

Surrey Care

News ■ Information ■ Support ■ Newsletter Issue 42 ■ December 2017

Surrey Care Association 

Supporting Social Care Providers in Surrey

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Autumn Conference Report

We had a marvellous turn-out for our Autumn Conference and AGM back in October. Delegates heard from SCA Chair David Holmes about the review of the Board structure and SCA plans going forward. We have also updated our mission which now states:

SCA supports the care sector to provide the highest level of sustainable care, enabling people to achieve the best possible quality of life. We deliver this by leading the sector, shaping the evolving market and offering benefits directly to our members.



Autumn Conference in full swing

SCA's three Strategic Aims are Member Benefits, Market Development and SCA Development. To support this SCA will be reviewing its governance structure and two new directors were elected at the Conference - Jon Stanley, group operational director at CHD Living and Maria Mills, CEO of Active Prospects. Sadly Mike Keighley CEO of the Meath and John Strangwick, owner of Clarendon Care, stood down due to retirement. The full list of Directors and Advisors can be found on SCA website.

Delegates received a summary of SCA's financial position and, at the end of a year of operating independently of Surrey County Council funding, treasurer Simon Carter reported we have almost reached break even on our year's activity, but still retain our reserves.

Our seminar Programme was very well received, with phrases like "best ever" included in the evaluations. We heard from James Sage of Royds Withy King about CMA investigation into care contracts and James gave an update on sleep-in shifts and the National Minimum Wage. Assistant Ombudsman Donna Campbell explained the role of the Social Care Ombudsman. The session from CQC's Andrea Sutcliffe highlighted how Surrey was now doing much better on our ratings, having fallen behind the national average in previous summaries.



SCA's Chairman David Holmes welcomed CQC's Andrea Sutcliffe, one of our key Conference speakers. Andrea will also speak at Showcase 2018 in March

That is great news but, as we know, there is always more to do.

Read all about it! **Surrey Care Awards 2017** – See souvenir special with this newsletter

See Inside: **Showcase 2018** ■ **Workforce Project Update** ■ **Network Updates**



Network meetings in November

Older People Care Homes network discussed many topical issues by care homes including the introduction of red bags and changes in suppliers of incontinence pads, resulting in many complaints around the shape and size of the pads. SCA will raise these issues with CCG and HealthWatch. Providers welcomed the discussions around fees and the format of the meetings which gave more opportunity for sharing and learning.

Thanks to the input of two Board Directors at our Domiciliary Care meetings the topics of invoicing and harmonisation of rates were covered again and the discussions around the value of SCA were well received. Learning Disability providers heard an update on the Cost of Care exercise (thank you to those 45 companies who responded this time).

Unfortunately Alan Willmott was unable to attend one of the meetings but had prepared a summary of CQC updates which were circulated afterwards and providers were asked if the action points proved useful. For the Learning Disability network Alan gave his CQC update presentation – there is so much to share and learn. Dates for next year being prepared but SCA would urge you to make these meetings a “must do” in 2018.

Those that attend say they can't understand how anyone can afford to miss them!

SCA/SCC Provider Network

Four times a year the SCA Board meets with the Director and other senior colleagues from Procurement and Commissioning at SCC and the NHS to discuss strategic issues and plans for future developments. At the September meeting we heard about the new Care with Support Strategy. This is basically the development of six Extra Care services, using land owned by SCC. The opportunity for these developments went out for tender at the end of October.

At the November Network we had discussions regarding Cost of Care, how to be involved in the STPs (Strategic Transformation Partnerships). A new CEO of Surrey County Council has been appointed subject to Council approval. Former Essex County Council chief executive, Joanna Killian is expected to start in early 2018 as David McNulty retires.

“Making Connections” at Showcase 2018

Wednesday 14th March 2018 Brighton Racecourse

Highlighting the importance of partnership working with health services, volunteers, community groups and other organisations, our 2018 Showcase event brings together a topical seminar programme, lively exhibition area and unparalleled networking opportunities under one roof.



The seminar programme will be headed by CQC's Andrea Sutcliffe and will also feature talks from ADASS, Care England, National Care Forum, NHS Digital and NAPA amongst others.

This unmissable event is FREE for all Surrey and Sussex providers. You can keep updated on speakers and exhibitors and book ahead at:

www.careshowcase.org.uk

See the flyer enclosed with this newsletter

Workforce Project update by Ali Porteous

The workforce project has been in place for nearly a year and lots has been going on. After scoping the market we have identified some key areas for which we would like to develop toolkits to help providers think creatively about workforce development. If you would like to join our monthly workshops, please see the schedule on the SCA website under News/SCA Training Schedule.

SCA has been working with new and existing potential employment groups and with job centres, helping them understand the skills a job seeker will need to join the care sector.

The project has been promoting the possible careers that people can have in care and to support this SCA have produced a leaflet that is being distributed throughout Surrey. The leaflet discusses the qualities of a care worker and it challenges people to see those qualities in themselves.

