

care

www.skillsforcare.org.uk

Accolades
2011/12

4-page special

Rewarding excellence

Accolades 2011/12 winners



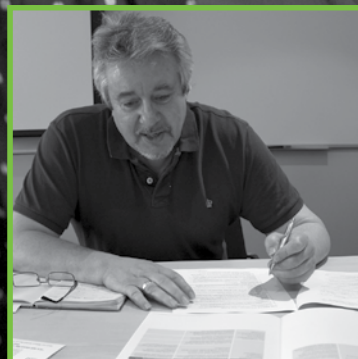
Pg 3. Care qualifications



Pg 4. Star apprentices



Pg 8. Work experience



Pg 10. Supporting Managers

National News

Minimum training standards and code of conduct

Skills for Care and Skills for Health have been commissioned by the Department of Health to jointly convene a project to develop a code of conduct and standards. They will set out high-level proficiencies for the role and expectations around healthcare support workers that report to nurses and midwives, and for adult social care workers working in support of health and social care professionals, independently, for CQC registered residential care providers, or as domiciliary care workers in England.

The draft standards and code of conduct are currently being developed in consultation with a range of stakeholders across the social care and health sectors.

There will be an opportunity to provide feedback on the drafts through a series of events and online consultation.



For more information visit the qualifications and training section of www.skillsforcare.org.uk.

Funding available

The Workforce Development Fund (WDF) is a funding stream from the Department of Health disseminated by Skills for Care.

It focuses on the achievement of qualification units and supports the ongoing professional development of staff across the adult social care sector.

The fund is distributed by Skills for Care through a network of employer led partnerships and large national organisations. It can be utilised by adult social care providers that employ social care staff within England.



For more information on accessing the funding visit www.skillsforcare.org.uk/wdf.



End of life care qualifications

Skills for Care has developed end of life care qualifications in conjunction with a wide range of employers, including Marie Curie Cancer Care, the UK Home Care Association and Barchester Care in addition to a number of hospices.

The new awards are available at level 2 and 3 and the certificates are available at level 3 and 5. From September 2012 all the units developed as part of the new end of life qualifications will be added to the existing health and social care diplomas.

The qualifications will help adult social care employers support the Department of Health's National End of Life Care Strategy. They also build on the work of Common Core Competences and Principles for End of Life Care.



For more information visit www.skillsforcare.org.uk/qcf.

Welcome
to the summer
of edition of Care
magazine.



It's been a busy time for us as we report back from our annual conference and reveal who won our Accolades.

Following our refresh of the Manager Induction Standards we find out how Hft are supporting their next generation of leaders.

Finding new people to join our sector is always tough so we look at an innovative recruitment drive on the south coast.

Thanks for all your useful feedback which definitely informs our thinking.

Sharon Allen

**Sharon Allen CEO,
Skills for Care**

To be added to our distribution list or to order more copies please email marketing@skillsforcare.org.uk or call **0113 245 1716**.

Local News

North East

Area networks

Wade Tovey, Director of Enhancing Practice and Innovation Centre for Care (EPICC), Assistant Dean Enterprise, Knowledge Transfer and Employer Engagement at Teesside University and Manager of the Tees Valley Care Alliance, has been appointed the first chair of Skills for Care's North East area network.

The benefits of area network membership include shaping and informing policy, access to the latest information on workforce policy, information on the latest Skills for Care resources and an opportunity to network with other stakeholders to share good practice.

Networks are made up of a wide range of representatives including private, voluntary and independent employers, small, medium and large employers, statutory employers, people who employ their own staff and training providers.

i For more information on Skills for Care area networks visit the 'about us' section of www.skillsforcare.org.uk or email info@skillsforcare.org.uk.



Midlands

Star apprentices

A healthcare support worker from Nottinghamshire saw her achievements recognised at a glittering House of Lords reception.

Stacey Smalley, who works at Ashfield Court Care Home, was amongst 15 current and former apprentices that received an award in recognition of their talent, dedication and contribution to their employer.

The event was staged by West Nottinghamshire College to celebrate the success of its Apprenticeship programme.

