

APPENDIX A



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Direct Payments

CASSC November 2022



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What are Direct Payments



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Direct Payments allow service users to commission their own care – rather than receiving care from council commissioned services

Direct payments **must be made available** - provided that they enable personal outcomes to be achieved.

Direct Payments can be provided via:

- A domiciliary care agency
- A Personal Assistant (PA) – directly employed by the service user

Issues

- Service users traditionally need to employ PAs directly – and take on all employer responsibilities – the Council commissions a support service to assist with this.
- The development of microenterprises could make use of direct payments easier for the service user
- PAs are not required to be qualified or regulated – giving rise to safeguarding concerns – proper quality assurance can help mitigate this

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Benefits of Direct Payments



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Allow people to make arrangements that are bespoke to them – for example to meet specific language or cultural needs



Provides more voice and control over their care in line with the Act.



Provides more flexibility for the carers themselves – makes the market more resilient



Can be more cost effective for Councils – particularly if delivered through personal assistants / micro enterprises

Direct Payments in Cardiff



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1711 clients have their service delivered through council commissioned care agency



810 clients are in receipt of Direct Payments (**636** Adults/**174** Children).

Of these:

- **125** have their service delivered through agencies (**124** Adults / **1** Children breakdown)
- **685** have their services delivered through PAs (**512** Adults / **173** Children breakdown)

**Some direct payments recipients have their services delivered through both agencies and PAs*



In 2021/2022 – **903,581** hours were delivered via Direct Payments.

While **1,403,589** hours were delivered through Commissioned Agency provision

Therefore **Direct Payments are 39% of overall care provision**

Review of Direct Payments – Workstreams

- 1. Support the Development of Microenterprises** – to increase choice for services users
- 2. Improve available information and advice** – to increase awareness and take up of Direct Payments
- 3. Review the effectiveness of the current support service** – to ensure effective support is in place and consider alternative options for provision
- 4. Review and improve the administration of Direct Payments**

What are Micro Enterprises?



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Micro Enterprises (ME's) are **very small care or support businesses** - the majority are sole traders.

MEs are **exempt from registration** with CIW provided they support a **maximum of 4 clients**

MEs can provide a **range of services** but the principal ones would be:

- **Support to remain independent at home** – cleaning, preparing meals, gardening
- **Companionship and support** to access social groups and activities
- **Support with personal care needs** (within Direct Payment guidelines).

They could therefore meet both **council funded** and client **self funded** needs

MEs can significantly improve outcomes for both service users and care worker



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Proposal



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It is proposed that Cardiff partners with a provider - Community Catalysts (CIC) - to deliver a 2 year project.

Community Catalysts will provide a Project Manager from their staff group and employ, induct, manage and offer specialist expertise to a locally based Catalyst. The Catalyst will:

- Provide a single contact point for potential MEs
- Provide coaching to make new MEs a sustainable business – alongside providing accurate market intelligence
- Identify and engage effective sources of local and national advice and funding
- Quality assure prospective MEs and add them to their 'Small Good Things Directory'
- Establish hyper-local Whatsapp groups linking MEs and service users

