

Attitudes to Homecare in England

Research Conducted by Guardian Professional in association with
Department of Health

Top line Findings

Prepared by: Louise Wheeler - Insight Oxford and
Stuart Newstead - Ellare

September 2013



INSIGHT
OXFORD
RESEARCH & COACHING

Background

- Guardian Professional, together with Department of Health, have produced this piece of research in order to understand current attitudes towards Homecare in England.
- The survey, which is the basis of this research, went out to the entire Guardian Professional public sector and voluntary sector database (over 60,000 people).
- The survey was released on 15th July 2013 and closed on 7th August 2013.
- 2,020 people started this survey and 1,443 completed it, representing a completion rate of just over 70%.



Research Objectives

Support the aims of the Homecare Innovation Challenge by:

- helping people to think about homecare
- asking about people's perception and experience of homecare
- asking about people's ideas to improve homecare
- collating and demonstrating people's views in a way that:
 - stimulates further debate and
 - supports all relevant people and organisations to make improvements



INSIGHT
OXFORD
RESEARCH & COACHING

Report Structure

1. Profile of respondents
2. Views on homecare in England
3. Involvement
4. Challenges
5. Conclusions



INSIGHT
OXFORD
RESEARCH & COACHING

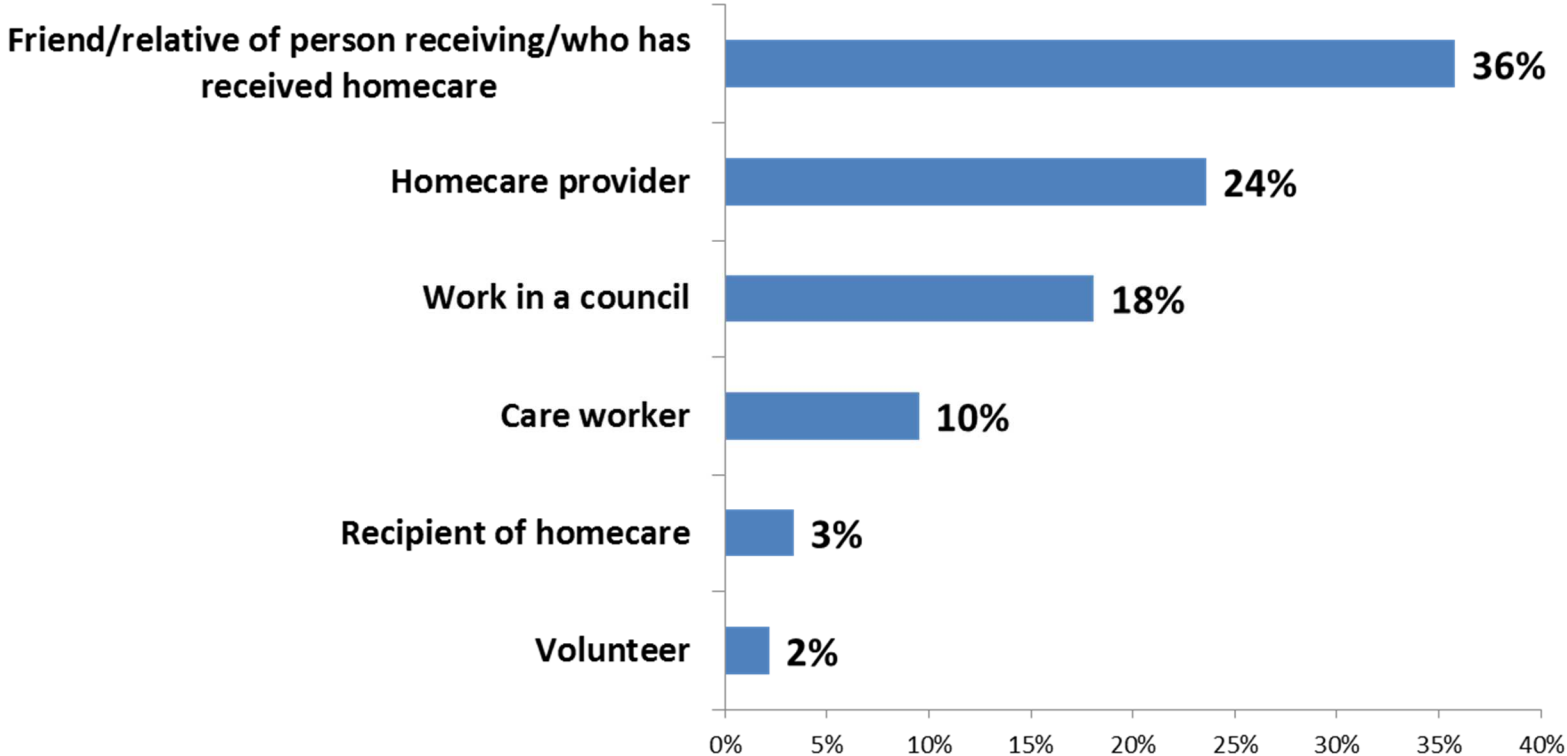
1. PROFILE OF RESPONDENTS



INSIGHT
OXFORD
RESEARCH & COACHING

Involvement in Homecare

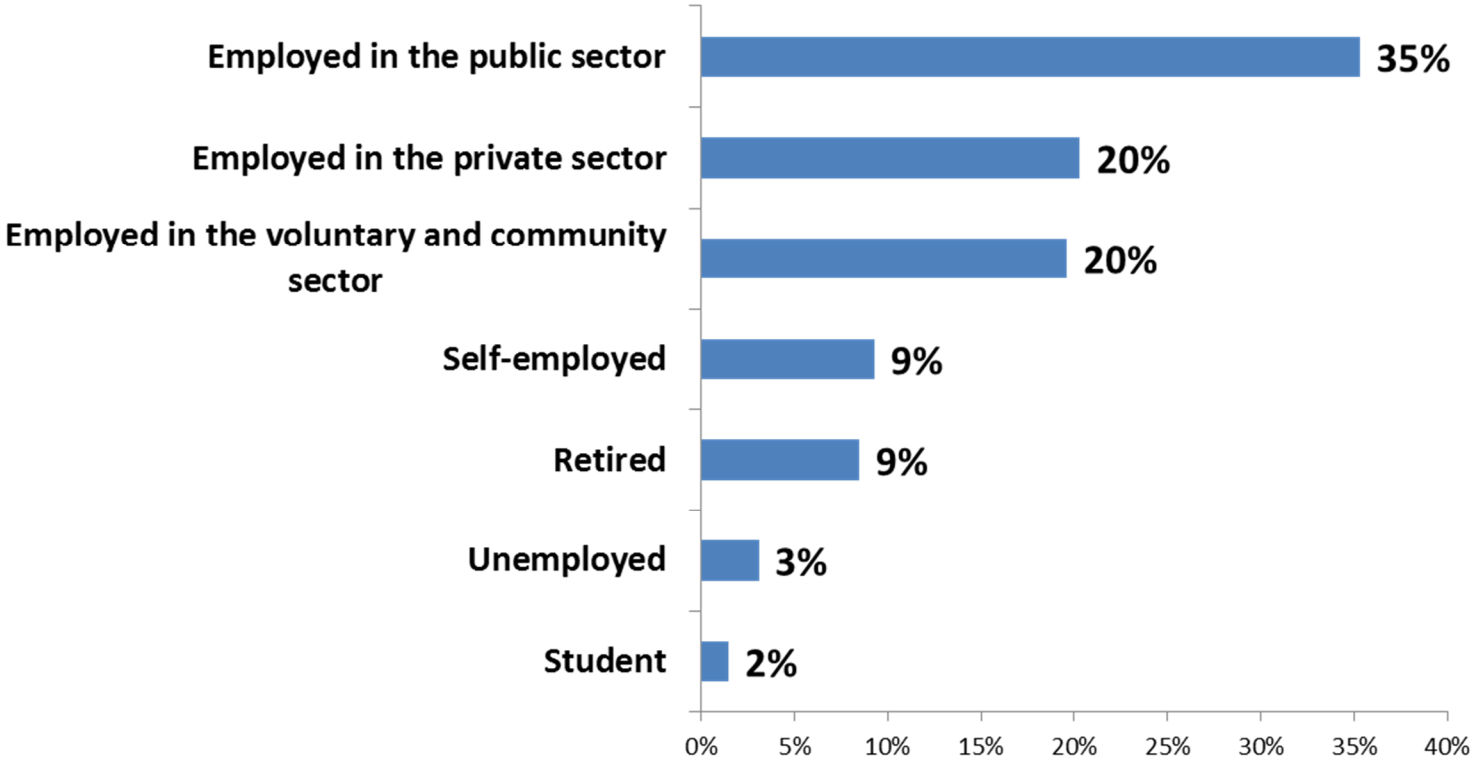
Q1. How are you involved in homecare? Please select the one option that best describes how you are involved



The survey reached out to a lot of people informally involved in homecare

Work situation

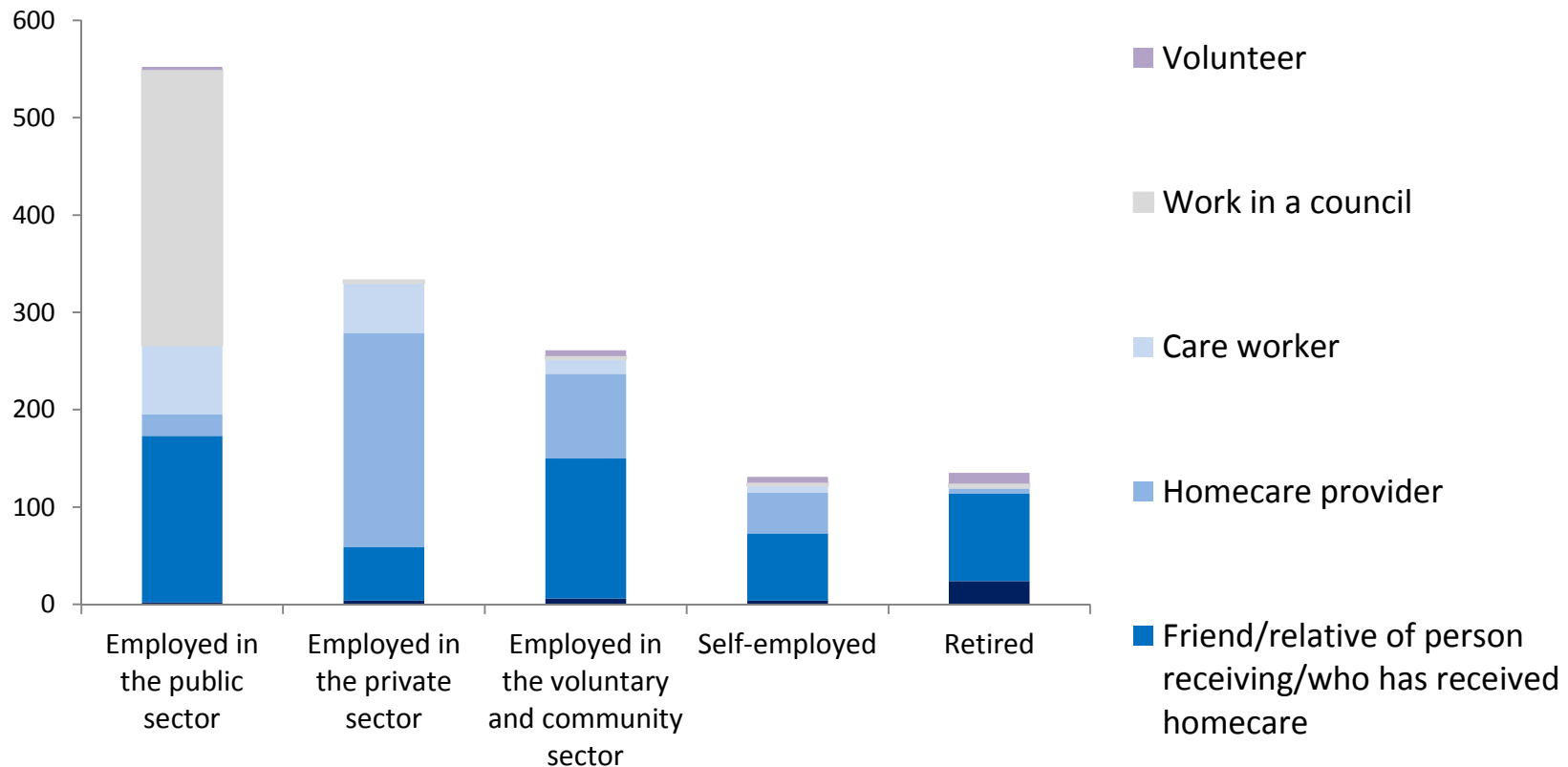
Q2. What best describes your work situation? Please select one option



Survey showed a wide spread of formal employment ...

