

# Services for Later Life 2011

Promoting innovation, excellence and practical solutions



Early-bird  
booking rates  
available.  
Book before  
8 June 2011

Radisson Blu Portman Hotel, London  
Wednesday 13 July 2011

This important event will bring together delegates from all over the country to share expertise, ideas and advice on developing and providing services for older people.

The programme focuses on the major questions, challenges and opportunities facing all those involved in the commissioning, design and delivery of services for older people. Tailor your day with our exciting parallel plenary sessions and our range of workshops, which explore good practice and service standards that are at the heart of effective delivery of services for older people.

With live polling in the afternoon plenary, this conference will be a truly interactive and insightful experience for any delegate. Do you know what older people really want from their services?

**Book your place at Services for Later Life 2011 and find out.**

## A unique opportunity to:

- get an up-to-the minute overview of key trends and service drivers
- learn more about older people's views and experiences of services
- find innovative solutions to challenging issues facing service providers
- share expertise with like-minded delegates
- take away practical solutions and ideas for improving services
- work with us to improve services for older people.

## Speakers:

**Professor David Grayson CBE**, Director Doughty Centre for Corporate Responsibility, Cranfield School of Management

**Heléna Herklots**, Services Director, Age UK

**Nick Hurd MP**, Minister for Civil Society

**Charles Leadbeater**

**Ben Page**, Chief Executive, Ipsos MORI

[www.ageuk.org.uk/SFLL](http://www.ageuk.org.uk/SFLL)

  
**age UK**  
Improving later life

## 09.15 Registration

## 10.00 Plenary session

### Chair's welcome

**Dianne Jeffrey DL,**

Chairman of Trustees, Age UK

### What a difference a good service makes

A short film of older people's experiences of services

### Looking to the future – customer and services trends

**Heléna Herklots,** Services Director, Age UK

### Designing and delivering effective services

**Charles Leadbeater**

### Services for a good later life

**Professor David Grayson CBE,** Director  
Doughty Centre for Corporate Responsibility,  
Cranfield School of Management

## 11.30 Exhibition, refreshments and networking

## 11.50 Parallel plenary sessions

### Health service reform

*Turning policy and structural changes into service solutions*

Local authority responsibility for public health, GP commissioning consortia, Any Willing Provider... the reforms to the health system are far reaching but what will actually happen on the ground and what opportunities does this present? What can we learn from the pioneers who have already innovated, joined up and reshaped their provision?

**Dr Howard Stoaite,** Chair,  
Bexley Care Trust (invited)

**Tracey Roose,** Chief Executive,  
Age UK Cornwall and the Isles of Scilly

### Surviving the cuts

*Doom and gloom or adapt, survive and thrive?*

Cuts in funding are having a serious impact on service providers and on older people. But, what scope is there to reshape the services we provide or commission? Could this be the chance to achieve better outcomes for older people through radical reform? This session brings together experts in identifying and reshaping services and business models.

**Andy Sawford,** Chief Executive, LGiU

### Giving people choice and control

*How information and advice makes your money go further*

We know that good-quality information and advice is of huge benefit to older people, but what is the value to those who commission or provide it? What would be the impact if it was withdrawn? We will explore how giving older people choice and control can benefit the private sector as well as national government and the public sector locally.

**Allyson Broadhurst,** Chief Executive,  
Charis Grants

**Lucy Harmer,** Head of Information & Advice,  
Age UK

## 13.00 Lunch, exhibition and networking

## 14.00 Workshops: Designing and delivering excellent services

## 15.10 Exhibition, refreshments and networking

## 15.30 Plenary session

### What do older people want from services?

**Ben Page,** Chief Executive, Ipsos MORI

### The Government's vision on partnership working

**Nick Hurd MP,** Minister for Civil Society

## 16.40 Chair's concluding remarks

## 16.45 Close

Visit [www.ageuk.org.uk/SFLL](http://www.ageuk.org.uk/SFLL) for conference updates

### Using new technology to empower older people and carers

At a time when technology is rapidly changing, and when providers of services are being encouraged to go 'digital by default', what are the opportunities for older people and carers?

**Jennifer Bernard**, Consulting Director,  
Social Care Institute for Excellence

**Richard Manby**, Head of Development,  
Slivers of Time Markets

### Demonstrating the outcomes and impact of our services – are you making a difference?

Demonstrating effectiveness to funders and stakeholders, especially at a time of public-spending cuts, is high on the agenda for all organisations. This workshop will take a step-by-step participatory approach in helping you to demonstrate the effectiveness of what you deliver through improving services and making a real difference to the lives of people who use them.

