GROWING THE SOCIAL CARE WORKFORCE

ASSOCIATION OF
DIRECTORS OF ADULT
SOCIAL SERVICES

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L.B. GREENWICH COUNCIL
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ISSUES

- Largest sector workforce
- 1.2 million employees of 1.6 million carers
- 24,000 employers
- Public image and Perception
- Remuneration and Expectations

The Social Care Workforce

- Turnover rate in London for all job roles = 12.7%
  - 8.7% for managers/supervisors
  - 14.5% for those providing direct care
- Average annual salary for a Registered Manager in London = £30,603 (£26,928 in rest of England)
- Average hourly rate for care workers in London = £6.45 (£6.40 in rest of England)

Society, Health and Development Diploma (SHD)

- Introduction September 2008 14-19 year olds
- Alternative to GCSE etc.
- Structure and benefits
  - Foundation / Higher / Progression / Advanced
- SHD Care Ambassadors Project

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CARE AMBASSADORS

- 51 schemes
- 970 care ambassadors
- 654 employers
- 921 schools
- 100,000 pupils and students
- variety of activities beyond school work
- variety target audiences in addition to pupils and students
- involvement of people who use services

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SKILLS FOR JOBS – PRE EMPLOYMENT TRAINING

- JC+ is working with training providers to deliver LSC funded 'Pre-Employment' training programmes.
- SfC London has developed a training provider 'Toolkit' based around the Common Induction Standards for use by training providers to ensure programmes are 'fit for purpose' and deliver 'job ready' candidates to employers.
- Employers need to support the programme by:
  - ✓ Notifying JC+ of their vacancies
  - ✓ Finding out which training providers are delivering the programme in their area
  - ✓ Offering 'work taster' sessions to programme delegates
  - ✓ Offering to go and talk to delegate groups about what it is like to work in Adult Social Care and any current vacancies

APPRENTICESHIPS – GOVERNMENT DRIVERS

- 400,000 new apprentices by 2020
- A new structure to reduce bureaucracy
- World class Apprenticeships: Unlocking Talent, Building Skills for ALL-includes
- New opportunities: Fair chances for the future white paper

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BARRIERS – PERCEIVED OR ACTUAL?

- Under 18 & personal care
- Apprentices leaving once trained
- Time out for attending training
- Arrangement between Employer and TP/College

BENEFITS

- A recognised framework; qualifications that professionalise the workforce
- Funding available to support training costs
- Apprenticeship opportunities help recruit and retain staff
- Pathways developed to meet employer need as a result of the changing sector
- 3034 Apprentices in the social care sector were awarded their Apprenticeship Completion Certificate in England 2008
- Each fully qualified apprentice is a credit to the individual and their employer.

RETENTION

- Reward and Recognition
- Continuous Professional Development
- GSCC Registration
- Career Structures
- Independent Safeguarding Authority