Involvement in homecare by work situation (no. of respondents)

1. PROFILE OF RESPONDENTS



... And a large number of informal homecarers



Age and gender

Q3. Your gender?



Q4. Your age?



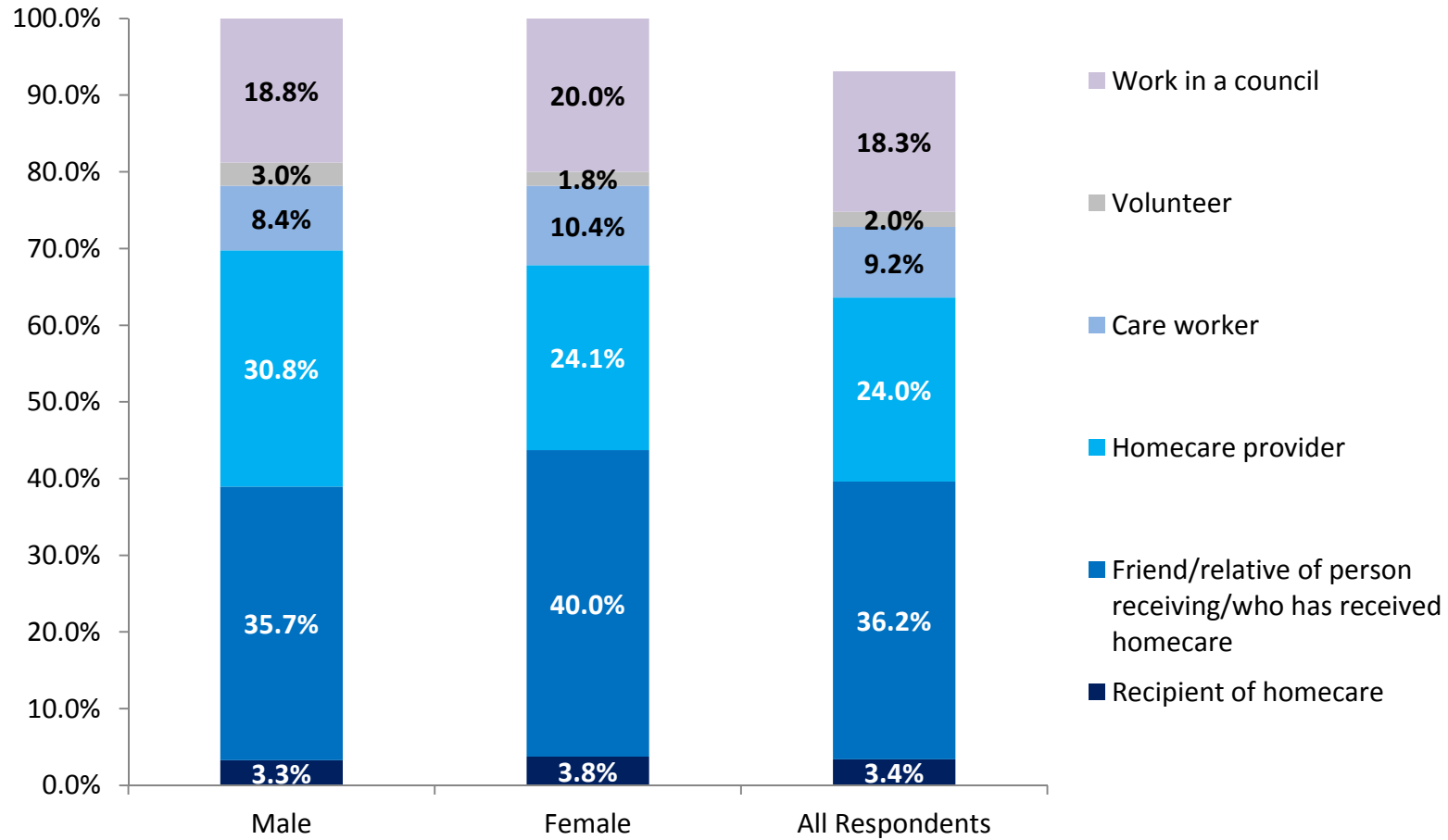
Respondents are female-centric and overwhelmingly 30-64 age group



INSIGHT
OXFORD
RESEARCH & COACHING

1. PROFILE OF RESPONDENTS

Involvement by gender (%)



Male respondents more likely to work for formal providers.
Females more likely to be informal carers.



Location

Q5. This survey relates to homecare in England. Where do you live?

REGION	%
North East	3.2
North West	12.4
Yorkshire and The Humber	8.5
East Midlands	6.5
West Midlands	9.5
East	6.7
South East	34.2
South West	10.8
<i>Outside England</i>	6.6

Regional breakdown reflects the working population in England at large^(*)

^(*) https://almanac.ukces.org.uk/context/A5/A5.2_Population_by_Region.xls



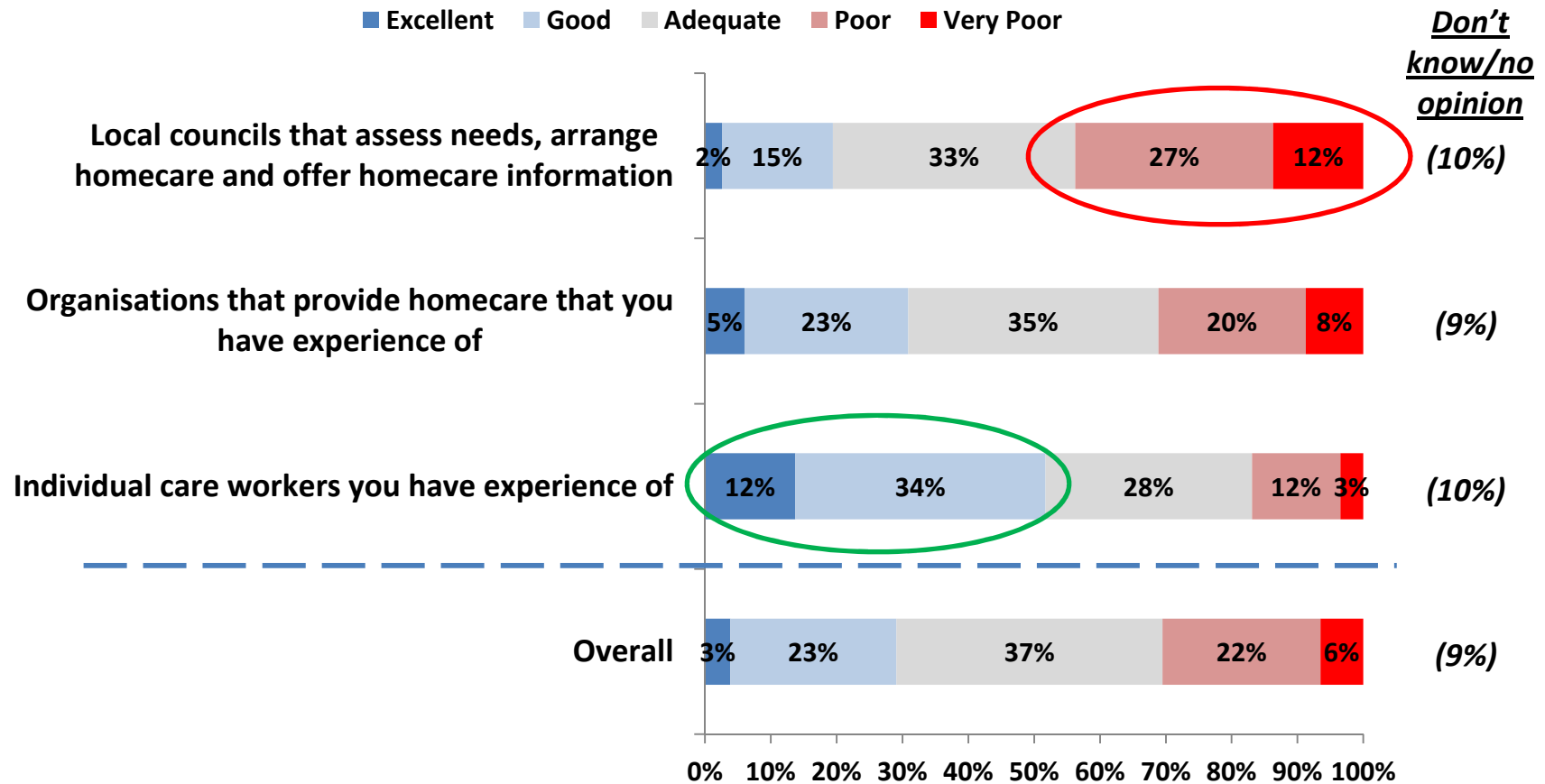
2. VIEWS ON HOMECARE IN ENGLAND



INSIGHT
OXFORD
RESEARCH & COACHING

Q6. How would you rate your own experiences of homecare in England within the last two year?

2. VIEWS ON HOMECARE



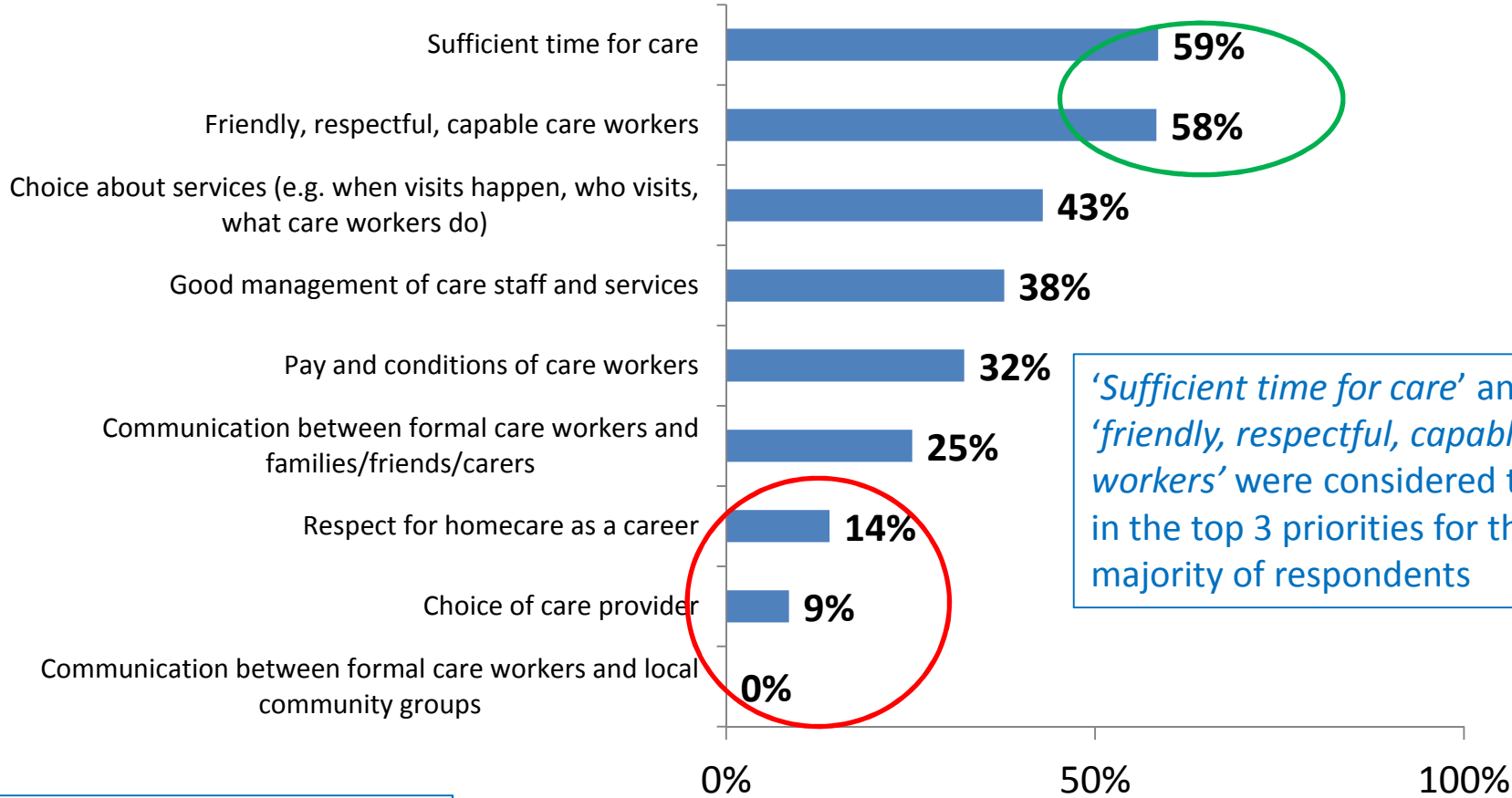
Respondents are more positive about individuals than about organisations



Q7. Please select the **top 3 factors** that are the most important in offering good homecare – with 1 being the most important?

