

LG/2/2010

Allison Roche 020 7551 1457 or
E-mail a.roche@unison.co.uk

To: Secretaries of Local Government Branches
Regional Heads of Local Government
Registered Professional/Sectional Bodies – for information
Social Care Forum Members
Home Care Forum Members

19 January 2010

Personalisation “Cash for Care” campaign - Invitation to tell UNISON your care story

This circular is to update branches about our Personalisation “Cash for Care” campaign and the invite to UNISON members to tell us their care stories.

Personalisation “Cash for Care” campaign update

We have recently sent out an invitation, via the local press, to members of the public asking them to tell us their care story for our personalisation campaign in homecare.

Whilst UNISON supports in principle the personalisation of care that offers genuine choice and independence, we are worried that some councils are rushing these changes through, which could leave vulnerable elderly or disabled people struggling to cope. The Government’s target-driven roll out of personalisation is also bringing about a transformation in the way that social care is being delivered locally. This means both carers and those receiving care are also seeing big changes – not necessarily for the better.

UNISON believes that the current funding gap is likely to mean that personalisation promises more than it can deliver. UNISON members in social care have in recent years seen their jobs and roles change, mass privatisation, the closing down of local services such as day care centres and the ever tighter rationing of care.

As a result of underfunding, personalisation is becoming to mean less choice, increased privatisation and the growth of an unregulated care service. UNISON's personalisation campaign aims to build a powerful coalition for sustained investment in social care to deliver:

- Real independence, control and choice for service users
- A valued, well paid, trained and skilled social care workforce
- Services which are well funded through public provision
- A standardised employment and regulatory framework for all personalisation care

Request for branches to advertise the invitation to members

We would like to hear from our members and friends and family of members who receive care or are carers. We want to hear their story about personal care - the good and the bad, whether they, or someone they know, receives a personal budget or not and what their concerns are now and for the future delivery of social care.

We will be using the stories as part of a powerful narrative in our public campaign to highlight our concerns on personalisation and cash for care. All stories and information will be treated anonymously unless we contact the writer directly. Under the Data Protection Act, UNISON will use the information supplied fairly and keep it secure.

Please advertise the invitation set out on our **cash for care** web page which also tells members how to send us their story.

<http://www.unison.org.uk/localgov/cashforcare.asp>

We look forward to hearing from members and their family and friends.

Best wishes,



Heather Wakefield
National Secretary
Local Government Service Group