PROUD TO CARE GROUP
(Re-named Working Group to Build a Skilled and Stable Care Workforce)

Wednesday 11 November 2015 – Larkbeare House, Exeter

Attended:

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<tr>
<th>Bluebird Care:</th>
<th>MiHomecare:</th>
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<tr>
<td>Lydia Ward, Lisa Malerba, Emily Miles</td>
<td>Paul Porter, Wendy Wood</td>
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<tr>
<th>Devon County Council:</th>
<th>New Key:</th>
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<tr>
<td>Mary Austin, Rebecca Bond, Steve Dixon, Natalie Elston, Nic Dunn, Sally-Ann Turner, Bill Heasman, Sophie Holmes, Anne Jessamine</td>
<td>Gary Kent, Sam</td>
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<th>Devon Health and Care Forum:</th>
<th>Northern Devon Healthcare NHS Trust:</th>
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<td>Peter Dunning, Eill Pang</td>
<td>Vicky Hancock</td>
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<th>Dept of Work &amp; Pensions/Job Centre Plus:</th>
<th>Purple Balm:</th>
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<td>Marzena Seares</td>
<td>Amanda Greenaway, Sara Boul</td>
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<th>Guinness Care and Support:</th>
<th>Skills for Care:</th>
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<td>Liz Prouse</td>
<td>Rosie Mainwaring</td>
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<th>Headway Devon:</th>
<th>Torbay and Southern Devon Health and Care NHS Trust:</th>
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<td>Paul Bird</td>
<td>Jane Gidman,</td>
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| Lyndridge Care:                   |                                                 |
|-----------------------------------|                                                 |
| Amanda Bowen                      |                                                 |

Apologies:
Emma Maguire, Lucy Harvey, Miriam Fraser, Natalie Ibrahim, Sue Gubb, Trish Warren

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Welcome and introduction
Sally Ann Turner, DCC

Sally welcomed everyone. She was pleased to say that Devon County Council is funding Phase 2 of the Proud to Care advertising campaign, including radio and on-line advertising. She has received some excellent feedback on parking exemptions, which have reduced stress for care workers, saved time and reduced costs.

Sally will shortly be circulating Devon County Council’s Workforce Strategy for your comments and feedback.

Sally gave a quick recap of the terms of reference for this group:
- Sharing good practice openly for the benefit of the whole sector, without promoting individual organisations
- Focus mainly on workforce issues, such as recruitment, skills development and retention, to address shortages in the community-based personal care sector
- Foster collaboration and partnership working
Quick introductions around the room. The group also shared any problems they were experiencing around recruitment and retention and anything they were doing to support this.

The following people agreed to give a quick update at the next meeting around recruitment, retention and skills development initiatives:

- Emily Miles (Bluebird)
- Amanda Greenaway (Purple Balm)
- Liz Prouse (Guinness Care and Support)
- Paul Porter (MiHomecare)

Career pathways
Nic Dunn, DCC

Nic explained the need for a clear career pathway:
- To promote care as a professional career with opportunities for progression
- To promote the opportunities available across the health and social care sector
- Attracting people with the right values.

The aim is to have the career pathway available on the Proud to Care website; for use in Jobcentres, and for PVI providers to use and tailor for their own needs.

A small working group formed to look at creating a simple career pathway. Representatives from private and voluntary social care providers: Newkey, St. Luke’s, Bluebird, Allied as well as RD&E, South Devon/Torbay and Northern Devon Healthcare Trust, Skills for Care and DCC.

There are currently two pathways being developed alongside our generic pathway – South Devon/Torbay Healthcare Trust – Jane Gidman presented at the previous meeting and Newkey.

Please see attached two career pathways.

One has reduced text including only job titles, and a second one has further information about pre-requisites, training, and funding. Our original intention was to have this available as a hard copy but we are now also planning to develop a Career Path in Health and Social Care online, with so many more options available for providing additional information by ‘pop up’ information, links to different websites, etc to make it more interactive and engaging. Possibly looking at different places of work, showing the opportunities available to move between health and social care and work in different organisations e.g. home, residential home, hospital.

We would love your feedback and ideas, how can we make this eye-catching and exciting, is the content accurate, what / how much information needs to be included?

We hope to have a mock up of this to share with you at the next Proud to Care group meeting.

I Care Ambassadors
Nic Dunn, DCC, Rosie Mainwaring, Skills for Care

I Care Ambassadors is a national scheme that started in Devon 2 years ago. It is an exclusive club for enthusiastic frontline care staff, who are willing to visit schools, colleges, job centres and other employment agencies to inspire others to work in adult social care.

