

Social Care e-Flip Book:

So that's what great **CARE** careers look like in the northwest!



This e-flip book is an essential read if:

You are choosing a new career

You are thinking about a career move

You want to show your Board members what great social care careers look like in the North West

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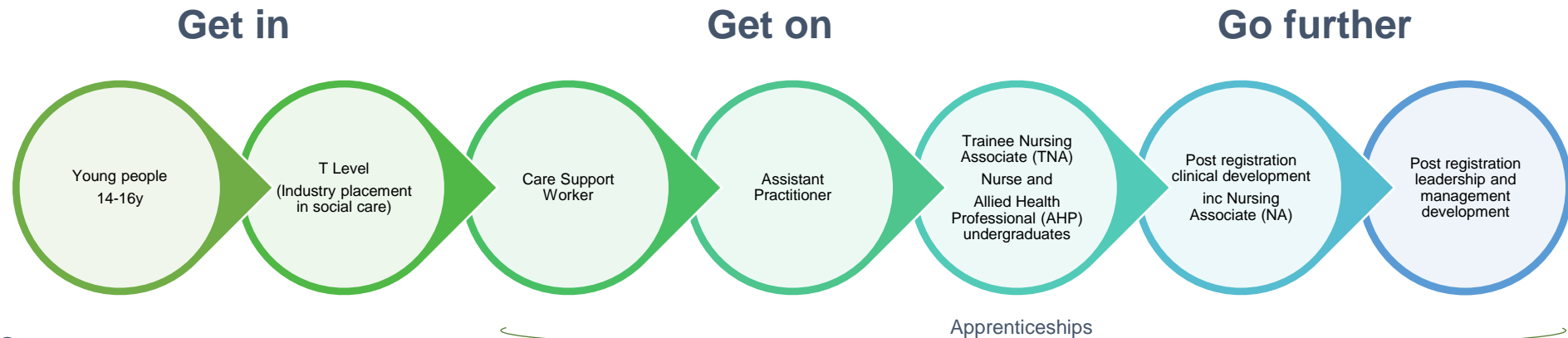
Social Care e-Flip Book: 'So that's what great **CARE** careers look like in the northwest!'

You are the intended audience if:

You are choosing a new career

You are thinking about a career move

You want to show your Board members what great social care looks like in the North West



Aim to influence:

Young people and those supporting them

DWP to inform them and their job-seeking clients

Undergraduates, to either consider their first destination career or inform of the breadth of social care so they can interact better with our services whilst working in a different health or care related roles

Health and social care educators in FEI and HEIs

System-level leaders and planners at local, regional and national level

Professional, Statutory and Regulatory Bodies and policymakers

Members of the public so they recognise the added value of social care workers and better understand the context of their work

Ambitions:

Attract a social care workforce by illustrating the range of roles available

Retain a social care workforce by illustrating how people can be supported to develop career opportunities they might not have recognised or considered

For social care colleagues and those who support them to feel proud of their work, and for them to gain recognition and appreciation from the broadest audience

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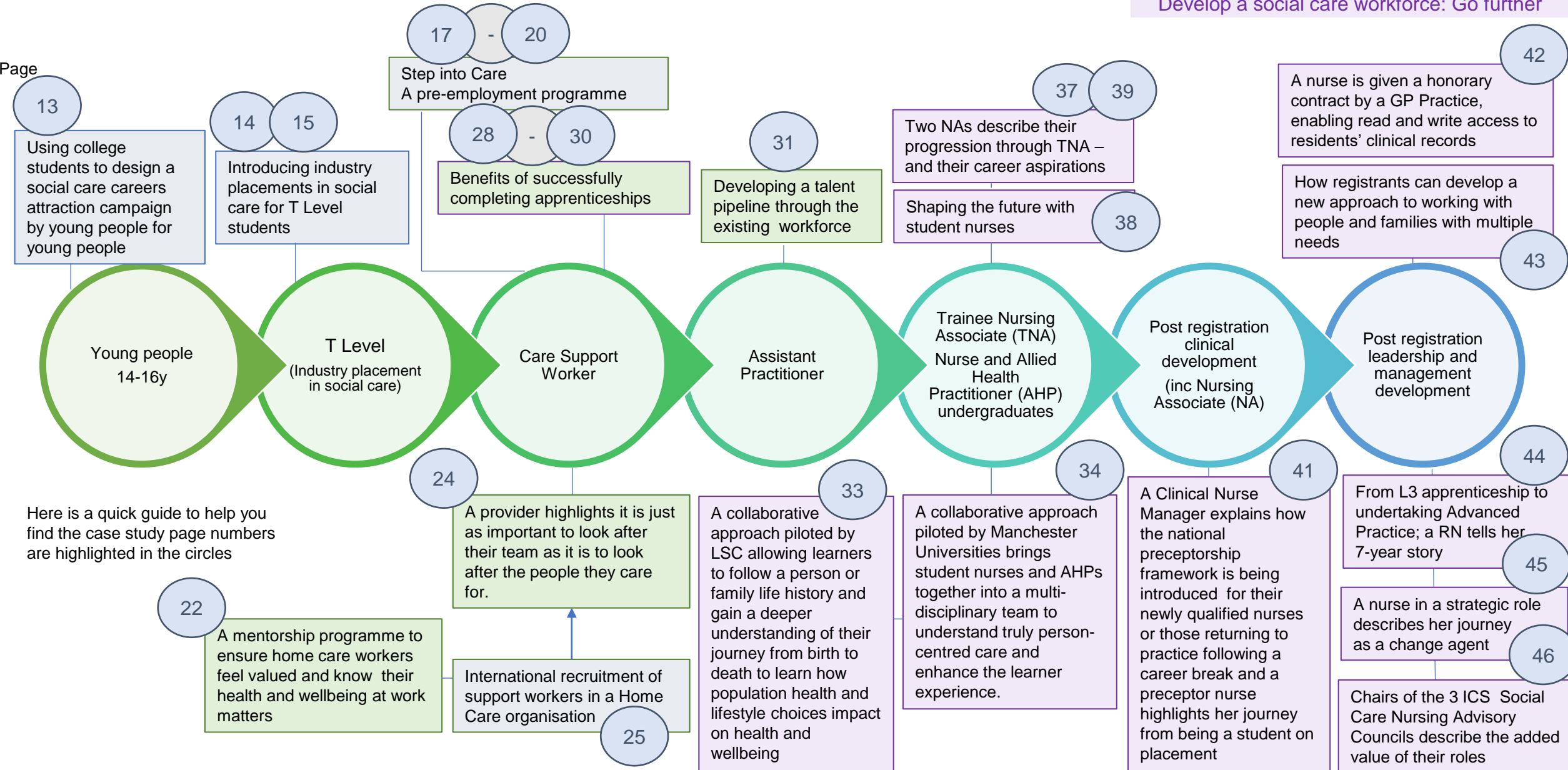
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Quick Guide to what is included:
Overview of the case studies

This overview summarises all the case studies included in the Social Care Flip Book by page number.
It includes at least one from all the different role categories.
The colour of the box identifies strategies that help to:

- Attract a social care workforce: Get in
- Retain a social care workforce: Get on
- Develop a social care workforce: Go further

Page



Here is a quick guide to help you find the case study page numbers are highlighted in the circles

A person wearing a grey t-shirt is holding a white rectangular sign with both hands. The sign has the text 'The NW NHSE social care team' written on it in a bold, teal-colored font. The background is a plain, light color.

**The NW
NHSE
social
care team**

Social Care e-Flip Book: ‘So that’s what great **CARE** careers look like in the northwest!’

Introduction to the social care team

Gil Ramsden, previously Regional Lead for Social Care Workforce at NHSE sets the scene for this case study flipbook and explains how our North West Social Care Team work together to strengthen the support offer to those working in social care professions. This flip book uses real case studies to prove how great social care careers are.



Gil Ramsden

Previously Regional Lead for Social Care Workforce
North West



Sue Noon

Social Care and PIVO Workforce Development Manager
Cheshire and Merseyside



Sue Clarke

Social Care and PIVO Workforce Development Manager
Greater Manchester



Kate Burgess

Social Care and PIVO Workforce Development Manager
Lancashire and South Cumbria

We have collected case studies from people who come to work to be the best they can be, and from those who enable them to do just that. You will read about organisations that support, encourage and develop their workforce; you will quickly see how much people working in social care are appreciated. There is space for only a small handful of case studies here – but enough space to show you how much working in social care can offer.

We have thoroughly enjoyed bringing this publication together for you and want to thank all our contributors sincerely for their support. But most importantly we want to give a shout-out to social care in all its forms. It is a place where two days are never the same, where people give physical, emotional, clinical and social support to help others live their best lives not only today, but tomorrow, and the day after in the place they call home, be it their own home with support, or in a care home.

This book demonstrates that those working in social care help to develop and maintain every individual's independence, dignity and control. We are courageous, committed, empowering and give people hope. Our business is delivering human kindness and care. Through this collection of case studies we hope to ignite a passion for social care in many others.

How the Social Care Team contribute

We work together to influence our contributions to the social care agenda in all three North West Integrated care systems (ICSs):


Cheshire and Merseyside	Greater Manchester	Lancashire and South Cumbria
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We actively seek opportunities to include social care in issues that help to transform the health and social care workforce and improve quality, safety and effectiveness for people who use social care services.


You can find out more about our roles here:
[meet the social-care workforce team](#)

We work collaboratively with colleagues in North West ADASS (Association of Directors of Adult Social Services) and Skills for Care, looking for every opportunity to co-design and strengthen our offer of support.

Find out about all our organisations:

<https://www.england.nhs.uk/north-west/>

<https://www.nwadass.org.uk/>

<https://www.skillsforcare.org.uk/>

We work with a broad range of colleagues, promoting opportunities for people who are:

Learning and want to gain experiences and placements in social care organisations that:

Test if it is the right career choice for them whilst: <ul style="list-style-type: none">At school or in collegeThrough DWP programmes for those who want help back into workFor those who want to try a new career	Help them train before qualification For example, through apprenticeships or during undergraduate training programmes	Develop their career after graduating For example, through continuous professional development programmes, including additional qualifications
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We help people already employed in social care, so we can help them:

Develop their existing skills, knowledge and behaviour through training e.g apprenticeships	Access clinical development (upskilling) training, and resources to accept delegated healthcare activities or extended their scope of professional practice
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The eleven universities in our region are:

A person wearing a grey t-shirt is holding a white rectangular sign with both hands. The sign has the text 'What is social care?' written on it in a bold, teal-colored font. The background is a plain, light grey surface.

