

“let’s talk care”

Skills for Care London newsletter | spring 2010

care first careers

The Department of Health and Department of Work and Pensions have announced funding and support to help employers get the young talent they need into the adult social care sector.

Together they have launched a new £75 million scheme, Care First Careers, following a three month pilot programme in four Jobcentre Plus districts. Care First Careers was launched nationally in January 2010.

Under Care First Careers, employers in the adult social care sector will be encouraged to take on young jobseekers by being given a cash and training package for every 18-24 year old that they employ who has been receiving Jobseekers Allowance for 6 months or more.

cash subsidy

The package of support for employers consists of a cash recruitment subsidy of £1000, accompanied by free pre-employment training for eligible young people where they need it. This package of support



is available for each young jobseeker the employer recruits.

Glen Mason, Department of Health co-chair of the Care First Careers Project Board, said;

“From listening to employers the

clear message has repeatedly come back that it is important for employers to have ‘ready to work’ candidates, rather than simply hard cash. We feel the Care First Careers offer reflects these needs and demonstrates our commitment to help them build the workforce of the future.”

Care First Careers aims to stimulate wider interest in adult social care and attract a younger and more diverse workforce, with talent being spotted early on and helped to develop. Nurturing the

(continued on p5)

Recruiting tomorrow’s workforce today

Focus on recruitment and retention in social care:

- how ambassadors are paving the way for a younger workforce
 - using local knowledge to inform recruitment
 - apprenticeships, future jobs funding, the SHD diploma and more
- Starts p5*

welcome to Skills for Care London

Maddy Thomson
Regional Development Manager
T: (020) 8780 5325
E: maddy.thomson@skillsforcare.org.uk

Bambie Maxwell
Senior Development Officer
T: (020) 8871 1846
E: bambie.maxwell@skillsforcare.org.uk

Michael Armstrong
Senior Development Officer
T: (020) 7978 9601
E: michael.armstrong@skillsforcare.org.uk

John Clegg
Workforce Planning & Development Project Manager
T: (07791) 594718
E: john.clegg@skillsforcare.org.uk

Laura Anthony
London Regional Co-ordinator - Workforce Entry, Image and Status
T: (07890) 514106
E: laura.anthony@skillsforcare.org.uk

Karen Mulligan
Communications & Marketing Co-ordinator
T: (020) 7471 6772
E: karen.mulligan@skillsforcare.org.uk

Edith Ifekwuna
Office Manager
T: (020) 7471 6773
E: edith.ifekwuna@skillsforcare.org.uk

Dupe Pennant
South East London Sub-Regional Co-ordinator
T: (020) 7228 4780
E: dupe.pennant@skillsforcare.org.uk

Sandeep Birk
North West and South West London Sub-Regional Co-ordinator
T: (07875) 470969
E: sandeep.birk@skillsforcare.org.uk

Cheryl Gregory
North East London Sub-Regional Coordinator
T: (07969) 749642
E: cheryl.gregory@skillsforcare.org.uk

Mitch Harwood
North Central London Sub-Regional Co-ordinator
T: (07969) 749456
E: temp_london2@skillsforcare.org.uk

Flora Musoke
North West and North East London Administrator
T: (020) 7471 6770
E: flora.musoke@skillsforcare.org.uk

Asha Clifford
South West London Administrator
T: (020) 7471 6769
E: temp_london@skillsforcare.org.uk

Abir Alam
Information Officer
T: (020) 7471 6775
E: abir.alam@skillsforcare.org.uk

Skills for Care London can be found at:

**Kensington Charity Centre
4th Floor, Charles House
375 Kensington High St,
London W14 8QH**

**Nearest Tube:
Kensington Olympia**

**Telephone: (020) 7471 6772
Web: www.skillsforcarelondon.org.uk**

David Crosbie (Chair)
Chandana Sanyal (Chair, North Central London Sub-Region)
Mark Waterman (Learning and Skills Councils in London)
John Nawrockyi (London ADASS)
Mark Brangwyn (London Councils)
Kris Meyers (Learn to Care)
Tim Russell (Association for Real Change)
Sarah King (United Kingdom Home Care Association)
Mike Nash (Chair, South West London Sub-Region)
Buko Esegbona (Co-Chair, North West London Sub-Region)
Janis Devers (Co-Chair, North West London Sub-Region)

