

**A**chieving  
**C**are Quality  
**T**ogether

2024



# Achieving Care Quality Together Conference Delegate Pack

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**Join the care quality conversation #NorfolkACQTconf24**

## Introduction

A very warm welcome to you all for attending our Achieving Care Quality Together Conference. Our shared goal is that Norfolk is a county where everyone can access good quality adult social care. Throughout the day, you will hear from a range of speakers and discuss our Social Care Quality Improvement Programme, which brings care providers, health and social care representatives together to collaborate and improve care quality.

I personally want to reflect on some of the highlights from our Social Care Quality Improvement Programme over the past year, which include:

- The implementation of provider peer support in improving their care quality led by Norfolk Care Association (NorCA).
- Health services supporting care provision and development of a framework to aid providers delivering health care tasks.
- A new strategic approach on how Norfolk County Council will be commissioning Home Care, that aims to ensure everyone in Norfolk has access to good quality care.
- Implementing the Integrated Quality Service's Quality Improvement and Escalation Policy to support providers in a statutory framework, which is aimed at providing a clear outline of how the County Council will work with and support providers along their quality journey.

I recognise that we are on a journey to improving quality in Norfolk and it is one of our clear priorities across Adult Social Services. We understand that we will only achieve this by working together.

My sincere thanks for your hard work to date. I hope you find the day enjoyable and take this opportunity to reflect and network with leaders from across the social care sector.

I look forward to seeing you all and hearing more about the inspiring work happening throughout the county.



**Debbie Bartlett, interim Executive Director of Adult Social Services, Norfolk County Council**

## Conference aims

This conference provides a valuable opportunity to bring together key organisations from the Norfolk adult social care market along with health and social care system leaders to focus on delivering the best possible care provision for our county.

The conference will provide the opportunity to consider the national and local social care agenda, challenges and opportunities, as well as share best practice and celebrate care quality achievements. The day will also focus on leadership and provide the opportunity to work together on priorities that leaders across the social care sector have highlighted as important to achieve good quality care for Norfolk.

### **We want to use the conference to:**

- Bring together leaders from across our sector to reflect on the national and local social care agenda and current issues.
- Raise awareness of our approach to care quality and engagement, including highlighting our care quality projects and how organisations can get involved.
- Share key messages to the market around priorities, strategic direction, and future projects.
- Be part of wider work to explain and prepare for the CQC single assessment framework.
- Host workshops to discuss views and experiences of care quality in the care market. This provides opportunity for sharing feedback and involving people in receipt of services.

# Agenda

Time	Agenda	Room
9.00	Conference registration and refreshments	Sunningdale suite
9.30	<b>Welcome &amp; Housekeeping</b> Angie Steggles, Chief Operating Officer, NSCS Ltd and Director, Norfolk Care Association & Susanne Baldwin, Assistant Director Adult Social Services, Norfolk County Council	
9.40	<b>Opening Remarks - The vision for Norfolk in the national context</b> Debbie Bartlett, Interim Executive Director, Adult Social Services, Norfolk County Council	
9.50	<b>Social Care – The national picture</b> Professor Vic Rayner OBE, CEO, National Care Forum	
10.10	<b>CQC Assessment Framework</b> James Bullion CBE, Interim Chief Inspector, Care Quality Commission	
10.30	<b>Leadership</b> Nigel Cushion, Nelsonspirit	
10.50	Refreshments and networking	
11.10	<b>How we work together to shape care for the future</b> Gary Heathcote, Director of Assurance & Commissioning, Adult Social Services, Norfolk County Council	
11.20	<b>Care Quality improvement journey</b> Two case study videos	
11.30	<b>Q&amp;A Panel</b>	
11.55	<b>Closing Remarks</b> Susanne Baldwin	
12.00	<b>Lunch and Networking</b>	Brasserie restaurant
12.50	Go to workshops	
13.00	<b>Workshop 1</b>	
14.00	Go to workshop 2	
14.10	<b>Workshop 2</b>	
15.10	Go to Sunningdale	
15.20	<b>Summary and Next Steps</b> Debbie Bartlett, Angie Steggles & Susanne Baldwin	Sunningdale suite
15.30–16.00	<b>Refreshments and Close</b>	

## Speaker biographies



### **Debbie Bartlett - interim Executive Director of Adult Social Services, Norfolk County Council**

Debbie has been part of the senior leadership team for Adults Social Services for the last six years in a strategy, transformation, and performance role. Prior to this, she has held senior roles at Norfolk County Council for the last 22 years.