It saw each trainee – selected from the college's 5,000 apprentices – presented with a trophy and certificate by **Gordon Marsden MP**, Shadow Minister for Further Education, Skills and Regional Growth.

Stacey, 25, said: *"It really was a once-in-a-lifetime opportunity. It's wonderful to have your hard work recognised."*

i For more information visit www.skillsforcare.org.uk/apprenticeships



A series of short video clips about Apprenticeships are available at www.youtube.com/skillsforcare



London and the South East

Delivering high quality customer care

Central & Cecil were recently awarded funding from Skills for Care to develop and deliver an innovative Customer Service Learning Programme for staff across the organisation.

The housing trust which offers care, housing and support to vulnerable people ran half-day workshops using drama to create tailor-made scenarios based on real customer experiences.

The sessions, which were open to all staff who were passionate about personalised care and

excellent customer service across the organisation supported employees in moving from 'good to great'. Customer care best practice principles are now being transferred into everyday practices and this has led to improved customer satisfaction scores and experiences as well as improved staff morale.



South West

Community Spirit

Community activists in Totnes have pioneered a scheme to develop a natural unpaid network of support for vulnerable adults and older people.

Skills for Care published Only a Footstep Away to open up a debate about how communities can support public health and well being, which the Totnes Community Spirit Group used to develop their scheme.

The group have produced a DVD that looks at how local businesses and community groups have become much more aware of the needs of people who use adult social care services.

Using the hugely developed community network across Totnes this project will help support the wellbeing of local people and public health in the town.



The Totnes Community Spirit Group DVD can be seen at www.youtube.com/skillsforcare.



Workforce development in tough times

“It is crystal clear to me as I talk to employers that effective workforce planning and commissioning is critical to meeting demand.”

That was the message from Skills for Care’s Chair **Professor David Croisdale-Appleby** to delegates at our national conference reaffirming the organisation’s commitment to creating a capable, confident and skilled adult social care workforce.

Professor Croisdale-Appleby launched the refreshed Management Induction Standards, which he believes will help create the sort of robust management needed to help the sector prevent repeats of recent high profile abuse cases that left him sickened.

More than 300 delegates attended the event in Manchester to discuss the value of workforce development in tough times, and heard a recorded message from Care Services Minister **Paul Burstow MP**, stressing the importance of workforce development to the Department of Health.

This message was supported by **Glen Mason**, Director for People, Communities and Local Government at the Department of Health, who looked ahead to the impact of the current economic climate on the care sector, and the issues informing the forthcoming social care white paper.

The conference also heard from **Peter Hay**, outgoing President of the Association of Directors of Adult Social Services (ADASS), who gave a candid view of the significant challenges facing commissioners and employers.

Skills for Care’s CEO **Sharon Allen** led a panel session that included former Accolades winner **Barbara Redshaw**, from Risedale Estates in Cumbria, who told the conference that employers who didn’t invest in developing their staff would struggle to survive.

the reform
of social work

benefits
of workforce
planning



skillsforcare
Accolades
2011/12

Celebrating success

All too often the sector doesn’t celebrate its own achievements, which is why Skills for Care created the Accolades to reward the best of the best employers in adult social care.

The Accolades celebrate best practice and innovation in eight categories and one employer also picks up the coveted Winner of Winners prize.

Every year the shortlisted finalists come together at the Oscars of the social care world to share their experiences with other outstanding employers.

The awards ceremony was hosted by Loose Women and Benidorm star **Sherrie Hewson**, who said she was ‘humbled’ by the work of all the shortlisted finalists.

If you are interested in entering the 2012/13 Accolades please email accolades@skillsforcare.org.uk.



**Accolades
2011/12**
4-page special



Winner of Winners

‘Gavin now makes his way to his job at the local council under his own steam.’

‘Catherine lives in her own flat.’

‘Alan didn’t speak for seven years and now takes part in talent shows.’

All are people with learning disabilities, and their newfound independence is thanks to the team at Sunnyside House who picked up the prestigious ‘Winner of Winners’ award.

Sunnyside House in Aveley is home to 12 young people with a range of learning disabilities, but the ethos of the home is to support them to have maximum choice over their own lives, or to live in the local community.

