children's centres in every community and securing substantial new investment.

Stephen has twenty five years experience in public relations, journalism and fundraising. From 1996 to 2000, he was a communications consultant to national organisations including Daycare Trust, Family Policy Studies Centre, Better Government for Older People, British Society of Gerontology and Development Trusts Association. Previously he was head of external relations for Community Service Volunteers (CSV) and head of public relations for Crime Concern after spells with the Association of Metropolitan Authorities, National Union of Teachers and NALGO. His work has been recognised in several major PR awards.

Stephen Burke was leader of Hammersmith & Fulham Council where he was a councillor from 1994-2006. He was chair/cabinet lead member for social services from 1995-1999 and was also a non-executive director of Hammersmith & Fulham Primary Care Trust. He chaired the Association of London Government's health and social care forum, chaired the Smoke Free London Forum and was a member of the London Health Commission.

Stephen is a governor of a primary school and a trustee of several national and local voluntary organisations. He is on the Board of ACEVO (the Association of Chief Executives of Voluntary Organisations); a trustee of OPAAL (the Older People's Advocacy Alliance) and chairs OPAAL's national forum; and a trustee of Grandparents Plus, Bag Books and Staying Put. He was a member of the Family Commission and sits on a number of Government taskforces.

Counsel and Care is the national charity working with older people, their families and carers to get the best care and support. We provide personalised, in-depth advice and information, which informs our research and campaigning for better care. For further information contact 020 7241 8555 or visit www.counselandcare.org.uk

---

Helena Little
Director of Care
Abbeyfield

Helena Little joined Abbeyfield in July 2002. She is a qualified social worker, registered with the General Social Care Council and a Member of the Chartered Institute of Personnel and Development. Her career in social care has spanned over 30 years; she has worked in local authority social services departments and other third sector organisations. Helena has also been a member of various university examination boards for social care, and prior to coming to Abbeyfield from May 2001 she was seconded by her previous employer as a researcher/consultant to the Institute of Public Care, Oxford Brookes University. She is currently on the English Community Care Association (ECCA) Board, a member of the Skills for Care, London Regional Committee, the

Skills for Care, Standards and Qualifications Sub-committee of the Policy Development Committee and a member of Partnership Council, Social Care Institute of Excellence (SCIE).

Martin Green
Chief Executive
English Community Care Association

Martin Green is Chief Executive of the English Community Care Association, the leading representative body for Community Care in England. Martin has had an extensive career in NGO development, both in the UK and internationally and he is a Trustee of the International Longevity Centre and the National Aids Trust.

In 2006 he became a member of The Secretary of State for Health's Stakeholder Board and a member of The Ministerial Strategy Group on Social Care and has very recently been appointed to the Board of the new National Institute for Social Care Research and the Board of the new Skills Academy for Social Care.

Prior to his appointment at ECCA he was Chief Executive of five British charities, co-ordinator of the Coalition for Quality in Care and a trustee of Age Concern England. In 2005 he was awarded a Fellowship of the Institute of Public Sector Management and in 2006 a Fellowship of the Institute of Association Management. Martin writes extensively on care issues and is on the Editorial Board of Community Care Market News. In 2008 he was appointed as a Trustee of the National Aids Trust and a Trustee of The International Longevity Centre and he is a UK representative to The European Care Homes Organisation (ECHO).

Cynthia Bower
Chief Executive
Care Quality Commission

Cynthia Bower graduated from Birmingham University and began her professional life in social care. She spent a number of years working with children in a variety of settings and managing social care services for children. She moved to the Health Service in 1995 to work for Birmingham Health Authority, working as Director of Primary Care at the time of the establishment of Primary Care Groups and the first wave PCTs.

In 2000, she became Chief Executive of Birmingham Specialist Community Health NHS Trust and in 2002 Chief Executive of South Birmingham PCT. At that time South Birmingham was the largest PCT in the country, commissioning for almost 400,000 patients and providing a wide range of local, city-wide and Regional Services.

In August 2005 she became Managing Director of Birmingham and the Black Country SHA and in July 2006 she became Chief Executive of NHS West Midlands. In July 2008, Cynthia Bower was appointed Chief Executive of the Care Quality Commission, which takes up its duties as the regulator for health and social care on 1 April 2009.

