



Homecare
Association

AGM
2023

Dr Jane Townson OBE

**Financial
sustainability**



Workforce



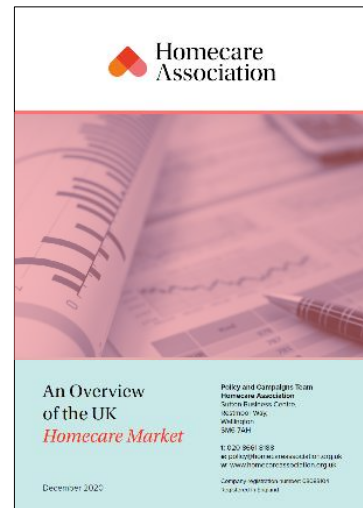
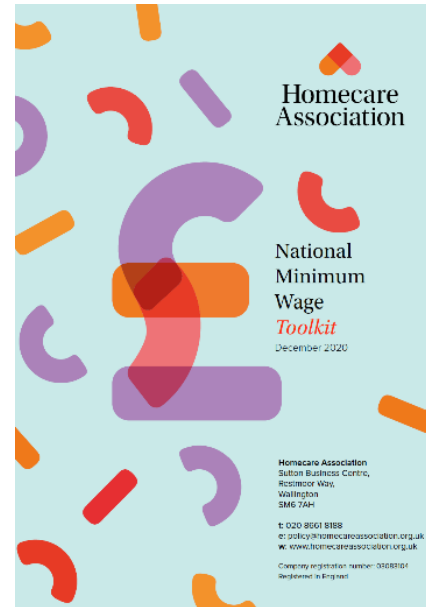
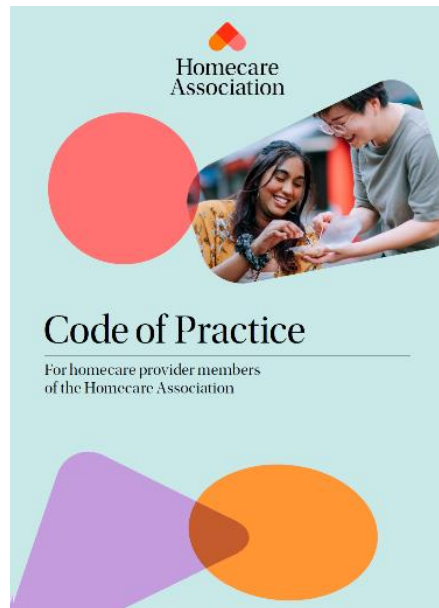
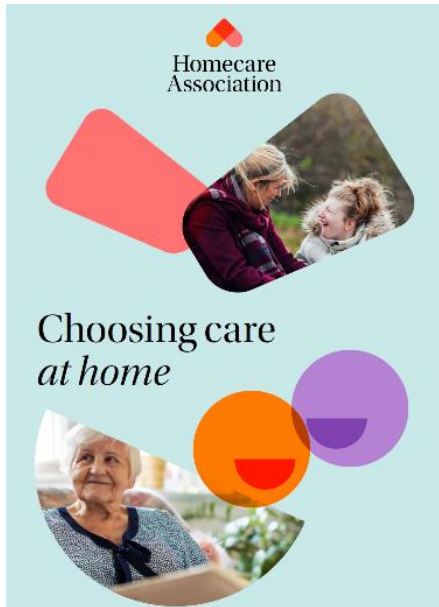
**Quality, innovation,
integration**



Public awareness



Regulation



Practical support

Please click on links ↓

- [News and information](#)
- [Guidance](#)
- [Training](#)
- [Events](#)
- [Help-lines](#)
- [DBS checks](#)

