

Cllr Jason Kitcat
Leader of the Council
Brighton & Hove City Council
King's House
Grand Avenue
BRIGHTON
BN2 3LS

12 December 2012



Dear Cllr Kitcat,

The LGA is starting the next phase of our national 'Show Us You Care' campaign, and we need your help. The campaign has two main aims: first to put adult social care on a sustainable financial footing in the face of demographic and cost pressures; and second, to secure longer-term reform of the system to make it clearer, fairer and more transparent.

As you will know, unless the question of funding for care is addressed urgently, the money available by 2020 to fund other council services such as road maintenance, libraries and leisure centres will have shrunk by 90 per cent in cash terms. This will have a dramatic impact on our local areas.

We are now asking all councils to join our campaign and we are delighted to already have a number of sign ups from across the country. You can sign up by emailing showus@local.gov.uk. We will be highlighting those councils which have signed up on our website as the campaign progresses. As part of our campaign we have put together the enclosed pack which includes a Guide to Reform, a template letter to send to all MPs within your council area, and a press release which can be adapted for use by your council. You will see we have drafted the guide in partnership with the Association of Directors of Adult Social Services and the Society of Local Authority Chief Executives.

We want to see:

- Sustainable funding: in the current climate no-one wants to hear that more money is needed but we must provide adequate resource for the system in the immediate-term.
- Fairer individual contributions to care costs: those using the system need clarity about what they and the state will contribute towards care costs.
- Simplification: individuals needing care and support, and their friends and families, need to be able to understand and navigate the system easily.
- Integration: the right links need to be made between social care and health, public health and housing to ensure a joined-up system that fits around the

individual. This will improve the individual's experience of the system and be more efficient.

In the lead up to Christmas we have also launched our 'Show Us You Care' advent calendar which - through a series of key facts behind each calendar door - highlights both the immediate need to put adult social care on a sustainable financial footing and secure longer-term reform of the system to make it fairer, clearer and more transparent.

To view the calendar, please visit www.local.gov.uk/show-us-advent and feel free to use it as part of your own campaigning.

For further information and electronic copies of the templates in this pack, please visit our website or contact Kirsty Ivanoski-Nichol in the Public Affairs and Campaigns team on 020 7664 3125.

Many thanks for your support,



Sir Merrick Cockell
Chairman, LGA



Carolyn Downs
Chief Executive, LGA

Template letter to MPs from Councils in support of the LGA's Show Us You Care campaign.

Xxx xxx MP
House of Commons
London
SW1A 0AA

Insert date

Dear,

[insert council name] is joining forces with the LGA's Show Us You Care campaign. We want to ensure the social care system provides certainty and stability for future generations, that it is fit for purpose and can be properly funded.

If we are to return to growth we must sort out public finances: doing this any other way means cuts to vital, popular frontline services that are unacceptable. That's why, while we believe that though the Social Care White Paper provides a good platform for a reformed social care system, without tackling the fundamental funding issue it does not go far enough. There is an immediate crisis in social care which needs to be urgently addressed now.

Unless this is addressed immediately the money available by 2020 to fund council services across England and Wales, like road maintenance, libraries and leisure centres, will have shrunk by 90 per cent in cash terms. This is because the rapidly rising cost of providing adult social care, combined with the growing cost of delivering councils' other explicit statutory responsibilities like social services, waste collection and concessionary travel, will soak up almost all of council spending. Without a viable way forward on how a social care system that meets our ambitions can be properly funded, and under the proposed timetable, elderly and disabled people, as well as carers, could face at least a further five years of uncertainty.

We cannot stress enough the importance of tackling this issue now. We ask you to write to the Chancellor to ask him to take heed and address the funding issue now, rather than postponing it until the Comprehensive Spending Review. We need to ensure that we give people confidence that a future system will work so that they start putting money aside for it now.

