

# Social Care Workforce Conference 2022: Recruiting, Retaining and Supporting Staff

## Reviewing Services and Updating Career Pathways to Ensure a Sustainable Future for Social Care

21<sup>st</sup> April 2022

**Paulette Hamilton MP**

**Cabinet Member Adult Social Care & Health**

**Chair Birmingham Health & Wellbeing Board**



# Past 2 years

- Social Care staff rose to the challenge supporting and caring for our most vulnerable
- Care home staff became family members for residents when visitors were not allowed
- Supporting testing of citizens and staff
- Supporting the rollout of vaccinations

# Recruitment and Retention

- Underfunded Adult Social Care
- Unprecedented demand for services.
- Struggling with recruitment and retention of a skilled and experienced workforce.
- Need for proper funding rather than short-term fixes
- Brexit and the introduction last year of mandatory vaccination of care staff (to which we have seen a recent U-turn)
- The government's response is a one-off fund for workforce Recruitment and Retention Funding.
- Local Authorities and our care sector are relying heavily on agency staff for far too long which is not sustainable.

# Improving Recruitment and Retention

- Wide range of online learning courses in a range of course
- Supporting professional learning opportunities to improve career development
- Introduction of incentive card access such as Blue Light to gain reductions in shopping and eating out
- Improved recruitment campaigns with partners – such as ICS
- Health Digital Passport for learning and development

# Improving Culture and Communication

- Weekly newsletter - events and key information
- Working with WM Teaching Partnership, WM ADASS, Social Work England, university partners
- Develop inhouse workers through Social Work Apprenticeships
- Staff being aware of the digital support/tech that is available to aid citizens to meet their own care and support needs.

# Financial Incentives

- Work underway to look at pay levels - including market supplements or allowances to achieve greater alignment with other local authorities.
- Benchmarking exercises of comparative salary levels
- Looking at exit interview data on reasons for leaving - review of staff turnover, vacancy levels, information caseloads and backlogs.

# BAME representation at senior levels

- Managers attending Equality, Diversity and Inclusion workshops
- **Moving Up development programme** for Black, Asian and Minority Ethnic staff
- Shadowing Framework for staff development
- **Unconscious Bias** training has been made available to all in the Directorate
- **Cultural Competency** training is being developed
- Also looking into the **Cultural Ambassador** programme.

# Training our own

- Focusing on Social Work apprenticeships - ASYE (Assessed and Supported Year in Employment) as well as the Social Work students.
- 6 apprenticeships for the Social Work degree at Coventry University.
- The first 6 apprenticeships to take up the offer of this opportunity should all complete the course this year and become qualified Social Workers.
- The student unit is hoping to take approximately 100 students this year from various regional teaching partnership universities,



# THANK YOU