**Shehnaaz Latif**, Senior Evaluation Trainer/Consultant,  
Charity Evaluation Services

### The Way we Pay – having the right payment mechanisms

The way older people use and manage their money is changing. More benefits are being paid directly into bank accounts, bank branches are closing and technological innovations, such as internet banking and mobile payments, are becoming more prevalent. Many of these innovations are aimed at the younger market and risk leaving older people without functioning alternatives. This session explores the implications for service providers, who may need to receive payments from clients and/or face requests for help accessing and managing accounts.

**Sandra Quinn**, Director of Communications,  
Payments Council

**Gill Catherall**, Income Maximisation  
Team Manager, London Borough of Camden

Join the event on LinkedIn and start networking now by introducing yourself to fellow delegates.  
<http://bit.ly/sfl>

### Equality in service provision

The new Equality Act includes some important new provisions that aim to eliminate discrimination, including age discrimination, and promote greater fairness and equality in the way in which services are developed and the outcomes achieved for older people. This seminar will consider the new provisions of the Equality Act, and how these can be put into practice for older people's services.

### Speaker from the Equality and Human Rights Commission

### Volunteers – making the most of a community resource

Government policy and the funding environment are driving volunteering as the solution to meeting many of our clients' needs. But can volunteers deliver a quality service, particularly where the service has been contracted? And, if so, how do you manage the transition from a service that has been previously delivered by paid staff to one delivered by volunteers?

**Rachael Bayley**, Director of Volunteering,  
Alzheimer's Society

# Booking form

## Online

[www.ageuk.org.uk/SFLL](http://www.ageuk.org.uk/SFLL)

## By fax

020 8765 7211

## By post

Public Affairs Events Team  
Age UK  
Tavis House  
1-6 Tavistock Square  
London WC1H 9NA

## Enquiries

Tel: 020 8765 7602

Email: [servicesforlaterlife@ageuk.org.uk](mailto:servicesforlaterlife@ageuk.org.uk)

## How did you hear about this conference?

- Age UK website
- Email from Age UK
- Mailing from Age UK
- From a colleague
- A website (please specify)

- Social media (LinkedIn/Facebook/Twitter)
- Google search
- Bulletin/newsletter (please specify)

Have you attended an Age UK conference before?

- Yes  No

## Individual requirements

Please let us know if you have any individual requirements. You may be contacted to discuss how best we can meet these requirements. The venue has full disabled access.

- I am a wheelchair user
- I have restricted mobility
- I require an induction loop
- Other (please specify)

- I require a special diet (please specify)

## Delegate details

Title:

Name:

Organisation:

Position:

Address:

Postcode:

Tel:

Mobile:

Email:

## Parallel sessions

Please indicate which parallel session you will be attending:

- Health service reform
- Surviving the cuts
- Giving people choice and control

## Workshops

Please indicate your first and second choice. Places will be allocated on a first-come, first-served basis.

- Using new technology to empower older people and carers
- Demonstrating the outcomes and impact of our services
- The Way we Pay – having the right payment mechanisms
- Equality in service provision
- Volunteers – making the most of a community resource

## Payment details

### Please tick the applicable rate:

#### Private

- Private  
£349 + VAT (£418.80)
- Private reduced  
£299 + VAT (£358.80)  
(before 8 June)

#### Public

- Public  
£279 + VAT (£334.80)
- Public reduced  
£229 + VAT (£274.80)  
(before 8 June)

#### Voluntary

- Voluntary  
£149 + VAT (£178.80)
- Voluntary reduced  
£129 + VAT (£154.80)  
(before 8 June)

#### Local Age UK

- Local Age UK  
£129 + VAT (£154.80)
- Local Age UK reduced  
£99 + VAT (£118.80)  
(before 8 June)

- I do not have access to funding and would like to apply for a free place.<sup>†</sup>

Tweet about Services for Later Life 2011 **#SFL** and receive **10% off your delegate place**.

Tell your followers about the event, why you will be attending, or the great line-up of speakers we have.

Don't forget, you will need to follow us @age\_uk and use the conference hashtag **#SFL** when you tweet or we won't be able to direct message you with the discount code. Twitter discount code: \_\_\_\_\_<sup>††</sup>

### Please tick the applicable method of payment:

- Cheque payable to Age UK enclosed
- Please invoice, quoting PO number

I wish to pay by: Visa  Mastercard  Amex  Maestro

Card number

Start date  Expiry date  Issue number  Security code

Name of cardholder

#### Authorisation

I wish to book the above delegate place for Services for Later Life 2011 on Wednesday 13 July 2011 at the Radisson Blu Portman Hotel, London and understand that this is made subject to the booking terms and conditions.

