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## Selected copywriting and editing examples

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**CREW** BIRMINGHAM

# INVESTMENT & SPONSORSHIP PACK

**CREW** BIRMINGHAM is *the leading online platform* connecting television and film production companies with professional crew and facilities in the **Greater Birmingham** area.



## CREW BIRMINGHAM

Founded in 2015 as a place for television and film professionals to share local job opportunities and to access peer support, **CREW** BIRMINGHAM now has a thriving community of 2000+ members.

It has successfully shared over 1600 jobs from more than 200 employers, as well as helping to source countless locations, facilities and amenities.

For members, **CREW** BIRMINGHAM offers:

- Instant notification about the latest Birmingham television and film jobs
- A personalised profile page to promote CV, skills and portfolio to employers
- Access to support and advice from a community of like-minded professionals
- Career development opportunities including networking and training events

For production companies, **CREW** BIRMINGHAM offers:

- Direct access to experienced, local crew and facilities
- A guaranteed fast turnaround on short notice requests

By connecting the right people in the right place at the right time, **CREW** BIRMINGHAM has fast become the most reputable and reliable platform of its type in the region, and a key driver of growth for the television and film industry in the Midlands.

# OUR HISTORY

In 2015 **CREW BIRMINGHAM** was set up as a private Facebook group by two Birmingham-based television and film professionals Rose Wilde and Annabelle Bevan. Through their Facebook group, they and their peers could share upcoming job opportunities.

Word quickly spread about what had become an extremely valuable and productive online resource, and soon they were getting hundreds of requests to join the group.

This Facebook community remains at the heart of **CREW BIRMINGHAM**, and has become the go-to place for television and film professionals from across the Midlands to share job opportunities, showcase their work, and to get advice and support from like-minded professionals. With more than 1200 members, the group is active all day, every day, and has helped fill over 1600 jobs to date.

In addition to its main Facebook group, **CREW BIRMINGHAM** now also has a separate group for runners and those who are new to the industry. With over 900 members, the 'Crew Birmingham Runners' Facebook group provides valuable support, networking and work experience opportunities for a significant proportion of the up-and-coming talent in the region.

Since 2017, **CREW BIRMINGHAM** has also had its own website featuring a free-to-access database of Birmingham-based crew and facilities. Members of the **CREW BIRMINGHAM** community are given their own profile page on the site, through which they can share their CV, showcase their skills and provide examples of their work. Traffic to the site is increasing month-on-month, with production companies increasingly looking for direct access to experienced, local crew and facilities.

All members of the **CREW BIRMINGHAM** community are vetted to maintain professional standards. Membership of both the Facebook group and the main online database is limited to those with more than two years' paid experience in the television and film industry and who are living in Birmingham or within an hour's driving commute of the city centre. Members of the runners' Facebook group are eligible for a limited junior-level profile on the **CREW BIRMINGHAM** database.

**CREW BIRMINGHAM** offers opportunities for the members of its community to develop their careers through discounted training courses and regular networking events. Past events include a Christmas party in 2018, co-hosted by **CREW BIRMINGHAM** with RTS Midlands and Producers Forum (recently renamed Screen central), which was attended by 168 industry professionals.

For more information, visit [crewbirmingham.co.uk](http://crewbirmingham.co.uk)

# OUR VISION

The ultimate goal of **CREW BIRMINGHAM** is to generate more sector employment opportunities within the region, attracting inward production investment through the development and retention of a skilled regional television and film workforce.

The success of **CREW BIRMINGHAM** to date has required significant personal investment, including many hours of work and more than £3.5K of private capital from its two founders. In order to establish commercial sustainability, we now need formal external support and investment.

This pack is designed for potential partners, and contains information about the growth and performance of **CREW BIRMINGHAM** to date, its future business model and funding requirements, and the various investment opportunities that are available.



November 2019 Conference Brochure

## **Legacy Progress Report**

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Introduction

Everyone who has ever worked to help reduce loneliness and social isolation amongst older people will at some point have asked themselves: How do we know what really works?

