

Governance and implementation



Overview of actions

The initiative was strategically aligned, the Employer Board*, LSIP structures and WDP oversight. Delivery was guided by regular engagement, evidence-based planning and transparent reporting.

* The Employer Board is a local governance structure within the LSIP delivery framework – co-ordinated by the ERB – that provides strategic direction, oversight and employer insight.

Governance oversight

Governance was embedded throughout LSIP activity, and included clear accountability, structured decision-making and a strong provider-led approach.

- **Employer Board oversight maintained strategic alignment** – The Employer Board monitored LSIP activity, ensuring adult social care remained a core priority in long term regional workforce and skills planning across Oxfordshire and Berkshire.
- **ERB provided direction** – TVCC fulfilled its ERB responsibility by embedding employer perspectives into post16 provision and ensuring decisions reflected sector needs.
- **WDPs ensured practical action** – The WDPs, supported by project staff and an employer champion, regularly checked progress on curriculum changes and workforce initiatives to keep the work focused on real, workable actions.
- **Steering group monitored funding and impact** – A multi agency group including providers, Skills for Care, training organisations and local authorities ensured funding remained well targeted and demonstrated clear workforce benefits.

Guiding the LSIP

Clear processes ensured governance translated into real action, enabling partners to understand priorities, track progress and refine delivery in response to emerging insight.

- **Simple, action-focused co-ordination kept planning on track** – Clear notes, concise action logs and shared documents meant decisions were captured, responsibilities were visible, and nothing slipped between meetings.
- **Real-time collaboration tools strengthened day-to-day delivery** – A live shared tracker allowed the core team to monitor provider outreach, stand confirmations and communication status in one place, reducing duplication and helping the team respond quickly when provider numbers changed.
- **Structured briefings and consistent pre-event messaging created confidence** – A dedicated provider briefing call, backed by clear email reminders and practical guidance, ensured exhibitors understood expectations, arrived well-prepared, and were able to create interactive, student-friendly stands.

Preparing for the festival

“We needed something different to engage employers and inspire students. A regional festival was the lever for engagement. We wanted to better explain the opportunities in adult social care, show clear progression pathways, and make the sector visible in a way that a written plan simply couldn’t.”

Simon Barrable, Engagement Officer,
Thames Valley Berkshire and Oxfordshire LSIPs

Clear planning and dedicated support enabled care providers, colleges and partners to deliver an interactive, student-centred festival.

- **Establishing a multi-stakeholder planning group** – Skills for Care, care associations, colleges and local authority partners collaborated to shape the event, combining national insight with local operational knowledge to design an engaging experience.
- **Early engagement and notice for providers** – Providers received several months’ notice, giving them time to allocate staff, develop interactive activities and prepare high quality materials that would appeal to younger learners.
- **Pre-event briefing sessions** – Webinars and guidance sessions clarified expectations, encouraged creativity and supported providers to design stands that showcased culture, roles and progression opportunities through hands on demonstrations.

“This event is the first big moment that brings everything together. It’s the point where all the work we’ve been doing, the relationships we’ve built and the planning come to life. It’s where it all becomes real in practice, with young people engaging, employers contributing, and everyone seeing what this partnership can actually achieve.”

Rachel Reid, Locality Manager, Skills for Care

Measuring what matters

Evaluation focused on gathering simple, practical insights that demonstrated the festival’s impact on student understanding, provider engagement and future workforce interest – without creating unnecessary administrative burden for colleges or providers.

- **Before and after student and educator surveys** – Short arrival and departure surveys measured changes in awareness, interest and confidence, providing quick, meaningful data that showed how the festival influenced learner perceptions of adult social care.
- **Tracking employer follow through** – Post event monitoring captured placements, school visits and continued contact, helping organisers understand which relationships strengthened after the festival and what actions providers took as a result.
- **Identifying wider ripple effects** – Additional feedback showed more collaboration between colleges and providers on curriculum design, higher attendance at provider-led recruitment events, and new requests from providers and colleges to stay involved (e.g., invitations to deliver guest talks, run workshops, offer workplace visits or explore future partnership opportunities).
- **Continuous improvement mindset** – Insights from surveys and provider feedback helped refine what was expected of provider stands (e.g., ensuring they were interactive, youth-friendly, demonstrated real tasks or equipment, and avoided passive set ups like leaflet-only tables). Insights also helped to improve other interactive elements and event logistics, so future festivals build directly on what worked best.

“Students and teachers complete a survey before the event and again at the end, so we can see whether their views have changed and whether they know more. It’s simple, low level evaluation, but it helps us understand what difference the festival actually makes and what we need to improve for next time.”

Rachel Reid, Locality Manager, Skills for Care

Marketing what matters

“We’d never run a careers style event like this before, so we weren’t sure how to promote it in the right way. We had to appeal to employers and students at the same time, which meant rethinking our usual marketing channels completely.”

