



The Future of Care

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The real demographic challenge

- Delivering care and support services that meet the needs of modern families
 - Childcare
 - Work
 - Care for older or disabled relatives
 - Community and social lives





Who loses?

- Families
 - Over a million carers are forced to give up work or reduce working hours, often resulting in debt, dependence on benefits and hardship in retirement
- The economy
 - Public expenditure costs of £1.3 billion
 - Combined individual, family, employer and economic costs of £5.3 billion

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What can help?

- Employer support
 - Employment rights
 - Workplace policies and practices
- Service support
 - Care and support services that enable families to combine life, work and care

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The big questions?

- Can we turn the demographic challenge into a good news story of economic growth?
- Can we grow services that do what we want them to, when we want them to?
- Can we grow the care *business*?

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The 'new childcare'?

- National Childcare Strategy
 - Aimed to provide the best outcomes for children while enabling families to work
 - Provided investment to grow supply
 - Tax incentives
 - Business incentives

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Fact or desirable fiction?

- French Borloo Plan, 2005
 - Creation of 500,000 jobs
 - 3.6 million household employers, employing 1.7 million workers
 - 86% of domestic and care services, 560 million hours of employment per year, worth over 10 billion euros
 - 17% of all new jobs in France

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Lessons from abroad?

- European Consultation on Personal and Household Services
 - If each working person in the EU27 externalised – paid someone else to do - just one hour a week of their domestic or care activity, it would create 5.5 million jobs
- 1% of Belgium's population work in personal and household services – which equates to 600,000 jobs in the UK

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Return on investment?

- 'Earn back' effects
 - Additional individual and corporate tax revenues as a result of growth
 - Bottom line benefits to employers in terms of workforce retention and improved productivity
 - More workers in the formal, not shadow, care economy
- 'Cost neutrality' of public investment in incentivising and subsidising services

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Next steps?

- Task and Finish group
 - Business led
 - Cross-Government representation
 - To report in March 2013
- Barbara Keeley's Private Member's Bill
 - Duty on local authorities to ensure a sufficiency of supply
- National Care Strategy

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Future care



Growing the Care Market:
Turning a demographic challenge
into an economic opportunity

http://www.carersuk.org/media/k2/attachments/Future_Care_Growing_the_care_market.pdf

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