

EARLY BIRD DISCOUNT:
Book by 16 May
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**NATIONAL
HOUSING
FEDERATION**



Shaping the future of health and wellbeing

Care and Support
Conference and Exhibition 2014

3 July 2014, Manchester

9 July 2014, London

Speakers from:



theguardian

=isos



Book now at www.housing.org.uk/events

Care and Support Conference and Exhibition 2014

Shaping the future of health and wellbeing

Housing associations have always invested in improving the health and wellbeing of the communities they work in. However with structural reform in the NHS, widespread cuts, uncertainty in the future of care and support services and the upheaval of welfare reform, how can housing associations build the partnerships and plans to reshape what we do to provide better health, homes and lives for residents and communities? How can the housing sector take the lead in local conversations on improving health and wellbeing?

The Care and Support Conference 2014 brings together housing associations that provide health, care and support services, with a range of client groups to debate responses to current challenges, share learning and shape future approaches. The event is a crucial opportunity to examine our future with health, care, local government and the wider voluntary sector.

Why you should attend this event:

- **Ignite partnerships** to achieve the preventive, health, housing and support offers our communities need
- **Analysis to help re-shape your services** to make the most impact for limited public investment and deliver better outcomes
- **Learn to take the right risks** in providing better homes, care and support for older and vulnerable people

Who should attend this event?

- Chief executives and directors of housing associations and housing support providers
- Service managers of housing associations and service providers
- Directors of care and support, wellbeing and supported housing associations
- CCG members
- Lead officers in local authorities and members of health and wellbeing boards
- Policy managers of housing associations and service providers
- Board members of housing associations and service providers

Exhibiting and sponsorship opportunities

These two focused events have evolved from the Federation's national Housing Care and Support Conference and Exhibition which has run successfully for more than 15 years. The new regional format will allow an equally effective opportunity to engage with decision-makers and buyers in the most effective way possible; face-to-face.

Here is what a few recent exhibitors had to say about the event:

"Good quality and quantity of delegates, structured programme and great networking opportunities."
Leanne Hackney, National Accounts Development, JLA

"Foremarke once again made sure this exhibition went very smoothly."
Tim Kendal, Director, TMWK

"An excellent opportunity to meet potential housing association partners."
John Hall, Business Relationship Director, Voyage

"The exhibition was a great event. It was informative and provided excellent networking opportunities. Foremarke were helpful, efficient and very supportive."
Jaynie Syers, Marketing, ecco solutions

"Very focused with the right audience for our products and services."
Mike Buckle, Sales Consultant, Oxford Computer Consultants

"Great venue and conference!"
Richard Troote, Customer Services Director, SPriNT

"Professional delivery in all aspects! Great team."

Helen Edwards, Regional Account Director, Guardian24

"We found the conference informative, insightful and the quality of delegates gave us some fantastic leads."

Simon Reynolds, Sales Director, Abritas Ltd

"Well organised, and with key decision makers attending."

Nicholas Tate, Business Development Executive, Cerrus International

"Extremely well organised. A great success."

Zoe Page, Account Manager, Coldharbour Systems

A limited number of exhibiting packages are available at each event starting at just £1,500 + VAT. Sponsorship packages start at just £1,000 + VAT.

To find out more about getting involved please contact **Julian Hurst** at **Foremarke Exhibitions** on **020 8877 8898** or **julian.hurst@foremarke.uk.com**



Conference programme

Thursday 3 July 2014, The Renaissance Hotel, Manchester ■

Wednesday 9 July 2014, 1 Wimpole Street, London ■



08:30 Registration, refreshments and exhibition viewing

09:10 Chair's welcome and introduction

Chair:

- **Jane Dudman**, Editor, Guardian Public Leaders' Network
- **Jackie Axelby MBE**, Chair, Isos

09:20 Achieving integration and sustaining change

At the national level the Care Bill and the Health Act have put a strong emphasis on the duty to integrate health and care. Housing associations are working locally to make this a meaningful reality for their residents and communities. Find out:

- What progress we have made
- How to ensure housing delivers better integrated and personalised care
- What we should prioritise to achieve the ambitions of integrated services for the most vulnerable and excluded client groups

Speakers:

- **Jon Rouse**, Director General, Social Care, Local Government and Care Partnerships, Department of Health
- **Duncan Selbie**, Chief Executive, Public Health England (invited)
- **Catherine Max**, Director, Catherine Max Consulting, Associate, Uscreates
- **Julian Corner**, Chief Executive, Lankelly Chase Foundation

Active chair:

- **Jane Dudman**, Editor, Guardian Public Leaders' Network
- **Jackie Axelby MBE**, Chair, Isos

10:10 Housing associations and the NHS - meaningful partnerships

As the new architecture of the Health Service beds in, housing associations are building relationships across the NHS to tackle the significant and persistent health problems in our communities. Experts from across the health system will provide challenges and insights into making a strong alliance with health.

