



Homecare
Association

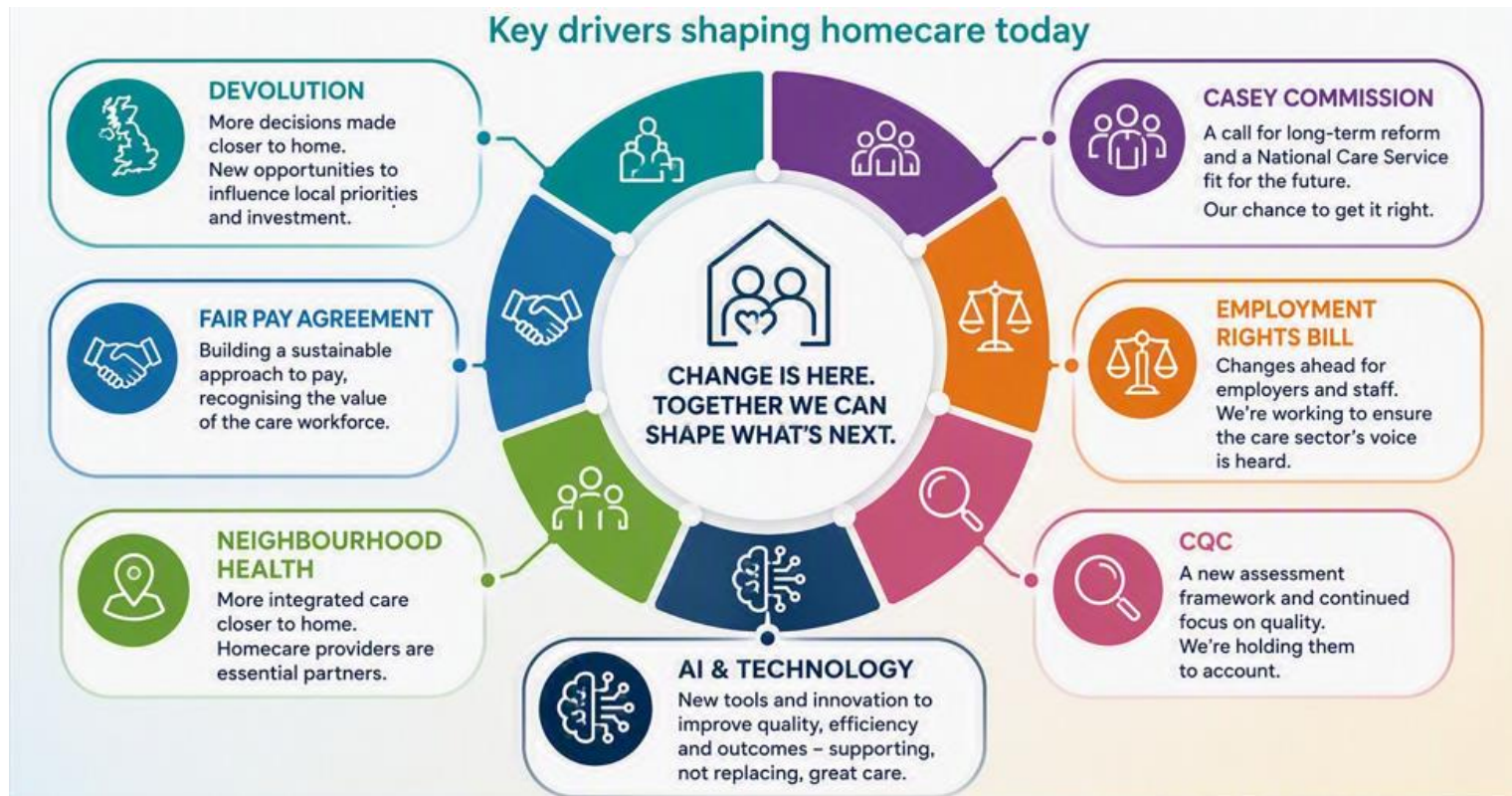
The challenges and opportunities in home care

