PROUD TO CARE GROUP

Wednesday 4th May 2016 – Larkbeare House, Exeter

Attendees:

<table>
<thead>
<tr>
<th>Classic Care Homes Ltd: George Coxon</th>
<th>HORIZON Care (South West) Ltd.: John Bickham, Susan Eaton</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dept of Work &amp; Pensions/Job Centre Plus: Alice Walsh</td>
<td>Lyndridge Care: Amanda Bowen</td>
</tr>
<tr>
<td>Devon County Council – Social Care Commissioning: Eryl Davies</td>
<td>Devon Care Home Ltd.: Gail Brock, Sarah Duller</td>
</tr>
<tr>
<td>Devon County Council: Sally-Ann Turner, Nic Dunn, Rebecca Bond, Emily Cavanagh</td>
<td>Health and Social Care Community Services: Julia Cutforth</td>
</tr>
<tr>
<td>Devon Health and Care Forum: Peter Dunning</td>
<td>Mears: Kirsty Mottram, Steve Kerswill</td>
</tr>
<tr>
<td>MiHomeCare: Katherine Blackburn, Linda Denham</td>
<td>Guinness Care and Support: Elizabeth Prowse</td>
</tr>
<tr>
<td>See Ability: Jean Thompson</td>
<td>Bluebird Care: Lydia Ward</td>
</tr>
<tr>
<td>Northern Devon Healthcare Trust: Vicky Hancock</td>
<td>Purple Balm: Karen Romans, Steve Davey</td>
</tr>
</tbody>
</table>

Apologies: Sam Alford, Mary Austin, Paul Bird, Tracy Bird, Theresa Brocklehurst, Steve Dixon, Katie Lett, Rosie Mainwaring, Eli Pang

Proud to Care Campaign from Nov 2015 - 31 March 2016 (Phase 2b)
Rebecca Bond, DCC

This is a multi-channel advertising campaign aiming to attract people to apply for roles as Care and Support Workers across Devon. In order to reach a diverse audience, we have been using the following channels:

- Google search
- Google display
- YouTube video pre-roll
- Facebook
- Twitter
- Radio

Overall there has been a positive response:

- Video views 10,976
- Clicks to website 5,653
- Apply clicks 622
Google Advertising:
- both search and display advertising drove a higher engagement with the website, with search advertising being the more successful of the two.

YouTube:
- pre-roll adverts used to raise awareness to target demographic, generating 10,976 video views

Facebook:
- Remarketing has had the greatest impact, despite a smaller audience / no. of impressions.

Rebecca explained how an increasing number of adverts on Facebook may be causing people to pay less attention to them. One provider commented that video ads on Facebook often attract more attention.

Twitter:
- 514 clicks to the website of which 86 resulted in apply clicks - 17% of the clicks resulting in a job search.
One provider mentioned the need to respond to negative responses to tweets.

Radio:
- Advertising through Heart FM - 33 text responses in total. However there is no way to track if the web link that people are sent is followed up.
One provider mentioned if there was a possibility to follow up text responses with a phone call. Also the ‘feel good factor’ that the radio advert can bring to people already working in care.

Outdoor advertising:
- Locations all over Devon, including Exeter high street. Possibility of larger writing on the banners next time.

Actions:
- Increase response to both negative and positive feedback on social media, with a particular focus to Twitter.
- Explore whether courtesy phone calls can be made to anyone who responds by text to the radio advert.
- Review and update website content to reflect community-based personal care, care home jobs, mental health, learning disability and supported living.
- Consider video advertising on Facebook.

(Please see Rebecca’s campaign presentation on our Proud to Care Group meetings page).

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

Don’t forget to place your job vacancies for FREE by visiting the Recruitment Portal: www.dct.org.uk - please let us know if you’ve been successful in recruiting as a result of using the portal – we’d love to hear your success stories!

Don’t forget to follow us on Twitter: @ProudtoCare and ‘like’ us on Facebook: Proud to Care Devon

Introduction and Update from Attendees
Sally Ann Turner, DCC

Sally welcomed everyone and 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 whole of the care sector.

Foster collaboration and partnership working.

Alice Walsh gave a brief Job Centre update, encouraging and welcoming providers to come to the centres and to job fayres. Alice explained that if providers advertise jobs through Proud to Care then they will be advertised at the job fayres also. Job fayres are currently planned at Exeter Job Centre on 25 May and at Newton Abbot Job Centre on 15 June. Future job fayres will place place at Honiton and Barnstaple Job Centres (dates to be confirmed).