<https://www.homecareassociation.org.uk/>

Government

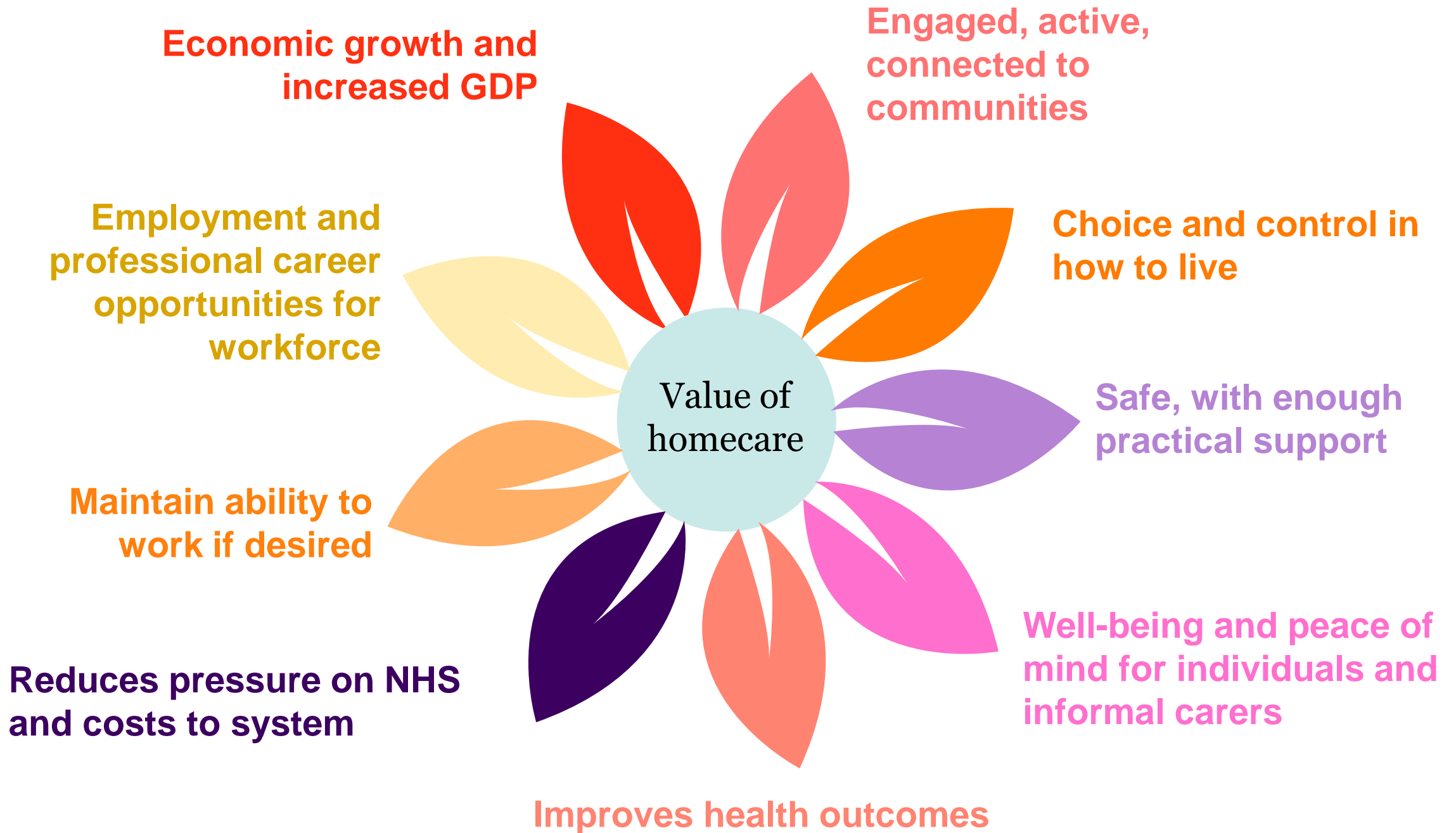
Regulators

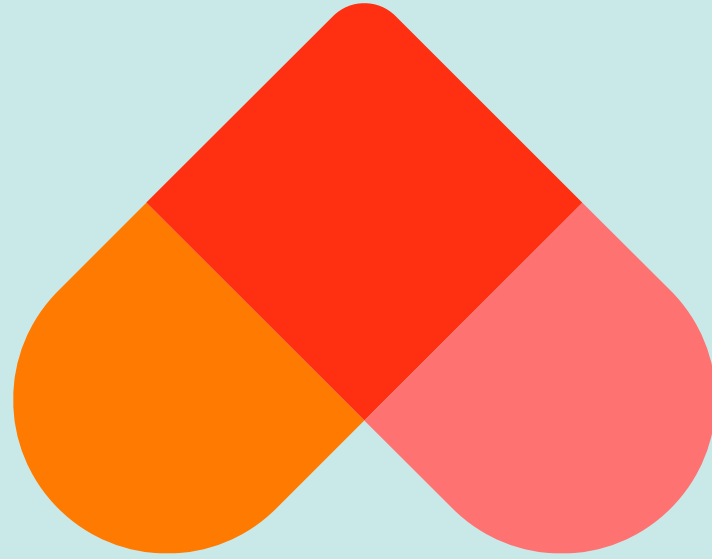
Sector partners

Media

Public







Policy and political landscape

Prime Ministers



Rt Hon. Boris Johnson MP



Rt Hon. Liz Truss MP



Rt Hon. Rishi Sunak MP

Familiar faces: back in ministerial positions





Homecare
Association

Shaping
homecare
together

Key policy initiatives

WORKFORCE

Workforce Career Pathway
Accredited Care Certificates (level 2)
Leadership development
Digital skills passports
CPD for registered professions
Immigration and international recruitment
NHS volunteers programme into ASC

SYSTEM

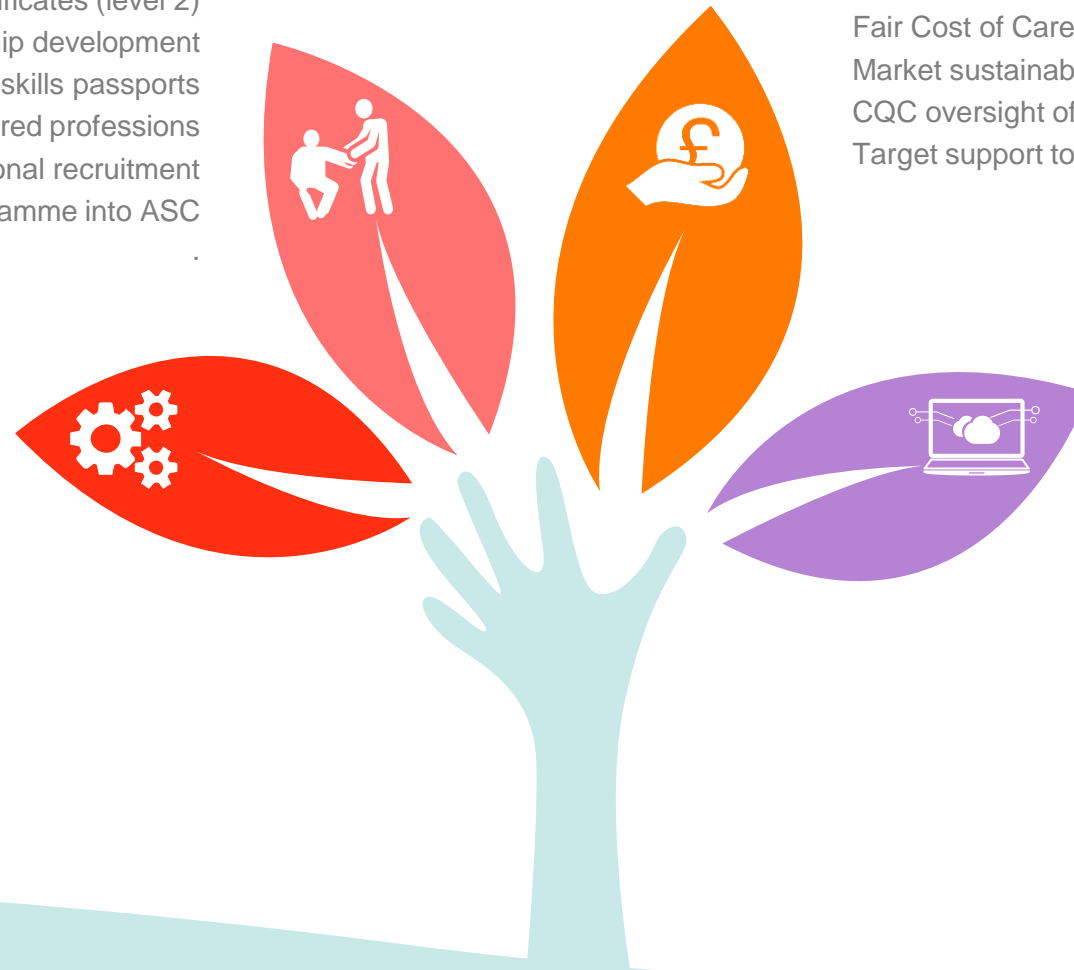
ICS/ICB/local authorities/place
Single accountable person
Joint funding - BCF
CQC assurance framework and oversight