September 2026

Paul Coper

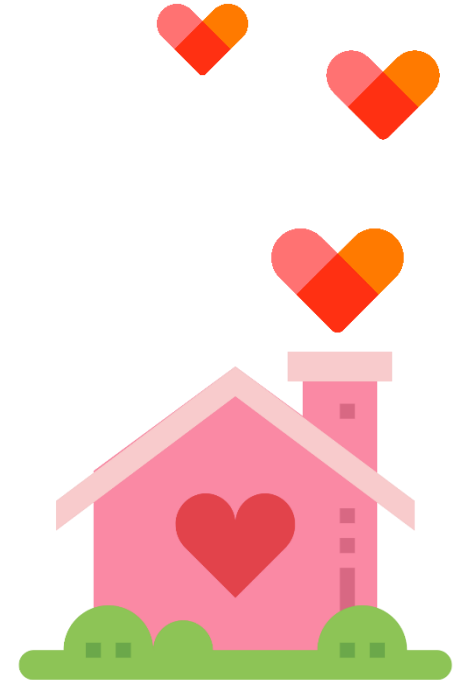
Senior Quality, Compliance, and
Innovation Specialist

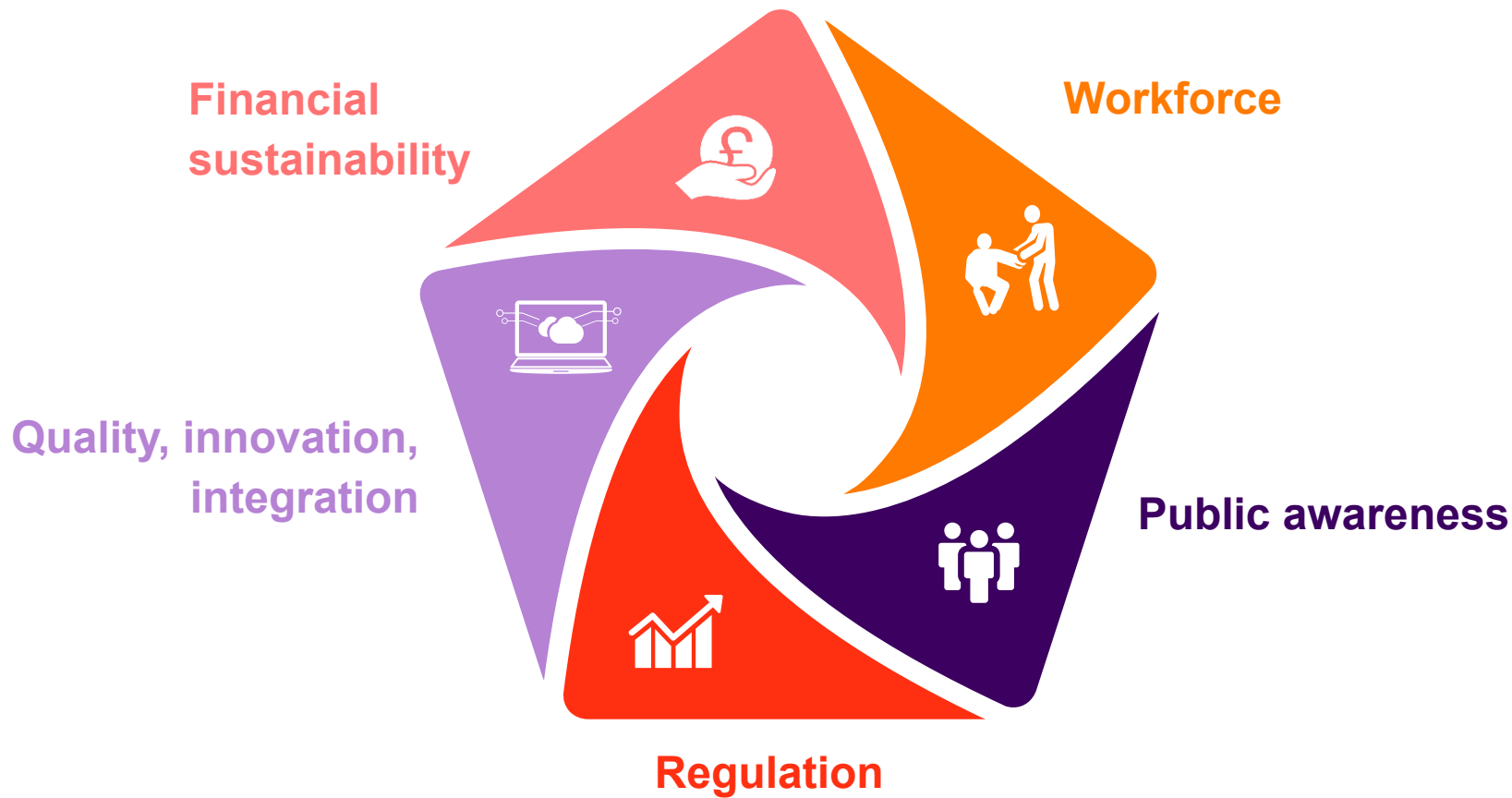
The pace of change

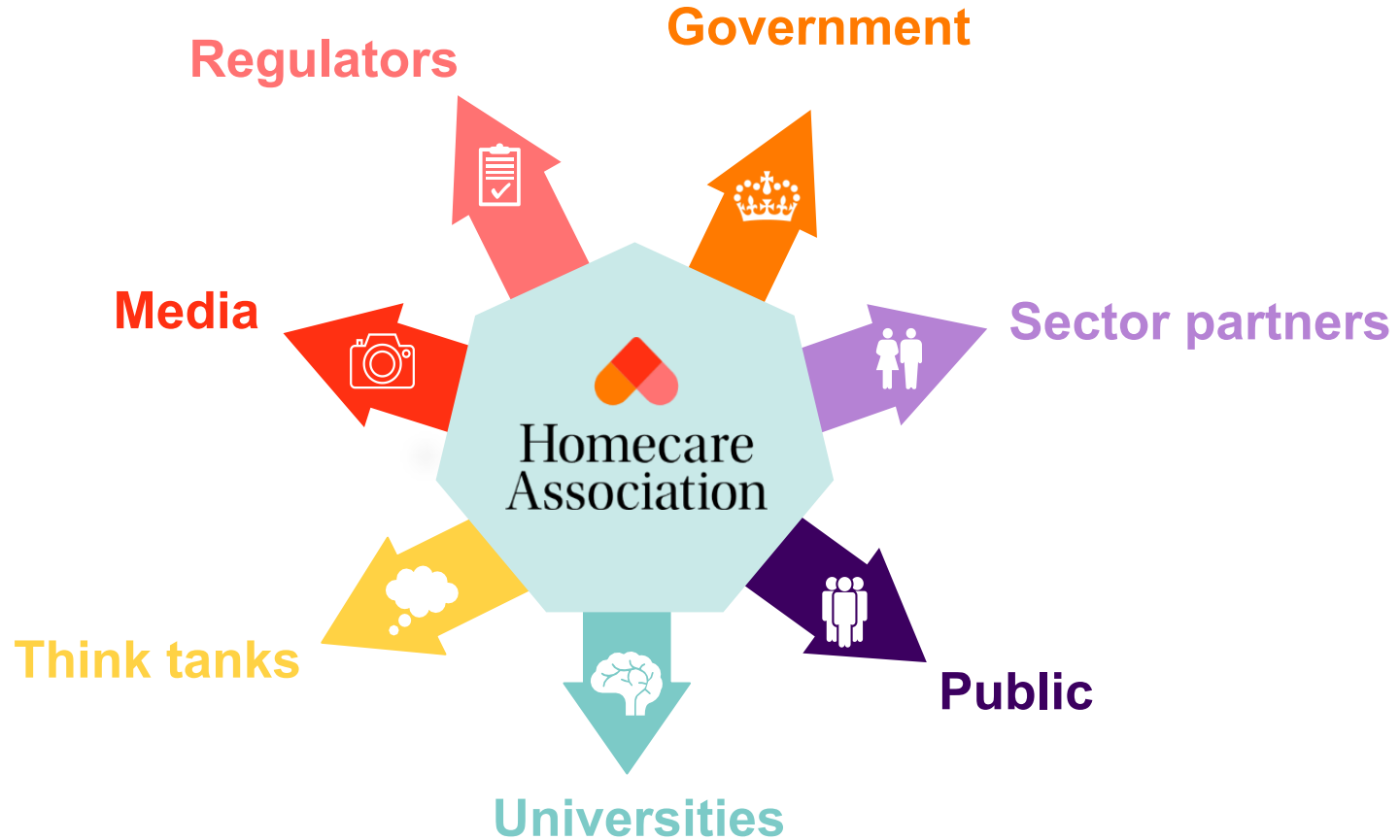


About the Homecare Association

- ➔ UK's membership body for homecare providers
- ➔ Over 2,200 members across the UK – small, medium, large, generalist, specialist
- ➔ Our mission: ensuring society values and invests in homecare so we can all live well at home and flourish in our communities
- ➔ Provide practical support and act as a trusted voice representing the sector







Challenge 1:

Workforce and employment

Recruitment and retention

Recruitment and retention challenges put continuity and quality of care at risk.

NLW changes

NLW rises to £12.71/hr from April 2026. Direct employment cost of a care worker is now £26.17/hr before any other operational costs.

Employment Rights Act

SSP from day 1, guaranteed hours, day 1 unfair dismissal rights, new cancellation compensation, Fair Work Agency enforcement.

Fair Pay Agreement

Adult Social Care Negotiating Body will set pay conditions across the sector. We are at the table shaping it. Without us, it would be set by unions alone

