

Slide 1: Direct Payments and the Personal Assistant Workforce

Disability Positive

[collection of photographs of people at home, in the library, a craft workshop and the workplace]

Slide 2: Overview

- A **Personal (Health) Budget** is the cost of the care and support the Cheshire West and Chester Council or Cheshire Clinical Commissioning Group provides to meet an individual's assessed care and support needs.
- **Direct Payments** are payments made to people who have decided to organise their own care to meet their assessed needs.

Slide 3: Help with arranging care and support

- Information and Advice -Including Personal Assistant (PA) recruitment
- Support Planning (Personal Health Budgets)
- Service Promotion and Market Information
- Market oversight and Contingency
- Alternative Solutions (Care Cooperatives)

Slide 4: Workforce market Overview

- 30% of current client's are actively recruiting for Personal Assistants (PA's)
- On average a Direct payment recipient employs 2.4 PA's
- Roles and responsibilities vary greatly

- Current recruitment methods include:
 - Traditional (Job Centres, newspapers etc)
 - Online recruitment via targeted websites (NWPA etc)
 - Use of social media networks/groups
 - Use of Agencies
 - Use of alternative models (Care cooperatives)
- Average hourly pay rate for a PA is £10.50 per hour
- Current Direct Payment rate in Cheshire West is £13.96 per hour
- Average hourly charge for an agency is £21 per hour
- Average time taken to recruit a PA is 12 weeks

Slide 5: Benefits of recruiting a PA

- Choice and control
- Flexibility
- Enhanced working relationships
- Person centered approach
- Development of workforce
- Value based
- Life-changing impact

Slide 6: Workforce Challenges

- Care crisis following pandemic
- Forgotten Workforce
- Covid anxiety
- Direct payment rate does not reflect rise in national minimum/living wage or agency rates
- Lack of incentive to join/remain in workforce

- Staff retention
- Brexit has reduced the number of available EU workers
- Perception of PA role/responsibilities creates barriers
- Lack of investment in the workforce
- Perception of instability of role
- Client contributions increasing which is preventing people from accessing social care
- Hours and location