Gary Kent from Newkey has taken on the role of co-ordinator of the scheme in Devon
Huge benefits to employers:
- A mark of good practice
- Showcase the care and support you provide
- Opportunity to engage with the community
- Help with recruitment in organisation

More information about the I Care Ambassador scheme (including info on registering your service and who should become an I Care Ambassador) can be found on the Skills for Care website: [http://weblive.skillsforcare.org.uk/Finding-and-keeping-workers/I-CareAmbassadors/I-Care-Ambassadors.aspx](http://weblive.skillsforcare.org.uk/Finding-and-keeping-workers/I-CareAmbassadors/I-Care-Ambassadors.aspx)

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**Personal Assistants**

Sophie Holmes, DCC

In 2011 the first national policy document on the topic of personal assistants was introduced by the Department of Health which set out a framework for supporting the development of the PA workforce.

The framework aimed to address challenges to PA working, such as:
- the lack of reliable knowledge about the nature and size of the PA workforce
- recruitment and retention difficulties
- lack of training and qualifications
- practical difficulties caused by inexperienced employers.

This led to some clarification in the responsibilities of Local Authorities through an advisory note which set out 8 minimum standards of support towards individual employers and personal assistants in 2012.

Devon is either meeting or actively working towards all of these with the exception of standard 2 relating to the provision of a PA register.

In terms of current activity:
- We have approximately 1,500 PAs in Devon
- PAs are introduced to potential employers as a list of names and phone numbers
- DBS checks and training opportunities are offered after a PA has been sourced.
- Many PAs request to register their services with us which we can’t fulfil in a transparent way

PA registers are recognised as an efficient and effective way of enabling PAs and individual employers to find each other. They raise the profile of the PA role at a local level and enable Care Act compliance in meeting the objectives for both public information and market sufficiency requirements. They harness and promote the local personal assistant workforce.

A PA finder will be implemented within the rebranded [Devon Community directory](http://weblive.skillsforcare.org.uk/Finding-and-keeping-workers/I-CareAmbassadors/I-Care-Ambassadors.aspx). The benefits of this model are:
- It’s provided by an existing supplier
- Integration within our existing infrastructure as part of the rebranded services directory would promote a single point of access to the full range of support options
- Links to employment advice and support can be added, improving the coherence of our offer to PAs and individual employers
- PAs and employers could register or search for free
- Enables Quality assurance through essential checks undertaken as entry requirements e.g. DBS checks and references. Has the added benefit of creating efficiencies in the recruitment process.
- It would fit with the proposed strategy for unregulated support in Devon enabling an uncomplicated way to identify potential PAs which have met our quality assurance standards.

**Feedback from Proud to Care Group:**

- The group offered to provide a list of questions for Sophie to form part of a FAQ for the helpline
- Need to be clear about risks of signing up for a PA
- DBS clarity – at the moment this is optional
- Needs to be guidance on what makes a good employer and a good employee so that everyone is clear
- Sophie is happy to attend a further Proud to Care Group meeting in March 2016 to answer questions and to provide an update.

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**Pilots to encourage collaborative working:**

Bill Heasman, DCC

Devon County Council and other partners are sponsoring ways to help you to build a more successful business or organisation and work more effectively with others in the sector. They are doing this through provision of free courses and facilitating collaborative working.

Bill’s team were successful in winning the contract to deliver the pilots. The aim of the pilots is the collaboration of providers at an operational level to find joint solutions to common issues such as recruitment, accessing and reducing training costs, skills development and use of resources for mutual benefit.

Some examples of possible joint working initiatives might include:
- Provider collaboration on joint recruitment campaigns;
- Collaboration on career pathways to offer career progression between providers;
- Providers joining up to share training resources/broker shared training for staff; or
- Agreements between providers that would allow them to share staff to cover absence for sickness, annual leave or attending training etc.

Bill’s team are running Introductory workshops in the 3 pilot areas:
- 25 November (13.00 – 16.30) – Witheridge Parish Hall
- 27 November (9.30 – 13.00) – Greenhill Centre, Fore Street, Moretonhampstead
- 4 December (9.30 – 13.00) – Manor House, Old Town Street, Dawlish

**To book a place:** email claire.birch@devon.gov.uk or phone 01392 383000 (and ask for Claire Birch).

Series of training courses that are fully funded:
- Leadership and Management
- Digital Capability
- Business Support

Bill to come back to the working group meeting to update on progress of the pilots.

**Please see attached flyer for more information on the workshops.**
Phase 2 of the ‘Proud to Care’ Campaign
Rebecca Bond, DCC

We are working with a design company called ThirtyThree for Phase 2 of the Proud to Care Campaign. The aim of the campaign is to raise the profile of the care profession and improve recruitment and retention of care jobs in Devon.

We will do this through:

- social media (Facebook advertising and Twitter)
- video advertising (edit our existing care studies to 30 second shorts and use as adverts on YouTube)
- search engine advertising
- radio advertising on Heart radio from 16 Nov – 29 Nov

The radio advert was played to the group. The advert highlights the two-way relationship between the carer and person being cared for.