Providers are being asked to do more while workforce and employment costs continue to rise.

Challenge 2:

Unsustainable Commissioning

RISING COSTS

- National Living Wage
- National Insurance
- Travel costs
- Training



COMMISSIONING PRESSURES

- Fee pressures
- Budget constraints
- CHC changes
- Rising expectations
- Staff cutbacks

📍 South East
Continuity of care in
discharge decisions

📍 North East England
Minute by minute
commissioned payment

📍 Midlands
Cost pressures
transferred to providers

Good care cannot be commissioned below the cost of delivering it safely and legally.

Challenge 3:

Complexity & regulatory

Delegated healthcare activities

Greater complexity around training, competency and accountability.

Neighbourhood health & Devolution

Providers adapting to changing system structures.

CQC Delays & New Approach

Regulatory reform and delays affecting confidence.

Unregulated Care

Competing models operating to different standards.

Increased operational complexity, compliance burden and market uncertainty.

Response

Influencing & recognition of homecare

Workforce

- Affiliate training
- Webinars & training – Dementia care, medication,
- Guidance – Delegated HC
- Guaranteed Hours and Zero hours consultation
- Indeed talk at annual conference

Business support

- Starting out in homecare
- Find my care
- DBS service
- Finding clients and carers webinars
- 100s of Guidance / resources – NMW toolkit, Live in care.
- Minimum Price report

Commissioning

- Individual member support
- Commissioning strategy
- Continuing Health care review
- Unregulated care

Technology

- Webinars with Tech suppliers
- Links with technology affiliates
- Tech conference in November 2026
- Homecare Magazine examples
- Digital Care Hub – Digital Flag
- Research – procurement, TEC adoption

Policy development

- Casey Commission
- DHSC engagement
- Fair Pay Agreement
- Frailty & Dementia Modern Service Framework
- Neighbourhood health
- MND passport

CQC

- Regular meetings with CQC and Chief Inspector
- Reports - "Unseen and Unrated" & What CQC is looking for
- Consultation responses
- Guidance (Resent - Achieving Outstanding & Enforcement Action
- Training – CQC compliance



Response

Influencing & recognition of homecare



HOME CARE HEADLINES

Dr Jane Townsend OBE, Chief Executive at the Homecare Association, quotes community social care services still lack a current Care Quality Commission – and what it would take to change that.