FUNDING AND COMMISSIONING

Fair Cost of Care – cost of care exercises
Market sustainability plans
CQC oversight of local authority commissioning and ICSs
Target support to local areas through Better Care Fund

DIGITAL AND DATA

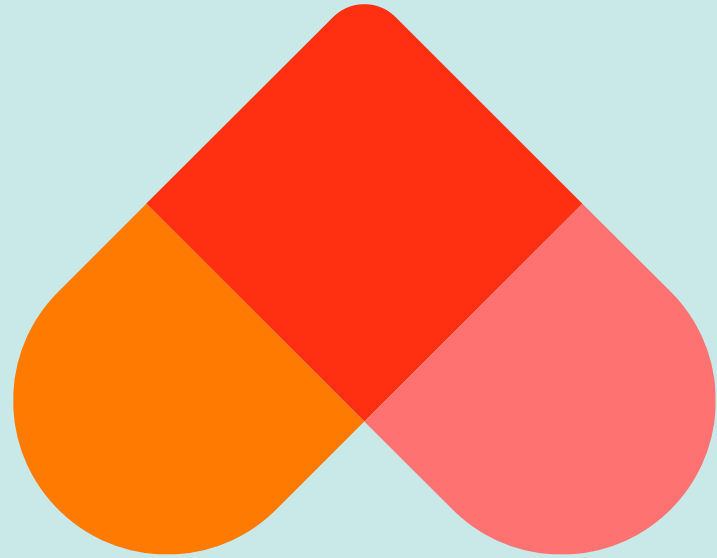
Target 80% uptake of Digital Social Care Records by March 2024
Testing and scaling care technology
Data strategy for health and care
Single digital product with joined-up ASC data for LAs, providers, DHSC – minimum dataset
Data-driven regulatory framework



Key calls on government



- ➔ Invest adequately in homecare to maintain and grow the workforce, and ensure quality and sustainability of care. We need a workforce strategy and 10-year workforce plan for social care to meet population needs, aligned with NHS People Plan
- ➔ Focus on the social determinants of health rather than just crisis management of hospitals. Invest in home-based and community care and support, so we can shift the dial on demand
- ➔ Prioritise better outcomes over the process of buying homecare based on time and task
- ➔ Use funding and other incentives to encourage collaboration among multi-disciplinary teams to meet needs. Encourage the use of technology solutions, with or without in-person care, to promote health and well-being



Media

Media Reach – 1 April 2022 – 31 March 2023

Mail Online UK (Web)



BBC (Web)



Daily Express (Web)



The Guardian.com (Web)



MSN UK (Web)



The Independent (Web)



Yahoo! UK and Ireland (Web)



The Times Online



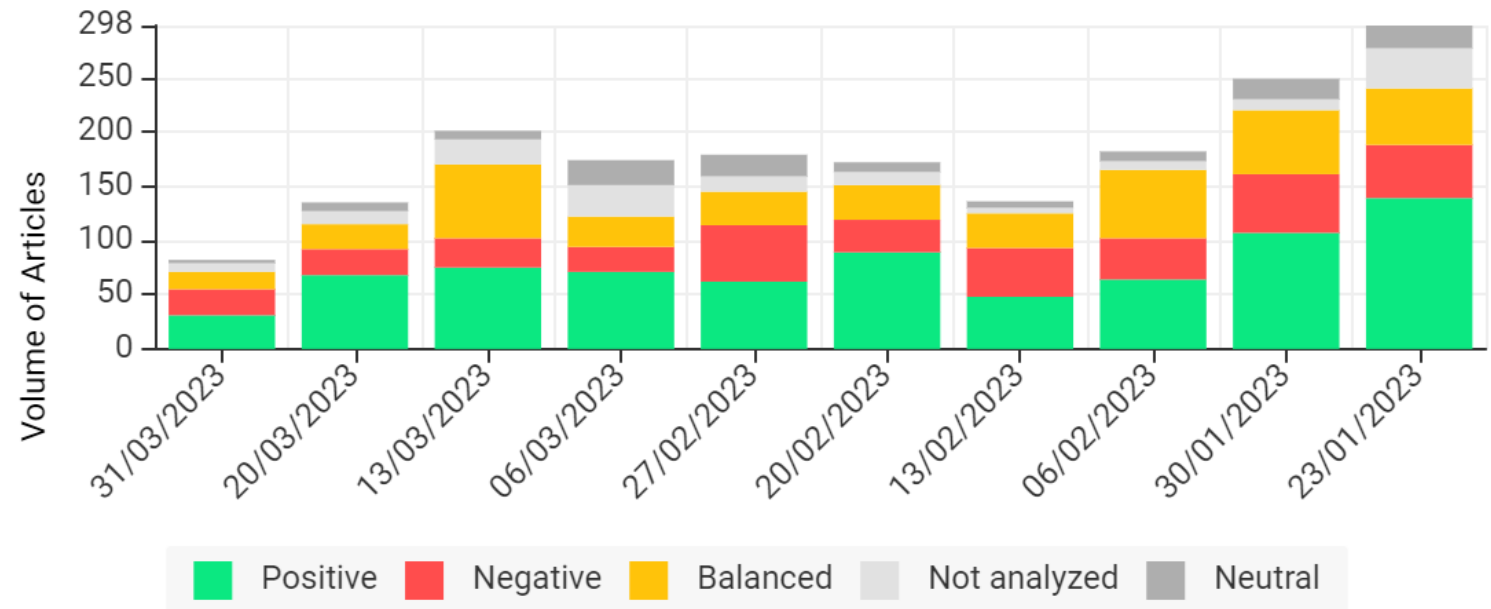
Mirror.co.uk (Web)



