

STRENGTHENING SECTOR LEADERSHIP: A CALL TO ACTION

STAND TOGETHER

Paul Watson

Managing Director
Guinness Care

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Stand Together

Stand Together | To cover this afternoon

- Social value of Housing for Older People and Supported Housing
- Showcasing why it works
- We can and need to do more, if only...
- Sector Leadership
- Conclusions



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- 64,000 homes – 8,000 are housing for older people and 1,100 are supported housing
- Housing for Older People
- Extra Care housing – 14 schemes
- Supported Living – for people with learning disabilities
- Supported Housing
- Foyer – for young people
- Care homes
- Telecare

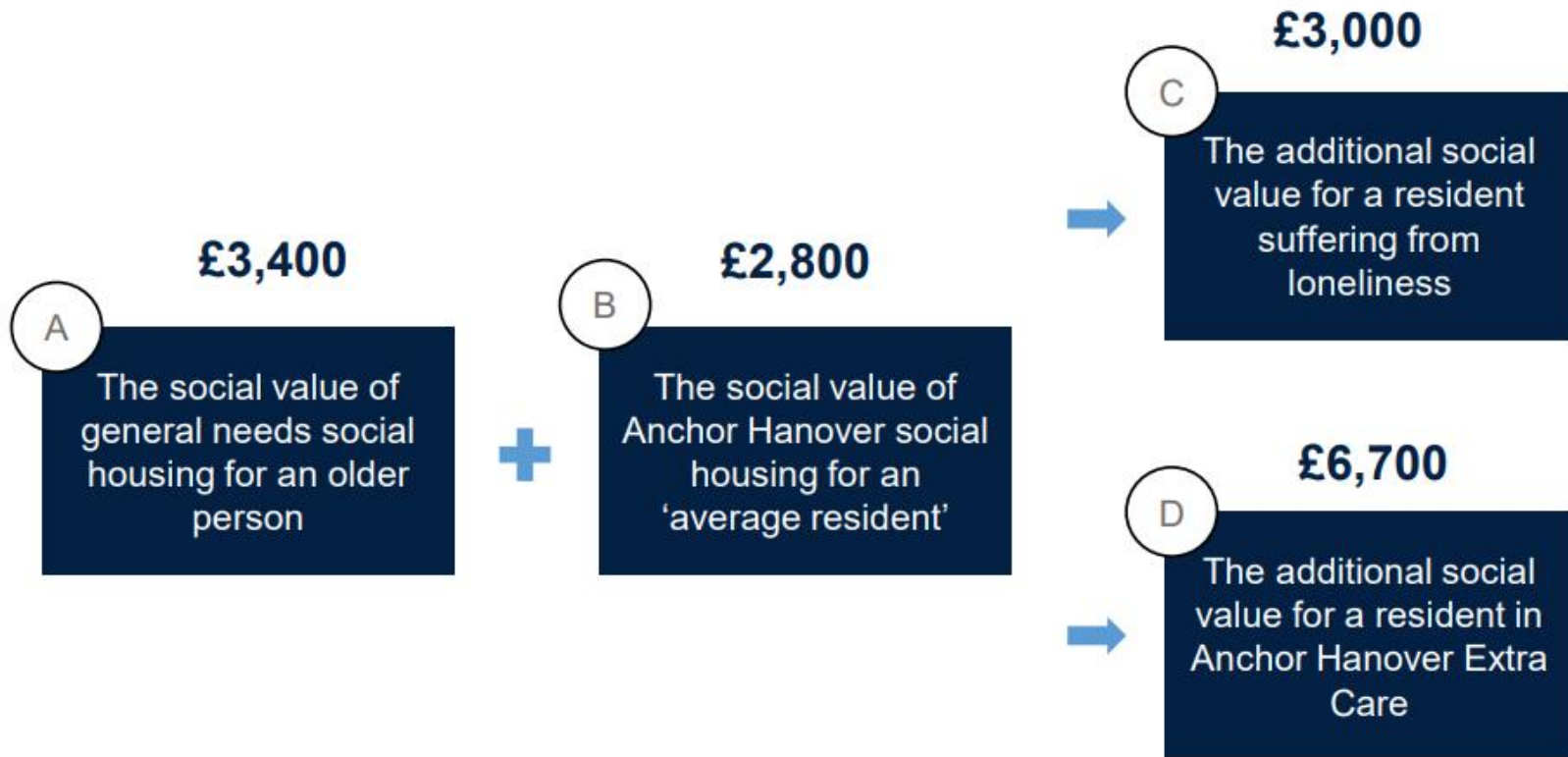


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Why it works | HOP and Extra Care