Two years ago, we reported that 60% of community social care locations had either never been rated by CQC or held a rating that was four or more years old. Last year, that figure was 79%. Our latest analysis, published in June, shows it now stands at 83.5% of 14,597 active community locations, 36.9% have never been assessed and a further 46.6% hold a rating that is four to 10 years old. Only one in six has a current rating.

The absolute numbers are starker still. The number of community services holding an up-to-date rating has more than halved in two years, from 5,133 to 2,411 while



But final report on reforms would not emerge until 2024, which health leaders say is kicking crisis into the long grass. The Government's plan to create a new social care system is a 'big challenge' for the NHS, says a senior NHS official.



Ms. Jane Townsend OBE, Chief Executive at the Homecare Association, quotes community social care services still lack a current Care Quality Commission – and what it would take to change that.

Ministers are to launch a historic independent commission to investigate adult social care, as they seek to address the 'biggest challenge' for the NHS, says a senior NHS official.



13 Jul 2026 | Closing Date 30 Sep 2026

Make Work Pay: workplace monitoring technologies

[Consultation](#)



03 Jun 2026 | Closing Date 26 Aug 2026

Reform of zero hours working - consultation

[Consultation](#)



06 Jul 2026 | Closing Date 22 Sep 2026

Holiday pay compliance and enforcement

[Consultation](#)



27 Aug 2026

All Age Continuing Care: Have your say on future reform

[Consultation](#)

SKY NEWS LIVE: WATCH OR LISTEN



NHS care funding you may not know about

Understanding NHS Continuing Healthcare

CHC is not means-tested. Knowing your rights matters.

By Jane Townsend OBE

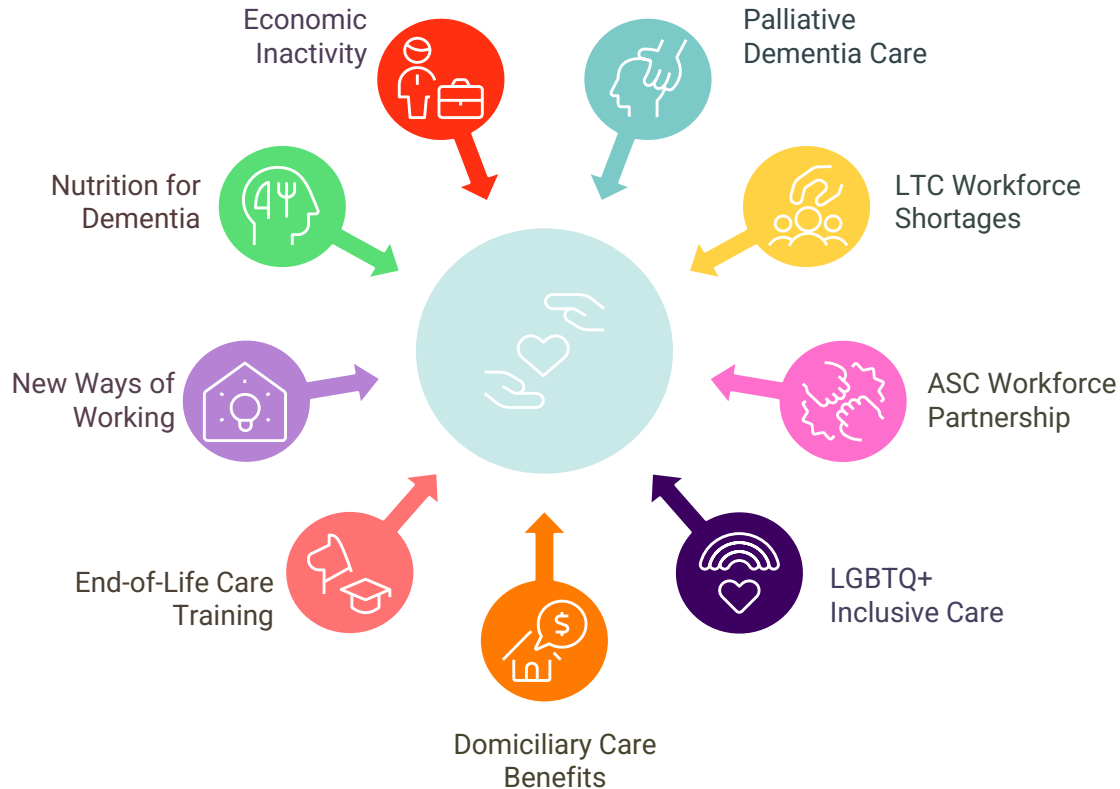
Ask for an assessment • Know your right to appeal