Since 2015, Brightlife has been dedicated to answering this question. As an Ageing Better programme partner, it has commissioned, delivered and evaluated a diverse range of projects, services and activities designed to tackle loneliness and social isolation amongst people aged over 50 in Cheshire West and Chester.

Now, as the end of its five-year lifespan approaches, Brightlife is gathering the results of this ‘test and learn’ approach, so that commissioners, service providers and communities alike can build on the experience, knowledge and legacy it leaves behind.

About Ageing Better

Ageing Better is a £78 million National Lottery Community Fund programme set up to address the issue of loneliness and social isolation amongst older people, improve social connections and enable people aged over 50 to be more engaged in the design of services for their communities.

Between 2015 and 2021, Ageing Better is distributing funding to partnerships in 14 regions of the UK (including Brightlife in Cheshire West and Chester). Partners are taking a range of approaches to meeting the aims of the programme, including contracting services from local providers, delivering services directly, and funding grassroots activity.

The learning from the programme will be made available to inform and influence future projects, policies and services, giving it the potential to improve the lives and communities of people aged over 50 for many years to come.

# About Brightlife

**Brightlife is a partnership of organisations from the public and third sectors in Cheshire West and Chester, led by Age UK Cheshire and set up in 2015 as one of the 14 regional partners for the National Lottery Community Fund Ageing Better programme. Over the past five years it has commissioned and delivered more than 50 projects and services worth over £2 million, to improve the lives of older people and to promote their role as assets within their communities.**

Loneliness and social isolation are recognised nationally as a growing issue, however little evidence currently exists about how to tackle them. Through its 'test and learn' approach to both commissioning and delivery, Brightlife is gathering valuable evidence about what works (and what doesn't) to tackle loneliness and social isolation within the specific geographic and social context of the Cheshire West and Chester region.

## Commissioning

In terms of commissioning services, Brightlife has taken two very different approaches. For most of its core projects and services it has followed a traditional contract commissioning route. Contract specifications for these 'key commissions' were designed by Brightlife in close consultation with older people, before being released as part of a competitive tendering process that was open to all eligible organisations in Cheshire West and Chester.

Alongside these core projects and services, Brightlife also developed a scheme to enable local groups and organisations to propose and implement solutions for tackling loneliness and social isolation in their own communities. Successful applicants to this 'Bright Ideas' scheme were awarded funding of up to £20,000 to develop and deliver their idea for a project or service.

## Direct Service Delivery

The only service delivered directly by Brightlife is its Social Prescribing scheme, which aims to reconnect people with their communities and to improve their well-being by facilitating access to activities that suit their unique interests and skills.

Initially rolled out as a pilot project in three locations - at village, town and city scale (Malpas, Winsford and some parts of Chester) - the scheme was extended to include an additional rural area (Tarporley) in October 2018.

The scheme is open to anyone aged over 50 who is experiencing (or at risk of) loneliness or social isolation. Referrals are accepted from health and social care professionals, community organisations and individuals (including self-referrals, which are encouraged through regular drop-in sessions in each area).

Those coming into the scheme receive one-to-one support from a Brightlife Social Prescribing Coordinator, who helps them to explore their needs and to overcome any barriers that are preventing them from becoming more socially active. A range of levels of support are available - from signposting to accompanied visits - depending on the needs of the individual.

## Evaluation

Every project or service commissioned by Brightlife is required to participate in the formal evaluation, conducted on both a local scale (by the University of Chester) and a national scale (by Ecorys UK). The purpose of the formal evaluation is to provide evidence about what works - and what doesn't - to reduce loneliness and social isolation amongst over-50s. This evidence has the potential to not only improve the lives and well-being of current service users by informing the transformation of existing provision, but also to achieve long-term improvement of delivery within the sector by influencing future commissioning decisions.

The Ageing Better programme is being evaluated at a national level by an organisation called Ecorys UK. Participants and volunteers from all projects and services commissioned or delivered by regional Ageing Better Partners - including Brightlife - are asked to complete a questionnaire called a CMF (Common Measurement Framework). The responses provided are

then entered into a national database and analysed to capture the journey of participants and volunteers from when they enter a project or service to when they leave.

