This is an easy read version of

A People Plan

For Social Care

Institute of
Health &
Social Care
Management

INTRODUCTION

**This section explains what the people plan is.**

- The Institute of Health and Social Care management have created a plan to support social care reform.

- It was created by getting feedback from people over four months.

- It was published in December 2021.

- It is a plan by the people for the people

research

mental health

job

training

this is how

pay
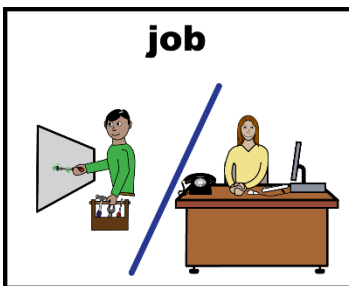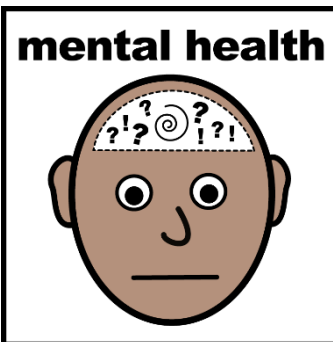
- The plan looks at the following 5 key areas:

1. Public Opinion of Care and working in care

2. Employing new staff.

3. Keeping staff from leaving and Staff Wellbeing.

4. Training.

5. Pay and working conditions.

share ideas
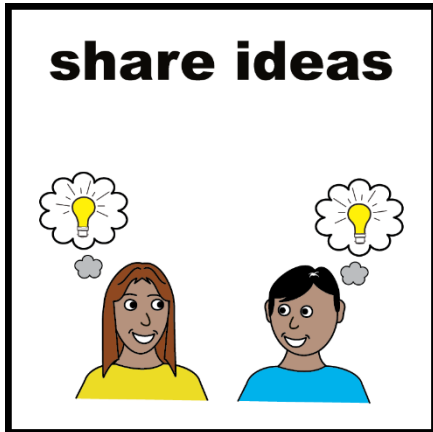
Each section looks at

- The current situation of each topic. What is currently happening and current barriers

- Examples of good work, new ideas, and resources for each topic

Each section also provides suggestions for change.

- The suggestions are made for Government and social care providers to do

do the tasks

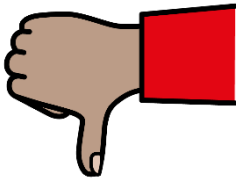- Timescales are given to each suggestion for how long they will take to be achieved.

COMMON THEMES

Common themes of concern for Public Image included:

- Education needs improving

- Lack of support

- negative views

- lack of respect for skills

- lack of public understanding about social care

- Media need to know and show more about social care
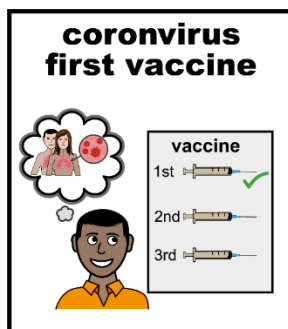
pay

- Low wages and benefits for workers in care

worried

Common themes of concern for recruitment included:

bad

- Bad opinions of social care

- Poor financial and employee benefits

coronvirus first vaccine
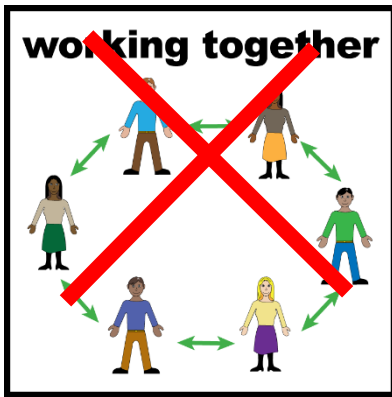
vaccine

1st ✓

2nd

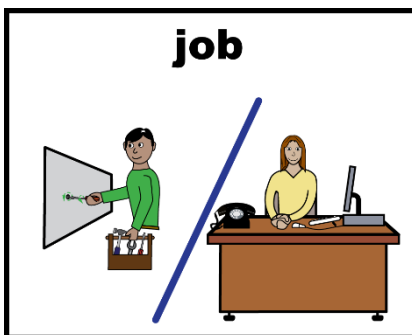3rd

- Vaccine and COVID19 restrictions

- It's hard to get people to work in care

- Universal credits and immigration limitations make it hard for people to

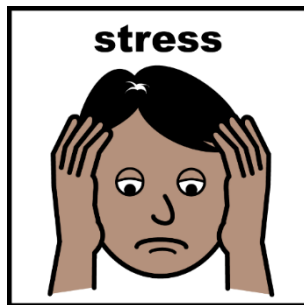work. Immigration is when a person moves from one country to another to live there.