Feedback was generally positive:

- first part of the script hooks you in as you are intrigued by the relationship
- it takes a while to get to the main point at the end of the script
- doesn’t say what type of person can apply
- need to describe some skills
- not just elderly care
- could it be played in the Jobcentres where there’s a captive audience and it would be free?
- Having a phone number?
- Having the text number is good as quick and easy.

The plan would be to have a series of radio adverts to swap the male/ female carer roles and could maybe focus on a different type of care.

The radio advert has a number for people to text for more information. From this we can monitor the responses to the advert.

Visit the Proud to Care microsite: www.carecareersdevon.org.uk

Care Campaign in a Box month
Marzenna Seares, DWP

Campaign in a Box is an on-going national monthly programme of events focusing on individual employment sectors. It’s a flexible delivery framework to support further interaction with our employers, jobseekers and other stakeholders. The aim is to improve sector knowledge, make opportunities more visible, and encourage customers to consider work in that area.

November focuses on Health & Social Care.

In addition Skills for Care have committed resource support during November to support our care campaign which explores emerging issues in the sector and to agree joint activity. One of the greatest outputs from our national employer engagement teams working in partnership with the skills councils is the development of the Care Sector Knowledge Toolkits. They are both a learning tool and a resource library and are designed to help our people feel even more confident in promoting care as a career of choice.
Additional support available during the Campaign:
Care Careers UK brings together employers, trade associations, sector skills councils and Jobcentre Plus to:

- Explode the myths about care jobs and get more people into work;
- Improve individuals (Senior Leaders, Work Coaches, and of course all of our claimants) knowledge of the sector and opportunities available in England, Scotland and Wales;
- Encourage jobseekers to consider care as a career of choice.
- Build a legacy of lasting relationships with SME’s and local outlets of national care employers; and,
- Encourage employers to widen their search for talent to other claimant groups for example ESA, IS and older workers (50).
- Actively promote and raise awareness of voluntary work experience placements and work trials for recruitment support.
- Health & Social care group information sessions
- Health & Social care sector based work academies.
- Staff and claimant occupational knowledge visits to employer premises
- Tweets
- Jobs fairs, regular attendance of care employers in our local offices
- Phone master classes
- Customer Care survey

Gary Kent, NewKey, gave a talk at the Newton Abbot awareness session on a career in care and had a very positive response.

Making the Care Certificate work
Mary Austin, DCC

Care Certificate is a good idea to refresh the national standardised Induction Standards and include health with social care.

Good things:
- Tracey Bird – good point of call for questions/checking out/pulling interested people together
- Skills for Care resources available free – we can pick and choose what we use/customise
- Has raised profile of importance of a sound induction
- Some things remain the same as CIS – so already in place
- Gives scope for experienced staff to look at topics that might have missed without feeling they should know it. e.g MH
- DCC has a raft of workbooks and other resources online free for all to use – DCC focused but currently all on Word, so easy to customise. [https://new.devon.gov.uk/workforcedevelopment/adult-provider-services/induction](https://new.devon.gov.uk/workforcedevelopment/adult-provider-services/induction)

Issues:

Common:
- Vast – a working knowledge takes a while; daunting for line managers
- Standards are split into topics – not real life! What to prioritise – need working knowledge to think this through. (Observation can be holistic, but what about training?)
- Work priorities - making time to understand the Care Cert and retain the information if you don’t use it often
- No answers! – raises difficulty in assessing to a national standard
- Not currently part of the QCF – although obviously feeds into Level 2 H&SC Dip mandatory units
Issues for Devon County Council (DCC) staff:

- Low turnover of staff and geographical spread of people makes group induction unfeasible (in terms of cost and group size).
- Current reliance on line managers to be competent to deliver/monitor (see above).
- Not working for Community Services – need people trained on specific things – so order of delivery and method of delivery is not the same as residential homes.

Looking at solutions: What we are doing in DCC Workforce Development:

- Working with DCC Community services to explore a holistic and organised way of delivering the Care Cert which prioritises units.
- Another look at the self assessment and how to support people to do this in a meaningful way.
- Redesigning resources into bite sized to make them suitable for viewing on tablet/smart phone – this isn’t a move to ‘e-learning’ more about being guided online - a blended approach.

January meeting:
Come prepared with your ideas on making the Care Certificate work – how can we work together? What are your experiences?

Devon County Council resources, free to use and customise:
https://new.devon.gov.uk/workforcedevelopment/adult-provider-services/induction

Devon Safeguarding Adults Board (DSAB)
Steve Dixon, DCC

A note from Steve Dixon - Level 2 will cover all knowledge for Standard 10 + 11 of the Care Cert.


Next Proud to Care Group Meeting:

Thursday 21 January 2015 – Knightshayes Room, Larkbeare House, Topsham Road, Exeter, EX2 4NG (free parking provided, with overflow car park)

9am (coffee, tea and networking) for a 9.30am start and will finish by 1 pm.

Agenda to follow – please let us have agenda items, as soon as possible.