**What is
social care?**

What do we mean by social care?

Find out about working in social care here:

[working in social care](#)

Social care is delivered in people's home of choice. It is a huge sector that extends to caring in peoples' own homes with support or in a residential care setting. In the North West that means it could be in any of these settings:



Approximately 38,279 people receive care and support in their own homes from 1,244 Home Care Provider organisations



Approximately 36,296 people receive care and support in a care home without nursing from 1,551 provider organisations



Approximately 20,489 people receive care and support in a care home with nursing from 660 provider organisations

Because there is so much to say about great careers in social care we have had to limit the number of care environments we can include, so this Flip Book focuses on case studies in home care and care home settings only.

First things first... Do you have the right values and behaviours to work in social care?

It is good to know that skills, training and support will be given 'on the job', but it is very important that we bring the right person-centred workforce into the job.



Have a look at these resource and find out more about the values people must have when working in social care:

What values do I need to work in social care? [what values do i need to work in social care](#)

Take a quiz:

A Question of Care: A Career for YOU?

[a question of care](#)

Why choose social care as your career of choice:

[why choose social care](#)

To work in Adult Social Care you need to be a ‘people person’, and be willing to develop the knowledge, skills, behaviours and values to deliver high quality care.

There are many roles for people who choose to work in social care, some need a registered qualification, but some can learn all the skills they need in non-qualified roles without any prior experience.

If you need support to access work because you have a disability or health condition, find out what help is available here: <https://www.gov.uk/access-to-work>

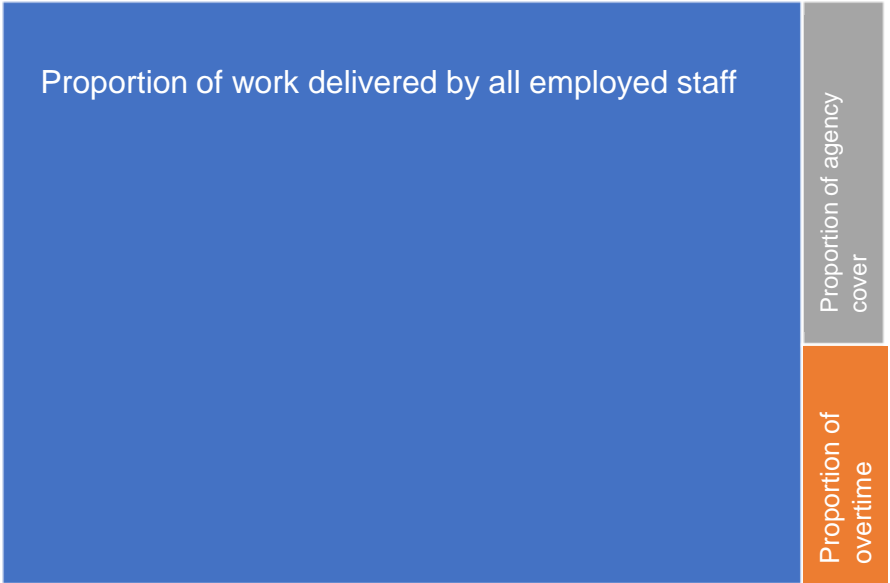
To find out about qualifications or knowledge you need visit this site: [Skillsforcare.org.uk careers in care](https://www.skillsforcare.org.uk/careers-in-care)
Or click on these links:

- | | |
|----------------------------------|---|
| T Level placement in social care | <ul style="list-style-type: none">https://www.gov.uk/government/publications/introduction-of-t-levels/introduction-of-t-levels |
| Support Worker (all roles) | <ul style="list-style-type: none">https://www.adultsocialcare.co.uk/job-search.aspxhttps://www.adultsocialcare.co.uk/social-care-job-roles/Care-worker.aspx |
| Trainee Nursing Associate | <ul style="list-style-type: none">https://www.rcn.org.uk/Professional-Development/Nursing-Support-Workers/Trainee-nursing-associates |
| Nursing Associate | <ul style="list-style-type: none">https://www.skillsforcare.org.uk/Regulated-professions/Nursing/Nursing-associates/Nursing-associates.aspx |
| Registered Nurse (General Adult) | <ul style="list-style-type: none">https://www.hee.nhs.uk/our-work/nursing-social-care-0 |
| Registered Nurse (MH) | <ul style="list-style-type: none">https://www.england.nhs.uk/nursingmidwifery/delivering-the-nhs-1tp/mental-health-nursing/ |
| Registered Nurse (LD) | <ul style="list-style-type: none">https://learningdisabilitynurse.co.uk/nursing-in-social-care |
| Allied Health Professionals | <ul style="list-style-type: none">https://www.hee.nhs.uk/our-work/mental-health/new-roles-mental-health/allied-health-professionals |
| Occupational Therapist | <ul style="list-style-type: none">https://www.skillsforcare.org.uk/Careers-in-care/Job-roles/Roles/Occupational-therapist.aspx |

These boxes illustrate the proportion of different roles working in social care.



Sometimes staff choose to work for an agency so they can work in different locations; it gives them a wide range of experience



You can work flexibly, including overtime if you wish

A person wearing a grey t-shirt is holding a white rectangular sign with both hands. The sign has the text 'Social care careers are great for young people' written on it in a bold, teal-colored font. The background is a plain, light color.

**Social care
careers are
great for
young people**



T Levels: what they are

T Levels are new 2-year courses which are taken after GCSEs and are broadly equivalent to 3 A Levels. Launched in September 2020, these courses have been developed in collaboration with employers and education providers so that the content meets the needs of industry and prepares students for entry into skilled employment, an apprenticeship or related technical study through further or higher education.

T Levels offer students practical and knowledge-based learning at a school or college and on-the-job experience through an industry placement of at least 315 hours – approximately 45 days. The courses are available at selected colleges, schools and other providers across England.

Industry placements

Every T Level includes an industry placement with an employer focused on developing the practical and technical skills required for the occupation. These will last a minimum of 315 hours (approximately 45 days) but can last longer.

Employers can offer industry placements as a block, day release or a mix of these, and can discuss sharing part of the placement with another employer if necessary. Education providers will support employers offering industry placements. This will include assistance with paperwork, a careful planning process and support with designing the industry placement.

DfE's employer engagement teams work with employers of all sizes and providers on industry placements. Employers interested in finding out more about industry placements can contact 08000 150 600, email tlevel.placement@education.gov.uk or visit T Levels and industry placement support for employers.

For more information visit:

[Introduction to T Levels](#)

Introducing Social Care T Level Placements in Liverpool City Region

Sharon Blaney is an Employment and Skills Project Officer working in Liverpool City Region. She identified there are no T Level industry placements currently being experienced by students attending colleges in the Liverpool city region, even though they deliver health and social care (H&SC) T levels. T level industry placements are required to offer the 360 overview and experience across the H&SC sector.

The sector is facing recruitment challenges including a shortage of skilled workers. By setting up placements in adult social care (ASC) she is helping to address this issue; it will attract and engage college students who are studying in relevant fields so they can gain first-hand experience, understand different roles and responsibilities, and discover the rewards and challenges of working in this field. This exposure could encourage them to pursue careers in ASC after completing their studies.

Sharon has set up a pilot programme by gaining support and co-operation from Liverpool City Council, who commission ASC in Liverpool. Liverpool City College also agreed to partner in the pilot. Working together they have ringfenced five placements supporting dementia, frailty and community Occupational Therapy roles and will coordinate and monitor placement progress.

Collaborative action is key to overcoming this gap in knowledge and experience for T level students. It was necessary to challenge mindsets and illustrate the art of the possible by outlining the benefits to all involved. Sharon provided resources for both stakeholders to enable discussions and highlight how it could be set up for their mutual benefit, for our H&SC employers and for the social value impact on Liverpool city region.

The pilot will be monitored and evaluated right from the start; findings will be shared with colleges and ASC employers, promoting the benefits of this pathway to help strengthen supply routes into the sector. Sharon hopes it will bridge the gap between education and practical experience encouraging young people to consider a career in ASC.

For more information contact: sharon.blaney@liverpoolcityregion-ca.gov.uk

T Level success at Persona

For more information contact: laura.wolstenholme@personasupport.org

Visit: <https://www.personasupport.org/what-we-do/>

We believe that people deserve social care that enhances their quality of life. We support people to live their best life and we know that's unique to everyone, so we tailor our support to what matters to them.

Persona was created in October 2015; the services which make up Persona were previously delivered in-house at Bury Council.

We are proud to have a long track record as quality in-house services and we're taking Persona forward as a new organisation with the ability to do things differently.

Persona provides high quality Adult Social Care services for, people with learning disabilities, people with physical disabilities, older people, people living with dementia, people with autism, and carers.

A group of Bury College T Level Adult Nursing students have recently completed a career-enhancing work placement at Persona. T Levels are two-year technical qualifications that have been developed in collaboration with employers and businesses to meet the needs of different industries.

During their placement at Persona, Lois Vaughan, Olivia Vining, Louise Tiernan, Amenze Imafidon and Alyssa Hurford were all supported by teams across the company and had the opportunity to put some of their current learning into practice.

Andrea Plimmer, Assistant Director of Health and Social Care at Bury College, said: "Persona have been very keen to support our new T level placements, and we have been working with them to plan this work experience opportunity for quite a few months. This all ensured that the learners could get the relevant experience needed to progress in supporting adult nursing. She said, "They came to introduce themselves to the students before placements and looked at the skills and services the students would like to observe and experience whilst they were with them."

"We have had some great feedback from both Persona and the students and will be working with them on setting up more placements in the new academic year. The partnership has also been supported by our close working relationship with Bury Local Care Organisation, who were instrumental in getting local employers engaged in offering work experience for our T Level students."

Laura Wolstenholme, Head of People and Communications at Persona, added: "All the students really enjoyed their placements and would have loved to stay for longer. We look forward to offering placements for more students in the future."



A person wearing a grey t-shirt is holding a white rectangular sign with both hands. The sign contains text in a bold, teal-colored font. The background is a plain, light color.