Brightlife is evaluated at a local level by the University of Chester, through its Centre for Ageing and Mental Health. In addition to analysing the data from the CMF questionnaires, the university team have carried out interviews with participants, volunteers, commissioned providers and project staff. They have also undertaken a Social Return on Investment (SROI) study to understand the wider impact of Brightlife on the local health and social care sector. Their findings are being compiled as a comprehensive report on the social connectivity of older people living in Cheshire West and Chester, to inform the development of a sustainable community engagement plan.

Commissioned providers have been supported through the formal evaluation process, with various levels of training and advice available according to the needs of each provider.



# Independent review into serious and organised crime in the waste sector

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**November 2018**



# 1. Introduction

Around 200 million tonnes of waste are produced in the UK each year. How we manage this waste has an impact on the daily lives of people, the economy and the environment.

The waste sector has undergone significant changes in recent years, not least through the consequences of the Landfill Tax, which shifted waste management away from traditional disposal towards recovering, recycling and reusing (Figure 1).

## Waste crime

‘Waste crime’ takes many forms, including fly-tipping, illegal dumping or burning of waste, deliberate mis-description of waste, operation of illegal waste management sites, and illegal waste export. It has significant economic impacts: in 2015 illegal waste activity was estimated to have cost over £600 million in England alone. Some estimates put this at an even higher figure of £1 billion.<sup>1</sup>

