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PEOPLE MATTER

REGIONAL SEMINAR OF THE 4QUALITY! PROJECT FOR QUALITY OF JOBS AND SERVICES IN PERSONAL CARE AND HOUSEHOLD SERVICES

PROGRAMME

Place: Brighton, UK, Jury's Inn Hotel
101 Stroudley Road, Brighton, BN14DJ

Date: 27 May 2015, 8h30-15h30

Contact: Alexia Bellemin

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Social Services Europe





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Theme

Most people in need of care and assistance would like to stay in their familiar environment and live as independently as possible. Innovative strategies that address the quality of job and services offer people the opportunity to be supported in their homes. In this respect, personal and household services (PHS) a range of activities play an important role. However, the formal employment market in personal and household services is limited, as the services are often provided by informal workers – in some countries often with a migrant background. This does not only raise questions around working conditions and skills development, but also around the coordination of different services for the service users, and the quality of the services.

At the European level, the European Commission's Staff Working Paper '[Exploiting the employment potential of the personal and household services](#)' promotes formal employment in the personal and household services sector in order to create jobs and to relieve families – particularly women – from informal work.

This seminar is organised as one of the three regional seminars in the European project. [4Quality!](#) explores quality of services and jobs and other ways to ensure greater professionalisation of the personal and household services sector. Its aim is to discuss issues related to working conditions, qualifications, coordination, and the quality of services in the United Kingdom, Finland, Sweden and the Netherlands. Participants from public social services, workers and employers in the care sector, as well as service providers and users will discuss national issues and practice examples that address the coordination of different services, the quality of services, and workforce development. On the basis of these discussions, they will agree on policy recommendations for the quality of jobs and services in the personal and household service sector.

The seminar will address the following issues:

- What are the main issues in the featured countries with regards to workforce and service quality delivered at home?
- How to support the development of a highly-skilled workforce?
- How to support the delivery of personalised, integrated and high quality personal care, and housework activity?
- How can the potential of formal personal and household services be optimized in terms of job creation, relief of informal service providers, and improvement of living conditions?

Programme 27 May 2015

- ▶ 8:00 – 8:30 **Welcome coffee** (*Upper conference lobby*)
- ▶ 8:30 – 8:40 **Welcome** (*Suite 1*)
John Halloran, CEO – ESN (European Social Network), England TBC
- ▶ 8:40 – 9:10 **Health and social services from an employment and economic perspective**
Bérengère Steppe, Policy Officer – DG Employment, Social Affairs and Inclusion, European Commission, Belgium
- ▶ 9:10 – 9:40 **Review of the national context in the UK, Sweden, the Netherlands and Finland**
Chair: *John Powell, Director of Adult Social Services, Health and Wellbeing – London Borough of Redbridge, England*
Nicolas Farvaque, Head of Research Unit – ORSEU (Office Européen de Recherches Sociales), France
Sanjin Plakalo, Project Manager – PLS (Pour La Solidarité), Belgium
- ▶ 9:40 – 10:50 **Discussion in national groups: review of national situations**
Participants moderating the discussion:
 - *United Kingdom (Suite 1): Karen Anderson, Deputy Chief Executive – Care Inspectorate*
 - *Sweden (Suite 2): TBC*
 - *Finland (Suite 3): Maritta Haavisto, Director – Municipality of Helsinki*
 - *The Netherlands (Suite 6): Joost Broumels, Project Manager – KING (Quality institute of Dutch municipalities)*
- ▶ 10:50 – 11:10 **Coffee break**
- ▶ 11:10 – 11:50 **Feedback on the national groups by moderators** (*Suite 1*)
Chair: *John Powell, Director of Adult Social Services, Health and Wellbeing – London Borough of Redbridge, England*
- ▶ 11:50 – 13:00 **Presentation of four practice examples on workforce development and service quality**
Chair: TBC
 - *Jolanda Verbiesen, Welfare Manager – Municipality of Heusden,*



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the Netherlands: “One family-One plan” scheme

- *Greger Bengtsson, Senior Advisor – SALAR (Swedish association of local authorities and regions), Sweden: the Customer choice model*
- *Colum Conway, Board Director – Skills for Care and Development, Northern Ireland: Registration and regulation of Home care workers in Northern Ireland*
- *Kirsi Salmi, Manager of Care Services – Riistavuori Centre, Finland: practice example on workforce development TBC*

▶ 13:00 – 14:00 **Lunch break**

▶ 14:00 – 15:00 **Group Discussion:**

Chair: TBC

- *Transferability of practices*
- *Policy recommendations*

▶ 15:00 – 15:30 **Closing**

Background Material from ESN

[ESN Response](#) 2012 to the Commission consultation on “Exploiting the employment potential of Personal and Household Services”