Before working at Norfolk County Council, Debbie worked in strategy and engagement for the NHS in Norfolk, and for the Audit Commission as a performance improvement specialist across NHS and local government.

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### **James Bullion CBE - Interim Chief Inspector of Adult Social Care and Integrated Care, Care Quality Commission**

James is Interim Chief Inspector at the Care Quality Commission and is currently on secondment from his role as Executive Director of Adult Social Services at Norfolk County Council. Previously, he has been a member of the Norfolk and Waveney Integrated Care Board.

From 2020-21, James was president of the Association of Directors of Adult Social Services (ADASS) where he supported and advocated for people using care during the pandemic. He has also been the ADASS representative supporting the development of the CQC's new assessments of local authorities.

More recently, James has been working with the Department of Health and Social Care on their plans to ensure people can leave hospital when they are well enough to do so.

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### **Gary Heathcote - Director of Assurance and Commissioning for Adult Social Services, Norfolk County Council**

Gary has extensive experience in local government, having previously worked for county councils such as Essex, Hertfordshire, and Leicestershire. He brings over 20 years' experience working in social care commissioning across both adult and children's services, and often in an integrated system role with health organisations.

Gary leads on the commissioning of older persons services, including Norfolk's ambitious specialist housing programmes, home support and residential care. He is also responsible for the alignment of strategy, policy, funding, and practice, to ensure that the department can achieve good outcomes for residents.



**Angie Steggles – Director, Norfolk Care Association and Chief Operating Officer, Norfolk and Suffolk Care Support Ltd**

Angela joined Norfolk and Suffolk Care Support in 2023 as the Chief Operating Officer. Here, she applies her experience and knowledge as a qualified social worker to ensure that the information, advice, and guidance offered remains professional, up to date and consistent.

Angela is a registered social worker with Social Work England. She initially began her career working as an interpreter in Europe, after which she spent 20 years working in HR before returning to UEA to study Applied Social Work.

Her career in the health and social care sector began in children's services for Norfolk County Council. She then worked with adults with learning disabilities and since then has successfully managed supported living services, domiciliary care services, residential care homes and day service provisions throughout East Anglia and Essex. Angela also joined the NorCA Board in April 2022.

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**Professor Vic Rayner OBE, Chief Executive Officer, National Care Forum**

As CEO, Vic chairs the government's National Workforce Advisory Group. She also chairs the National Social Care Advisory Group on social care and technology and has been at the forefront of promoting digital transformation across care. She sits on a range of government and national specialist groups with a focus on the social care workforce, digital transformation, new models of care and regulation. She previously chaired the working group of the APPG on adult social care.

Vic is a regular national and international speaker and has extensive expertise across a wide range of care, support, housing and social policy agendas. Prior to joining the NCF, she was the CEO of Sitra, a leading national membership body championing excellence in housing, health, care and support. Vic is also the incoming chair of the Global Ageing Network.

She has been awarded an Honorary Professorship in Health Sciences by City University, working closely with the My Home Life programme and the wider university agenda around ageing and care. In 2021, she was awarded an OBE for services to social care.



**Susanne Baldwin CPFA - Assistant Director of Assurance, Strategy and Performance, Norfolk County Council**

Susanne qualified as a CIPFA accountant 30 years ago and has over 35 years' experience in local government and health. She has worked on key projects including the creation of the Police Authority, local government review, and major outsourcing. Susanne has last spent the last decade working within leadership roles in health and adult social care, including transformation, finance and until November 2023, as Assistant Director with responsibility for the external workforce, care market development, care quality and brokerage. This has included the creation of the ICS Social Care Quality Improvement Programme, championing improvement in skills, recruitment and retention for the sector through the ESF funded Developing Skills in Health and Social Care project and developing our workforce support for adult social care.

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**Nigel Cushion FRSA – Leadership Development and Performance Improvement Mentor Speaker, Nelsonspirit**

Nigel specialises in leadership mentoring and has published three books on leadership. He has mentored hundreds of leaders, spoken on leadership across the world, and has acted as a consultant to numerous leading businesses. Nigel has had a varied career starting as an accountant with KPMG, then working in education before coming into business leadership after many years as a youth leader in Scouting.