Ce’Nedra Goosen, LSIP Marketing and Events Officer, Thames Valley, Berkshire and Oxfordshire LSIPs

Marketing focused on reaching both students and providers effectively, using targeted channels, clear messaging and engaging content to build momentum, strengthen confidence and support broad participation across the sector.

- **Designing campaigns for distinct audiences** – Messaging combined provider focused information about purpose and value with student friendly content that felt energetic and relevant, ensuring both groups understood what the festival offered and why it mattered.
- **Using targeted communication channels** – Email newsletters, warm partner introductions, college networks and social media were each used strategically, helping build interest, encourage sign ups and ensure messages reached the right audiences.
- **Combining incentives with experience** – Prize draws, interactive stands and free lunch options encouraged engagement, improved survey completion rates and helped students arrive motivated to explore roles and ask meaningful questions.
- **Creating strong, reusable promotional assets** – Professional photography and video captured the event’s energy, supporting future marketing, building credibility with partners and helping secure wider buy in for repeat delivery across the region.

“Giving months of notice was critical. Social care is busy – you can’t spring an all-day event on providers with three weeks’ notice. That planning time made participation possible.”

Robyn Taylor, Head of People Experience, Home Instead (Oxford, Swindon and Thornbury)

On the day

The festival was delivered as an energetic, student focused experience that blended structured sessions with open exploration, enabling meaningful conversations between learners and providers in an environment designed to build confidence and spark interest.

- **Dynamic opening and confident facilitation** – A motivational speaker and skilled host energised students, set expectations and encouraged participation, helping learners feel prepared and motivated before engaging with providers at their stands.
- **Balanced agenda and student preparation** – The mix of presentations, panel discussions and stand visits allowed students to engage at their own pace, supported by prepared questions that improved confidence and conversation quality.
- **Interactive, engaging provider stands** – Exhibitors used demonstrations, activities and materials reflecting their organisational culture, helping students experience practical tasks, understand different roles and explore progression opportunities first hand.
- **Positive engagement and networking impact** – Providers valued the opportunity to raise visibility, connect with peers and interact with enthusiastic students, while feedback highlighted increased understanding, confidence and interest in social care careers.
- **Visible event support through floor walkers** – Members of the project team were easily identifiable in branded event t-shirts. They guided students and teachers, answered questions quickly and ensured providers felt supported throughout the event.

“Students were well-prepared, asking thoughtful questions. We spoke about career pathways, progression and roles beyond hands-on care. It felt different – everyone there had a genuine interest in the sector.”

Robyn Taylor, Head of People Experience, Home Instead
(Oxford, Swindon and Thornbury)





Key decisions

- Clear roles and responsibilities were assigned across all partners to avoid duplication, strengthen co-ordination and ensure each organisation contributed effectively to LSIP governance and delivery.
- Shared planning documents and real time trackers were adopted to keep information consistent, improve communication and support timely, co-ordinated decision making across all participating organisations.
- Governance and partnership meetings were held in real care settings to ground discussions in lived experience, strengthen relationships and inform more practical, context aware decisions.

Key learning

Learning from the governance approach highlighted the value of strong co-ordination, consistent employer involvement and practical, partnership driven decision making.

- **Shared, provider-led governance strengthens relevance** – Involving providers throughout ensured decisions remained anchored in real workforce needs, improving the focus, credibility and impact of LSIP activity across the region.
- **Local care settings improve understanding and engagement** – Meeting in real environments deepened insight into sector challenges, helping colleges and partners design more practical, context aware training solutions that better reflect provider expectations.
- **Focused, high-value initiatives create greater momentum** – Prioritising actions that deliver immediate benefits helped drive stronger engagement (e.g., organising targeted curriculum workshops between providers and colleges, arranging hands-on demonstrations at events, or setting up quick-win placement or shadowing opportunities). These practical, high-impact activities generated more interest and uptake than broader, less targeted initiatives with limited relevance to current workforce challenges.
- **Consistent governance structures build long-term trust** – Regular forums, clear facilitation and reliable communication strengthened relationships, enabling partners to collaborate more confidently and maintain long-term progress.

“Planning was collaborative from the start. We had Skills for Care, care associations and colleges involved. Giving providers months of notice and a briefing call made all the difference.”

Siobhan May, Co-ordinator, Thames Valley Berkshire and Oxfordshire LSIPs

“We didn’t realise how big the event would become until colleges started giving numbers. Suddenly we were looking at over a hundred students, and that really shifted our thinking – especially around venue, logistics and how to make the experience meaningful for everyone.”

Ce’Nedra Goosen, LSIP Marketing and Events Officer,
Thames Valley Berkshire and Oxfordshire LSIPs