VODG ANNUAL CONFERENCE 2018

SYSTEMS, LEADERSHIP AND SOCIAL CHANGE

Cavendish Venues
1 America Square, 17 Crosswall
London EC3N 2LB

Monday
17 September
09:30 - 16:30

Tweet: @VODGmembership
Follow: #VODG18
Welcome to our annual conference 2018

The theme for this year’s conference is systems, leadership and social change. This builds on our work championing progressive sector developments and the need, in the current absence of clear policy direction, to work collaboratively, and increasingly locally.

Whether that is, for example, through innovation and testing new ways of working to improve outcomes or by continuing to develop new and exciting ways to engage and include people who use services, enabling them to contribute.

The conference programme draws a number of these themes together and recognises the need for system leadership and the value of voluntary sector organisations working and learning together.

Our aim for the conference is twofold. To give members space to share ideas and learn from each other, but also to challenge your thinking with some new ideas and concepts. We hope this offers time and space to maximise your potential for innovation and positive disruption.

Our members are making VODG the success it is – many thanks for your on-going support and best wishes for an enjoyable and productive annual conference.

Steve Scown  
Chair  
@SScown

Rhidian Hughes  
Chief executive  
@RhidianHughes
With thanks to:

Members of VODG investors programme

Conference exhibitors and supporters

Tweet: @VODGmembership
Follow: #VODG18
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.30 – 10.00</td>
<td>Registration, refreshments and mini market place (in the Cornhill Suite) – a chance to meet VODG investors and conference exhibitors</td>
<td></td>
</tr>
<tr>
<td>10.00 – 10.10</td>
<td>Welcome from VODG chair, Steve Scown</td>
<td></td>
</tr>
<tr>
<td>10.10 – 10.30</td>
<td>Morning plenary: Leadership for system change</td>
<td>Debbie Sorkin, The Leadership Centre</td>
</tr>
<tr>
<td></td>
<td>Social care has long been described as the ‘Cinderella’ sector; at best misunderstood by the wider public and woefully underfunded in terms of public funding. And the external environment may not be about to get better, at least not any time soon. But this is not the whole, or the right, picture, and there are things providers can do to change how social care is seen and valued. Indeed, they may be the only ones who can do so. This session starts the day with a call to arms, showing just how well-placed social care is to change perceptions and take the lead in a wider system.</td>
<td></td>
</tr>
<tr>
<td>10.30 – 11.20</td>
<td>Collaboration for great results</td>
<td>Lara Roche, The Talent Sphere</td>
</tr>
<tr>
<td></td>
<td>Collaboration is often promoted as a way to enhance and improve how we work, usually through sharing knowledge, skills and resources. Collaboration is a great concept, but putting it into practice needs its own range of knowledge, skills and resources. In this interactive session we will explore silo working, how to set up successful collaborations and identify new opportunities for working together.</td>
<td></td>
</tr>
<tr>
<td>11.20 – 11.40</td>
<td>Refreshments in the mini-market place (Cornhill Suite)</td>
<td></td>
</tr>
</tbody>
</table>
### Breakout sessions

<table>
<thead>
<tr>
<th>MORNING</th>
<th>11.40 – 12.45</th>
</tr>
</thead>
</table>
| **1** | Risk, sustainability and financial planning  
*Chris Harris, MHA MacIntyre Hudson*  
Social care providers are in an unusual position. Demographic pressures mean that demand for services is ever increasing, yet the financial situation remains extremely tight. Not for profit organisations need to balance the risks and opportunities to maintain financial integrity whilst continuing to enhance and develop services. In this session we will consider the long-term issues affecting the care sector and how to make sure your board is able to plan effectively for the future. We will look at opportunities and threats and how to manage them using financial and non-financial tools. |
| **2** | More than a provider – towards #SocialCareFuture  
*Martin Routledge, #SocialCareFuture network*  
The #SocialCareFuture (https://socialcarefuture.blog/) initiative is building a coalition of the willing to grow a better social care from the “glimpses of the future” already in place around the country. At #SocialCareFuture in Manchester (14/15 November) many will gather to share and plan for this future. This will include progressive providers planning a national initiative to build the role of providers as assets in the communities they serve. At this session we will outline the initiative, offer some examples, and encourage others to contribute. |
| **3** | Creating as much social value as we can  
*Ben Carpenter, Social Value UK*  
Rather than ask ourselves “have we created an impact?” ... what if we asked – “how can we create more?” This session will explore how we can make this shift in our thinking and how data collection might change accordingly. Practical solutions on how we can use data to help with make decisions. The session will be interactive and challenge participants to think about how they may already be doing ‘impact management’ and offer some tips on how to embed this further. We will explore how we can create a framework that gives end users greater voice allowing for increased accountability and also responsiveness to end user needs. |

