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(Media contacts Des Kelly, NCF 024 7624 3619; Stephen Burke 07714 334510)

### **QUALITY CARE DEPENDS ON INVESTMENT IN STAFF AND LEADERSHIP**

Investing in staff and leadership is the key to delivering quality care for older and disabled people, according to new research published today (Monday, 9 November 2009).

Care services with high star ratings spend up to 20% more on staff and their training, development and management, as well as putting service users at the centre of everything they do. Not-for-profit providers consistently get better quality ratings.

The research report, *The real cost of quality care and support*, is published by the National Care Forum and Counsel and Care as a response to the green paper on the future funding of care. The two organisations say that more resources are needed to fund better quality care.

Some local authorities pay residential care providers as little as £315 a week for a place in a care home which is insufficient to deliver quality care as providers face rising costs. Some providers are able to spend three times as much on meals for residents as others.

The report, based on a survey of not for profit providers of care, reveals that the top determinants of better care are:

- The views of people who use services and their families
- Putting relationship-centred care into practice
- Effective leadership and management
- Learning and development
- Valuing and rewarding staff
- Service innovation and new ways of working

- Income and costs.

**Des Kelly, Executive Director of National Care Forum**, said: “The National Care Forum was established to promote quality outcomes for people who receive care and support services. Our members, as not-for-profit care providers, have consistently demonstrated a commitment to continuous improvement and service development. The survey was undertaken in order to gain a better understanding of the true cost of delivering good quality care and support services. It is clear that a person-centred approach which recognises that people receiving services are central to defining quality and this depends primarily on leadership and being able to reward staff appropriately.”

**Stephen Burke, Chief Executive of Counsel and Care**, said: “Valuing care means valuing the people who provide care. The underfunding of care in this country means that many staff are poorly paid and poorly trained. Older people and their families are the real losers. The government’s consultation on the future funding of care must address urgently the need for extra resources for unmet needs now as well as increasing demands such as dementia care in the future. We must invest in the care workforce for all our futures.”

-ENDS-

#### NOTES TO EDITORS:

1. Copies of the research report, *The real cost of quality care and support*, can be downloaded from: [www.nationalcareforum.org.uk](http://www.nationalcareforum.org.uk)
2. The National Care Forum aims to be the leading voice for not-for-profit care providers. The NCF embraces the diversity of the care sector and includes within its membership a wide range of service providers.
3. Counsel and Care is a national charity working with older people, their families and carers to get the best care and support. Advice on issues affecting older people can be obtained by calling 0845 300 7585 or emailing [advice@counselandcare.org.uk](mailto:advice@counselandcare.org.uk).
4. More information about the National Care Forum can be obtained from [www.nationalcareforum.org.uk](http://www.nationalcareforum.org.uk)
5. More information about Counsel and Care can be obtained from [www.counselandcare.org.uk](http://www.counselandcare.org.uk)