Jenny Dutton (Chair, North East London Sub-Region)
Maddy Thomson - Skills for Care London Regional Development Manager
John Gilliland (National Care Association)
Janet Palmer (ACTAN)
Vacancy (Councils for Voluntary Service)
Kusam Bedi (Chair, South East London Sub-Region)
Helena Little (English Community Care Association)
Lisa Charalambous (CVS)
Tony Allen (CQC)
Vacancy (Union Rep)

The Skills for Care London Regional Committee meets 4 times a year in central London to address social care issues within the capital. To find out more call: (020) 7471 6773

Current Skills for Care London Regional Committee members are:

welcome to 'let's talk care'

Recruitment continues to be a huge issue facing the social care sector, especially when the numbers of staff needed will continue to grow. This edition is dedicated to the many initiatives that exist to tackle the problem. Please take time to explore what this could mean for your organisation and get in touch with any member of staff at Skills for Care in London if you need guidance.



Maddy Thomson, Regional Development Manager, Skills for Care London

Due to the introduction of the Young Person's Guarantee, it's never been easier to recruit younger people into the sector. There's information about Care First Careers, Future Jobs Funding and the Sector Routeway, as well as our Care Ambassador scheme, the aim of which is to promote careers in care to others. The 60 or so Care Ambassadors in London who are being supported by their employers to contribute in this way are doing a great job. They are extremely well received wherever they go which has a positive impact on the image of the sector

Lastly, nominations for the Skills for Care Accolades, in partnership with the Department of Health, will be launched for 2010 on 25th February and stay open until the beginning of May. Do consider putting forward good practice you would like to celebrate and bring to the attention of the sector. All the information about how to nominate will be found on the Skills for Care website www.skillsforcare.org.uk.

Maddy Thomson

career pathways e-tool

To assist individuals start and develop a career in social care, Skills for Care has recently launched a useful addition to their 'I care' portfolio of e-tools. This web resource uses case study material to profile diverse career options within the sector. It shows progression routes and gives an insight into the range of people who use services. This e-tool can be found at www.skillsforcare.org.uk/careerpathways

Inside

- 1 care first careers
- 2 regional committee and contacts
- 3 welcome
- 4 Q&A Helena Little recruitment & retention
- 5 future jobs funding
- 6 young apprentices' personal care rules ease
- 7 SHD diploma – meeting long-term recruitment needs
- 8 care ambassadors vital for future
- 9 Ben Anwanyu – portrait of a care ambassador
- 10 knowledge, the workforce, recruitment and your business
- 11 sector route way for adult social care
- 11 achievements in personalisation sub-regions round-up
- 12 inspiring engagement in NW London
- 12 ambassadors out and about in SW London
- 13 SELLLN and Skills for Care joint conference
- 14 NE London workshop achievements
- 15 developing skills in NC London
- 16 events



Q please can you tell us a bit about your background in the social care sector?

A My career in social care has spanned over 30 years; I have worked in local authority social services departments and other third sector organisations. I have been a member of various university examination boards for social care and in May 2001 was seconded as a researcher/consultant to the Institute of Public Care, Oxford Brookes University. I joined Abbeyfield in July 2002. I am registered with the General Social Care Council and a member of the Chartered Institute of Personnel and Development.

Q how did you first become involved with Skills for Care?

A I qualified as a social worker when social services departments were being formed in the 1970s. I

started as an intake (duty) worker in Tower Hamlets. Whilst there I went on a course at the Tavistock Clinic on early intervention; on the condition that I bring the knowledge back to the borough and pass on the training to colleagues. Since then I've been hooked on training and learning. I've been linked with Skills for Care since its inception, always ensuring my staff benefit from what it has to offer. We linked into the National Minimum Data Set for Social Care (NMDS-SC) very early on as we could see the benefits.

Q who do you currently represent on the regional committee?

A I am the Deputy Chair of Skills for Care London's Regional Committee. I represent English Community Care Association (ECCA), an employer-led membership organisation, as well as Abbeyfield, my employer. I am also on the Skills for Care standards and qualifications sub-committee of the Policy Development Committee and a member of the Social Care Institute of Excellence (SCIE) Partnership Council.

