



# SOCIAL CARE

# SURVIVAL

## MEMBER CAMPAIGN PACK



**SAVING**

**SUSTAINING**

**SURVIVING**

# INTRODUCTION

## Why are we running this campaign?

As the bodies that represent social care providers across Wales, we are acutely aware of the pressures facing your services and the financial strain that has been caused by historic underfunding, the Real Living Wage commitment, and increases to employer National Insurance contributions. Over the last two years we have repeatedly raised these issues with government ministers and officials, through formal letters and in meetings. We have also represented our members in the media, trying to shine a spotlight on the importance of the social care sector and the need for sustainable funding.

The Welsh Government budget for 2026/27 is an opportunity to reiterate these messages and call for additional funding and greater transparency for social care services in Wales.

## What have we done so far?

Over the last few weeks we have been compiling data from our members, and building a narrative about the pressures on services and the need to increase funding for social care in the Welsh Government's budget. This week we sent our '[Social Care Survival](#)' report to Members of the Senedd and urged them to take action as part of the budget negotiations and scrutiny process.

## Welsh Budget 2026/27: Current status

On 3rd November, the Welsh Government published its detailed [Draft Budget](#) for 2026/27, setting out its spending plans for the next financial year. The Homelessness Support and Prevention budget line - which includes the Housing Support Grant and the Homelessness Prevention Grant - has been allocated a 2% increase.

On 9th December, the Welsh Government and Plaid Cymru [announced](#) a budget agreement, which includes:

- an extra £112.8m for local government - which provides an overall 4.5% increase to the local government settlement, with all councils receiving an increase above 4%.
- an extra £180m for the health and social care budget

While the increase to the local government budget could lead to increases to social care funding, the budget deal announcement does not include any further detail about how this extra funding is to be directed. As a result, it is important that the social care sector continues to make its voice heard on the need for additional funding to cover the full costs of delivering high quality social care services and paying the Real Living Wage.

**We encourage our members to exert as much pressure as possible on Members of the Senedd and the Welsh Government in advance of the final budget.**

## Budget timeline:

15TH DEC	16TH DEC	20TH JAN	27TH JAN
COMMITTEE REPORTING DEADLINE	DRAFT BUDGET DEBATE	FINAL BUDGET PUBLISHED	FINAL BUDGET DEBATE

## WHAT CAN YOU DO TO HELP?

We know from experience of winning previous campaigns that Members of the Senedd are more likely to throw their weight behind an issue if they hear from people and services within their constituency or region. That is why your voices are so powerful and could be critical as we seek to influence the budget. This campaign pack will give you the tools to do this – but if you need any further support then get in touch with us.

### Email your Members of the Senedd

Everyone in Wales has one local Member of the Senedd and four regional Members of the Senedd - and your services probably cover multiple constituencies. Encourage your staff and people using services to email their Members of the Senedd (MSs) to highlight the need to increase social care funding and share our Social Care Survival [report](#).

Find out who your MSs are [here](#).

### Spread the word on social media

Most Members of the Senedd are on X and Facebook - encourage your staff and people using services to support the campaign on social media. Share our campaign messages and any photos of your organisation and local politicians supporting the campaign.

### Invite Members of the Senedd to visit your services

Invite your local and regional MSs to visit your projects. This is an opportunity for them to meet staff and people who use your services, to learn about how these services have transformed people's lives - and to hear why funding must be increased.

### Speak to your local newspaper or radio station

Local newspapers and radio stations are a great platform to highlight the positive impact of social care services on people's lives - and the importance of increasing funding. Contact local journalists and see if they want to cover this issue - let us know if you're going to appear in the media and if you want any support beforehand.