| 12.45 – 13.40 | Lunch (served in the Cornhill Suite) |
### Conference programme afternoon

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
</table>
| 13:40 – 14:10 | Information exchange  
*James Watson O’Neill (SignHealth) and Lara Roche (The Talent Sphere)*  
Sharing skills, specialisms and how we can support each other. |

<table>
<thead>
<tr>
<th>Time</th>
<th>Breakout sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>14.10 – 15.10</td>
<td>Please note there are limited spaces and registration is essential</td>
</tr>
</tbody>
</table>

1. **Championing leaders with lived experience**  
*Marion Brossard (The Social Innovation Partnership)*  
This session builds on a year long piece of work conducted by The Social Innovation Partnership and funded by Big Lottery Fund, with an aim to increase meaningful and equitable opportunities for experts by experience in the social sector. The session will touch on barriers and enablers to lived experience leadership, including personal and organisational perceptions, and lead participants through an activity to reflect and act on their own processes and organisational cultures.

2. **The NHS long-term plan**  
*Emma Easton, NHS England*  
A lot has changed since the NHS was created in 1948, and the NHS is having to cope with changes in society that were never expected, let alone planned for, when it was set up. But the NHS is also a dynamic and innovative institution.

With the recent Government announcement of additional funding for the NHS we can face the immediate future with renewed certainty. We know the NHS will receive guaranteed budget increases for the next five years. We are now able to think about how we can work towards improvements in services which will mean we deliver more for patients with that money than we would have otherwise been able to.

This session will provide further information about the development of the long-term plan for the NHS and provide an opportunity to contribute your ideas, experiences and insights.
Conference programme **afternoon**

| 3 | Continuing to manage the risks and issues as the UK prepares to leave the EU  
*Farida Leander, Department for Exiting the European Union*  
VODG continues to represent members’ interests on Brexit and, alongside our reports and publications on the topic, we have convened stocktakes on the topic. This breakout will give an update from the DExEU stakeholder engagement team on the progress of the negotiations, the White Papers, technical notices and no-deal planning. This will be followed by a discussion with members to cover current issues, concerns and opportunities associated with EU exit and transition. |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>15.10 – 15.25</td>
<td>Refreshments (served in the Cornhill Suite)</td>
</tr>
</tbody>
</table>
| 15.25 – 16.30 | Closing session: Securing a sustainable funding settlement  
*Securing a sustainable funding settlement*  
*Simon Bottery, King’s Fund*  
*Framing social care*  
*Tamsyn Hyatt, Frameworks Institute*  
*Where do we go from here?*  
*Mark Adams, Community Integrated Care*  
Discussion, conclusions and event evaluation |

Please complete the feedback form and leave them on the table. Or email us at events.networks@vodg.org.uk and tell us what you thought about today’s conference.

Thank you!
Mark Adams is Chief Executive Officer at Community Integrated Care. Mark joined Community Integrated Care from Dubai, where he successfully designed and launched an innovative healthcare management business, Anglo Arabian Healthcare (AAH). Comprising an integrated network of 40 clinics, diagnostic centres, hospitals and pharmacies, AAH also included state-of-the-art greenfield hospitals and pioneering secondary care facilities dedicated to women’s health and medical oncology.

Throughout his career, Mark has demonstrated exceptional leadership and team-building skills for a wide range of leading healthcare companies, including Denplan, AXA PPP, Virgin Healthcare and Netcare UK, driving successful negotiations, partnerships, increasing company revenue and launching exciting new initiatives.