- Lack of leadership, development and working together

- People are getting jobs in leisure, retail, etc

- Social Care in crisis

worried

stress

thank you

**Common themes of concern for keeping staff from leaving and staff wellbeing included:**

- Staff becoming too tired and stressed

- Work leading to poor mental health

- Lack of thanks and respect

- Lack of non-money related appreciation (thanks and respect)

- Lack of Financial appreciation (thanks and respect)

- Current Social Care employees leaving for other industries like leisure and retail

- Negative views and opinions

- Too many tasks being added to care professional's roles

**Common themes of concern for training included:**
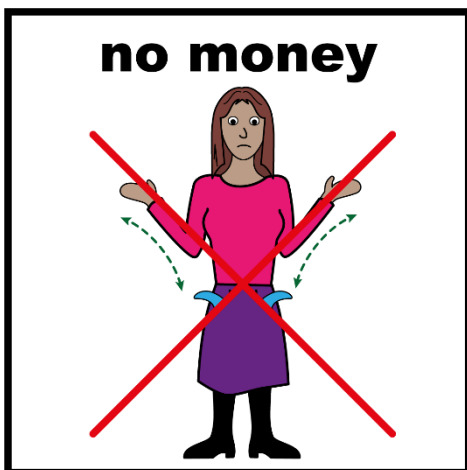
- No standard training criteria and not able to take qualifications from one job to another.

- Lack of Funding

- Too much work required to manage and organise

- Lack of customised specialist pathways

- Poor choice of training

- Lack of ongoing training support

- Unknown career pathways

Common themes of concern for pay and conditions included:
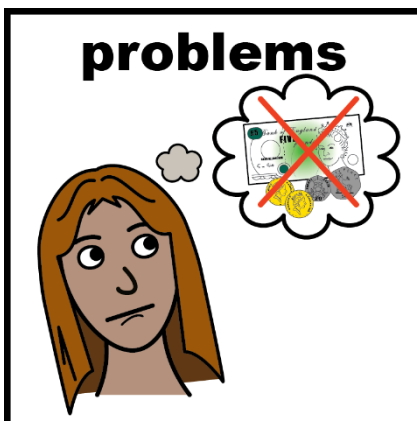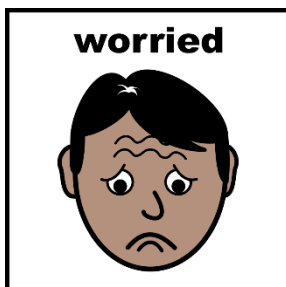
- A want for pay scales and progression towards new job roles

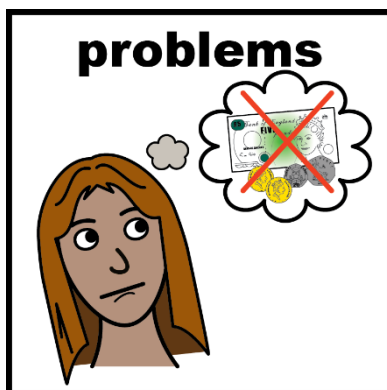- Care fees are too low to provide pay rises

- Bad public opinion of pay

- Lack of employee benefits

- Bad working conditions/
  working environment/
  company culture.

PUBLIC IMAGE OF SOCIAL CARE

The Current situation

- The social care sector is made up mostly of small providers that work on their own.

- poor pay, feeling undervalued professionally, and the idea that those working in care are unskilled

- Bad social care stories are more present in the news

- Not enough good care stories are shared.

