

**cic**

putting individuals first ...

The magazine for supporters of Community Integrated Care

# You First

ISSUE 21 - SPRING 2009

A photograph of a man wearing a dark suit, a white shirt, a red tie, and a black riding helmet with a silver diamond-shaped emblem. He is smiling and looking towards the camera. To his left is the head of a dark horse with a white blaze on its face. The background is a solid pink color.

**William's bid for  
Special Olympic  
glory**

**Ed Mitchell's story | CIC Satisfaction Survey | Hope for personalisation**



# Phil's Foreword

Hello and welcome to the Spring edition of You First magazine.

I was very impressed when I learnt about William Keith (our cover star) and his rise to represent his region in the Special Olympics in July. William has overcome innumerable obstacles to pursue his dream and his story is an inspiration to us all. I'm sure I'm speaking for all of the CIC community, when I wish good luck to William. His story is a testament to what can be achieved when you receive the right support package from a passionate and dedicated team (page 8-9).

We recently surveyed all the people who access our services to find out what they really think about us and I am pleased to say 53% of our service users took part in the survey. The response was overwhelmingly positive across all of our service units. Of course, the survey is just one of the ways that we gauge the happiness of individuals who access our services, but it was heartening to see that so many of them feel that we are doing a brilliant job. You can see the results for yourself on pages 14-15.

As a diverse organisation, CIC have a range of skills within our staff to meet the needs of all of our service users. This is illustrated by our Learning and Development Team Leader, Alan Howells, who is passionate about helping people who hear voices deal with their condition (p18), and Bernadette Lyons whose diary (pages 16-17), really demonstrates the dedication of our domiciliary care staff. Bernadette begins the first of many features on our new colleagues and service users from Manchester Care, who joined us at the end of November 2008.

As the growing momentum towards ever greater personalisation of services gathers speed, a panel of CIC directors, staff and service users, put Minister of State for Care Services, Phil Hope, in the hot seat to find out about his vision for the future of personalisation (pages 22-23). It's a fascinating read for anyone who is interested in what many believe to be the future of social care.

Finally, we have a unique and candid interview with TV journalist Ed Mitchell. Ed's story hit the National headlines in January 2008, when the documentary, 'Saving Ed Mitchell', charted his decline into alcoholism and homelessness. In our interview Ed reveals how he recovered from the crisis of alcoholism and homelessness, to find sobriety, a stable lifestyle and happiness. Ed, like Joyce who accesses our addictions services in Liverpool (page 11), found that with the right support and personal dedication, he was able to change his life and prepare for a brighter future.

Best Wishes

Phil Edgington  
Chief Executive

## COMPETITION

'The Greatest Songs of The Eighties' sees legendary singer Barry Manilow reinterpret some of the biggest hits of the eighties, including 'I've Had The Time Of My Life', 'Careless Whisper' and 'Time After Time', in his own unique style. Out on March 16th, it's sure to add to Manilow's phenomenal 76 million record sales worldwide. You can get one of 10 free copies by answering the following simple question:

**Barry Manilow had a huge hit with a song about a beach resort. But what was it called?**



- a) Blackpool
- b) Copacabana
- c) Skegness

E-mail your answer to: [john.hughes@c-i-c.co.uk](mailto:john.hughes@c-i-c.co.uk) or post it to the address listed on page 3. Closing date for entries is 20th May 2009. Usual competition rules apply.

**You First 20 Competition Winners**  
Samuel Tshuma and Daniel Braben were the lucky winners of footballs signed by Middlesbrough football stars, Gareth Southgate and Emanuel Pogatzetz. Paula Hilton was the winner of our Oasis vinyl record prize. Congratulations guys!

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**You First** is a free magazine published four times a year. Written and published by CIC.

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# News



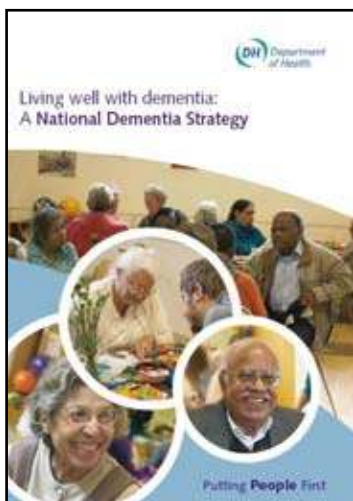
## New Government strategy for dementia care

The government's first ever national dementia strategy was published in February. Health care organisations welcomed the £150m programme which promises memory clinics and specialist advisors across the country.

Dementia experts and patient groups claim that this is a "landmark" in the care and treatment of people with dementia.

One million people will develop dementia in the next 10 years.

The Alzheimer's Society said the strategy was "a momentous opportunity to avert a dementia crisis that could overwhelm the NHS and social care."



Tickets are on sale now for the Paralympic World Cup which takes place in Manchester between 20-25th May. The annual event will see elite Paralympian athletes compete in Athletics, Swimming, Track Cycling and Wheelchair Basketball events. See [www.btparalympicworldcup.com](http://www.btparalympicworldcup.com) for more information.

In February, CIC were the proud sponsors of an educational arts event hosted by Liverpool based creative arts organisation, PURE.



PURE work in schools and youth services around Merseyside to highlight issues of identity, sexual and mental health, self esteem, and body image, using theatre, music and interactive workshops. The showcase, held at the Unity Theatre in Liverpool, included two short plays and two musical performances, putting the spotlight on issues including eating disorders, abortion and pregnancy. Dawn Read, Manager at one of CIC's homelessness services, Halton Goals said, "The showcase was very educational, informative and enjoyable. The issues addressed are typical of many of the problems our client group experience. The plays were performed with sensitivity and humour, by young actors, with whom the young people we support could relate." PURE will be presenting an interactive workshop at our homelessness services over the next few months, giving our young clients the opportunity to explore issues affecting them, in a safe and comfortable environment, with trained professionals.

CIC's North East social inclusion group, 'Step Up To Life', have devised a charter mark to approve publications and events that meet their criteria of 'inclusion'.



## Brenda's our star!

The Whinnies, Gateshead, recently received a 3 star excellence CSCI rating, the highest score possible. Look out for service manager Brenda Cawton, who will be appearing in a forthcoming edition of national women's magazine, Prima, discussing the successes of their Social Inclusion Gardening Network (SIGN).



Station Court, Todlaw, has been cited as one of the nine areas of Good Practice within the Scottish Borders Council Social Work Department. To read the report visit: [www.swia.gov.uk](http://www.swia.gov.uk)

## Employment First

**CIC's Vocational Support Service, Liverpool, is the first employment service in the UK to achieve Autism Accreditation status.**

Manager Howard Rice said, "Too many employers are unaware of the skills that people within the autism spectrum can offer. At Vocational Support we are committed to ensuring that integrated and valued employment is a real option for people

with a wide range of needs and abilities. I believe our team's work over the past 18 months to achieve accreditation really demonstrates our commitment and provides a seal of quality for the work we do."



## Never Watch Alone

**Wigan Athletic FC and Wigan Warriors Rugby League club have launched a new scheme which will assist fans of the clubs with learning disabilities to attend matches with their fellow fans. The 'Never Watch Alone Initiative' works to pair supporters with learning disabilities with the club's network of buddies, with the aim of building lasting friendships.**

The scheme has been praised by Andy Burnham, Secretary of State for Culture, Media and Sport who said, "A shared passion for sport unites people from all backgrounds and this is what Never Watch Alone is all about."



# Landmark disability discrimination case won against bank

**A disabled teenager has won a landmark legal challenge against banking giant Royal Bank of Scotland, after it failed to cater for his needs.**

David Allen, 17, who has muscular dystrophy, launched legal action against the bank after they failed to implement wheelchair access at his branch in Sheffield.

