

Solihull Context

There were **6,200** jobs in
Solihull.



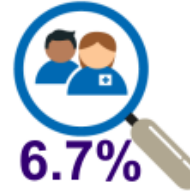
5,800 jobs
in the **local authority** and
independent sector.



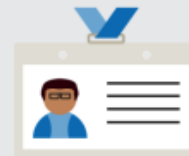
There are
115
CQC regulated establishments
in **Solihull**



The **turnover rate** in 2020/21 was
26.9%
(or 1,400 leavers).



6.7%
vacancy rate
(375 jobs)
in 2020/21.



62%
of leavers
remained within the sector.

The average hourly rate for
All job roles jobs
in the **independent sector**
in **March 2021** was

£9.82

On average, **pay in the
independent sector** was
£1.10 higher
**than the National Living
Wage** (£8.72).

Why we wanted a strategy

- Important to give the sector the recognition it deserves
- To support our providers through the challenges they face
- Holds us accountable
- Will help us meet future care demand



How we approached strategy development

- Data led
- Focus on practical support
- Develop innovation
- Understand what has already been tried
- Intervention rather than high-level commitment
- Think wider than traditional workforce development

Data gathering- what we found

- High levels of vacancies
- Recruitment constant and time consuming
- High levels of churn
- Particular problem attracting drivers
- Most workers live outside of borough