- Housing for Older People saves money to the UK taxpayer.
- The think tank Demos showed in a 2017 report that sheltered housing alone saves the taxpayer £486m per year by reducing inpatient stays and reducing the cost of care.
- 2015 analysis carried out by Aston University showed that for every person living an extra care home, the local authority is saved anything from £1,200 in lower-level social care costs and up to £4,500 per person in higher-level social care costs.
- More recent work, published by Anchor Hanover and Sonnet CIC last year, showed that an extra care home delivers savings of up to £6,700 per resident, per year by reducing pressure and costs on the NHS and on care services. Separately, they calculated that where a resident is suffering from loneliness which is then addressed, that service can save £3,000 per year per person, mostly by reducing the risk of long term conditions such as heart disease and dementia.
- Even with social care funding increases recently announced, there remains a sizeable funding gap for social care – so these savings really do matter and show that sheltered and extra care housing offers a genuine solution to tackling the social care crisis.

Why it works | Social value



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Why it works | Showcasing How



Quayside, Totnes



Deva Point, Chester



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Why it works | Guinness Health and Wellbeing



Guinness Care Community Support



Our **Independent Living Services** for older and vulnerable residents have adjusted to lockdowns, supporting people in person and remotely.

180,000 direct welfare calls made to vulnerable and isolated customers since March 2020, the peak month was May when **10,000 calls** were made.



Dry food hubs set up across the country for those unable to get essential shopping, and an additional **70+** individual parcels delivered to customers that were unable to access the hubs.



90 repurposed Samsung tablets made available to expand customer digital inclusion through our Tablet Loan Scheme further reducing social isolation during lockdown.

330 colleagues signed up to our **Friends Against Scams** initiative.



A Winter Wellbeing programme has been delivered to our customers, and in total **2,250 customers** have engaged with virtual or Covid safe activities.



The four main areas supported by our Independent Living Advisors during lockdowns have been:

- **loneliness and/ or social isolation**
- **nutrition**
- **physical activity**
- **poor or low mental health.**

3 new Community Navigator roles have been recruited to support social prescribing.



1,000's of Activity and Craft packs have been designed, created and delivered by our teams to customers nationally.



Why it works | Digital Inclusion

- We are offering our customers a digital alarm system that is **responsive**, **enabling** and **preventative**.
- 88 whole scheme installations of the Appello 'Smart Living Solutions' system have been completed
- The system has a hardwired link with the **fire**, **smoke** and **video door entry system**

Read more about our digital journey at:

<https://appello.co.uk/blog/a-chat-about-digital-transformation-and-tips-for-other-organisations-on-the-digital-journey/>

or watch our digital diary at:

<https://www.youtube.com/watch?v=-JuM71eDoSM>



Why it works | Community

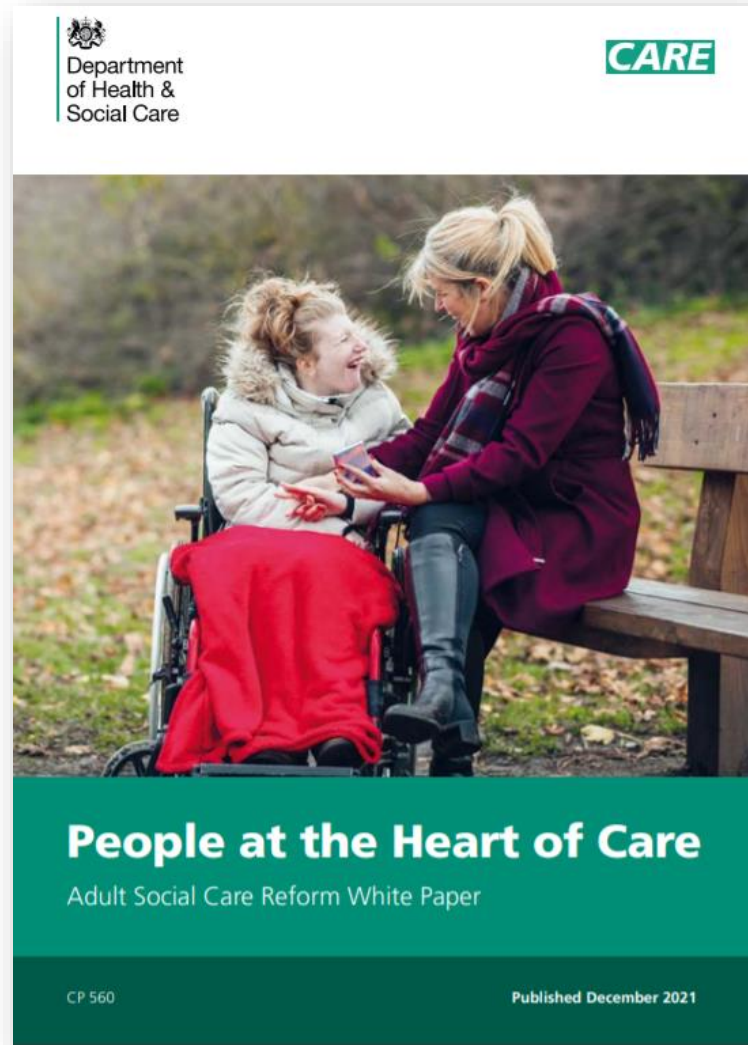
CommuniTree

CommuniTree, an evolving piece of collective art by and for residents designed with the purpose to build stronger communities and amplify residents' voices in Housing for Older People schemes.

CommuniTree offers residents a platform to share their interests or skills with neighbours, tell others about events in or out of the community, and contribute feedback or ideas they have about communal spaces all anonymously.



Social Care White Paper | **Stepping forward**



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Every decision about care is also a decision about housing

Stand Together | We need to do more!



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We can do more | **If only...**

- Government Departmental collaboration
- Long Term structural reform
- Integration
- Cost and risk mitigation
- Social value costed in
- Extra funding – capital and **revenue**
- Customer voice and co-production
- Culturally sensitive housing and care
- Sector Leadership
- Inclusive Leadership – race fluency

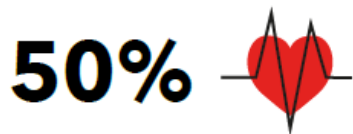


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Sector leadership | Why is this important?

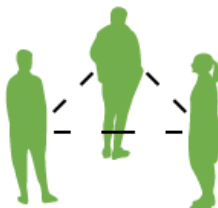
What is the impact?

Surviving



Once large-scale international study showed that over seven years, those with adequate social relationships had a 50% greater survival rate compared with individuals with poor social relationships.¹

Thriving



Healthy Ageing Grand Challenge set out by the Prime Minister in 2019 to “ensure that people can enjoy at least five extra healthy, independent years of life by 2035”.² It’s not enough to survive for longer. The impact comes with being healthy and thriving in those extra years.

Economic impact



Enabling people to remain in good health for longer also benefits society by reducing demand for health and social care. The IFS and the Health Foundation have estimated that, on current trends, healthcare spending will have to increase by 3.3% and social care spending by 3.9% every year for the next 15 years, just to keep pace with increased demand.³


¹ Holt-Lunstad J, Smith TB, Layton JB. ‘Social relationships and mortality risk: a meta-analytic review’ University of Cambridge, United Kingdom, 2010

² www.gov.uk/government/publications/industrial-strategy-the-grand-challenges/missions, 2019

³ The Health Foundation, Institute for Fiscal Studies, NHS Condeferation, Securing the future: funding health and social care, 2018

Sector Leadership | Recruitment and Retention

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Guinness Care
Care Assistant
Care
Cheshire

No experience needed Full time / Part time
£9-11/ph

APPLY **SHORTLIST**


Others about us

When I first joined, I did not have any qualifications in Health and Social Care, but through Guinness I have completed my Level 2 and Level 3 NVQ. I started my journey with Guinness as a carer and I am now a senior carer. Without Guinness I would not have had the confidence to take on new challenges and push myself further.



Amber
Senior Carer





Leah Winfield
Resourcing Manager

“

IT'S NOT JUST ABOUT PROVIDING GREAT CARE BUT IT'S ABOUT HAVING AN AMAZING CAREER.

As the Resourcing Manager at Guinness Care I am so proud of the amazing work all our colleagues put in every day. The difference we are making to an person's life is something you cannot put a value on. We pride ourselves on...

READ MORE

Sector leadership | Things as leaders we can do

- Engage people – join the revolution
- Shift and reframe negative thinking
- Symbolic acts
 - Demonstrate commitment
 - Show up
 - Create shared goals
- Clear the path
- Clear accountability
- Stand Together!



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Stand Together | Conclusions

- Short term imperatives
- Vision and long term goals
- Individual, organisational, collective, leadership
- Challenge of a generation – a manifesto for reform



Stand Together | Challenge of a generation

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Guinness Care

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