He has chaired six companies and is the former runner up for the UK Non-Exec Director of the Year awards run by The Sunday Times. Born and living in Norfolk, he is the founder of leadership mentoring business Nelsonspirit and the Nelsonspirit Future Leaders Fund, which invests in the leadership of Norfolk young people.

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**Would you like to ask speakers on the Q&A panel a question?**

You can ask your question in advance by scanning the QR below. After the event, we will collate a FAQs with all your questions.

## Workshop guide and questions

### What do you need from the health, care or community system to support you?

Prior to the conference, care providers were asked to choose from a list of workshops they would like to attend. The following workshops are taking place:

1. Workforce Strategy, Recruitment and Retention, the new National Care Workforce Career Pathway.
2. Delegated Healthcare Interventions.
3. Peer Support with Norfolk Care Association.
4. CQC Single Assessment Framework.
5. IT Support for Providers.
6. Feedback with Healthwatch Norfolk.
7. The Real Care Deal/Ethical Framework.

Everyone attending the workshops will be asked to contribute to the following questions:

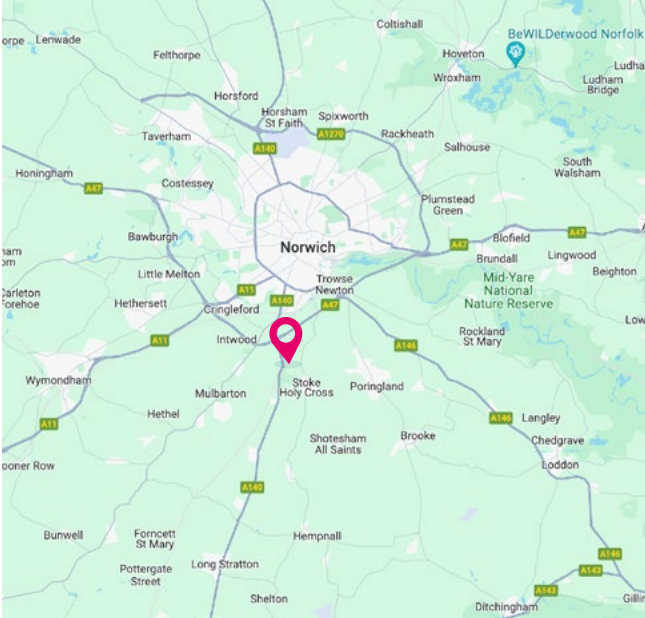
1. In terms of [*workshop title*] where are you now and what are your goals?
2. In terms of [*workshop title*] what support do you need to improve your service?
3. In terms of [*workshop title*] what would be the impact of making the improvements you want to make?

Your feedback from the workshops will help develop the existing care quality projects and help towards shaping Norfolk's Social Care Quality Improvement Programme and care market quality improvement strategy in the year ahead.

## Facilities information

**Dunston Hall, Ipswich Rd, Norwich NR14 8PQ, UK**

Thursday 7 March 9:30am - 4:00pm



Refreshments are available from 9:00am.

The main conference room is in the Sunningdale suite on the first floor. Enter the building via the conference entrance.

Six of the seven afternoon workshops are on the first floor. Peer Support workshop is on the ground floor the La Fontaine room.

For those who require additional support to access the event, please contact us on: [qaprovidersassd@norfolk.gov.uk](mailto:qaprovidersassd@norfolk.gov.uk).

**Parking:** 500 complimentary parking spaces, including five accessible spaces for blue badge holders. The accessible parking spaces are to the left of the hotel, with three additional spaces located near the entrance of the club and spa. A turning circle is directly outside the main entrance for dropping off and picking up only.

**Accessibility:** The main reception desk is located on the ground floor hotel entrance lobby.

**Lift access:** There is a lift to the first floor.

**Toilets:** By the lift on the ground floor. Also available upstairs. Accessible toilets are downstairs located opposite the main bar entrance, to the right of the main door.

**Lunch:** Provided by the Brasserie restaurant on the ground floor.

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## Feedback

We hope you enjoy today's conference. We hope you find it valuable and insightful to your area of expertise. We welcome feedback and would love to hear your thoughts about the day.



To submit your feedback, please scan the QR code below. Alternatively, please email [qaprovidersassd@norfolk.gov.uk](mailto:qaprovidersassd@norfolk.gov.uk)

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