

Involving key stakeholders



Overview of actions

This section highlights how strategic partnerships were established and strengthened to widen reach, deepen insight and ensure the LSIP reflected the realities of the adult social care workforce.

“From listening to providers, their needs included digital skills as technology embeds in care delivery and the need to strengthen leadership and progression pathways.”

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

Identifying strategic partners

A joint approach between sector bodies, local authorities and provider networks strengthened reach and relevance of insight gathered.

- **Triangular partnership** – Working jointly with Skills for Care and local authority partners ensured sector intelligence, strategic alignment and broad communication reach were all built into planning.
- **Sector expert steering** – Involving sector experts in event design ensured sessions reflected real workforce issues and supported high-quality engagement.
- **Dual structure governance** – Advisory and employer panels provided complementary oversight, balancing strategic challenge with lived experience insight.



Working closely with Skills for Care

As the strategic workforce development and planning body for adult social care in England, Skills for Care played a central role in shaping, validating and extending engagement.

- **Facilitating strategic connections** – Skills for Care locality manager involvement linked the LSIP team with care associations, provider networks and workforce leads, broadening representation and strengthening the accuracy of sector intelligence.
- **Leveraging networks** – Access to established learning and development groups enabled detailed workforce insight and emerging trends to be quickly gathered.
- **Regular catchups** – Frequent, structured conversations ensured consistent alignment on sector priorities, funding changes and provider feedback.
- **Effective co-promotion** – Sharing communications through sector trusted channels substantially increased event attendance and representation.
- **Validation partner** – Skills for Care contributed expert interpretation, refining findings before they informed LSIP priorities.

“Adult social care is a very difficult sector if you don’t know it; if you don’t know where to go, you won’t find the right people. When I said, ‘You can come to a network meeting, you can come to this conference,’ that’s when they realised there was someone who could connect them, and after that everything changed.”

Pia Rathje-Burton, Locality Manager, Skills for Care



The power of direct provider engagement

Frontline voices strengthened the accuracy, legitimacy and practicality of LSIP priorities.

- **Candid adult social care provider insights** – Providers openly shared issues such as placement barriers, tutor knowledge gaps and expectations of new recruits, shaping clearer and more realistic priorities.
- **Protected discovery space** – Excluding training and education providers from early sessions gave adult social care providers the confidence to speak openly without fear of judgement or misunderstanding.
- **Representative provider mix** – Engagement captured insights from small, large, rural and diverse service types, reflecting the sector's full landscape.
- **Elevated case for leadership development as a core workforce solution** – Strengthening leadership capability was cited as the most significant long-term lever for improving provider resilience, decision-making and sector sustainability.
- **Momentum beyond the room** – Events encouraged ongoing collaboration, with many providers requesting further involvement and expressing continued interest.

Future collaboration

Next phase collaboration will increase reach, help broaden skills, and promote innovation.

- **Thematic cross sector events** – Future conferences will explore topics relevant across industries, helping employers learn from practices outside their own sector.
- **Upskilling educators** – Continued CPD for FE lecturers will ensure they understand modern social care practice and better prepare learners.
- **Engaging under-represented groups** – Targeted initiatives will focus on reaching personal assistants, individual employers and regulated professionals not previously well engaged.
- **Maintaining visible outcomes** – Consistent communication showing how provider input informs decisions will support ongoing engagement and credibility.



Key decisions

- Use Skills for Care as a primary conduit to extend reach, strengthen credibility, and ensure sector-expert validation of insight.
- Separate strategic oversight from lived-experience forums so governance remains robust while adult social care provider feedback stays candid and practical.
- Target communication and engagement efforts toward stakeholders with deep workforce insight, ensuring discussions generate high-value intelligence.

“We’ll continue roundtables – keeping on top of change, monitoring what’s happening –asking providers: do you need support delivering work experience; supporting tutors at FE and HE (Higher Education) to understand your sector; helping those struggling to take placements due to location or logistics.”

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





Key learning

Stakeholder engagement must be intentional, inclusive and well-structured.

- **Bring experts in early** – Involving those with specialist knowledge at the outset prevents misjudged decisions and ineffective activities.
- **Recognise variation between provider types** – Voices from self-funded, independent, block-contracted and charitable services differ significantly, and LSIPs should encourage representation that reflects this spread.
- **Successful engagement creates a virtuous cycle** – Positive experiences encourage providers to remain involved for the long-term.

“If you don’t have the right professionals involved, it just doesn’t work. You can’t assume people will engage because you’ve sent an invitation; you need people who really understand that audience.”

Pia Rathje-Burton, Locality Manager, Skills for Care

“Under Skills for Care’s support we’ve deepened contact – roundtables, registered manager networks, L&D groups – so we can fully understand what’s happening. They are the experts in our eyes.”

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