The Daily Telegraph Online



- Web, social media, press
- Reach – **12.1BN**
- Articles – **11.8K**
- Equivalent advertising value - **£325M**



Media – broadcast

BBC R4 You and Yours
18/01/2023



Good Morning Britain
24/01/2023



ITV
08/03/2023





Workforce

Research and campaigning



19 Jul 2021

Shortage of careworkers in homecare

[Blogs](#)



13 Sep 2021

Homecare workforce shortages continue

[Blogs](#)



15 Dec 2021

Homecare workforce shortages deepen

[Blogs](#)



25 Feb 2022

Continuing lack of homecare workers

[Blogs](#)



01 Jun 2022

Shortage of homecare and unmet need – impact of cost of living and removal of COVID-19 grants

[Blogs](#)



19 Dec 2022

Shortage of homecare workers is leading to increasing unmet need

[Blogs](#)



25 May 2023

Rising demand and hospital discharge - how big are the challenges facing health and social care?

[Blogs](#)

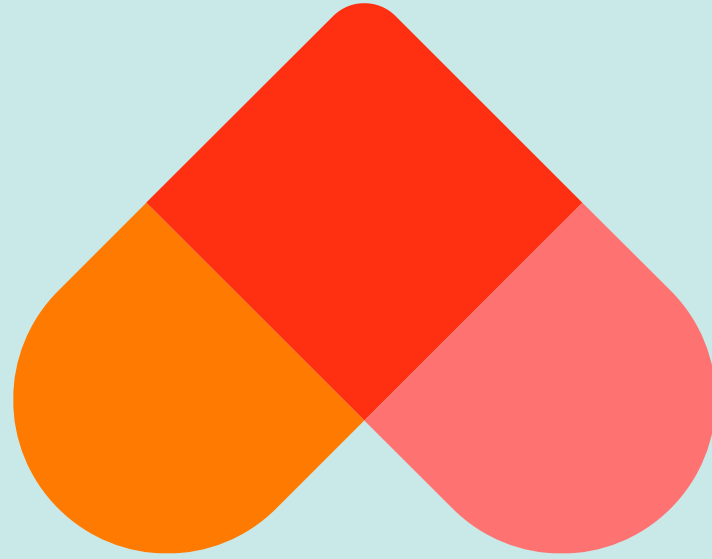


Central government – local government – NHS – Media

Workforce

- ➔ CEO co-Chair of Workforce Advisory Group at DHSC
- ➔ Members of Cavendish Coalition and Workforce Development Advisory Group at Skills for Care
- ➔ £250m allocated for workforce development, including workforce career pathway, funded learning and development offer and skills passport.
- ➔ Successful lobbying to ensure that careworkers remain on the Shortage Occupation List
- ➔ £15 million to support International Recruitment





Financial sustainability

A Minimum Price for *Homecare*

April 2023 to March 2024

Homecare Association
Sutton Business Centre,
Restmor Way,
Wallington
SM6 7AH

t: 020 8661 8188
e: policy@homecareassociation.org.uk
w: www.homecareassociation.org.uk