Care Provider Alliance



Supporting academic research



Supporting your everyday

Practical support

- [News and information](#)
- [Guidance](#)
- [Training](#)
- [Events](#)
- [Help-lines](#)
- [DBS checks](#)

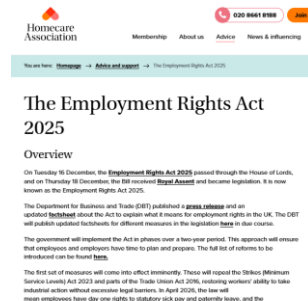


28 April 2026

Building positive relationships with Trade Unions

Preparing for the Fair Pay Agreement in Adult Social Care

Online (Zoom) seminar



24 September 2026

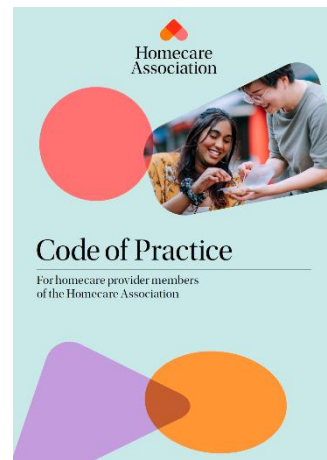
Medication - Train the Trainer

Safe and effective medication support is at the heart of quality care, every day, care workers play a vital role in keeping people well through the way they support with...

Online (Zoom) train the trainer



TECH INNOVATION
IN HOMECARE
CONFERENCE 2026



Research and expert analysis



Expecting the unexpected: Homecare providers' views of hospital discharge

June 2024

Produced by
Maya Parchment Policy Specialist, Homecare Association
Michelle Dumont Policy Specialist, Homecare Association



National Minimum Wage Toolkit

April 2025

Produced by
Homecare Association



Fee Rates for State-Funded Homecare in 2025-26

June 2025

Produced by
Daisy Cooney & Adrian Houghton
Policy, Practice and Innovation Team, Homecare Association



Care Quality Commission: regulatory performance in homecare one year on

September 2025

Produced by
Dr Jane Townson OBE
Homecare Association



What is the CQC looking for? *Insights for providers from analysis of 1,052 CQC homecare inspection reports 2024-2025*

September 2025

Produced by
Dr Jane Townson OBE
Homecare Association



Workforce Survey 2025

October 2025

Produced by
Maya Parchment Policy Specialist
Michelle Dumont Policy Specialist
Daisy Cooney, Head of Policy, Practice and Innovation



The Homecare Deficit 2025

A report on the funding of older
people's homecare across the UK

Produced by
Adrian Houghton
Policy Specialist - research & data, Homecare Association
November 2025



A Minimum Price for Homecare

April 2025 to March 2026

Produced by
Homecare Association
December 2024



Unseen & Unrated *The widening CQC assurance gap in community social care, two years on. An analysis of CQC data to 5 May 2026*

June 2026

Produced by
Dr Jane Townson OBE
Homecare Association

Opportunity

Prevention, technology, quality and professionalism

1

Champion Homecare

Promote recognition of homecare's vital role in prevention, community support, integrated and high-quality care.