At Sheffield County Court, Judge John Dowse ruled the bank had breached the Disability Discrimination Act. It is the first ruling of its kind and has set a legal precedent which could have implications for other service providers, legal experts said. Iain McDonald (pictured above) of CIC's Station Court service in Todlaw, Duns, has also faced similar problems. Due to the poor disability access at his local Royal Bank of Scotland and Bank of Scotland branches, Iain has been forced to carry out his banking on the street outside the banks.

Iain's problems were recently discussed at the 'Talking Money' Seminar in Perth on February 5th. The seminar saw learning disability providers, housing associations, local authorities and financial agencies debate ways to ensure that people with learning difficulties are supported to become more included financially in society.



## CIC on YouTube

**CIC has just launched its own YouTube channel! Visitors to our channel will see clips from our DVD, 'CIC and Me - Our Services in the Spotlight' and our feature on the visit by Middlesbrough FC stars Emanuel Pogatetz and Gareth Southgate to our Rievaulx Resource Centre.**

**Why not log on today to see our videos, rate our clips and share our footage with your friends! You can also choose to subscribe to our channel, so you can be updated when we add more videos to the site.**

**Visit: [www.youtube.com/user/CICandMe](http://www.youtube.com/user/CICandMe)**

# Community

**Jackie Nichol, who is supported by CIC at Martin Close, Basingstoke, recently received the five year's service award for her work at Sainsbury's supermarket.**

**Debbie Morrison of Stone Street Flats, Gateshead, got in touch with CIC to tell us how much she enjoyed taking part in an Introduction to I.T course. She has become such a whizz on computers that she now has one in her own home which she loves using.**



Joe Moore and Sid Banks, two familiar faces at CIC's central support services in Market Court, Widnes, have signed up to study an NVQ in Recycling. Joe who is supported by Vocational Support, and Sid who works as a support worker at the service, help CIC's head office with their own recycling. They are amongst the first people in the country to take part in this qualification.



Denis Dalton and Terry White from Marigold Avenue, Gateshead, had a holiday to remember when they visited Santa Ponsa, Mallorca. They told us, "We couldn't have asked for anything better!"



**Andrew MacGlashan from North Street, Inverurie, is passionate about helping young people in his local area understand more about disability. He tells us, "I visit schools in the area giving talks to children on how it feels to be disabled, and answer any questions they may have. I really enjoy doing this and I get to meet lots of new people."**

Anthony Stanley from Seafarers Walk, Hampshire, had a magical experience when some chicks hatched at his home. Anthony and the team cared for the eggs in an incubator and were delighted to see the chicks when they arrived.



**John Trzcinski of the Leo Project in Southport, proudly shows off his cooking skills with freshly baked apple pie, after taking part in healthy eating classes at the service. A big thanks goes out to the Brighter Living Partnership who provided funding for the classes.**



**Everyone at CIC would like to wish a happy retirement to Elaine Steadman. Elaine has been with CIC since the early days of our charity and has always been there to offer a helping hand in her role as an administrator at our Support Services in Widnes.**



Mandy Clements married husband Jim on Saturday 7th February at Cockermouth Registry Office. This was a big surprise to her colleagues at the Cumbria office, who only found out about the nuptials when she returned to work the following Monday!



**Care homes, Amberleigh House in Fazakerly, and St Patricks, Widnes, both received new TV's. Thanks to Ted and Ruth Owens, whose donation helped purchase two plasma screens for Amberleigh House, and Cath Antrobus from Digital Services, who donated to St Patricks.**



## Step up to wife!

Congratulations to Shirley Wrigley of Elwick Road Flats, Hartlepool, and Stuart Essex of Hanley Steet, Leicester, who became engaged in January. The couple first met at CIC's North-East social inclusion group, 'Step Up To Life'.



The Whinnies held a housewarming party for Richard O'Neill, to celebrate his moving into the Gateshead home. Richard enjoyed a buffet and karaoke with family and friends.



**Thorney Croft home and Day Service in Stranraer, celebrated 250 years of Robert Burns in style. The home enjoyed dancing and a special Burns supper, as they commemorated the life and genius of Scotland's national bard.**



## Samantha Cares

**Samantha Davies' transformation from a shy and retiring individual into an independent, confident young lady was confirmed when she collected the 'Outstanding Newcomer to Social Care' award at the recent Liverpool Echo 'I Care Awards'. 23 year old Samantha picked up the award in recognition of her success in supporting people with learning difficulties and mental health concerns into meaningful and valued employment with CIC's Vocational Support Service.**

The awards, which were organised by Liverpool Social Care Partnership, celebrated excellence in social care and best practice in the work place. Judges praised Samantha for her rapid career development and her commitment to providing opportunities to the people she supports.

Samantha's achievement is even more impressive given that only last year, overwhelmed by shyness, Samantha was herself, struggling to find work. It was only after enrolling on a confidence boosting course run through Job Centre Plus, that Samantha was finally able to progress to achieve her dream job.

Samantha told **You First**: "I am absolutely delighted to have won this award. It's fantastic to be recognised for doing a job that I love."

Samantha went on to explain why the award meant so much to her, "More than anyone, I know how important work is for a person's self-esteem and confidence; it's so rewarding for me to support people to find jobs and training they enjoy, watch them develop new skills, become more independent and achieve their goals. Since joining CIC I have learnt so many new skills and as a result, I feel more confident than ever."

Howard Rice, Vocational Support Service Manager, who nominated Samantha, said "Although Sam had little experience when she joined us, it was clear from day one that she had the natural flair and ability to forge a career in social care. It's been a pleasure to see Sam develop in her role and to watch her confidence grow. Sam is an inspiration to the people she supports, and everyone at Vocational Support is thrilled that her commitment and talents have been recognised with this award."





# Ridi

## William's

**William is standing inside the stables, the floor is coated in mud and hay, and the wind lashes at the stable door as the horses around him graze obliviously. Today is one of the coldest days of the year, but as the nation grinds to a halt under a deluge of snow and rain, William is working hard.**

"He's beautiful isn't he?" he says, grooming the mane of Milo, the horse he rides at his Riding for the Disabled classes. "When other people ride him, he can go a bit funny, but for me he never plays up." It is this affinity with animals that is taking William all the way to the Special Olympics GB in Leicester this year.

William Keith is 27 years old and lives in Fraserburgh, a small town in Aberdeenshire. He has been supported by CIC to live independently in his own home for six years since he first moved out of the family home he shared with his mum and dad. He has a busy life and loves to be occupied; he goes to college where he studies cooking, enjoys swimming and canoeing, volunteers at an animal sanctuary and a cafe, but above all his biggest passion is horse riding.

Perhaps William chose Milo to be his horse because they have so much in common. They are both dark haired, strong and confident, and can effortlessly win the attention and affection of anyone in the room. Like Milo, William is strong willed, but when working with the right people can achieve so much and stand out from the crowd.

Away from the cold of the stables, William had a cup of tea and chatted happily with three of the staff team he

**"I can see William going all the way and taking part in the world games in a few years"**



# ng to Glory

## bid for Special Olympic success

receives 24-hour support from. Their warm and friendly bond was obvious. There was Graeme, the lead support worker, "He's known me since I was a kid", says William, "Of course, everyone in our village knows you. I can pop down to Tesco to pick up a few bits with you and still be there half an hour later, everyone wants to chat with you!" countered Graeme. Karen, who manages William's service and clearly enjoys bantering with him, "I'm three months younger than William and he always reminds me of that!" And Lorna, a former horse-riding instructor who made a career change into social care and became the catalyst for huge changes in Williams's life when she introduced him to horse riding.