2. VIEWS ON HOMECARE

Total rankings - based on number of selections, whether 1, 2 or 3 (shown as percentage of those answering)



'Sufficient time for care' and 'friendly, respectful, capable care workers' were considered to be in the top 3 priorities for the majority of respondents

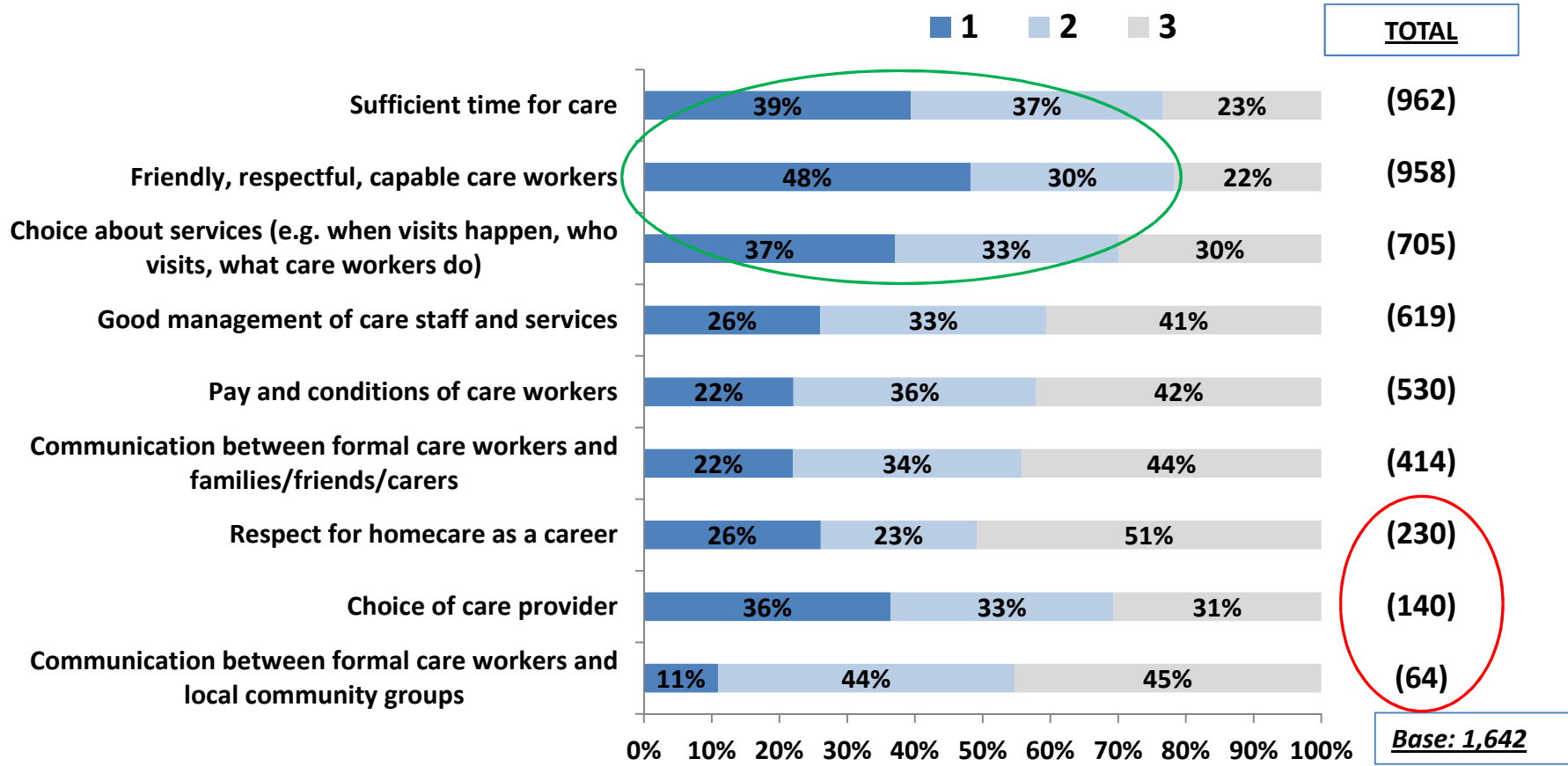
The personal touch, rather than choice, organisations or structures, comes out top



INSIGHT
OXFORD
RESEARCH & COACHING

Q7. Please select the **top 3 factors** that are the most important in offering good homecare – with 1 being the most important?

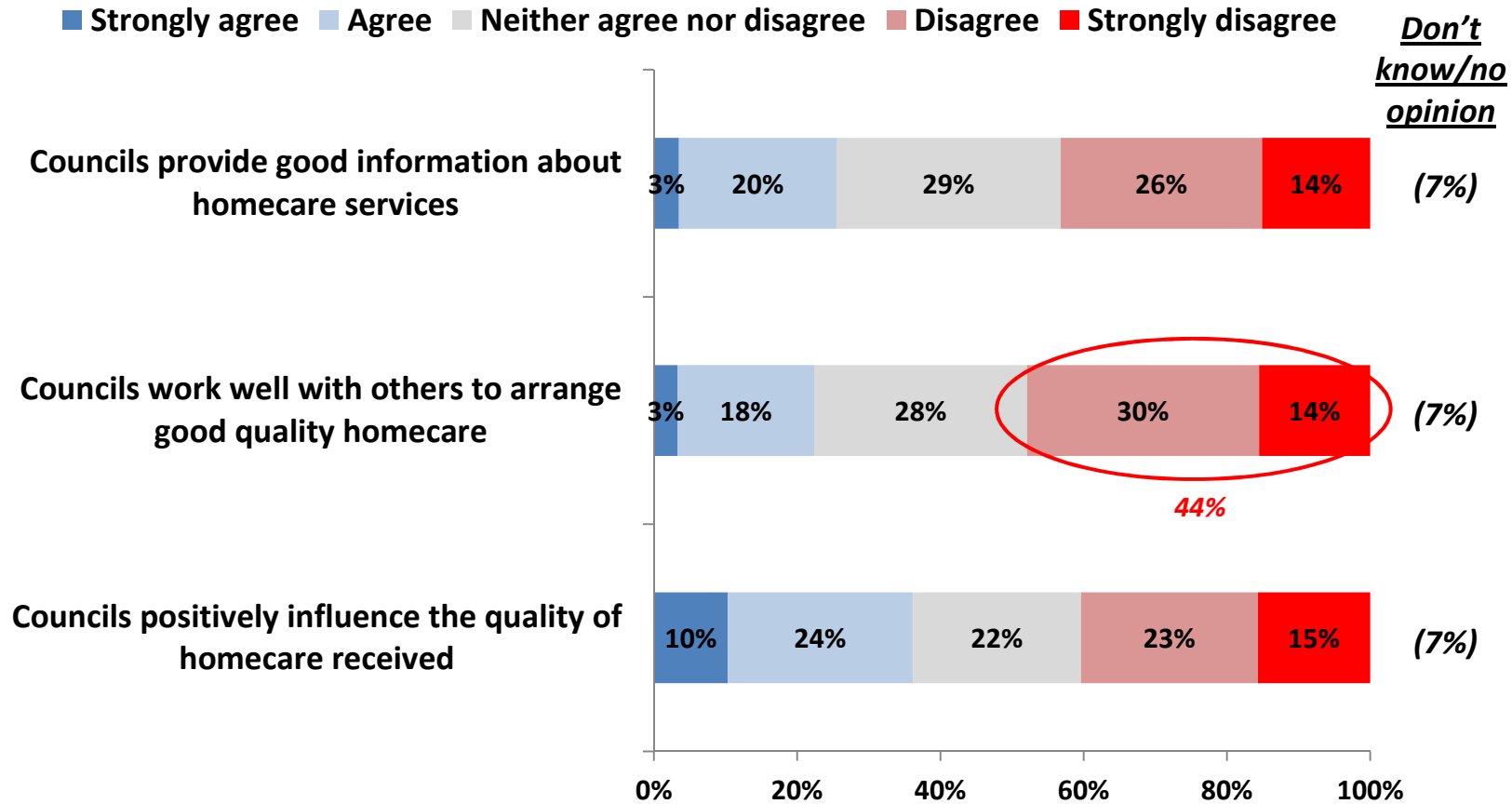
2. VIEWS ON HOMECARE



○ These tended to be seen as the most important factors

○ Less than a quarter of respondents put these in their top 3 most important factors

Q10. Based on your experience in the last **two years**, how far do you agree or disagree with the following statements about the **role of the Council in arranging homecare**



Fewer than 4 in 10 respondents were positive about any of the roles of the Council