Where our carers live

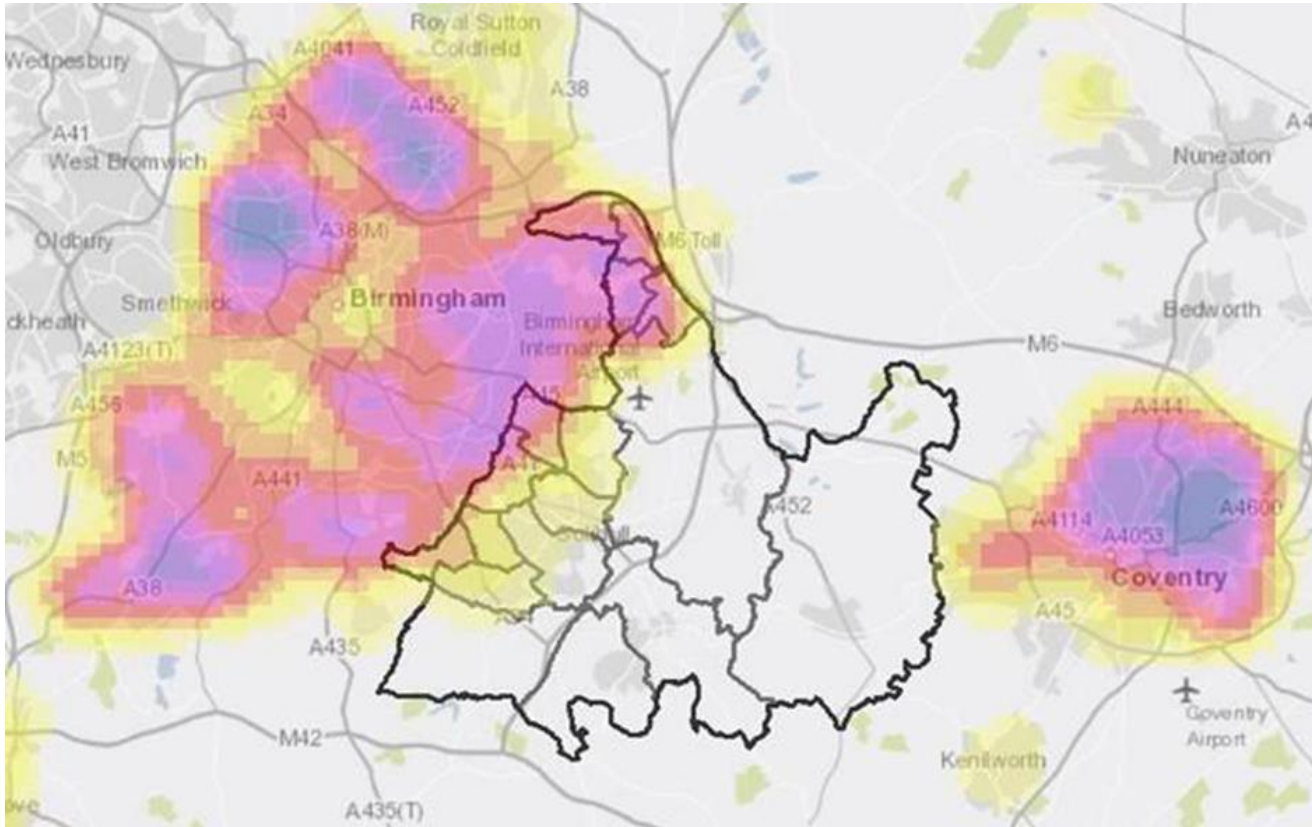
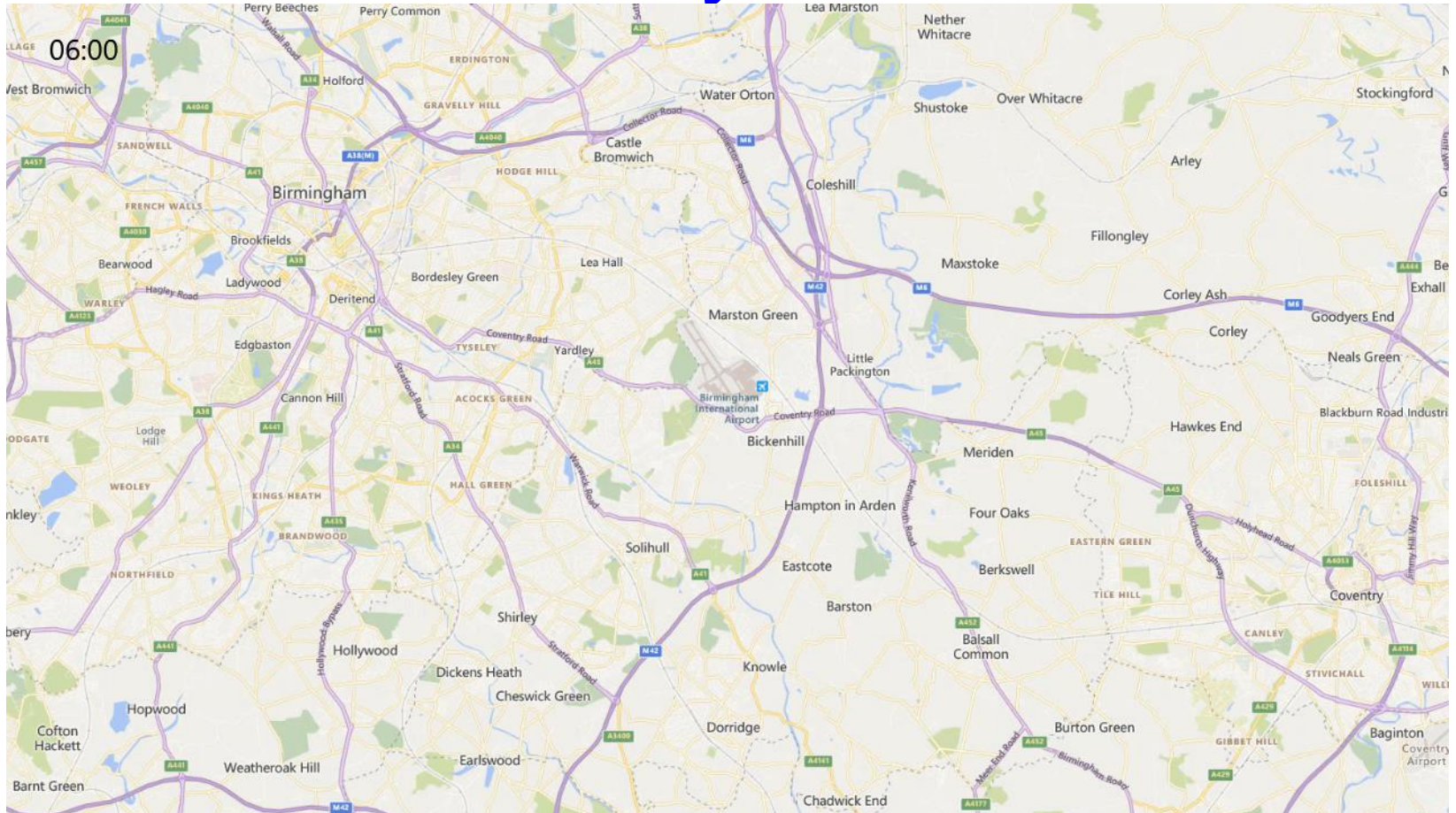