**Social care is a
great place to
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You can progress
and gain
qualifications if
you want to.
And if you don't.**

Step into Care: a pathway into social care employment with a social care placement to ensure it's the right career choice for you



We supported employers across Greater Manchester to fill over 100 care vacancies with our candidates between May 2020 and May 2023.

Find out more about our programme here: [Step into Care](#)

or email us for more info: gmhscp.stepintocare@nhs.net and [#GMStepintoCare](#)

Say hello to Lavinia!

Lavinia had previous experience of caring for a family member – her grandmother who had dementia.

“This motivated me to give something back to the community, support individuals and give the best possible care. I want to gain a career in this field”.

Lavinia now works as a support worker having completed the Step into Care programme. She said, “The placement was very beneficial, I enjoyed working and got employment”

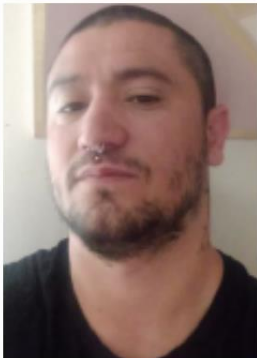


Say hello to Andrea!

Before joining Step into Care to become a support worker, Andrea was a sous chef.

“As a support worker I look after the well-being of people in their daily lives. I help people with different physical disabilities and mental health needs”.

The Step into Care programme helped Andrea change careers. He said :I can make a difference to an individuals' life and the Step into Care programme helped me achieve job satisfaction”.



What is Step into Care?

Step into Care is a pre-employment programme that aims to support adults with the right values and transferable skills into the adult social care sector across Greater Manchester

Participants complete a classroom programme either on-line or face to face and a placement in social care



How Step into Care helped Alan and Allisha find their forever careers



Say hello to Alan!

Before enrolling onto the Step into Care – pathway into Social Care Employment programme Alan was unemployed and actively seeking work opportunities. He has been successfully recruited as a support worker, in a supported living service since completing the programme

Alan found the social care placement beneficial because he was able to gain more insight into the role of the support worker and understand what the job entails. Initially he was worried about the course, as it was completed online and via Zoom, however he really enjoyed the classroom element of the course and the interaction between fellow students and the tutors. He never thought he would have an opportunity as great as this and be as successful as he has in gaining employment in social care. He said that whilst some aspects of the programme were challenging, the support from the team was great as they answered any questions he had.

Alan never thought he would work in this industry, but he is really enjoying his new role. His advice to potential applicants is – go for it, because you've got it in you too.

Say hello to Allisha!

Allisha enrolled on to the Step into Care – Pathway into Social Care Programme after studying civil engineering at university and a brief period of unemployment. She is now a Support Worker helping others to live as independently as possible. She provides support and companionship and finds her role very rewarding, she said she loves it!

The placement provided via the Job Centre was very beneficial in helping her into a full-time role. She says she now loves getting up in the morning and going to work. Allisha can see herself working in this sector forever. She said she has gained new responsibilities such as looking after others instead of just herself, it gives her a great feeling of purpose and happiness to know she is helping others.

Allisha said the recruitment programme supported her so well, ensuring she was given a placement opportunity with a company she would fit in with and be happy, and they checked in with her to make sure she was getting on well in her placement until she was recruited. She enjoys everything about her job; she feels like she has a new purpose helping people who need it. She loves the feeling of accomplishment she gets from her role in social care.



These profiles have been created by the Step into Care team in partnership with Greater Manchester Health and Social Care Partnership.

If you'd like to find out more about career opportunities working in health and social care in Greater Manchester, then email: gmhscp.stepintocare@nhs.net

How Step into Care helped Howard and Ashleigh find their forever careers

Say hello to Howard, he is a Social Care Worker



Howard is a Social Care Worker and a valued member of the team at Heathlands Village, a welcoming Jewish Care Home that forms part of the Federation of Jewish services (the FED), within his role Howard cares and supports residents providing them with the best care possible

He began his career with the Fed, over 18 years ago, working within the catering team as a catering assistant. Howard decided that he wanted to become a social care worker within the organisation and was supported by his employer to gain a position in his current role. Every day is different for Howard, supporting residents to get up in the morning and assisting with personal care. Howard supports residents during mealtimes promoting physical wellbeing and encourages residents to participate in social activities

Howard feels that the best thing about his role is caring and interacting with the people he supports. Howard really enjoys working within his team as they communicate with each other well and work alongside one another by sharing the same values. He feels that working in care is the perfect career for him; he really enjoys his current role and is looking forward to furthering his career by eventually progressing to a shift leader

Say hello to Ashleigh, she is a Senior Team Leader



Ashleigh is a senior team leader and valued member of the team at Heathlands Village, a welcoming Jewish Care Home that forms part of the Federation of Jewish service (the FED). She began her career in Home Care before applying for a role as care worker with The Fed. She has progressed to shift leader, team leader and more recently became senior team leader, supporting managers of four residential units and overseeing general day to day running of the units, and being supportive to all staff.

She believes there is not an average day in social care; for her every day is different. She has daily new challenges to overcome, gaining new skills and knowledge each and every day, as well as feeling like she has gained something great each day. Ashleigh feels that the best part of her role is seeing the difference she makes to someone's life, seeing people smile, maintaining their independence. She loves supporting people and making a difference.

Ashleigh feels she has been supported really well throughout her career with The Fed, having had the opportunity to complete training and achieve a number of different qualifications to support her within her role. She is very happy in her current role and is looking forward to new challenges.

How Step into Care helped Gary find his forever career

Say hello to Gary, he is a Shift Leader



Gary is a shift leader and valued member of the team at Heathlands Village, a welcoming Jewish Care Home that forms part of the Federation of Jewish Services (The Fed). Within his role Gary ensures that care plans are followed to ensure residents he supports are cared for, happy and settled within their home. He began his career as a housekeeper with The Fed, after a number of years of unemployment due to a mild stroke. Whilst in this role Gary enjoyed talking to residents and realised he shared the right values needed to be a care assistant. He was offered the position as carer, before progressing into his current role as shift leader.

Gary works 12 hour shifts and has a number of different responsibilities in the course of each day, such as coordinating the carers on shift, dispensing medication, supporting meal times and liaising with healthcare providers and the home management teams should he need to do so. Gary also speaks with family members with regards to the care provided to their relatives, ensuring care plans are kept up to date and health and safety checks are completed regularly.

Gary feels the best thing about his job is making his residents smile, knowing all the teams as The Fed make the residents day a little more special, each and every day. He has received regular training to support him in his role and has been very much supported by his employer with his progression to date. He is really happy in his role, looking forward to any other career progression that might come his way in the future.



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**Social care
employers in the
NW look after their
staff just as much
as the people they
care for**

Clifton Home Care: Investing in our team

4 Finalists in the 2023 North & Western Lancashire Chamber of Commerce **Be Inspired Business Awards** (BIBAs)



Clifton Homecare Ltd

<https://www.cliftonhcl.co.uk/>

For more information contact: mel@cliftonhcl.co.uk

Background

Feedback from the 2022 annual staff survey suggested our team felt under pressure, disengaged and generally “tired” in the job with a disproportionate work/life balance. At this time our retention rate was also at an all-time low. This is unsurprising given 2 years earlier the COVID pandemic hit the world. The pandemic shone a spotlight on the health and social care sector and for the first-time social care staff were seen as frontline key workers; brave, courageous, selfless and deserving of better. Despite the pandemic spotlight perceptions of social care continue to create significant challenges for recruitment, retention and attraction of recruits external to the sector.

Clifton Homecare are committed to reversing that image, not only by providing outstanding care to clients but by ensuring our staff feel supported and know they have a role making a difference to other peoples’ lives. For the last 12-18 months we have spent time highlighting the fabulous careers available within the sector, whether this be for young people leaving education or older people wanting a career change and our senior team have a renewed focus on health and wellbeing; thus increasing engagement. We know that by looking after the health and wellbeing of our team we can improve morale; that improves outcomes for everyone - clients and staff, so people want to stay and work with us. By simultaneously promoting our career offer, our existing team have felt renewed pride in the work they do and its importance, and they can see more clearly how many opportunities there are to learn and develop with us.

The approach

1. Introduction of monthly surveys to gauge exactly how staff are feeling about certain topics. Carefully chosen topics mean the feedback influences the direction of future plans.
2. Implementation of health and champion training for all staff.
3. Implementation of our Mentorship programme.
4. Re-formatting staff meetings to optimise staff participation; using platforms such as slido to encourage engagement.
5. Introduction of staff newsletters to keep staff informed and quarterly round-ups.
6. Implementation of the Employee of the Quarter Award.
7. Introduction of a staff focus groups, focusing on how working conditions can be improved to benefit the staff team whilst meeting client needs and expectations.
8. Introduction of a staff social group; arranging social outings for staff (helping staff who feel lonely and isolated).
9. All “good news” and achievements (birthday’s, driving test passes, QCF Diploma completions) are shared within the team and on social media platforms.

The results

The Mentorship programme has gone from strength to strength. Initially starting in summer 2021 it has evolved so that we now have a Lead Mentor and 3 staff are upskilling to take on the mentoring role in the coming months. Our Lead Mentor has completed her Level 5 CMI Coaching and Mentoring qualification. Their roles as Mentors are embedded within the team and they provide coaching and support to any new starters, junior staff members or those who are requiring additional help or would like to upskill. By continuing to support staff with upskilling and job progression, we always have development staff who are becoming Mentors or Senior Care Assistants. This helps cover staff absences without putting pressure on the wider staff team or staff in the mentor or senior roles.

To date, feedback for the staff newsletters has been positive and we will continue to include relevant information suggested by them, this will include success stories and celebrations.



Clifton Home Care: Investing in our team

The results (contd)

Each quarter we look forward to the Employee of the Quarter award; we have just completed two full years of awards. We regularly receive 20-30+ nominations and feedback from staff has been extremely positive. Staff who have received the reward have commented that they feel very humbled, and one staff member burst into tears when she won. One winner sent this note in after receiving his nominations:

“Those comments just made my week MUCH better and willing to continue doing my best every day. Thank you for your support.”