- Education of care needs to improve

- The negative view people in society have of social care needs to change
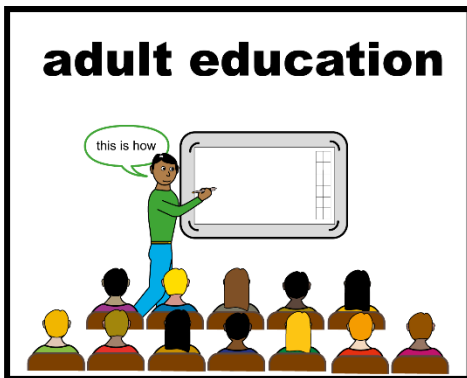
Good and outstanding examples of positive public image

Although there is a bad image of care, there are good examples that should be seen such as:

- Charities like Championing Social Care do a lot of work to share positive care stories and new ideas
  https://championingsocialcare.org.uk/

- Organisations such as TAP (Thank & Praise) work to share thanks and gratitude for social care workers-
  https://thankandpraise.com

- Lancashire and South Cumbria Integrated Care Systems have a "Thank you Campaign"

- Leicestershire Council's *Inspired to Care* campaign - https://www.inspiredtocare.co.uk/
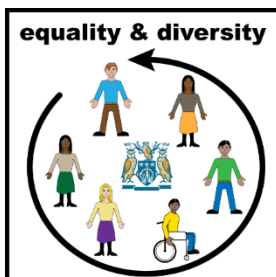
The suggestions made to government

12 months to apply suggestion to bring in change

- Create a "Social Care Social Media Course"

- Change the term care assistant/care worker to care professional

- Support and grow the #GreenHeartForSocialCare social media campaign

- Improve Equality, Diversity and Inclusion including accessible information standards

1-3 years to apply suggestion to bring in change

- Increase and develop the central government TV and radio advertising projects

3 years or more to apply suggestion to bring in change

- Professionalise the care sector

- talk with schools and colleges

The suggestions made to care providers

12 months to apply suggestions to bring in change

- Change the term care assistant/care worker to care professional

- Support and grow the #GreenHeartForSocialCare social media campaign

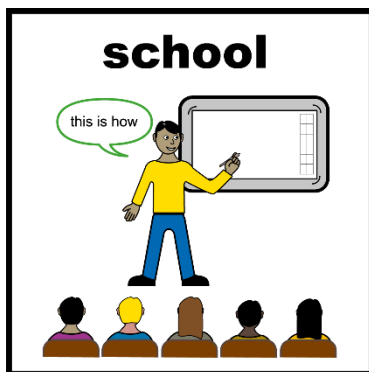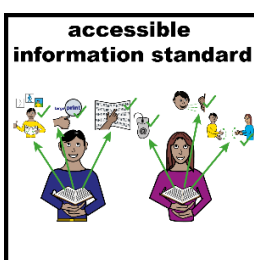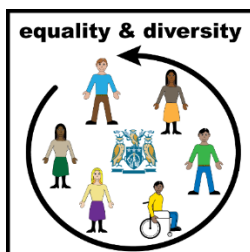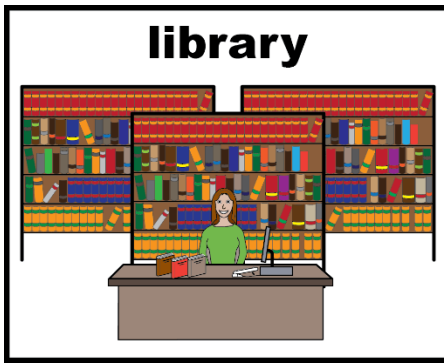- Improve Equality, Diversity, and Inclusion including accessible information standards