INSIGHT
OXFORD
RESEARCH & COACHING

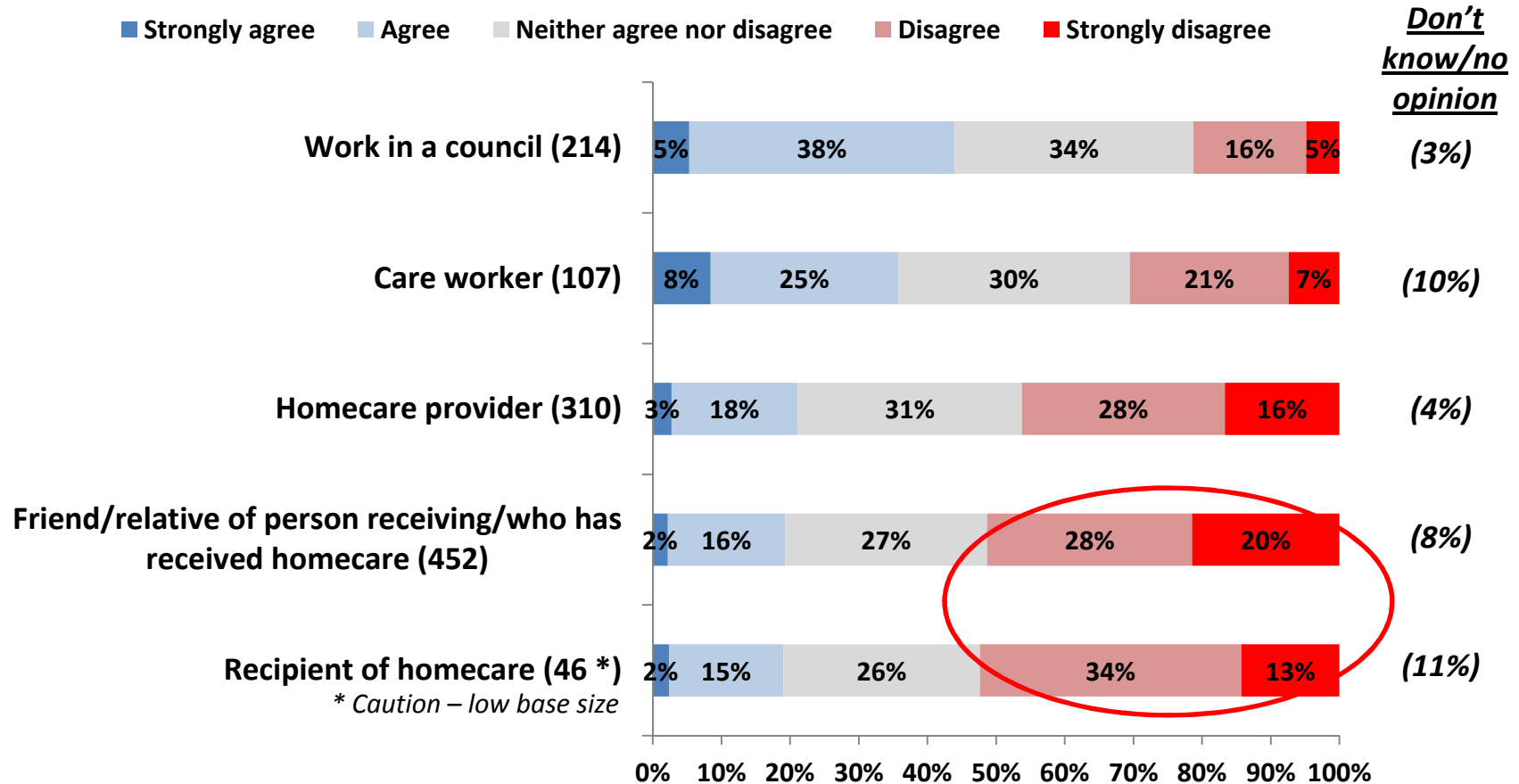
Q10 subdivided by type of involvement in homecare



INSIGHT
OXFORD
RESEARCH & COACHING

Q10. Based on your experience in the last two years, how far do you agree or disagree that:

Councils provide good information about homecare services?

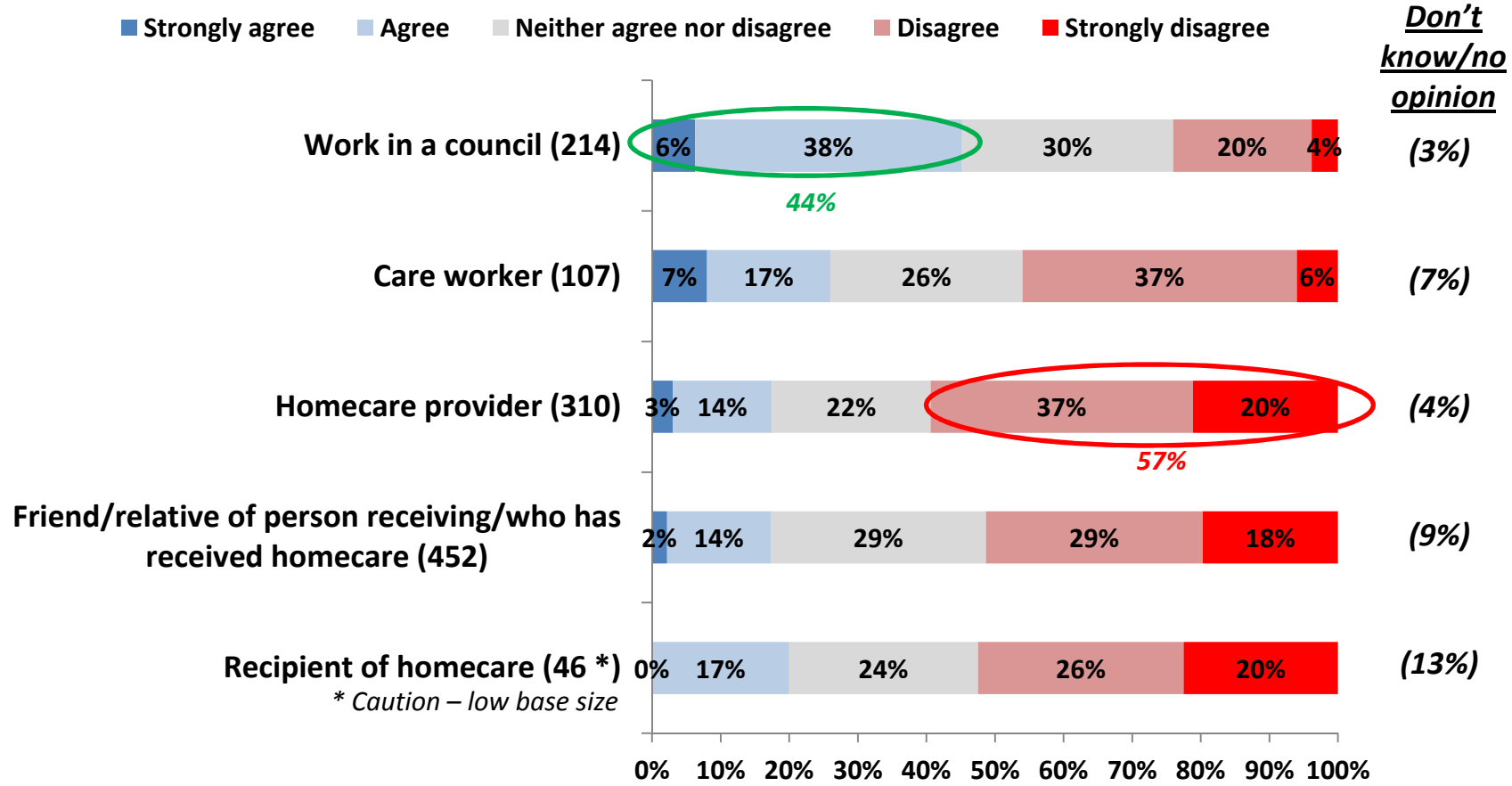


Intended recipients of information were more likely to be dissatisfied with its quality

2. VIEWS ON HOMECARE

Q10. Based on your experience in the last two years, how far do you agree or disagree that:

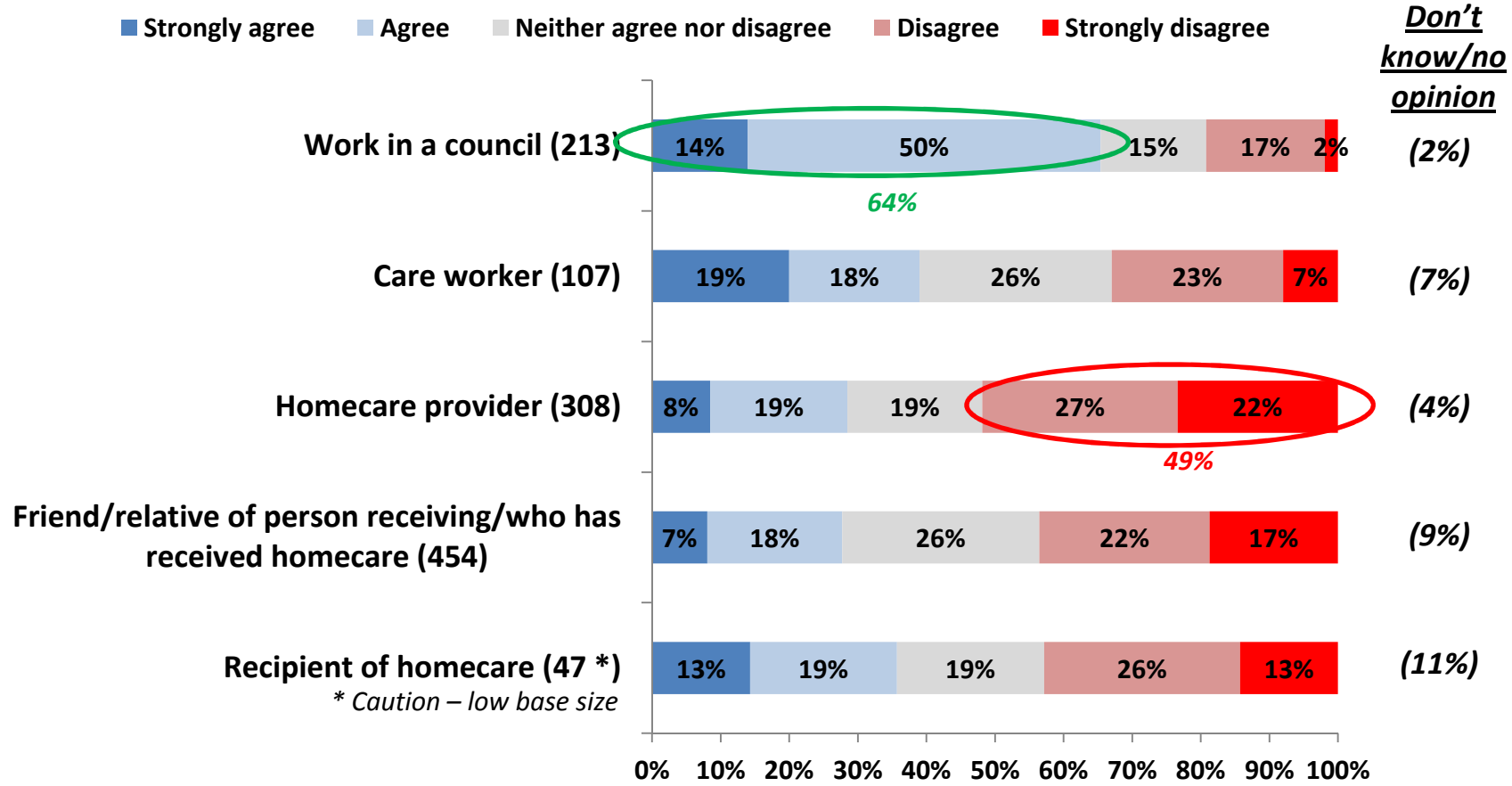
Councils work well with others to arrange good quality homecare?



Those working for the council agreed more than other groups and homecare providers were least likely to agree