- Beyond the buzzwords and high level strategies what are the current top priorities of providers and commissioners in the NHS?
- How can housing associations prove to be a practical partner for the NHS?

Speakers:

- **Michael Macdonnell**, Head of Strategy, NHS England
- **Shaun Clee**, Chief Executive, 2Gether Foundation Trust
- **Merron Simpson**, Special Advisor, NHS Alliance and Director, New Realities

Active chair:

- **Jane Dudman**, Editor, Guardian Public Leaders' Network
- **Jackie Axelby MBE**, Chair, Isos

11:00 Refreshment break and exhibition viewing

11:30 Breakout sessions

B1: Talking health – making an impact

How do you partner with or pitch to the right part of the NHS for your organisation? Get the latest learning from the Federation's Health Partnership project and draw on expertise in health marketing and behavioural insights.

Speakers:

- **Amy Swan**, Health Partnership Manager, National Housing Federation
- **John Isitt**, Director, Resonant Media
- **Kath Miller**, Oldham PFI Operations Manager, Housing 21

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Conference programme

B2: Are we missing hidden needs in our communities?

Housing associations are experienced managers of neighbourhoods and community providers, and well placed to spot needs earlier or fill in the gaps left by statutory services. Attend this session to learn from housing associations and the wider voluntary sector, on urgent needs in our communities and discuss how we can and should respond.

Speakers:

- **Samantha Richardson**, Hoarding Training and Development Officer, Orbit
- **Kieron Williams**, National Implementation Advisor, Early Intervention Foundation
- **Chris Ingram**, Executive Director of Operations, Dimensions UK

B3: Making integration meaningful – learning from the pioneers

More and more local areas are developing approaches to get health and social care services working together, to provide better support at home, earlier treatment in the community, and emergency care in hospital or care homes.

- What practical routes are local partners finding around the barriers to integration?
- With an integrated fund for health and care on the horizon, is this an opportunity to use the home as the driver for true integration of services?

Speakers:

- **Mick Gallagher**, Head of New Ventures, Bromford Housing
- **Jill McGregor**, Head of Children and Families Social Care, South Tyneside Council (invited)
- **Amber Christou**, Head of Housing Services, Swale District Council

12:30 Networking lunch and exhibition viewing

13:30 Room 101

In the midst of sector-wide change to services and the seemingly constant pressure to respond to funding and policy changes, housing associations are continually rethinking how they operate, and in some cases significantly changing what they do. As a sector we're not short on opinions. Join three sector leaders in this open, honest and light-hearted session as our panel put forward their two biggest bug-bears they'd like to consign to room 101. Vote and share your views on the issues, concepts, and ideas you'd like the sector to move on from.

Speakers:

- **Susan Bickerton**, Chief Executive, Norcare
- **Maggie Jones**, Chief Executive, Foundation
- **Nick Atkin**, Chief Executive, Halton Housing Trust
- **Chris Hampson**, Deputy Chief Executive, Look Ahead Housing and Care
- **Nick Horne**, Chief Executive, Knightstone Housing Association
- **David Williams**, Director, Health, Social Care and Support, Accord Group

Active chair:

- **Jane Dudman**, Editor, Guardian Public Leaders' Network
- **Jackie Axelby MBE**, Chair, Isos

14:30 Breakout sessions

B4: Welfare reform - learning from the frontline

Tenants, customers and landlords are feeling the impact and learning to navigate the big changes created by welfare reform. Universal credit is being rolled out and debate continues about the future system for housing benefit in supported housing. This session shares learning from the frontline on the progress of welfare reforms, how housing associations are working with and supporting tenants, and how local authorities are responding to the localisation of the social fund.

Speakers:

- **Dr Sam Royston**, Policy Advisor, The Children's Society
- **Peter Marland**, Director of Housing Services, Ashton Pioneer Homes
- **Marc Molloy**, Employment and Skills Development Manager, Family Mosaic
- **Mumtaz Samad**, Head of Social and Financial Inclusion, Family Mosaic



Conference programme

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B5: Are we up to the challenge of co-production?

More people are thinking about co-production as an approach to delivering better public services, building the service from the individual and working with service users to design and deliver services in equal partnerships with professionals.

- Are housing associations ready for the challenge of co-production?
- What practical routes have organisations taken to open up conversations about delivering services very differently, challenging professional models and placing service users in control?

Speakers:

- **Tom Raines**, Programme Lead - Voice, Choice and Control, NTDi
- **Bill Puddicombe**, Chief Executive, Equinox Care

B6: Improving the offers for older people

Housing associations have been at the forefront of local services adapting to the changing needs of an ageing population. However needs can easily outstrip the pace of change in improving the housing and support offers to older people. Attend this session to learn about different routes organisations are taking on their own and in partnership to respond to change in design, delivery and support.