Community Catalysts are responsible for **5000 MEs** being founded across the UK

Proposal



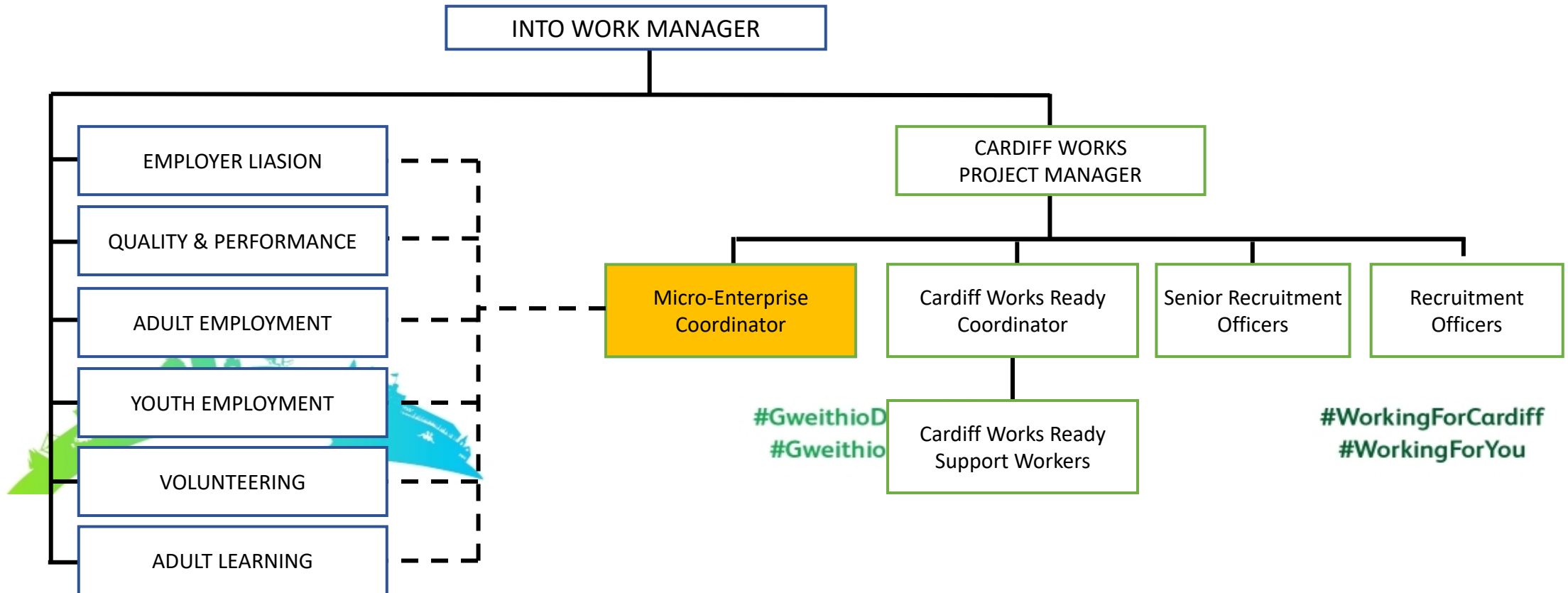
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Service to sit within Into Work / Cardiff Works service but working closely with Adult Services

Dedicated Microenterprise co-ordinator based in-house - linking Community Catalysts with Into Work & Adult Services, creating referral pathways, i.e. with social workers and the Cardiff Cares Academy, promoting opportunities by utilising the different streams of Into Work to identify those who want a flexible career in care, and auditing MEs for quality assurance purposes.

In house skills will be developed before the end of Community Catalyst contract



Success in other LAs

Somerset – The project was launched in 2017 with Community Catalysts, originally to provide care in rural areas. There are now **867** MEs in Somerset, supporting **5,895** people per week with over **8,000** hours of care. DP uptake has increased **119%** since 2017, and the project delivers an estimated **£2,000,000** in annual savings.

Pembrokeshire – Pembrokeshire has **25** MEs delivering **479** hours a week of care and support. In a recent survey 100% agreed or strongly agreed that the MEs who support them are reliable, consistent and the service users feel listened to.

Powys – This project was launched in 2020 as Powys was struggling to secure Domcare in certain ‘border areas’ within the County. Powys now has **40** MEs operating within these previously difficult areas – this project was recognised as **good practice by the CIW**.

Micro enterprise provision is an estimated £5 per hour less than council commissioned care, a 10 hour a week package of care would be 2,600 per annum less.

Quality Assurance



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As the ME market would be unregulated by CIW – Community Catalysts require that each ME meet the **Doing it Right** quality standards.

These standards would outline what is expected to join the Cardiff Micro-Enterprise project.