2. VIEWS ON HOMECARE

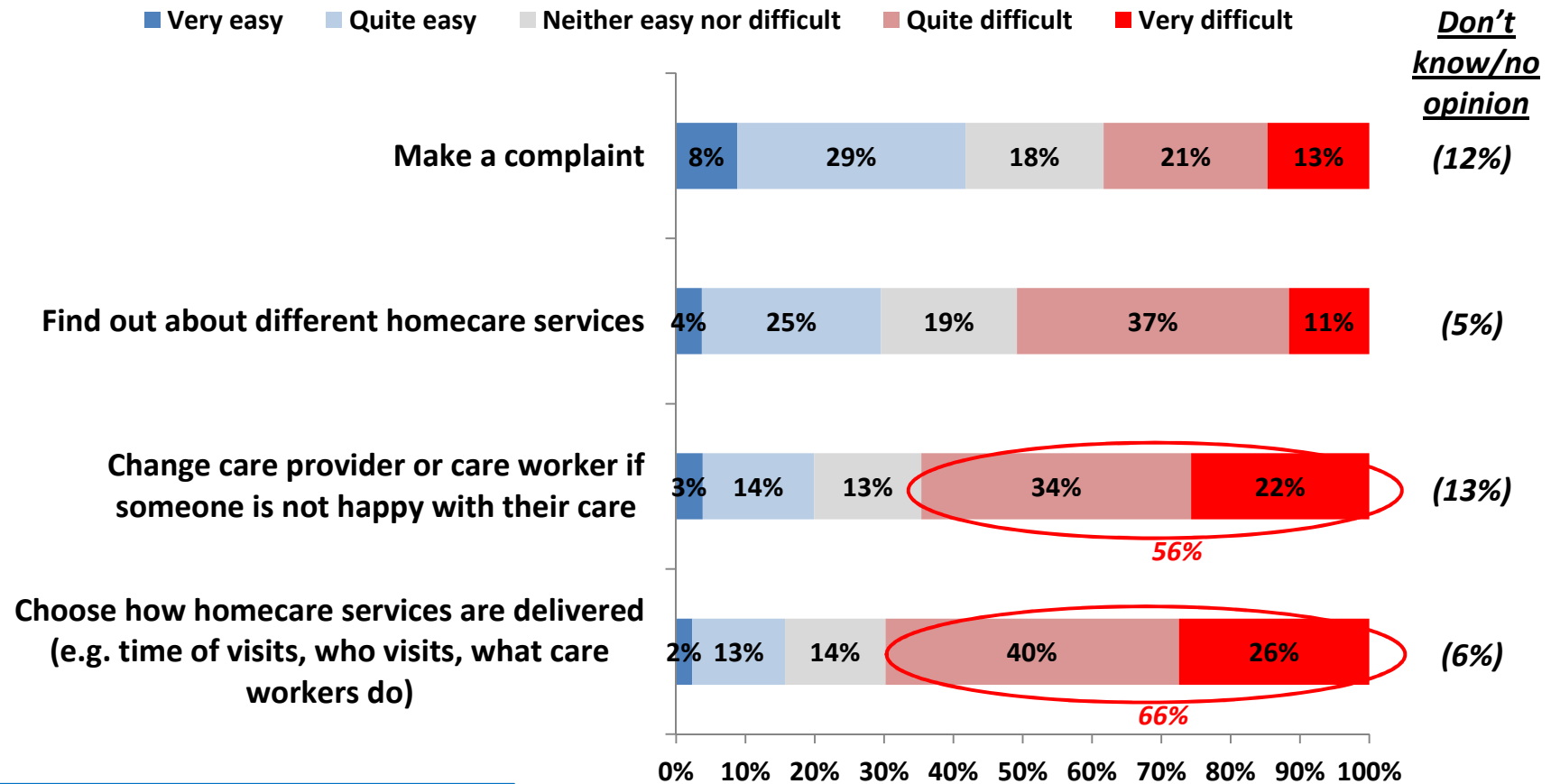
Q10. Based on your experience in the last two years, how far do you agree or disagree that:
Councils positively influence the quality of homecare received?



Contrasting views between those working in the council and homecare providers

Q11. Based on *your experience in the last two years*, how easy do you think it is to

1. VIEWS ON HOMECARE



Being able to make active choices about **how, and by whom, homecare services are provided** were highlighted as areas of most difficulty

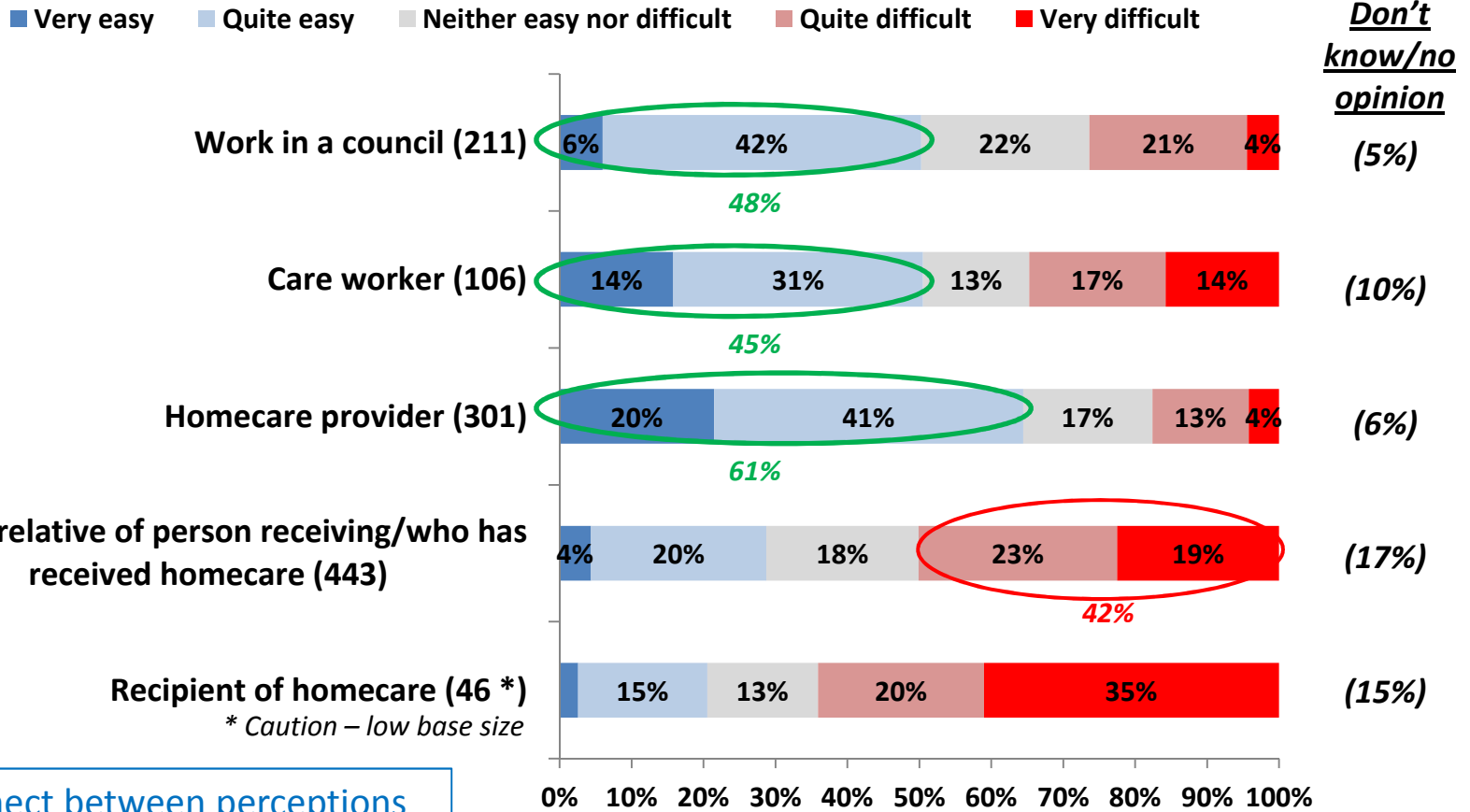
Q11 subdivided by type of involvement in homecare



INSIGHT
OXFORD
RESEARCH & COACHING

Q11. Based on your experience in the last two years, how easy do you think it is to:
Make a complaint

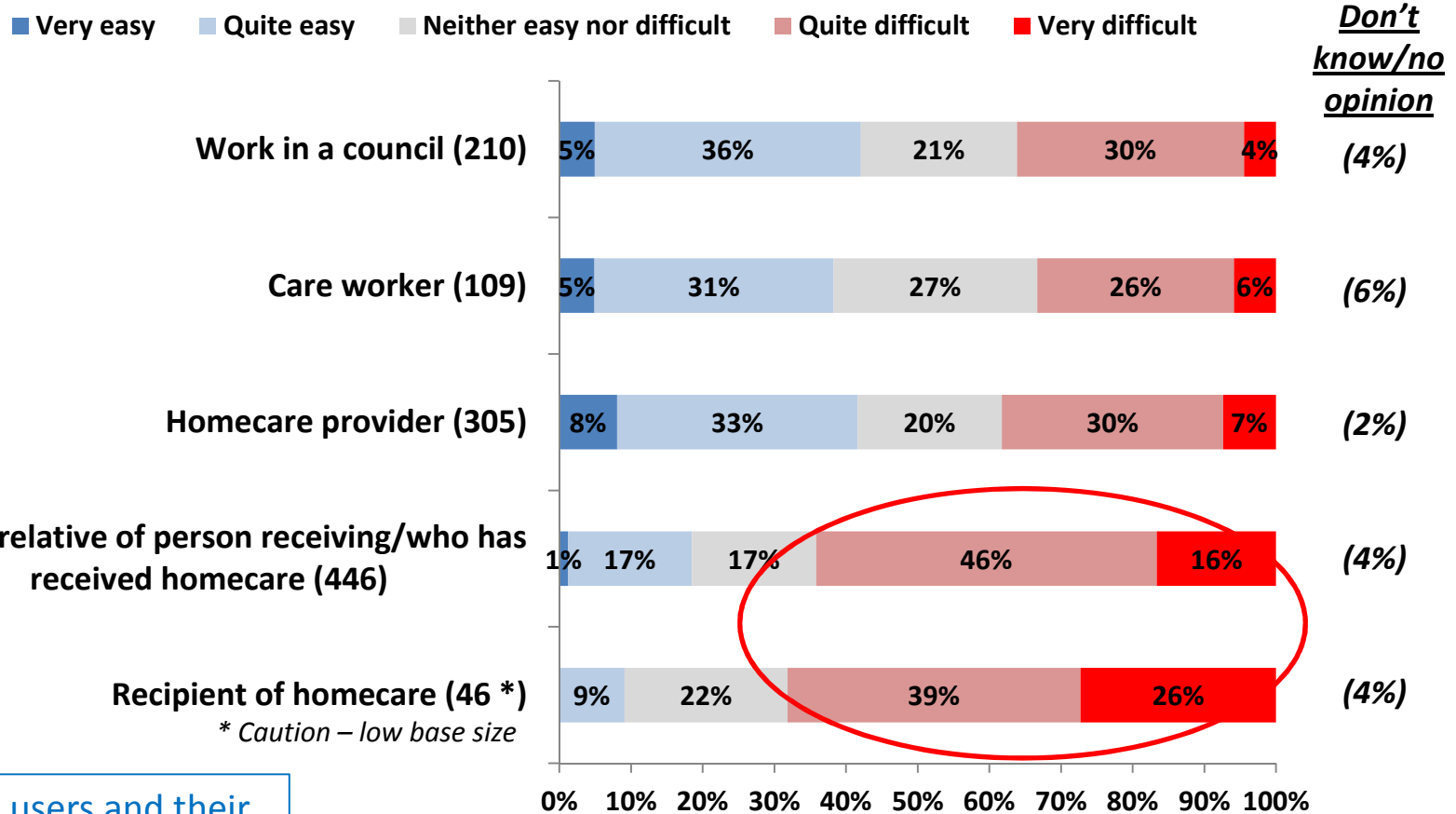
2. VIEWS ON HOMECARE



Disconnect between perceptions of those formally involved and those informally involved

Q11. Based on your experience in the last two years, how easy do you think it is to:

Find out about different homecare services?