When Managing Director Andrew Azzopardi founded Sunnyside he wanted a model that was different from other residential settings. So he developed a new programme called My Learning Independence For Ever or My LIFE.

Twice weekly, everyone at Sunnyside joins a My LIFE session studying 21 different modules including personal hygiene, challenging behaviour and communication. The idea of the relaxed learning sessions is to develop life skills and confidence.

Josh has improved his communication skills to the point he is now an active member of a local drama group, and is about to tread the boards for the first time.

But returning to the community after living in a supportive group home can be traumatic which is why Sunnyside has created a training flat to road test the life skills needed for independent living.

Kelly has spent six months in the flat and is about to leave Sunnyside to live in her own flat which she is looking forward to.

Sunnyside were nominated by Thurrock Council who commission their services, and can see the benefits of their work to the people who live there.

The Skills for Care verifier for the award said *“the programme has inspired new ideas, thinking and new ways of working for people who use services, family carers, staff and commissioners in developing a holistic approach to independent living.*

“The programme works because of effective leadership, engagement with people who use services, family carers, staff and external stakeholders and a willingness to review and change.”



WINNER
OF WINNERS

Sunnyside
House,
Thurrock



The Accolades 2011/12 winners are:

- 1 Best employer of under 250 staff - **Care Management Services - Gordon McClurg**
- 2 Best employer of over 250 staff - **St Anne's Community Services**
- 3 Best individual employer who employs their own staff - **Philip A Barton Esq**
- 4 Best provider of learning and development - **Cheshire Centre for Independent Living**
- 5 Best employer support for social care Apprenticeships - **Hendra Healthcare (Ludlow) Limited**
- 6 Best employer support for newly qualified social workers - **South Tyneside Council**
- 7 Best recruitment initiatives - **Care Plus Employability Services**
- 8 Most effective new approach to service delivery - **Sunnyside House, Thurrock**

"This year saw a record number of entries for the Accolades and all the finalists were of an extremely high standard," said Skills for Care's chair Professor **David Croisdale-Appleby**.

"Chairing the panel that decides the Winner of Winner awards is one of my most challenging jobs and this year it was particularly difficult so I wanted to thank my fellow judges for their support".



"I was delighted Barbara could join us as her common sense approach, based on frontline experience and sound business sense, really struck a chord with delegates," said **Sharon Allen**.

"We all know the sector faces huge challenges, but instead of burying our heads in the sand, we wanted to explore how our sector can continue to deliver high quality care across England in these tough times."

Delegates had an opportunity to share their own experiences and knowledge in some very lively break out sessions looking at current workforce issues including the benefits of workforce planning, the reform of social work and Apprenticeships.

"Although it's important to get an overview of the issues facing us all it was really important that we heard from frontline employers, and their honest views will certainly inform the work of Skills for Care at all levels," said Skills for Care CEO **Sharon Allen**.



Keep up-to-date with Skills for Care events on **Twitter – follow us @skillsforcare**.

Work experience

In an ever changing world one thing is guaranteed and that is demographic changes mean the demand on our sector will continue to grow.

Our National Minimum Data Set for Social Care (NMDS-SC) suggests we will need an extra half a million new workers by 2025, but employers are already thinking differently about how to attract people into social care.

Prime Care Community Services provides home care along the South Coast, and were recently asked by the Eastbourne Jobcentre Plus team and Sussex Downs College to develop a Work Based Academy.

Prime Care's **Mike Allistone** ran a two hour presentation session with the students that covered the different job roles available in social care, including the wide array of challenges new starters could face in those roles.

Mike also covered the career progression available to them, including Apprenticeships, key worker and senior carer positions, giving an overview of the recruitment and training process.

Mike returned to the college to run a series of mock interviews giving useful feedback to both the job seekers and the tutors.

All the job seekers were then offered the opportunity to have some work experience followed by a guaranteed interview with Prime Care.

Several of the candidates decided to work in **residential care** so were offered interviews with a suitable company. **Prime Care took four people onto work experience**, and these were supported through the placement by senior care workers.

This innovative approach to finding new workers has resulted in **three people getting jobs** with Prime Care, who are delighted with their new workers.