Q please can you tell us about two pieces of work undertaken by skills for

care london over the past 12 months that you felt were particularly successful?

A Firstly, liaising more with employer organisations and developing communication systems so the Skills for Care newsletter 'let's talk care' is more widely distributed and providers are more regularly updated on all activities. Secondly, improving the NMDS-SC data collection of registered providers; to understand our workforce better is essential.

Q what do you think are the major issues facing the adult social care sector over the next 12 months?

A Implementing the new requirements of the Health and Social Care Act 2008 and understanding the changes in the qualification framework. More guidance from the Care Quality Commission (CQC) is needed on requirements for the workforce and Skills for Care. Also, insuring the workforce understands and implements the personalisation agenda, the end-of-life strategy and improves its understanding of dementia.

For a full list of Skills for Care London Regional Committee members see p2.



potential core employees of the future from an early point in their careers can lead to more sustainable employment and help grow the workforce of the future.

There is the potential for the cash subsidy to be used to fund the young person to undertake an Apprenticeship, which will fully equip them with the knowledge and skills needed to work in social care.

The Care First Careers scheme is administered by Jobcentre Plus – please visit www.jobcentreplus.gov.uk/carefirstcareers for more information.

The Skills for Care London Care Ambassadors (for more details see p8) are able to support pre-employment training by making young people aware of the skills needed to work in care and of the realities and benefits of working in the sector. For further information contact Laura Anthony (details p2).

future jobs funding

The Future Jobs Fund aims to create 170,000 new jobs across the country – mainly aimed at 18-24 year olds who have been out of work for nearly a year.

The Future Jobs Fund announced in the 2009 Budget is open to organisations from the public, private or third sector across the UK. It has the capability to create real jobs that deliver real benefits to the local community.

Bids are expected to create at least 30 jobs, so any smaller organisations with an interest in this funding are encouraged to join a local partnership.

The Future Jobs Fund contribution will be a maximum of £6,500 for each job. Bids which make use of other funding streams to supplement Future Jobs funding are welcomed.

Bids will be assessed on a monthly basis and bidders are notified of the outcome within six weeks of submission. The funding is available until March 2011.

Bids that create Apprenticeships are welcomed, with the proviso that the apprentice must be employed for at least 25 hours a week and that confirmation can be given that the Apprenticeship will be funded to completion.

To find out more about the fund and what's going on in your area visit the Future Jobs Funding website: <http://campaigns.dwp.gov.uk/campaigns/futurejobsfund>

LONDON BOROUGH OF TOWER HAMLETS

The London Borough of Tower Hamlets won funding in 2009, and has already taken on 18 young people, with a view to recruiting more by the end of March. The new recruits have been placed in a range of organisations across the borough, including care homes and the Whitechapel Art Gallery. Due to the success of the scheme they are now looking at extending it further by linking it with their Health & Social Care Apprenticeship programme.

young apprentices' personal care rules ease

Following the Apprenticeships article in the last 'let's talk care', feedback suggests that a number of organisations are unaware the rules around 16-18 year olds delivering personal care have been relaxed.

The National Minimum Standards used to state that 'staff providing personal care to service users must be aged 18', but, after a successful campaign by Skills for Care, a more flexible approach was developed in 2008.

The Commission for Social Care Inspection (now the Care Quality Commission) and the Department of Health agreed that 16-18 year olds should be allowed to provide personal care as long as they are suitably trained/competent and appropriately supervised.

The new guidelines also make it clear that care homes must fulfill appropriate regulations and that the person who receives the care must have their choices



respected as far as possible regarding who performs the task for them.

full range of duties

This new approach will help employers recruit young workers into the sector – and also

retain them - as they will now be able to carry out the full range of duties based on their competence - not just their date of birth.

Skills for Care recommends that under 18s should have completed, or be undertaking, the Apprenticeship in Health and Social Care. The training costs for apprentices aged 16-18 are fully covered by the National Apprenticeship Service, meaning that the employer will just be responsible for paying their wages (a minimum of £95 per week – although in practice most organisations pay more).

For further information about taking on an apprentice please contact Laura Anthony (details p2).

recruitment tool cd

Skills for Care have created an interactive CD to raise the profile of careers and opportunities in adult social care.