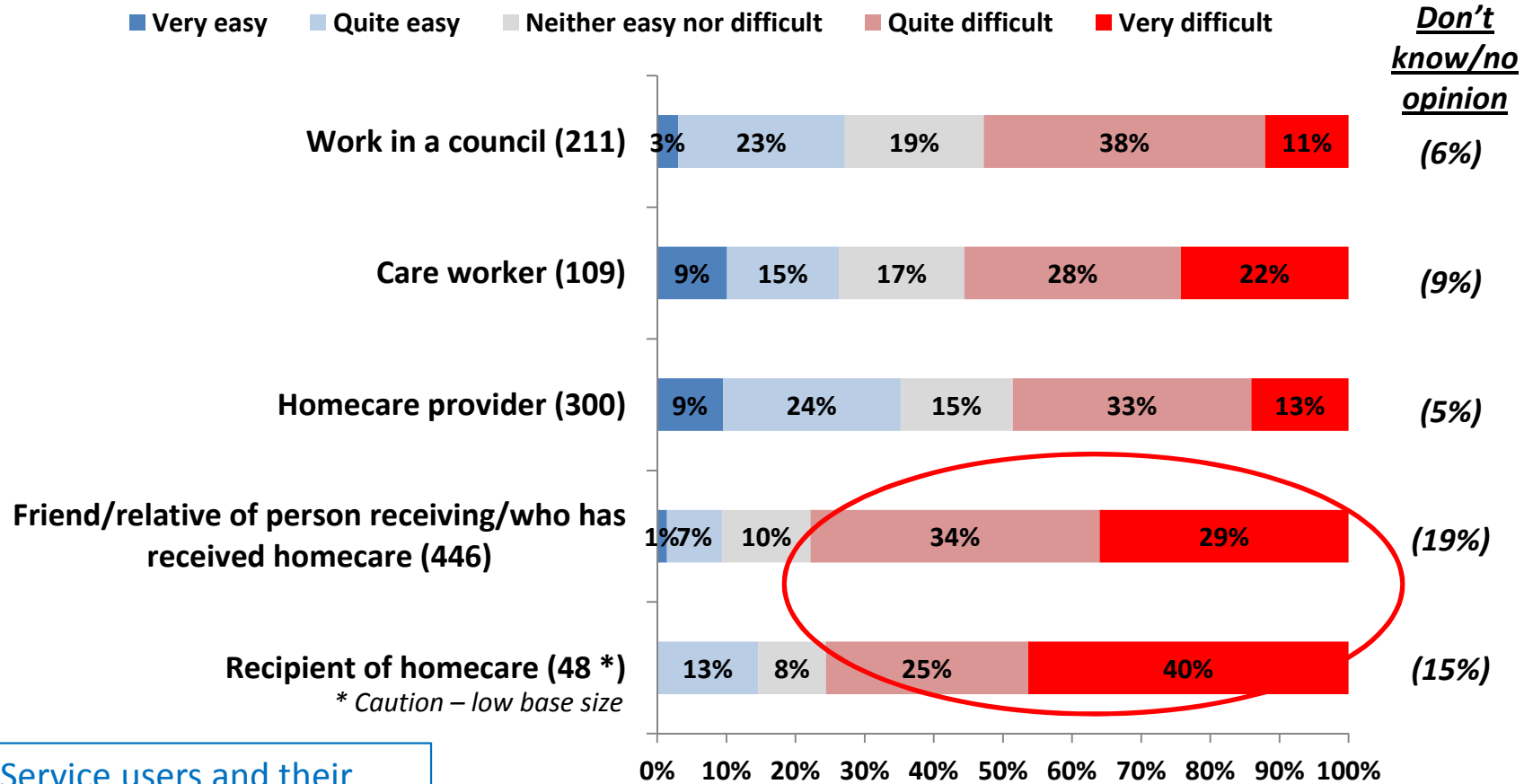


Service users and their friends/relatives saw it as more difficult to access information than other groups

Q11. Based on your experience in the last two years, how easy do you think it is to:

2. VIEWS ON HOMECARE

Change care provider or care worker if someone is not happy with their care



Service users and their friends/relatives saw it as more difficult to change provider/care worker than did the providers

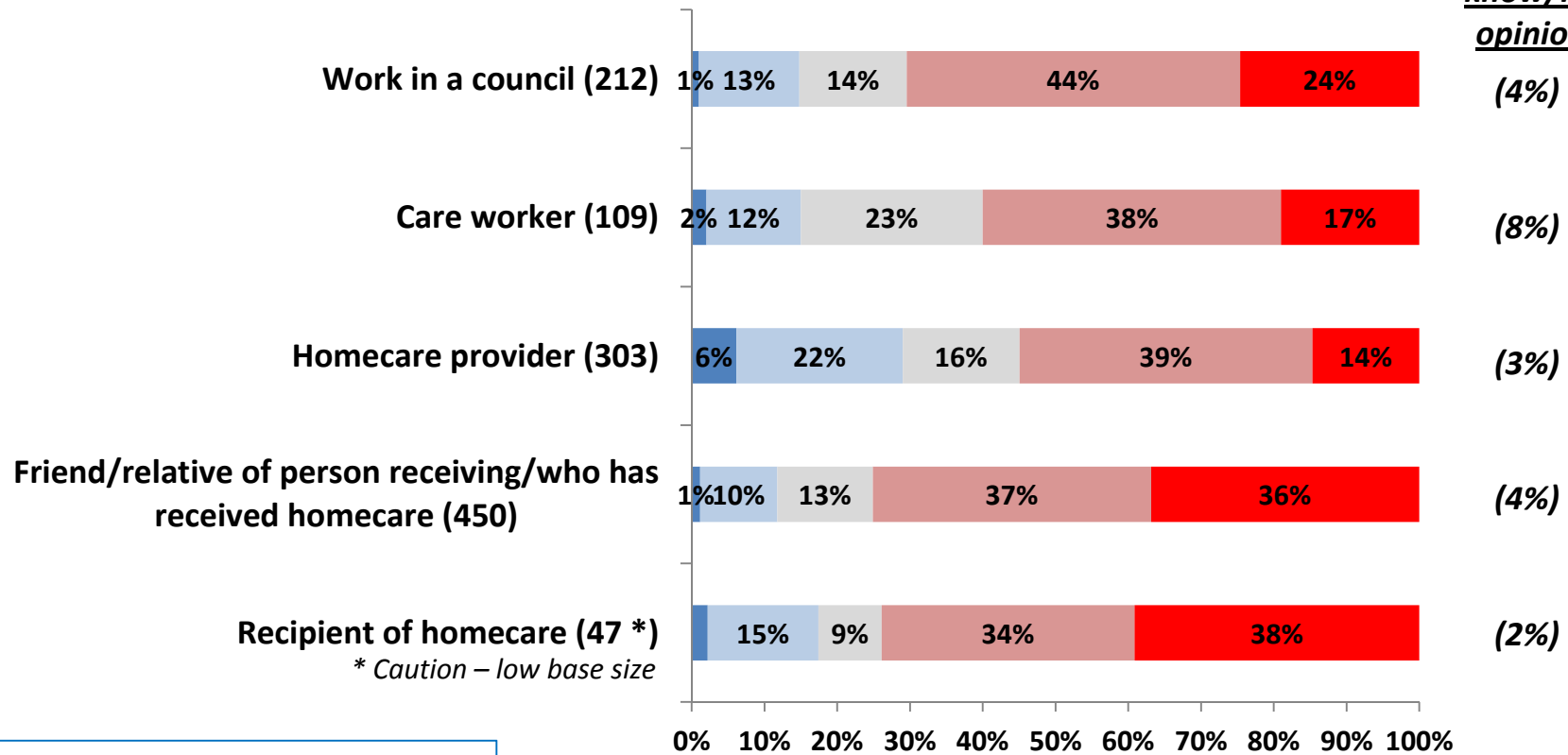
2. VIEWS ON HOMECARE

Q11. Based on your experience in the last two years, how easy do you think it is to:

Choose how homecare services are delivered (e.g. time of visits, who visits, what care workers do)

■ Very easy ■ Quite easy ■ Neither easy nor difficult ■ Quite difficult ■ Very difficult

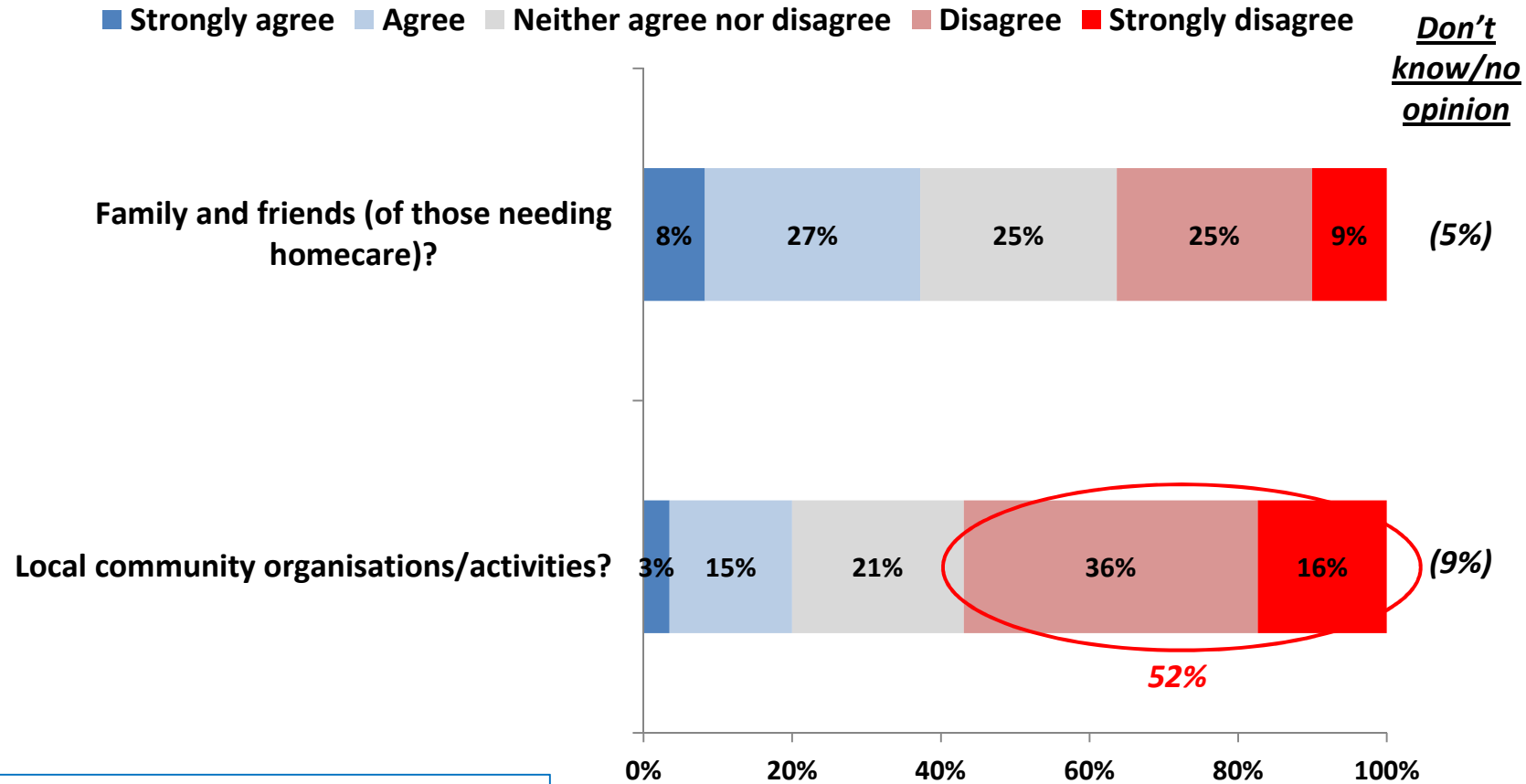
Don't know/no opinion
(4%)



Consistency of feeling across all groups about the difficulty of choosing how homecare is delivered

Q12. To what extent do you agree/disagree that professional homecare services link up effectively with...

