

State of the Home Care Sector Survey 2024

Recruiting, retaining and training individuals emerge as significant challenges

Are you experiencing difficulties recruiting and retaining staff?

62%

No

38%

Yes

“Lack of understanding of the job itself and unwillingness to undertake personal and complex care”

Reasons why it's difficult to recruit and retain staff



Inability to drive / job requires a car



Negative perception of the job

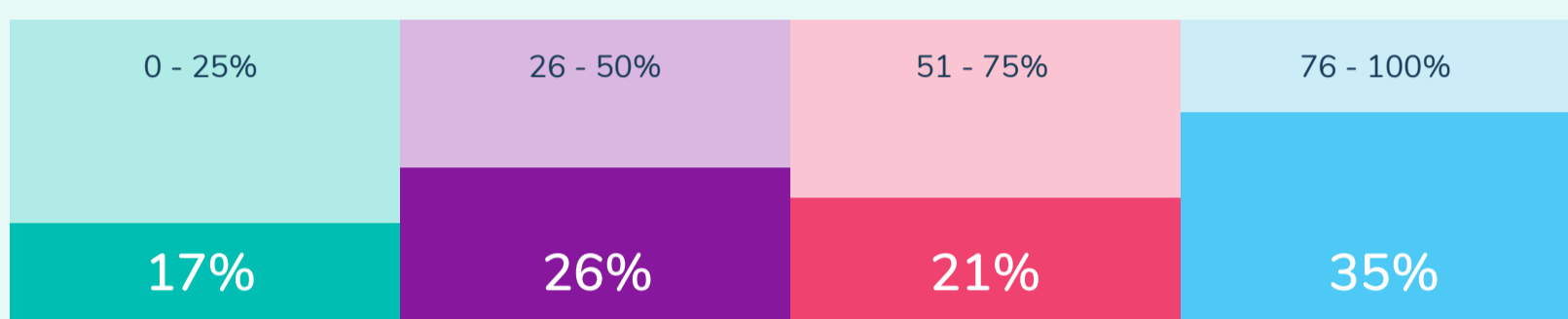


Low wages



Anti-social working hours

What percentage of staff have the necessary skills and training



Factors limiting ability to meet the demand

11%

Staff shortages

10%

Competition for staff

10%

Funding limitations

9%

Issues arising from local authorities

Staffing and funding difficulties are at the heart of concerns about meeting the demand for home care

Do you feel current funding levels are sufficient?

60%

Yes

35%

No

No response - 5%

“We have had to rely on staff working for minimum pay”

“People pay privately for the care we deliver, CHC funding comes nowhere near covering the costs if a client wishes to use our services, meaning a significant top-up”

“Low funding means low staff pay, unable to attract qualified staff”

In a year marked by the cost of living crisis, has your gross margin improved over the past year?

30%

Yes

No

27%

37%

Stayed the same

No response

5%

50%

There is a marked correlation between use of home care management software and financial health. **50%** of those reporting improved margins are CareLineLive customers

Our survey highlights both the challenges and opportunities within the home care sector

To view the full results, in-depth analysis and surprising findings - particularly on the CQC - please visit our website:

www.carelinelive.com/survey