A quiz helps people determine if they have the qualities needed to work in care. In movie clips, social care employees say what they do, why they work in care and how their careers have

grown. People who use services are featured, as are informal carers.

The CD has been developed for Jobcentre Plus staff to use with potential recruits to the sector and can also be used by Care Ambassadors.

To get a copy of the CD please contact Laura Anthony (details p2).

SHD diploma – meeting long-term recruitment needs

How the Society, Health & Development (SHD) diploma can help fill the growing staffing needs of the care sector.

The Society, Health & Development (SHD) diploma, introduced as part of the government's 14-19 educational reforms, was created with the skills needs of employers in mind. It allows young people to develop skills highly valued by employers and universities and is designed to grow future employees for adult social care, as well as health, community justice and the children and young people's workforce.

As reported by Skills for Care last year, the adult social care workforce needs to increase by 80% by 2025 to cope with future predicted demand. It is therefore essential that pupils who undertake courses such as the diploma are given a wide and varied exposure to the social care sector allowing them make informed decisions about their future. This is where your organisation can play a part.

how employers can become involved

Employers can become involved with delivery of the diploma by:

- offering student work



they've learned to real work situations – thus making this learning more relevant.

employer benefits

Young people placed within your organisation may well come to work for you once their studies are complete, and involvement will raise your profile in the local area, portraying your organisation as an attractive place to work.

- placements
- supporting the development of learning resources for teachers
- delivering talks in local schools
- taking part in teacher training days
- offering work-based visits for groups of pupils

Employer involvement greatly benefits pupils as it allows them to obtain up-to-date information and find out about the realities of working in the sector, plus the range of training and development opportunities available. Work experience enables them to apply the theory

Long-term, an increase in pupils' firsthand experience of the sector will help to reduce future turnover as they will have the knowledge they need to make more informed career choices. The work-ready skills and sector knowledge young people gain during the programme will better prepare them for the transition to work and go a long way towards addressing employers' skills gaps.

NEXT STEPS

There are currently 12 consortia in London delivering the diploma, with nine more to start in September 2010. A list can be obtained from Laura Anthony (details p2).

For further information about the SHD diploma please visit: www.skillsforhealth.org.uk/diploma

vital role of Care Ambassadors

With future demand for care services set to explode, attracting young people into the sector is vital. This is where Care Ambassadors come into their own.

By 2025 the number of people aged 85+ is expected to rise fourfold. The number of workers in social care therefore needs to grow by approximately 80% in order to meet the diverse needs of the increasing number of people who use services.



Adult care staff vacancy rates are higher than in all other sectors in England and misconceptions about the sector abound. Many people are unaware of the career options and progression routes available and the high levels of job satisfaction reported by social care employees.

raising awareness

Educating people about the realities and opportunities of working in care is vital. The Care Ambassador scheme set up in London in 2007 aims to raise awareness and increase recruitment to the sector.

Care Ambassadors work with students, teachers, parents, young people and those seeking work or looking for a change in career.

Examples of Care Ambassador activities:

- offering guidance and advice on the care sector and its many career opportunities
- running 'curriculum enrichment' sessions in schools
- supporting recruitment initiatives
- helping arrange work experience visits or placements
- running awareness raising sessions for careers advisers
- supporting pre-employment courses such as the national sector routeway for adult social care

In London, the scheme has already engaged 23 schools and one university. Work with Jobcentre Plus is underway in south west London.

As well as increasing recruitment to the sector in the long-term, the Care Ambassador scheme can be used by employers as a recruitment and retention tool in the short-term. It offers excellent continual professional development opportunities for staff (all ambassadors receive training in presentation and communication skills), and raises the profile of the organisation locally. Work experience placements introduce potential future employees to the organisation.

There are currently 70 Care Ambassadors in London, from 49 different organisations.

For further information about the Care Ambassador scheme in London please contact Laura Anthony (details p2).

ben anwanyu – portrait of a Care Ambassador

Ben Anwanyu is a Deputy Care Manager at Yarrow Housing, which operates and manages a number of services in London for people with a learning disability. Ben joined the Care Ambassador scheme at the start of 2008.



Q why did you decide to become a Care Ambassador?