### A natural talent

William had his first horse-riding lesson two years ago when he attended a Riding for the Disabled class with Lorna after he expressed an interest in trying the sport. He proved to be a natural. Lorna says: "He took to it like a duck to water! He really has an instinctive talent with horses."

There is no doubt that horse riding has had an immeasurable impact on William's life. Lorna explained, "Horse riding requires subtleties, but these subtler, gentler skills have really become apparent in other aspects of his life. We thought that horse riding would give William something to aim at, an on-going goal." However, no one could have imagined that one day William would be aiming as high as representing his region at the Special Olympics GB 2009.

Meeting William now, in the stables with the animals he cares so much

for, and the staff he regards as friends, it is hard to believe the changes that have taken place in his life.

When William joined CIC in 2001, he was a confused young man who

**"William is a born showman, he loves to be up high in front of everyone"**

had behavioural issues. He moved into his own home after feeling that he needed his own space and his family's recognition of his need for 24-hour support. However, William struggled during this transition because he found himself unable to communicate his feelings and frustrations. These frustrations would often surface as physical or verbal confrontations.

The staff team who support William worked with him to deal with these problems. Karen sought a team that would offer different qualities and support to William. They discussed his ambitions with him, found ways to engage his energies and devised a system for him to articulate his emotions. Their efforts soon bore fruit and William began to change. As he says himself: "I've grown up quite a bit."

Perhaps part of this change was due to horse riding. William

has found something that he truly excels at, a new passion and focus in his life. Lorna explained: "Horse riding has become a tool that we can use to improve other areas of his life." And horse riding really has. He slimmed down by three and a half stone to reach the weight needed to take part in Riding for the Disabled classes, became a calmer person and started to settle into life in his own home.

William entered his first ever equestrian events in May 2008 and rapidly showed an exceptional skill in the sport, collecting numerous prizes. Karen explains, "William is a born showman and he loves to be up high in front of everyone. The equestrian event gives William a chance to show people that he can do things that they can't."

### Olympian ambitions

Fast-forward eight months since his first event and amazingly William is excitedly preparing to take part in the equestrian event at the Special Olympics GB. The event, which takes place in Leicester between 25th and 31st July 2009, will see more than 2500 athletes with learning difficulties represent their regions of the UK.

Reaching this prestigious tournament is a testament to the personal development of William

and the efforts of his support team who worked tirelessly to engage the local Fraserburgh community to fundraise to cover his costs.

To compete with the best, William and Lorna have trained whenever they have had a spare moment. Together, they have devised a special signing system that will allow him to overcome his short-term memory and hearing issues to perform the dressage, a complex routine.

As his preparations gear up, William explains his feelings, "At first I was nervous but now I am really excited, I can't wait for it".

William's family are delighted with the progress he has made. He says, "My mam and dad are really happy. My mam has been to see me ride and my sister is chuffed to bits. All my family are proud of me."

And rightly so, William has accomplished so much already, but the team who support him hope for more. Lorna explained, "This is only the start. I can see William going all the way and taking part in the world games in a few years' time." And who would put it past him? Today Fraserburgh, tomorrow the world!

By John Hughes



You First

www.c-i-c.co.uk | 9

# Stretch You



Here at **You First**, we are always looking for new and interesting ways to encourage health and fitness, so when we heard about Paul Wooding, a Yoga tutor in Merseyside who holds classes for older people and individuals with mental health concerns, we wanted to find out a little bit more about this ancient form of exercise. We spoke to Paul who explained to us what yoga is and how a wide range of people can benefit from an exercise that has a positive effect on mind and body.

Yoga is clearly Paul's passion. He has been studying the practice for twenty years and believes it brings happiness and good health. He explained, "Physically, yoga is fantastic for energy levels, it gives you great mobility and flexibility. Mentally, yoga gives you a sense of wellbeing and calmness, you feel like you can tackle life with an even, balanced mind." It is these qualities that Paul believes bring huge benefits to everyone, including older people and individuals with mental health concerns.

The roots of yoga may date back thousands of years to India, but for hundreds of thousands of people here in Britain, it is a practice that has real relevance to modern life. In the UK, the practice is based upon stretching, breathing techniques and meditation and to its many students, it provides the perfect system for mental and physical wellbeing.

Initially seen by many as a niche activity, Yoga has now become a popular part of modern society.

The practice has been championed by countless celebrities and is now even recommended by physiotherapists and doctors. Such popularity has seen classes spring up across the country. Paul

explained, "There are yoga classes in practically

every town in the country, and there is a style to suit everyone, from the young and athletic, to those of us who perhaps want to enjoy something a bit gentler."

The classes that Paul hosts in Liverpool for individuals with mental health concerns, is one example of the universality of

yoga. The classes, which have been running for four years, have been a huge success. Paul explained, "The people who take part in them say that they benefit greatly from them and some even say it is the highlight of their week! It's such a pleasure to see people finishing the sessions feeling much better."

He founded the class after studying a course called yoga for Mental Health. This equipped him with an understanding of how different yoga techniques can be beneficial to a variety of mental health problems. Paul adapts his classes to meet the needs of the individuals in them, he explained, "For people with depression or

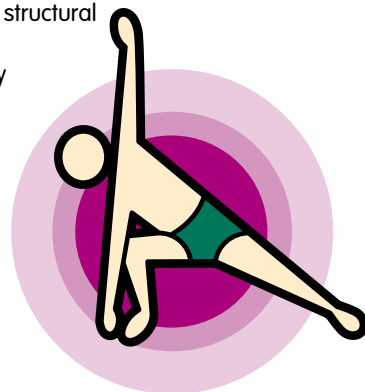
anxiety I tend to keep them moving and focussed on their breathing. This can have therapeutic effects and help you feel more centred"

To maintain a good level of mental wellbeing it is recommended that we all take time to socialise with friends, exercise regularly and have moments of relaxation, and group yoga classes encompass these three elements. But in

fact scientists have found that the benefits of yoga go much further, discovering that meditation produces structural changes in the areas of the brain associated with attention and sensory processing. Paul said, "These studies really demonstrate the mental health benefits of meditation."

Yoga classes can be tailored to meet any physical constraints an individual may have. Paul adapts

**"It is hugely empowering to feel that you are back in control of your body."**



# urself

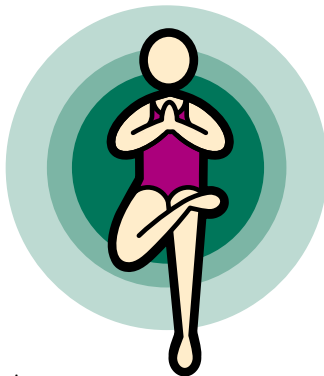


his class for people who have heart conditions, "I always make sure that the classes are gentle and people aren't on their feet for a long time. If you have a heart condition it is hugely empowering to feel like you are back in control of your body."

As an accessible form of exercise, age isn't a barrier to taking part in Yoga classes. "There are lots of classes especially for the over 50's" Paul says, "in fact I know a tutor who is 70, who moves with an amazing flexibility and gracefulness."

The benefits of yoga to older people are immense; the process of stretching can relieve muscular and joint pain, and techniques can improve posture and breathing. Research has shown that the practice improves balance, coordination and stability and therefore makes older people less likely to have trips and falls.

As a practice that works with what you can do, rather than what you can't, Yoga could be the perfect exercise for you. As Paul said, "Yoga is non-competitive and there is virtually no condition that can stop you from taking part in it."



**To find a Yoga tutor in your area visit:**  
[www.bwy.org.uk](http://www.bwy.org.uk)

**For more information on Paul's classes in Merseyside, Cheshire and surrounding areas email:** [p.wooding@blueyonder.co.uk](mailto:p.wooding@blueyonder.co.uk).

