



maximising proportionate **care**

**TACKLING**

**THE  
NATIONAL  
SOCIAL  
CARE  
CRISIS**

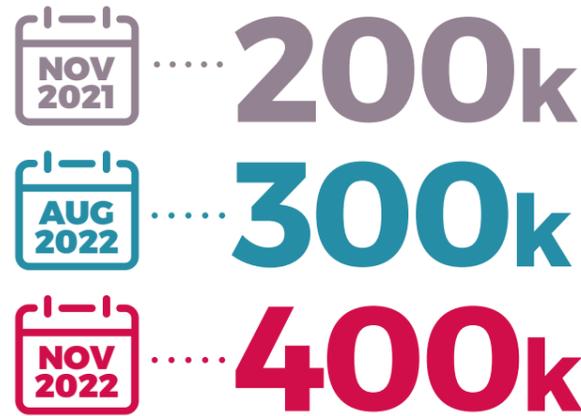


Social Care is in crisis nationally. People over the age of 85 are now the fastest growing demographic group in the UK<sup>1</sup>. The Office for National Statistics (ONS) estimates that there are currently 1.5 million people in the UK over the age of 85; by 2050 this will have grown to 5 million.

## The importance of Maximising Proportionate Care

Our Maximising Proportionate Care approach helps to alleviate challenges caused by delayed discharges, preventable hospital admissions, our increasingly ageing population, a chronic shortage of carers and massive financial pressures on the NHS and local government. Our approach maximises carer capacity in the community where there are currently significant delays in deploying new packages of care. Proportionate assessment skills are also improved and integrated into the workforce through dynamic Moving & Handling training.

People (in England) waiting to be assessed for care and support...



**600** people a day joining Adult Social Care waiting lists in England with numbers continuing to increase in 2023. (reference is ADASS Survey Aug 2022)

## Benefits of Maximising Proportionate Care



## Return on investment

By implementing our Maximising Proportionate Care programme, for every £1 spent with C.Co, over £5 is returned to your organisation.

This equates to over 250 hours of care being released for every £1,000 spent with us<sup>2</sup>.

### GAIN FROM INVESTMENT

#### 40% target reduction:

Reduced hours per week	4,351
Reduced hours per year	226,252
Reduced costs per hour	£21

#### Saving per year (reduction in hours x reduction in hourly price)

**£4,751,292**

The complete Maximising Proportionate Care programme takes place over 12 months.

## There are four stages to the programme:

### Diagnostic (D1)

THREE MONTHS

Quantifying the scope and scale of the programme

### Design (D2)

FOUR MONTHS

Designing the methodology

### Delivery (D3)

FIVE MONTHS

Implementation and formulation of benefits realisation approach

### Demonstration of Value (D4)

FIVE DAYS

Demonstration of outcomes achieved, and benefits realised

While the best results will come from undertaking the complete programme, there are options for you to select sole elements of the programme, such as the Diagnostic element, or the Diagnostic and Design elements. The Delivery element includes delivery of the ROSPA accredited Level 4 Single Handed Care training.

CASE STUDY

The following case study is based on

**485 people**

in receipt of a double-handed care package across a geographic area, where this work was undertaken.

This equated to 11,000 hours of double-handed care and support per week being delivered in the area.

A 40% reduction in those double-handed care packages enabled release of 4,351 hours per week (226,252 hours per year).

Care costs were averaged across the area at £21 an hour.

**£21 an hour multiplied by 226,252 hours per year equated to a £4.75m return.**

### Un sourced Community Hours of Home Care

According to Freedom of Information responses from 96 councils in England, **8,808 people** have "unallocated" or un sourced hours of home care, meaning they are not getting the home care they have been assessed as needing. The overall number of un sourced hours rose from **15,905** in April 2021 to **60,664** in December 2021.

### Hospital and Ambulance Impacts

Hospitals report having problems discharging patients who have no criteria to reside (are medically fit to leave) but cannot because there is no social care available to support them in the community. This causes significant delays in admitting patients onto wards which can lead to long waits for ambulance crews arriving with patients. Where there are delays in an ambulance arriving or in paramedics ensuring the right treatment is given, the effects on a patient's health can be devastating, with lifelong consequences for them and their loved ones.

### Social Care Waiting Lists

As many as **600 people a day** are joining growing waiting lists to be assessed for care and support in England, the Association of Directors of Adult Social Services (ADASS) has revealed, as adult social care buckles under pressures.

### Carers Leaving the Profession

In a 2021 State of Health and Social Care in England report, the CQC confirmed fears that social care providers are facing a staffing crisis, losing staff to better paid jobs in retail and hospitality, and unable to recruit replacements. Across England, numbers of unfilled jobs are rising month on month, the researchers found, from **6%** in April 2021 to **more than 10%** by September 2021.

### Ageing Population

Social Care is in crisis nationally. People over the age of 85 are now the fastest growing demographic group in the UK<sup>1</sup>. The Office for National Statistics (ONS) estimates there are currently 1.5 million people in the UK over the age of 85; by 2050 this will have grown to 5 million.

**For every £1 spent with us, C.Co enables you to release up to £5 of avoidable care costs<sup>2</sup>.**

**For every £1,000 spent with C.Co, up to 250 hours of care can be redistributed to support your unmet demand<sup>2</sup>.**

<sup>1</sup> Over-85s are UK's fastest growing age group (ageuk.org.uk)

<sup>2</sup> Assuming a minimum of a 40% reduction is achieved through following the programme approach and further investment is made into the preferred option for review conduction of the double handed care packages within the Local Authority area

# About C.Co

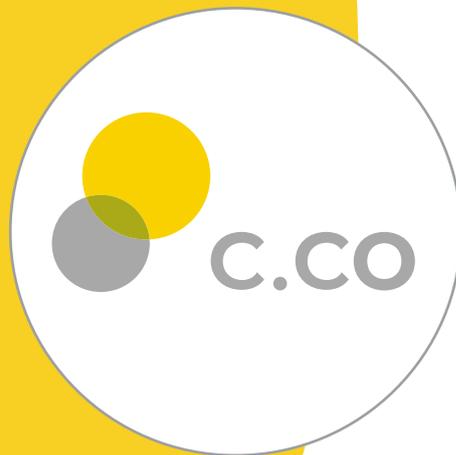
We provide a collaborative and value driven service, putting integrity, creativity and sector expertise at the heart of everything we deliver. We bring people together across organisations, sharing and signposting innovative practices and bringing robust, pragmatic methods to public sector transformation. Passionate about public services, we work with partners to create dynamic, forward-thinking organisations that really deliver for people – helping to unlock the full potential of an organisation through the transformation of its people, processes, technology and policy – improving outcomes and building successful, high performing organisations.

Our approach is underpinned by world-class analytics from the leaders in public financial management, CIPFA. Along with CIPFA's guidance and approaches to calculating the cost and quality of care and sustainable commissioning, we bring the latest thinking to your programme.

We have a team of experienced practitioners with track records of delivering successful support and improvement within Health & Social Care Delivery and Commissioning. We also work with public sector organisations to commercialise their services and improve their commercial and contract management capabilities. We understand the importance of accurate performance and management information to inform decision making.

As budgets are further squeezed, we understand that price matters. We do not carry the same costs as traditional consultancy firms, which means we deliver our solutions at more affordable public sector rates, which are also IR35 compliant.

We love what we do, and we hope you will too.



**Sophie Coles**

Health & Social Care Lead  
Senior Manager  
C.Co



**Natalie Abraham**

Chief Operating Officer  
C.Co

Scan here

Find out more



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