

“ working together
to make
personalisation
happen ”

welcome

here is your itinerary for the
'transformation of the workforce' event

Stadium of Light, Sunderland,
on Tuesday 23rd June 2009



programme

transformation of the workforce event 23rd June 2009

9.30	arrival & registration
10.00	Welcome - Mike Lauerman, Skills for Care Creative Visioning - Graham Ogilvie
10.15	National Workforce Strategy & Personalisation - David Behan, Department of Health
10.45	Launch of the Regional Workforce Strategy - Margaret Whellans, ADASS
11.00	coffee break
11.15	My experience of Direct Payments - Margaret Monk
11.30	Plenary
11.45	Creative Space
12.45	lunch
1.30	Personalisation from an LA perspective - Nicola Bailey, Hartlepool BC
2.00	Workshop session 1
2.45	coffee break
3.00	Workshop session 2
3.45	Your Day, Your Say!

This information has been produced by
Skills for Care North East.

For any comments and queries, or if you would like to
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speaker biographies



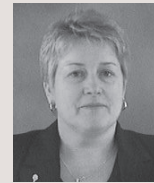
David Behan is the Department of Health's Director General of Social Care, Local Government and Care Partnerships. He joined the Department in September 2006.

Before joining the Department, David was the first Chief Inspector of the Commission for Social Care Inspection.

From 1996 to 2003 he was Director of Social Services, London Borough of Greenwich and a member of the Greenwich Primary Care Trust Board and the Professional Executive Committee. Throughout 2003 he was the President of the Association of Directors of Social Services.

Between 1989 and 1996 David was Director of Social Services with Cleveland County Council, having been Senior Assistant Director and Deputy Director there. Following Local Government reorganisation, he held the position of Director of Social Services for Middlesbrough Council. Between 1984 and 1989 David was employed by Avon County Council in a variety of head office posts and as an area manager in North Bristol. From 1978 to 1984 David was employed by Wakefield Metropolitan District Council Social Services Department, working initially as a social worker and then as a team manager in Children's Services.

David was born and brought up in Blackburn in Lancashire and graduated from Bradford University in 1978. He was awarded a CBE in 2003 and in 2004 was awarded an Honorary Doctorate in Law by Greenwich University. He is married with two sons.



Margaret Whellans is currently the Group Director for Community Based Services at Gateshead Council. This post incorporates the statutory role of Director of Adult Social Services.

Margaret leads the Workforce Development portfolio for North East ADASS and has been working on their behalf with regional partners to develop a workforce strategy for Adult Social Care. Within Gateshead she also has a lead for Health and Equalities and Diversity.

Within Adult Social Care Gateshead piloted Individual Budgets and continues to learn from this work in implementing Personalisation. Alongside this operation activity she also has an academic interest in implementation of Government Policy within Local Government as part of Doctoral Study with Durham University Business School.

Prior to working for Gateshead Margaret worked for the Social Services Inspectorate, Durham County Council and Sunderland City Council.



Margaret Monk recently retired as an administration assistant for the special needs department of a secondary school and is the proud mother of two sons, the eldest of whom is now 28 and has Down's Syndrome plus a severe hearing loss.

Margaret, who has also recently retired as a Trustee with the Hartlepool Special Needs Support Group, has been using Direct Payments and the Independent Living Fund to employ Personal Assistants for her son since September 2006. She is currently a member of the Skills for Care North East Regional Advisory Group.



Nicola Bailey is Director of Adult and Community Services at Hartlepool Borough Council, the departments main focus is on improving health and well being. Nicola began her early career as a nurse in Cheshire, she then worked in a range of management roles within local authorities, managed integrated health and social care services, and had a DH regional implementation role as part of the Valuing Support Team.