Signature

Date

#### Confirmation

Once we have received your booking form with payment, confirmation will be sent by email.

<sup>†</sup>Application accepted until 8 June 2011. In the event of over-subscription, places will be allocated on a first-come, first-served basis. This offer is eligible only to those who have no access to funding from a group or organisation.

<sup>††</sup>Only one discount code can be used per person. This cannot be used in conjunction with any other offer.

## Who should attend?

The conference will benefit all those with an interest in commissioning, developing or providing services for older people including:

- providers of services to older people – voluntary, statutory and private
- local authorities and government departments
- older people's organisations
- commercial organisations
- health professionals
- care professionals
- think tanks
- older people.

## Further information

### Free places

We have a limited number of free places available to people without access to funding from a group or organisation. To apply, please return your booking form by 8 June 2011.

### Venue

Radisson Blu Portman Hotel  
22 Portman Square  
London W1H 7BG

This central London hotel's location is close to tube stations, including Marble Arch (Central Line) and Bond Street (Central/Jubilee Line).

### Full conference fees

Private £349 + VAT  
Public £279 + VAT  
Voluntary £149 + VAT  
Local Age UK £129 + VAT

### Contact details

Public Affairs Events Team  
Age UK  
Tavis House  
1–6 Tavistock Square  
London WC1H 9NA

Tel: **020 8765 7602**

Email: [servicesforlaterlife@ageuk.org.uk](mailto:servicesforlaterlife@ageuk.org.uk)

## Early bird booking rates available. Book before 8 June 2011.

### Terms and conditions

Age UK reserves the right to make changes to the programme, speakers or venue should this become necessary and without notification.

In the unlikely event of us having to cancel the conference, our liability to delegates arising out of such cancellation will be restricted to the refund of any fees paid in advance by the delegate.

Age UK will not be held responsible for travel, accommodation, or other contingent expenses for delegates who fail to attend the conference for any reason.

Age UK will not be held liable or responsible for the loss or damage to any property which any delegate brings on to the conference venue premises.

One delegate may be substituted with another delegate provided that you give Age UK written notice at least three working days before the conference takes place.

To the extent permitted by law, neither Age UK nor its facilitators or trainers will be liable by reason of breach of contract, negligence or otherwise for any loss or consequential loss occasioned to any person acting, omitting to act or refraining from acting in reliance upon the conference material or presentation of the conference or except to the extent that any such loss does not exceed the price of the conference arising from or connected with any error or omission in the conference material or presentation of the conference.

Consequential loss shall be deemed to include but is not limited to, any loss of profits, damage to reputation or goodwill, loss of business or anticipated business, damages, costs, expenses incurred or payable to any third party or other in direct or consequential loss.

### Payment and cancellation

The booking form is a binding contract between the delegate and Age UK and which is governed by English law. You or your organisation must pay Age UK the full price for the booking on receipt of the invoice or at least three working days before the conference takes place, whichever is the earlier. A receipt for payment will be issued on request. The booking fee is inclusive of refreshments and written materials provided in connection with the conference.

If you wish to cancel your booking you must give written notice to us of such cancellation. If you cancel your booking, a charge will be made and calculated as a percentage of the total booking value according to the scale below:

Before 28 days prior to the event	20 per cent
28–14 days prior to the event	50 per cent
14–7 days prior to the event	80 per cent
7 days or less prior to the event	100 per cent

### Data Protection Act 1998

We will use the information you have supplied to communicate with you in line with Data Protection guidelines. Age UK (registered charity number 1128267) comprises the Charity, its group of companies and \*national partners (Age Cymru, Age Scotland & Age NI). By providing your email address and/or mobile number you are agreeing to us contacting you in these ways. You may contact us at any time to unsubscribe from our communications by phoning 0800 107 8977.

Age UK is a charitable company limited by guarantee and registered in England (registered charity number 1128267 and registered company number 6825798). The registered address is 207–221 Pentonville Road, London N1 9UZ. Age Concern England (registered charity number 261794) and Help the Aged (registered charity number 272786), and their trading and other associated companies merged on 1 April 2009. Together they have formed the Age UK Group, dedicated to improving the lives of people in later life. The three national Age Concerns in Scotland, Northern Ireland and Wales have also merged with Help the Aged in these nations to form three registered charities: Age Scotland, Age NI and Age Cymru. ID10526 03/11