



3 ways UK social care can achieve more with less

Expenses without the stress,
care without the compromise

A panel of thought leaders in the social care sector joined Soldo to discuss what key challenges their industry faces and how a heightened focus on recruitment, enablement and innovation can help solve them.

Speakers included: Professor Martin Green, CEO, Care England; Brendan Ryan, Director, Hays; and Andy Dean, CFO, Eden Futures.

Shedding light on the social care paradox

The UK's social care sector grapples with persistent underfunding, surging demand, and a lack of financial transparency. Surprisingly, while the government earmarks an impressive £181.7 billion¹ annually for healthcare, just £26.9 billion² goes to social care. This imbalance places significant strain on organisations tasked with caring for the nation's aging population, neurodiverse individuals, and young adults with learning difficulties, resulting in elevated stress, expenses, and employee turnover. Given the unlikely prospect of increased government support, what measures can social care organisations adapt to achieve more with less?

In this guide we've curated the panel's expertise and experience into three actionable take-outs to help answer the above.

1 www.kingsfund.org.uk/projects/nhs-in-a-nutshell/nhs-budget
2 www.kingsfund.org.uk/publications/social-care-360/expenditure



Creating the right culture to drive recruitment

Attracting the right people for social care jobs can be tough. The field is super competitive, with social care organisations not only vying against each other but also contending with a healthcare sector that has more resources and clearer career paths. While it's hard to compete financially, putting greater emphasis on culture and showcasing social care as a meaningful industry filled with opportunity can help draw in new talent.

“Attracting and retaining employees in the social care space centres on the employee value proposition, having clearly defined career development pathways in place, and prioritising employee well-being.”

Brendan Ryan,
National Specialism Director, Hays

ACTION TO TAKE

- Define a clear employee value proposition that shows potential candidates how a career in care is rewarding and full of exciting growth opportunities.
- Offer regular training programmes to demonstrate how the organisation cares about employee growth and wellbeing.
- Provide clear paths for career progression both horizontally and vertically so the candidate can see how they'll move through the organisation.

“We don't share it enough, but social care is an industry where you go from being a carer to being in the boardroom in not a huge amount of time.”

Andy Dean, CFO, Eden Futures

Supporting social care's most valuable resource: the carers

Social care is by no means a simple job. It's stressful, physically demanding, and emotionally draining. And when you combine this with low pay and the rising cost-of-living crisis, it's unsurprising that turnover rates are so high. To lower attrition and ensure employees remain happy in their roles, it's crucial to remove the stresses that impact their personal lives and prevent them from doing the jobs they're paid to do.

"We've got to invest in our staff, and I think we need to encourage real focus on innovation and efficiencies. That requires people to have good systems that are robust, and make sure that they get everything they need in the most effective and efficient way."

Professor Martin Green,
CEO, Care England

ACTION TO TAKE

- Implement innovative technologies that allow employees to focus on what's important – caring for service users rather than mountains of paperwork.
- Share budgetary data to help democratise decision making and empower carers.
- Provide access to pre-allocated funds so that carers aren't forced to make work related purchases from their own pockets.

Carers crave simplicity above all else

A survey conducted by one care organisation found that employees asked for groceries to be delivered to the homes they cared in, allowing them to avoid shopping after unsociable hours and head straight home. This didn't cost homes anything more but made lives of the carers easier.

Building business efficiencies in the care sector

When it comes to social care, every penny counts. Financial leaders have a direct responsibility to manage costs, guarantee proper budget allocation across departments, and adapt to changing economic conditions. To achieve this, they must adopt a more proactive approach to financial management and maintain a transparent overview of the organisation's expenditures. However, fragmented finance data, often only accessible at month-end, clouds their visibility prevents them from capitalising on opportunities to save.



ACTION TO TAKE

- Adopt technologies that provide financial leaders with the ability to control and manage the allocations of budgets and identify cost-saving opportunities.
- Use real-time data to gain insight/visibility into spending to identify spending patterns.
- Empower finance leaders with the tools they need to quickly address inconsistencies and prevent financial issues from becoming larger problems.

“Lack of visibility over spend data massively impacted how we controlled and allocated our budget. We needed a solution that allowed us to look at budgeting on a group level so we could drill into individual homes and see who’s spending too much or who’s spending too little.”

Zara Dangerfield,
Finance Manager, Hexagon

How UK social care can achieve more with less?

Solving the social care crisis isn't going to happen overnight. And while there's no single point solution for every challenge, embracing innovative technologies and data is a fundamental step in helping organisations better optimise their strategies to move forward.

One such technology is Soldo. By relieving carers of financial and administrative burdens, we empower them to focus on their caregiving mission to provide more meaningful assistance to those in need. We also provide finance leaders with the visibility and control they need to make better budgeting decisions and drive efficiencies throughout their organisations during times of economic uncertainty.

To learn more about how technologies like Soldo are helping the UK social care sector achieve more with less, read the following Soldo blog with Andy Dean, CFO, Eden Futures.



[Read the blog](#)

62%

reduction in the time a finance manager spends on a claim

80%

less time reviewing and approving finance reports

50%

less time spent reviewing budget alignment to company spend

358%

ROI using Soldo over a 3-year period