

Fair price for Care, Fair Pay for Carers

Campaign Steering Group

Draft Terms of Reference

Purpose

The Steering Group has been convened to promote and support the work of the ***FAIR PRICE FOR CARE, FAIR PAY FOR CARERS*** campaign. The purpose of the campaign is to:

Pay care workers a decent wage and safeguard vital community services by achieving pay parity with Norsecare.

Background

The vast majority of people in Norfolk do not realise that most care homes operated by private and voluntary sector organisations receive far less money than Norfolk County Council owned and controlled 'Norsecare'. By way of example, in 2012/13 Norfolk County Council paid Norsecare an average of £610 per bed per week for dementia care. At that time the dementia care rate for Independent sector homes was just £420 per week.

If the arrangement with Norsecare offers good value for the people of Norfolk, if the fees paid to Norsecare are necessary to provide good quality care now and in the future, all care providers across Norfolk should receive the same payment.

Objectives

The objectives of the Campaign Steering Group are as follows:

- To develop clear messages that will seek the support of care providers and the general public
- To network with care providers to promote the work of the campaign and gain support
- To encourage care providers to contribute to the campaign fund
- To oversee the management of the campaign fund (unused funds to be returned pro rata once the aims of the campaign have been achieved)
- To respect the positive work that Norfolk County Council has undertaken to date in relation to care services across Norfolk

Scope

The campaign covers all areas of the sector i.e. independent, voluntary, residential and home care. The Steering Group will be representative of the campaign coverage.

Method of approach

- Meet at bi monthly intervals based on a pre-defined agenda. Two hours will be set aside for the meeting.
- Meetings will usually be held at Progress House, Blofield
- Meeting attendees can table items for the agenda up to one week before the meeting
- From time to time additional meetings will be arranged as necessary

Responsibilities

- Drive forward engagement with the campaign, monitor the effectiveness of the campaign, make suggestions to enhance the work of the campaign and oversee the use of funds donated to support the work of the campaign.
- Complete any actions from meetings within the agreed timescales
- Communicate openly and honestly with fellow Steering Group members in relation to all matters associated with the campaign
- Represent the work of the campaign in a professional and dignified manner
- Nominate a spokesperson(s) for the Campaign

Communications

To ensure the success of the campaign members will need to adhere to the communications protocol that:

- press releases and commentary to be agreed through the nominated spokesperson(s).
- members should use the key messages for the campaign, to be agreed by the Steering Group, when encouraging other care providers to join the campaign.

Deliverables

- To maximise the campaign's credibility through commitment to the strong principled positions of 'Money into the pockets of front line workers' and 'Moving everyone from minimum wage to living wage'
- To achieve a Fair Price for Care and Fair Pay for Carers across Norfolk

Membership

The Steering Group	
Tim Armitage (Chair)	Woodspring House Care Home
Dennis Bacon (Spokesperson)	Norfolk Independent Care
Helen Hill	Health Care Homes
Julia Andrew	Shalom Residential Care Home and Caremark Home Care
Michael Millage	PCT Care
Vince Ewing	Ealing House Residential Care,
Paul Hanley	Bay Tree House Residential Care