



LOCSU Business Plan 2010/11

Working with LOCs/ROCs to deliver excellence in local services

Georgina Gordon

March 2010

(Version 4)

Objectives

1. LOCSU provides the interface between the national representative bodies and LOCs/ROCs.
 2. In 2010/11 LOCSU will fulfil this function through five interrelated programmes supporting LOCs/ROCs in:
 - uniting the optical sector at local level
 - speaking with a national voice at local level
 - expanding eye care services in the community
 - providing excellence in representing eye care locally
 - making efficient use of resources for maximum benefit .
-

1. Uniting the Optical Sector

LOCSU will

- respond to LOC/ROC requests and queries within 24 working hours
- produce four “best practice” bulletins and newsletters
- carry out and feedback regular surveys as required
- make the National Optometric Conference the premier event for optical negotiators at all levels of the professions - including services, fees, politics, expansion of eye care and the promotion of eye health and clinical matters – November 2010
- develop the affiliates programme to unite LOC/ROC support workers nationwide
- ensure LOCs’ issues, problems and views are fed into the new joint National Committees for action
- review website in conjunction with AOP review of their website
- continue to expand opportunities for ROCs in Wales
- provide additional regional-level support through existing board/stakeholder members as necessary.

2. Speaking with one voice at national and local level

LOCSU will

- produce confidential “hot briefs” for LOCs on major national issues – including action and lines-to-take – as required and as new issues and positions develop
- issue briefings on national opportunities to be seized and elephant traps to avoid

- provide advance notice to LOCs/ROCs of national eye health lobbying and communications opportunities including National Eye Health Week, Glaucoma Awareness Day, and local opportunities – ideally five and at least three months in advance
- provide timely briefings on major consultations with suggested responses – at least 10 days before closure dates
- provide LOCs with “core presentations” for promotional purposes locally
- commission a (King’s Fund) report including a model on health needs assessment in the sector, including for currently excluded groups

3. Expanding Eye Care Service in the Community

LOCSU will

- alert LOCs/ROCs to all local tendering opportunities
- provide regular intelligence reports
- establish accessible national baseline of enhanced services contracts in operation and development
- agree targets for further expansion if LOCs/ROCs wish
- provide hands-on support to LOCs in developing tender documents, contracts and winning services
- review the use of the NEHEM model and consider its expansion
- test the Enhanced Services Project model for compliance with new national contract and other relevant national standards
- roll out the Enhanced Services Project for 2010

4. Excellence in Local Representation

LOCSU will

- provide regular induction training for all new LOC/ROC Chairs and members
- provide regular training courses in LOCSU clinical pathways, basic effectiveness skills (eg CVs, job applications, interview skills, “making an impact” (for optics) and negotiating skills and tactics (for commissioning)
- support LOCs/ROCs in local lobbying as part of the UK Vision Strategy /general election campaign - until June 2010

- support LOCs with advice on lobbying local councils' overview and scrutiny committees about eye health ensuring that action is co-ordinated and fits local government/NHS planning timetables
- provide bespoke support to LOCs/ROCs struggling with enhanced services
- Offer every LOC the opportunity to undertake a relationship mapping exercise
- ensure that each LOC has the required expertise in terms of organising and fulfilling their financial commitments
- establish a number of learning sets for LOCs in the following areas: glaucoma, cataract, PEARS, services for people with learning difficulties and children's services
- establish a support network for LOC Administrators
- continue to develop the relationship with Primary Care Commissioning and undertake a joint project, subject to be determined
- commission the development of a training and leadership programme for LOCs that covers development from beginner to expert
- formulate a development package to bring to the fore new talent from within the professions
- employ a new one-year Director of Training and Development post to design, commission and ensure delivery of a comprehensive training and development plan

5. LOCSU management

LOCSU will

- manage LOC/ROC contributions effectively on behalf of the sector
- produce a costed business plan, annual report and report on progress at NOC
- develop business plan 2011-12 on basis of feedback at AGM 2010
- ensure cost-effective levy collection to minimise costs
- actively seek efficiencies and cost reductions
- review company structure to reduce costs
- work in partnership with Central (LOC) Fund and Primary Health Net to maximise use of resources for the benefit of all
- ensure staff roles are fully aligned with business plan
- strengthen the contractual relationship with AOP

LOCSU

March 2010