

WORK PLAN BRIEFING NOTE

ADULT SOCIAL CARE AND COMMUNITIES SCRUTINY COMMITTEE

24 JANUARY 2023

Recruitment and Retention of Staff in the Independent Sector

The Adult Transformation Programme includes a workforce portfolio which incorporates an internal workforce workstream and an external one that focuses on the independent care sector. The external workstream aims to support independent care provider recruiters and the care community to recruit and retain a skilled and valued workforce that delivers high-quality adult social care to Gloucestershire communities.

There are three themes to the work:

- Engage - with providers and the workforce
- Encourage - best practice in recruitment and retention
- Enable - providers to build a sustainable, capable, and values-based care sector workforce

To progress these three themes various initiatives are underway:

Proud to Care

Using data processes and tools developed over the last year Proud to Care is now able to target new cohorts of people to promote care as a career, connect potential care workforce to local recruiters and explore and expand care entry options.

A local campaign in the Forest of Dean last year saw a promotional [Forest of Dean care recruitment campaign video](#) , featuring local employers and carers describing why they like working in care and in the Forest of Dean. Numerous events were held over a 3-month period including face to face walk up information sessions, job centre attendance and media promotion (social media, newspaper, and Sky TV Ad) targeted to the area.

During this time the online job's board resource has been revamped to reflect a district approach making it much easier for providers to reach candidates who want to work in their area. The Proud to Care Gloucestershire jobs board can be found [here](#).

The contract for Pro Learn – an online resource to enable providers to access training opportunities for their staff is being renewed.

A new “External Workforce Development” post has been created and is currently being advertised which will support the provider market with all things to do with training and development including: -

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- work with the whole of integrated commissioning and our provider organisations and their representatives to understand workforce challenges across the external market
- work with Skills for Care and Gloucestershire Learning Providers Network (local colleges, university, adult education, and independent training providers) and other stakeholders to develop the training offer.
- work with Proud to Care to dovetail training with recruitment support.
- work with ICS partners to manage and develop our digital enablement of care providers strategy
- work with stakeholders to maintain or redevelop the Fundamentals of Care training programme locally.

Brokerage

An external consultant has been employed to work with Brokerage staff on commissioning processes, predominantly in the domiciliary care sector. This work has facilitated the building of a sound knowledge and database of providers, workforce and recruitment in the county to allow targeted recruitment to take place thus supporting the work of Proud to Care.

This database however has the primary purpose to identify capacity of providers local to packages being sought by brokers. This “hyper-local” commissioning function has enabled us to target our scant domiciliary care resources much more effectively and supports providers in recruitment and retention as they are more confident that they can offer staff sustainable employment in the area that they want to work.

This change in practice, alongside careful use of commissioning incentives, has increased the number of people we support in the community significantly over the last 6 months.

Commissioning

Commissioners regularly collaborate with the local provider representative organisation (GCPA), local providers and system partners to build an understanding of market support needs. Where barriers to entering/remaining/progressing in the sector are identified we then work with partners to support sustainable solutions.

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Recognising that there are multiple interfaces between our provider market and the many facets of the health and social care system as a whole we aim to streamline and coordinate our offer of provider support into a single access hub that incorporates: information and advice; access to training opportunities; digital development; quality improvement; clinical advice and guidance; recruitment and retention support.

The new External Workforce Development post will be working on this as a priority project once appointed.