

***The lives we want to lead*, the LGA green paper for adult social care and wellbeing: update**

Purpose

For noting.

Summary

This paper provides an update on the LGA's adult social care and wellbeing green paper, *The lives we want to lead*. A verbal update on the key findings from the public polling and focus groups that have accompanied our consultation will be given at the meeting.

Recommendation

That the Leadership Board notes the update and the progress that has been made with the LGA green paper.

Action

As directed by Members.

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Background

1. In June, shortly after the announcement of new funding for the NHS rising to £20.5 billion per year by 2023/24, the Government announced that its green paper on adult social care would be further delayed to the autumn, “around the same time” as the NHS Plan.
2. In light of this further delay to the Government’s proposals for the future of care and support, the LGA’s Chairman and Group Leaders approved plans for the LGA to develop its own green paper on adult social care and wellbeing.
3. The LGA green paper, *The lives we want to lead*, was published on 31 July and was intended to stimulate a nationwide debate about how best to fund the care we want to see in all our communities for adults of all ages and how our wider care and health system can be better geared towards supporting and improving people’s wellbeing.
4. *The lives we want to lead* posed a series of 30 consultation questions across a range of topics and the deadline for responses ended on 26 September.

Publication coverage

5. As a priority campaign for the organisation, a detailed plan of launch activity was prepared to promote the green paper, raise awareness of the funding crisis facing adult social care and encourage as many people to take part in the consultation as possible. As a result, the green paper has been mentioned 78 times in total in national print, online and broadcast media.
6. This included a hugely successful launch with coverage in the Sun, Independent, Telegraph, Mail, Express, Mirror and Guardian and which saw LGA spokespeople interviewed on BBC Radio 4 Today, BBC Radio 5 Live, Sky News, BBC Victoria Derbyshire and BBC regional radio.
7. We have also targeted regional and trade coverage with spokespeople interviewed across BBC regional radio regularly and the green paper promoted in a range of regional media.
8. The LGA’s Conservative, Liberal Democrat and Labour group offices also placed comment pieces on the green paper on the Labour List, ConHome and Lib Dem Voice websites.

Further engagement

9. Cllr Izzi Seccombe wrote about the launch of our green paper in The Times Red Box and the Municipal Journal and Cllr Nick Forbes wrote a comment piece in The Daily Express. Carers World Radio broadcast a special programme dedicated to our green paper in September.
10. The Chairman wrote to the Prime Minister, the Chancellor and the Secretaries of State for both Housing, Communities and Local Government and Health and Social Care to

highlight our green paper and the Political Group Offices engaged with MPs and Peers. Colleagues briefed LGA Vice Presidents and we presented on our green paper at a dedicated parliamentary event in September.

11. We engaged stakeholders about our green paper during LGA panel debates at the Conservative, Labour and Liberal Democrat party conferences. MPs and Peers also highlighted their priorities for social care through a series of short videos which we promoted on social media.
12. There have been more than 15,500 web page views of our green paper, the 'easy read' version has been downloaded more than 400 times and our facilitators and communications packs have been downloaded more than 360 and 430 times respectively. Videos we produced to accompany the green paper have been watched more than 72,500 times. The Twitter debate, through #FutureofASC, has reached more than 4 million people.
13. We have received more than 500 submissions to our consultation questions, which has exceeded our expectations. As part of engaging with key sector partners, we established a Sounding Board of more than 20 partners to help inform our thinking. This has met twice – once in August and once in September. And as part of our engagement process we have also commissioned public polling of 2,000 members of the public and a series of focus groups across the country. A verbal update on the key findings from these two processes will be given at the meeting.

Next steps

14. Colleagues from the LGA's Research Team are carefully analysing all responses to the consultation. The key findings, along with the outputs of the public polling, focus groups and other linked work, will be brought together in a further publication in November. This will be the LGA's formal response to our consultation along with – subject to political agreement – our asks of Government for its green paper, which we understand may now be delayed until December.
15. This report will launch at the annual National Children and Adult Services Conference (14-16 November). A further 'easy read' will be produced alongside the main report.

Financial Implications

16. Work will continue to be done within existing campaigns and policy budgets.

Implications for Wales

17. Our green paper, and the Government's forthcoming green paper, will cover adult social care and support in England only.