



directors of
adass
adult social services
North East

Workforce in
the North
East of
England

North East & North Cumbria

- NENC ICS – the largest of England’s 42 integrated systems, with 3.2 million people and large geographic footprint.
- The area is currently sub-divided into four Integrated Care Partnerships (ICPs): North Cumbria, Tees Valley, North of Tyne and Gateshead, and Durham, South Tyneside and Sunderland.
- Digital & workforce are 2 of six priority workstreams in NENC’s strategic plan



Context

- No national strategic workforce plan for adult social care, despite the sector employing over 1.6million people in comparison to the 1.4 million employed by the NHS
- Workforce crisis that makes it difficult to attract and retain staff
- Size and structure of the workforce 600 organization's
- 1,900 care providing locations
- 83% of CQC registered services rated as good



Context

- Vacancy rates increased by 50 % in a year , highest in 6 years
- NE turnover rates 26% high but consistent
- Workforce predominantly white & female
- Average age 44 years old
- 34% of registered managers aged 55+
- Greatest pressure in residential and domiciliary care sector



Context – NE Response

- The 12 Local Authority areas have made a commitment to fund and support a two year programme of work looking at deliverables on a regional footprint and the opportunity to work collaboratively and share good practice.
- A regional recruitment campaign to promote social care roles across the 12 Local Authority areas has launched
- Development of 'Care Academies' helping to promote and recruit to roles in the independent and voluntary sector.
- 53% of direct care providing staff who have worked in the sector since 2015, have achieved, partially achieved or are working towards care certificate (recognized national minimum training standards)
- Likelihood of leaving your employment decreases if workers had more training
- Need to recruit younger age group – IT literate /education IT based



Regional Vision for Social Care

- A valued social care workforce where staff are recognised, valued and rewarded
- Effective workforce planning with investment in career pathways
- Expansion of the workforce roles which are designed in co production with people who draw on care and support
- More care and support in our homes and communities
- To ensure the effective use of technology and digital opportunities to effectively support the increasing demand for services



One solution – Virtual House

- 25% of staff reported confidence in recommending / using digital
- ADASS regionally commissioned the virtual house
- 10/12 LA's signed to build business case
- Linked in PSW and workforce SLI themed groups
- Working at scale and doing things once rather than 13 times



Next steps

- Pilot leading to evaluation and full business case for future investment
- Future development areas identified
- Need for targeted learning and development, from basic skills training through to support for digital leaders.
- Discussion with ICS health & housing colleagues on positive risk approach across health and social care.

