

Health and Care Scrutiny Committee –

Report from Commissioning Director: Adults and DASS

Demand Management in Adult Social Care

The delivery phase of this Programme continues to progress well. The Culture change element is still being rolled out and will continue throughout most of 2018. The 3 tier conversations that are integral to this change in culture and the revised Adult Care offer continues to gain traction; statistics show an increasing downward trend in referrals to tier 3 (long term care).

Five Demand Management Champions have now been recruited to work within the Adult Single Programme. These recruits will be seconded to iMPower to undergo training and development. On a day to day basis they will work alongside council and iMPower colleagues on the 45 projects that form the Adult Single Programme of change. This is a really exciting opportunity not only for them but also to build some longer term change management resource into Adult Care. The induction week for this new team commences on 8 January 2018.

The Your Circle Website Project continues to go well. Phase 2 of this project that links brokerage to the site will commence in late January 2018. The internal brokerage team will be able to place required care packages online within the system in order that domiciliary agencies can express an interest. Development of a wider community offer is now gathering pace. A number of provider events are planned for January and February in order to fully engage local community organisations. Social workers and other front line staff will have laptops early in 2018 so that they can use the “Your Circle” website to show people what initiatives and services are available within their local community.

Proud to Care Gloucestershire

Since the launch of the regional Proud to Care South West campaign in July 2017, a Proud to Care (PTC) Gloucestershire initiative has been in place. A strategy group with a broad range of representatives has helped guide the following:

- Recruitment of a full time, dedicated PTC Recruitment and Retention Coordinator.
- Setting up of the PTC Gloucestershire website.
- Introduction of social media accounts on Facebook and Twitter, which are regularly updated.
- Creation (within the website) of a bespoke, online recruitment portal used by employers to advertise health and social care job vacancies within the County. This portal went live in September, is free to access and adverts are monitored and approved by GCC. To date, over 60 social care providers have advertised their vacancies - there are currently over 35 live vacancies on the portal.

- Creation of a dedicated Providers' Hub area on the website, where employers can access relevant resources and information.
- An official launch of the Proud to Care Gloucestershire campaign in November 2017, with 90+ delegates from over 40 provider organisations; speakers represented health and social care, the Care Quality Commission, Skills for Care, and a specially composed PTC anthem was performed by students from a Gloucestershire school.
- Engagement with employers to support the campaign. This includes:
 1. Visiting providers to tell them about PTC Gloucestershire and get them directly engaged through advertising and the Providers Hub etc. Domiciliary Care providers have been the priority focus for this work, as they were identified as a key group to support in Year One of the campaign.
 2. Providers nominating passionate staff to tell their own stories and to promote a career in care through case studies, photos and 'my career in care' videos that can be used on all the PTC Gloucestershire media sites (see: www.proudtocareglos.org.uk/real-life-stories/).
 3. Setting up a Proud to Care Ambassadors scheme – employers sign up to the Ambassadors Scheme (being run in collaboration with the national I Care Ambassadors scheme hosted by Skills for Care) and then nominate employees who are willing to attend careers events to talk about working in the Health and Social Care sector and promote care as a rewarding career.

Planning for 2018/19 is progressing well, under the guidance of the wider strategic group.