The **Doing It Right** standards mandate:

- An up-to-date enhanced DBS
- Public liability, and any other relevant insurance
- Up-to-date guidelines on risk management, safety & safeguarding.
- A current complaints procedure
- Written contracts for every client
- Understanding of the CIW boundaries, and always operate within these boundaries.

The Micro-Enterprise Coordinator would be responsible for certifying each prospective ME

Direct Payments – Improving Take up

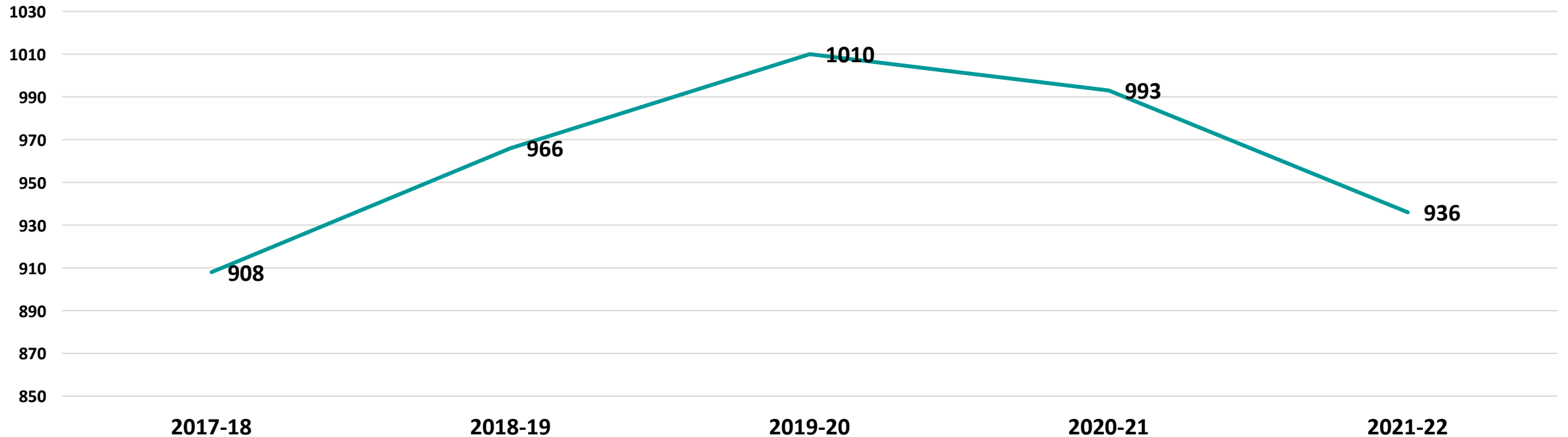


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- Prior to the pandemic take up was increasing, and reached **1010** clients in 2019/20 - numbers then reduced during Covid
- Improved advice, information and communication will be key to increasing take up
- Social worker and service user confidence is vital to the success of the project

Number of Service Users in Receipt of Direct Payments during the year



Direct Payment Support



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External agency currently provides a menu of support to service users in receipt of DPs:

- Basic advice on a wider range of topics; support to manage the direct payment, set up contingency arrangements etc
- Payroll if the service user employs a PA directly
- Managed Account – to manage the finances behind their direct payment
- Employer set up and initial recruitment

In 2021/2022:

19,497 requests for help were received, 156 people were visited.

25 care packages were arranged through Domiciliary Care Agencies

73 care packages were arranged through PAs

A review of this service is currently underway to inform future delivery / commissioning

Provisional Timeline



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It is estimated that it will take 6 months to establish the project – the number of micro enterprises should grow quickly after that

Nov to Dec 2023 – Final scoping and commission Community Catalysts

Jan to June 2023 – Project set up and development

July to September 2023 – Commence delivery, first microenterprises established

October 2023 to March 2024 Further expansion – up to 25 micro enterprises by end of year

Estimated 25/ 30 active community micro- enterprises in year 1 and an additional 30 in year 2.



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