@MarkAdamsCEO

Before joining The King’s Fund in September 2017, Simon spent almost 10 years as director of policy at the older people’s charity Independent Age, researching and campaigning on issues including care home quality, unmet needs for care, social care funding and the social care workforce. He was vice-chair of the Care and Support Alliance in 2017.

Simon has wide experience in policy, communications and journalism, including as Director of Communications at Citizens Advice. He has also worked for ActionAid, in the commercial sector for Guinness and in BBC local radio.

@BlimeySimon

Tamsyn Hyatt is a communications strategist at the FrameWorks Institute. She works with nonprofits in the US, USA and Australia to reframe social issues for change. She delivers regular talks and workshops, advises on digital and campaign strategy, and is passionate about communications that change minds.

@TamsynHyatt
Plenary speaker biographies

Lara Roche
Owner and founder, The Talent Sphere

Lara is the owner and founder of The Talent Sphere. She is a Chartered FCIPD with 20 years experience as a talent and HR strategist and practitioner. An accredited executive and life coach, workplace mediator and facilitator, she also holds a first-class psychology degree, a Masters in Human Resource Management and Development and a Postgraduate Diploma in Coaching and Mentoring. Lara is passionate about working with organisations and individuals to enable them to achieve their goals.

@LaraRoche2

Debbie Sorkin
National director of systems leadership, Leadership Centre

Debbie is national director of systems leadership at the Leadership Centre, a national charity specialising in strengthening leadership capacity across public services, including social care providers. She has led a national systems leadership programme to support better joined-up working across health and social care, and is currently working with A&E delivery boards, and sustainability and transformation partnerships. This can involve reminding the NHS about social care and just what it can do to transform people’s lives. Debbie has a background in leadership in adult social care, and she speaks and writes extensively about leadership issues.

@DebbieSorkin2

James Watson O’Neill
Chief executive, SignHealth

James Watson-O’Neill is chief executive of the Deaf health charity SignHealth, trustee of the UK Council on Deafness and trustee of the disabled-led theatre company Graeae. James was previously executive director of services at Scope and prior to that worked at the NSPCC.

@JWatsonONeill

Tweet: @VODGmembership
# Follow: #VODG18
Marion Brossard is a principal consultant at TSIP, leading on their strategy and design work. Building on her background in international development and start-ups, Marion has worked for a social consultancy focusing on systemic, place-based change; an education charity engaging UK students to raise child literacy in rural India through the ROAR Challenge – a social entrepreneurship programme; and an impact investment organisation developing and managing micro-franchises and enterprise incubators across three South African townships. Her focus today is to ensure that TSIP and their clients put people at the heart of service and product design and delivery.

@Marion_Brossard

Ben Carpenter is the chief executive of Social Value UK, part of Social Value International, the membership organisation for individuals, organisations and companies supporting principles and standards in accounting for social and environmental value. During his time at Social Value UK, Ben has helped to grow and develop a range of membership services, most notably Assurance and Accreditation and SVUK’s involvement in the Impact Management Programme. Working with the membership, Ben has strengthened representation across private and public sectors, and civil society. Ben has also led on international initiatives with the OECD, World Economic Forum and World Business Council for Sustainable Development. Ben’s background in homelessness, social housing and the built environment, affords him experience that spans sectors and an in-depth knowledge of Social Value accounting.

@BenTheCarpenter

Emma is NHS England’s head of voluntary partnerships. She leads on developing more inclusive partnerships with the Voluntary, Community and Social Enterprise (VCSE) sector, including through a close working relationship with the Department of Health and Social Care and Public Health England to support the VCSE Health and Wellbeing Programme. Emma’s team also develop and lead the approach to increasing high impact volunteering opportunities in health and care.
Prior to joining NHS England in 2014, Emma worked for Regional Voices, a network of regional VCSE organisations, supporting the VCSE sector to be more involved in health and care policy development, for example in supporting the sector’s response to the Marmot review, the transition from LINks to Local Healthwatch, and involvement in the Health and Social Care Act, 2012.