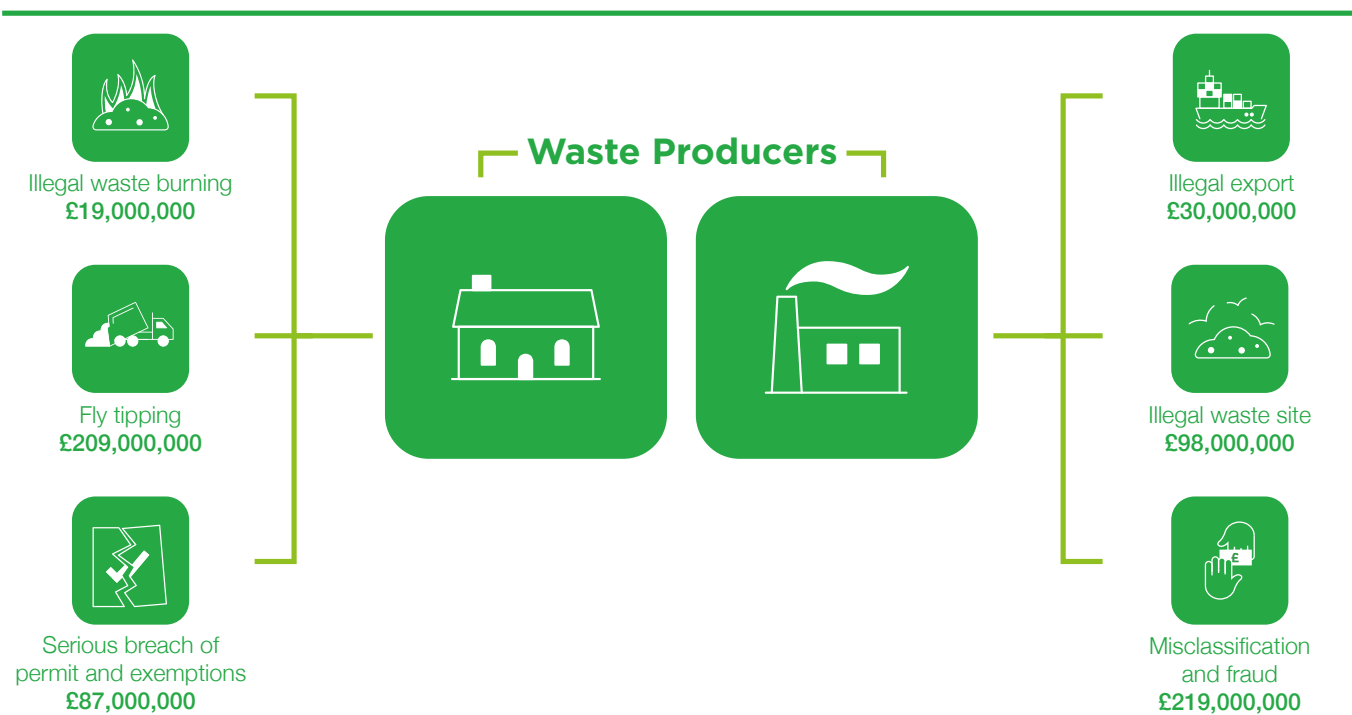


Figure 1: Showing the opportunities for organised criminals in the waste sector. <sup>1</sup>

While waste crime in itself is not a new problem, in recent years there appears to have been a steady rise in organised, large-scale waste crime.<sup>2</sup>

## Serious and organised crime

The Home Office defines serious and organised crime as ‘individuals planning, coordinating and committing serious offences, whether individually, in groups and/ or as part of transnational networks’. Their main

categories of serious offences are: child sexual exploitation and abuse, illegal drugs, illegal firearms, fraud, money laundering and other economic crime, bribery and corruption, organised immigration crime, modern slavery, human trafficking and cybercrime.<sup>3</sup>

Serious and organised waste crime results from the deliberate colonisation by existing criminal groups of otherwise legitimate waste and recycling markets. These groups bring with them a host of additional

<sup>1</sup> Rethinking Waste Crime, 2017, commissioned by the Environmental Services Association and written by Eunomia.  
<sup>2</sup> Evidenced by our interviews and field-visits, and indicated by INTERPOL, NCA, and the Environment Agency.  
<sup>3</sup> The Government’s Serious and Organised Crime Strategy 2018.

criminality beyond the crime of illegally handling waste, much of it included under the Home Office definition. They engage in large-scale fraud, threaten and intimidate legitimate competitors, disregard environmental and safety regulations, and feed an illegal economy that draws on modern slavery in some cases.<sup>4</sup>

Sir James Bevan, the chief executive of the Environment Agency, has described the increasing threat of waste crime as the ‘new narcotics’, while the Home Office and Interpol also recognise that serious and organised crime is increasing in volume. And what we know about is almost certainly only a fraction of what occurs.<sup>5</sup>

## About this review

Defra’s forthcoming Resources and Waste Strategy will outline the work that is underway to counter waste crime and will shortly be publishing new proposals.

However, industrial-scale, organised waste crime has only recently attracted systematic government attention. This review responds to a current gap in our understanding of serious and organised criminal involvement in the waste industry.

Our review set out to answer two questions. First, what is the threat and impact of serious and organised waste crime in England? Second, does the Environment Agency have the capability, resources and powers to tackle serious and organised criminality in the waste sector?

To answer these questions, we conducted a wide-ranging literature review to understand the current context and background to the subject; we issued a call for evidence from the public, the waste sector, regulators and enforcement agencies; we held interviews with experts; and we undertook a number of field visits within England to hear the first-hand experience of Agency staff.

This report details our findings from these activities. Within this review, we:

- Establish context, including the nature and extent of crimes being committed, where they are taking place, the types of individuals or groups involved and their links to other serious and organised criminal activities, and any apparent trends.<sup>6</sup>
- Explore the extent to which the Environment Agency is able to detect and prevent serious criminal involvement in the waste industry: through its organisation and leadership; enforcement powers and regulation; use of technology and data; duty of care; and business model.
- Present ten recommendations for consideration in the forthcoming Resources and Waste Strategy.

## Our approach

In this review, we do not attempt to make a distinction between different types of waste crime. Organised criminals will tend to operate across categories so in our approach we recognise this.

There was also agreement that we would not attempt to separate serious and organised crime from other types of criminality, and that a focus on the criminal not the crime type was more certain to lead to improved outcomes.

Based on a shared view among our stakeholders, we also made an assumption that prevention and disruption of serious and organised crime is as important, if not more so, than prosecution.