Figure 5. Location of care workers by home address Ordnance Survey data © Crown Copyright and database right 2021, Solihull MBC Licence N° 100023139

Domiciliary care data



Practical solutions

- Gathered ideas from across the Country
- Thought beyond traditional workforce development
- Developed a set of practical solutions
- Tested these with providers and experienced colleagues

How we turned this into a strategy

- Made a strong research case- using Skills for Care data
- Pulled out clear themes from provider engagement
- Tested our ideas
- Used funding from WRRF to expedite the pilots
- Pulled together in a clear document with a five year action plan

Key aims - Great Care, Great Careers



Our vision is that:

- The social care workforce feels valued in their role;
- Care work is seen as a worthwhile and rewarding career, in which people can develop and progress, and potential workers understand the personal qualities necessary;
- Pay levels are appropriate to recruit and retain quality staff;
- Care services are operating with safe and sustainable staffing levels to ensure quality and consistency of care for residents;
- There is increased staff retention in the sector as people choose to stay and develop their careers in care;
- Providers feel supported by the local authority to recruit and develop a sustainable and highly skilled workforce;
- People at a socio-economic disadvantage are given opportunities to enter the care sector and supported to develop;
- The mobile care workforce has access to sustainable and environmentally friendly travel options.

Five year action plan

		Year 1	Year 2	Year 3	Year 4	Year 5
Being Valued	Professionalisation	Training offer	Outcomes from White Paper	Ongoing professionalisation of the care workforce		
	Rewards and Incentives	Value offer including rewards, discounts, amenities	Expansion of offer to look at childcare options	Evaluation and development of value offer		
	Early career development	Career and development signposting on website	Developing placement and employment pathway from education			
	Pay	Annually ensuring sustainable fee rates to attract and retain skilled workforce				
	Communications campaign	Begin campaign to show how we value care workers	Evaluation and further development			
Transport Solutions	Driving lessons	Identify and establish pilot process for job-seekers	Pilot with Job Centre	Evaluation and further development		
	Electric mopeds	Small pilot for 2 providers		Evaluation and further roll out if pilot successful		
	Demand Response Transport	Scoping with transport partners	Development and pilot	Evaluation and further roll out if pilot successful		
	Electric bikes	Further pilot with clear parameters	Evaluation and further roll out if successful and if demand is there			
	Electric cars	Small-scale pilot	Offer wider support for providers to switch to electric pool cars			
Recruitment Support	Dedicated Project Support	Establish dedicated project support to implement action plan				
	Care Friends App	Explore funding options for providers				
	Pathways into social care - Solihull College, Solihull Community Housing, job centres	Develop pathways and pilot schemes to attract more people into the care sector		Evaluation, development and further roll out		
	Pre-employment training	Designing, piloting and procuring (work with WMCA)	Implementing	Evaluation and further development if needed		

How we will measure progress/ success

- Quantitative data- vacancy levels, retention, skill levels
- Qualitative data- feedback from providers
- Success of pilot projects
- Availability of good quality care that is well staffed
- The strength of career pathways into care, through Solihull College and other partners



Questions and Feedback