## KEY MESSAGES

**The Welsh Government must increase funding for social care in the final budget for 2026/27 and address concerns about the implementation of the Real Living Wage policy.**

### **Social care services provide invaluable support**

Social care services provide invaluable support to tens of thousands of people across Wales, including vulnerable children and families, older people, and adults with mental health issues and/or learning disabilities. These services keep people safe, supported and well, they prevent people from going into hospital, and help people to live dignified and fulfilled lives. The socioeconomic benefits of the adult social care sector in Wales were £22.6bn in 2023, while the costs were £8.1bn. This means that for every £1 spent on adult social care in Wales, there was £2.78 worth of socioeconomic benefits.

### **However, commissioned social care services need a significant funding increase - estimated at 11.9% - to cover all costs.**

The costs of delivering high quality social care have increased substantially over the last decade, with factors such as the increase in energy bills, insurance and staff costs putting significant pressure on budgets. Each year, the social care sector works together to publish the true costs of delivering services, but providers rarely receive sufficient funding.

Our survey of care providers shows that the ~2% increase in the original draft budget is simply not enough. Our sample showed that:

- 53% are likely to have to support fewer people
- 57% are likely to have to reduce hours of support
- 77% are likely to freeze recruitment
- 65% are likely to make staff redundant
- 62% are likely to not bid for new / re-tendered contracts
- 50% are likely to have to hand back contracts
- 26% are likely to have to close their organisation entirely

The Welsh Government needs to ensure that sufficient funding is provided to local government and health, in order to enable them to increase funding for commissioned social care services.

### **Social care providers need sufficient funding to pay the RLW**

Care providers in Wales believe that frontline workers deserve a fair wage for their work, and support the Welsh Government's Real Living Wage commitment. However, they have not received the required funding to cover increases in the RLW, despite assurances from Ministers. This means that some providers have been unable to pay the RLW. Others have paid it, but now face huge budget deficits that put the sustainability of vital services at risk.

### **Social care providers need additional funding to cover increased National Insurance costs**

The UK Government's decision to increase employer National Insurance contributions has devastated the social care sector. While additional funding was provided to help 'public services', this did not include commissioned social care services, which local authorities rely on to meet their social care responsibilities to vulnerable children and adults. This has left social care providers facing a considerable financial shortfall now and in the future.

## TOP TIPS: TALKING TO YOUR MSs

Here are a few simple pointers to bear in mind when approaching your local and regional Members of the Senedd:

### Contact them as early as possible

It is best to contact your Members of the Senedd as early as possible, to maximise the pressure they can put on the Welsh Government in the lead up to the final budget.

### Try to meet them in person

While emails are great at communicating information, the most powerful representations are made in person. Try to encourage Members of the Senedd to visit your services and meet people using your services to understand first hand experiences. This is likely to have a lasting impact and influence the representations they make in the Senedd. You could also visit their office or advice surgeries.

### Make it personal to your services and experiences:

Communicating our key messages is important. However, sharing information about services and the experiences of people within their constituency will have a much greater impact on Members of the Senedd and increase the likelihood of them speaking up.

### Be clear about what you're asking them to do:

Your MSs will be lobbied by lots of organisations - so it's important we are clear about what we want them to do. We want them to call for an increase in the HSG by:

- Writing to the Welsh Government Cabinet Secretary for Finance to call for an increase
- Speaking to their party's finance spokesperson
- Making a speech or asking questions in the Senedd
- Highlighting this issue in Senedd Committees
- Sharing their support on social media

### Be helpful and authoritative:

Be a good source of information - MSs have to deal with a wide range of issues, so they appreciate any supporting information that helps them to make effective representations on behalf of their constituents. You are the experts in homelessness and housing support services, and they will really value your insight and any real life examples you have.

### Be persistent:

MSs are busy people and may not be able to accept your invitations due to prior diary commitments. Don't give up - invite them to something else or try something new. Make it clear that you are keen to meet them.

### Develop positive relationships with their staff:

Staff members can be very influential and often prepare briefings and advice for their Member of the Senedd. It's worth developing good relations with staff and taking the time to explain the issues to them.