These organising principles have implications for the systems, structures and agencies best placed to tackle the problem, and these are reflected in our recommendations.

4 “Majority of forced labour victims ‘exploited at recycling facilities’” Materials Recycling World 14 August, 2018.

5 The Government’s Serious and Organised Crime Strategy 2018.

6 Our ability to identify trends was limited by the availability of data in consistent and reliable formats - this lack of coordinated information, and the importance of establishing monitoring systems forms an important theme in our recommendations.

# GREATER BIRMINGHAM AND SOLIHULL LOCAL ENTERPRISE PARTNERSHIP



ANNUAL REPORT

2016–2017



# WHO WE ARE

**The Greater Birmingham & Solihull Local Enterprise Partnership (GBSLEP) was established in 2010 as a partnership of business, public sector and further and higher education leaders. Our mission is to create jobs, grow the economy and raise the quality of life for all of our residents.**

Our geography spans nine local authority boundaries: Birmingham, Solihull, East Staffordshire, Cannock Chase, Lichfield, Tamworth, Redditch, Bromsgrove and Wyre Forest. We have a population of nearly 2 million people, an estimated 848,000 jobs, and an economy worth £44.5bn.

We are constituted as a company limited by guarantee, with nine local authority company members and six from business representative organisations: the Greater Birmingham Chambers of Commerce, the Hereford & Worcestershire Chambers of Commerce, the Engineering Employers' Federation, the National Farmers Unions, the Royal Institute of Chartered Surveyors and the Federation of Small Businesses.

## We are leading

Greater Birmingham and Solihull is home to one of the largest professional and financial centres outside of London, with a world-leading advanced manufacturing base, burgeoning creative and cultural industries and emerging strengths in life sciences. We are the location of choice for international companies such as Cadbury, Deutsche Bank, HSBC and Jaguar Land Rover.

WE ARE  
LEADING  
DIVERSE  
COLLABORATIVE

## We are diverse

Ours is an increasingly young and diverse population. Over a third of those that live here are aged 24 and under, well above the UK average of 30.6% and the highest percentage of any LEP in the country. Over a quarter of the population is from a black and minority ethnic background (BME), compared to 14% nationally. This diversity brings with it an unprecedented variety of cultures, identities, faiths, and languages that have transformed the social landscape of the region, particularly in the city of Birmingham, which is home to 187 nationalities and is recognised as the Core City with most languages spoken.

## We are collaborative

As a key partner within the West Midlands Combined Authority (WMCA), along with the Black Country and Coventry & Warwickshire LEPs, we have played a major role in the development of the Strategic Economic Plan for our three-LEP region and in the negotiation of the West Midlands devolution deal. In doing so, we have given our economy the means to grow further and faster, and to close the income and expenditure gap across the region by 2030.

Through the Midlands Engine, we are working closely with our businesses, local authorities and universities to ensure that the economic potential of the wider Midlands is fully realised.



Students on site at the National College for High Speed Rail.



HSBC's new headquarters at Arena Central, Birmingham.

Economy worth

£44.5bn

848,000  
JOBS

# Spring Supplement

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Welcome to the spring update to the Hospitality Toolkit. Here we continue the foodie round up for March to June, offer some inspiration for a royal reception to promote British food and produce in your region, and take a look at the latest GREAT British food events our embassies have been delivering around the world.

## Foodie Round Up - March to June

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Our spring foodie round up highlights the key British food and drink events taking place between March and June. Feel free to use these as inspiration, either for hosting your own events, or for creating timely social media content - we've provided some images and information for captions that you can download and publish on your own channels.

As ever, you can find a full list of annual British food events on [page 11](#) of the main Hospitality Toolkit, as well as a detailed social media calendar on [page 17](#).



### March

**The Boat Race (24 March)** This is a popular annual tradition, first started in 1829, in which rival rowing teams from Oxford University Boat Club and Cambridge University Boat Club compete along a 4-mile stretch of the River Thames.

Last year, the winning crews celebrated with English sparkling wine from Kent-based producer [Chapel Down](#), proud sponsor of the event since 2017.