We feel that the initiatives taken to improve staff engagement with a view to help staff morale and retention have proved successful. To complement this, here are a few (random) comments we have taken directly from our monthly staff surveys on various different topics:

- Clifton Homecare is a very supportive company to all its service users and staffs and I know I am home, I am loved, accepted and I learned a lot.
- Going forward I think you seem to have a lot of upcoming events which will boost morale as it's been a long few years anti socially so I wish you the best for the future.
- I can offer help on Christmas day if any staff member is alone to come for dinner or tea or even just a drink and mince pie.
- ...Mentoring - Think it's a good service we offer to staff.
- Giving training once a month further improves our knowledge and increase our confidence to do our job as care assistants.
- Just want to say thank you to people in the office as I know you guys do a lot of work behind the scenes that sometimes you don't get acknowledgement for. So thank you and keep smiling.

Next steps.

We plan to continue developing the Staff Engagement plan; assess what works and doesn't work, without being afraid to try. In the meantime we will continue to listen to our team as the information they provide us with will continue to enhance staff engagement and boost morale.



Congratulations to Lauren Kola who won the Promotion category at the NHS and Care Apprenticeship awards 2023



Blue Light Card

We reimburse staff £4.95 for a 2 year Blue Light discount card for gym membership, holidays and more.

Health Benefit Scheme

We provide a free healthcare scheme, saving you money at the dentist and optician or if you go into hospital (worth over £100 p.a.)

Monthly Staff Draw

All staff are automatically entered into a monthly staff draw for a £20 high street shopping voucher.

Pleasure Beach Rewards

Our staff are all part of a scheme offering family discounts on trips to Blackpool Pleasure Beach

Sickness Pay

We provide occupational sick pay after a qualifying period which increases with your length of service.

Pension Scheme

We have a staff pension scheme and contribute to this for every employee who chooses to join.

Free Uniform

We provide free uniforms for most employees inc: those working in care and nursing, portering, house-keeping, catering, hospitality and maintenance.

The Central Cafe

Our onsite Central Cafe offers a selection of hot and cold meals, with food also available from our village shop.

Employee of The Month

Our 'Employee of the Month' award comes with a £100 high street shopping voucher for the winner and entry for 'Employee of the Year'.

Festive Bonus

All our employees receive shopping vouchers in December as a thank you and festive bonus.

Employee Support

Our employees have free access to independent advice, support and counselling on a wide range of issues

Generous Holidays

All staff are entitled to paid annual holidays which increase with their length of service.

Life Assurance

Our scheme means that if an employee dies whilst employed by us, a payment of twice their annual salary will be paid to a named beneficiary.

Training & Development

We offer many opportunities for employees to develop their careers and gain qualifications which are linked to pay increases.

Appraisal & Supervision

Our staff are well supported through regular supervision and appraisal and we hold the Investors in People Award

DBS paid

We will cover the cost of your DBS (police check).

Long Service Awards

We mark long service with a presentation and gift of shopping vouchers, which increase in value with years of service.

Public Transport

We are situated close to bus routes numbered 92 to 95 and are 10 minutes walk from Bury New Road.

Retirement Gift

On retirement employees receive gifts of money. The value depends on years of service, and are pro rata for part-time employees.

Special Bonuses

We award shopping vouchers on completion of probationary period and for helping us recruit new members of staff.



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Recruiting colleagues from overseas

The adult social care sector has consistently faced challenges with high staff turnover and vacancy rates. Despite there being a significant staffing shortage across many sectors in the country, the social care sector is listed as one of the top 10 sectors under immense pressure. The perceived low status, pay, training, limited career progression and in-work support affect recruitment and retention in adult social care.

Skills for Care latest annual workforce report from 2022 showed the number of vacant posts had risen across the sector by 55,000 (52%) between 2020/21 and 2021/22. The total number of posts in adult social care in England, including filled posts and staff vacancies, was 1.79m as at 2021/22, an increase of 0.3% from the previous year. The number of filled posts was estimated at 1.62 million and the number of vacant posts was around 165,000.

The decrease in filled posts and corresponding increase in vacancies across adult social care came as the wider economy reopened following the height of the COVID-19 pandemic. During the peak of the pandemic, vacancy rates decreased with fewer jobs being available in other sectors, and some care workers reporting they felt they had to help the sector through the worst of the COVID-19 outbreak.

The challenges are only going to increase with an ageing population and more people requiring support, particularly as the World Health Organisation predict that between 2015 and 2050, the proportion of the world's population over 60 years will nearly double from 12% to 22%. We are also facing the challenges that an ageing workforce is creating and need to focus on succession planning. One of the measures Clifton Homecare took to improve recruitment and retention was to apply for a Sponsor License in July 2020 which would allow them to support applications from employees living abroad. Despite a lengthy process they were granted License status and 10 certificates of sponsorship were granted. This enabled us to initially recruit 3 staff members who were residing in the United Arab Emirates, although originally from the Philippines. Overseas staff have to evidence English proficiency via successful completion of an English Language Test for Study

(IELTS). Employment references, UK DBS and police clearance checks are from overseas and the UK are also obtained for each worker prior to their arrival to the UK.

Clifton Homecare provided support transitioning the employees to the UK. They helped with finding accommodation (to the point where 2 of the staff members lived with the Registered Manager on a temporary basis), finding furniture, engaging other team members to help them "settle in" and they undertook a comprehensive induction thereafter supported by our senior care and mentoring team.

Further to the initial 3 appointments from abroad, and as at March 2023, Clifton Homecare have successfully recruited 11 full time staff members in total from outside of the UK, equating to 440 hours of care delivery per week. This additional capacity has meant Clifton Homecare have continued to be able to meet current client needs whilst responding to changes and take on additional care packages across a spread of privately, local authority and NHS funded clients.



Overseas recruitment has been received well by the staff team and our current clients. Open communication is thought to have been a factor in the success of overseas recruitment. Feedback from clients in a recent survey from December 2022 included the following comments:

- “Very good initiative and confident that Clifton Homecare will not compromise the high standards it already works to.”
- “Forward thinking as so many job vacancies in the care sector. Something has to be done - well done.”
- “All staff from overseas that we've had visits from have been very courteous, caring and willing to learn more.”



100% of the respondents stated they were OK, satisfied or very satisfied with the way Clifton Homecare have managed the overseas recruitment process.

As a result of overseas recruitment, staff morale and retention rates have improved.

The annual staff survey feedback from February 2023 found 25% of staff made specific positive comments relating to increased staffing levels as a result of overseas recruitment. In response to the question “How satisfied do you feel that Clifton Homecare have managed the overseas recruitment process?” to both existing staff and overseas staff, 100% of staff were OK, satisfied or very satisfied with this. Some specific comments included the following:

- “Overseas staff are great to work with. Friendly to all.”
- “...I feel this has had a positive impact overall and has been received well.”
- “Carers from overseas have been very eager to connect with staff and clients.”
- “My recruitment was very easy as I got all the support I needed and more during my recruitment process.”

The wider impact of overseas recruitment has been:

- Less pressure being placed on the staff team and better work/life balance positively impacting on health and wellbeing.
- It also confirms our commitment to creating an equal, diverse and inclusive workforce.

Next steps

Given the real and tangible success story of overseas recruitment for Clifton Homecare, there are plans to continue to recruit workers from overseas as well as encourage applications from our local community. Currently, the Managing Director has recently appointed 2 additional staff members from overseas who are friends of existing staff members and our new team members are due to start work at the end of August.



A person wearing a grey t-shirt is holding a white rectangular sign with both hands. The sign contains text in a bold, teal font. The background is a plain, light color.

**Social care is a
great place to
work for people
who want to
progress in their
career**

Studying for Apprenticeships: Kevin and Zack share their experiences

There are opportunities to complete apprenticeships with a wide range of education providers from Level 2 to Level 7, so you can earn and learn!

You can study for **clinical or non-clinical** qualifications **at any age**. There are many apprenticeship training providers in the North West; here some colleagues highlight their experience with just one of them



Prepare - Professionalise - Progress

Exemplar Practice

Recognising and celebrating excellence in our work should be something we do every day.



	Learner: Kevin Bell Coach: Andy Russell Employer: Options for Supported Living Start Date: 10/5/2021 End Date: 23/2/2023 Award / Programme: Functional Skills Maths Level 2
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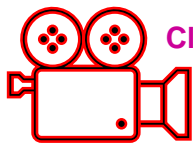
Comments from Learner

As I've always struggled with maths when I found out I had to do a maths and English test. I was very apprehensive So when I started the sessions with Andy, I was petrified as the last time I really did maths was when I was 15 and back in school Andy was amazing and patient with me. Every session. I felt more confident due to his teaching and helping. We would have a session and he would give me work to do at home until the following session.

Andy felt I was ready to sit the test so I took it just before I went on my holiday to Disney World when we landed back off holiday and you switch your phone back on. A message from Andy asking if I would call him. We spoke and he explained that I had failed but he had explained that I only missed by a few points. It didn't make it easy either way and I was devastated to say the least, and was contemplating just giving up !

Which Andy had none of it he literally booked me straight back in. We had a few more sessions before test again to which I passed the second time.

Since then, I have felt a lot more confident with helping my youngest with her school homework as I always left that to my wife as I didn't feel confident enough to help her.



Click on this link to watch this short video for even more great stories like these!
[Apprentice progression](#)

For more information contact:
Mandy Connick
Mandy.C@dianthasltd.co.uk

	Learner: Zack Shaw Coach: Kimberly Mead Employer: Support At Home Start Date: 17/08/2021 End Date: 18/8/2022 Award / Programme: Adult Care / Lead Adult Care Apprenticeship
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Comments from Learner

I found the course very interesting and learnt lots and had lots of support from coaches, whenever I had questions I always had support. My level 3 was challenging and supported me to learn how to research independently which has helped me develop my knowledge.

Both courses helped me progress within my organisation I went from support worker to deputy care manager within three years. I also developed the foundation, insight and awareness of the sector and person-centred care, legislation and codes of practice. It has done me the world of good.

I have started my own care company and everything that I have learned has helped me manage and deal with challenging situations. It helped me to review how I approach others, sometimes I am too straightforward. My level 3 taught me how to react appropriately.

Dianthas provided fantastic support. I could ring anyone for support and would get it straight away, I felt really supported. I liked the honesty that I received from everyone without beating around the bush, honesty, trust and being really supportive.