@EmmaEaston12

Chris graduated from the London School of Economics and trained as an accountant with the NHS. He worked as the volunteer finance director of a media organisation in the Middle East and has specialised in the charity sector, working for the Shaftesbury Society, Action for Blind People and CIPFA. He has a masters degree in charity finance and a strong interest in professional development, founding the CIPFA Charity Panel and the CIPFA Certificate in Charity Finance at London South Bank University. Chris joined MHA MacIntyre Hudson as a partner in 2011 and provides advisory services to a wide range of not for profit and commercial clients.

@ChrisHarris219

Farida Leander is the Head of Civil Society Engagement at the Department for Exiting the European Union. She has worked in the public sector for over 17 years, building experience primarily in strategic communications and marketing, but also across other disciplines including: research, stakeholder engagement, diversity and inclusion, policy and operational strategy and delivery.

Martin has been working on the development and delivery of personalisation in the UK for many years. He currently leads the development of Community Circles. In addition he advises In Control and the GM person & community centred approaches programme, is Chair of trustees at IAS, board member of Think Local Act Personal and supports the Independent Living Strategy Group (chaired by Baroness Campbell of Surbiton). Martin is also currently convening the national #socialcarefuture network which aims to catalyse more rapid shifts towards citizen and community led approaches.

@MRoutled
VODG’s investors programme is designed to further enable VODG to support its members to deliver progressive, high quality care and sustainable services. Investment, collaboration and co-production is allowing leading experts to take a share in VODG’s success, at the same time as demonstrating a clear commitment to high quality disability provision.

**Agenda Consulting**

We are a research consultancy, helping not-for-profit organisations develop and sustain the highest levels of employee and volunteer engagement.

Our offer includes:

- Employee and volunteer engagement surveys;
- Pay and benefits benchmarking in the social care sector;
- Benchmarking studies on HR, workforce and volunteer management metrics.

We work with you to develop surveys to deliver insight into what matters to you. Recently we have been conducting surveys on abuse and harassment, following the revelations in the Third Sector.

We are always keen to support VODG and its members. We recently ran the two sleep-in surveys with Trowers & Hamlins on behalf of the Solve Sleep-ins Alliance, to help inform policy.

@AgendaConsult

**MHA MacIntyre Hudson**

Our award winning team of not for profit accounting and advisory specialists has built up a well-earned reputation of providing first class support and consultancy services to over 500 not for profit organisations across the UK, including:

- Charities
- Social enterprises
- Campaign groups
- Co-operatives
- Academies and independent schools
- Religious organisations
- Medical and healthcare organisations

Our commitment to the not for profit sector permeates through the firm and is core to our ethos. We are often involved in the production of sector responses and guidelines, and are consulted by regulators, government departments and tax authorities on key matters within the sector.

@MHAupdates
We have been delivering specialist insurance for the care and charity sector for over 30 years. We can assist you in arranging a variety of insurance solutions that are tailor made to your organisation. Providing the best possible service is at the heart of everything we do and our dedicated team of insurance broking professionals understand all of your insurance needs – you can think of them as an advice hub for risk management, compliance and industry sector updates.

Trowers & Hamlins are lawyers with a leading practice in health and social care acting for a number of VODG members, other voluntary organisations, for-profit providers, investors, funders, local authorities and the NHS. We combine sound legal advice with a clear understanding of regulatory frameworks and market drivers relevant to the sector. As active sector participants we use our broad client base to generate new ideas and connections. We are passionate about our work, investing time and energy getting to know our clients. We make it our business to understand what clients want to achieve first, short and long term.

@Trowers
Thanks to Care Management Matters, Charity Bank, Complete IT, ENS, GRI, GCI, Public Life, Talent Sphere, The Truth Project and Turro.

**Care Management Matters**

Care Management Matters is social care’s ‘thinking-person’s magazine’. Health and social care news, opinion and content for those running social care services and working in adult social care. Get involved, sign-up today.