Company registration number: 03083104
Registered in England

Why regulated homecare costs at least £25.95 per hour



Care worker
costs
£17.97



Management &
supervisors
£2.45



Back-office
staff
£1.22



Staff
recruitment
£0.36



Training costs
£0.48



Regulatory
fees
£0.09



Rent, rates &
utilities
£0.37



IT & telephony
£0.47



PPE &
consumables
£0.59



Finance, legal
& professional
£0.31



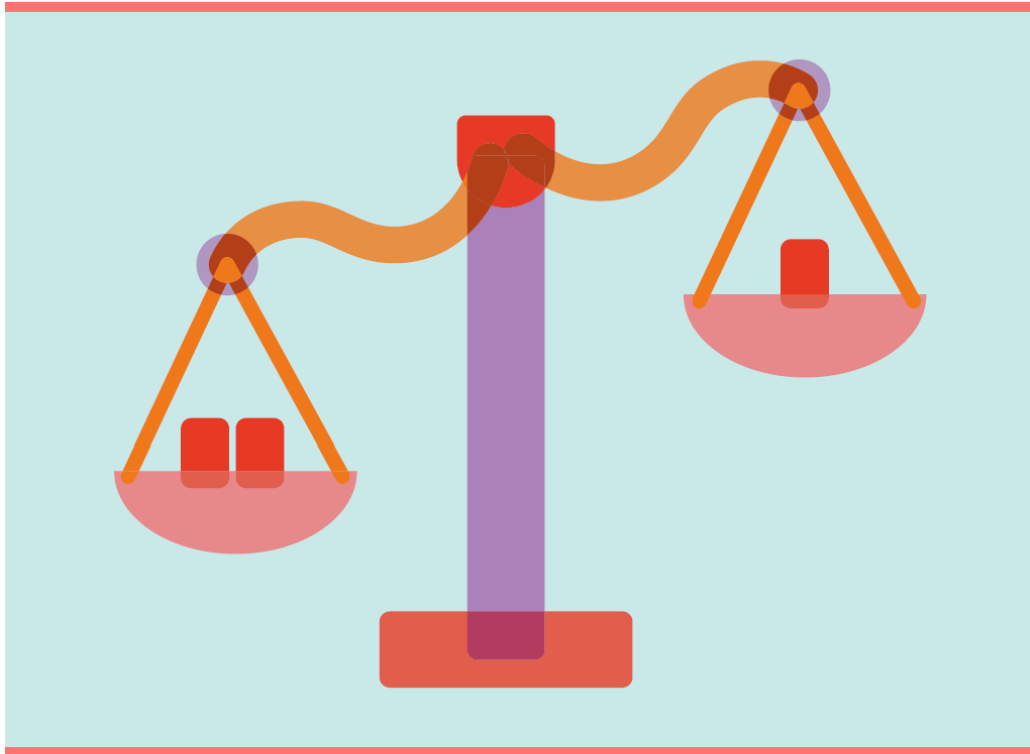
Insurance
£0.31



Other business
overheads
£0.34



Profit / surplus /
investment
£1.00



The Homecare *Deficit 2023*

A report on the funding of older people's
homecare across the United Kingdom

Policy Team
Homecare Association

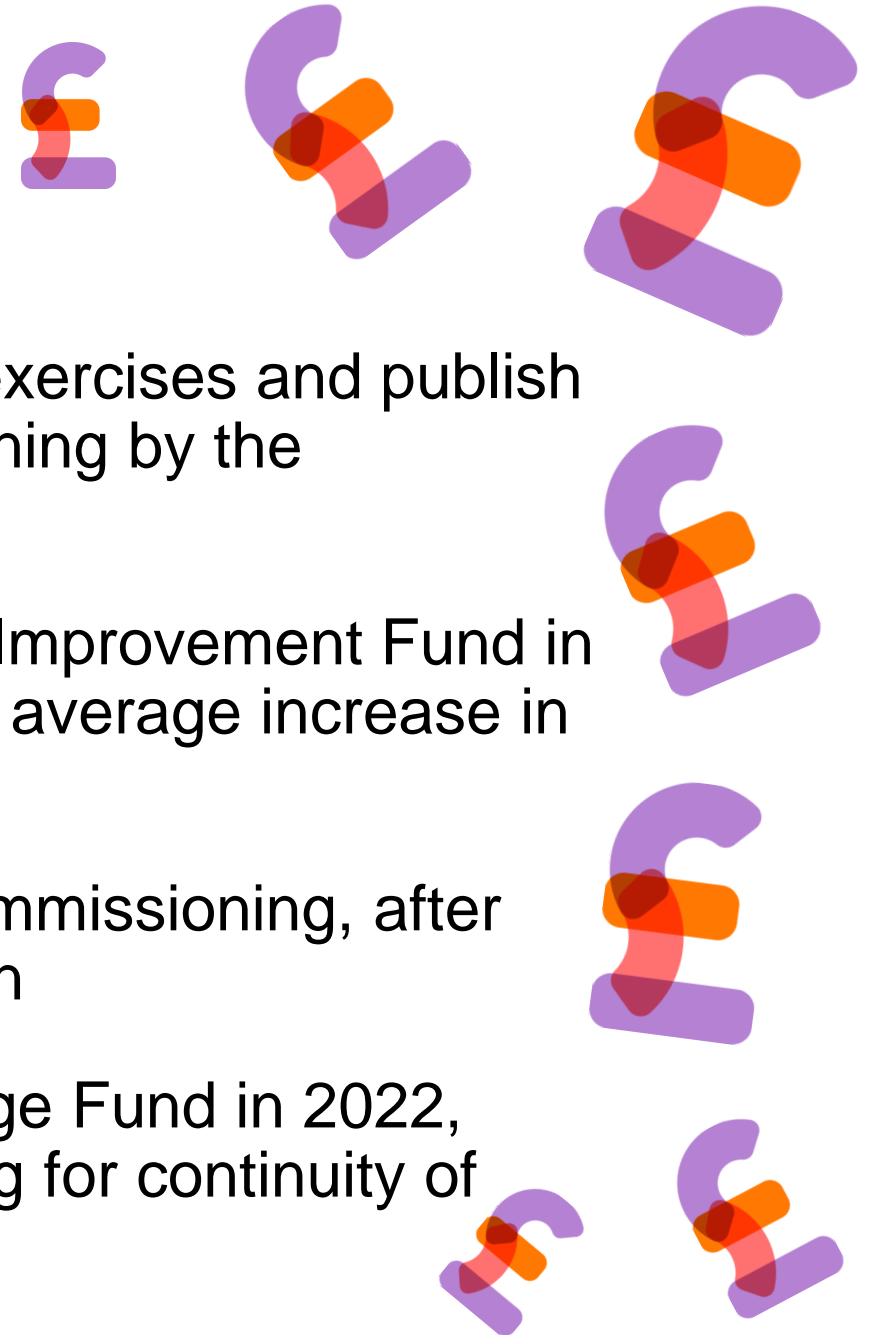
t: 020 8661 8188
e: policy@homecareassociation.org.uk
w: homecareassociation.org.uk

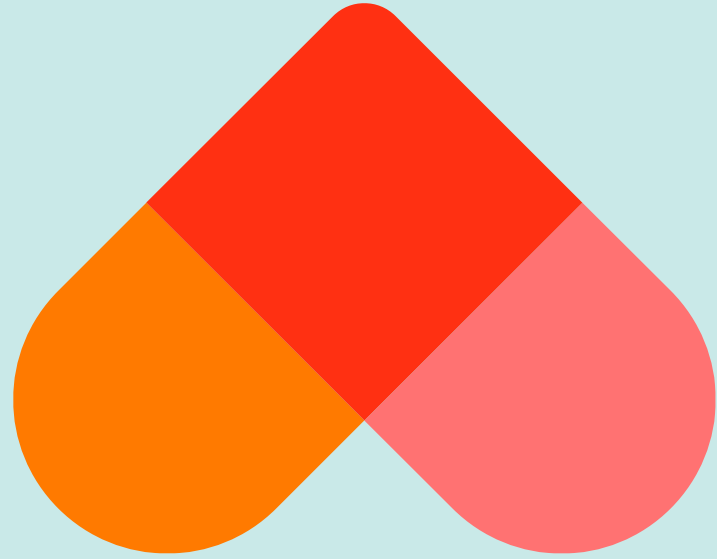
Company registration number: 03083104

- ➔ FOI inquiries to 276 public organisations
 - Councils
 - ICBs
 - Health boards
 - Health and Social Care Trusts
- ➔ Lowest, highest, average price paid for homecare
- ➔ Numbers waiting for assessment
- ➔ Hours purchased in a reference week 2023 cf 2021
- ➔ Total spend on homecare