What's next we are taking our company to the next level and regulating our organisation, my partner is enrolling as the leader in adult care level 5. We now employ 10 staff. Currently, we do not market our provision, I have built good relationships with social workers. The clarity and knowledge gained throughout my apprenticeship have helped immensely and I am looking forward to developing my workforce in the apprenticeship programme. I will be sending all of my staff to Dianthas.

Scan to visit our website



www.lsccthub.co.uk/social-care-apprenticeships/

Ella Holman

**Level 2 Adult Care Worker
Apprenticeship Standard**

Clifton Homecare



Ella tells us about working towards her Level 2 Adult Care Worker Apprenticeship.

Ella loves baking in her spare time and walking the dog. She joined Clifton Homecare after leaving school at 16; she is the youngest member of the team. She enjoys feeling like she has made a difference to the clients she supports. She chose to undertake an apprenticeship so she could learn and get a qualification whilst working.

Ella's main responsibility whilst working as an apprentice is to look after clients in their own homes so they can live independently. She would recommend an apprenticeship to those looking to start a career in the care sector as she feels she has grown in confidence since starting her career in Care. She feels as though she is progressing in her role and has something to work towards; the apprenticeship route is ideal. Once it is completed, she wants to continue working as a Carer, but also wants to carry on learning and strengthening her knowledge; she thinks that is very important.

The advantages of doing an apprenticeship over other training or education are that she used to be quite shy and reserved, but this role has helped her grow in confidence; other people tell her they have noticed a difference. Sometimes Ella doesn't even realise it, it's only when others tell her about something that has happened that she knows how far she has come. There are times when Ella is the lead carer on call, even though she is the youngest, which is testament to the positive relationships she has built with clients and the skills and experience she has gained on the job. Ella also thinks the apprenticeship qualification she is studying towards has made her appreciate more about the background of the role and why things are done in a certain way.

Ella wants to carry on feeling like she is achieving something. The feedback she is getting from her managers and training assessor is really positive; they constantly encourage her to believe in her own abilities. This sense of positivity may have helped Ella pass her driving test on her first attempt. Having access to a car has given her much more independence both inside and out of work, and it has made it easier to get to her clients. Aside from building her confidence the apprenticeship has helped Ella with other life skills too. She is better able to work with people and build rapport with them as she sees them on a regular basis; she can now be more thorough and pay attention to smaller details, so they feel even better cared for.



Danny tells us about his apprenticeship as a Lead Adult Care Worker

I find working in care to be very rewarding. I like being able to make a difference in people's lives and making a proper change. I chose an apprenticeship as it fits in with my working hours; it means I can learn on the job.

My role is Senior Support Worker; it involves developing care plans, attending meetings, updating protocols, planning rotas and visiting service users to carry out their care needs.

I am really happy with the apprenticeship; it's going very well. Thomas, my tutor, makes the learning very enjoyable and helps me learn how to provide the best level of care for my service users.

The next milestone I'd like to achieve is to become a manager and complete a Level 5 Leadership and Management For Adult Care Course. The advantage of taking on an apprenticeship rather than other training or education is that an apprenticeship allows you to do the job in-line with coursework. It also fits better with life, as opposed to, for example, studying in the evenings after work. It's a better work / life balance and it means I can spend more time with my family.

Next I plan to continue working with Cumbria County Council and maybe becoming a manager in the future. As the theme for National Apprenticeship Week 2023 is #skillsforlife I would say the apprenticeship is allowing me to gain all the skills I need to carry out the role, and therefore progress within the sector. I feel they are mostly transferable skills that I would be able to use anywhere.

Assistant Practitioners at Risedale Nursing Homes

For more information contact:
barbara.johnson@risedale-carehomes.co.uk
<https://www.risedale-carehomes.co.uk/risedale/>



We chose to introduce the Assistant Practitioner (AP) training programme as we had a lot of capable, bright staff wanting to become APs, and nurses who were leaving their roles to attend University. We realised we could have both, as we want to give our staff the opportunity to learn and develop their knowledge and clinical skills, while being able to learn on the job in the care setting they can continue to work and earn in. Most importantly it means we keep our staff, and our residents receive the best care possible from people who already know them.

We give employees the opportunity to apply for the Assistant Practitioner Apprenticeship through the University of Cumbria. It is a 2-year training programme and on completion they can top up to complete their full nursing degree through an apprenticeship if they want to.

Health Education England state that staff retention can be improved by employing local people, and as apprenticeships are employer-led there is a close relationship between the employer, student and University. It addresses staff shortages and gives colleagues a sense of value and worth. There is more information here: [Apprenticeships](#)

We invite employees to information days about the training programme and provide application forms which employees complete, including a personal statement. They are invited to interview with a panel from Risedale and are either offered a place or given constructive feedback. Level 2 functional skills Maths and English lessons are provided for those who require this to start the course.

Challenges included covering staffing rotas to allow the apprentices to have off-the-job learning time. We provide all students with a 4-week long placement in another of the Risedale homes, to expand their knowledge and develop their clinical skills. The training office work out when is best to send the students, and managers cover staffing when needed. For some the academic training can be difficult, but we give those colleagues our full support. The clinical nurse manager oversees all current and past students. As a result we have:

- 10 Assistant Practitioners currently studying their apprenticeships.
- 16 more will commence in November, and a few more are returning from breaks in learning.
- 2 are topping up to become qualified nurses.
- 3 have just completed their mental health nursing top up and will shortly be registered with the NMC.
- 2 of the APs due to qualify this year are also joining a course to top up in February next year.
- A further 12 who are previously qualified APs and studied through the apprenticeship route are now fully qualified nurses after topping up.
- As well as APs we have trained over 30 of our own nurses so far, with many more currently studying.



We have several case studies as many colleagues want to share their success stories; they give great feedback and highlight the help Risedale have provided to apprentices during times of struggle and difficulty. The figures above show how positive this incentive is, especially as they all still work for the company. It inspires us to keep on running the programme.

If anyone asked how they could develop a programme like ours I would tell them it is such a positive thing for both the company/trust and the employee. Take the time to plan an efficient timetable to enable staff to have the appropriate off-the-job learning and appoint a key contact to liaise with the University and students. Then just do it!

A person wearing a grey t-shirt is holding a white rectangular sign with both hands. The sign has text on it. The background is a plain, light color.

**Social care is a
great place to
become a
registered
professional**

A Person's Life Journey Pathway through Health and Social Care Placement

For more information contact:

yvonne.thomson2@nhs.net

samantha.jefferies4@nhs.net

Lancashire & South Cumbria Primary Care Training Hub

A Person's Life Journey Pathway through Health and Social Care Placement has been developed in partnership with Lancashire & South Cumbria Primary Care Training Hub (L&SC PCTH), Lancashire and South Cumbria Integrated Care Systems (ICS), HCRG Care Group (formally Virgin Care), Learner Quality Ambassadors, Edge Hill University, University of Central Lancashire (UCLan), University of Cumbria (UoC), Social Care, and Primary Care providers. This placement is a unique and innovative experience encompassing a 'A Person's 'Real-Life' Journey through Health and Social Care', underpinning the journey from birth to death. The learner experience will include allocated placement time within all 3 sectors which will allow the learner to gain a holistic overview of the person, care they receive, and services they access across their life journey.

This placement initiative was created to support the development of capacity for undergraduate student nurse placements across primary care, social care, and children's placements. We introduced the concept of 'A Person's 'Real-Life' pathway' in order to provide the learners with a framework to explore a tangible person/family's life journey across health and social care provisions. Within an 8-week placement, the learners spend an allocated time in each of the 3 settings whilst also completing a 'real-life' case study on their selected service user, which is then presented back to their assessors/supervisors and academic tutors at the end of the pathway.

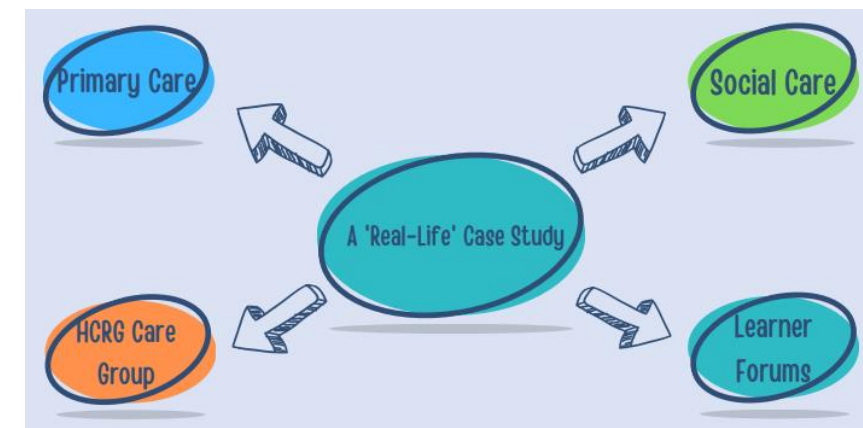
The initiative aims to enhance their learning, providing a future experienced workforce, and an understanding of how the different sectors interlink. Incorporating the 3 sectors allows the learners on the journey to draw on best practices, have ownership of their own learning and focus on person-centered care whilst developing their knowledge, skills, attitudes, proficiencies, and adherence to the Nursing and Midwifery Council (NMC) Code of Conduct.

Key Lessons Learned

Our collaborative approach on this pathway has enabled us to enhance the placement incorporating a virtual aspect from HCRG Care Group where the learners spend a week learning the theory before putting it to practice.

Next steps

Our current focus is to engage with any new practices and care homes and pilot within 4 different localities with 2 learners in each area.





For more information contact: Dr. Melanie Stephens, Associate Professor (Reader) in Adult Nursing at University of Salford:
m.stephens@salford.ac.uk

‘Not the last resort’: The impact of an interprofessional training care home initiative on students, staff, and residents

We believe that care homes are a fundamental part of the UK health and social care system and should not be viewed as the last resort for those that live, learn and work there, so we developed an opportunity allowing students to experience care homes as stimulating and rewarding places to learn, that offered staff professional development opportunities, and where people worked to improve the resident’s quality of life.

We designed, implemented, and evaluated a 6-week interprofessional education (IPE) initiative in three care homes across Greater Manchester. Students from a variety of professions including Nursing, Physiotherapy, Social Work, Podiatry, Counselling, and Sports Rehabilitation worked collaboratively in the homes to address the residents’ individual goals.

