



Working with policy makers

Alex Fox, CEO

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Who are we?



NAAPS is the UK network for family-based and small-scale ways of supporting adults. Our members are Shared Lives carers and workers, Homeshare programmes and micro-enterprises.

NAAPS was established in 1992 and has 4,000 members UK-wide. But Homeshare remains tiny in the UK!

Community Catalysts is our wholly-owned Community Interest Company, set up last year, providing strategic advice to around 20 councils.

Building on real relationships



- We support a number of linked, small scale initiatives, which build on real relationships through matching people.
- We aim for arrangements in which everyone can contribute, rather than 'gift model' professional/ client transactions.
- Compare Homeshare with Shared Lives:
 - A disabled or older person is matched with a registered Shared Lives carer and their family whom they visit or move in with. They share family and community life.
 - Shared Lives is much bigger in the UK than Homeshare (20,000 people compared to around 150) – why?

Context: socio-economic



- Rapidly increasing population of older people.
- Health and social care inflation higher than other inflation.
- Demand and expectations growing.
- Isolation in later life increasingly recognised as a problem.
- Chronic housing shortages, particularly for younger people.
- No sign of housing becoming affordable.
- Problems recruiting to low paid public services.
- Increased demand for higher university, but huge fee increases.
- Fears about intergenerational conflict.

Context: big versus small government



The state shrinking due to cuts: tightened eligibility criteria for social care services in response to budget reductions.

The state shrinking ideologically: The Big Society.

- Remains mysterious to large sections of a sceptical public.

The combination of two ideas:

- Wouldn't it be nice if we all helped each other a bit more, rather than relying on the government to do it?
- When the government does more, we all inevitably do less.

Therefore, “Big Society, not Big Government”?

Context: Personalisation



- The **culture change** towards people being in control of their services and their lives, living in and contributing to their chosen relationships, families and communities.
- The **mechanism change** of personal budgets and Direct Payments (with much self-funded).
- From care home to home-based care (but care home use still rising).
- Continued reliance on family carers.
- Increasing focus on community participation and contributions.
- Provider choice: wide use of independent providers.

Homeshare and UK policy



Homeshare operates in a complex space:

- At the boundaries between the private and the public.
- Across generations.
- Relevant to several usually unrelated policy agendas: social care, older people, higher education, housing, employment....
- Should it be philanthropic, commercial or a care and support service?

Homeshare and UK policy



Previous attempts to align Homeshare with government policy have failed due to:

- Lack of funding for preventative solutions.
- Weak evidence base in the UK.
- Lack of a cost-effective scaled up model.
- Scepticism about scalability.
- Seen as exclusively an older people/ social care concept.
- Government couldn't think inter-departmentally.

Homeshare and UK policy



The coalition government is working inter-departmentally and is very interested in operating across boundaries between:

- state and private sector
- public and private life

e.g. Concepts such as Big Society, 'nudge', social impact bonds, mutuality, personalisation.

A new opening for Homeshare?

Homeshare and UK policy



New developments in UK Homeshare:

- Homeshare as an employee benefit;
- young people on housing waiting lists;
- new focus on making university affordable.
- Much rests on the Crossroads London scheme!
 - Self-sustaining on a modest weekly charge.
 - Looking for strategic support rather than funding.
 - Embedded in a larger service.

Homeshare and UK policy



- Homeshare is one of a number of emerging approaches to shared housing in later life.
- New build cooperatives.
- Sheltered accommodation, extra care models.
- Shared Lives.
- These approaches are fragmented and all seen as marginal: we need to draw them together.
- It will strengthen Homeshare to be seen as part of a spectrum of alternative approaches.

Homeshare and UK policy



- The state is in retreat in the UK.
- A need to market Homeshare to:
 - o local areas
 - o individuals and families
 - o employers
 - o not central government.

We have a huge challenge to learn new marketing approaches and skills.

Lessons for other countries?



1. Clarity about where Homeshare is pitched in the context of your politics, economics, society:
 - o A philanthropic cause?
 - o A commercial arrangement?
 - o A social care or housing service?
 - o A private arrangement and grassroots movement?
2. The need to link with other shared housing concepts.
3. The need to market to the right audiences.

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