Financial sustainability

- Local authorities required to conduct cost of care exercises and publish market sustainability plans, after years of campaigning by the Homecare Association
- **£562M** allocated for the Market Sustainability and Improvement Fund in 2022, with a further **£570M** in 2023, resulting in an average increase in fee rates for homecare of **9.6%** in 2023
- Introduction of CQC oversight of local authority commissioning, after years of campaigning by the Homecare Association
- **£500M** allocated for the Adult Social Care Discharge Fund in 2022, **£600M** in 2023 and **£1B** in 2024, after campaigning for continuity of funding to enable planning





Regulation

CQC single assessment framework

CQC framework will assess providers, local authorities and integrated care systems with a consistent set of key themes, from registration through to ongoing assessment

Remaining at the core of our approach

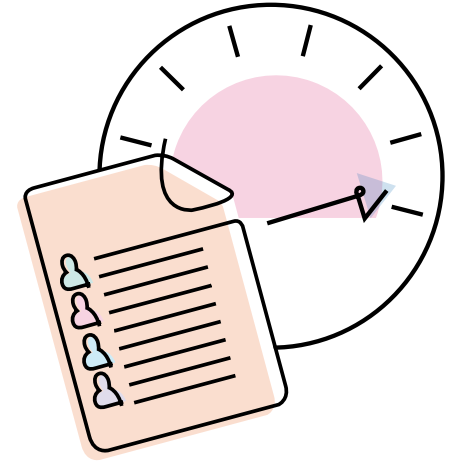
Expressed as “We” statements; the standards against which we hold providers, Local Authorities and Integrated Care Systems to account

People’s experience, feedback from staff and leaders, feedback from partners, observation, processes, outcomes

Data and information specific to the scope of assessment, delivery model or population group



CQC – inspections



➔ Local authorities

- Birmingham City Council, Lincolnshire County Council, North Lincolnshire Council, Nottingham City Council, Suffolk County Council

➔ ICSs

- Birmingham City Council, Dorset County Council

HMRC

- ◆ Employer Support Programme
- ◆ NLW inspections resuming
- ◆ Tax avoidance focus
- ◆ Payroll fraud





NHS

Hospital discharge



- ➔ £600M funding being released to support hospital discharge via Better Care Fund. £1B in 2024/25.
- ➔ Pushing for joint NHS/LA commissioning and a minimum fee rate
- ➔ Concerns about NHS low rates for homecare and bullying behaviours in some places
- ➔ Concerns about complexity of need and expectations for homecare workers to perform delegated healthcare tasks without adequate funding or training
- ➔ Care Transfer Hubs created – guidance drafted – multidisciplinary teams – aim for improved communication
- ➔ Technology solutions to facilitate communication

Intermediate Care Programme



- Access to effective therapeutic intermediate care services within 24 hours of no longer meeting the criteria to reside.
- Emphasis on “Home First”
- New National Framework for Intermediate Care
 - Publication due September 2023
 - Pilots - Croydon, Kent & Medway, Leeds, Walsall, Warwickshire

Proactive Care



➔ Identify cohorts at higher risk and target interventions at home to prevent crisis

1: Identify

2: Assess and Plan

3: Support and review

Use data to identify cohort

e.g., frailty score, multiple morbidity, falls risk, wellbeing

Clinical validation

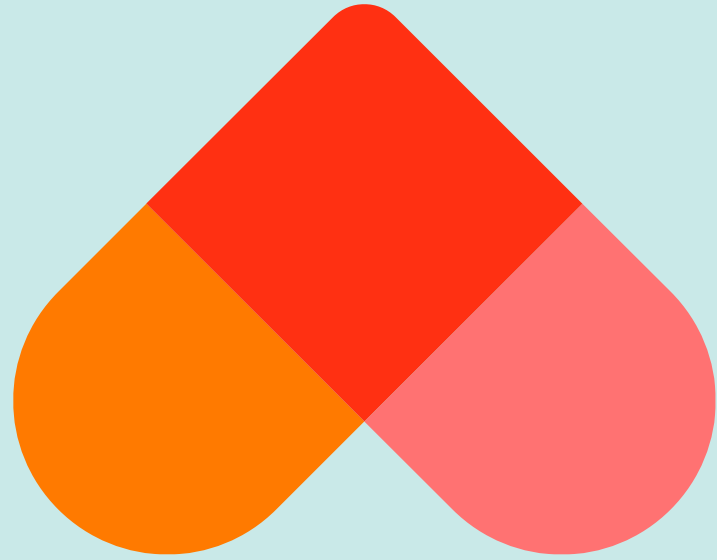
Holistic and targeted assessments

Personalised care and support planning

Coordinated care and intervention support

Multidisciplinary working in Neighbourhood Teams

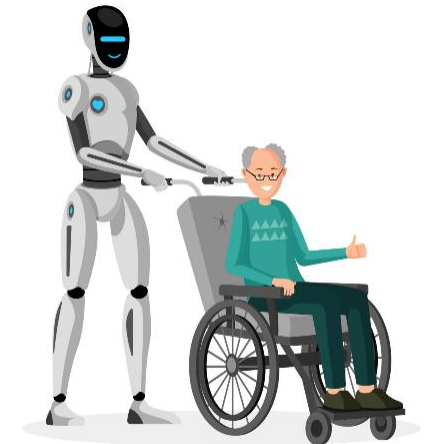




Digital and Data

Digital transformation

➔ £100m for Care Technology to support providers to adopt digital care records and assistive technology, as well as improve cyber resilience





1. Paper

Paper rotas
Paper care records
Manual processes, e.g., invoicing



2. Digital roster / care records

Most homecare providers use digital rosters
Estimated 60% use digital care records
Some have two-way integrations, others don't



3. Digitalisation of whole care business

Fully digital, integrated systems for running entire care business, e.g., digital roster, care records, quality governance and compliance, marketing, enquiries, invoicing, payroll, HR, recruitment, training records



