

## **Update on the adult social care campaign publication ‘Guide to the care and support white paper’**

### **Purpose of report**

To inform the LGA Executive of progress with the ‘Guide to the care and support white paper’ as part of the LGA’s adult social care campaign.

### **Summary**

This report introduces a new publication from the Community Wellbeing Board team, a ‘Guide to the care and support white paper’. Copies of the guide will be tabled at the meeting.

### **Recommendation**

The Executive is asked to note the publication for information and discussion.

### **Action**

LGA officers to action as necessary.

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## **Update on the adult social care campaign publication, 'Guide to the care and support white paper'**

### **Background**

1. At its February meeting the LGA Executive endorsed the Community Wellbeing Board's proposals for campaign work on adult social care reform and funding ahead of an expected spring white paper. These include:
  - 1.1. A guide to the white paper setting out what we hope to see in the document and tests we will use to judge its likely effectiveness.
  - 1.2. Analysis of the current funding situation facing adult social care along with projections of future costs.
  - 1.3. Polling to gauge the public's level of understanding of how the system works, preparations they are making for their possible future care needs, and preferences for how their potential needs will be addressed in the future.
  - 1.4. Making the economic case for reform based on current workforce levels and projected job creation to meet the needs of our changing demography.
  - 1.5. Developing the message that the cost of reform is a cost worth paying by comparing it to areas of wasteful public spending.

### **The 'Guide to the care and support white paper'**

2. The guide to the white paper is likely to be the main 'product' of the pre-white paper campaign, and publication is planned to coincide with the Smith Square Debate on care and support reform on 14 March.
3. Copies of the guide will be available at the Executive meeting. Members will note that it is based around three 'tests':
  - 3.1. Test one: does the white paper set out proposals for a reformed system that is likely to achieve our aims of:
    - 3.1.1. Improving the individual's experience of care and support.
    - 3.1.2. Providing stability, predictability and transparency, and encouraging the long-term view.

**Item 3**

- 3.1.3. Using the totality of local resources.
- 3.1.4. Providing sufficient funding that is appropriately directed.
- 3.2. Test two: does the white paper set out a timetable for reform that recognises the urgency of the challenge and commits to immediate action where possible?
- 3.3. Test three: does the white paper articulate a clear role for local government in a reformed system and recognise the importance of a local approach to care and support?
- 4. The guide is pitched at a deliberately high level, focusing on the extent to which the white paper will help deliver the type of system we want to see in the future, rather than the specific mechanics of implementation. Work on this level of detail will be taken forward once the white paper is published and we have a clearer idea of the government's plans for the future.
- 5. We will score the white paper against the above tests and will use these judgements as part of our wider work in response to the white paper once it is published. We will also be encouraging key stakeholders to use our scoring system and to share their assessments with us. This is likely to heighten interest in the guide from a national media perspective.

**Next steps**

- 6. Officers from the Community Wellbeing team and the Media team are working closely together to ensure the LGA receives maximum coverage of the guide to the white paper, and the other work outlined above (points 1.2 – 1.5).
- 7. Once all of the campaign activity has been completed the Media team will conduct some simple analysis to gauge the level of media coverage the LGA's work has received. This will help shape the next, post-white paper, phase of the adult social care campaign.