GAME CHANGERS in 21st Century Social Care
Care England is the leading representative body for independent care services in England. Our aim is to create an environment in which care providers can continue to deliver and develop the high quality care that communities require and deserve.

Care England is working to promote and protect high standards for all care providers and users. Our vision is a future where:

- The value of high quality independent care services is understood by all, not just service users and their families

- Care services are properly funded and state funding is at a level which meets the real costs of providing high quality care

- Providers are respected, treated fairly and have a voice in the strategic direction of social and health care services

- Users have choice and the flexibility to select the care that best suits their requirements

- Independent sector staff have appropriate training, fair pay and career structures in place

Care England is at the forefront of the national policy agenda and so we are ideally placed to put forward not just the views of our members but also those of the whole care sector.
“If we are going to meet the challenges of the 21st-century, we have to get social care right and this will require some clear political leadership.

We need citizens to know what they should expect from the system, and what the system will expect them to contribute to receive high-quality personalised care.

There is a need for a national approach, which is not left to the vagaries of a postcode lottery and is integrated with every aspect of our lives. Citizens of the 21st-century want to have good lives, and the services that support them should be flexible and almost invisible to the consumer. The Health and Care system needs to stop its obsession with structures and focus on outcomes. 21st-century health and social care should be part of a seamless amalgam of policy and services that support people to live dignified and autonomous lives. Social care services are vital to citizens and important to our economy, and they should be seen as a national priority.

If we are going to deliver appropriate care and support we must ensure that our current system innovates and finds new solutions to the challenge of today and our future needs”.

Professor Martin Green OBE
Chief Executive
Care England
“Adult Social Care has the power to transform people’s lives enabling them to live with independence and dignity.

The very best care is personalised and delivered by committed staff. As we said in the State of Care report we are concerned that the sustainability of adult social care in England is “approaching a tipping point” where people are not getting the help they need which creates pressure both in the NHS and in families and also makes it difficult for services to improve”.

Sir David Behan
Chief Executive
Care Quality Commission

"At last social care is starting to get a hearing at the top table, thanks to the tireless efforts of Care England and other lobby groups. It must use this moment to argue not just for sustainable funding, but for a policy settlement that places it centre-stage in the long overdue reshaping of our health and care system”.

David Brindle
Public Services Editor
The Guardian
“If we don’t care for the people who work in the care sector we can’t count on them to care for others. We need care workers who are valued and respected; that means proper pay, practical training and competent management. There will be no future for social care if there is no future for the people who provide it”.

Harry Cayton CBE
Chief Executive
Professional Standards Authority

“Social care is the essential partner of the NHS in delivering high quality care. Many thousands of people rely on the availability of care delivered in a supportive environment. It is impossible to create sustainable communities without recognising the importance of the role played by all forms of social care”.

Rt Hon Stephen Dorrell
Chair
NHS Confederation
“Extra care retirement housing can allow older people to stay in their homes for longer, if not indefinitely. Ensuring an adequate supply of extra care retirement housing would relieve a huge amount of pressure, not only on the bodies providing social care, but also the National Health Service”.

**Baroness Greengross of Notting Hill OBE**  
Chief Executive  
International Longevity Centre

“We cannot talk about social care without talking about the implications for people living with dementia, who make up at least 70% of those in care homes and 60% of those using home care. Dementia care is also more expensive than care for other conditions, which again means people with dementia are hardest hit. Many regularly pay all they have for care by either topping up where the local authority falls short or selling their homes to self-fund. Alzheimer’s Society believes a Government led solution with investment is the only way to prevent the current crisis worsening and deliver a long-term funding solution for this and future generations”.

**Jeremy Hughes CBE**  
Chief Executive  
Alzheimer’s Society
“Social care is living on borrowed time. With unsustainable pressure on hospitals and more than a million people with unmet care needs, we are witnessing the consequences of a system which is poorly funded and unfit for purpose. We are rapidly moving towards a scandalous position where only those who can afford to pay privately will have access to dignified and compassionate care.

The decision to delay the cap on care costs, which I legislated for in 2014, also betrayed thousands of families struggling to afford crippling care fees. It is imperative that the system evolves to meet the demands of an ageing population with more chronic conditions and complex health needs.

This will come at a cost, so now is the time for a cross-party NHS and Care Convention to engage with the public, patients and staff, with the aim of developing a once-in-a-generation settlement for the NHS and social care to safeguard it for the future.”

Rt Hon Norman Lamb MP
Liberal Democrat Health Secretary
“Social care is becoming more not less important as our country ages and changes. To do its job, it can no longer be treated as the poor relation. Health and social care are two sides of the same coin. Major reforms are needed to forge them into a single care system and new resources are needed to make that system sustainable for future generations.”

Rt Hon Alan Milburn
Chair
Social Mobility and Child Poverty Commission

“With pressures felt at every point in the health and care systems the need for a sustainable funding plan could not be more pressing. Any scheme needs to be a building block for the long term, to make clear the expectations on the state and on the individual, to be responsive to local need and to be fair both between and within generations recognising different levels of need and ability to pay. Ultimately it needs to help drive greater integration and deliver better community services with person centred care at its heart. Any new settlement will require a truly honest debate with the public about the future of health and social care.”

Janet Morrison
Chief Executive
Independent Age
“In my work as a television journalist, and as an observer through my various roles with the Alzheimer’s Society, I have been aware for some time that the social care system in this country is staggering and barely coping under the weight of demand. As a result, too often it is no longer a "social" service, and in too many cases, fails to produce "care".

The whole system needs a complete overhaul - better funding - and an urgent re-organisation to incorporate it into the National Health Service.

You could do worse than copy the system operating in one Midlands hospital, where social services have offices within the areas largest hospital. Staff attend the daily medical conference to be aware of the admittance of new patients and the progress of those already being treated.

It means they can begin planning their social services package for that patient from the moment they are diagnosed, and throughout their treatment. So that once they are ready for discharge - this can happen without further delay - as the care package is already in place. And the bed is released. A small - but sensible project that has a huge impact on the patient, and the hospital.”

Angela Rippon CBE
“As their partner, Towergate are proud to support Care England’s objective to be the voice for their members and to deliver high quality care.

As a specialist provider of insurance to the care industry, we are always disappointed that the media only ever seems to cover negative stories regarding the care sector, rather than shining the light on the excellence in care that is delivered every single day by the large majority of workers. We pride ourselves on understanding this about the sector and the unique challenges faced, allowing us to tailor policies and give specialist risk management advice to our customers.

Our aim is to be there when our customers need us most, but also to be on the end of the phone to help should a customer need some advice or support about any area of risk or protection.

We are delighted to work in partnership with Care England and see the incredible commitment and dedication they have to the industry so close to our hearts.”

Carolyn Baker-Mellor
Head of Care
Towergate Insurance
“One person caring about another represents life’s greatest value.”

- Jim Rohn