## Joyce's Journey

The 24th of October 2008 is a day that Joyce Swindells will never forget; it was the day that she had her last alcoholic drink. After decades of binge drinking and struggling with alcoholism, she found herself in CIC's Liverpool Addictions Service seeking help and support. She explained, "I woke up feeling terrible and I knew I needed to change. I'd spent years drinking myself to oblivion and it just couldn't carry on any longer."



**You First** met Joyce in January, three months into her treatment at CIC's Addiction service in Liverpool. She explained, "I'd had an alcohol problem for a long time and become sick of it. I didn't want to continue drinking, I wanted to support my family and change my life." With CIC's assistance, Joyce is taking her first steps to an alcohol free lifestyle.

CIC's Addiction services provide treatment and support to individuals affected by alcohol, drug and other addictions to assist them in moving from crisis to recovery. Helen Munnely, service administrator at Liverpool Addiction service explained, "People wanting to refer themselves to our service can just give us a phone call and we will try to arrange an assessment for them within a fortnight."

After the initial assessment, the person seeking support is assigned a project worker who will work with them to devise a care plan which establishes their goals and treatment needs. The care plan looks at the individual's substance use, physical and psychological health, any criminal involvement and any other social issues (such as child care, employment or benefit issues). Joyce feels that she has a strong bond with her project worker, Rachel Moran, where her confidence is respected and she can talk openly. She said, "It's a very caring place, I feel like I can discuss anything with Rachel."

As part of her treatment, it became clear that Joyce's drinking stemmed from the trauma she experienced after suffering years of domestic violence and the loss of her own child. As she said herself, "tragedy made me turn to alcohol." Her treatment from CIC sought to address these burdens and Shirley was referred to a bereavement councillor so she could overcome the years of pain that she had been suppressing.

Finally, Joyce feels that she is moving on with her life towards a brighter future. She said, "Since coming here, I have a new found confidence in myself. My relationships with my children have improved, I have been taking part in reading and writing courses and my life is more settled. I appreciate everything that CIC have done for me, without your help I'd be lost."

## TV Journalist's recovery from alcohol hell

# "I went from reporting the story... to being the story"

With a distinguished career as one of Britain's top television news broadcasters, a loving family, a beautiful home on the Brighton seafront and exotic holidays abroad, Ed Mitchell seemed to have it all. But beneath the façade of this 'perfect' existence, Ed was on a slow and painful descent into alcoholism, which would eventually leave him jobless, alone and sleeping rough on a park bench in Hove. It was only after a chance encounter with a stranger that Ed was able to start rebuilding his life. By Danielle Chan

"To me, drinking always represented fun, laughter and, I suppose, success," admits Ed, the one time £100,000 a year newsreader. But what is for many a harmless social activity, for Ed, now 55, his penchant for "the good times" would ultimately lead to divorce, gambling addiction, bankruptcy and homelessness.

In December 2007, Ed spent a month in The Priory Rehab clinic finally managing to battle the demons he had been fighting for almost 40 years. Talking to him now, it's clear that he has regained a semblance of normality in his turbulent life. So much so that he has, in own words, "never been happier".

But how did this former golden boy of TV news sink so shockingly low? Where did it all start to

go wrong? And had it not been for his relatively privileged background, would he have ever been able to recover?

### Liquid optimism

On his own admission, success had come pretty easily to Ed. An outstanding academic, he found himself in the early 80's working as a reporter for global news provider, Reuters. 'I fell into journalism really, but once I got there it was such an amazing buzz', explains Ed animatedly. 'Alcohol did play a big part in that,' he adds more thoughtfully, 'contacts were always made in some pub or after hour's party, steeped in alcohol. I loved the stuff and thought I could handle it.'

But his exuberant attitude towards the substance he tellingly describes as "my drug of choice; my liquid gold, my liquid optimism", would soon turn into something much more sinister.

Following a posting to Zurich to front up a new satellite TV news channel, Ed's drinking began to spiral out of control. "When I went into television, I wasn't a particularly confident performer. If I had a small drink before I went on air, it would seem to help me. But soon I'd need another when I came off air, then one to get to sleep, and soon

I'd need a drink just to get up in the mornings. Before I knew it, drinking had become a 24-hour activity. I could no more have given up breathing than I could drinking. I knew it was harming me, but I just didn't have the will power to stop."

Ed returned to England to take up a prestigious post as European Business News Editor for American channel CNBC, somehow still managing to present a convincingly sober façade. "Secrecy was a huge element of the dependency," he admits. "Although my pockets were stuffed with miniature bottles of vodka, I was always very professionally presented; always on time, always efficient."

Below the surface, Ed was "panicking and paddling wildly" to keep things together, exacerbated in no small part by a growing debt problem. "I had started to become addicted to credit," explains Ed. "Even though at that stage I didn't need the money, if I was offered a new credit card, I just couldn't resist. I'd tell myself I



wouldn't use them, that I'd keep just keep them in case of a rainy day."

That rainy day came in 2000. After an off-air drunken incident at CNBC, Ed was sacked. It was then he took advantage of the credit lines he had amassed, using them to pay his mortgage and sustain a growing gambling addiction. For a respected financial journalist this was, as Ed acknowledges, "ironic, massively embarrassing, stupid and irresponsible."

"I just kept thinking something would turn up and I would be able to get myself out of the mess I was in. I had never really failed at anything in my life. But towards the end, I knew the lid was going to blow."

Soon everything that mattered to Ed began to ebb away: his long suffering wife filed for divorce; his cherished family home sold to pay his mounting debts; offers to stay on friends' sofas dried up. But the drink, described by Ed as his "love affair", remained his constant companion. "Even when I had nothing left, I couldn't give up the drink. It was my mistress and I thought that she would never let me down," he explains with a quiet, melancholic snigger.

But let him down she did. In 2007, desolate and broke, Ed found himself homeless. He recalls setting up a makeshift bed, in the pouring rain, underneath the bushes in a garden near his home. "That first night was horrendous. I didn't know where was safe. I felt so vulnerable; it was terrifying. I got through it by drinking even more to anaesthetise me against the awfulness of it."

### Life on the street

Ed's survival instinct kicked in and he found places where other rough sleepers congregated. "I met people from all walks of life; ex-military men, teachers, even a millionaire business man who had lost everything. It seemed that everyone had a different story."

With a carton of Frosty Jack cider as his constant companion ("I would have preferred a nice

bottle of claret" Ed laughs in his charmingly rich broadcaster's voice), he would lie on his seafront bench overwhelmed with despair, wondering how he would ever escape from the seemingly unbreakable destructive cycle. But he also recalls occasionally feeling liberated, that he no longer had to keep up the exhausting pretence that had plagued him for so long.

Ed's nine months of living on the streets were to come to an abrupt end, when in December 2007 he was thrown a life-line in an extraordinary twist of fate. A local journalist volunteering with a Christian aid charity recognized Ed.

## "I could no more have given up breathing than I could drinking"

"It was the run up to Christmas and as any good journo would, he could see that my predicament made a great 'from riches to rags' story," recalls Ed.

"After appearing on the front page of the Brighton Argus, my story went national. I was on the radio, TV and had a documentary made about me." Ed's old ITN colleague Carol Barnes made the documentary, 'Saving Ed Mitchell', which graphically catalogued Ed's drunken life on the streets at Christmas. It was shown on national TV in January 2008.

Was it uncomfortable going from reporting on the story to becoming the story? "Absolutely", admits Ed immediately, almost painfully. "But what did I have to lose?"

Following the extensive media coverage an old friend came forward to offer to pay for Ed's stay at The Priory. Although having previously failed at rehab, this time was a drastically different story.

