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

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
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*?

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
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

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
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

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
Carers UK

Websites:

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www.employersforcarers.org

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