

**The new employer market of  
Individualised Budgets:**

How will this change impact the business  
of learning and development?

## **What is?**

- **Personalisation**
- **Transforming Social Care**
- **Self Directed Care**
- **Individual Budgets**
- **Personal Budgets and**
- **Direct Payments?**

**If people who use services employ Personal Assistants (PA) –**

**What does this mean to Training Providers?**

## **1. Skills for Care New Types of Workers project research findings:**

- Demand for induction training and more specialised areas, such as supporting people with learning disabilities
- Resources to fund learning were limited and that this was a barrier to progression
- Qualifications for PA are a significant issue, especially to specialisation.
- Often PA's are younger people (sometimes family members) and graduates'.

## **2. IFF Research Ltd (on behalf of Skills for Care, May 08) research findings:**

- 99% of all PA's questioned, feel that training is useful with 42% saying that having appropriate training is essential to the role.
- 11% of all PA's said that they had at least partly arranged and funded the training for themselves
- Only a small proportion of employers have arranged or paid for external, formalised training for staff:  
6% have done so for their current PA, and  
3% have done so for previous PAs

# *Redbridge Learning Collaborative*

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*Working Together*

- Employers who have had a PA for a long period of time were more likely to have arranged training for their PA's.
- 34% of all PA's said that they have further skills needs that would be useful for them to develop.

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*Working Together*

- 84% of all Employers feel that no (further) training is necessary:
  1. Training is not seen as vital for them
  2. Training available do not meet their needs
  3. NVQ not relevant to their situations
  4. It is not seen as their responsibility (other employers benefit from this as well).
  5. Training is too expensive
  
- ...but if funded, 81% of employers would consider arranging training. (57% definitely will arrange training)

*Health And Social Care*

What does this mean to your business?

1. How will this impact your current marketing strategy and programme delivery?
2. What needs to happen locally, to ensure PA's get the necessary training?