library

1-3 years to apply suggestions to bring in change

- Increased support for fictional and non-fictional social care media content

3 years or more to apply suggestions to bring in change

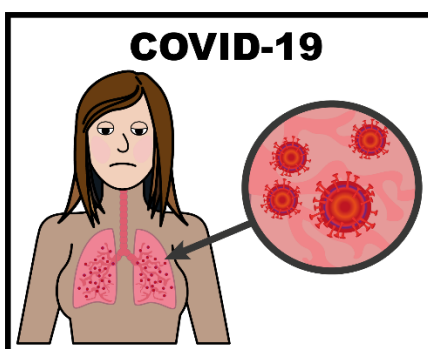- Engage with schools and colleges

RECRUITMENT

Definition: Recruitment is when employers find more people to work for them

The Current situation

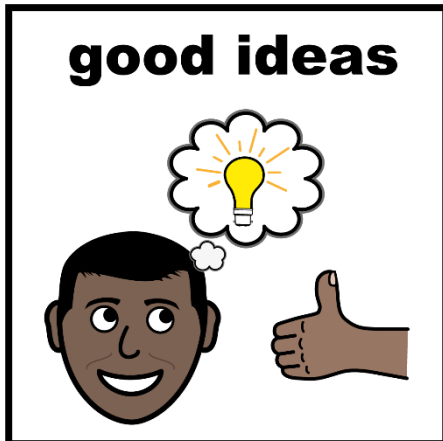- Recruitment in social care has been a challenge for a lot of years

- There is a rise in jobs in social care

- People left work in social care because they did not want a covid vaccine.

- People are not wanting to work in social care even though the UK are putting out lots of job adverts.

Good and outstanding ideas and examples of recruitment

Leaders in our sector have developed new ideas to get more people to work in social care.

Some examples are listed below:

- The Employee referral app Care Friends helps with word-of-mouth recruitment

- A care provider said: "Great use of social media to accurately reflect great care outcomes which show what a place is like to work for."
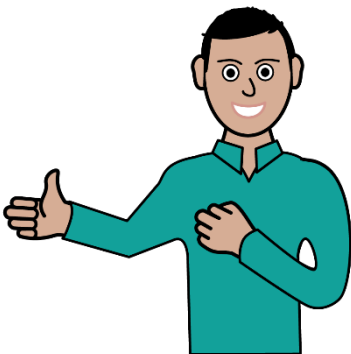
support from family friends

- A care provider said: "Include relatives and Essential Care Givers further"

- Recruitomate is an initiative that can help recruitment – https://www.recruitomate.com/

values

- Utilising Situational Judgement Test (SJT's) and Value based approaches could help improve recruitment. This is when someone completes a test before applying for a job to see if they are the right person for the job.

The suggestions made to government

12 months to apply suggestions to bring in change

job
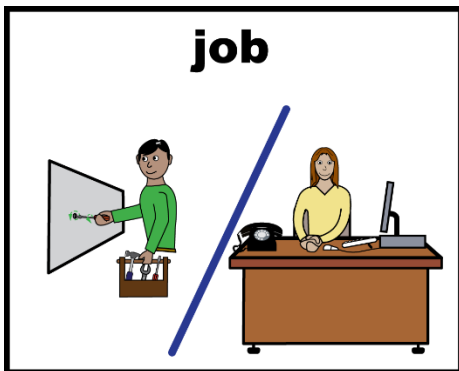
- Create more job opportunities – Include all social care positions on the shortage occupation list for overseas workers. The shortage of occupation list is a list of required jobs in England that people from other countries can move to England to do.
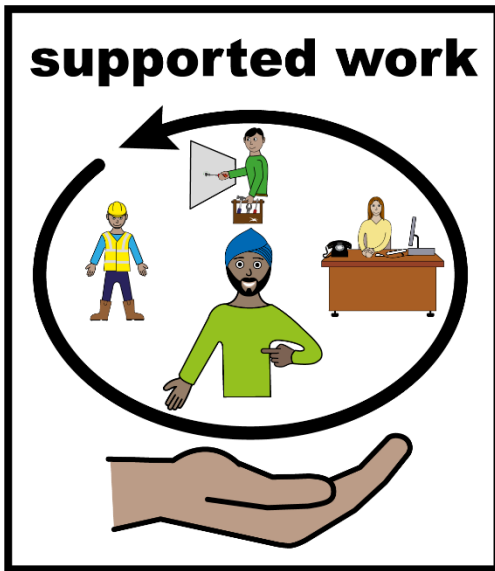
- Make it quicker and easier to get Disclosure and Baring Service safety checks and complete application process

1-3 years to apply suggestions to bring in change

- Leadership Support – How to interview, advertise, induct

- Recruitment campaigns created with involvement of people working in care, living in care, and government etc