Why not help your guests get into the spirit of the boat race by offering a refreshing glass or two of English sparkling wine at your very own screening of the race? But you'll have to be quick. The record time over the course in the Boat Race is just 16 minutes and 19 seconds, set by Cambridge in 1998.

[Click to download social media image](#)

**Hashtags:** #BoatRace #FoodisGREAT #EmbassyEats

**Image tags:** @GreatBritishFood (Instagram)  
@DefraGovUK (Twitter)

## April

### Easter (Good Friday 30 March to Easter Monday 2 April)

After Christmas, Easter is the second-biggest event in the British food calendar. With a whole weekend of celebrations running from Good Friday to Easter Monday, there's plenty of time to hold your own gourmet celebration.

Although Easter is primarily a religious festival, the giving of chocolate Easter eggs has become a prominent feature of the holiday in Britain. With a host of British chocolatiers to choose from, you could [organise your own Easter egg hunt](#), or even have a go at [making your own Easter eggs](#).



Welsh Lamb

More traditionally, Simnel cake is enjoyed at Easter. A light fruit cake layered with almond paste or marzipan, a Simnel cake is served toasted and topped with 11 marzipan balls to represent Jesus' disciples.

The food highlight of the Easter weekend is a lunch, usually held on Easter Sunday, to mark the end of Lent. This lunch often involves seasonally available lamb, with Welsh lamb a popular choice thanks to its exceptional flavour. Lamb can be enjoyed [simply roasted](#), or you could try a [more adventurous recipe](#) using flavours to suit palates in your region.

[Click to download social media image](#)

**Hashtags:** #EasterLunch #FoodisGREAT #EmbassyEats

**Image tags:** @GreatBritishFood (Instagram)

@DefraGovUK (Twitter)

## May

**World Baking Day (17 May)** What better time to showcase some of Britain's favourite baked delicacies than on World Baking Day?

The beauty of holding a cake-themed event is that the ingredients are relatively easy to source, and with [classics](#) including Victoria sponge, Chelsea buns, Eccles cakes, scones, Welsh cakes and shortbread, there's plenty to choose from.

You could even add a nod to the impending Royal Wedding by trying your hand at a Battenburg Cake - a British favourite thought to originate from the Royal Wedding between Prince Louis of Battenburg and Princess Victoria in 1884.

Alternatively, you could take inspiration from the successful UK television show '[The Great British Bake Off](#)', in which amateur bakers compete in a series of themed baking competitions, by holding your own Embassy Bake Off with prizes for the best traditional British cakes or buns.

[Click to download social media image](#)

**Hashtags:** #WorldBakingDay #FoodisGREAT #EmbassyEats

**Image tags:** @GreatBritishFood (Instagram)

@DefraGovUK (Twitter)



Victoria Sponge Cake

## June

**The Queen's Birthday (9 June)** HM The Queen is well-known for having 2 birthdays every year. While she tends to spend her actual birthday (21 April) privately, her official birthday is celebrated publicly on the second Saturday in June with the ceremony of Trooping the Colour (Queen's Birthday Parade).

You can find some ideas and menu suggestions on [page 28](#) of this supplement to help you create an impressive Royal-themed event that your guests will remember.

[Click to download social media image](#)

**Hashtags:** #QueensBirthday #FoodisGREAT #EmbassyEats

**Image tags:** @GreatBritishFood (Instagram)

@DefraGovUK (Twitter)



Sipsmith Gin

**Cream Tea Day (29 June)** There is nothing more quintessentially British than the classic cream tea - a light afternoon meal consisting of scones, strawberry jam and clotted cream, served with a pot of tea.

Thought to originate as far back as the 11th century in a Benedictine Abbey in Tavistock, West Devon, cream tea is particularly popular in the South West of England, a region famed for its production of rich clotted creams.

Scones are simple to make, especially if you have some of the ingredients left over from World Baking Day in May. Make sure to use British strawberry jam, and you can make your own clotted cream using milk and whipping cream if you can't source any directly from the rolling hills of England.

