

## **LGA Campaigns for 2012-2013 – Update on the securing the future of adult social care campaign**

### **Purpose of report**

### **Summary**

LGA Leadership Board has previously agreed the campaign themes for the coming year. These closely reflect the LGA's business plan and associated corporate objectives for that period.

This paper provides a progress report on the future of the adult social care campaign.

### **Recommendation**

That the Leadership Board notes the current status of the securing the future of adult social care campaign.

### **Action**

Officers to proceed as directed.

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## **LGA Campaigns for 2012-2013 – Update on the securing the future of adult social care campaign**

### **Background**

At the February Leadership Board the following campaign areas were agreed:

- 1) Securing the Future of Adult Social Care**
- 2) Sustainable Funding for Local Government
- 3) Planning Our way to Growth/ Local Economies, Local Growth
- 4) Housing the Nation
- 5) Independent Local Government/ Keep it Real (Responsible, Efficient, Accountable, Local).
- 6) Hidden Talents

Work is now well underway on developing campaign plans for all of the campaigns. This involves cross-cutting work involving boards, programme teams, policy, public affairs, press and media and the online team. This paper sets out in more detail draft plans for the adult social care campaign

### **SECURING THE FUTURE OF ADULT SOCIAL CARE**

**Link to Business Plan:** Adult Social Care / Public Service Reform

#### **Campaign Description/ Objectives:**

With the announcement of the white paper in the Queen's speech, we want the LGA to continue to be highly visible in the run up to its publication. Our approach is to develop activities that together:

- allow us to set out a clear overall message on the need to reform and fund adult social care and support
- allow us to position the LGA as the authority on reform of the social care system
- ensure that we are seen as a primary influencer in pushing for social care legislation, and in securing the future of adult social care.

**Key messages**

- Reform of adult social care is one of the biggest challenges this country is facing
- It is imperative the Government tackles this and introduces legislation without delay
- There are three urgent issues for the Government to address:
  - The integration of health and social care
  - better quality of adult social care
  - Funding
- We support the 'Dilnot proposals' as the only credible proposals currently on the table
- The LGA wants to work with Government to develop a workable solution

The campaign will be refreshed following the publication of the White Paper once it is clear how far the Government is willing to progress any reform of the system.

**Milestones/ Activities Completed**

Much work has already been undertaken to position the LGA as the leading advocate for the sector of social care reform:

- Dignity in Care Report launched 28 February.
- Smith Square Debate, ***“Social care is an embarrassment”(Andrew Dilnot) – Can we salvage anything from the current system?*** held 14 March.
- LGA Spotters Guide to White paper launched at the Smith Square debate on 14 March.
- The Chairman sent a letter to David Cameron, Nick Clegg and Ed Milliband in April, stating sector support for urgent reform in line with the principles outlined by Dilnot, and calling for cross party support. This received extensive media coverage and led to a number of organisations supporting the LGA and our key messages.

### **Next Steps**

The following campaign plan sets out the next steps to ensure this issue remains high on the media agenda. It will be developed and refreshed to reflect changes as they occur.

<b>Date</b>	<b>Activity</b>	<b>Audience</b>	<b>Team / person leading</b>
W/C 7 May	<b>Website section launch</b>	LGA members, stakeholders and parliamentarians	Web team, policy and public affairs
W/C 7 May	<b>Letter to PM</b> Led by Carers UK	Daily Mail exclusive	Carers UK, media
9 May	<b>Queen's speech Failure to tackle reform</b> Outlined the LGA's reaction to the Queen's speech and reiterated key messages about urgent reform.	National and trade media	Policy, public affairs and media
w/c 14 May	<b>Queen's speech debates</b> LGA briefing ahead of the debates to highlight need for legislation and support of Dilnot model	MPs/Peers	Public affairs and policy

**Item 9**

Date	Activity	Audience	Team / person leading
May/June	<b>Getting to grips with funding</b> Getting more money into the system is crucial but there are currently several figures representing the possible funding shortfall. A piece of work will look to: -quantify how the demand for services is going to change over time and the financial implications of this - show the funding gap in social care both now and in the future -consider how changes to the ways services are delivered (such as personalisation, personal budgets, user-commissioning) may impact on costs	National and trade media	Finance, policy and media
w/c 28 May	<b>Radio 4 'You and Yours'</b> Outline the LGA's three asks for the white paper and potential impact of government inaction. This will be part of a series to be broadcast on radio 4 ahead of publication of the white paper	National media	Media, policy
May/June	<b>"Ripe for Reform"</b> Parliamentary meetings for David Rogers and targeted parliamentarians	Parliamentarians	Public affairs
May/June	<b>LGC feature on adult social care</b> Pieces from Chairman, CEX and Board Chairman and possible roundtable	Local government sector	Media, public affairs, policy

**Item 9**

Date	Activity	Audience	Team / person leading
May/June	<b>National media</b> Continue to place stories in key national media.	National media	Press and media, Public affairs, policy
May/June	<b>Focus on specialist media</b> 'Thought pieces' and placed articles in trade and specialist press to complement national media coverage	Practitioners Lead members	Press and media, Public affairs, policy
May/June	<b>Involvement of centre for social justice</b> Use as advocates for our position	National media	Public affairs, policy
June	<b>Briefing to VPs, parliamentarians and key stakeholders</b>	As per activity	Public affairs
9 or 23 June(tbc)	<b>First Article</b>	Members	Policy
<b>POST</b>	<b>WHITE</b>	<b>PAPER</b>	
26-28 June	<p><b>LGA Annual Conference</b></p> <p><b>Guide to reform agenda launch</b></p> <p>In response to the white paper we will publish our 'all you need to know' guide for Leaders and chief executives. The aim is to analyse the paper and the impact it will have on councils. It will highlight where we are currently in the debate and what we believe future adult social care should look like.</p> <p>In addition, the LGA will launch a 'pack' for councils to use to support the LGA's campaign including briefing notes, core narrative, template letters and so on.</p>	Councils and national media, care organisations, trade press Wider (local) public	Policy producing, Press and media, public affairs, events co-ordinating launch

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Date	Activity	Audience	Team / person leading
26-28 June	<b>LGA annual Conference Panel debate</b> Discussion panel with key influencers (tbc)	Members	Policy
28 June	<b>Guide to Reform ('Spotters' Guide) on Knowledge Hub</b>	Members	Online team
June/July	<b>Interactive score card</b> Available through website	All	Web team, policy and public affairs
3 July	<b>White paper feedback from local government</b> Utilise the score card as set out in the earlier LGA 'Ripe for Reform' publication to gauge council leaders / CEX's response to the white paper.	Members, trade press	Policy, media
August	<b>'Saturation campaign'</b> Use the quieter media period for sustained media campaign.	National and trade media	Public affairs, policy, media
TBC	<b>Round table event</b> Leaders across the sector to attend.	National and trade media	Public affairs, policy, media
TBC	<b>The local government offer</b> Develop an offer with ADASS and SOLACE to central government on how councils can deliver Dilnot's proposals.	National and trade media	Policy, public affairs, media
October	<b>Parliamentary reception</b> ( <i>Could tie in with LGA annual parliamentary reception</i> ) Launch of offer to central government	National media, stakeholders and parliamentarians	Public affairs, media
November	<b>Smith Square debate</b> To discuss offer to Central Government	Members, stakeholders, Westminster and Whitehall, media	Public affairs, media

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