Sheena Scott-Dunbar
Director
Age Concern Waltham Forest BA MSc

Sheena Scott Dunbar has worked in the voluntary sector throughout her career at local, regional, national and international levels. She is currently, Director of Age Concern Waltham Forest.

David Walden
Director of Adult Services and Regional Development
Social Care Institute for Excellence (SCIE)

David Walden joined SCIE as its first Director of Adult Services and Regional Development in April 2009. Prior to that he spent 5 years as Director of Strategy at the Commission for Social Care Inspection.

His responsibilities at CSCI included advising and reporting on social care policy, corporate and business planning and monitoring, stakeholder engagement and CSCI's publications and reports, including the annual State of Social Care report. David is also a Non-Executive Director of the Improvement and Development Agency for local government (IDeA).

In 2003, he was Transition Director for the Independent Regulator of NHS Foundation Trusts. Before that he worked for the Department of Health for over 25 years, including heading the Community Care Branch and then the Health Promotion Division, and he was Private Secretary to Sir Roy Griffiths, Deputy Chairman of the NHS Management Board. David became Head of Social Care Policy at DH in 1999. He has had two spells in the "outside" world – as Personnel Director of Poole Hospital and as a Director of Anchor Trust, England's largest not-for-profit care and housing provider for older people.

John Powell
Director of Adult Social Services
London Borough of Redbridge

John is the council's Director of Adult Social Services, a portfolio that includes responsibility for all Adult Social Services and includes the Redbridge and Waltham Forest Learning Disability Partnership.

A social worker by profession, John has worked in local government for 29 years, the last 22 in Redbridge. The 22 years in Redbridge has been split between Children and Families Services (13yrs) and Adult Social Services (9yrs).

John is committed to providing services in partnership with the NHS that meet the needs of each individual in a timely way. John also ensures that the public are engaged and involved fully in developing the high quality services provided by Redbridge. A Dignity in Care Champion and an active Member of the London Better Government for Older People Network (in partnership with London Councils) makes sure that John is up to speed with current thinking.

Chris Gammons
Manager, Chadwell House
Sanctuary Care

Chris is the Registered Manager of Sanctuary Care's Chadwell House Residential Care Home for residents with dementia. There are 60 beds in the home and there are plans to develop this further. She works alongside the Local Authority (London Borough of Redbridge) with whom Sanctuary hold a contract for the majority of their beds.

Chris has a nursing background and a substantial number of years' experience in Residential Home Management. She has managed homes with LBR contracts for more than 15 years. For the last 6 years she has obtained an excellent rating with CQC (formerly CSCI) for the home.

She is committed to providing person-centred care packages to the residents in her home and explores every avenue to ensure their total wellbeing. This includes regular liaison with local GPs to ensure that medication is appropriate to their needs and with District Nurses who attend on a daily basis.

Chris is a long-standing member of the London Borough of Redbridge Provider Forum and she sits on the sub-committee of the Safeguarding Adults Committee, chaired by Mary Burnett.

Diane Heeley-Creed, Nurse Educator and
Katrina Brown, Freelance Dietitian, Nutrition 4 Health

Katrina, a registered dietitian and Diane, a registered nurse, both from North Cumbria, have been working together developing and delivering diabetes training for care organisations, particularly in the care home environment since 2000. Until 2008, Diane was a nurse educator based in an NHS diabetes centre and prior to this had many years experience as a ward sister working in acute medicine.

Katrina worked in an Acute NHS Trust hospital dietetic department and specialised in nutrition for older people in the community and care homes and also people with severe enduring mental health problems and those with learning disabilities. As part of a team Diane and Katrina's work won a national award – the 2007 Arun Baksi Award for Team Innovation in Diabetes Care.

They now work entirely freelance under the umbrella of Katrina's company *nutrition 4 health*. Recently they have developed bespoke diabetes training for a number of care organisations. This has included working in partnership with Owen Mumford, a pharmaceutical company, to develop a training programme for their nurse advisors to deliver to care homes across the UK. Currently Katrina and Diane are providing diabetes training for all the local authority care organisations in Cumbria as well as for the private sector in the north of England.