2. VIEWS ON HOMECARE



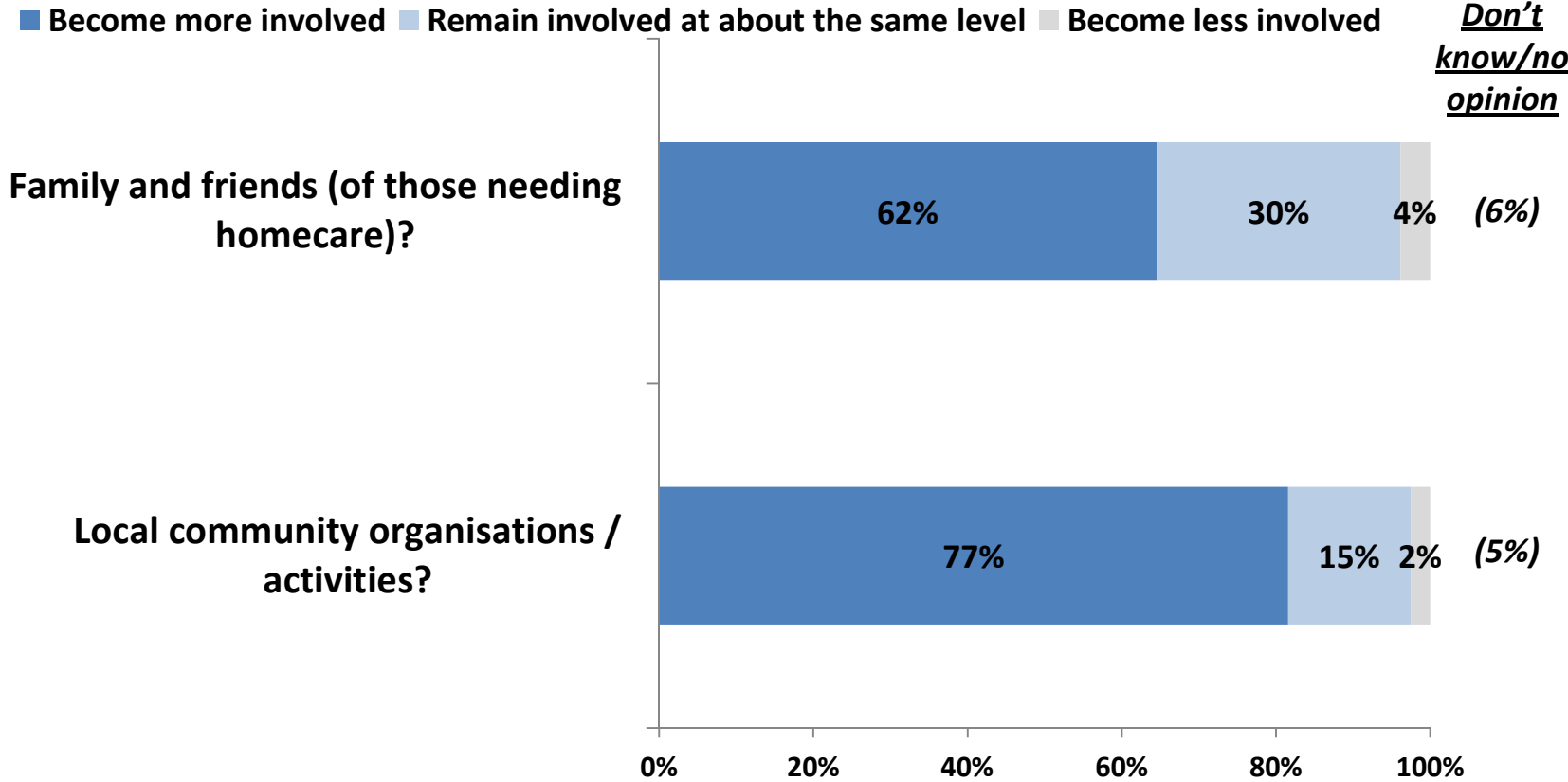
Over half of respondents disagreed that professional homecare services linked up effectively with local community organisations/activities

3. INVOLVEMENT



INSIGHT
OXFORD
RESEARCH & COACHING

Q14. How would you like the following groups to be involved in supporting older and disabled adults over the next 5 years?

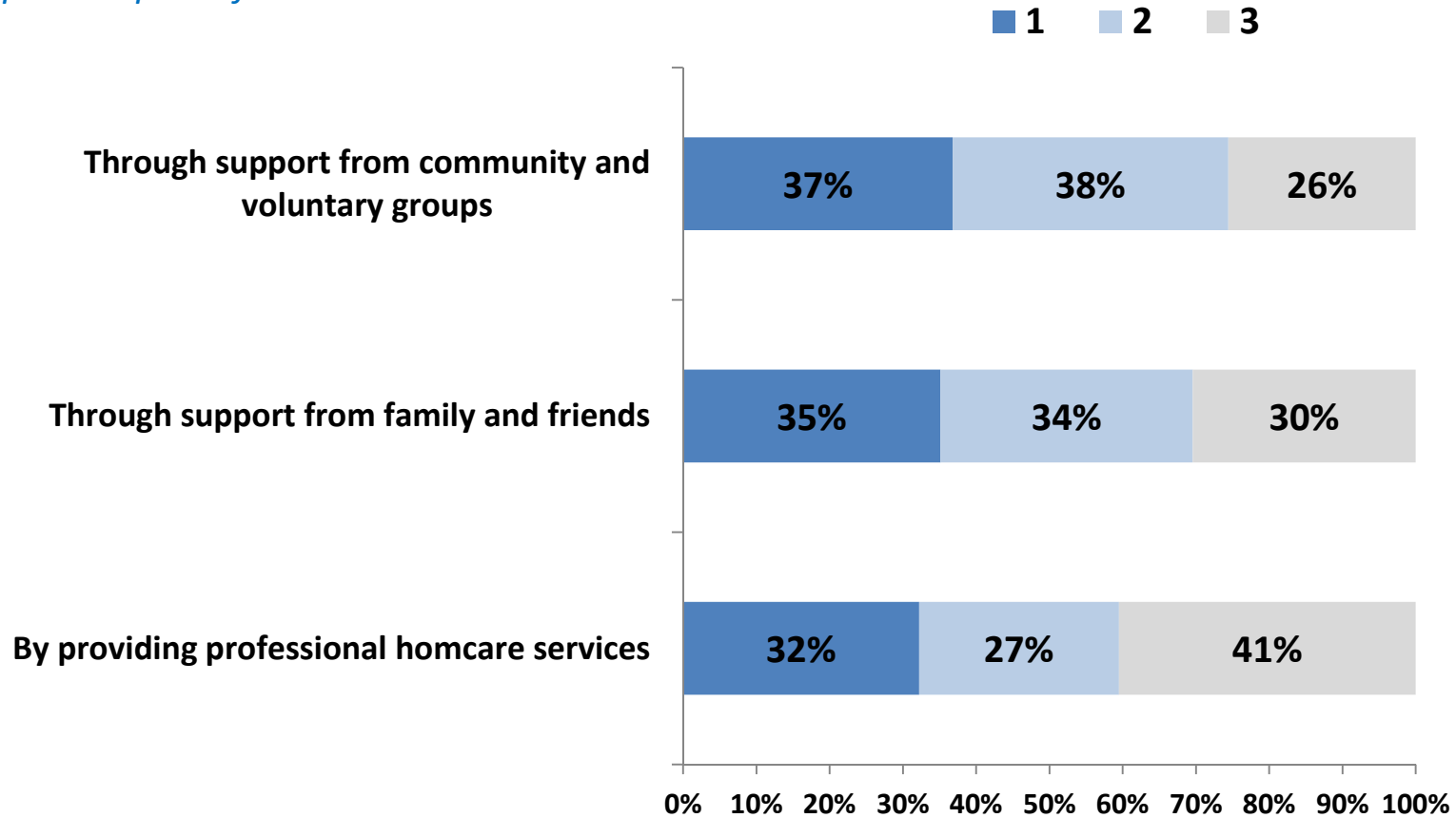


When asked directly, there is strong support for increased involvement from family and friends as well as local community organisations and activities

Q15. Older and disabled adults can feel lonely and isolated in their home. How do you think we could change this?

3. INVOLVEMENT

Please rank the following in order of importance where 1 is the most important part of the solution



“all of the above” appears to be the underlying theme



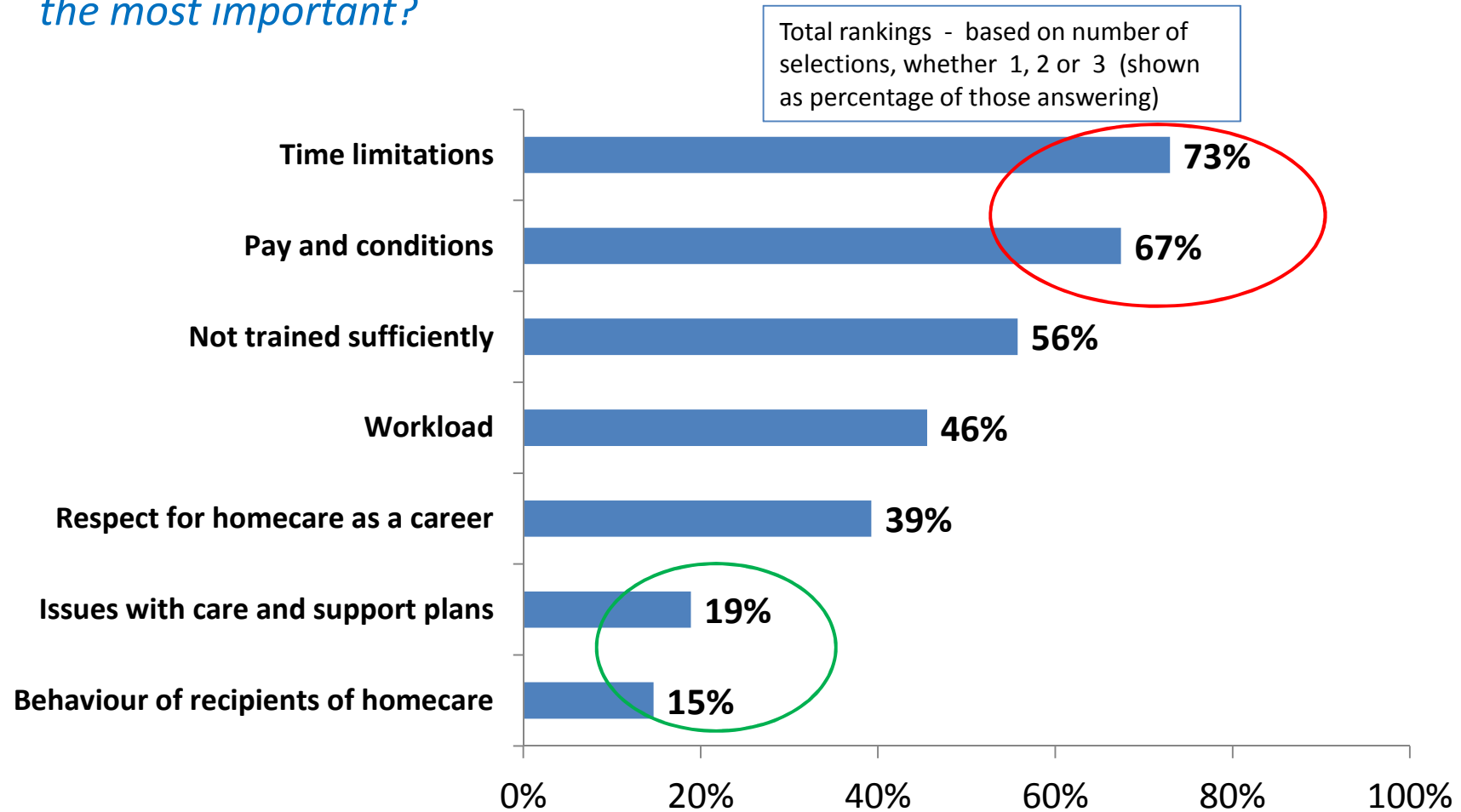
INSIGHT
OXFORD
RESEARCH & COACHING

4. CHALLENGES



INSIGHT
OXFORD
RESEARCH & COACHING

Q16. What do you see as the **key challenges** for individual care workers who currently provide **homecare in England**? Tick the top **3 most important challenges** with 1 being the most important?