@cmm_magazine

**Charity Bank**

Charity Bank is an ethical bank that exists to lend to charities and social enterprises and other organisations where the loan is for a social purpose. We offer competitively priced loans, tailored terms and a team of regional managers who are social sector specialists and there to help you find a solution to your funding needs.

@CharityBank
At Complete I.T. we love taking technology problems off your hands – so we do what we do best, and that’s provide great, flexible IT support services – whatever your need. With Complete I.T. you’ll get over 20 years expertise and experience, from a team of friendly, approachable, plain-speaking and very knowledgeable technical specialists, local to you. Many of Complete I.T.’s clients sit within the charity/ not-for-profit sector. We always strive to build close and lasting relationships with all of our clients, from the Account Managers to the Technical Consultants and Helpdesk, ensuring we know their organisations inside out.

@CompleteITLtd

ENS is a leading family run recruitment, training and care provider with 27 years of experience. We specialise in a range of sectors throughout the UK including healthcare, social care and commercial roles. We source and supply staff within these sectors for temporary, interim and permanent roles both for full-time and part-time. Please speak to us about our bespoke workforce management solutions which offer clients a variety of innovative ways to meet your recruitment and staffing requirements. By understanding your business objectives and culture we strive to provide the most efficient and cost effective tailor made solutions.

@ENS_Recruitment
Formally known as de Poel, GRI is an award-winning neutral vendor entrusted with £1 billion of recruitment spend on behalf of corporates, charities and health+care organisations. We recognise the unique challenges that VODG members face in the sourcing and management of a temporary workforce. We empower organisations to manage their own communities of bank workers and revolutionise our clients’ commercial relationships with recruitment agencies, through a blend of account management and easy to implement/easy to use technology. The GRI solution delivers cost savings which can then be re-invested in care, as well as compliance assurance for people’s safety.

@GRI_UK

Leading Converged ICT Service Provider GCI has been enabling companies in the Private, Public and Not-for-Profit sectors with their digital transformations for two decades. In that time, GCI has gained an in-depth understanding of the challenges and drivers behind some of the UK’s most foremost charities. Notable projects include a new Network Infrastructure, 1750 Skype for Business seats and best-of-breed Contact Centre for one of the country’s largest Not-for-Profit organisations geared towards helping those with learning disabilities, autism, challenging behaviour and complex needs – a project that won “Converged ICT Project of the Year” at the 2018 Comms Business Awards.

@GCI_Com
<table>
<thead>
<tr>
<th>Public Life</th>
<th>Talent Sphere</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Public Life Logo" /></td>
<td><img src="image" alt="Talent Sphere Logo" /></td>
</tr>
<tr>
<td>Powerful communications catalyse change. Public Life helps purpose driven organisations achieve their goals through strategic brands, websites and campaigns. We are disability specialists and have delivered successful projects for clients including Mencap, SeeAbility, Walsingham Support and Dimensions.</td>
<td>The Talent Sphere creates and delivers innovative learning and people strategy, predominantly for the third sector. From group training to one-to-one coaching, spanning full development programmes to one hour learning bursts, we work with you to create the ideal bespoke learning for your organisation and its needs.</td>
</tr>
<tr>
<td>@PublicLife</td>
<td></td>
</tr>
</tbody>
</table>
# The Truth Project

The Truth Project was set up for victims and survivors of child sexual abuse to share their experiences in a supportive and confidential setting. It’s part of the Independent Inquiry into Child Sexual Abuse (IICSA) which was set up in 2015 to investigate organisations and institutions that have failed to protect children from sexual abuse. We need to understand the past to help protect children now and in the future. By sharing their experiences, victims and survivors make an important contribution to the work of the Inquiry and their experiences will feed into and influence our findings and recommendations.

@InquiryCSA

#iicsa

---

# Turro

At turro we eliminate the challenge of recruiting the right Directors, Managers and Leaders within Adult and Children social care organisations. We are friendly, approachable and easy to do business with, we are known for ‘excellence’ and ‘transparency’ in social care perm recruitment and we will change the way you think about recruiters. These positions include:

- Director of Services and Operations
- Area and Regional Managers
- Service / Unit Registered Managers
- Nursing Staff

@TurroUK