

Financing and investment



Overview of actions

This section outlines how provider engagement was practical and delivered without placing additional strain on already stretched services.

Funding engagement

Funding decisions aimed to remove barriers that prevent providers from engaging meaningfully.

- **Funding participation costs** – Covering the cost of venues, refreshments and facilitation meant that providers could participate without extra costs.
- **Stabilising funding cycles** – Longer-term funding helped providers to plan ahead more confidently, which led to greater continuity and engagement.
- **Compensating for provider time** – Recognising that time away from the frontline carries costs led to supporting providers financially, where possible.
- **Linking engagement to tangible outcomes** – Funding was directed toward visible, practical initiatives, which helped providers to feel their participation was worthwhile and kept them engaged.

“To run the project, we need funding in place – events, careers activity – so providers aren’t absorbing the costs alone.”

Camilla Maurice, LSIP Project Manager, Kent Invicta Chamber of Commerce

Resourcing activities

Activity delivery required thoughtful use of both core LSIP funding and project specific resources.

- **Investing in assistive-technology classrooms** – Investment enabled colleges to create dedicated assistive technology classrooms that double as practical learning environments, and spaces for sector engagement.
- **Separate funding for running the programme v delivering projects** – Splitting the funding into these two areas, meant that both were adequately resourced.
- **Trusted communication and marketing** – Promoting events through familiar channels, helped to ensure they attracted the providers most likely to benefit from them.
- **Investment in targeted outreach** – Telemarketing and other direct contact methods meant that providers outside established networks had equal opportunity to engage.
- **Strengthening tutor capability** – Allocating funding for CPD helped FE staff stay connected to current sector practice, improving outcomes for learners and adult social care providers.

Securing future investment

Future investment needed to prioritise activities that deliver real impact for the workforce.

- **Shift funding towards impactful projects** – Emphasis moved toward practical projects that had measurable benefits for the workforce, rather than equipment that might not be used.
- **Promote new facilities** – Visible and simple booking processes increased the likelihood of new facilities being effectively promoted, valued and well-used by adult social care providers.
- **Support thematic, cross sector learning** – Investment in multi-sector events enabled organisations to share effective approaches and address common workforce challenges collaboratively.
- **Back leadership and progression pathways** – Structured programmes supporting leadership and career development helped retain talent and strengthen long-term workforce stability.





Key decisions

- Invest in initiatives that deliver clear, evidence-based benefits for adult social care providers, ensuring resources respond to what the sector needs, rather than assumptions.
- Remove financial barriers to participation so providers, including smaller and rural services, can engage without additional costs.
- Co-ordinate funding decisions with local strategic partners to prevent work being duplicated and maximise the impact of shared resources.

Key learning

Financial planning reinforced the importance of providing stable, relevant and targeted support.

- **Stop start funding hinders momentum** – Longer funding cycles reduce uncertainty, enabling providers and partners to commit fully to planned activities.
- **Seemingly small costs matter** – Covering minor participation costs can make the difference between providers attending or opting out.
- **Adult social care provider designed projects succeed** – When providers define what is needed, funded initiatives have better uptake and clearer workforce impact.
- **Trusted promotion channels are effective** – Using communication channels that providers already use, significantly increases engagement and event turnout.