Before implementing our programme we conducted a scoping review; we found evidence confirming that IPE initiatives: (1) have beneficial potential in care homes (2) are rarely conducted in the UK care home environment (3) are often student outcome focused and do not incorporate the experiences of care home staff and residents. Those findings confirmed we had an opportunity to make an improvement.

Seventeen students from a range of health and social care programmes were placed across the three participating care homes. The IPE initiative itself was developed to take place at a six-week ‘overlap’ period where all students were on placement within the home at the same time. To facilitate interprofessional development and reflection, students, care home staff, residents, and trained facilitators participated in six, weekly, multi-disciplinary team (MDT) meetings during the overlap periods which were based around the resident’s own health and wellbeing goals.

Heathlands Village (The Fed) Prestwich



In order for this to be successful it was crucial that the care home organisations, programme and placement teams across the four Universities involved engaged with us (University of Salford, University of Bolton, Manchester Metropolitan University and University of Manchester). We formed an advisory group that helped to develop and guide the direction of the initiative, which included broader professional and practice stakeholders from across organisations such as Health Education England – Northwest, Greater Manchester Training Hub, Greater Manchester Combined Authority, Skills for Care and The Later Life Audio and Radio Co-operative.

Implementation was complex; we came into contact with various challenges throughout the process. A key barrier was the difficulties we faced in sourcing long-arm practice supervisors for the Allied Health Professional (AHP) students involved. To overcome this in the short-term, we created split-site placement opportunities or voluntary spoke opportunities so that students could still take part whilst receiving appropriate supervision. To ensure future sustainability, we are also now working on contributing to the development of policies that provide clear guidance on long-arm student supervision across health and social care programmes.

Our findings were positive and demonstrated that IPE activities can be beneficial to care home residents, staff and students. Staff learned about the latest evidence-based practice and could tend more effectively to the unique capacities and needs of the residents. Students understood important new perspectives, approaches and priorities to care, developed their interprofessional capacities and, importantly, felt that social care offered a more stimulating career path than previously imagined. Residents experienced positive impacts to their health and wellbeing and gained an enriched sense of meaning and purpose in their day-to-day life.



Physiotherapy students working with a resident at Lakeside

In the first instance, a range of care home staff accessed this within three care homes involved. As we developed this work care home staff from across five care homes accessed this model of learning, as well as a range of practice education supervisors and AHP/Nursing leads across Greater Manchester. Our evaluation findings, full project report and our paper are available to read in the *Journal of Interprofessional Care*:

- Stephens, M., Kelly, S. A., Clark, A. J., Granat, M. H., Garbutt, R. S., & Hubbard, L. (2022). NOT THE LAST RESORT: the impact of an interprofessional training care home on residents, care home staff, and students. Available from: <https://usir.salford.ac.uk/id/eprint/63665/>
- Kelly, S., Stephens, M., Clark, A., Chesterton, L., & Hubbard, L. (2023). ‘Not the last resort’: The impact of an interprofessional training care home initiative on students, staff, and residents. *Journal of Interprofessional Care*, 1-9.

We haven’t stopped there! We are keen to build on our success and have been funded by Health Education England to conduct a longitudinal study which will take place across May-November 2023 within five homes; we will run three cycles of IPE in each. We hope this will allow us to better understand the longer-term impact that IPE has in the care home environment and act as the next step toward our broader goal of working to embed this model of learning within the sector. We were also funded via the

National Institute for Health and Care Research (NIHR) Network to create a resource pack; it will shortly be available online and we are happy to share these materials when requested.

If we were to give advice to another team working on something similar, it would be to work closely with the care homes involved and ensure that those living and working within them are involved in decision making. We learned in the pilot that in order for shorter term IPE initiatives to be successful, the care home staff involved need to be engaged and passionate about their inclusion. The ways in which they engage will undoubtedly look different across different settings and contexts; student numbers, the frequency of MDT meetings and resident engagement are all factors that need some flexibility in implementation. Simply put, there is no 'one size fits all' approach and it is crucial that care home staff and residents are empowered to engage in ways that best suit them.



Lakeside Care Home (Millennium Care) Wigan

Support worker takes the stepping-stone to becoming a nurse through a Trainee Nursing Associate Apprenticeship

An apprentice trainee nursing associate (TNA) is taking a less conventional pathway to achieve the career of her dreams, thanks to a new government-funded pilot offered by her employer affording her the chance to gain hands-on experience and earn whilst she learns.

Holly Goldsmith is a TNA at Belong Crewe, being inspired by her mum who is a registered nurse Holly is following in her footsteps, spending her working day looking after the dementia specialist's customers whilst under the mentorship of an experienced team of nurses. She made the change from her previous role as a dental nurse, earlier this year, joining as a support worker at the Brookhouse Drive care village in order to pursue her passion to care more closely for others. It was when the chance to train to become a nurse arose, Holly realised she already had the experience and qualifications to apply.

She explains in more detail: "Belong has a reputation as a fantastic employer and I initially joined as a support worker to care for others and to be part of an organisation that provides its colleagues with opportunities for growth. While undertaking the TNA course, I get extensive training, new skills and clinical knowledge and get to apply them on a daily basis, whilst earning a qualification that opens a pathway to becoming a Registered Nurse."

The government funded apprenticeship role is relatively new to social and primary care but it can be accessed in social care settings with nursing provision, as well as GP surgeries. Led by the University of Salford and regulated by the Nursing and Midwifery Council, the training post is offered at Belong Crewe, which was selected to administer the work-based assessment based on an extensive relationship with the university, their track record in developing nurses, as well as top credentials including an 'Outstanding' CQC rating and the 'Gold' Investors in People accreditation.

Whereas on the traditional routes into the nursing profession, trainees often gain their practical experience in hospital settings, the programme gives students the opportunity to work in all fields of nursing: adult, mental health, children's, and learning disability, meaning it is designed to be tailored to any area of the profession. By working in adult social care at Belong, Holly is provided the chance to look after older people, including those living with dementia, as part of her training.

Holly continues: "I'm happy to be working alongside the incredible nursing team we have here at Crewe, bridging the gap between support workers and nurses. I'd want to then work towards achieving my degree in general adult nursing, specialising in psychiatric nursing with a focus on dementia care. In the future, I would love to join Belong's dedicated Admiral nursing team which provides support to customers and families."

Cheryl Davies, general manager at Belong Crewe, added: "We're thrilled to be working with the University of Salford on this special programme which provides another exciting new option for our colleagues. A big part of our ethos is to develop careers of aspiring carers and nurses and so we provide numerous opportunities – for those with transferrable skills like Holly, or even entry level options for those without experience in care."

Holly wants people to know what a great opportunity she has been given. She says the course is very informative; she is learning how to make theory taught in the classroom come to life when caring for people in the Village. She can already see what a difference it's making to those in her care. This is an affordable way to gain work-life balance and progress into a role she never thought she could achieve.



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<https://www.belong.org.uk/>

For more information contact: brendan.conlon@belong.org.uk



Belong Atherton paves the way for nurses with an apprenticeship programme: Becoming a Nursing Associate

Kelly Haddock was a Trainee Nursing Associate (TNA) until completing her 2-year training. She is now a Nursing Associate (NA) at Belong Atherton; she has Nursing and Midwifery Council (NMC) registration and a whole new perspective on social care nursing having previously worked as a care assistant for 12 years in the same organisation that she truly loves. She urges more young people to consider less conventional routes into a nursing career.

Kelly's pathway into nursing was through an apprentice foundation degree programme offered by Belong in conjunction with the University of Salford it allowed her to gain more practical nursing experience in and out of hospital settings, so she could gain a broad awareness of nursing care. The programme gives students the opportunity to work in all fields of nursing: adult, mental health, children's, and learning disability, meaning it is designed to be tailored to any area of the profession. By working in adult social care at Belong, Kelly can now look after older people, including those living with dementia, as part of the registered nursing team.

Reflecting on her first year in training, Kelly said: "There were an increasing number of new options being created for people, who like me, discover their nursing vocation later on in their career. I've been able to build on my experience as a support worker and now I've completed my foundation degree I can think about working towards becoming a registered nurse."

As a TNA Kelly worked in the dementia care specialist's nursing team, supporting the needs of Belong residents, whilst receiving extensive training and gaining the clinical knowledge and experience required for NA status. She can now undertake a full, holistic assessment of the people she cares for when they start to become unwell and can understand how to respond and when to escalate their care needs. She feels the quality of care she gives is so much more, and her care worker colleagues and residents' relatives do as well, as they seek her out because they can see how her increased knowledge is making a difference. Kelly says that's great and proves the role works – because it means the RNs have more time to deliver complex care.

Kelly initially worked in the catering team at the Mealhouse Lane care village, before being inspired to train as a carer, climbing the ranks to lead senior support worker, heading-up a night team of 24 colleagues. Notably, her supportive nature shone through when she was named 'Mentor of the Year' at Belongs Champion Awards 2020, which recognise colleagues who have made an exceptional contribution to village life.

This apprenticeship role is relatively new; Belong Atherton and Belong Wigan both offer the work-based assessment based on an extensive relationship with the university, their track record in developing nurses, as well as top credentials including 'Outstanding' CQC ratings and the 'Gold' Investors in People accreditation. Kelly said: "I'm so happy and very thankful that Belong is championing the TNA role; it's the best of both worlds, studying alongside working at the village. I previously studied at university but had no idea what my long-term career would look like and Belong has provided me with a career for life. I'm now sharing my insights with others following in my footsteps and helping to make improvements in their learner journey based on my experience. I found the new way of learning difficult to begin with as it is computer orientated. I had on-line meetings and study sessions with others on my course using Zoom so we could share our experiences, especially during covid, but I'm used to that now and have set up a TNA forum to keep that connection going so my colleagues have the best learning opportunities too"

Rebecca Woodcock, general manager at Belong Atherton, added: "We're thrilled to be working with the University of Salford on this special programme which opens up an exciting new option into a registered nursing career. Part of our ethos is to develop careers of aspiring carers and nurses and so we provide numerous opportunities – even entry level options for those without experience in care.

"For example, we already have nurses who, like Kelly, started out as support workers, as well as colleagues who are with us on short-term placements. Kelly is another example of someone who has built her skill set and is now extending this into nursing, building on her career caring for others."

Kelly said the best part was waiting for her NMC registration to come through – the whole village had supported her through her training, then celebrated her success with her!