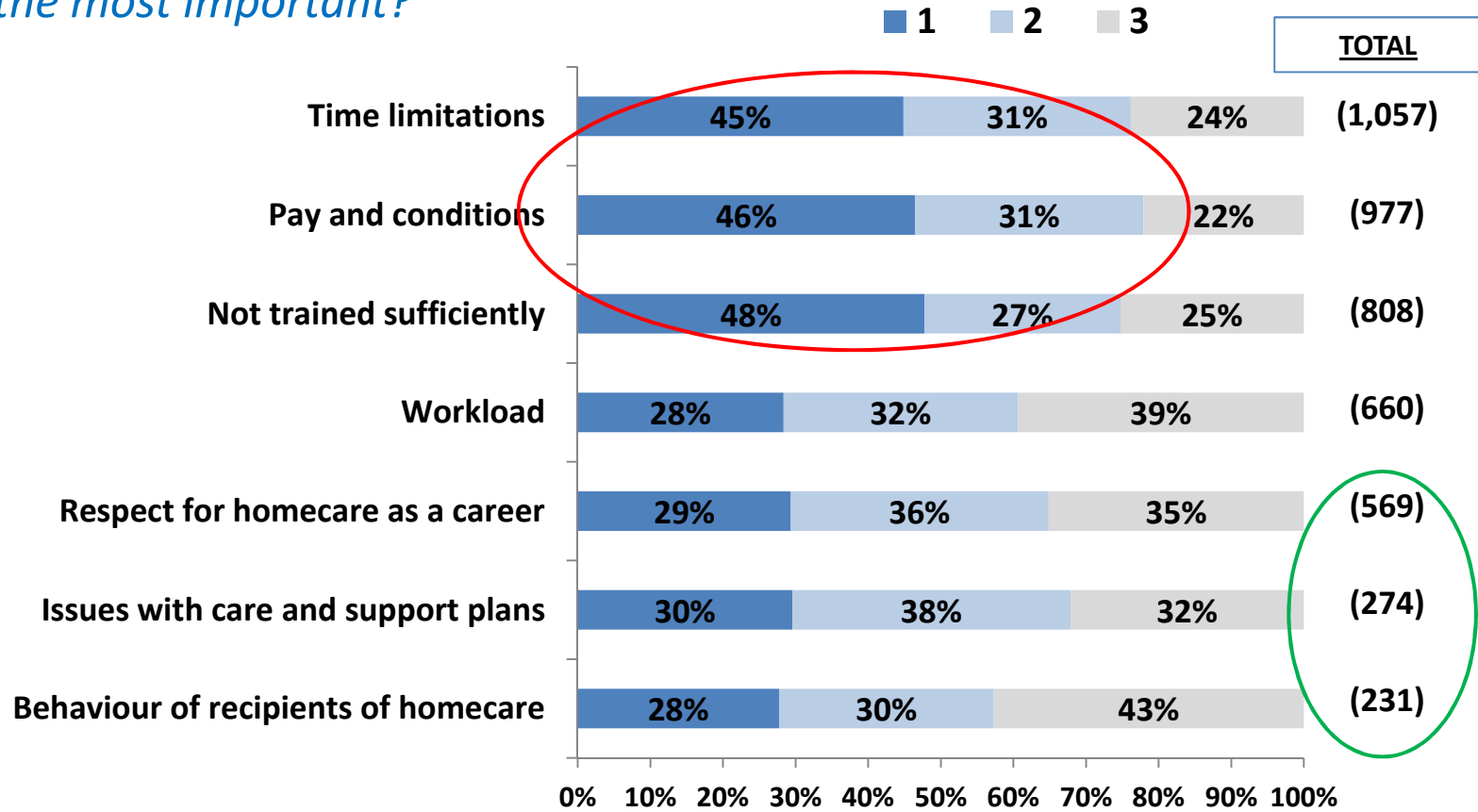


Time and money seen as the major challenges



4. CHALLENGES

Q16. What do you see as the **key challenges** for individual care workers who currently provide homecare in England? Tick the top **3 most important challenges** with 1 being the most important?

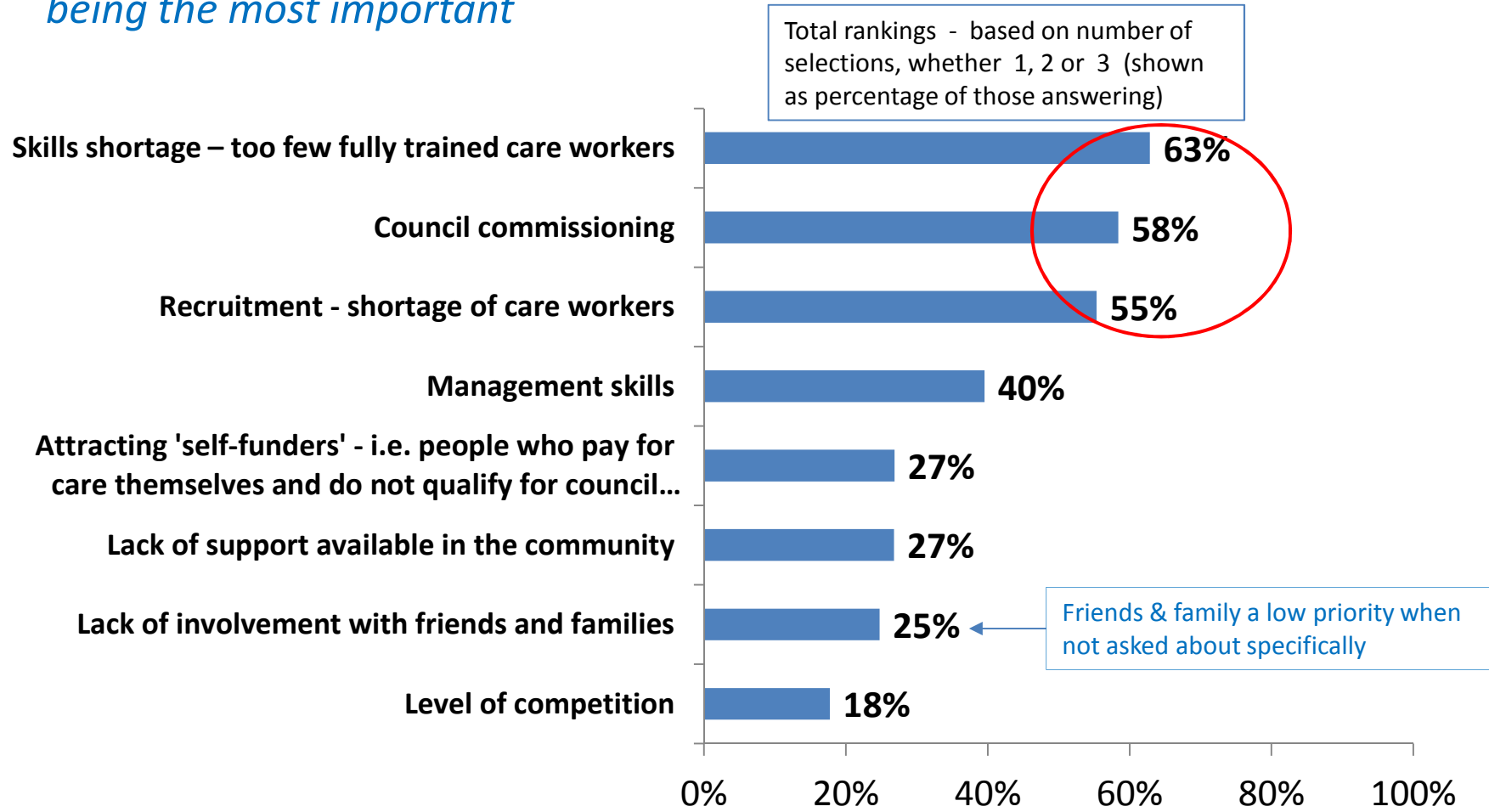


Specific 1,2,3 rankings are consistent with overall results



INSIGHT OXFORD
RESEARCH & COACHING

Q17. What do you see as the **key challenges, facing organisations** that currently provide homecare in England? Tick the top 3 most important challenges with 1 being the most important



Shortage of skills and people, plus council commissioning, are the top three

Friends & family a low priority when not asked about specifically

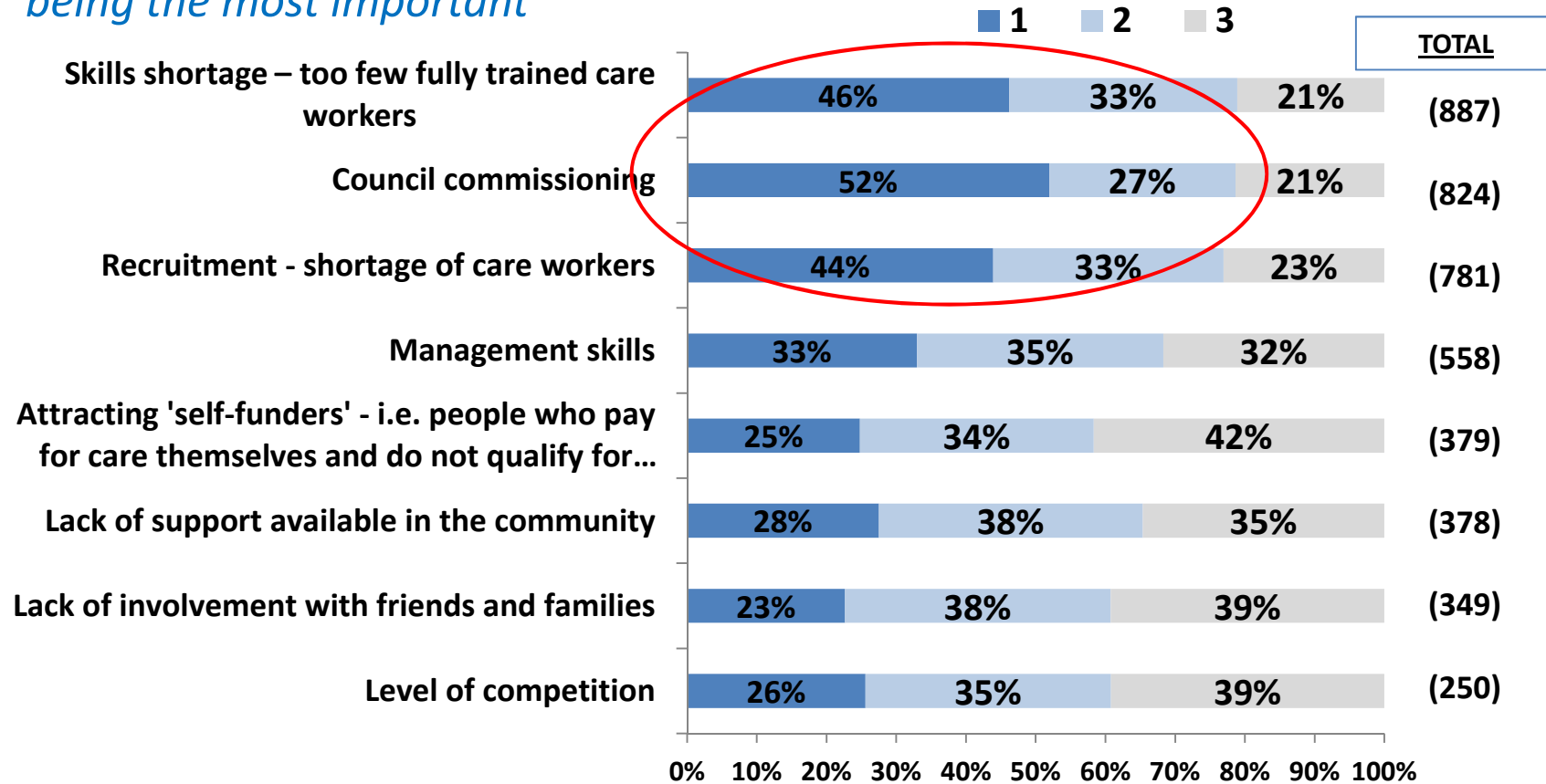


Ellare



INSIGHT OXFORD RESEARCH & COACHING

Q17. What do you see as the **key challenges, facing organisations** that currently provide homecare in England? Tick the top 3 most important challenges with 1 being the most important



Specific 1,2,3 rankings are consistent with overall results

Familiarity with care and support plans

Q9. Care and support plans set out what care and support a person needs and how it will be arranged and delivered. Are you familiar with care and support plans?

- The vast majority (88%) said they were familiar with care and support plans

High familiarity with the formal plans



INSIGHT
OXFORD
RESEARCH & COACHING

5. CONCLUSIONS



INSIGHT
OXFORD
RESEARCH & COACHING

Conclusions

- Responses on Council involvement are more negative than positive
- Respondents value the individual more highly than the organisation
- Lack of training & skills shortage appear as top challenges
- Respect as a career not seen as a high priority
 - But note that respondents are answering from a personal, not strategic, standpoint so may not have career thoughts in mind
- Views of those formally involved in homecare contrast with views of friends/family in some areas
- Large number of responses and lots of comments, indicating a strong desire to engage on this subject
 - Nearly 8,400 comments in total
 - 838 respondents assented to a follow-up contact and gave their phone number or email address



INSIGHT
OXFORD
RESEARCH & COACHING