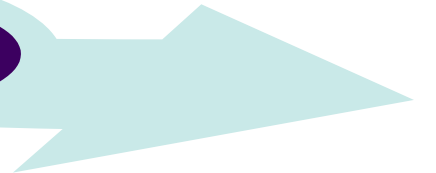
4. Integrated care tech

Equipment and assistive technology solutions combined with fully digitalised care operations



5. Use of data

Machine learning and AI for self-management, semi-automation, deep personalisation, trend analysis, prediction, targeted intervention





Digital Technology & Transformation in Homecare



Homecare
Association

In partnership with:



Digital
Social Care

Sponsored by:

birdie



Anthropos



CareLineLive

Multi-disciplinary teams

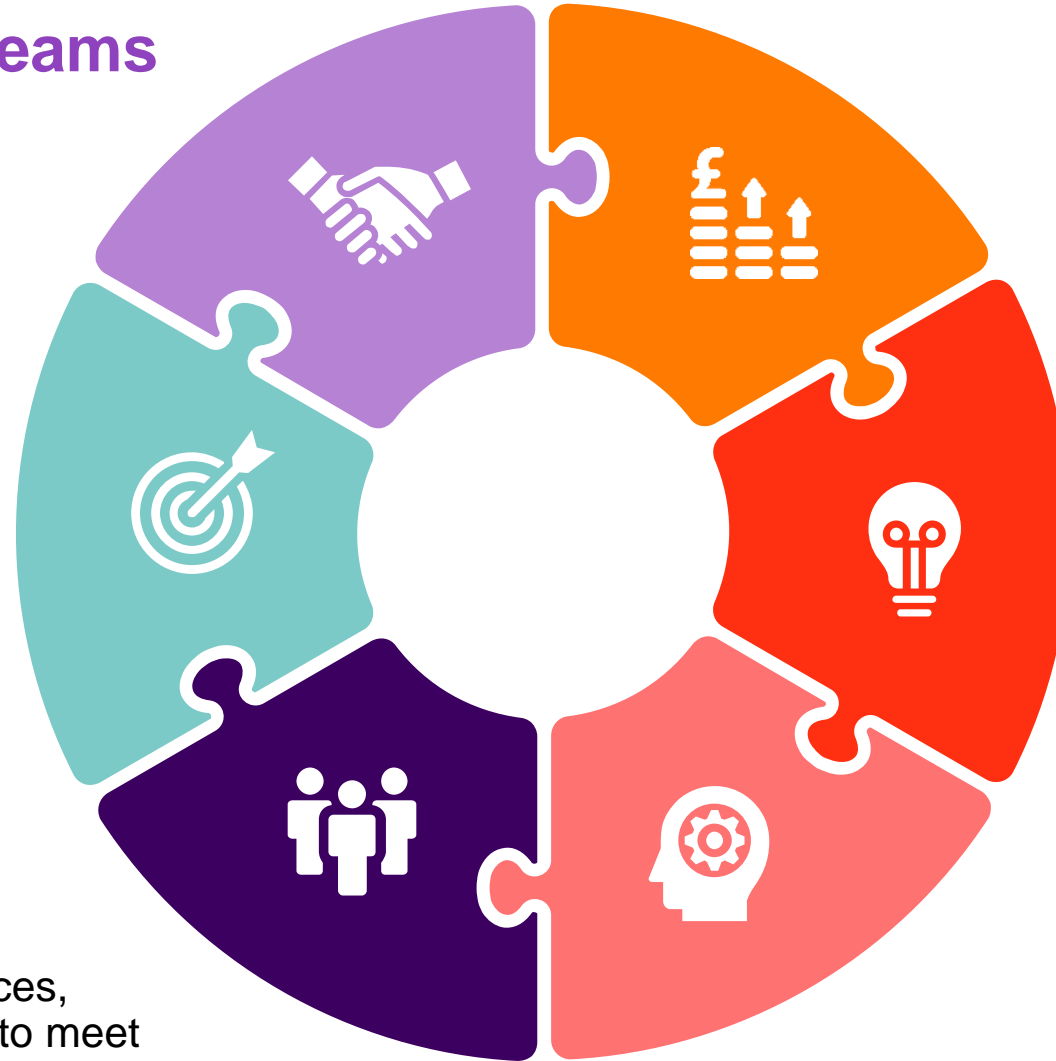
Homecare integrated with health and voluntary sector teams focused on meeting individuals' needs

Outcomes

Measure improvements in health and well-being not minutes

Workforce

Right skills, competences, training, qualifications to meet increasing complexity of need



Investment

Improve workforce pay & T&Cs
Training and supervision
Security of income
Digital/data

Commissioning

Joint LA/NHS commissioning
More block contracts
Reduce fragmentation

Technology / Data

Combine in-person care with tech solutions and use data at scale to improve outcomes

Homecare Association

HEMOCARE

Shaping homecare together

VACCINATION
Top tips to get your careworkers vaccinated

MINIMUM PRICE FOR HEMOCARE
Read our latest report

RETENTION AND RECRUITMENT
Ten ways to boost your workforce

Homecare Association

HEMOCARE

Shaping homecare together

FUEL COST AND HEMOCARE
Impact on service and quality

WHAT CAN WE EXPECT?
The CQC's new regulatory approach

Homecare Association

HEMOCARE

Shaping homecare together

CARE FUNDING REFORM
What members need to do

TOP TIPS
How to build a sustainable workforce

REGULATION
HMRC minimum wage compliance

Homecare Association

HEMOCARE

December 2022

Shaping homecare together

Emerging from the political storm
What next?

The value of apprenticeships in homecare

IT contracting - all you need to know

Homecare Association

HEMOCARE

March 2023

Shaping homecare together

Minimum price for homecare
What should be paid in 2023/24

Developing an adult social care workforce
An update from DHSC

What can we learn from CQC's delay to its regulatory approach?

Homecare Association

HEMOCARE

June 2023

Insight, news and research from the homecare sector.

Cyber Security
How to guard against a catastrophic cyber attack on your business.

