

Appendix A

LLR Health & Social Care Sector Growth Plan 2017-2020 - Delivery Plan Progress, June 2019

Theme	Sub - theme	Achievements to date	RAG status
1 Improving the image of the sector	<ul style="list-style-type: none"> • Communications • Media partnership • Case studies 	<ul style="list-style-type: none"> • Creation of the Inspired to Care (ITC) adult social care workforce project brand and related initiatives • Development prior to launch in July 2019 of an ITC website demonstrating local case studies of different job remits and why their incumbents enjoy their roles within social care. The website aims to attract people considering career opportunities from outside of the sector and also to promote the opportunities to progress within multiple disciplines in the sector • Creation of an engaging ITC Facebook page that showcases good news stories, including articles from providers and their staff • The I-care ambassador network has grown to one of the largest Skills for Care member networks in the East Midlands and members support with improving the image of the sector by representation at public events including open days, job fairs and school visits. There are currently 53 ambassadors • Partnership with and representation at the Care Awards hosted by the Leicester Mercury to recognise and publicise staff within the sector, within multiple disciplines • The Local Workforce Action Group (LWAG) is developing a promotional website, drawing on Northants' Best of Both Worlds website which attracts employees through promoting wider place / environment 	Green

Theme	Sub - theme	Achievements to date	RAG status
2 Supporting the sector with resilience and growth	<ul style="list-style-type: none"> • Business acumen and support • Workforce development • Funding eligibility 	<ul style="list-style-type: none"> • Undertook pilot social media advertising for providers on Facebook including local staff case studies • Delivering one-to-one support and collective training sessions for providers around recruitment • Business support activities currently offered by the relevant LEPs, whilst not specifically focussing on the sector, are available to health and social care providers • Signposting to LEP Business Gateways in place • Skills for Care promotion of business support via Registered Manager networks • Funding eligibility changed on recent European Funding calls so that businesses in the health and social care sector can be supported • Influence on LEP Local Industrial Strategy (LIS) Evidence Group and currently influencing LIS content 	Green

Theme	Sub - theme	Achievements to date	RAG status
3 Developing and retaining the current workforce	<ul style="list-style-type: none"> • Apprenticeship opportunities • Sharing good practice • Discretionary funding • Developing career pathways • Identify shortages 	<ul style="list-style-type: none"> • Social care workforce development posts developed and appointed to at Leicestershire County Council • Grew the I-Care Ambassador network to promote the social care sector • Delivered ITC training sessions around retention, culture change and valuing staff • A report by Skills for Care published in June 2017 considered the level of activity in integrated apprenticeships across the health and social care sectors, providing examples of good practice and identifying barriers and solutions to overcome these. LWAG's Attraction & Retention Group also have an action to consider an integrated apprenticeship • Health Education England, Health Careers (NHS) and Skills For Care all provide information on career planning and development, including the opportunities offered by apprenticeships. • LWAG's Attraction and Retention Group and Skills for Care are both developing online career pathways tools • Engagement with Loughborough University to scope the availability of specialist training e.g. level 5+ dementia training 	Green

Theme	Sub - theme	Achievements to date	RAG status
4 Attracting a high quality workforce	<ul style="list-style-type: none"> • Social care advisors (Ambassadors) to raise visibility • Develop career matching tool • Liaise with education and skills providers • Partnership recruitment strategies 	<ul style="list-style-type: none"> • Creation of the ITC website • Creation of Facebook page to attract people that may suit careers in care that are outside of the sector • Targeted sponsored advertising on Facebook to attract different demographics including return-to-work parents and active retirees • Ran a values-based recruitment tool pilot with providers based on psychometric testing • Delivered one-to-one support around recruiting to values to ensure quality recruits and a reduction in staff turnover • Engagement with schools / colleges currently supported through the Enterprise Advisor network • Work with Leicestershire Education Business Company (LEBC) to support National Citizen Service activities and general work experience with schools • Skills for Care support sector recruitment through comprehensive website and event attendance with LWAG also providing strategic support as part of the Leicester, Leicestershire & Rutland Sustainability & Transformation Plan developments. • Leicestershire County Council have offered internships to De Montfort University students over the summer • Participation in recruitment fairs • Link established with Leicester City Employment Hub 	Amber