3 years or more to apply suggestions to bring in change

- Begin paid, Open Day Job Trials

The suggestions made to care providers

1-3 years to apply suggestions to bring in change

- Leadership Support – How to interview, advertise, induct

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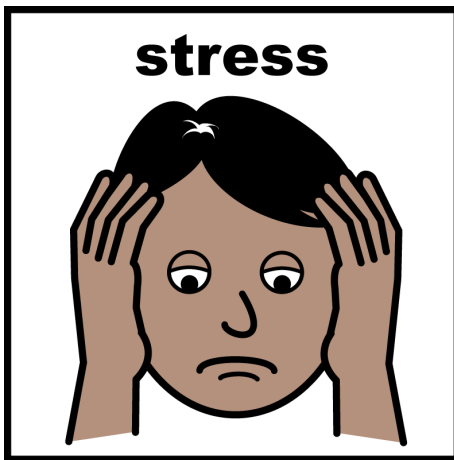
3 years or more to apply suggestions to bring in change

- Begin paid, Open Day Job Trials

# KEEPING STAFF FROM LEAVING AND STAFF WELLBEING

The Current situation

- There are big barriers to keeping staff.

- Not giving the staff support will result in exhaustion, stress and fatigue

- Registered managers are already becoming tired

- Low pay was the most common concern from feedback

mental health

- Mental health and wellbeing is also a concern. Wellbeing is a person's overall happiness, mood, emotions, welfare etc

backache
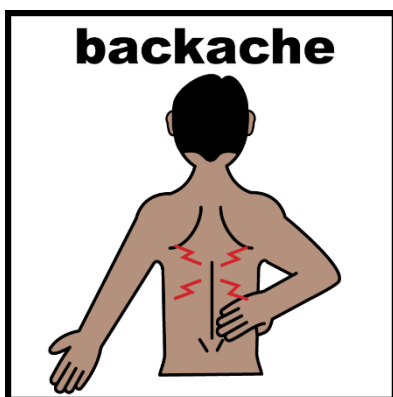
- Physical injury is a concern because of the physical aspect of working in care.

feedback

- Positive feedback said people stay in social care profession when a place of work has structure and culture.

good ideas

Good and outstanding ideas and examples of keeping staff from leaving and supporting their wellbeing

Below are examples of how social care providers are supporting good keeping staff from leaving and staff wellbeing

the care workers' charity

- The Care Workers Charity - Mental Health & Well Being support

birthday

- Guarantee birthdays off with paid leave by this employer

Click Here

- Well led and lead to succeed by Skills for Care

Click Here

The suggestions made to government

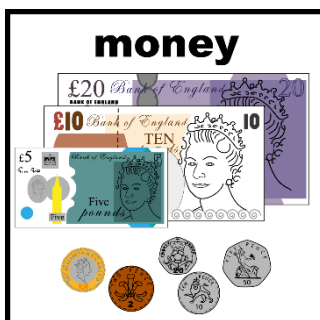**12 months to apply suggestions to bring in change**

- Registered Manager Support

- Creation of staff wellbeing hubs

1-3 years to apply suggestions to bring in change

- Career Pathways

- Professionalise Care

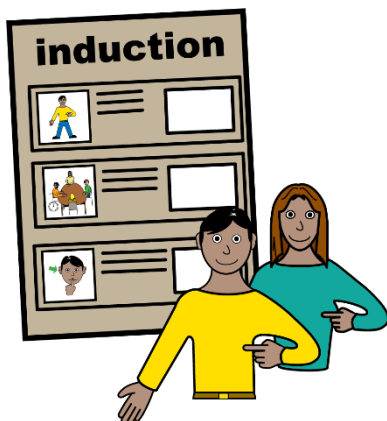- New Working patterns/Flexible working

- Regulate zero-hour contracts

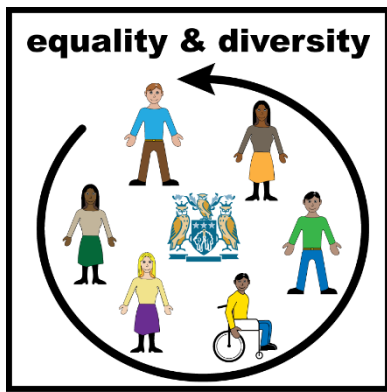**3 years or more to apply suggestions to bring in change**

- Increase pay

- Increase Benefits

- Change social care from being VAT exempt to being VAT zero-rated.