<https://www.belong.org.uk/>

For more information contact:

brendan.conlon@belong.org.uk



Shaping the future with student nurses

Placement experience for student nurses undoubtedly plays a vital part in the students' decision-making process to commit to completion of their university course and ultimately gain entry on to the professional register. Avondale has committed to collaborate with Liverpool John Moore's and Edge Hill Universities, offering student placements that ensure positive experiences for student nurses and Trainee Nursing Associates. Consequently, Avondale has successfully recruited and retained students as mental health practitioners. This progression enables the service to continue offering learning opportunities and recruitment of preceptor nurses as an ongoing strategy.

Avondale has also supported and developed nurses within the team who left to take up practitioner roles within the NHS. Nurses who have developed knowledge, skills, competence and moved to work in other areas within the NHS and community teams will undoubtedly understand the challenges and difficulties faced by social care nurses and our belief is that this experience and awareness will drive equality and positive collaboration between all professionals regardless of sector. Ultimately this will lead to better outcomes for the people we support.

A Student's Perspective:

L was on placement at Avondale as a second-year master's student nurse. Following that experience they asked to return for their final management and sign-off placement, then commenced post as Preceptor Registered Mental Health Nurse. **This is L's experience:**

"I was apprehensive about having a placement in a registered care home due to negative perceptions that exist about the sector, so I contacted Avondale to ask questions relevant to my placement and expectations of the service. I was invited to visit before starting my placement; this first contact relieved my anxiety. When I arrived at Avondale I was welcomed by name and treated with respect. It was clear I was a valuable member of the team from that point and throughout my placement. My off duty was negotiated around my learning needs and individual support requirements. This helped me as studying, working, managing external commitments and family has been challenging throughout my training.

The management structure was explained, and important policies outlined; I was informed how to safeguard people, raise concerns and who to seek support from. Throughout my placement I was in daily contact with my practice assessor who was able to invest as much time as I needed to build my confidence. These discussions not only validated my learning outcomes and enabled me to complete necessary documentation but also gave the opportunity in a professional space to learn clinical skills and develop my nursing role.

I asked to complete my final management placement at Avondale having had such a positive experience. I was accepted and from there gained entry onto the NMC Register. A position as mental health nurse was available; I was successfully recruited and am now employed as a Preceptor Nurse. I feel confident in my transition to an effective and competent nurse, but I am also aware that Avondale will provide me with opportunities to develop my skills, enabling me to work in other areas in the future. Should I change career direction and work in the NHS hospital setting or within a community team I am confident that I will have a valuable understanding of the barriers that exist for care homes and will be in a better position to drive collaborative working and achieve the best outcomes for the people we support."

A Practice Assessors Perspective:

It is vital that organisations support student nurses throughout their learner journey. Avondale has a clear vision regarding recruitment, selection and retention with the overall objective of creating an internal academy that would benefit the service, creating opportunities for preceptor nurse posts.

The organisation has an immovable commitment and expectation of recruiting people with the right skills and experience to achieve the highest standards in all areas of service provision. This investment has been real and dynamic. The service produces proactive succession plans that recruit, retain and develop future nurses through career development, and ensures quality and longevity of the service.

The Board of Trustees and the General Manager have embraced these principles and the benefits have been significant. Recruitment costs have fallen, staff motivation has improved and a culture for learning and development is lived every day. This enthusiasm attracts student nurses.

It is legitimate to conclude the commitment we put in to developing student nurses undoubtedly benefits the service and is a long-term nurse recruitment solution.

A person wearing a grey t-shirt is holding a white rectangular sign with both hands. The sign contains text in a bold, teal-colored font. The background is a plain, light color.

**Social care is a
great place to
develop your career
after becoming a
registered
professional**

Introducing the NHSE Preceptorship Framework at Risedale Nursing Homes

For more information contact: Ashleigh.Thorne@risedale-carehomes.co.uk

Ashleigh Thorne is a Clinical Nurse Manager at Risedale Care Homes; she explains why and how they implemented the National Preceptorship Framework for newly registered nurses:

We chose to introduce the preceptorship programme to enable newly qualified nurses or those returning to practice following a break in their career a chance to grow in confidence and put their knowledge and skills into practice in a safe environment under supervision. We introduced the preceptorship programme using the National Preceptorship Framework for nursing by NHS England.



The National Preceptorship Programme was established in November 2021 to design, develop and deliver a Preceptorship Framework for Nursing for England and associated quality standards for all health and social care organisations (NHS England, 2022 [National Preceptorship Programme-2022](#)).

We utilised the standardised documentation provided by the NHS England National Preceptorship Programme. Using the framework and model allowed us to highlight the differences between core standard and gold standard. We also developed our programme based on the NMC Principles for Preceptorship (NMC, 2022 [nmc-principles-for-preceptorship](#))

As a clinical nurse manager, I take care of all students who are currently studying for their Assistant Practitioner and Nursing qualifications. I therefore feel it is my responsibility to ensure once qualified they get the best experience. I engaged with the other clinical nurse manager in the office to ensure the best outcomes and we then consulted with the nursing director to ensure what we had developed would work in our homes.

Challenges included covering staffing levels to obtain the initial 75 hours supernumerary periods and 12 hours per year protected time. This was overcome by looking at the staffing levels with the nursing home managers and discussing the benefits of the supernumerary periods. Benefits of introducing the preceptorship are protected learning time for newly qualified staff who get the opportunity to integrate into either a new team or into the team in their new role. They have increased numbers of supervisions meaning opportunities to discuss openly their positive attributes and areas for development whereby training needs can be highlighted.

We are currently working on our first group of 3 newly qualified nurses who have just received their NMC registration and have 5 staff due to receive theirs around November this year; they will also use the framework. Going forward every newly qualified nurse will access the preceptorship scheme at Risedale. We will gather feedback from their experiences to see if it is making a positive impact. We currently do not have feedback due to it being a new pilot.

Our advice to others who are considering this approach is to take your time organising the framework and ensure it fits to your organisation. Any challenges you face, try to overcome as overall it will make a significant positive impact to staff retention and training and therefore the quality of nurses.

Rachelle Alty, National Preceptorship Programme, Northwest Regional Lead at NHS England said “It’s great to see social care embracing preceptorship. We know that embedding preceptorship as part of the culture of an organisation yields significant benefits for newly registered nurses, other staff, and the organisation itself in terms of retention, recruitment, and staff engagement.

Ashleigh and the team at Risedale Care Homes are to be commended for the incredible preceptorship programme, ensuring early career nurses are receiving a welcoming start into the company and preparing them with the skills for continuous professional development. Skills that will prove invaluable throughout their careers”



Find out more on the national preceptorship website <https://workforceskills.nhs.uk/projects/nhse-i-national-preceptorship-programme-2022/>

How developing clinical skills improves experience and outcomes for those we care for

Danielle is a deputy manager and Registered Nurse at Stocks Hall in Skelmersdale, a nursing home where up to 60 people live at any one time, including people living with dementia that can be challenging. Danielle has been in this post for over 11 years, and recognised the needs of the people they support are continually changing, so enhanced training was needed to ensure they continue to effectively support people with several co-morbidities.



Beacon Primary Care

<https://stockshall-care.co.uk/care-home/stocks-hall-skelmersdale/>
info@stockshall-care.co.uk



STOCKS HALL
Nursing & Care Group

More than seven years ago the home had worked with the local GP surgery Beacon Primary Care to establish ward rounds. As the ward rounds became more and more effective we recognised there would be significant advantages for both the home and GP surgery if Stocks Hall clinical staff were able to view and write on the electronic clinical care record (EMIS). We recognised that while this would generate time savings for staff, the most important benefit would be for people living in our home, who would receive a much quicker response, and appropriate medications could be delivered by the pharmacist in hours, rather than days.

To achieve this ambition the following steps were taken:

- Danielle was given an honorary contract with the GP surgery to ensure she was bound by their clinical policies and procedures, and safe and secure access to electronic clinical records and information governance
- One day per week for fourteen weeks Danielle attended a clinical examination course at Edge Hill University, funded through West Lancashire Clinical Commissioning Group. As a consequence Danielle can now undertake a number of different examinations and shares her findings with the GP through the clinical care record (EMIS).
- Clinical supervision and competence verification was provided by the Advanced Nurse Practitioners (ANPs) at the surgery, where Danielle had the opportunity to put her newly developed theoretical skills into practice over the duration of the course.
- The surgery provided Danielle with a laptop to enable her to remotely access EMIS
- The home also worked with the pharmacy which is on the same site as the GP surgery to set up proxy ordering of medicines, improving safety, speed and efficiency of medicines management.

There are wide ranging outcomes from this ground breaking approach:

- Having someone they know and trust undertake any investigations or procedures is much less frightening and less likely to lead to more damaging behaviour for people who have behaviours that can be challenging as a result of their dementia
- Timely access to medication and diagnostics resulting in fewer hospital admissions.
- Reassuring to residents and their families who know that health needs are being met as quickly as possible.
- Investment in social care nurses means they are more likely to stay (ref: skills for care); in Danielle's case it made her feel confident and skilled enough to take the next step into a home manager role.

This new way of working has generated considerable time savings for the home, surgery and secondary care:

- There is no need to spend time on the phone trying to get through and chasing outcomes for residents. Over the last 12 months Danielle has made 171 entries onto EMIS for 61 residents.
- There has been a reduction in GP call outs
- It has encouraged much closer working between primary and social care, and also secondary care, as consultant mental health ward rounds are now also taking place monthly.

Any challenges:

Both Stocks Hall and Beacon Primary Care agree this takes some bravery and trust on both sides but are now in the process of identifying another nurse at the home to undertake the same process so that to ensure that the burden does not rest solely with one person, but also to continue to invest and support the social care nursing workforce at Stocks Hall.

What next:

Additional nurses at Stocks Hall will be undertaking the course funded through the Social Care Training Hub, for Lancashire and South Cumbria.



To find out more about the Multi-Modal Practitioner course, contact Big Life's Training Team at training@thebiglifegroup.com.

The Multi-Modality Practitioner course: A new approach to working with people and families with multiple needs

At The Big Life group all our services work with people on all areas of their life and help them with the things that matter most to them first, working with them to remove all the obstacles to changing their life for the better. We help people see the skills and support they already have so that they can build on it. To make sure we do this, we work in the Big Life Way.