People at the Heart of Care
How the updates to the Government white paper could affect you.

International Recruitment
The dos and don'ts of recruiting an overseas workforce.

Homecare Association

HEMOCARE

September 2023

Insight, news and research from the homecare sector.

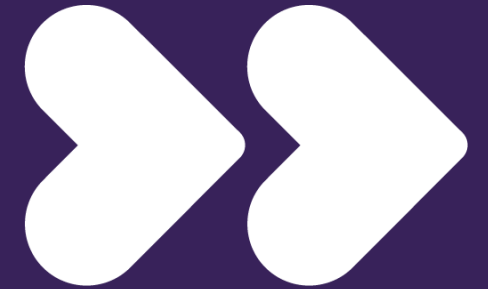
Planning for a Difficult Winter
How can we create a brighter future for social care?

Hospital Discharge
Keeping up with demand and completing the circle.

Unregulated Providers
The dangers of offering Personal Care without regulatory oversight.

THE FUTURE

OF HOMECARE



 Homecare Association *Annual Conference*

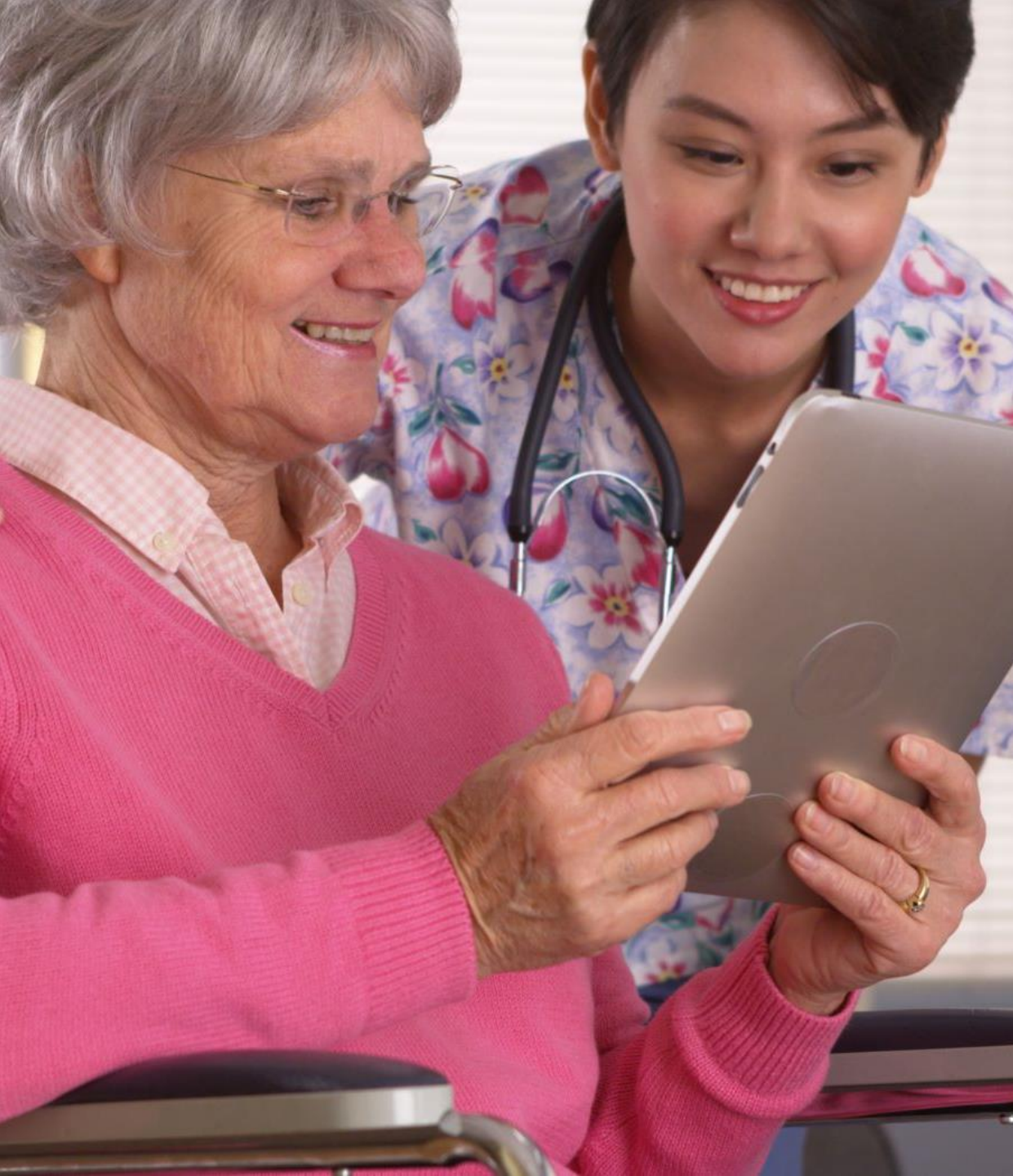
Kia Oval, London | 24th January 2024



Ways to get involved

- ▶▶ Keep us posted on what's happening on the ground
- ▶▶ Encourage other providers to join us
- ▶▶ Book to attend our conference on 24 January 2023
- ▶▶ Send us your “Good news stories” to feature in our comms
- ▶▶ Follow the Homecare Association on social media
- ▶▶ Book your staff on our training workshops
- ▶▶ Register for forthcoming webinars and online events
- ▶▶ Write articles for the Homecare Magazine
- ▶▶ Vote for your representative for the Board in the annual elections





Contact Us

E policy@homecareassociation.org.uk

T 020 8661 8188

W www.homecareassociation.org.uk

 [@homecareassn](https://twitter.com/homecareassn)

 [linkedin.com/company/homecareassociation/](https://www.linkedin.com/company/homecareassociation/)

 [instagram.com/homecareassociation](https://www.instagram.com/homecareassociation)

 [facebook.com/HomecareAssociation/](https://www.facebook.com/HomecareAssociation/)

 [youtube.com/c/ukhca](https://www.youtube.com/c/ukhca)



Homecare
Association