ESN Discussion note 2013 on [“Long-term care and social investment: issues for social services”](#)

European Documents

2014 European Commission’s Quarterly review on [“Health and social services from an employment and economic perspective”](#)

2013 European Commission Staff Working Document on [“Exploiting the employment potential of Personal and Household Services”](#)

2013 Eurofound Report on [“More and better jobs in home-care services”](#)

2013 IZA Policy paper on [“Who care for you at home? Personal and household services in Europe”](#)

2012 European Commission Staff Working Document on [“an Action Plan for the EU Health Workforce”](#)



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List of Delegates

| Partners | Name | Position & Organisation | Country |
|----------|-----------------------------|--|-----------------------|
| EFSI | Delphine CHILESE-LEMARINIER | European Affairs Delegate – Edenred | Belgium |
| EFSI | Riikka PIRINIEN | Legal Advisor – Sosiaaliala (Association of Social Services Employers) | Finland |
| EFSI | Eva-Karin DAHL | Chair of the Committee on Household Services – Almega (Employer and trade organization for the Swedish service sector) | Sweden |
| EFSI | Mike PAGHDAM | Chair – Home Care Association | UK (England) |
| EPSU | Sari BÄCKLUND | Bargaining Officer – JHL (Trade union for the public and welfare sectors) | Finland |
| EPSU | Jessica VAN RUITENBURG | Policy Advisor in Care – FNV (Federation Dutch labour movement) | Netherlands |
| EPSU | Maria HANSSON | Mediator/Ombudsman – Kommunal (Swedish municipal workers' union) | Sweden |
| EPSU | Margaretha JOHANSSON | Mediator/Ombudsman – Kommunal (Swedish municipal workers' union) | Sweden |
| EPSU | Helga PILE | National Officer for Social Workers – UNISON (Trade union for workers in public services) | UK (England) |
| EPSU | Heather WAKEFIELD | National Secretary for Local Government, Police and Justice – UNISON (Trade union for workers in public services) | UK (England) |
| EPSU | Gary KIRWAN | Employment Relations Advisor – RCN (Royal college of nursing) | UK (England) |
| ESN | Maritta HAAVISTO | Director – Municipality of Helsinki | Finland |
| ESN | Bérengère STEPPE | Policy Officer – DG Employment, Social Affairs and Inclusion, European Commission | Belgium |
| ESN | Jolanda VERBIESEN | Welfare Manager – Municipality of Heusden | Netherlands |
| ESN | Joost BROUMELS | Project Manager – KING (Quality of institute of Dutch municipalities) | Netherlands |
| ESN | Greger BENGTTSSON | Senior Advisor – SALAR (Swedish association of local authorities and regions) | Sweden |
| ESN | John POWELL | Director of Adult Social Services, Health and Wellbeing – London Borough of Redbridge | UK (England) |
| ESN | Colum CONWAY | Board Director – Skills for Care and Development | UK (Northern Ireland) |
| ESN | Karen ANDERSON | Depute Chief Executive – Care Inspectorate | UK (Scotland) |

List of Partners



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| Organisation | Name | Position |
|--------------|---------------------------------|--|
| ESN | John HALLORAN | CEO |
| ESN | Lisa SCHÖNENBERG | Policy Officer |
| ESN | Marianne DOYEN | Policy Officer |
| ESN | Alberto DOTTA | Projects Officer |
| ESN | Alexia BELLEMIN | Project Assistant |
| EFSI | Aurélie DECKER | Director |
| EPSU | Cathrine Hernandez FESTERSEN | Trainee for Health and Social Services |
| ORSEU | Nicolas FARVAQUE | Head of Research Unit |
| PLS | Sanjin PLAKALO | Project Manager |

Practical information

1. TRAVEL & TRANSFERT

Travel time to Brighton from:

- London Gatwick Airport – 30 mins by train
- London Heathrow Airport – 2h by coach
- London Stansted Airport – 4h by coach
- St-Pancras International Station – 1h30 by train

From **London Gatwick Airport**:

- By train: frequent trains operate directly from London Gatwick Station to Brighton station (duration: approximately 30 mins / cost: approximately £20 a return ticket). To consult train times and fares, please visit www.nationalrail.co.uk/

From **London Heathrow Airport**:

- By coach: the cheapest and most practical way of travelling from London Heathrow to Brighton is by coach which leaves frequently from the airport (travel time approximately 2 hours). Please bear in mind that tickets need to be booked beforehand and that you must have the E-ticket with you to board the bus (cost: approximately £20-30). Please consult the National Express website for information on times and fares: www.nationalexpress.com