We know there might be all sorts of things stopping people from getting where they want to be. People juggle their health, work, relationships and much more besides. It's often most challenging for people facing many of these challenge at the same time, as the number and severity of issues affects their ability to make and sustain positive changes. And as many people know, when one thing goes wrong it can feel overwhelming and impact on everything.

So why have public services often been focused on single issues – a stop smoking service, a mental health service or a family support service? Traditionally, people facing multiple challenges are referred to lots of different places, have to repeat their stories and sit on waiting lists. The staff they see are only trained to deal with one issue, and services focus on their offer, not what someone wants. This is especially difficult to navigate for someone with little social support or financial means.

The Multi-Modality Practitioner course is a new type of professional training, which provides a new approach to working with people and families that have multiple needs.

Multi-Modality Practitioners learn a wide range of skills, learning to support people through assessments and interventions from the fields of mental health, physical health, long-term conditions, children and families, and work and skills. Most importantly, it enables you to work with people to create a plan of action that addresses the things that matter most to them, in the order they want to deal with them.



We asked one participant what they loved about the course, and they told us that it was great to be “working with people to address various aspects of their lives, rather than just looking at somebody from a mental health perspective and not thinking about their physical health and wider family.”

The MMP course has been developed by The Big Life group in partnership with Salford University and with the support of an expert panel of members from Health Education England, NHS Improvement, and Public Health England. The course is a Level 7 Post Graduate Diploma that runs over two years.



Seven-years to go from Care Support Worker to training towards being an Advanced Practitioner

Exemplar Practice

Recognising and celebrating excellence in our work should be something we do every day



Prepare - Professionalise - Progress

Mary's career goal was to progress into university to become a Skin Integrity Specialist. Mary was already enrolled on a Level 5 in leadership and management.

For more information contact:

Mandy Connick

Mandy.C@dianthas.co.uk

		Intent	Implementation	Impact
Employer	Corona House	<ul style="list-style-type: none">• Support Mary to progress into Nursing• Amend the programme to allow an application to nursing• Develop academic skills• Obtain functional skills Level 2 in maths and English• Build confidence	<ul style="list-style-type: none">• Enrolled on the correct programme• Targeted for merits and distinctions• Focus on confidence building• Build academic writing skills, Harvard referencing	<ul style="list-style-type: none">• Mary obtained a choice of university courses• Accepted onto a scholarship course called 'grow your own nurses'• Specialised in cardiac care• Progressed to Advanced Nurse Practitioner (Masters programme)
Start date	May 2017			
End date	May 2018			
Award / programme	Level 3 apprenticeship			



The programme was great, I had all the support I needed, and my Coach was always on hand to provide advice and support. This support started even before I signed up. I was provided with advice, guidance and support to enrol on the correct programme to allow me to apply for nursing, which was always my ambition. I got help from my coach to achieve the merits and distinctions in my assignments, they were brilliant. It was hard work whilst I was working but I did it. I achieved Maths and English. Maths wasn't easy, but I did it with all the help and support I needed.

I also got help to write my personal statement when applying to university, and support to apply for a scholarship for Grow Your Own, which I got. It has been fantastic. I graduated the year covid-19 hit, that time was very difficult but well worth it. I am loving my career, so much that I applied for the Level 7 Advanced Practitioner programme. I didn't think I would get it, but I did; who knew from Level 3 to Level 7, get me!

The apprenticeship was a fantastic opportunity. I am not going to lie, it was hard work, learning and earning, but once started I progressed my career. I am so thankful to Dianthas for all the support and guidance I received, I would highly recommend them.

Myth Buster moment.: The RCN is not just for Nurses!

We represent Nursing Support Workers, Student Nurses, Trainee Nurse Associates, Assistant Practitioners, Midwives and so many more amazingly talented individuals.

[Join the RCN](#) | [Membership](#) | [Royal College of Nursing](#)



Becoming a change agent for the people we support

Hello, my name is Melissa Stanton and I work for the Royal College of Nursing. I am the North-West and Isle of Man Lead Nurse for the Independent Health and Social Care Sector (IHSC). As an RCN member and Registered Adult Nurse with over 20 years' experience working within Health and Social Care, I chose to become a Nurse following in my late Grandmothers footsteps. I have always had a strong desire to build on best practice and drive change to improve outcomes for the people we care for.

Like many professionals, I started my career in the NHS. I knew little about the Independent Sector at that time as it wasn't heavily promoted by the university or associated networks. After 4 years of working in the NHS an Independent Sector employer approached me with an opportunity to enhance my existing skillset and develop as a healthcare leader. Gathering additional knowledge within Community Complex Care, Clinical Teaching, Domiciliary Care and Agency Nursing I worked hard to become a National Complex Care Manager for a well-known Independent Sector employer.

Having moved from Birmingham to Manchester I progressed my career within care homes. The first care home I managed had an embargo with regulatory conditions for operation. The home had a lot of negative press and was about to close. Being forever the optimist, I said I would make positive changes for the people living there and one day leave the home with a waiting list. I did just that and 3 years later had an additional skill set for crisis management in care homes. Since then, I have thoroughly enjoyed the wealth of opportunities with care home providers to create and embed positive change. As a very family focused environment, care homes will always have a special place in my heart personally and professionally.

In August 2022 I commenced post as an RCN Officer. It gave me additional skills in the management of employee relations and a greater understanding of both Trade Unions and Professional Bodies. When I heard about the Lead Nurse post being advertised, I was very excited as I felt my skills and experience would be a perfect fit for the role and true representation of the sector. On securing the role in December 2022, one of my key priorities was to initially meet with the newly formed Integrated Care Boards and understand each regions key objectives and timescales for delivery. The Health and Care Act 2022 enabled a collaborative approach for organisations such as the NHS, Local Government, and wider system partners like the Independent Sector employers to work together. I was delighted when the Integrated Care Boards were formed creating Integrated Care Partnerships thus amplifying the voice of the Independent Sector. The newly formed Social Care Nurse Advisory Councils (SCNAC) Leads within my region are testament to how our sector is now beginning to get the recognition it deserves. Working with all the Integrated Care Partners will make positive change for both the existing workforce and the future care givers.

I believe these are very exciting times and look forward to the challenge of both members and all Health and Social Care Independent Sector employees having a voice and becoming change agents for the greater good of the people they support.

I welcome comments from members wishing to create change in the sector. Please contact me on melissa.stanton@rcn.org.uk for more information on Independent Health and Social Care in the north west.

Here are some links to help you understand what the college can offer:

Career resources for Nursing Support Workers	NSW learning resources	Nurse/Midwife L&D resource page	Student placement support
Careers resources for HCAs and APs Royal College of Nursing (rcn.org.uk)	Learning resources Royal College of Nursing (rcn.org.uk)	Professional Development Royal College of Nursing (rcn.org.uk)	What to expect on placement Students Royal College of Nursing (rcn.org.uk)

Social Care Nursing Advisory Councils

In 2021 the Outstanding Society (OS) was set up as a Community Interest Company to provide a platform to share and celebrate best practice whilst helping others to improve and raise the profile of Social Care. Find out more about their work at: <https://theoutstandingsociety.co.uk/>

The OS is a lead supporter of the Social Care Nursing Advisory Councils.



The Chief Nurse for Adult Social Care, Deborah Sturdy, is working with colleagues at NHS England and across all 42 local Integrated Care Boards (ICBs) in England, to establish social care nursing advisory councils. The purpose of these councils is to help provide a better understanding of nursing in adult social care, as well as insight into the wider adult social care sector, to Directors of Nursing in ICBs.

This is an exciting opportunity for nurses working in adult social care to inform local understanding and recognition of their profession and the wider sector. The Florence Nightingale Foundation in partnership with Deborah Sturdy, Chief Nurse for Adult Social Care offered a bespoke development programme for all those selected to be chairs of all 42 Social Care Nursing Advisory Councils across England.



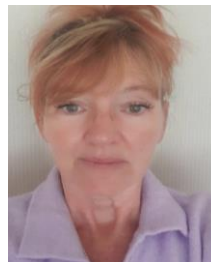
“The launch of social care nursing advisory councils across England was an exciting moment for our profession. These forums now act as touchstones for every ICB (Integrated Care Board) nurse, making sure social care nursing and the wider workforce are included in the development of nursing plans across all health and care settings. These peer advisory groups bring a wealth of experience, insight and expertise to the table, better informing the development of nursing practice, system-wide.” Prof Deborah Sturdy.



The three Chairs of the NW Social Care Advisory Councils are:

Cheshire and Merseyside
Sue Noon

sue.noon@nhs.net



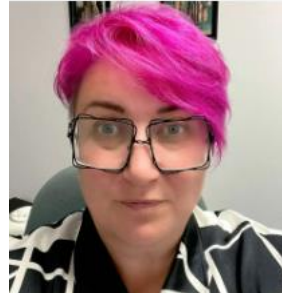
Greater Manchester
Michelle Howarth

Michelle.Howarth@edgehill.ac.uk



Lancs and South Cumbria
Jane Green

Jane.Green@broughtonhouse.com



To find out more visit: <https://theoutstandingsociety.co.uk/case-study/scnac/>

So that's what great **CARE** careers look like in the northwest!

We hope that you have enjoyed reading our case studies and agree that working in social care in the North West is a great place to work, because staff are well supported to develop in whichever way is most suited to them and the needs of their organisation. You can now see that our social care colleagues, in registered and non-registered roles, truly strive to help people develop and maintain their independence, dignity and control. The case studies confirm we are courageous, committed, empowering and give people hope.

Our social care team, in conjunction with NW ADASS, Skills for Care, the eleven universities in our region, and the multiple education providers are all working together to ensure our current and future workforce are as prepared as they possibly can be to support people in the NW live their best lives not only today, but tomorrow, and the day after in the place they call home, be it their own home with support, or in a care home.

Please do follow up with all the people who have shared their stories, they are looking forward to you contacting them so they can share even more about their work and successes, in the hope that you will feel inspired and motivated to come and work with us.

Thank you for taking the time to read this book – but most importantly thank you to all who contributed to it, by sharing their case studies, advising on lay-out and presentation or commenting on ways to take this work forward. You have all been inspirational and your support is valued immensely.

With kind regards from the

NHS England NW Social Care Team and our partners in NW ADASS and Skills for Care

