



THE UNIVERSITY OF BIRMINGHAM

School of Public Policy



INSTITUTE OF LOCAL GOVERNMENT STUDIES

RECAPITULATING RECAPITULATING

SEMINAR: MANAGING EFFECTIVENESS - QUALITY, EQUITY AND EQUALITY IN PERSONAL SOCIAL SERVICES
DATES: FRIDAY, 24 JANUARY 1997 CODE: L27MXWE24



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Please COMPLETE IN BLOCK capitals and return to: Telephone: 0121 - 414 5002
Seminar Secretary, Institute of Local Government Studies
The University of Birmingham, Edgbaston, BIRMINGHAM B15 2TT Facsimile: 0121 - 414 4989

FRIDAY, 24 JANUARY 1997

ORGANISATION Tick if voluntary sector organisation []

ADDRESS

Contact name for queries: Telephone: (STD) Ext

Designation and department:

DELEGATES

(i) Dr/Mr/Ms/Miss/Mrs

SURNAME: FORENAME:

DESIGNATION: DEPARTMENT:

SIGNATURE: DATE:

*Indicate here any special requirements (see below)

(ii) Dr/Mr/Ms/Miss/Mrs

SURNAME: FORENAME:

DESIGNATION: DEPARTMENT:

*Indicate here any special requirements (see below)

(iii) Dr/Mr/Ms/Miss/Mrs

SURNAME: FORENAME:

DESIGNATION: DEPARTMENT:

*Indicate here any special requirements (see below) (For further delegates photocopy form as required)

INVOICE unless otherwise requested our invoice will be sent to the delegate at the address above.

Cheque enclosed [] £ or Please invoice []

SPECIAL REQUIREMENTS

Vegetarian and vegan options are available. Please state special dietary needs.

If you have a disability and would like assistance please indicate.

Assistance is given in arranging childcare facilities. Please contact seminar secretary at the time of booking

Please tick box if you require a copy of our current Short Course brochure.

TERMS AND CONDITIONS

A booking forms a contract between the Authority and the Institute of Local Government Studies and is subject to cancellation charges at the following rates: 7-14 days before the date of the seminar 25% of fee;

1-6 days before the date of the seminar 50% of fee; non arrival full fee.

Notice of cancellation to be confirmed in writing.

MANAGING EFFECTIVENESS - QUALITY, EQUITY AND EQUALITY IN PERSONAL SOCIAL SERVICES

Venue: West Hills House BIRMINGHAM

AGENDA ITEM No.11(4)

MANAGING EFFECTIVENESS - QUALITY, EQUITY AND EQUALITY IN THE PERSONAL SOCIAL SERVICES

Objective

The aim of this seminar is to examine current thinking and research concerning quality and equality in the personal social services with the aim of developing strategies which sustain and improve the quality of service delivery to users and carers.

Themes

- Can the quality agenda be translated into the personal social services with its range of stakeholders and consumers with differing views?
- Can the notions of equity and equality be integrated into this agenda?
- Can we gain a commitment to service standards while ensuring that staff remain motivated to use their skill and knowledge creatively and sensitively with users and carers?

Methods

The seminar will be delivered through a combination of presentations and discussions which will aim to respect and assert good practice in relation to achieving equality outcomes.

Who is the seminar for?

The seminar has been designed to reflect the interests of staff from a wide range of social care settings including those in social services, housing and community health fields; for example, quality/performance review staff; inspectors; purchasing/contract managers; provider unit managers; Local Authority Councillors and voluntary organisation Management Board members.

Speakers

Martin Willis

Lecturer in Social Services Management, INLOGOV. After experience as a practitioner, manager and Councillor, he has been providing teaching, consultancy and research services for personal social services managers throughout the UK since 1990.

Lucy Gaster

Lecturer in Local Government, INLOGOV. Former local government manager and policy researcher, now engaged in developing ideas and frameworks to help clear thinking about the meaning and practice of service quality for the public. This debate is linked with decentralisation/devolution and local democracy. Lucy has written widely on all these issues.

Rosemary Crawley

Experience includes work as a midwife and a senior manager in a Housing Association. She now works as an independent trainer and consultant with voluntary organisations specialising in organisational management, equal opportunities and service provision.

PROGRAMME

- 9.00 Registration and Coffee
- 9.30 Introduction to Seminar:
Themes and Objective **Martin Willis**
- 9.45 Quality in Public Services:
Managers' Choices **Lucy Gaster**

This introduction will be based on Lucy Gaster's recent book, *Quality in Public Services* - a copy of this book will be provided for all seminar participants. It provides a framework which shows that real choices are available to managers in developing and integrating ideas about quality in ways which are relevant to day-to-day practice. Values, participation and commitment to public service are at the heart of the approach.

- 11.00 Coffee
- 11.15 Customer Expectations of Service
Quality at Children & Families and
Adults Community Team Offices
Martin Willis

This session will explore how users can be involved in the setting of personal social services Charter standards. A case study of a consumer survey which gained over 300 responses and its implications for similar work in other contexts will be examined. A copy of the research report, including the questionnaire and analysis, will be provided for seminar participants.

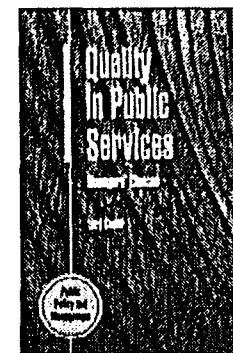
- 12.30 Lunch
- 1.30 Cultural Difference or Stereotypes?
Rosemary Crawley

This session will offer a practical model for differentiating between difference and stereotypes. It will also consider the impact of unequal representation in the management of social services on the quality of services delivered. The presentation will include a video film.

- 3.00 Tea
- 3.15 Practical strategies which improve and sustain quality and equality in the personal social services
- Small group planning exercise
- 4.00 Panel discussion and conclusion
- 4.15 Close

FEE

The fee for this seminar is £175 per person, which includes a copy of Lucy Gaster's book, *Quality in Public Services*, lunch, refreshments and all documentation.



BOOKINGS

Bookings are subject to availability and should be made on the attached form as soon as possible, preferably before **20 December** with a final closing date of **7 January, 1997**. Please telephone to enquire if places are still available after this date.

This information is being circulated to:

- Leader of the Council
- Social Services Departments (for the attention of Quality/Performance Review Managers)
- Community Care Units
- Voluntary Organisations (for the attention of Commissioning/Contracting Managers) and Management Board Members
- Housing Associations (for the attention of Inspection Unit Managers)