



Campaigning for homecare providers

United Kingdom Homecare Association Ltd

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About UKHCA

The United Kingdom Homecare Association is the only professional organisation solely dedicated to the interests of the providers of home-based care. We already represent 33% of independent and voluntary sector homecare providers.

We have close links with the UK Government and the devolved administrations. Noted for our considered opinions, we are regularly quoted by national and trade media.

UKHCA recently launched the Homecare Forum, a new initiative to enable sector representatives to work together on issues of concern to the sector.

The pressures on homecare providers have never been tougher, making price squeezes exerted by local authorities a priority issue.

Our position statement **A Fair Price for Care** outlines the key challenges for the sector and advises commissioners to recognise the importance of the workforce.



Get *A Fair Price for Care* from: www.ukhca.co.uk/downloads.aspx?id=114

Putting theory into practice

UKHCA is ideally placed to analyse how the homecare sector operates and produces a range of resources for providers.

How does your local council measure up?

puts vital information into the hands of providers about the unequal paying field created by councils. The 3-page summary compares what each local authority pays their independent sector providers. When a council's in-house service averages £21.53/hour, is it any wonder that independent providers have some interesting questions when they receive just £12.19?

Our **Local Action Pack** explains how providers can influence their statutory sector commissioners to achieve a fair price for care. The pack includes information about newly arising issues, such as holiday pay and short care episodes and guidance on how to stay on the right side of the Competition Act.

The **UKHCA Costing Model** helps providers calculate the real price of their services to present to their local authority customers. The model works on any PC running Microsoft Windows.



See them on-line:

- *How does your council measure up?** www.ukhca.co.uk/downloads.aspx?id=176
- *Local Action Pack** www.ukhca.co.uk/downloads.aspx?id=164
- *UKHCA Costing Model* www.ukhca.co.uk/downloads.aspx?id=98

* Items marked with an asterisk are available only to UKHCA member organisations.

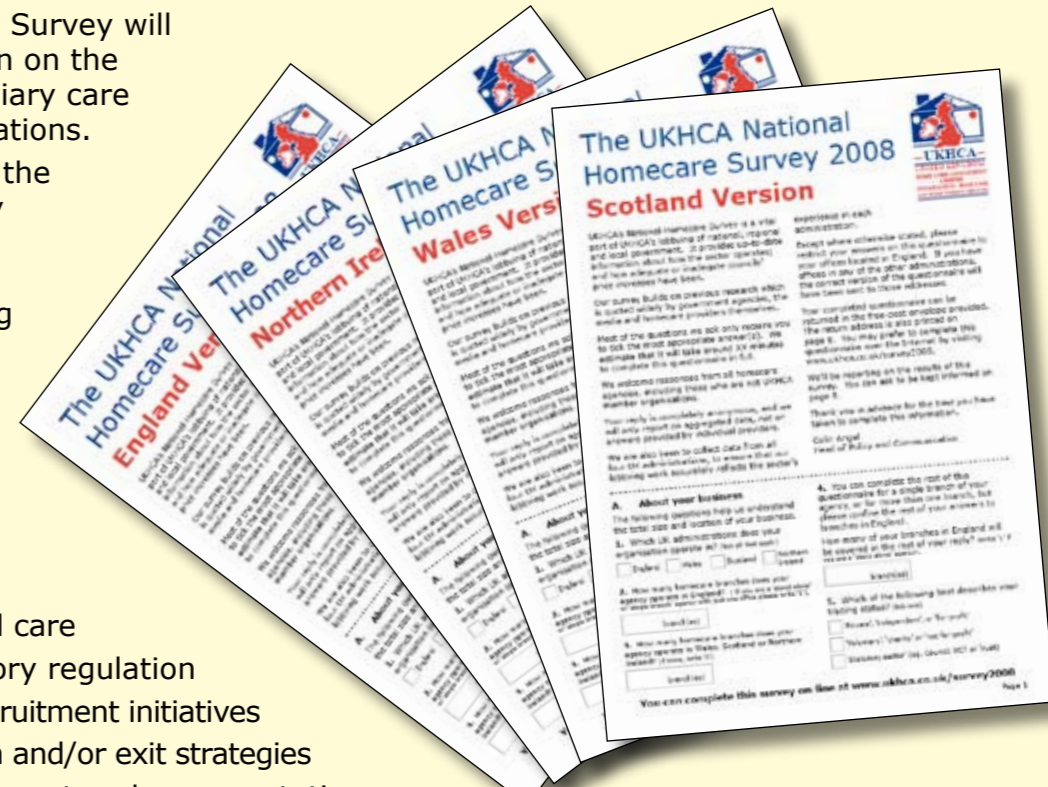
The realities of today's homecare sector

UKHCA's National Homecare Survey will provide essential information on the realities of providing domiciliary care across all four UK administrations.