"After coming out of rehab the first time, I just went back to my old lifestyle of commuting, live TV, drink, debt and money worries. But this time, I had nothing to go back to. I knew this would be my last chance," Ed explains. "I had gotten to rock bottom and I knew that the alternative was an early death."

Having lost everything, Ed had nothing at all to go back to, except a fresh start and a small rented flat. "This time, something in my mind was radically different. I didn't want to fail publicly. I felt a massive sense of responsibility to all who wished me well and who had used my story as an inspiration for their own recovery."

The latest documentary 'Ed Mitchell – One year on', which attracted 3.8 million viewers, was shown on national TV in January 2009, demonstrating Ed's successful journey from rehab to celebrating Christmas sober, re-united with his family.

### Sober future

Ed knows that he has been fortunate, "There isn't a day goes by that I don't thank my lucky stars." So what then, for those without Ed's background and the advantages that afforded him? "Do something before it becomes too late. When I went to see my G.P. he would tell me, "Ed, the answer lies within". It's true, it does. But you also can't do it alone. You need to seek the help of someone. You need openness, honesty and willingness. You really have to want to be free of it," he says emphatically. "Also, there is the massive incentive that to be free of the addiction is the most fantastic feeling in the world."

As Ed approaches his 14th month of sobriety ("12.15pm Roehampton, 27th December 2007: the day I had my last mouthful of vodka") Ed is hopeful. "I feel calmer, happier, and more optimistic now. I'm no longer



constantly trying to recapture that same euphoric feeling I had as a 17 year old boy, sitting in the sunshine drinking after finishing my exams. Because that's what alcohol does to you. Like a gambler, always wanting to go back to the moment of their first win, I just wanted to go back to that time of freedom, laughter, sunshine and success".

Having now built bridges with his ex-wife and children, published an autobiography, started a new relationship, and received numerous invitations to speak about his experiences, Ed's story looks like it going to have a happy ending after all. "As a 55 year old ex-addict, in the middle of a recession, I know things won't be easy, but surprisingly, I find the prospect exciting, rather than daunting."

Before we finish, I wonder if there is anything Ed would change if he could? "I suppose it would be not to have enjoyed my first drink so much. But I would say, slightly obliquely, that to get where I am now, happy and calm, which is all I have ever really wanted, I had to go through all this first. Not that I recommend taking that route", Ed adds laughing, "certainly not! But for me I guess it took all that to get where I am now, truly happy. Life is just so much better sober!"

**Ed Mitchell's autobiography, 'From Headlines to Hard Times', is now available priced £16.99.**



# 98%

of CIC service users feel that they have a good relationship with the people who support them.

The results of our annual service user survey are just in, revealing high levels of satisfaction right across our services.

We asked people who access CIC services to tell us what they think of us. 78.9% of services took part in the survey, with a staggering 53% of service users giving us their feedback!

The survey was designed so that we could measure the success of our sectors; Senior Care, Independent Living, Addictions Outreach, and Homelessness Relief, as well as being able to look at the successes of individual services.

This was our most revealing survey to date. To say that we were overwhelmed by the positive feedback we received would be an understatement! So well done to all CIC staff who through their dedication, passion and commitment, achieved these amazing results. We will continue to strive to improve our services and are always here to take your comments on board, good or bad.

# OUR SURVEY

# 92%

of all CIC service users are involved in developing their own care plan.

96% say that CIC help them to be healthy

96% say they are treated equally



## Independent Living

93% agree that staff support them to pursue their hobbies  
97% say they have good relationship with the people who support them.

"I'm very well looked after at my home. I live with my four friends and we go out a lot with staff. My key worker looks after all my needs. He takes me for my hair cut, new clothes, meals and entertainment, and also arranges holidays for me. I am very happy to be living here, thank you."

**100% agree staff are friendly and welcoming**

## Homelessness

95% agree that they have a good relationship with the people who support them  
91% say that key workers inform them about the help they can get in the community.

"CIC has helped me meet people and feel better about myself as a person as well as giving me the accommodation and support I need"

**94% say they are encouraged to try new things**

# SAYS...

# 2009

## Senior Care

99% agree that they can receive visitors whenever they like  
98% told us that they feel safe and protected in their home  
95% say that the food is good and there is always a choice  
92% agree that they have the option to take part in a range of daily activities.

"Having been in this home for 18 months I am very settled, happy and satisfied, the next best think to being at home!"

**99% say that their home is clean and tidy**

## Addictions

99% feel they can share their problems with their key worker  
94% say the treatment they receive has led to a decrease in their substance misuse  
99% say that the quality of treatments they receive are excellent or good.

"I am so grateful and happy to receive this service. It has kept me on the rails and has helped me in my marriage and employment."

**99% feel supported to deal with their problems and needs**

# Diary of a Domiciliary Care Worker

March 2009

- Wednesday 04

5.45am

It's an early start as I've got a fair way to travel from my home in Levenshulme to Wythenshawe where most of my clients live. Quickly grab a bit of brekkie, and I'm on my way.

7.00am

First stop is Winnie. An amazing lady of 102! still fiercely independent, Winnie just needs a bit of help getting up and about. I help her to get dressed and make her tea and toast, before I help out with household chores.

9.15am

Next is Catherine, who's still snoozing when I arrive. I help her freshen up. She loves me to take time combing her hair. I fetch her a glass of her favourite cranberry juice and help her to take her medication. Catherine chats to me whilst I wash the dishes. As one of 16 children, she has endless funny tales to keep me amused. I try to encourage her to eat by stocking her cupboards and fridge with tasty meals and snacks. I'm happy that she's finally put on some much needed weight and I make a note to pick her up some fresh soup for lunch.

11.00am

Visit Margaret. She lives with her daughter and son-in-law. As they are out at work all day, Margaret just needs a helping hand preparing a few meals. I make her a fresh brew and prepare sandwiches for lunch. Margaret is a lucky lady, she has a big family who are always taking her out on trips here and there.

12.00pm

Back to Winnie's. After her fortnightly visit from the local hairdresser, she is looking fab. I beg her to tell me the secret of her youthful looks before she tucks into a delicious lunch of beef stew, mashed potato and fresh vegetables. Winnie loves her





**Bernadette Lyons takes us on a whistlestop tour of her duties, supporting people to live independently in their own home**



food and goes out for a slap-up meal once a month with an old friend.

**1.30pm**

My next stop is Sydney. Usually very independent, Sydney has been having problems with his legs, so I pop in to help him with anything from making a meal to popping down to the post office. No two days are the same in this job, that's why I love it. Whilst Sydney tucks into his lunch, I tidy up the kitchen and he tells me about some of the wonderful holidays he and his wife have had in the past, including trips to Tunisia, Morocco, Romania, Bulgaria and Russia. He even puts his pictures on his own Facebook page!

**2.30pm**

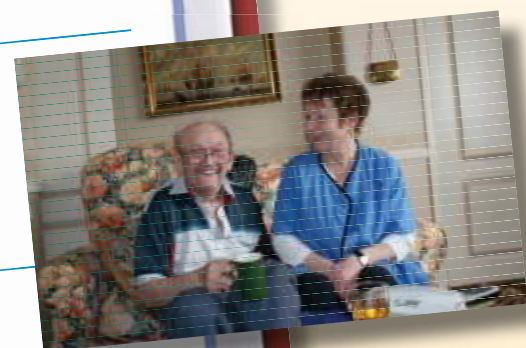
On my way back to Catherine's I make a quick stop at the local shops to pick up her soup and other bits and bobs. I quickly have my lunch en-route. Not great I know, but I'm always on the go and I know I'll have a nice tea when I get in.

