

Dear Leader,

Subject: The Big Conversation on Care

Councils are on the frontline of adult social care and know better than most why change is so urgently needed. You see the pressures on people who draw on care and support, families, and indeed your own staff. You are also being asked to balance the books and deliver in the face of funding cuts, a rising tide of need and a system that was never designed for the country we are today.

Councils have asked successive governments for more support for adult social care, and rightly so. But reform has stalled too many times and has never got over the line. If this time is to be different, we need to build a public mandate for change and that means talking properly to people from the start about the choices involved.

Yesterday, we launched the **Big Conversation on Care**. This will give people across the country the opportunity to be involved from the start and share their views on what a National Care Service in England could look like. It will help us answer some of the most fundamental questions about who care should be for, how we support our families and ultimately how we pay. This work begins with the launch of an online platform for members of the public to submit their views and ideas to us.

We want to hear from as many people as possible, and councils will know best how to reach people in their communities. I am very grateful for the time and engagement so many councils have already given to me and my team. We are now asking for your help again by sharing information about the Big Conversation on Care on your website, social media, and in local offices and town halls.

For ease, some draft wording can be found below (Annex A). We have also produced some posters you may wish to print off for display in your community spaces, be that a council office, leisure centre or library (Annex B).

The new area on our website, the Big Conversation on Care site, contains more information about the conversation, our delivery partners and answers to frequently asked questions. It also includes a link to the online platform, where people can share their views and see what others think. The views shared through the platform will form part of the wider Big Conversation.

You can visit the Big Conversation on Care site here:

<http://caseycommission.co.uk/bigconversation/>

We are extremely grateful for your support in helping us spread the word.

Thank you for your continued interest in the work of the Commission.

With every good wish,

A handwritten signature in blue ink, appearing to read 'Baroness Casey'.

The Baroness Casey of Blackstock, DBE CB
Chair, Independent Commission on Adult Social Care

Annex A

Copy for website or social media posts:

“What do you think the future of adult social care should look like? The Big Conversation on Care is now open, giving everyone across [local authority name] a chance to shape the future of adult social care. You can have your say and find out more here:

<http://caseycommission.co.uk/bigconversation/>

“The Big Conversation on Care has now launched, and you are invited to share your views on adult social care. Whether you use care services, care for someone else, work in the sector, or have opinions on how care should work in the future, you can have your say and help shape the future of care. Find out more here:

<http://caseycommission.co.uk/bigconversation/>”

Annex B

Please download the Big Conversation on Care posters here:

<http://caseycommission.co.uk/wp-content/uploads/2026/07/the-big-conversation-on-care-poster.pdf>

<http://caseycommission.co.uk/wp-content/uploads/2026/07/the-big-conversation-on-care-flyer.pdf>