The suggestions made to care providers
12 months to apply suggestions to bring in change

- Creation of staff wellbeing hubs

- Improve Inductions

- Apply a Buddy/Mentor scheme

- Improve Equality, Diversity and Inclusion including accessible information standards

1-3 years to apply suggestions to bring in change

- Career Pathways

- New Working patterns/Flexible working

- Regulate zero-hour contracts

TRAINING

The Current situation

- Social care professionals need good training to do their jobs

- There is currently too much required training that needs to be done regularly.

- Online (e-learning) has become the main way to train. This can be of poor quality resulting in poor care.
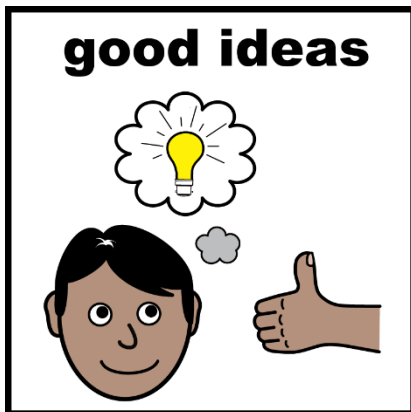
- People see training currently as poor and not effective.

- Providers want training to be standardised and recognised professionally

- Providers don't feel that this can happen with the current approach to training.

Good ideas and outstanding examples of training

Below are examples of how social care providers are supporting good training

- Dementia bus training [Click Here](#)

- Arden Universities Management and Leadership Apprenticeship [Click Here](#)

- Leicestershire Social Care Development Group / Care Academy Harts / Scils Warwickshire – [Click Here](#)

- Manual Handling All Wales Passport – [Click Here](#)
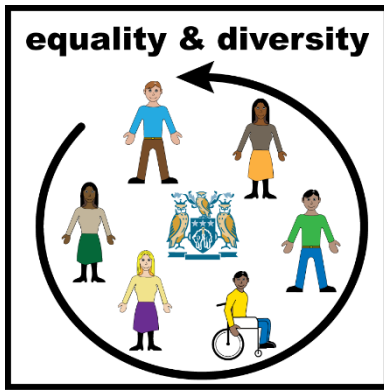
The suggestions made to government

12 months to apply suggestions to bring in change

- Training passports

- Make the care certificate qualification required

- A need of wellbeing training

- Equality, Diversity, and Inclusion – Including accessible information standards

• Digital Health and Wellbeing

1-3 years to apply suggestions to bring in change

• Standard training funded for social care professionals/employees?

• Continual Professional Development (CPD) Accredited training. This is when training is recognised by an awarding body allowing learners to get points for completing
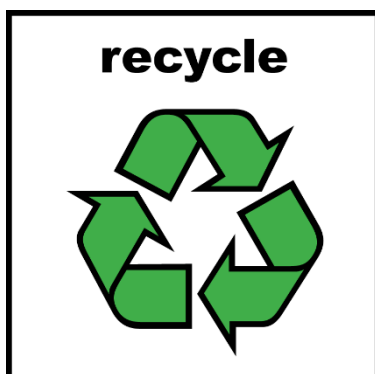
training that can be used in their own learning plans

- Fastrack Leadership Programme to train people to manager positions quickly.

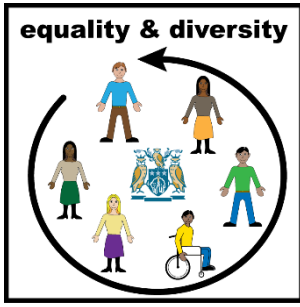**3 years or more to apply suggestions to bring in change**

- Greener Care Training

The suggestions made to care providers

12 months to apply suggestions to bring in change

- Requirement of wellbeing training

- Equality, Diversity, and Inclusion – Including accessible information standards