Amanda Bowen mentioned how refreshing and positive it is that DCC are listening and taking action.

Some recent updates to the Proud to Care campaign:
- Building the links with key Job Centres through Careers Fayres with provider reps
- Extension of Proud to Care campaign up to 31 Dec 2016
- Proud to Care South West - proposals for 2017 (subject to confirmation)

Quick introductions around the room:
- Alice Walsh, DWP, further encouraged links between the job centres and providers.
- Eryl Davies, DCC, working with lead providers as the Contract Manager for the Living Well at Home contract.
- Steve Kerswell, Mears, feeling positive about Mears’ new contract with DCC.
- Peter Dunning, Devon Health and Care Forum, issues with rural isolation need to be addressed further. Sally advised that we may be able to include a direct phone number on future promotional information.
- Susan Eaton, Horizon, highlighting the importance of employee retention.
- John Bickham, Horizon, the quality of staff is crucial - training will aid retention.
- Amanda Bowen, Lyndridge, the campaign is having a positive impact, the calibre of applicants has changed and there is now more of a choice in who you employ.
- Julia Cutforth, Health and Social Care Community Services, mentioned the pressures of discharging patients from the RD&E and also the need for quality care to prevent hospitalisation.
- Sarah Duller, Devon Home Care, feeling very positive about the campaign and the job centre links.
- Gail Brock, Devon Home Care, mentioned the issues with training, and perhaps the need for more standardised training for all.
- Liz Prouse, Guinness, very positive changes in recruitment recently- 9 applicants out of 30 were via Proud to Care. Finding the Care Certificate paperwork very repetitive, could this be something to address? Sally advised that we can discuss at this at a future Proud to Care meetings when Rosie from Skills for Care attends.
- Linda Denham, MiHomeCare, currently having a big recruitment drive.
- Katherine Blackburn, MiHomeCare, has had a very positive experience of having a job centre presence and encouraging other providers to try.
- Vicky Hancock, NDHCT, focusing on Band 1-4 retention.
- Lydia Ward, Bluebird Care, finding recruitment in Exeter very positive but still having problems with recruitment in East Devon.
- George Coxon, Classic Care Homes Ltd. problems with non-attendance at interviews. The need to change the attitude of ‘anyone can get a job in care’.
- Kirsty Mottram, Mears, new to the role and keen to drive recruitment.
- Jean Thompson, See Ability, agreeing that recruitment in East Devon is difficult; could this be due to the affluence of the area?
- Karen Romans, Purple Balm, has experienced recruitment issues.
- Steve Davey, Purple Balm, has unfulfilled care packages.
Recruitment and Retention Experiences  
Susan Eaton, Horizon Care

Susan spoke about the need to support employees to increase retention; Horizon have opened a nursery to help with staffing shortages by providing childcare. Encouraging employees to learn to drive and pairing drivers and non drivers together to do visits that require two care workers has also proved successful.

Susan highlighted the importance of checking gaps in employment history and contacting the most recent employer during the recruitment process. This is vital to establish if the potential recruit has had disciplinary warnings, including safeguarding issues.

There was a group discussion which raised these main points:
- Both good and bad references need to be used carefully and checked. It is good practice to follow up with a phone call.
- The importance of asking applicants about bad references and giving them a chance to explain.
- The need to support employees from the time they are offered the job to help with retention.

Action:
- To address the topic of referencing for quality monitoring and assurance at the next meeting. Sally to invite Steve Dixon, Devon Safeguarding Adults Board (DSAB) to the next meeting.

Positive Retention Initiatives  
Group Discussion

The group split into two to discuss:
- The critical induction period
- Keeping staff through positive engagement

*Feedback from both groups is available to view on our Proud to Care Group meetings page.*

Eryl Davies – Digital Transformation

Due to lack of time, this agenda item will carried over to the next meeting. Eryl has asked the group to bring their ideas and suggestions to the next meeting so we can share ideas and best practice.

Action: all attendees to consider: How can digital transformation contribute to and improve front line care.

Next Proud to Care Group Meeting:
- Thursday 14th July 2016 – 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 1pm.
Please could you send agenda items to emily.cavanagh@devon.gov.uk 1st July?

**Provisional future Proud to Care Group dates to put in your diary:**

- Thurs 8 September, Larkbeare (am)
- Weds 2 November, Larkbeare (am)