



26th January 2010 UKCoD Conference on the Personalisation Agenda - a revolution in health and social care? The implications for the deaf sector

"Action by Working Together"

Venue:

The Resource Centre, 356 Holloway Road, London, N7 6PA.

10.00am	Registration
10.30am	Conference commences
4.15pm	Tea/Coffee and depart

Many deaf organisations are grappling with the concept of personalisation and what it means for their beneficiaries so UKCoD is organising a conference on the following topic :

The Personalisation Agenda - Individual Budgets, Direct Payments etc – a revolution in health and social care? What does this mean for deaf people?

This conference on the personalisation agenda is aimed at the deaf sector. The purpose of the conference is to bring relevant staff in deaf organisations together with those working with deaf people in the statutory sector as well as those responsible for the implementation of this agenda to consider the implications of the personalisation agenda for deaf people and children. It will also give staff in deaf organisations the opportunity to consider the preparation and planning that may be required to implement the changes in working practice to respond to the personalisation agenda.

The day will be chaired by John Nawrockyi, Director of Adult Services at Greenwich. Speakers include:-

- **Martin Cattermole, Care Services Improvement Partnership within the Department of Health** will give an overview on the personalisation agenda
- **Professor David Challis, Director of Personal Social Services Research Unit and Professor of Community Care Research at Manchester University of Manchester** will summarise the lessons from the personalisation pilots.

These sessions will be followed by speakers from the field of deafness:-

- **Mike Adamson (RNID)**
- **Hilary Grime (Oxfordshire)**
- **Philip Gerard (Deaf Direct)**
- **Christine Lenahan (Council for Disabled Children)**

They will talk about the issues from the perspective of deaf adults and children and the challenges deaf organisations face. The afternoon will end with a debate "This house believes that personalisation agenda is a cost cutting exercise and will not benefit deaf people". Speakers will be Tom Noon - Chairman, Cordis Bright, Mike Adamson - Director of Individual Services, RNID, Jenny Harlock - Programme Manager for VODG (Voluntary Organisations Disability Group) and NCF (the National Care Forum).

This conference will be of interest to anyone working in information, advocacy, family support, equipment provision, or service delivery in the areas of health, education or social care and promises to be a lively and interesting day. For more information please contact Clare Long at c.long@deafcouncil.org.uk



BOOKING FORM

Personalisation Agenda Conference **Date: 26.01.10**
The Resource Centre, 356 Holloway Road, London, N7 6PA

Your Details

Title	Forename	Surname
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Organisation		
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UKCoD CONFERENCE

The Personalisation Agenda - individual budgets, direct payments etc A revolution in health and social care What does it mean for deaf people ?

Tuesday, 26th January 2010

The Resource Centre, 356 Holloway Road, London, N7 6PA

Time	Subject	Speaker
	Chair – John Nawrockyi, Corporate Director of Adult Services – Greenwich	
10.00	Registration	
10.30 – 11.30	The Personalisation Agenda - An overview	<i>Martin Cattermole – Project Manager, Care Services Improvement Partnership, Department of Health</i>
11.30 – 11.45	Break	
11.45 – 12.30	The personalisation pilots – results and outcomes Q &A	<i>Professor David Challis Director Personal Social Services Research Unit University of Manchester</i>
12.30 – 1.45	Lunch	
1.45 – 2.45	Deaf organisations – the challenges of the personalisation agenda What are the implications for deaf adults ? Provision of Services through Personalisation – practical outcomes ? Deafblind people and families experiences' of direct payments and personalisation.	<i>Mike Adamson Director of Individual Services – RNID</i> <i>Hilary Grime, Service Manager, Sensory Impairment & Physical Disability S&CS - Oxfordshire</i> <i>Philip Gerard – CEO – Deaf Direct</i> <i>Simon Shaw Direct Payments Project Co-ordinator, Sense</i>
2.45 – 3.15	What the implications for deaf children ? Discussion	<i>Christine Lenehan – CEO Council for Disabled Children</i>
3.15 – 3.30	Break	
3.30 – 4.15	Panel – this house believes that the personalisation agenda is a cost cutting exercise and will not benefit deaf people ?	<i>Tom Noon – Chairman, Cordis Bright</i> <i>Mike Adamson – Director of Individual Services, RNID</i> <i>Jenny Harlock, Programme Manager for VODG</i>
4.15	Summing up and close	

