



European Conference on personal and household services

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A decorative graphic at the bottom of the slide consists of numerous overlapping, semi-transparent blue squares of various sizes, creating a textured, abstract effect.

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- Represents 2000+ UK homecare providers
 - Support for people in their own home
 - Independent, state, charity and voluntary
 - All types of care, inc nursing
 - Established in 1989 in response to shift in care
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- Provides support/ raises profile of the sector
 - Works with: national Government and the devolved administrations
 - Local Government
 - Statutory Regulators
 - Social care commissioners
 - Voluntary and campaigning organisations
 - The media
 - The public.
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The UK homecare market



- Worth £5.5bn in England alone
 - 188m hours of home care
 - 500,000 + receive the care
 - 351,470 workforce
 - Independent provision has grown from 2% in 1992 to 89% in 2011-12
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Independent sector



- The independent sector is best for delivering home care
 - best value for money
 - greatest innovation and flexibility
 - and highest quality of service.
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Total social care contribution (inc care homes)



- Adult social care employs more than 1.5m people in England
 - More than work in the NHS (1.35m) or in the construction industry
 - At current growth rate that would be 2.49m by 2025
 - Contributes more than £20bn directly in to the economy. That is more than the production and distribution of electricity and gas (£16 billion).
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How social care works in England



- Person assessed by their local council
- decide on what level of care they need – be it home care or a care home place
- How care is funded – council or self-funded
- council or more likely, an independent provider, commissioned to provide that care.

Challenges



- Demand for social care continues to grow
- economic slowdown had an impact on the sector
- local authorities cutting back on the amount of care they commission
- cut £2.7bn from their social care budgets since 2011 - further £800m to be cut in the year ahead
- councils have continued to demand high standards.

The future: Making It Real

- Think Local, Act Personal
- A commitment to transform social care through personalisation and community-based support
- Grasping issues important to quality of life
- Taking responsibility for change
- Building a future for people based around “I” statements.
- For example:



The future



Emphasis on the individual

“I have a network of people who support me – carers, family, friends, community and, if needed, paid support staff.”

The future: six key themes



- access to the right information to stay independent
 - access to supportive communities
 - access to flexible care
 - access to the right people delivering their care
 - to feel in control, safe and supported to manage risks
 - in control of their own budgets and money, when self-funding
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The risk



- Self-funding entrusts people to buy the right type of care for themselves
- leaves them open to buying care from unregulated providers
- pressure on our inspectors, the Care Quality Commission, to monitor the quality of care people are receiving when they buy it themselves.

Common ground



- desire to find a way that best looks after older and vulnerable people in our societies
- Provide independence, dignity and a good quality of life
- politicians recognising the fantastic contribution the sector makes
- a higher profile, better status and improved funding.
- More liaison between us
- A European Homecare Association!

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Thank you!