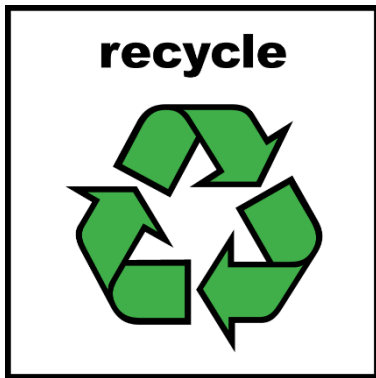relaxation

- Digital Health and Wellbeing

3 years or more to apply suggestions to bring in change

Greener Care Training- Greener care means to have an environmentally friendly approach to care delivery
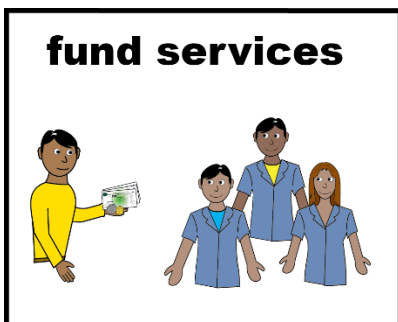
The Current situation

- Pay and employee benefits is seen to be a big barrier to new people working in social care

- People can earn more working for the NHS than they can in social care doing similar jobs

- A lot of providers want to increase what they pay people but funding and care fees will not allow for this.
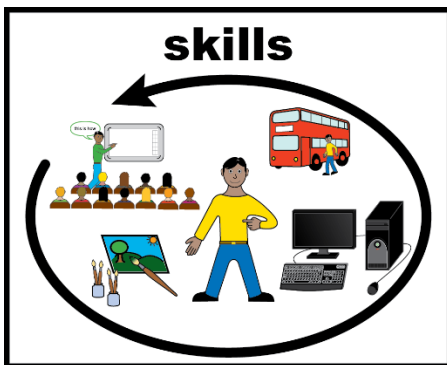
Good ideas and outstanding examples of pay and benefits

Examples of good / outstanding practice in pay and conditions from local authority and private providers are in short supply.

Some ideas were provided in the feedback for this plan.

- Rewarding skills development

- One employer reports being a National Living Wage employer, paying maximum mileage allowance, and regularly celebrating the work of the care team.

The suggestions made to government

12 months to apply suggestions to bring in change

- Create a Social Care professional green heart discount card to benefit when shopping

1-3 years to apply suggestions to bring in change

- Create a statutory review body to look at local authority funding and agreed costs for social care provision every year

- Workforce modelling exercise to determine the funding increase

- Promote the professionalisation of social care

- End Time and Task care – This is care is delivered in short time slots and with a task based approach.

3 years or more to apply suggestions to bring in change

65 and over

- Explore the creation of a centrally governed social care pension scheme

- Introduce pay and conditions banding for social care professionals that mirrors that of NHS staff

- Create a professional register of qualified social care professionals

Now the plan is published, the People Plan group will meet regularly to discuss revisions and identify other areas to report on.

Over the next 12 months
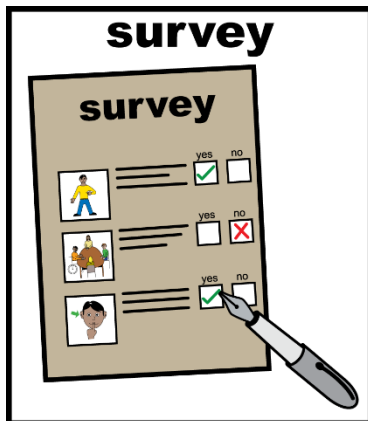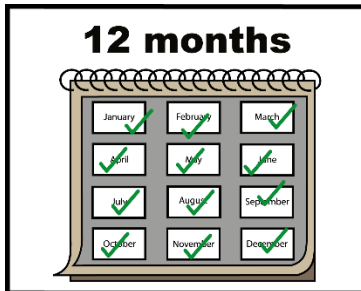
- An ongoing feedback survey will be made available [Click Here](#)

- Roundtables, discussion forums and other feedback sessions will be held to get more feedback for future versions of the report

- More effort to be made to get positive case studies

- More involvement to be sought by people using care services or employing their own care.
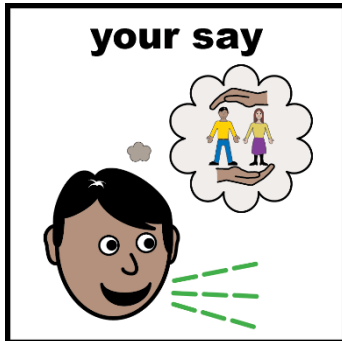
- Attempts will be made to discuss the plan with government representatives for example MPs

- We will work together to start applying the suggestions made in the plan.