A I enjoy caring for and motivating people, and have a passion for supporting people to live independent lives. By becoming a Care Ambassador I promote these aspects of working in social care to others.

Q what do you enjoy most about the role?

A What I enjoy most is running workshops in schools and promoting careers in social care, as this gives me the opportunity to interact with pupils.

Q please can you give an overview of some of the activities you've been involved with?

A I've jointly run sessions at St Marylebone School and at Paddington Academy, both in Westminster. One of the sessions was about particular creative activities that had been designed for people who use services, how they were implemented and the benefits they gave.

Pupil feedback was fantastic and the experience was very rewarding.

Q how do you feel that being a part of the scheme has benefited you personally – and how do you think it's benefited your employer?

A Since I became part of the scheme my employer has had an increase in the number of people coming in for work placements – including those outside of the borough in which we operate (Westminster).

Personally I've benefited by meeting a range of different people and having the opportunity to develop my presentation skills. I've enjoyed every part of my involvement.

"I've enjoyed every part of my involvement"

knowledge, the workforce, recruitment and your business

Understanding your workforce and the sector it operates in is critical to success and nothing gives you better information than the National Minimum Data Set for Social Care.

The aims and objectives of your business are defined by organisations such as the sector's regulator, to meet certain standards of service quality.

Some of these are based around what your business prides itself on, such as the 'best quality of food in the area' or the 'widest variety of leisure activities available to service users'. The full potential of these values can only be truly realised through the people who work for the business and deliver the services. Meeting statutory requirements can become less of a worry with a suitable and committed workforce which is more likely to deliver high levels of service than an unstructured and transient one.

Understanding your workforce and the wider sectors workforce issues is critical to being a leader in the delivery of first-class social care services and remaining competitive. Like hospitality and retail, care businesses are dependent on their people who significantly influence the bottom-line and satisfy customers.

high quality intelligence

The National Minimum Data Set for Social Care (NMDS-SC) is the source of knowledge about England's adult social care workforce. The NMDS-SC has always promised to deliver high quality intelligence on the adult care workforce whilst enabling individual care establishments to better understand their own workforce. Having established the NMDS-SC over the last three years and obtained a critical amount of data, the NMDS-SC is delivering on that promise.

The NMDS-SC adds value to the process of recruitment and retention through:

- profiling individual staff members
- providing a record of when individuals started in the business and when and why they left
- recording the age profile of workers

dissolving myths

According to the NMDS-SC research, many care providers

are unaware why people leave their jobs, or are not informed about where new staff come from. This research dissolves the myth that workers leave the sector for hospitality or retail - this has been proven not to be the case; many workers move into working for another care provider (see research section of the NMDS-SC website).

The NMDS-SC provides your business with turnover rates that can be compared against regional and national figures. As a business you can proactively start to recruit new workers based on the turnover rates for the previous 12 months and forward plan training and development requirements.

It will assist you in reviewing job roles and the structure of your workforce, together with thinking and planning for new ways of working and the aims and objectives of personalisation across the sector.

To find out more about what NMDS-SC can do for your business visit www.nmds-sc-online.org.uk.

the sector routeway for adult social care

In London, Skills for Care is working with Jobcentre Plus to develop a pilot for a new sector routeway.

The sector routeway is a form of support that Jobcentre Plus can offer to unemployed people to give them the skills and confidence to move into entry level jobs within the adult social care sector.

A key element of the routeway is the 60 hour training course that provides learners with an insight of what it might be like to work in adult social care, which helps them to identify and develop the skills they need to get started and ensure they're making a well informed career choice.

The learning outcomes for the course are likely to be developed into draft units at level 1 and we are now in the process of putting them forward for accreditation on the Qualification and Credit Framework (QCF). For more information on the QCF visit the Skills for Care national site (Qualifications & Training section).

The model was used during the recent Care First trials (see p1 for more information) to assist learners whilst also linking to our care ambassador's who continue to work across England supporting our partners with recruitment.

For more information on the routeway visit: http://www.skillsforcare.org.uk/entry_to_social_care/sectorrouteway/SectorRoute-wayforSocialCare.aspx

achievements in personalisation

'No-one would be afraid to grow old' - just one way to measure the success of whether personalisation had been achieved according to a group of three star employers who attended the Skills for Care London Achievements in Personalisation event on 1 February 2010 in London.