From **London Stansted Airport**:

- By coach/train: there are bus and rail links between Stansted Airport and Brighton but this consists of a long journey (up to four hours). Please consult the National Express website for information on times and fares: www.nationalexpress.com

From **St-Pancras Station**:

- By train: frequent trains operate directly from St-Pancras to Brighton station (duration: approximately 1h30 / cost: approximately £30 for a return ticket). To consult train times and fares, please visit www.nationalrail.co.uk/

2. ACCOMMODATION

Rooms have been reserved at the Jury's Inn Hotel for one night on 26 May. This is also where the regional seminar will take place on 27 May. The hotel is directly adjacent to the train station. To easily access to the venue, please use the rear exit of the station (and not the main entrance on Queens Road).

It may be possible to check into your room in the morning if the room is available. Failing that, the hotel will be able to store your luggage until check in time (14.00).



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Should you require one extra night due to limited travel options during the days of the meeting or extra room, please call +44 (0)1273 862121 to speak to the Reservation's Desk and you will be able to book in through them. By mentioning that you are attending the European Social Network's seminar on 27 May, you might be able to get the corporate rate but this is subject to availability. If you experience any problem, please contact Alex Borley (Jury's Inn meeting and events Coordinator) at Alex_Borley@jurysinns.com

3. MEETING

The regional seminar will take place at the Jury's Inn Hotel on Wednesday 27 May from 08:30 to 15:30. The different rooms of the sessions (upper conference lobby & suites 1, 2, 3, 6) are indicated on the agenda. Breakfast and lunch will be provided at the venue as well as morning refreshments with snacks during the coffee break.

4. MAP / DIRECTIONS

Jury's Inn Hotel
101 Stroudley Road
Brighton BN1 4DJ
Tel: +44 (0) 1273 862121



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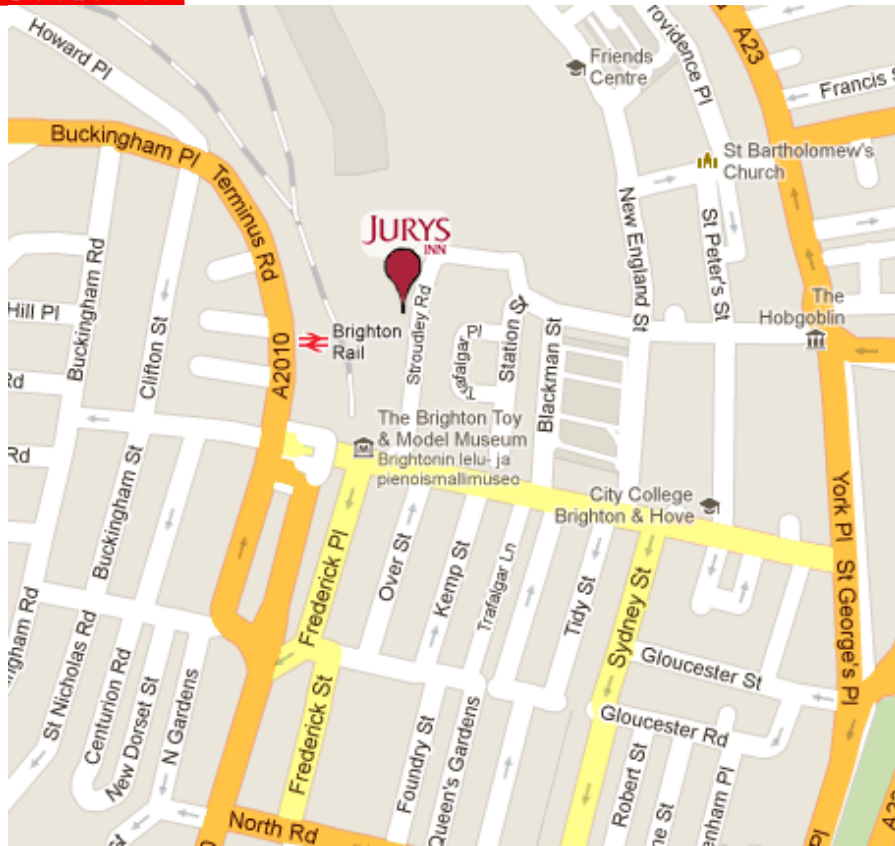


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For any queries regarding the overall organisation of the seminar, please contact ESN Project Assistant Alexia Bellemin by phone +44 (0)1273 739039 or by email alexia.bellemin@esn-eu.org

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@EFSI_EU
@EPSUnions
@uniglobalunion

