

<b>Subject:</b>	<b>Show Us You Care Campaign</b>		
<b>Date of Meeting:</b>	<b>24 January 2013</b>		
<b>Report of:</b>	<b>Director of Adult Social Services / Lead Commissioner People</b>		
<b>Contact Officer:</b>	<b>Name:</b>	<b>Philip Letchfield</b>	<b>Tel: 29-3144</b>
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<b>Ward(s) affected:</b>	<b>All</b>		

**FOR GENERAL RELEASE**

**1. SUMMARY AND POLICY CONTEXT:**

- 1.1 The Local Government Association (LGA) is leading a national 'Show Us You Care' campaign. The two main aims of the campaign are to put adult social care on a sustainable financial footing and to secure longer term reform of the system to make it clearer, fairer and more transparent.
- 1.2 All Councils are being asked to join this campaign and those who sign up will be highlighted on the LGA website.

**2. RECOMMENDATIONS:**

- 2.1 That the Council sign up to the 'Show Us You Care' campaign

**3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:**

- 3.1 The Coalition Government in its May 2010 document 'Our Programme for Government' stated 'We understand the urgency of reforming the system of social care to provide much more control to individuals and their carers, and to ease the cost burden that they and their families face'. In November 2010 the Government published its 'Vision for Adult Social Care; capable communities and active citizens'. This was followed by the Law Commission publishing its review of social care law in May 2011 and the Dilnot Commission's final report, 'Fairer Care Funding', in July 2011 which made recommendations on how to achieve an affordable and sustainable system for care and support.
- 3.2 Following these publications the Government has outlined its vision for a future care system in the White Paper 'Caring for Our Future; reforming care and support' published in July 2012. Alongside this the government published a draft care and support bill and a progress report on funding (the government's response to the Dilnot Commission's final report).
- 3.3 The White Paper has two central themes ; first changing the focus of care and support toward the promotion of well being and independence though prevention

and early intervention ; and second, improving people's experience of care by improving quality and giving people more choice and control.

- 3.4 The draft bill takes forward many of the Law Commissions recommendations seeking to modernise care and support law so that the system is built round the individual. It seeks to consolidate existing legislation into a single clear statute.
- 3.5 The Governments progress report on funding reform signed up to implementing many of the Dilnot Commission's recommendations with particular commitment to financial protection through a cap on costs, national minimum eligibility criteria, improved information to the public and deferred payments available to all from April 2015. The Government has confirmed it will not commit to a new funding model at this stage and that this decision will be considered as part of the wider discussions for the next spending review.
- 3.6 These changes to the social care system are being undertaken within the broader context of reductions in the funding available to Local Authorities and significant demographic pressures on the social care system.
- 3.7 The LGA is currently running a campaign called 'Show Us You Care' which aims to secure the Dilnot reforms and keep the issue of funding for the system at the top of the political agenda. It is supported by both Association of Directors of Adult Social Care and SOLACE in this campaign. To promote the campaign LGA will continue to engage with senior government and Whitehall figures, host events on the subject, respond to consultations and keep the debate live through media and public affairs activity.
- 3.8 The campaign recognises that the Social Care White Paper provides a good platform for a reformed social care system but without tackling the fundamental funding issues it does not go far enough. It is seeking for the funding issues to be addressed now rather than postponing decisions until the Comprehensive Spending Review. The campaign highlights the severe impact by 2020 on other services currently funded by the Council if the funding issues in adult social care are not responded to more urgently.
- 3.9 The Council is encouraged to undertake its own media and public affairs activity to promote the campaign in the city. Those Councils supporting the campaign will be recorded on the LGA website.
- 3.10 The LGA publication 'The Reform of adult social care and support ; A guide for Council leaders and Chief Executives' which supports the Show Us You Care campaign is available in the members reading room.
- 3.11 The letter from the LGA to the Leader of the Council seeking support for this campaign is attached at appendix 1.

#### **4. COMMUNITY ENGAGEMENT AND CONSULTATION**

- 4.1 The reform of the social care system and the funding for social care have been extensively consulted on nationally through the White Paper, the Law Commission and the Dilnot Commission as identified in the body of the report.

Local organisations will have had opportunities to participate in this national consultation framework.

## **5. FINANCIAL & OTHER IMPLICATIONS:**

### Financial Implications:

- 5.1 There are no direct financial implications from joining the campaign. Funding the Council for adult social care is agreed on an annual basis and does not reflect demographic growth or allow for longer term planning of services to reflect emerging need. In order for adult social care services to be delivered within the budget available a significant level of savings have had to be achieved and this is not sustainable in the longer term.

*Finance Officer Consulted: Anne Silley Date: 28/12/12*

### Legal Implications:

- 5.2 There are no direct or specific legal implications arising from joining the Campaign the drivers for which are amply described in the body of this report. As described in the financial implications section, sustainability of service provision is challenged by savings requirements; this may impact on the Council's ability to meet its statutory community care duties as enshrined in current and emerging law envisaged by the White Paper.

*Lawyer Consulted: Sandra O'Brien Date: 3 January 2013*

### Equalities Implications:

- 5.3 The Department of Health has undertaken and published an in depth equality analysis regarding the proposed reforms of the social care system which are the focus of this campaign. They are available on the Department of Health website.
- 5.4 The Campaign is focused upon a sustainable and fair system of funding for social care and this will include people with a range of disabilities who have care and support needs...

### Sustainability Implications:

- 5.5 A key aim of the 'Show Us You Care' campaign is to put the funding of adult social care on a sustainable financial footing.

### Crime & Disorder Implications:

- 5.6 There are no specific implications for Crime and Disorder.

### Risk and Opportunity Management Implications:

- 5.7 The Campaign highlights the significant risks for social care and other Council services if the funding issues for social care are not resolved as a national priority.

#### Public Health Implications:

- 5.8 The reform of social care has a significant focus upon promoting health and well being, supporting people to maintain independence and taking a preventive approach to supporting people.

#### Corporate / Citywide Implications:

- 5.9 The reform of the adult social care system supports the Councils priorities of tackling inequality and creating a more sustainable city.

### **6. EVALUATION OF ANY ALTERNATIVE OPTION(S):**

- 6.1 By not supporting the campaign the Council will lose an opportunity to participate in and lend its weight to an issue of significant local importance.

### **7. REASONS FOR REPORT RECOMMENDATIONS**

- 7.1 Through supporting this campaign the Council will be adding its weight to a national campaign on funding matters that are of significance to the Council and to local people.

## **SUPPORTING DOCUMENTATION**

### **Appendices:**

1. Letter to Leader of the Council from the LGA re the Show Us You Care Campaign

### **Documents in Members' Rooms**

1. 'The Reform of adult social care and support; a Guide to council leaders and Chief Executives'. Local Government Association / ADASS / SOLACE

### **Background Documents**

None