Nicola is the national learning disability lead for the Association of Directors of Adult Social Services and is an ADASS Trustee on the In Control Board, a charity that focuses on personalisation and the development of personal budgets. Hartlepool signed up as an In Control Total Transformation site and now offers personal budgets to all people who use social care services in Hartlepool. As a result there are over 1250 people with personal budgets.

workshops

1. Defining personalisation – The message

- Shared definitions of the personalisation and the transformation agenda
- How as a region we can update social care staff (both independent sector and LAs), PWUS/Carers and Council Members and potential service users
- What does it mean in terms of existing services
- What does it mean in terms of individualised budgets and the potential of employing your own staff?

2. Workforce Development

- Mapping and auditing relevant workforce strategies against the regional strategy to maximise synergy and coherence.
- Developing a regional inventory on sources of funding and how to maximise access to them.
- Ensuring (by 2011) that the region exceeds the National Minimum Standards targets for direct care staff, supervisors and managers
- Developing a training plan for Personal Assistants
- Building opportunities for joint training and development programmes for those responsible for integrated working

- Agreeing a regional framework between LAs as commissioners; Skills for Care, The Learning Skills Council and the Care Alliances that clarifies the roles and responsibilities of respective organisations.



3. Recruitment retention and career pathways

- Pooling resources so we can put together a programme of recruiting more men and younger people into social care/social work, and retain them once the recession is over
- Cooperatively recruiting and retaining staff in key areas of shortage (e.g. advanced social workers)
- Develop a framework of career progression across social care and social work
- Ensuring a regional co-ordinated approach to maximising the take-up of 'Care First'

4. Leadership, management and commissioning

- Mapping out the current needs of leaders and managers
- Implementing a regional approach to developing leaders and managers which gets beyond the current limited and fragmented approach
- Collectively addressing the knowledge and leadership needs of council members
- Ensuring that Commissioning Managers are developed
- And ensuring very senior managers are developed too!



5. Workforce remodelling

- Setting up/supporting user-led organisations to provide support across the region for service users wishing to employ their own Personal Assistants

- Ascertaining the number of Personal Assistants currently employed in the regions and their training needs
- Once established fulfilling PA training needs
- Establishing regional robust mechanisms that ensures that people who use services and carers are actively engaged in the forward development of this strategy

6. Monitoring and evaluation

- Mapping local and regional Local Authority approaches to the delivery of safe and effective monitoring of adult social care
- How are LINKs, peer reviewers and independent advocates helping to improve quality outcomes for service users and shaping workforce skills and new ways of working
- Profiling the workforce competencies which underpin person centred planning and safeguarding of vulnerable adults
- Personalisation, proportionate regulation and risk management
- Systems thinking to align care management reviews and contract compliance to inform quality improvement through workforce development.

a creative space

Lets continue down the road towards making Personalisation a reality! This session will give you an opportunity to reflect on and share the positive experiences of the Transformation Agenda you have had so far. Imagine there are no boundaries to resources, funding and attitudes - how would you like to see the Agenda progress? What are your aspirations, hopes and dreams for the future?

creative visioning

Graham Ogilvie is a corporate artist with a degree in Fine Art and Illustration from Duncan of Jordanstone College in Dundee, Scotland.

Graham has developed and specialises in a technique called “Creative Visioning”. It involves collecting a persons or teams thoughts and ideas and translating them into illustrations and storyboards. He will be with us today to capture the main themes, events and issues of the event ‘live’ as they happen.

your participation

Today's event has been planned to be enjoyable, informative and useful, however we recognise that we have a packed agenda, and that there's going to be some intensive debate and hard work throughout the day!

In recognition of your participation, and as a reward for your commitment we are offering one lucky delegate the opportunity to have a personalised image created by Graham Ogilvie - who will take a quick photo and develop this into a high quality full colour A4 digital image ready for framing! All delegates will be entered into the draw, and the winner will be announced at the end of the event. Please note that you will need to be present at the end of the event for Graham to take your photo, otherwise another name will be drawn. If you do not wish to be entered into the draw please inform a member of the event delivery team.