

Title: **Proud to Care – Raising the profile of care in the South West**

Wards Affected: **All Wards in Torbay**

To: **Joint Commissioning Policy Development and Decision Group** On: **23 January 2017**

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1. Key points and Summary

- To advise of the project to driven by Torbay and Devon councils to establish a regional approach to raising the profile of care.
- To inform of a positive interaction between south west authorities and collaborative working to leverage resources and improve capacity and outcomes for people considering roles in care, undertaking roles in care currently and those in receipt of care
- To confirm support from Torbay (with the Integrated Care Organisation Torbay and South Devon NHS Foundation Trust) relative to the commitment from local authorities in the South West ADASS footprint for a £10,000 per authority contribution for the scheme to pump-prime, establish the effectiveness and impact of this initiative in addressing the capacity, market building and voluntary sector development challenges across the region.

2. Introduction

- The challenges of workforce are well-documented and form key components of the Sustainability and Transformation Plans, as well as most councils' strategies.
- Devon County Council has run a successful Proud to Care Campaign resulting in positive feedback from care workers, cared-for, providers and seen increased recruitment and improved retention figures (Skills for Care).
- The Adopt SW initiative which is similar to this proposal has been run across six partners and evidenced the benefits of collaborative working. It has proven so successful that they are investing in a further campaign.
- Care is not being seen in a positive light by the media presently. A collective effort by system partners led by Social Care, as part of our

support to STPs as well as our Regional Improvement programme, will create more opportunities for care workforce development.

- The initiative is designed to offer and underpin enabling work to deliver system balance for capacity and finance.
- Good work in this vein has been done in other counties but not on a regionally coordinated basis.
- The development of capacity and resilience will aid improvements with Delayed Transfers of Care (DToCs). It will create a pipeline of staff for future higher qualification roles in both care and health through operational staff in the community and the new apprenticeship programmes.

3 Proposal

- To create and deliver a regional campaign to elevate the profile of care in the South West and with the potential for this to develop into a national campaign
- The aims are:
 - To encourage positive thinking and reaction to care.
 - To improve the cultural willingness to appreciate, engage in caring roles and to do this across three domains: Paid Care, Unpaid Care and Community Awareness (cultural appreciation of care and support in society).
- The campaign will utilise professional marketing expertise and production to support a television and multi-media campaign over a sustained period of year that is likely beyond the financial reach of any one authority.
- The expectation is that the success it will show, will encourage independent and voluntary sector partners as well as health to support this campaign work in future years. This will make it long term and support cultural change in our communities and embed an ethos of care.

4 Risk

- The collective approach means that there is little exposure or risk to any one council.
- The design of the programme and recording will be able to evidence proportionate and reasoned spend of public money.
- The individual sums involved mean that only a nominal number of staff need to be recruited by each organisation for it to be deemed successful and provide return on investment.

5 Sustainability and Partners and Expansion

- Health Education England has already made a significant financial commitment to this programme as they recognise the importance of encouraging positive thinking in respect of care. This reinforces the integrated approach raising the profile of care and building capacity of a future workforce through career development across both social care and health.
- The intention is for this to be a 5 year programme. This will be achieved by reducing the reliance on local authority funding and developing funding streams from health, independent and educational sectors.
- It is anticipated that authorities will wish to continue to support it for the value it delivers but it will not be reliant on that funding alone.

6 Coordination and Governance

- Officers from Devon County Council and Torbay Council will coordinate this project
- It will be run in practice from Devon County Council building on their knowledge and relationships in respect of Proud To Care Devon
- The governance of the project will be through a newly constituted board of stakeholders including local authorities and Health Education England. It will report to ADASS SW – Association of Directors of Adult Social Services (South West)
- The development of the initiative will be informed by the ADASS Workforce Leads in consultation with stakeholders with a
- Funding will be held and administered centrally and may sit with ADASS SW or Devon County Council/Torbay Council.

7 Outcomes

Practically:

- More staff choosing to stay in care and feeling increasingly valued for the work they do (improving retention / reducing costs)
- New applicants for roles in care both social and health (increasing capacity and meeting demand)
- Those that undertake care informally, family or voluntary carers feel valued and recognised more widely for the contribution that they make (increasing community capacity and voluntary sector)

Additionally:

- Demonstration of local authorities further contribution to Sustainability and Transformation Plans and working with Health
- Development of the South West in a regional and national context, with this project contributing to Sector Led Improvement goals

8 Recommendation

That the report be noted.

Caroline Taylor
Adults Housing Transformation

Appendices

None

Documents available in members' rooms

None

Background Papers:

None