Exhibitors: Sense, 101 Pentonville Road, London, N1 9LG email: info@sense.org.uk

Tel: 0845 127 0060 Fax: 0845 17 0061 Text: 0845 127 0062 www.sense.org.uk



Michael Adamson

Michael Adamson has been Executive Director, Individual Services at the RNID since November 2005. In this role he has full responsibility for all RNID's services including social care, employment, communications support, aids to daily living and volunteer services. His previous roles include 3 years as Director, Commissioning within a primary care trust in Gloucestershire and ten years with the British Red Cross in a variety of international and UK based roles, culminating as Director, Strategy. He studied economics to postgraduate level and started his career applying this as a management consultant with Coopers & Lybrand on a range of assignments in the UK and overseas. He spent two years on secondment to the government of Swaziland.

He is a trustee of two charities (one focused on drug and alcohol support and the other on communication support to deaf people), a member of the Compact Voice Board and a secondary school governor.

Mike lives in Gloucestershire with his wife and two daughters aged 12 and 10. He runs and cycles as regularly as time permits and is a founder member of the local film club.

Philip Gerrard

Philip Gerrard is the Chief Executive of Deaf Direct, a deaf-led organisation providing services for Deaf and Hard of Hearing people in Herefordshire, Worcestershire and Oxfordshire. He is also the Chair of the Midlands Regional Association of Deaf, and acting Chair of UK Deaf Sport. He has been involved in Personalisation work relating to deaf people from the outset; he has undertaken research work for the Department of Health and also taken the lead via MRAD in ensuring that deaf associations have access to information on Personalisation. He also has close links with other deaf associations around the country; as a service user himself with significant family experience of deafness, he is aware of the issues affecting deaf people on a daily basis, which are so often overlooked by service providers and planners.

Professor David Challis

David Challis is Professor of Community Care Research and Director of the PSSRU at the University of Manchester. PSSRU is the largest centre in the UK focussing on social care. He has undertaken the development and evaluation of a series of studies of community based care for older people which provided alternatives to hospital and nursing home care and influenced. Currently he is responsible for national studies of care coordination in older people's and long term conditions services and evaluation of assessment procedures in England. Other work includes performance measurement in older people's services, hospital discharge, the evaluation of innovative approaches to flexible support such as personal budgets and old age mental health services. He is the author of 21 books and over 150 papers.

He has been an adviser on services for older people to the Commonwealth Government of Australia, Canadian Province of Ontario, Government of Japan, Government of Hong Kong, the US State Government of Wisconsin and the Department of Health in England and National Assembly for Wales.

Tom Noon, Chairman, Cordis Bright

Tom works mainly with larger not-for-profit providers of social care and supported housing and with local authorities and PCTs particularly in the areas of commissioning and market management. He is experienced at assisting organisations in the development of a credible strategy and then helping to translate this into practical action for successful implementation.

Tom is currently working with a range of larger organisations assisting them on an ongoing basis with their strategic and organisational development. Tom also continues to provide advice and guidance to the statutory sector on the development of effective commissioning strategies.

Cordis Bright provides consultancy, research and performance improvement services to help clients achieve better outcomes for children, young people and vulnerable adults. Our work is focused within the following sectors: children's services, criminal justice, adult care and support, community health and the independent sector.



Hilary Grime, Service Manager, Sensory Impairment & Physical Disability Oxfordshire Social & Community Services, Oxfordshire County Council

- Worked originally in psychiatry in home town of Bolton then moved to Oxford, working as Occupational Therapist , then in management in a variety of health and social care settings. After a period as a lecturer, worked as a freelance, including research, equipment reviews and running training courses.
- Specialised in sensory impairment management since 1999. Currently service manager of social care services for adults and children with Sensory Impairments and adults with Physical Disabilities in Oxfordshire, working closely with colleagues in Education, Health and Voluntary Sectors, including Deaf Direct Oxford.
- I see my role as a manager of SI services as one which challenges main stream services to be inclusive, to ensure high quality, specialist services are available when needed and to create an environment where everyone working in Oxfordshire social care services has sensory impairment on their agenda at all times.

Michael Collins

My name is Michael Collins. I am Deafblind.

I was born profoundly deaf and due to a mutant form of Waardenburgs syndrome my eyesight began to deteriorate at the age of 16. I grew up using British Sign Language (BSL) to communicate. I first noticed real problems with my vision on a school trip to Paris when at the top of the Eiffel tower the glare from the sun made me very disorientated and I could not see the teacher who was signing information to the group. Another student recognised this and came over to me grabbing my hands and communicated in BSL whilst I held his hands. He guided me back down the tower and from then on I have used this method of communication. This method of communication is called hands on BSL and I also use the deafblind alphabet to receive the names of people and places.