2

Uphold Quality and Regulated Care

Champion high-quality, regulated homecare that delivers safe, effective and person-centred support.

3

Promote prevention

Promote recognition of homecare's vital role in prevention, community support, integrated and high-quality care.

4

Engage with Casey Commission

Have your say on the future of adult social care through the Big Conversation on Care.

5

New commissioning models

Work with commissioners to ensure homecare's contribution is recognised and sustainably funded.

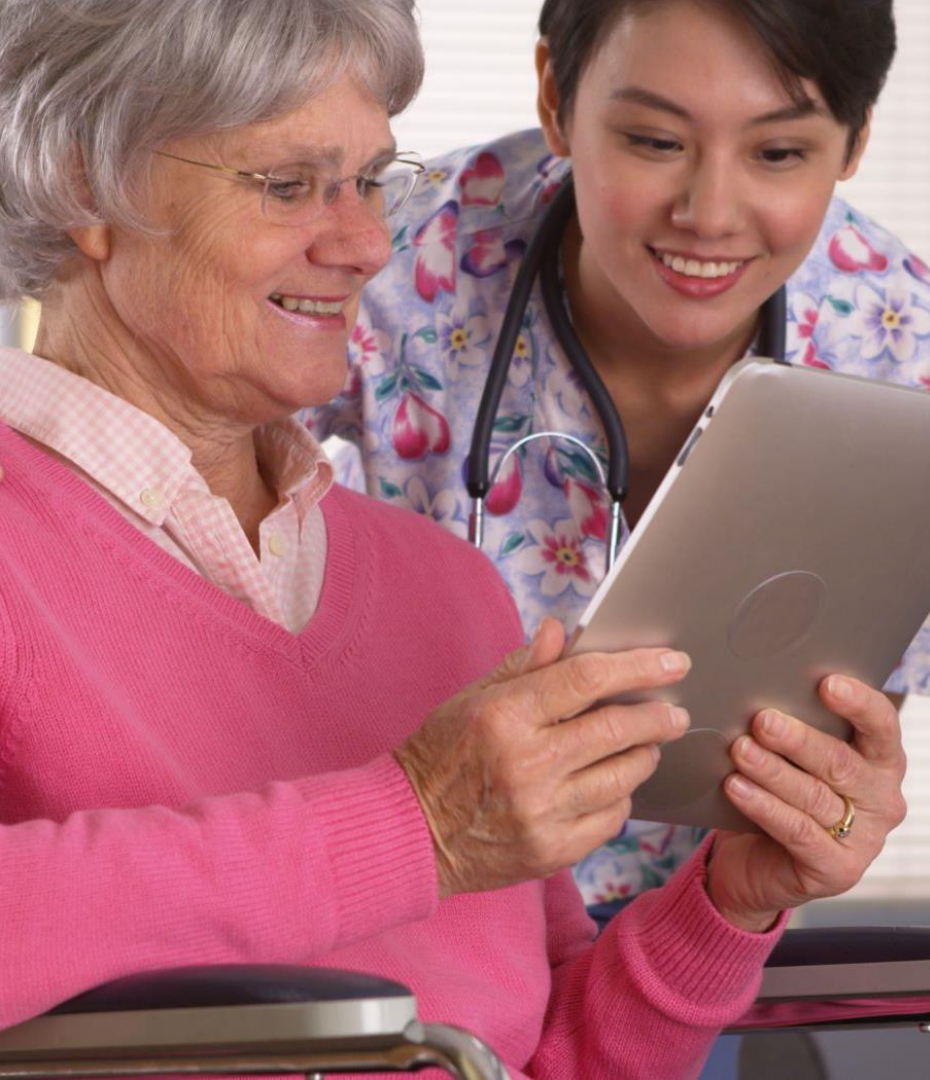
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Join, Connect and Engage

Join, connect, learn, and make the most of membership.



Questions



Contact Us

E policy@homecareassociation.org.uk

T 020 8661 8188

W www.homecareassociation.org.uk

 [@homecareassn](https://twitter.com/homecareassn)

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