

Involving key stakeholders



Overview of actions

Understanding and addressing stakeholder needs was central to Sheffcare's success.

Understanding stakeholder needs

- **Inclusive stakeholder engagement** – HR leads, home managers, operational directors and frontline staff were involved through interviews, workshops and feedback sessions to shape the model, build trust and ensure it was practical.
- **Needs-driven design** – Insights revealed managers wanted relief from admin tasks, HR needed tools and capacity, and frontline staff wanted better onboarding and career pathways – informing solutions included structured induction, buddy support and faster application handling.
- **Collaborative implementation** – Regular updates, shared ownership and responding to feedback improved engagement and fostered a shared sense of purpose across all care homes.



Building on these stakeholder relationships

- **Ongoing engagement** – Regular updates, feedback opportunities and being responsive to concerns built trust and ensured reforms were practical and relevant.
- **Shared ownership** – Managers co-designed interview templates and onboarding processes; HR received training and resources; frontline staff were empowered through the buddy system and recognised for supporting new starters.
- **Culture of respect** – Open communication and collaboration created a sense of value and inclusion, embedding reforms in both policy and practice.





Key decisions

- Inclusive stakeholder engagement involved HR, managers, directors and staff to shape reforms collaboratively. This was through conversations and workshops.
- Stakeholder insight helped to drive design, including induction, buddying and faster applications.

Key learning

- **Collaborative implementation** – Regular updates and shared ownership reduced resistance and fostered a sense of purpose across all care homes.
- **Culture of respect** – Open communication and recognition of contributions created inclusion and embedded changes in everyday practice.