Due to the complex method of communication I need, it has been hard for me to find people who are able to talk to me. I have a group of friends at my local deaf club who have the skills needed to communicate clearly with me. Since meeting them my confidence has grown greatly. They are so confident when guiding me that they are competent in picking up on subtle little communication methods that I use sometimes and are able to use these expressively too. These are skills that fully trained interpreters do not have.

I received money to pay for my support from direct payments. I found this very restrictive as I was told how and what I could spend my money on. After speaking to my social worker I decided to transfer to an individual budget. This I found to be much better for me. After an initial assessment I had enough money for 18 hours a week support. I split this up between 3 personal assistants who have 6 hours each. I decided to employ 3 of my friends from the deaf club as I felt this was the most appropriate support for me as we shared the same culture and interests. I was allowed to do this under the individual budget scheme, which made me very happy.

The support I need is called communicator-guide support, which is given by specially trained support workers knowledgeable in the issues that affect deafblind people, which are: communication, access to information and mobility. To buy this support from an agency was just too expensive for me but my friends would always be my first choice, as they know me so well. My mum still manages my finances as she did before and we are both happy with this. I have been told I could have a broker to help but I am happy with how things are done at the moment. One of the first personal assistants I had wasn't working out as they never seemed to be available when I wanted them and after a number of attempts to fit around them I felt it wasn't right for me so I terminated their employment and employed someone who can work around my needs.

I am looking forward to the future and want to get a flat and move in with my girlfriend. I also want to find a job and be more independent. I am aware that if I move out of the family home into my own flat I may need more support initially. I believe there is flexibility in my individual budget to be reassessed for extra support. I am much happier now and think that it is great to be in control of my life.



John Nawrockyi, Director of Social Services in the London Borough of Greenwich

John 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.

Martin Cattermole, National Programme Manager – Personalisation, Department of Health

Martin Cattermole works at the Department of Health as national programme manager for personalisation. The job of our team is to work with councils, service providers, and representatives of disabled people, older people and their families to put in place the major changes to adult social care announced in Putting People First.

Martin has a background in supported housing and the NHS, having previously worked for Mencap, the British Institute of Learning Disabilities and the Audit Commission. He is also a member of a user-led organisation.

Jenny Harlock, Programme Manager for VODG (Voluntary Organisations Disability Group) and NCF (the National Care Forum)

Jenny Harlock is programme manager for the Voluntary Organisations Disability Group and National Care Forum, both recently appointed as joint strategic partners by the Department of Health. Jenny previously worked at the National Council for Voluntary Organisations (NCVO) and is author of the report "Personalisation: Rhetoric to Reality". Jenny is currently completing a PhD on the third sector and public service delivery and teaches Social Policy part time at the University of Bath.

Simon Shaw, Direct Payments Project Co-ordinator, Sense

Simon has worked in Sense's Public Policy Team since May 2007. Sense is a leading national charity working with, and campaigning for, children and adults who are deafblind. Simon runs Sense's direct payments project, offering information and advice to deafblind people, families and professionals. Simon's work at Sense also covers policy work at both national and local level. Simon has previously worked with disabled children and adults in a range of settings in both the UK and overseas, including volunteering for VSO in a school for Deaf children in Nigeria.

Christine Lenehan, Director of the Council for Disabled Children (CDC)

Christine was appointed Officer of the Order of the British Empire (OBE) in January 2009 for her work with disabled children and their families for over thirty years. As Director of CDC and board member of the Every Disabled Child Matters (EDCM) campaign, Christine has been at the vanguard of her field - raising the policy profile of disabled children and young people.

Christine has worked as a social worker in residential and fieldwork settings and for voluntary and statutory agencies. Christine was a member of the expert working group on the Children's National Service Framework module on disabled children and was responsible for the development of its consultation programme. She was also on the advisory group for the publication Improving the Life Chances of Disabled People, issued by the Prime Ministers Strategy Unit in January 2005.

Christine currently holds several strategic roles including being a member of the Stakeholders Group looking at implementing Every Disabled Child Matters, the Ministerial Implementation Group for Implementing Aiming High for Disabled Children and the Programme Board overseeing Aiming High for Disabled Children.