**3.00pm**

Catherine's happily sitting watching TV. As it's a lovely day, we take a stroll to the local shops for some exercise. Catherine knows everyone on her estate and everywhere we go people stop us to say hello.

**5.00pm**

It's the end of a long hard day and before I head off home, I make sure all my paperwork is completed. Although the job is sometimes tiring I get so much pleasure taking care of my clients, making sure they are well looked after and have everything they need. I wouldn't swap it for anything else!



## Spotlight on Mental Health: Hearing Voices



# Listen up

**What do Winston Churchill, Anthony Hopkins, Sigmund Freud and Charles Dickens all have in common?**

Undoubtedly they can all be viewed as genius's who have made a huge contribution to the modern world, but you may also be surprised to learn that they all, at some point in their lives heard voices. To many people, hearing voices (or auditory hallucinations) is a sign of 'madness' but surely the achievements of the likes of Churchill and Freud disprove such suggestions?

Traditionally psychiatry has labelled hearing voices as symptoms of psychosis, schizophrenia, bi-polar disorder or other mental health problems. More recently many of these labels have been criticised. The Sussex Hearing Voices Group claim 'one in ten people hear voices' and that the 'majority of people who hear voices do not have mental health problems and have never been given a psychiatric diagnosis'.

Alan Howells, CIC's Training and Development Team Leader, is passionate about overturning these prejudices. Following his years of work as a psychiatric nurse, Alan holds regular courses on hearing voices and works with individuals to help them deal with their conditions. He explained, "There is a stigma associated with hearing voices. Many people are afraid to seek help for fear of being seen to be 'mad' or 'dangerous'. A lot of this is due to salacious reporting in the press."

For many of us, it is hard to understand what hearing voices must be like. Some people with the condition hear voices internally, whereas others feel they hear them through their ears. "Hearing voices is more common than people imagine and many of us will have experienced similar sensations to a certain degree." Explains Alan. "For instance, have you ever woke up thinking that you have heard the telephone ringing or thought that someone has called out your name? Many people who

**“By seeking help, you give yourself the opportunity to make real progress and go on to lead a fuller life”**

have recently suffered a bereavement will hear the voice of their loved one who has passed away."

For people who hear voices regularly however, it can be a terrifying experience. Alan says, "When people hear voices it can be a hugely scary experience and some even try to find exotic explanations such as being visited by spirits or ghosts." For individuals who feel like the voices control them, they live a life of constant stress and mental anguish.

Thankfully, there are established support networks for anyone in this situation. Alan said, "People experiencing hearing voices should always talk to someone they trust. The MIND (0845 766 0163) and Hearing Voices Network (0845 122 8642) helplines offer useful advice and support. If you access our services, you should talk to a staff member about your problems. The only way to deal with the issue is to bring it out into the open as the voices rarely simply vanish of their own accord."

Each person's experience of hearing voices is unique to them and so too are the underlying causes. Alan explained, "For some people it may be extreme stress or trauma. Perhaps the person has experienced periods of mental ill health or social isolation." However, research shows that no matter what the cause, it is essential that an individual receives support, so he or she can come to terms with hearing the voices and get on with his or her life.

Support for hearing voices tends to involve working to understand what the voices mean and developing coping strategies to deal with them, as well as taking medication. "Often the voices are a metaphor for a life experience" Alan explained, "it is important to help the person hearing voices understand the meaning behind them."

The voices a person hears may be an outlet for some sort of trauma that has happened to

them and understanding this can be the first step to a resolution. Alan further illustrated this point, "The voices can be very different to your own personality and sometimes people will recognise traits of a person involved in the trauma in the voices."

There are hearing voices groups across the country where people can discuss their experiences and share their knowledge of coping strategies that have and haven't helped. "Hearing Voices groups are important as they give people who have similar experiences the opportunity to mix. It's so important that people who hear voices don't feel isolated."

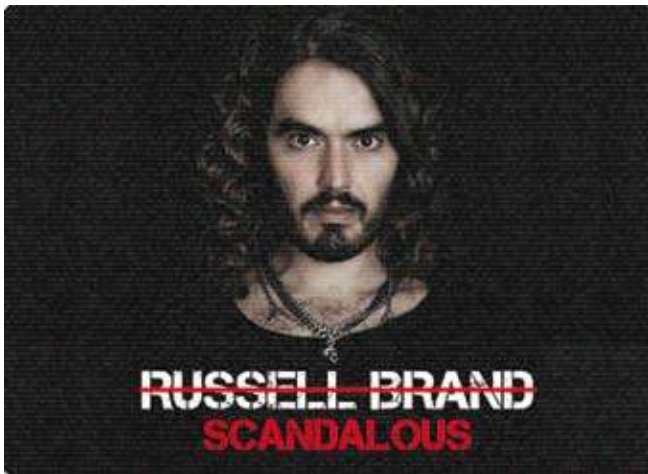
Once a person has come to terms with hearing voices, they may feel confident to enter into a dialogue with them. Alan said "Engaging the voices helps a person feel like they are gaining control over them. It is empowering to feel like you aren't passively receiving them."

Entering into a dialogue with the voices is a progressive method of treatment and is normally first initiated with the guidance of a professional. Alan explained, "At first, the dialogue might be directed through the person you work with, who will ask questions to the voices. Then as you build up confidence you can begin to assert yourself over the voices, perhaps by simply telling them to be quiet or even challenging what they say."

With the right support and treatment, people who hear voices can learn to cope with their condition, regain control and move forward with their lives. Alan said, "I know lots of people who have heard voices for years, but after finding the right support they no longer find them distressing or negative. In terms of hearing voices, we don't necessarily look for 'a cure' but for recovery, to reclaiming back your life. By seeking help you give yourself the opportunity to make real progress and go on to lead a fuller life."



# Reviews



## COMEDY

### Russell Brand, Scandalous Liverpool Echo Arena

Reviewed by Daniel Braben,  
Health and Safety Assistant, Support Services

I've always liked watching Russell Brand on TV so I jumped at the chance to see him live. The show was hilarious from beginning to end, so he definitely didn't disappoint.

Typically, some of his material was controversial as he discussed the furore surrounding "Manuelgate." Showing news clips on the big screen behind him, Brand gave the audience an insight into how the media (over)reacts. It was hilarious to hear his take on the way the media portray him. Russell Brand clearly takes his fame light-heartedly and his self-deprecating humour really endeared the audience to him. He's starting another tour later on in the year and I definitely will be going again!

## DVD

### High School Musical 3

Reviewed by Claire Thomas,  
Student at the Rievaulx Resource  
Centre

I'm a huge High School Musical fan. I have all the merchandise like dolls, suitcases and bags, so it's no surprise that I loved High School Musical 3! I saw the film at the cinema and liked it so much that I went out with my mum and bought the DVD as soon as it hit the shops!

I love the dancing and enjoy trying the steps myself. I also sing along with the songs. I'm such a big fan that I like to be called Gabriella and my boyfriend likes to be called Troy, after the two main characters in the films.

I would recommend High School Musical 3 to both children and adults because it is such a fun film. I would give this film 20 out of 10!



## MUSIC

### Kings Of Leon – Only By The Night

Reviewed by  
Michelle Robertson,  
Senior Support  
Worker,  
145 Gardner Road,  
Aberdeen



The new Kings of Leon album, Only By The Night, is a brilliant mix of pop and rock that offers something for everyone. No one can have escaped hearing their anthemic hits, 'Sex on Fire' and 'Use Somebody', which are a good indication of the quality of the CD.

I have seen Kings of Leon performing live at Scottish music festival, T-in-the-park, and I am looking forward to seeing them for the fifth time this year. Their performances are always fantastic and I love the way they interact with the crowd, especially one as large as T-in-the-park!



