

# Business Plan 2018-19

Get, keep and develop a quality workforce



## Introduction

This summary of our business plan sets out the activity Skills for Care will undertake in 2018-19.

Skills for Care's strategic aims are to:

- Support social care employers to recruit and retain sufficiency of a caring, skilled, competent and values led workforce
- Use data, workforce intelligence and our unique employer engagement to support development of a workforce that is effective in meeting citizens' needs
- Model being a Learning Organisation and actively promote learning and development, including achievement of qualifications, to enhance provision responding to citizens' needs
- Promote practice through all of our resources and activity that keeps people safe and that innovates to support new ways of working
- Develop compassionate leaders at every level to ensure citizen focused services are well-led
- Maximise investment into leadership and workforce development through our social enterprise.



We ensure each part of our business plan supports these aims.

All our activity supports our purpose of social care supporting people to lead the lives they want to and we achieve this by employing talented people to work in partnership with employers and other organisations to enable individuals to lead the lives they want to.

We value very highly our role as the delivery partner for the Department of Health and Social Care (DHSC) on leadership and workforce in social care. Throughout 2018-19 we will continue to work collaboratively with other key national organisations, employers of all shapes and sizes, registered managers and people who use care and support, their families and carers.

A handwritten signature in black ink, appearing to read 'Sharon Allen'.

**Sharon Allen OBE**

# 1. Recruitment and Retention



## 1.1 Improve recruitment practices and retention of a quality workforce including regulated professionals;

Key areas of activity:

- integrated *I care...ambassador* initiative
- focus on people from under-represented groups,
- the PA workforce,
- recruiting for values and behaviours and
- promoting healthy workplaces reinforced
- providing support to a DHSC national recruitment campaign

## 1.2 Regulated Professional Workforce

Build on strategic relationships to continue to influence regulated and integrated workforce needs including social workers, nurses and occupational therapists.

## 1.3 Support Individual Employers (IEs) and develop the Personal Assistant (PA) workforce by implementing the PA Framework

- Focus on attracting and recruiting PAs by investigating the efficacy of sector-based work academies.
- Broaden support to all employment models including engagement with the self-employed PA workforce.

## 2. Prevention and well-being



### 2.1 Equip the workforce to better understand and celebrate the diverse needs of the people they support, to enable them to improve their wellbeing and quality of care

Key areas of activity:

- Support the workforce to learn from and better support diverse communities
- Support employers to ensure they are complying with the requirement under the Immigration Act that all public sector workers are able to speak English.
- Review the development needs and learning programmes for Activity Co-coordinators

### 2.2 Support wider DHSC objectives on prevention and well-being

- Support employers with improving retention and productivity where they have workers who are predominantly working alone.
- Look at the impact the social care workforce and the workforces in other industries can have on prevention and well-being
- workforce development activity to support place based and community development approaches

In 2018-19 Skills for Care will continue to offer bespoke development of learning programmes for license to awarding organisations, learning providers and others.

We also continue to offer bespoke support to organisations on use of data, including use of NMDS-SC and workforce intelligence analysis and reports.

## 3. Improvement



- 3.1 Improve knowledge and skills levels of social care staff through investment in the Workforce Development Fund.**
- 3.2 Further embed the ASYE with social work employers and promote understanding and consistency in the knowledge and skills required to support and assess social workers and their supervisors.**
- 3.3 Improve knowledge, skills and qualification levels of social care staff through standards, learning qualifications and apprenticeships. Work on endorsement of training providers to drive up the quality and supply of training within the sector.**
- 3.4 Continue with the analysis and reporting of workforce intelligence from NMDS-SC and maintain and build on engagement with NMDS-SC system users, employers and strategic bodies.**
- 3.5 Deliver leadership programmes as part of our support and development offer to leaders and managers at all levels working in social care.**



## 4. Workforce for integration



- 4.1 Continue working to ensure that social care workforce issues and the voice of social care is heard and listened and taken account of in integrated and workforce planning at local, regional and national levels.**
- 4.2 Support the mental health workforce in social care, as well as acknowledging the importance of mental health across all social care services**
- 4.3 Improve the skills of the commissioning workforce. Focus on digital working, learning and information sharing in the adult social care workforce and continue develop the workforce supporting people with a learning disability and/ or autism**
- 4.4 Continue work on the integrated graduate management scheme**



## Additional activity

In addition to our annual work programme agreed with the Department of Health and Social Care, Skills for Care will deliver the following as part of its offer to the sector:

- Leadership programmes
- Coaching service to social care leaders
- Registered manager membership
- A range of bespoke support to the sector like workforce intelligence analysis reports, action learning, care certificate seminars and support for learning providers.

Work delivered on behalf of others

- Manage the child and family ASYE programme on behalf of the Department for Education
- Support the planning, effective administration and delivery of the Health Education England (HEE) integration fund across Kent, Surrey, Sussex





[twitter.com/skillsforcare](https://twitter.com/skillsforcare)



[facebook.com/skillsforcare](https://facebook.com/skillsforcare)



[linkedin.com/company/skills-for-care](https://linkedin.com/company/skills-for-care)

---

Skills for Care  
West Gate  
6 Grace Street  
Leeds  
LS1 2RP

**T: 0113 245 1716**  
**E: [info@skillsforcare.org.uk](mailto:info@skillsforcare.org.uk)**

**[skillsforcare.org.uk](https://skillsforcare.org.uk)**