Linda Smith,
Community Matron,
Nottinghamshire Community Health

Linda Smith qualified as a RGN and RNMH many years ago. She has worked within the NHS for most of that time, in various specialities including learning disabilities, mental health, general surgery and elderly care. Linda managed a Nursing Home for two years which provided her with excellent experience and insight for her current role as Community Matron for Care Homes; she is employed by Nottinghamshire Community Health. Linda has a special interest in Palliative Care and is currently studying for an MSc in Palliative and End of Life Studies at the University of Nottingham.

Maggie Stobbart-Rowlands,
Programme Manager,
Gold Standards Framework in Care Homes

Maggie is Programme Manager for the National Gold Standards Framework Centre. Her work focuses mainly on the Care Homes Training Programme, which works with care homes to help develop practice that enables a 'Gold Standard' of care for all residents nearing the end of their life. As an RMN/RGN, she has had a long and varied career in nursing, prior to joining the GSF team she was manager of a nursing home in Cornwall, specialising in end of life care. Whilst manager of a care home in Cornwall she implemented the Gold Standards Framework in Care homes over a two year period, and was also proactive in raising the profile of end of life care and GSF throughout the county, raising the awareness of other care home staff and commissioners to the needs of residents in care homes.

Lindsay Gee
Consultant
Capsticks

Lindsay specialises in mental health law, commissioning problems and care homes work. She is a renowned expert in mental health law, advising our numerous mental health clients on all aspects of this field, and assisting successfully both with Tribunals and with Judicial Reviews. She has written extensively on mental health issues, and regularly runs training sessions with clients; and contributes to our Mental Health Certificate.

She has assisted several health authorities with reviews of their continuing care policies over the years, and regularly advises PCTs on a range of commissioning issues and disputes on care packages and individual funding problems. With a background of registered homes work, she has also acted for CSCI.

Lindsay was involved in working with several trusts in their review of the status of learning-disability patients in the course of the Bournewood proceedings. She also works regularly with a range of independent healthcare providers; and currently has several cases with the Court of Protection in respect of care, treatment and accommodation issues.

Notable Projects

R (DB) v Haringey Council and PCT (2006), in respect of a disabled child's claim for more respite care (where the PCT's stance was upheld, and the Judge revisited the issue of the health/social care divide)

Grogan v Bexley Care Trust and the Secretary of State for Health (2006), regarding a Health Authority's eligibility criteria and the Trust's decision on a patient's entitlement to NHS-funded continuing care (where the Judge was critical of the Department of Health guidance on the boundary between such continuing care and NHS-funded nursing care – necessitating national changes)

K v West London Mental Health Trust (2006), regarding Mental Health Trusts' powers in respect of transfers proposed by patients' consultants (in which the lawfulness of taking clinical debates and funding considerations into account was upheld).

Stuart Wood
Head Music Therapist
Barchester Nordoff-Robbins Initiative

Stuart trained as a lawyer and worked in the City of London before gaining his Masters in Music Therapy in 2000 from the Nordoff-Robbins Music Therapy Centre and City University, London. On graduating he set up a government-funded research project in neuro-rehabilitation and set up several music therapy posts in Special Education and Autism. In 2005 he formed the Barchester Nordoff-Robbins Initiative, creating a unique collaboration between the UK's premier healthcare company and a world leading music therapy charity. He now runs a team of music therapists in over 15 nursing care centres, developing and researching new innovations in music therapy and community music.

Stuart runs choral improvisation workshops and rehearsals in Singapore and London. He writes for choirs, and has works performed in concert halls and religious occasions in South East Asia and the UK. He has had pieces commissioned for gala events in Singapore, and is currently setting up a national singing initiative for people working or involved in healthcare. Stuart is published in specialist music therapy textbooks and journals, and in more generalist music publications. He is a regular speaker at national conferences in the UK and has recently become a student on the UK's first specialist music therapy PhD Programme, at City University. Stuart is a visiting lecturer in the two Nordoff-Robbins Masters Trainings and at other universities in the UK.