Skills for Care together with the Association of Directors of Adult Social Services Joint Improvement Partnership have collaborated to deliver a series of themed workshops to three star providers around Personalisation and the February 1st event was first in the series.

A group of 50 managers gathered to share best practice, inspire each other and be inspired by the day's speakers - Debbie Gillham and Kevin Parrott (Time for Change), Maryam Zonouzi (Westminster Action Network on Disability) and Ossie Stuart.

Laura Anthony of Skills for Care spoke about apprenticeships, care ambassadors and the Care First Careers initiative which was recently launched nationally. 'Excellent atmosphere and guest speakers', 'well programmed, challenging and feeling more positive' and 'very informative, learnt a lot on both a personal and professional level' were just some of the comments received. The evaluation returns were high – over 80%. The quality of information and presentations were evaluated as 'good' - 'excellent' by 100% of delegates with over 60% rating the event as 'excellent'.

For more information, contact Sandeep Birk (see p2)

inspiring engagement

The National Dementia Strategy has re-inspired the care ambassador scheme in Westminster.

Focusing on raising public awareness about dementia and developing a lively workforce has prompted new partnership opportunities between service providers for older people, training and education units and Skills for Care.

The scheme was expanded from three to ten ambassadors from a total of seven partner organisations. Managers from older people settings nominated and supported their staff through the training and have been surprised by the results.

After only eight months their efforts have had benefits beyond the initial remit of the scheme.



The London Apprenticeship Company inspires prospective apprentices

The future looks set to deliver gains for care in staff retention and recruitment as partnerships flourish.

Already there have been numerous achievements with ambassadors gaining

confidence and enthusiasm, and feeling empowered to generate a raft of new opportunities in their workplaces. These have included seven successful work placements from a local academy, students volunteering in dementia day care, intergenerational outings and arts events. Care ambassadors are contributing to Apprenticeship Week with the London Apprenticeship Group.

“Surprisingly, this initiative has ticked numerous strategic boxes for us and is prompting exactly the kind of vibrant, inclusive local communities we want to foster in Westminster” said Julia Patton Workforce Development Commissioner.

ambassadors out and about in south west



Teresa Lumber, Hallmead Resource Centre

In 2008, South Thames College set up a care ambassador scheme with support from Skills for Care. The scheme involves care ambassadors delivering sessions at schools, colleges, Job centres and community venues. Promoting health and social care as a career with many pathways, they share good practice with other professionals and students.

Two care ambassadors involved in the scheme are Sylvia Tucker and Teresa Lumber. Sylvia is a health and social care assistant at St Anthony's Hospice in Sutton providing palliative care and comprehensive support. Teresa is a senior day centre officer at Hallmead Resource Centre also in Sutton, supporting people with profound and multiple learning disabilities.

Both care ambassadors have a rich history of working in care and both came into care from different routes. Sylvia cared for a close family member and believes the quality of care she gave to her mother should be the level of commitment offered to all. Sylvia said her approach is to “provide care like they are my own family member”.

Teresa shares a passion for providing good quality professional care and support. She maintains that support should be about enabling people to live their chosen lifestyles with a meaningful place

in their community.

In December Sylvia and Teresa shared their unique work based perspective with BTEC 2nd year National Diploma students at Kingston College. The students were also interested in the pros and cons of the care ambassadors' day to day experiences of working as part of a multidisciplinary team in an integrated service. The students were also interested in the career options available and how funding might impact on their choices.

As a result of the visit, students were offered work experience

at Sylvia and Teresa's workplaces. Moving forward, our care ambassadors will be presenting a work based perspective to young people at the pupil referral unit in Merton and unemployed people at Wandsworth Job Centre. The scheme is going from strength to strength.

If you are interested in booking a care ambassador for an event or would like further information about the care ambassador scheme in London please contact the Skills for Care London office (see p2).

SELLLN and skills for care joint conference



South East London Lifelong Learning Network (SELLLN) and Skills for Care south east London Sub-Region hosted a joint funded event at King's College London, on 24 November 2009.