“At a time when recruiting in the care industry is a challenge this innovative partnership created an excellent opportunity to employ some support workers with prior social care knowledge and training. Since taking part in this scheme with Eastbourne Jobcentre Plus we have now also completed another academy with Hastings Jobcentre Plus and Sussex Coast College with similar great results.” says **Mike**

i For more information on Skills for Care's resources to help support your recruitment and retention please visit www.skillsforcare.org.uk/recruitment

Supporting managers

The step up from outstanding care worker to management can often be a daunting one.

That's why Skills for Care refreshed the Manager Induction Standards (MIS) to help workers bridge that gap.

The standards were updated following extensive consultation with the sector and it was clear that since they were first launched in 2008 many of the issues managers had to deal had changed dramatically.

The MIS set out clearly what a new manager needs to know and understand using the seven core and four optional standards.

Hft is a leading national charity that creatively supports people with learning disabilities. They are one of the first organisations to use the refreshed standards in their own induction for managers.

Paul Twynam is Hft's Leadership and Management Development Manager and he joined in the consultation.



“There was a lot of detailed discussion about the refresh and the new MIS are definitely an improvement. I'm pleased the learning is linked to the Level 5 Diploma in Leadership for Health and Social Care and children and young people's services,” says **Paul**.

Paul has used the standards as the basis for Hft's own induction programme for the next generation of managers, which consists of 18 different workbooks based on the standards in the MIS.

“They are a checklist for the new managers to explore the things they need to know, but also elements that are particular to their roles at Hft, as well as the technical aspects of leadership and management.”

“We promote a lot of our managers from within and it's really important that they understand what is expected of them. But other organisations will adapt the standards to reflect their own needs and culture.”



Like all progressive employers Hft knows the value, to the people who it supports and to its business, of well trained and confident leaders.

“It's absolutely critical - without a commitment to good leadership and management an organisation can't go forward, and standing still is not an option in the current climate.”

“It doesn't make business sense; we value our staff so we support our managers to stay and develop with us.”

i The refreshed MIS can be downloaded at www.skillsforcare.org.uk/mis

Skills for Care has produced a workbook to give extra guidance alongside the standards for managers new in post. **‘Becoming the new manager’** can be purchased for an introductory price of £17 (including p&p) until the end of July 2012 – call the Social Care Association on **0879 770 2469** and quote **CARE-MIS**.

60 seconds with...

Diane Buddery

Project Manager Carers Strategy

Diane talks about the continuing work which Skills for Care is undertaking to support employers to better support carers.

In the UK there are around six million carers.

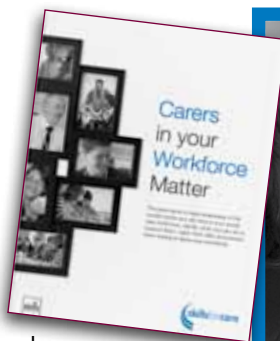
It is staggering to think that 1 in 8 people work while caring for someone else. Juggling demanding care and work responsibilities can be emotionally draining.

Carers in your Workforce Matter

is a practical guide that will help employers clearly understand what needs to be done to support carers in their workplaces. It is critical that our sector retains their skills, and prevent good workers having to leave the workforce because of too much pressure from demands beyond the workplace.

But carers also live in their communities so, working in partnership with Carers Trust, we are carrying out research to better understand the needs of **carers as customers**. It may be counter staff who work in the post office dealing with a carer sorting out bills for the relative they care for, or the checkout

staff at the local supermarket scanning the weekly shop that a carer is doing for a friend. Whatever the task it is important for organisations and staff to understand and respond appropriately to the needs of carers.



To help social care employers support their staff to fully support carers Skills for Care has refreshed **Carers Matter – Everybody's Business**. This improved guidance will help employers offer their staff learning and development opportunities to support carers who they come into contact with.

Their home life as carers gives them an insight into care that makes them experts in what they do, and that must be at the very heart of the work our sector does.



For more information about Skills for Care's work to support carers and how we're supporting Carers Week 2012 visit **www.skillsforcare.org.uk/carers**