## THEATRE

### Flashdance – The Musical

Reviewed by Julie Kelly, Finance Officer, Support Services

As a Christmas present I was given tickets for Flashdance the musical at the Liverpool Empire. With seats near the stage, myself and my husband had a fantastic view to take in this theatre remake of the classic eighties musical. The costumes and sets stood up to our comparisons to the original film, but the real highlight was the quality of the acting, singing and dancing. Bernie Nolan (from ITV's the Bill) and Bruno Langley from (ITV's Coronation St) put on fantastic performances, but it was relative unknown, Victoria Hamilton-Barritt who played the lead Alex, stealing the show with her phenomenal singing and dancing. The show attracted a wide range of ages, and clearly has a wide appeal. It was so good it may make you want to sign up to a dance class... I already have!



**Bad news for parents of teenagers – drumming is good for your health. Scientists believe that playing percussion produces a sense of relaxation, reduces stress and lowers blood pressure. Here at CIC, we don't need researchers to tell us about the advantages of music.**

Lots of our service users benefit on many levels from making and listening to music, from the jamming sessions that take place at Belvedere Homelessness Relief service, to music therapy at our Independent Living services, CIC moves to its own beat.

Think about your favourite song. There are probably lots of reasons why it means so much to you. Does it remind you of an amazing holiday? Take you back to your youth? Or do the lyrics touch you emotionally? Music is a powerful thing, and whether you choose to listen to heavy metal or classical music, it has an emotional effect on us all. It is for this reason that many people believe that music can help individuals with a range of communications difficulties express their feelings and have fun.

Music therapy can be used as a treatment for people with a variety of needs, from people with learning and communications difficulties to individuals with mental health concerns and older people with dementia. Music invokes emotions and memories in all of us regardless of age, background or ability and in this way working with music can provide a universal therapy.

CIC's St Lukes care home in Runcorn, find that music has a profound effect on people with dementia. The home's dedicated activity coordinators hold regular Sonas classes, which use music as part of a sensory stimulation programme. Activity coordinator Jackie Flaherty

explained, "During Sonas we sing old time songs and play with percussion instruments. Music seems to really lift the mood and encourage conversation. It's amazing, people who are often very quiet are really happy to sing and play percussion."

Thorney Croft Day Service in Stranraer is another Senior Care service that has found that music can be a powerful tool for socialising and reminiscence. Margaret McCurdy, Senior at the day service, explained, "Music is a big part of our community, we are always having sing-songs, little music quizzes and even exercising to music!"

Margaret added, "We often play and sing along with songs from the music hall days in our reminiscence room and it really brings memories flooding back. Reminiscence is hugely important as it gives us our sense of identity. For people who are struggling with short term memory issues, the memories that songs recall are crucial, as they allow them to maintain a hold of who they are."

Music therapy is particularly important for people with learning difficulties as it provides opportunities for people with communications difficulties to express their emotions, have fun and experience the excitement of creativity.

Many of CIC's Independent Living service users enjoy listening to and playing music. Ronnie Roberts of Fir Tree Road, Banstead, loves playing on his drum kit and our Rievaulx Resource Centre in Billingham has its own

music room which is popular with its 60 service users. Some of CIC's services in the North East are regularly visited by a music therapist, Mike Morris. Sarah Hill, Senior Support worker at Dean View Villa's explained, "Our service users get a lot of enjoyment from playing with the musical instruments and it is a great group activity. Everyone is really happy after each session."

At our Wolfcraig Training Project in Stirling, service users with mental health concerns have been learning to play the guitar with volunteers from the local area. Josie Hamilton, a student at the service attends the classes weekly. She said, "It's brilliant, when I'm playing the guitar I forget about my problems. I've also sung in front of an audience with one of our music groups 'Closer to the Edge'. Performing music live was great fun, I was buzzing from our performance for days!"

Wolfcraig Service Manager Moira Gordon explained that making music provides great social opportunities for the students. She said, "We've found that our music groups provide opportunities for people to mix together and chat. Playing an instrument can be a great confidence boost."

Clearly, music is important to all of us, but who would have realised the quite the effect it can have? From using it as a tool for socialising to utilising it as means to relax, enjoying the creativity of making music or the memories of good times past that it can conjure; the CIC community does it all, its part of our rhythm.



“**Music is universal, we are all affected by it. Rhythm is part of our every day life**”



**We've heard from the CIC community about how we use music, but what about the people who've made a career out of music? Do professionals get the same buzz they did when it was just a hobby, or does it just become the day job?**

We spoke to Tunde Babalola, one half of Future Cut, the hugely successful production team behind hits for artists as diverse as Lily Allen, Tom Jones and Dizzee Rascal, to discuss why music is so important to him, why music affects all of us and why his work is all about allowing artists to express their emotion...

**YF: Our Senior Care services use music as a tool for reminiscence. Do you think that music can evoke memories?**

Yes definitely, you can't underestimate the power of music. We all have songs that can take us back to moments in our lives and bring memories flooding back. For me, whenever I hear 'Angela' by Bob James it instantly reminds me of the warmth and comfort of sitting in front of the TV after school watching a programme called 'Taxi', which it was the theme tune from.

**YF: Music therapy uses music as a means to communicate emotions, as a producer, does your work involve helping artists express their emotions through music and do you want the music you make to have an emotional response from the listener?**

I always want to make music that hits emotions. Good music provokes feelings, be they happiness, love or even feeling scared. The worst type of music is music that you just don't care about. As a producer I work

with artists to translate their emotions into music, if they are feeling frustrated we can try working with darker chords, if they are happy we try matching this with brighter chords. Sometimes the most productive days are when an artist you are working with has a feeling they want to get off their chest.

**YF: At CIC we use music as a tool for reminiscence, socialising, creativity and communication. What is it about music that offers people so much?**

Music is universal, we are all affected by it. Rhythm is part of our every day life, we are surrounded by beats, be they the sounds of us walking or the drums we hear in songs. Rhythm and bass are naturally soothing to everyone, as babies we would fall asleep listening to the sounds of our mother's heart beating.

For me, music is my artistry, it gives me pleasure and it gives me piece of mind. Everyone needs an artistic release.

**YF: Finally Tunde, can you tell us how you got into music and what have been the most memorable moments of your career to date?**

I got into music as a teenager, when I was 13 I started DJ'ing playing hip hop and electro music. This ended up becoming more than just a hobby and I was lucky to travel the world performing and making music with my friend Darren Lewis as Future Cut. I really enjoyed the process of making music, especially recording with live vocalists and orchestras so my move towards production seemed like a natural progression.

Music is my life. It has given me some amazing, unforgettable moments. From signing to the record label of one of my heroes, Goldie, when we were starting out, to playing on stage with Lily Allen at T in the Park when it was announced that Smile, one of the tracks we worked on with her, was Number 1. I've been so lucky to spend ten years in a career that I love.

# Q&A



The Government plans to transform social care by introducing Personalisation. This means that every person who receives support, whether funded by Social Services or by themselves, will have choice and control over the shape of that support. This fits with CIC's commitment to delivering person centred support, and ensuring independence, opportunity and inclusion.

## Hope for personalisation

Our panel of personalisation experts put their questions to Care Minister Phil Hope.