Colin Sheeran
Dementia Care Consultant
Southern Cross Healthcare

Colin Sheeran is the Dementia Care Consultant for Southern Cross Healthcare. He has a nursing background and has worked in the independent sector for 25 years in both operations and quality roles. He is Chair of the Southern Cross Dementia Group and Ethics Committee.

John Nawrockyi
Director of Adults and Older Peoples Services, Greenwich Council and Secretary of the Workforce Development Network for the Association of Directors of Adult Social Services (ADASS)

John Nawrockyi, Director of Social Services in the London Borough of Greenwich, was previously the Director of Housing and Social Services for Southend-on-Sea Borough Council. His career in Social Care extends over 30 years, since graduating from St Catherine's College, Oxford in 1973, with a degree in Natural Sciences. John's introduction to social services was through voluntary work and he has had two short periods within the NHS, the latter a secondment to assist in the development of the first-wave Primary Care Trust in North East Lincolnshire. He qualified in Social work through a Masters degree at the University of York and took a Diploma in Management Studies at Hull University.

Dr Ingrid Eyers
Lecturer (Care of Older People)
University of Surrey

Dr. Ingrid Eyers has been involved in the care home sector for almost 30 years. After training as a nurse and working in intensive care she made the decision to leave hospital nursing to work in the care of older people in the community. Starting as a care home manager of an 85 bedded voluntary sector care home for older people in Germany and moving to the independent sector in England in 1984. Experiencing a range of facilities she constantly sought to improve the provision of care by empowering and educating care assistants and qualified nurses coming from a clinical care environment. For the last 10 years Ingrid has been undertaking research in care homes. Currently she is part of the New Dynamics of Ageing funded SomnIA (Sleep in Ageing) research project at the University of Surrey, where her team have recently concluded in-depth data collection in 10 care homes.

Dean Cowley
Marketing Director
Bupa Care Homes

Having originally graduated in Modern History, Dean has spent his career in a wide variety of marketing roles. These have been primarily in the retail sector, including ten years at W H Smith.

For the last ten years he has used this multi-site experience as Sales & Marketing Director for BUPA's 300+ care homes. Dean led the award-winning Personal Best programme, dedicated to making BUPA's care reflect the personal idiosyncrasies and tastes of each individual resident. He is now working closely with BUPA's Head of Mental Health, Dr. Graham Stokes, and enlisting the help of the Alzheimer's Society to make this same person-centred approach a reality in the much more challenging environment of providing care to residents with dementia.

END.

Take today's conference back to your team!

Want to share the conference with your work colleagues?
Visit **www.policyreview.tv** and let us do the work for you...

- Free presentation slides and recorded speeches are available to all delegates
- Use these materials to brief your work colleagues and remind yourself of the key points from this conference
- Materials are available from 12 noon on the day following this conference.

policyreview.tv | videos | podcasts | documents

To access the slides and recorded presentations:

1. Go to www.policyreview.tv
2. Register your details by selecting 'Join Us' and completing the form for 'New Users'. Then select 'Register'
3. Or, if you already have a user account with www.policyreview.tv, log-in using your email address and password
4. Once you are logged-in, use the voucher code underneath to claim your free conference slides and recorded speeches. Enter this voucher code in the 'Were You A Delegate?' box

THIS VOUCHER CODE IS VALID FOR 2 WEEKS FOLLOWING THE CLOSE OF THE CONFERENCE

Once you have used your voucher code, you can come back at anytime by logging in to www.policyreview.tv to access the materials from this conference.

VOUCHER CODE:
SH254PODS

Make your conference budget go further with policyreview.tv

Make your conference budget go further with a subscription to policyreview.tv – the UK's leading policy website.

You can access every conference featured on policyreview.tv for just £450 + VAT a year. Discounts are available to groups and organisations.

This gives you unlimited access to hundreds of conference speeches and presentations, all easily searchable.

Check out the other conferences in your policy area and see what you're missing! Speak to our team at today's conference to request a free demonstration.

Call us on 020 7324 4378 or email subscriptions@policyreview.tv for more information.

POLICYREVIEW TV
www.policyreview.tv