Responding to requests by the Skills for Care SE London sub-regional committee, the primary focus of the conference was to raise awareness and provide information on the important changes taking place in learning and development. The event covered 3 main themes including information for practitioners about the

Qualifications and Credit Framework (QCF), social care apprenticeships and the 14-19 diploma in Society, Health and Development (SHD).

The conference engaged with social care employers across SE London from small to medium sized enterprises in the voluntary, private and independent sectors. Other stakeholders attending included social care educators from further and higher education as well as small and medium sized training providers.

Speakers included Laura Anthony from Skills for Care London and Voyta Camek, from the National Apprenticeship Team (NAT). Laura spoke on the development of the SHD

diploma whilst Voyta clarified how apprenticeships can be used to assist with the professionalising of the care sector. Maddy Thomson, Skills for Care Regional Development Manager for London, gave an informative presentation on the QCF and its implications for employers.

David Jackson from the National Apprenticeship Service (NAS) spoke about the service's strategic aims and included sector specific case studies. Marlene Joseph, Managing Director of HOPE Superjobs Ltd, outlined the experiences of an employer champion for social care apprenticeships in London while Jacquie Mutter, Director Curriculum & Development,

(continued overleaf)

(continued from p13)

OCN London talked of working in partnership with Skills for Care during the development of QCF qualifications.

The final presentation was given by Amy Samuels, assistant Head teacher at Forest Gate Community School, where the 14-19 diploma has been delivered over the last 18 months.

Evaluation for the event concluded that delegates found the day very useful with clear information given in an informal atmosphere. Delegates commented that the day was interactive and included a good range of information given by interesting and relevant speakers.

Future events were requested on funding for the QCF and

higher level NVQ's. Thank you to all who attended and presented.

Speaker presentations are available to download on the SELLLN events page at www.sellln.org.uk/events

*Joelle Maulget,
Lifelong Learning Co-ordinator,
South East London Lifelong
Learning Network*

north east london sub-region

north east london workshop achievements

On 21st January NE London sub region of Skills for Care held a workshop focused around recruitment and retention opportunities.

The workshop was geared towards apprenticeships with the National Apprenticeship Service, London Apprenticeship Company, London Borough of Barking & Dagenham (running an in-house scheme). Skills for Care staff and Marlene Joseph (HOPE Superjobs, London apprenticeship champion) shared a range of information on the scheme. The workshop was well received with all attendees expressing the day as either 'good' or 'excellent'. The 'everybody benefits' funding guide was launched to the group – supporting national research that 'companies that don't train staff are twice as likely to go out of business as those that do'.

increasing NMDS take up

In September under the title 'Mapping services and Hackney's social care workforce' – Skills for Care London in partnership with London Borough of Hackney ran two workshops looking at increasing the completion of National Minimum Data Set – Social Care (NMDS-SC) take-up with private, voluntary and independent providers (PVI). Hackney community services department through the work of Ann Waugh (workforce development manager) have led the way in NE London with completion of the NMDS-SC.

The workshops looked at current workforce profiles for Hackney compared to national and regional data. It explored NMDS-SC benefits, the data reports available, local services from a borough perspective, and how this links to the

transformation agenda and training for change. Further support to complete the dataset was offered through a service where the borough can 'buy-in' help with completion.

This work has been further supported by the assistant director for commissioning & contracts and strategy performance & improvement for the borough.

For further information on NMDS – please visit the website (www.nmds-sc-online.org.uk). If you are a PVI employer and have queries regarding completion, please contact your sub-regional coordinator or the project lead John Clegg (contact details for both, p2) For workshops running in NE London please visit the sub region page on www.skillsforcare.org.uk/london or contact Cheryl Gregory (p2)

north central london sub-region

developing skills in north central london

The workforce is critical to service delivery and developing workers is the most effective way for organisations to provide a good service.

An enormous sense of achievement can be gained from simply knowing that your job is helping people. Effective communication and ensuring a high quality of life is key to this. To help, NC London sub region of Skills for Care ran three employer engagement activities on key areas:

end of life – 26 November 2009

The workshop focused on common core principles (CCP) and how these can apply within organisations as well as employer case studies of where this has been embedded. The CCP's are available to download from the Skills for Care website. The workshop was well received with 30 attendees.

improving internal communications – 20 January 2010

The workshop was run twice with a morning and afternoon session to approx 50 participants. The workshop delivered by user of services looked at the importance of effective communication, practical techniques to improve communication as well as



specific issues to consider when communicating with disabled people. Feedback from the workshop was very encouraging. One comment stated 'the workshop was just one of its kind; it was perfectly done and enjoyable'.

