

## Appendix A

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

Theme	Sub - theme	Achievements to date	RAG status
1 Improving the image of the sector	<ul style="list-style-type: none"> <li>• Communications</li> <li>• Media partnership</li> <li>• Case studies</li> </ul>	<ul style="list-style-type: none"> <li>• Growing the Inspired to Care (ITC) adult social care workforce project brand and related initiatives</li> <li>• Continued development of an ITC website, demonstrating local case studies of different job remits and why care professionals enjoy their roles within social care. The website aims to attract people considering career opportunities from outside of the sector and to promote the opportunities to progress within multiple disciplines in the sector</li> <li>• Creation of engaging ITC social media platforms, including Facebook, Instagram and LinkedIn, that showcases good news stories, including articles from providers and their staff</li> <li>• Partnership with and lead representation at the Care Professional of the Year Awards hosted by the Leicester Mercury to recognise staff within the sector, within multiple disciplines</li> <li>• Creation of various social media platforms to reach different demographics, publishing case studies, good stories and sharing provider vacancies</li> <li>• Engaged with the local media highlighting good news stories which appear in BBC East Midlands today and various newspapers</li> <li>• The Local Workforce Action Group (LWAG) has developed a promotional website, This is now live – website is called Your Future - <a href="https://www.your-future.co.uk/">https://www.your-future.co.uk/</a> - aimed at increasing popularity and increasing awareness of health and social care careers in LLR.</li> </ul>	Green
2 Supporting the sector with	<ul style="list-style-type: none"> <li>• Business acumen and support</li> <li>• Workforce development</li> </ul>	<ul style="list-style-type: none"> <li>• Undertook social media advertising for providers on Facebook including local staff case studies</li> <li>• Delivering one-to-one support consultations and topic conferences for providers around recruitment &amp; retention</li> <li>• Education and roll out of values-based recruitment methodologies to aid in</li> </ul>	Green

resilience and growth	<ul style="list-style-type: none"> <li>• Funding eligibility</li> </ul>	<p>right hires and retention</p> <ul style="list-style-type: none"> <li>• Created a centralise preferred supplier list with recruitment agencies with reduced fees and better terms of business</li> <li>• Identifies hard to recruit locations within the county and created workforce plans to aid in attraction in these areas to support local providers</li> <li>• In response to COVID-19 we supported the external market by increasing provider capacity, by acting as a free recruitment agency, launching a county wide campaign to attract, recruit, on-board, train and deliver ready to start candidates into the external market.</li> <li>• Business support activities currently offered by the relevant LEPs, whilst not specifically focussing on the sector, are available to health and social care providers</li> <li>• Signposting to LEP Business Gateways in place</li> <li>• Skills for Care facilitates Registered Manager networks and Nominated individual networks – which are peer to peer support networks which sometimes topics include things around business sustainability.</li> <li>• Funding eligibility changed on recent European Funding calls so that businesses in the health and social care sector can be supported</li> <li>• Influence on LEP Local Industrial Strategy (LIS) Evidence Group and currently influencing LIS content</li> </ul>	
3 Developing and retaining the current workforce	<ul style="list-style-type: none"> <li>• Apprenticeship opportunities</li> <li>• Sharing good practice</li> <li>• Discretionary funding</li> <li>• Developing career pathways</li> <li>• Identify shortages</li> </ul>	<ul style="list-style-type: none"> <li>• External social care workforce development project 'Inspired to Care' in operation at Leicestershire County Council</li> <li>• Grew the I-Care Ambassador network to promote the social care sector</li> <li>• Delivered ITC topic conferences around retention, culture change and valuing staff</li> <li>• Scoping out a project around exploration and impact of implementing formal career pathways for the external market and its impact on retention and commissioning practises led by LSCDG and Inspired to Care</li> <li>• Education and implementation of values-based culture in the external market</li> <li>• Evaluation of ITC COVID response around retention of candidates recruited during this period</li> <li>• Identifying staff shortages in hard to recruit locations, creating workforce</li> </ul>	Green

		<p>plans to aid in attraction and retention in these areas to support local providers</p> <ul style="list-style-type: none"> <li>• 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 &amp; Retention Group also have an action to consider an integrated apprenticeship</li> <li>• Health Education England, Health Careers (NHS) and Skills For Care all provide information on career planning and development, including the opportunities offered by apprenticeships.</li> <li>• Engagement with Loughborough University to scope the availability of specialist training e.g. level 5+ dementia training</li> <li>• The LLEP in partnership Skills for Care have developed a lesson plan on Health and Social Care due to be launched in schools September 2020.</li> <li>• The LLEP are making a short film with a young person and an employer to promote this sector and will be made widely available to all schools and colleges.</li> <li>• Leicestershire / Leicester are both involved in Nursing Associate (NA) pilot to increase number of NAs in Adult social care – this is part of a career pathway for existing workforce looking to progress careers, either into a Qualified nursing associate or perhaps as a stepping stone to a fully qualified nurse. The County and the City council have agreed to share some of their apprenticeship levy funding to support non levy paying organisations to engage with this pilot.</li> <li>• Skills for Care have delivered multiple presentations to large volumes of providers through RM networks and the EMCARE conference to talk about Workforce development funding and how providers can claim funding to develop their staff if eligible having completed their workforce data set.</li> <li>• Skills for Care are in the process of setting up an East Midlands wide Deputy Manager network – supported by succession planning activities to develop managers of the future.</li> <li>• Registered Managers networks and Nominated Individuals networks locally that enable managers to offer peer support and an opportunity to get support</li> </ul>	
--	--	--	--

		needed which is an important retention tool for managers	
4 Attracting a high-quality workforce	<ul style="list-style-type: none"> <li>• Social care advisors (Ambassadors) to raise visibility</li> <li>• Develop career matching tool</li> <li>• Liaise with education and skills providers</li> <li>• Partnership recruitment strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Further development of the ITC website with case studies, values-based career matching quiz and vacancy pages</li> <li>• Further development of ITC social media platforms to attract different demographics that may suit careers in care that are outside of the sector</li> <li>• Targeted sponsored advertising on social media platform</li> <li>• Skills for Care awarded funding through LLR LWAB to deliver Values based interviewing training to health and social care services in 2020 – this method of interviewing aids in reducing turnover, reducing sickness and higher performing staff.</li> <li>• Identifies hard to recruit locations within the county and created workforce plans to aid in attraction in these areas to support local providers networking with JCP and skills providers</li> <li>• Worked with educational establishments in city and county locations to aid in attracting the future workforce, succession planning and changing perceptions of careers within the sector</li> <li>• In response to COVID-19 we supported the external market by increasing provider capacity, by acting as a free recruitment agency, launching a county wide campaign to attract, recruit, on-board, train and deliver ready to start candidates into the external market.</li> <li>• Engagement with schools / colleges currently supported through the Enterprise Advisor network</li> <li>• Work with Leicestershire Education Business Company (LEBC) to support National Citizen Service activities and general work experience with schools</li> <li>• Skills for Care, LAs and independent sector representatives are now better integrated into LLR LWAB / People board – social care is better represented on Health and Care regionally.</li> <li>• Leicestershire County Council have offered internships to De Montfort University students over the summer</li> <li>• Participation in recruitment fairs</li> <li>• Link established with Leicester City Employment Hub</li> <li>• Stronger links with DWP, Skills for Care have delivered talks for careers</li> </ul>	Green

		advisors at DWP to better educate them about careers in social care, including myth busting etc. This in turn will better educate prospective job seekers about what to expect coming to work in ASC.	
--	--	---	--

This page is intentionally left blank