Michelle Elstob – CIC Personalization Co-ordinator, North East

**Individual budgets will give people the opportunity for supported employment. Are there any personalisation incentives planned to encourage employers to provide jobs?**

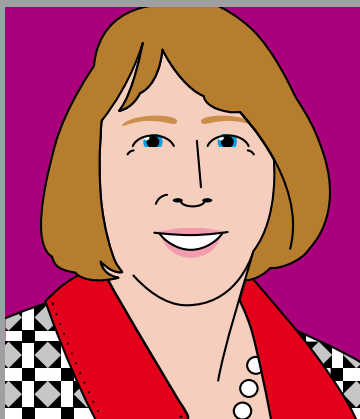
Not through the personalisation agenda, but in other ways. We are currently developing a cross-Government Employment Strategy to specifically address the issues for people with learning disabilities in terms of employment opportunities, for example. I also know that JobCentre Plus also run schemes to help break down employers misconceptions of employing people with disabilities and encouraging them to recognise the benefits of employing people with disabilities

**What can the government do to encourage families/friends to provide support? What incentives will there be e.g. family members receiving tax breaks etc?**

Research shows the best way to enable carers to continue to care is by helping them to take a break from caring. The Government is increasing the amount of money that councils can use to support carers in England through the carers grant. The grant is worth £224m this year and will increase to £256million in 2010/11.

This will mean that by March 2011, Government will have given councils over £1.7bn to enable them to continue to develop innovative and personalised outcomes reflecting the needs of their local carer population.

Breaks can be provided directly by the council or independent sector providers and, for increased flexibility, also through short-term break voucher schemes or direct payments.



Jane Worsley, CIC Operations Director Established Business

**How will carers be supported? Existing carers are regulated and highly trained. Will there be training and accreditation for personal assistants/carers?**

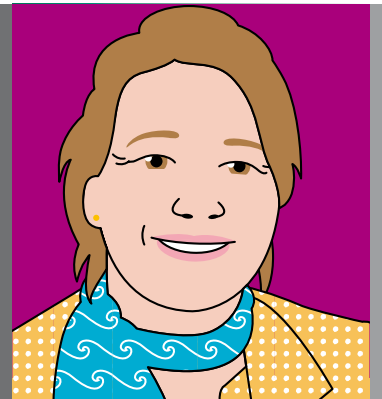
The six million carers in the UK are unsung heroes of our society and we must do everything we can to help them.

We are working with the GSCC on a scheme for registration of home care workers, but we know we need to do this in a way that does not create unnecessary burden, is cost effective and is based on best available evidence as to what works.

In the meantime, we are supporting carers through greater funding for respite care and developing a first stop shop information resource for carers called Carers Direct.

Recent research we did about the impact of individual budgets on carers found that they can greatly improve carers quality of life, compared to carers of people using conventional social services.

We have also reminded local authorities that carers are entitled to Carers Assessments to decide what their needs are to enable them to continue caring while looking after their own health and wellbeing.



Joanne Warren – MC Lead Manager Domiciliary and Extra Care

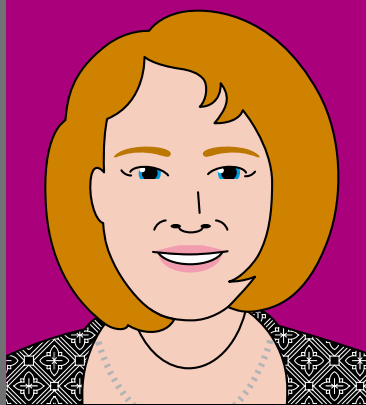
**A major concern in the care sector is how to ensure that the monies allocated for Individual Budgets is used effectively to enhance the quality of life for individuals and not used as a supplementary income for families 'caring' for them. How will the government safeguard individuals against misuse of their budgets?**

I can appreciate the concern and have heard strong views on every side of this argument. We have published guidance on this, but I think ultimately Councils are in the best position to make decisions, based on their knowledge of people's individual circumstances and the best possible advice.

We want to empower people to think about options

and the risks involved in options. Individual budgets enable people to change their decisions and make different choices.

We want to inform people of their options and empower them to make decision on how they want to live their lives.



**Kathy Farmer – CIC Senior Care Services Director**

**How will the drive for personalisation impact upon senior care provision? Will it provide more than just domiciliary care?**

An evaluation of the 13 individual budgets pilots showed that: as a whole, the individual budgets group were significantly more likely to report feeling in control of their daily lives, their support and how it was delivered. However, some concerns were raised as to whether IBs benefit older people as much as other client groups

This was thought to be due to the fact that implementing individual budgets and enabling people to make the most of them took time. During the pilot, the individual budgets sites identified the challenges and started to develop their own responses but given the short timescale of the pilots, these developments were not reflected in the evaluation findings.

Consequently the Department will be funding research into the longer-term impact of individual budgets for older people, as we want

to discover whether some of the findings (for example on psychological well-being) are temporary or longer term. Personalisation, including a strategic shift towards early intervention and prevention, will be the cornerstone of public services. This means that every person, young or old, who receives support, whether provided by statutory services or funded by themselves, will have choice and control over the shape of that support in all care settings.

Personalised budgets provided to individuals may be used for a large number of items, including domiciliary care but also items which an individual may wish to ensure that they remain as independent and comfortable in their own home as possible

The work on direct payments and individual budgets, alongside that of In Control, are crucial to delivering greater personalisation, choice and improved quality. They are not separate initiatives or fleeting experiments, but fundamental components of a future social care system.



**Judith Finch – Service User (CIC Step up to Life Social Inclusion Group)**

**Is the wider community prepared for personalisation? Will the government put more pressure on public places to accommodate the needs of people with disabilities?**

The Disability Discrimination Act 1995, requires all public bodies to have due regard to the need to promote equality

of opportunity for disabled people. The Secretary of State for Health also has a duty to publish an overview of progress towards equality of opportunity for disabled people, which he did in December 2008. This report celebrates successes across the health and social care sector and acknowledges where there is more to do and what progress needs to be made. *You can see the report on the DH website, [www.dh.gov.uk/en/Managingyourorganisation/Equalityandhumanrights/Disability](http://www.dh.gov.uk/en/Managingyourorganisation/Equalityandhumanrights/Disability)*

**How can service user groups get involved in running and developing personalisation and self-directed support?**

User-led organisations will play a vital part in implementing a new approach to supporting independent living.

The Department has instigated a range of work in partnership with disabled people, their families and their organisations to map the current position, identify barriers and develop proposals to make this happen.

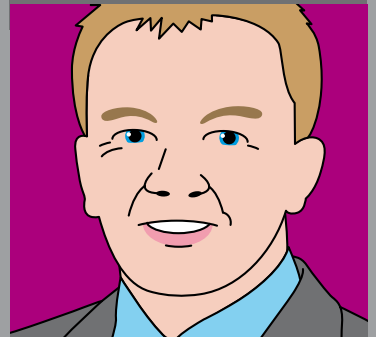
The emphasis is on User-led organisations themselves developing practical solutions locally, and sharing this with others.



**Alice Drife, Independent Living Service Director**

**CIC are working in partnership to develop assistive technology solutions that will help people to live their lives more independently. Do you think assistive technology is important to personalisation?**

Definitely. Assistive Technology solutions are integral to personalisation, enabling people to live independently.



**Robert Black – CIC Operations Director of New and Emerging Business**

**Managing risk whilst supporting people to take greater control is a hot topic for personalisation. Will the Law Commission take into account the transformation of personalised care and support in its review of social care legislation?**

The Law Commission review will consider social care legislation within the wider context of current policy. This will include the drive towards personalisation as part of the programme for the transformation of adult social care as set out in Putting People First

**How will the government allocate resources nationally to ensure that a postcode lottery doesn't develop?**

We have invested more than £520million over three years to help councils offer more personalised services to people. Next year, the grant will jump from £85k in 2008/09 to £195million in 09/10. Many councils have already made great progress personalising services and this increase will help many others do the same.

But it's not just about resources, it's also about councils knowing the benefits of personalisation, so they have the confidence to offer it to their populations. We are helping councils spread best practice so this happens.



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