Yours sincerely,

Leader of the Council

Chief Executive

TEMPLATE PRESS RELEASE

POPULAR COUNCIL SERVICES UNDER THREAT – NEW RESEARCH WARNS

The crisis in funding elderly care could severely impact on the ability to fund services like road maintenance, libraries and leisure centres by 2020, the leader of [NAME OF COUNCIL] warns today.

This is because the rising cost of providing care and support to the country's rapidly ageing population, combined with the growing cost of delivering councils' other explicit statutory responsibilities like social services, waste collection and concessionary travel, will soak up almost all of council spending.

The figures, based on conservative estimates, show that unless the funding crisis is addressed, a £[HOW MUCH] million funding shortfall will exist between the amount of money available to [NAME OF COUNCIL] to provide services and the predicted cost of maintaining them at current levels.

The 28 per cent cut in the amount of money councils receive from central government between 2010/11 and 2014/15 has contributed considerably to this situation. At [NAME OF COUNCIL] core funding from government has reduced from [AMOUNT] for 2010-11 to [AMOUNT] for 2012-13, with further reductions expected.

The analysis is part of a wider report by the Local Government Association, which represents 373 councils in England and Wales. It warns that in order to manage a £16.5 billion shortfall that councils across the country may face by the end of the decade, funding for many service areas may have to reduce significantly.

[NAME OF COUNCIL] is now working with the LGA and calling on the Government to ensure local authorities are not placed in that position by providing adequate funding to support adult social care services and giving councils access to the resources needed to deliver the services expected of them by local residents.

The key findings of the report reveal that in {NAME OF COUNCIL}:

- The rising cost of providing social care and waste services means that the money available to deliver all other services could fall from £ [HOW MUCH] in 2010/11 to £ [HOW MUCH] in 2019/20.
- The potential gap between the money available for providing services and the predicted cost of maintaining them at current levels starts at £[HOW MUCH] in 2012/13 and widens every year to reach £[HOW MUCH] in 2019/20.
- Spending on care is likely, without radical reform of the system, to pass [HOW MUCH] per cent of [NAME OF COUNCIL'S] budget by 2019/20.

Improved efficiency will not be enough to cover the huge funding gap. In 2010/11 the cost to councils across the country of providing central services, which includes building costs, administration and IT, was around £3 billion. The cuts required to council services excluding care and waste management are more than five times that figure.

[COUNCIL QUOTE HERE]

Sir Merrick Cockell, LGA Chairman, said: “By the end of the decade councils may be forced to wind down some of the most popular services they provide unless urgent action is taken to address the crisis in adult social care funding.

“Efficiency savings won’t go close to solving this problem. We need an immediate injection of money into the adult care system to meet rising demand in the short term, alongside a major revision of the way it is paid for and delivered in future. Local government is best placed to ensure care is provided in a way which offers dignity to the individual and value for money for the taxpayer. It has to be in a position to do that while also delivering the other services local people expect.

“The growing demand for aged care and the considerable reduction to the amount of funding councils receive from government puts us in this position but the issue goes beyond our ageing population and the austerity agenda and hits right at the heart of the future of public services. In Community Budgets we have already seen how a locally coordinated, cross sector approach to troubled families has reduced costs and successfully tackled issues like truancy and anti-social behaviour. It’s time to explore how that approach might be replicated elsewhere.”

As well as an immediate injection of money from the Exchequer to meet rising demand for adult social care in the short term, [NAME OF COUNCIL] and the LGA believe that a complete overhaul of the system is required.

This would ensure the system is based around the individual, is stable, transparent and predictable, is adequately funded, uses the totality of local resources and is based on strong local roots.

-ENDS-

Notes to Editors:

The report’s projections are based on an extremely conservative estimate of likely cost pressures and an optimistic assessment of local government income. They also work on the unlikely premise that councils will be able to replicate efficiency savings of a similar size to those that have already been delivered through steps like the sector-wide workforce restructuring that led to 200,000 posts being cut. In reality, savings of this kind will be increasingly difficult to find.

{Link to report here}