The exact order in which the jam and cream should be served is a matter of fierce debate between neighbouring English counties. In Devon, the cream is added to the scone and then the jam; in Cornwall, the jam is added first and then the cream. Which way will you serve yours?

If you're in any doubt, the Cream Tea Society has published a list of useful etiquette tips to help you have the perfect cream tea experience.

[Click to download social media image](#)

**Hashtags:** #CreamTeaDay #FoodisGREAT #EmbassyEats

**Image Tags:** @GreatBritishFood (Instagram)

@DefraGovUK (Twitter)



Roddas Clotted Cream

# The Hidden Cost of DIY LPAs

**SFE** report

# Introduction

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## **What is an LPA?**

A Lasting Power of Attorney (LPA) is a powerful legal document, which allows a person (or ‘donor’) to choose one or more individuals (or ‘attorneys’) to handle their affairs in the event that they are no longer able to do so themselves, for example if they lose mental capacity. The attorneys do not need to be legal professionals; they can be trusted family members or friends. There are two types of LPA, which cover the donor’s property and financial affairs, and health and welfare respectively. With both in place, the attorney(s) will be able to make important decisions on behalf on the donor, such as the management of property, bank accounts, bill payments, and choices around care plans, medical treatment, and end of life wishes.

All LPAs must be registered with the Office of the Public Guardian (OPG), an executive agency sponsored by the Ministry of Justice. The registration process requires both the donor and their attorney(s) to complete and submit several forms, to create a legally-binding LPA document. There are many issues to consider when creating an LPA (with the OPG receiving over 1,000 calls to its contact centre every day, it is clear that LPAs are complex)<sup>3</sup>, and its potentially serious implications mean that great care must be taken when creating one.

## **The rise of DIY LPAs**

Traditionally, LPAs are made through a qualified solicitor. A small number are also made using off-the-shelf kits, which can be picked up on the high-street and usually contain guidance notes so that individuals can create and register the documents without the help of a solicitor. A third way of creating LPAs has recently been made available, with the launch of an online service from the OPG itself. Using this digital service, which includes the OPG’s own set of guidance notes, individuals can also create and register an LPA without taking legal advice.

The ability to complete an LPA application online via the OPG became available in July 2013, with the online service being officially launched in May 2014, accompanied by extensive promotional activity through the OPG’s digital channels.<sup>4</sup>

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<sup>3</sup> FOI request, OPG Reference number 107387

<sup>4</sup> OPG Business Plan 2014/15



**Its launch has led to a significant rise in the number of LPA applications received by the OPG, with over 500,000 LPAs registered in the year following its introduction, an increase of 35% on the previous year.<sup>5</sup>**

This trend has continued with a record number of LPAs created in January to March 2016, up nearly 20% on the same quarter for 2015.<sup>6</sup>

The stated purpose of the online service is to encourage more people to create an LPA, with a core aim of the OPG's business plan to 'promote digital services as the preferred method of LPA application'.<sup>7</sup> The strategy appears to be working, with over a quarter of all applications in 2015/16 being made using the online service.<sup>8</sup>

**The OPG has recently set itself a target for digital applications to comprise 30% of all applications in future.<sup>9</sup>**

### **The dangers of DIY LPAs**

The primary perceived benefit of using either the OPG's online service or an off-the-shelf kit is a financial one, with DIY methods being low or no-cost (aside from the standard application fee charged by the OPG), and the fee for a specialist solicitor typically being several hundred pounds. However, there are a number of risks associated with any DIY method of LPA application.

Firstly, the resulting document may not be legally robust. The application forms are complicated to complete, and even with extensive guidance notes, it is easy to make mistakes. This can incur unforeseen costs – if the forms are not completed correctly, they can be rejected by the OPG and a further charge made for re-submission.

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<sup>5</sup> OPG Annual Report 2015/16

<sup>6</sup> Family Court Statistics Quarterly, England and Wales: January to March 2016 – Ministry of Justice Statistics bulletin (June 2016)

<sup>7</sup> OPG Business Plan 2014/15

<sup>8</sup> OPG Annual Report 2015/16

<sup>9</sup> FOI request, OPG Reference number 107744

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**For the dates 1st August 2015 to 31st August 2016, there were over 13,000 cases with a rejected status.<sup>10</sup>**

In the event of the OPG rejecting an LPA application, donors may have to pay a repeat application fee of £55, or even submit a whole new application for an additional £110 per document.