Speakers:

- **Mark Davies**, Director, Devonshires Business Advisory Service
- **Ilona Haslewood**, Programme Manager, Joseph Rowntree Foundation
- **Caroline Mostowfi**, Partner, Devonshires
- **Linda Milton**, Chief Executive, Waltham Forest Housing Association

15:30 Refreshment break and exhibition viewing

16:00 Panel discussion: The future of local public services

Public services are facing a huge variety of changing demands and expectations at a time of unique pressure on local authorities to reduce spending. In this environment local authorities are looking to transform and shift how they work, who they work with and how local services can effectively meet needs and support communities.

- What are the emerging models and approaches local authorities are taking in response to public austerity and changing needs?
- How can risks be managed?
- How should housing associations providing care and support services respond, collaborate and engage?

Panellists:

- **David Pearson**, President, ADASS (invited)
- **Dr Henry Kippin**, Director, Collaborate
- **Brendan Sarsfield**, Chief Executive, Family Mosaic
- **Jim McManus**, Director of Public Health, Hertfordshire Council
- **Nonnie Crawford**, Director of Public Health, Sunderland City Council

Chair:

- **Jane Dudman**, Editor, Guardian Public Leaders' Network
- **Jackie Axelby**, Chair, Isos

16:50 Networking drinks reception and exhibition viewing

Discuss the themes of the day with your peers across housing, health and local government at the conference drinks reception.

18:00 Close of conference

18:00 Conference party until late at Label bar in Manchester and Be At One bar in London.

Booking information

Online: www.housing.org.uk/events by paying with a credit or debit card.

Email: scan your completed booking form to events@housing.org.uk

Mail: return your completed booking form along with full payment to: Business Sales and Support, National Housing Federation, Lion Court, 25 Procter Street, London, WC1V 6NY.

Telephone: call **020 7067 1066** to secure your place with a credit or debit card.

Places are subject to availability and early booking is advised. Please ensure that the names of individual delegates are included as you would like them to appear on the delegate list and their name badge. You should also indicate each delegate's breakout session preferences.

Venue and travel information

The 3 July event will be held at:

The Renaissance Hotel
Blackfriars Street
Manchester

Website: www.marriott.co.uk/hotels/travel/manbr-renaissance-manchester-city-centre-hotel/

The 9 July event will be held at:

1 Wimpole Street
(The Royal Society of Medicine)
London
W1G 0AE

Website: www.1wimpolestreet.co.uk

Joining papers are available at www.housing.org.uk/events

Accommodation

Accommodation is not included in the conference fee.

Manchester

The Renaissance Hotel

Special rate of £107 bed and breakfast accommodation is available at the conference venue, when booked by **4 June 2014**. To reserve a room please call reservations on **0800 221 222** and quote NA1.

Alternative hotels

Special rates from £99 (limited availability) have been negotiated at a range of hotels near the venue. Book online at www.phrweb.co.uk using the event code 'care', phone PHR on **01473 283 917**, or email res@phrmail.co.uk quoting **CSCM14**.

London

Special rates from £119 (limited availability) have been negotiated at a range of hotels near the venue. Book online at www.phrweb.co.uk using the event code 'support', phone PHR on **01473 283 917**, or email res@phrmail.co.uk quoting **CSCM14**.

Fees

The conference fee includes attendance at all sessions on either 3 July or 9 July, day refreshments and buffet lunch, and a place at the conference drinks reception.

Early bird offer – book by 16 May and save £50!

Member	Non member	Associate
£295	£375	£345

Standard fee for bookings received from 16 May

£345	£425	£395
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Please complete the conference booking form and send with a cheque or BACS payment to the National Housing Federation, Lion Court, 25 Procter Street, London, WC1V 6NY, or call 020 7067 1066 with your credit card details. All BACS orders should be accompanied by the transfer remittance note, quoting **CSL0714** for the London event, and **CSM0714** for the Manchester event. Alternatively you can book online with a debit or credit card. **ALL BOOKINGS MUST BE MADE WITH FULL PAYMENT.**

Inserts in conference packs

If you would like to include a publicity leaflet about your organisation in our delegate packs, please email marketing@housing.org.uk. The cost will be £299 + VAT.

Enquiries and contacts

If you have any conference booking queries, please contact a member of the Federation's Business Sales and Support Team:

tel: **020 7067 1066**

email: events@housing.org.uk

Disclaimer

This programme is correct at the time of going to press. In the event of one or more of the advertised speakers being unable to attend, for reasons beyond the control of the conference organisers, we reserve the right to make alterations or substitutions to the programme as deemed fit. All timings are provisional and may be subject to change. Views expressed by speakers are their own. The National Housing Federation disclaims any liability for advice given or views expressed by any speaker at the event or in notes or documentation provided for the delegates.