Every homecare provider in the UK will have the opportunity to contribute to the survey and the data will be used to inform UKHCA's campaigning activity in 2009.

The report and media coverage will include:

- The dominance of statutory sector purchasers
- Access to training funds
- The growth of self-funded care
- The experience of statutory regulation
- Impact of Government recruitment initiatives
- Providers' plans for growth and/or exit strategies
- Utilisation of business support and representation



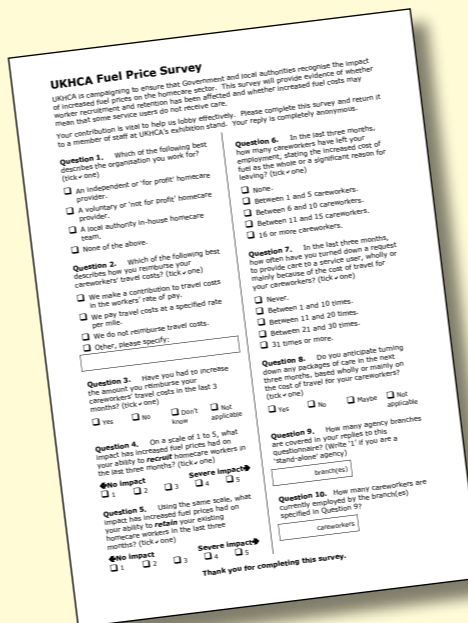
Recognising cost pressures in 2008-9

The credit crunch and increasing fuel prices signalled the start of an inflationary period in the UK, compounding the pressures on homecare providers.

This campaign aims to make local authority commissioners respond to the crucial issues affecting the capacity of the sector through the following actions:

1. Media coverage of the escalating cost pressures on providers, including the results of UKHCA's fuel price survey;
2. A Freedom of Information Act request to obtain details of the 2008 price increases awarded by every local authority in Great Britain and the health and social care trusts in Northern Ireland;
3. A specimen letter to assist every homecare provider in the UK to request a meeting with their commissioning bodies to discuss the implications of inflation on local capacity;
4. Publication of data to support providers' claims under

the 2008-9 contract price increase mechanisms. The information and resources of this campaign will be made available to the entire homecare sector to maximise the impact of the campaign.



Strength in numbers

UKHCA's member organisations generate:

- More than 1.7 million hours of care a week.
- Care for 115,000 service users at any one time.
- A turnover of £1.08 billion per year.

Campaigning in action

Representing the
homecare sector



Mike Padgham
Chair



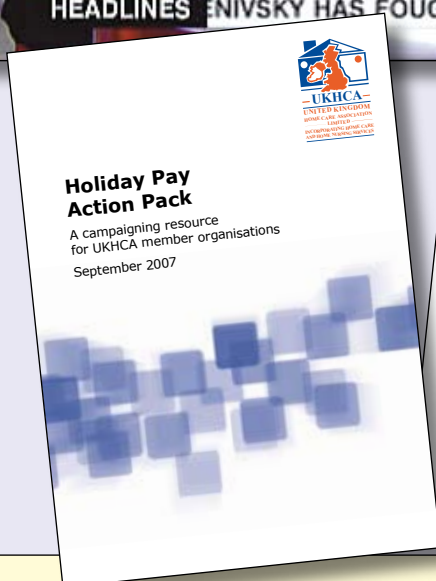
Lesley Rimmer OBE
Chief Executive



Colin Angel
Head of Policy



Donna O'Brien
Information Officer



Where we're quoted

All Party Parliamentary
Groups
BBC local radio
BBC News Channel
BBC Radio 5 Live
BBC Radio Scotland
Care Management Matters
Caring Business
Channel 4 News
Commission for Social
Care Inspection
Community Care

Financial Times
In Business (BBC Radio 4)
Laing and Buisson
Public Service Review
Royal Bank of Scotland
The Guardian
The House of Lords
The Northern Ireland
Assembly
The Observer
The Times
You and Yours (BBC Radio 4)

Join UKHCA and get the most out
of our campaigning activities. Visit
www.ukhca.co.uk/joining.aspx
or call 020 8288 5291.