

## **Next steps for the Show us you Care Campaign**

### **Purpose of report**

For information and decision.

### **Summary**

This paper outlines a proposal to focus the next phase of the Show Us You Care campaign on baseline funding for the care system. Members' views are sought on this proposal.

### **Recommendations**

Members are asked for their views and comments on the proposal.

### **Action**

LGA officers to progress activity in line with Members' comments.

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### **The campaign in 2012/13**

1. There have so far been two objectives to our Show Us You Care campaign: first to secure legislation to improve the system; and second to secure the Dilnot model of funding reform. We have been successful with both of these objectives: a care and support Bill is due to be announced in the forthcoming Queen's Speech; and the government has outlined its proposals to implement the capped-cost model of funding reform.

### **The campaign in 2013/14**

2. The LGA will continue to work on both funding reform and the Bill but we propose that these areas do not feature in the next phase of the campaign. Instead, we propose that the next phase of the campaign focuses on baseline funding for the current system.
3. Our proposed objective would be to close the funding gap that exists within adult social care as we believe that an adequately funded system must be the basis from which the wider care and support reforms are taken forward. Within this objective we propose to:
  - 3.1. Produce an accurate figure of the funding gap in the social care system in collaboration with key stakeholders; and
  - 3.2. Increase public understanding of the issue, which would be monitored using a bi-annual survey.
4. We would take forward a range of activity to support this work including:
  - 4.1. A survey of Lead Members on the issue of adult social care funding;
  - 4.2. A launch of our research on the funding gap;
  - 4.3. A paper on how the funding gap could be met; and
  - 4.4. A think piece on the cumulative effect of not addressing the funding gap.

### **Recommendations**

5. Members' views are sought on the proposals outlined above.