Booking form

EARLY BIRD DISCOUNT:
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☐ **Thursday 3 July, The Renaissance Hotel, Manchester, Blackfriars Street, M3 2EQ**

☐ **Wednesday 9 July, 1 Wimpole Street (The Royal Society of Medicine), London, W1G 0AE**

Booking instructions

Online: at www.housing.org.uk/events. **Online bookings can be made for multiple delegates.**

Alternatively complete this form and return with full payment. Please read the conference and booking information before making your booking(s). For multiple delegates, please photocopy this booking form and complete one form per delegate in BLOCK CAPITALS.

Delegate name

Job title

Delegate mobile phone no.

Organisation

Address

Twitter @

(we will add your twitter name to the delegate list so you can network on the day)

Delegate email

(You must supply your email address so you can receive your joining papers)

Tel

Fax

Contact email (if different)

Contact name (if different)

Where did you hear about the conference?

- ☐ Direct mail ☐ Email ☐ Web
☐ Telephone ☐ Inside Housing ☐ 24 Housing
☐ Federation External Affairs Manager
☐ Other (please specify)

My dietary requirements (eg, vegetarian/vegan/other) are:

.....

My other requirements (e.g. wheelchair access) are:

.....

Session Choices

Sessions are subject to availability at the time of booking.

11.30 – 12.30 B1 ☐ B2 ☐ B3 ☐

14.30 – 15.30 B4 ☐ B5 ☐ B6 ☐

Fees

Early bird offer – book by 16 May 2014 and save £50!

Member	Non member	Associate
£295 <input type="checkbox"/>	£375 <input type="checkbox"/>	£345 <input type="checkbox"/>

Standard fee for bookings received from 16 May 2014

£345 <input type="checkbox"/>	£425 <input type="checkbox"/>	£395 <input type="checkbox"/>
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Payment

☐ I understand that payment must be made at the time of booking

☐ I enclose a cheque payable to the National Housing Federation

National Housing Federation bank account details:
LloydsTSB, Kings Cross Branch,
344 Grays Inn Road, London, WC1X 8BX

Federation Sort Code: **30-94-73**

Account No. **00113238**

☐ Please debit my debit/credit card:

☐ Visa ☐ Mastercard ☐ Maestro ☐ Solo ☐ Electron

Card Number

Start Date / Expiry Date /

Issue no (debit cards only) ☐ 3 digit security code

Name on card:

Card holder's signature:

Date:

Please return to:

Business Sales and Support Team, National Housing Federation, Lion Court, 25 Procter Street, London, WC1V 6NY, Tel 020 7067 1066, Fax 020 7067 1015. Please note that any delegates whose bookings are received after 19 June 2014 may not appear on the final delegate list.

ALL CANCELLATIONS MUST BE MADE IN WRITING.

Once a conference booking has been made, there will be an administrative charge of £55 per delegate for cancellation of that booking. The full fee is payable for any cancellations received after **19 June 2013**.

DATA PROTECTION

The National Housing Federation gathers personal data in accordance with the Data Protection Act 1998. This information may be forwarded to third parties to be used for marketing purposes or for mailing information about goods and services that may be of interest.

☐ Please tick the box if you do not wish to receive information about existing and future policy work, briefing, products and services provided by the National Housing Federation.

☐ Please tick the box if you do not wish to have your details passed to third party organisations.

Our media partner, the Guardian Social Care Network, would like to invite you to register for free membership and receive a weekly newsletter email summarising what is happening in the sector. For expert opinion delivered direct to your inbox, plus exclusive event discounts and a first look at jobs, please tick this box: ☐

Please visit the Guardian's Privacy Policy page for further information on how theguardian.com uses personal data.

Priority codes

London: CSL0714WEB

Manchester: CSM0714WEB

The National Housing Federation is the voice of affordable housing in England. We believe that everyone should have the home they need at a price they can afford.

**NATIONAL
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That's why we represent the work of housing associations and campaign for better housing. Our members provide two and a half million homes for more than five million people. And each year they invest in a diverse range of neighbourhood projects that help create strong, vibrant communities.

Forthcoming events 2014

15 May

**HR in Housing Conference
and Exhibition**

Inmarsat, London

21 May

**Affordable Home
Ownership Conference**

British Library Conference
Centre, London

17 – 19 September

**Annual Conference and
Social Housing Exhibition**

ICC, Birmingham

For a brochure on any of these events visit www.housing.org.uk/events
or email marketing@housing.org.uk

National Housing Federation

Lion Court, 25 Procter Street, London, WC1V 6NY

Telephone: 020 7067 1066

email: events@housing.org.uk

web: www.housing.org.uk



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Discussion Network
LinkedIn Group