We also ran a workshop for community and voluntary providers around the effect of personalisation on 2 February 2010 for an audience of over 50 providers. This helped employers by identifying key issues for the organisation, change models needed and estimating demand to inform future recruitment needs.

Employer engagement activities, like those mentioned above and those planned to take place, help with an individual's continuing professional development (CPD). This enables workers to reach their full potential, values workers by improving their confidence, competence and self-esteem as well as improving the recruitment and retention of

workers in the sector. Skills for Care has developed a CPD strategy and career pathways interactive matrix that can also aid employers.

workshops to take place

- Safeguarding and Mental Health – 9 March 2010
- Medication – 18 March 2010
- Qualifications and Credit Framework - date TBC

For more information please visit the NC London sub-region page on www.skillsforcare.org.uk/london

We have recently recruited Mitch Harwood as a replacement for Alexandra Wicke-Canagalla whilst she is on maternity leave – (contact details on p2).

CPD case studies can be downloaded via www.skillsforcare.org.uk as well as Skills for Care's CPD strategy and the Career Pathways e-tool.

events

Further information and booking details on each of the events listed below can be found in the events section of the Skills for Care London website: <http://london.skillsforcare.org.uk/events/events.aspx>

February

24th Developing People (North West London)

This seminar will explore a new process of workforce development that ensures those receiving care influence the development of the future workforce and strategic commissioning.

Contact: michael.armstrong@skillsforcare.org.uk

24th Food and Nutrition (North East London)

This workshop will look at nutrition, diet and health and the policies surrounding nutrition.

Contact: flora.musoke@skillsforcare.org.uk

25th Working together to Improve Services (South West London)

Skills for Care London working with CQC will be running a workshop to help local organisations improve current services.

Contact: Temp_London@skillsforcare.org.uk

25th Skills for Care Annual Conference 2010 (National)

This conference will use a mix of expert speakers, interactive workshops and fringe sessions to explore the best ways to recruit more people to adult social care and retain them for the future.

Contact: www.pavpub.com/skillsforcareannualconference or call 0844 880 5061

March

2nd End of Life (North East London)

Skills for Care has worked in partnership with the National End of Life Care Programme, the Department of Health and Skills for Health to develop Common Core Principles and Competences for End of Life Care.

Contact: flora.musoke@skillsforcare.org.uk

2nd Achievements in Personalisation (Pan London)

Skills for Care working with the Joint Improvement Partnership are running this workshop to address arising issues, share good practice, knowledge and support to high performing organisations in London.

Contact: *by invitation only*

3rd Social Work's got Talent

This is the second joint practice learning conference for the South East London Region funded by Skills for Care / Childrens Workforce Development Council and is open to all those involved in social work practice learning.

Contact: khalil.ahmed@towerhamlets.gov.uk

9th Qualifications & Credit Framework (North West London)

Skills for Care London is running a half-day workshop to

look at how local organisations can consider how the new qualifications could aid internal workforce development.

Contact: flora.musoke@skillsforcare.org.uk

9th Mental Health Capacity Act (North Central London)

The workshop is being led by Department of Health's London lead on Mental Capacity Act and Deprivation of Liberty Safeguards. The workshop will look at the Mental Capacity Act 2005 and how it fits into the wider safeguarding and dignity agenda.

Contact: chidiebere.uche@skillsforcare.org.uk

11th Planning for Personalisation (North East London)

Skills for Care London in partnership with North East London CVS Network will be hosting a FREE round table discussion seminar for CVS leads.

Contact: *by invitation only*

16th Safeguarding (North West London)

The workshop is being led by Department of Health's London lead on Mental Capacity Act and Deprivation of Liberty Safeguards

Contact: flora.musoke@skillsforcare.org.uk

Skills for Care London
Charles House
375 Kensington High Street
London W14 8QH

tel: (020) 7471 6772
fax: (020) 7471 6776
email: sfc.london@skillsforcare.org.uk
web: www.skillsforcare.org.uk/london