To ensure we have a sustainable workforce we will need to engage with young people to help them see the opportunities the industry offers so we have been delivering training to schools and colleges in line with BTEC and QCF qualifications.

We've been developing a new idea of working with the NHS to run a joint recruitment project and we've also been reaching out to people in early retirement and parents who are looking for work opportunities.

Do you know what you want from a care management software?

ONE SMALL STEP FOR A PROVIDER, ONE GIANT LEAP FOR CARE

We know embracing care technology can seem daunting, especially when Cura has the widest scope of functionality in the care market. What with care planning, medication management, staff planning, notes and time and attendance monitoring, where do you start? We have listened to our customers and employ a modular approach to implementing the system. Start with a few modules and add more on a time basis to suit you and your team.

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Meet Ashley and Ilaria!

Ashley Soucy is our new Membership Officer. She joined us in June to maintain and recruit new subscribers, as well as assisting with commercial partners.

Ashley has a degree in BSc International Politics, which gave her the passion and the interest to keep learning about a large variety of social problems both in the UK and on an international platform. This has led to her pursuing a career working in not for profit support organisations which she has been doing since 2015. Having had experience in these organisations, she dedicates her time to being customer focused, with a passion to deliver a great experience to members. Friendly and easy to approach, she is eager to learn and approaches challenges head on.

Ashley looks forward to working with and supporting SCA member organisations in the years to come.



Ilaria Bommarito is SCA's Marketing Assistant who executes the new brand marketing strategy, ensuring a continuous engagement with members. Supporting the Business Manager, she maintains the relationship with providers, subscribers and partners/affiliates, ensuring effective communication and marketing services. She is developing SCA's social media presence while producing strategies to monetarise the website, managing all the web pages and making sure they are updated.

After completing her bachelor degree in Interpreting and Translation in Rome, she moved to England in 2015 to do her MSc in International Marketing. Her studies in business have given her intellectual and analytical research skills to contribute to problem-solving in complex and evolving contexts.

Ilaria started her marketing career in a language school in London, she then worked for a medical start-up where she had the opportunity to learn to design while reinforcing her social media, email marketing and communication skills.

SCA's Digital Marketing Strategy – Update

The SCA Website has benefited from the new marketing strategy that aimed to reinforce its role as informative and useful resource for care providers, partners/affiliates and members of the public. Five thousand people browsed the website from September to December 2017, with more than 20 thousand-page views.

SCA's email communications are continuing to be effective in delivering targeted information to our Subscribers on weekly basis. The high levels of engagement and the positive feedback encourage SCA to keep promoting and advertising useful content for all its subscribers.

Make sure to follow SCA on its social media platforms (Twitter and Facebook) and don't forget to check the SCA website for the latest news and events!

What our subscribers are saying about joining Surrey Care

Our members have said

- "Provider network and meetings excellent – the sharing of information and knowledge is really helpful"
- "Workshops, Showcase and conferences are great place to share information and avoid isolation"
- "SCA gives CQC Inspection advice and support"
- "Networks are a place where members are able to seek support from each other and on commissioning"
- "Able to get advice and guidance from those in the sector"
- "SCA as a representative helps to get an understanding what the Commissioners are doing"
- "Care Association is great for my staff for training and supporting them"

To become a member of the Surrey Care Association, call 01372 571 174 or email membership@surreycare.org.uk

Flyers with this newsletter

- Awards Souvenir Brochure
- Showcase 2018 Flyer

Mike and Sally retire

Sally Lines, CEO of The Grange in Bookham, has retired and for the moment Phil Edmund is interim CEO during the selection process. Mike Keighley has retired from The Meath in Godalming and has been replaced by Lindsay Hill.

Care Workers Benevolent Charity

This is the benevolent fund for the UK care sector, supporting care staff who find themselves in crisis with hardship grants.

The charity set up their Supporters Club in February to secure a sustainable income stream for grant giving from the sector. Anyone interested in supporting please contact the CEO Alex Ramamurthy on 0781 885 8774 www.thecareworkerscharity.org.uk

Common Age Events

Working in close collaboration with the National Care Forum, Care England, Age International and the International Longevity Federation (UK), Common Age is currently planning the first ever Commonwealth Elders' Forum in the UK.

The event, Ageing in Common: An International Perspective, will be held at De Vere Wokefield Estate Hotel, Berkshire from 16-18 April 2018 and is for professional leaders from across the Commonwealth.

As part of their drive to help combat ageism in the Commonwealth, Common Age are also running a competition to encourage young writers to discover and write about the life stories of older people. The deadline for submissions is January 2018.

For more information please visit www.commage.org

Dates for your Diary

We are currently planning all our dates for 2018 so please watch out for What's On early in the new year surreycare.org.uk/events

We are planning workshop for QA and sale of resource tool kit on the 30th of January and 1st of February 2018 at Thatcher's as morning sessions.

Also register your interest for GDPR training session from CURA on 31st January venue TBC. Confirmation will follow - check subscriber email news.

Don't forget!

Showcase 2018 Wednesday 14th March 2018 Brighton Racecourse.