Alternatively, even if mistakes pass through the checking system, the LPA may be rejected in future by banks, utility providers or medical professionals. Rectifying mistakes once an LPA has been granted is not only expensive but can also be time-consuming and stressful.

Secondly, the individual making the application can more easily become a victim of fraud or coercion if a DIY method is used. A legal professional acts as an important safeguard when creating an LPA, and their removal from the process can lead to an LPA being falsified, or the donor being persuaded to sign something they do not fully understand or are not comfortable with.

Finally, there is a real risk with DIY methods that the person creating an LPA does not adequately express their wishes and preferences. It can be extremely daunting to think about what might happen if you lose the ability to make decisions for yourself, and there are many important factors to consider when creating an LPA, which may be overwhelming. A vital part of a solicitor's role is to provide counsel for an individual about their options and choices. Without this support, it is easy for someone to create an LPA that does not accurately reflect the way in which they want their affairs and welfare to be handled in the future. By doing so, they may also inadvertently open themselves up to the risk of fraud and financial abuse.

There are many people for whom these risks are considerable, particularly if their affairs are complex or if they lack confidence with legal processes.

At SFE, we believe that by promoting its online service as a universally suitable way of creating an LPA, the OPG is potentially exposing many donors and their families to unacceptable levels of risk. As such, we believe that the OPG may be compromising its ability to safeguard those who are most vulnerable.

To further investigate the pitfalls of completing an LPA application without the help of a solicitor, we conducted a small comparative study into the various methods of application. As our study shows, consultation with a specialist solicitor has many advantages over DIY methods when it comes to creating an LPA, and all the participants in the study agreed that using a solicitor was by far the best option.

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<sup>10</sup> FOI request, OPG Reference number 107387



## **Diagnosing the GP crisis: voices from the front line of primary care**

A Red Whale report  
March 2017



## Executive summary

There has been much talk in recent years about a GP crisis in the UK. There are simply not enough GPs; numbers are falling in real terms, while the number of patients, and the complexity of their needs, are increasing.

The Government has laid out plans to recruit more doctors into general practice, and to stem the flow of those leaving the profession.<sup>1</sup>

But where are the voices of the GPs themselves? Who better than those already working on the front lines to explain why there is a shortage in the first place, and what really needs to change in order to recruit and retain more primary care doctors?

At Red Whale, we take pride in supporting our GPs, but we want to do more to support the profession that we are so passionate about. That's why we conducted a survey of more than 1000 GPs across the UK, to get the views of real GPs, and get to the root of the so-called 'GP crisis'.

Our survey highlights what we and the majority of those working on the frontlines of general practice have known for some time: **the impact of unmanageable workloads has reached a critical point. This is having an effect on retaining and recruiting GPs, and on GPs wellbeing and ability to perform their duty safely.**

The key findings of our survey include:

- **Quality and continuity of care are priorities for GPs:** 80% of GPs value their ability to provide high-quality, consistent care to their patients above all else.
- **Unmanageable workloads are compromising the quality and consistency of the care that GPs are able to provide:** 85% say that the volume of their workload prevents them from doing their job well.
- **Unmanageable workloads are forcing GPs out of the profession and contributing to a recruitment crisis:** More than 90% have either left or considered leaving due to increasing workloads, or have reduced their hours in order to cope.
- **Less than a third (30%) would choose to train as a GP if they were given the option now.**

This report puts our core findings into context, using data from other reports and surveys, together with the views and experiences of working GPs. It provides the Government, the RCGP, CCGs, NHS England and other decision-making bodies with feedback 'from the front line' – backed up by all the relevant figures.

We are listening to what GPs are saying, and we want those decision makers to listen too, before it's too late.

<sup>1</sup> NHS England (2016): *General Practice Forward View*