

ANNUAL REPORT 2021/22

1ST JULY 2021 - 30TH JUNE 2022



CARE
DEVELOPMENT
EAST

CONTENTS

1 & 2

Message from the Chair

3 & 4

Looking Ahead

5

Learning & Development

6

Registered Care Managers

7 & 8

Care Careers Suffolk

9 & 10

The Next Generation Project

11 & 12

Showcasing Excellence Gallery

13

Aims, Social Purpose & Objectives

14

Meet our Board

15

Financial Information

16

Meet the Team

17

Contact Us



MESSAGE FROM THE CHAIR

On behalf of the Board of Directors of Care Development East, I am very pleased to be presenting this annual report to you.

The Board are grateful to all those who attended our 2022 annual meeting. The feedback we received about Care Development East and the discussion on the challenges in the health and social care sector helped us to draw up our three-year Strategic Plan 2022-2025 with the aims of:

- Supporting providers to raise standards of care
- Helping to secure access to funding for providers looking to develop and grow
- Supporting Registered Care Managers and developing managers of the future
- Recognising and promoting excellence in health and social care
- Promoting health and social care as a realistic career choice for young people
- Highlighting learning and development providers with a proven track record of success
- Being a trusted source of information, advice, and guidance.

The Board monitors progress against these aims which are being achieved by a range of activities. In the past year, these have included participation in career and job fairs, running mock interviews for students, holding apprenticeship sessions and promoting volunteering. We have also been holding interactive workshops and virtual 'Let's Talk' events, providing Health and Social Care Academy sessions, supporting work placements and ambassadors and hosting training workshops. In addition we have been facilitating the Registered Care Managers' Network and distributing monies from the Workforce Development Fund which has supported over 100 qualifications.

All of this has been achieved by our small, highly committed, hardworking team. Some new colleagues have joined us in the past year, and they are ably led by our Chief Executive Officer, Christian Bone.

We were particularly delighted to host the annual Suffolk Care Awards and the live 2022 event proved to be popular with all, following the socially distanced virtual event in 2021. The standard of entries was very high, and it was hard for the judges to pick winners. We worked to highlight the good practice featured in so many of the entries.

We continue to welcome feedback on our work and are grateful for the ongoing support of our funders. In particular, we are grateful to Suffolk County Council and ESNEFT (East Suffolk & North Essex Foundation Trust). We are also pleased to be working with providers that are supportive of developing their teams to such a high standard.

We are excited about our plans for the future which are outlined elsewhere in this report.

Christine Laverock
Chair, Director
Care Development East



LOOKING AHEAD

The last two years have been a time of unprecedented challenges for the Health & Social Care Sector, and at Care Development East we have worked with partners and stakeholders to develop support that meets the ever-changing needs of care providers.

The pandemic and its immediate aftermath required a creative and innovative approach to developing effective solutions that would help recruit, retain, and develop a skilled Social Care workforce.

We are also excited to be working with Suffolk County Council on the development of the Complete Care Training Hub, a new service that will help increase the number of care providers able to take on clients with more specialised needs. Training will be offered on learning disabilities, positive behavioral support and signs of safety.

As well as increasing capacity in the system, this project will also benefit local communities by ensuring that the widest range of care provision is available for those who need it.



During the next 12 months we will continue to develop our work with young people who are looking at their career choices, and as well as increasing our apprenticeships and placement offers, we will continue to work closely with ESNEFT (East Suffolk & North Essex Foundation Trust), offering health and care academies, 'Let's Talk' career sessions and participating in careers fairs, all under the scope of the Next Generation project.

The year ahead will continue to present challenges to care providers, but by listening to their needs, working with our partners and continuing to innovate and develop our services, Care Development East is confident that we can continue to make a difference and provide help and advice where it is most needed.

Christian Bone
Chief Executive
Care Development East



LEARNING & DEVELOPMENT

Our events and workshops delivered

CRESS: The Care Recruitment Support Scheme (CRESS), was in partnership with Blue Star HR. Designed to support Social Care Managers in tackling the huge recruitment challenges facing the Care sector.

Mental Health First Aid: Delivered by Suffolk Family Carers in two sessions, qualified employees as Mental Health First Aiders, giving them an in-depth understanding of mental health and the factors that can affect wellbeing.

Sustainable Care: The Sustainable Care Programme in partnership with MENTA. The programme provided managers in the care sector with additional skills, tools and confidence to lead, motivate and support their teams more effectively.

Data Security and Protection Toolkit - Better Security, Better Care is a National programme funded by NHSX. Its overall aim was to help make sure adult social care providers have good data and cyber security in place by helping care providers to register on and complete the Data Security and Protection Toolkit (DSPT).

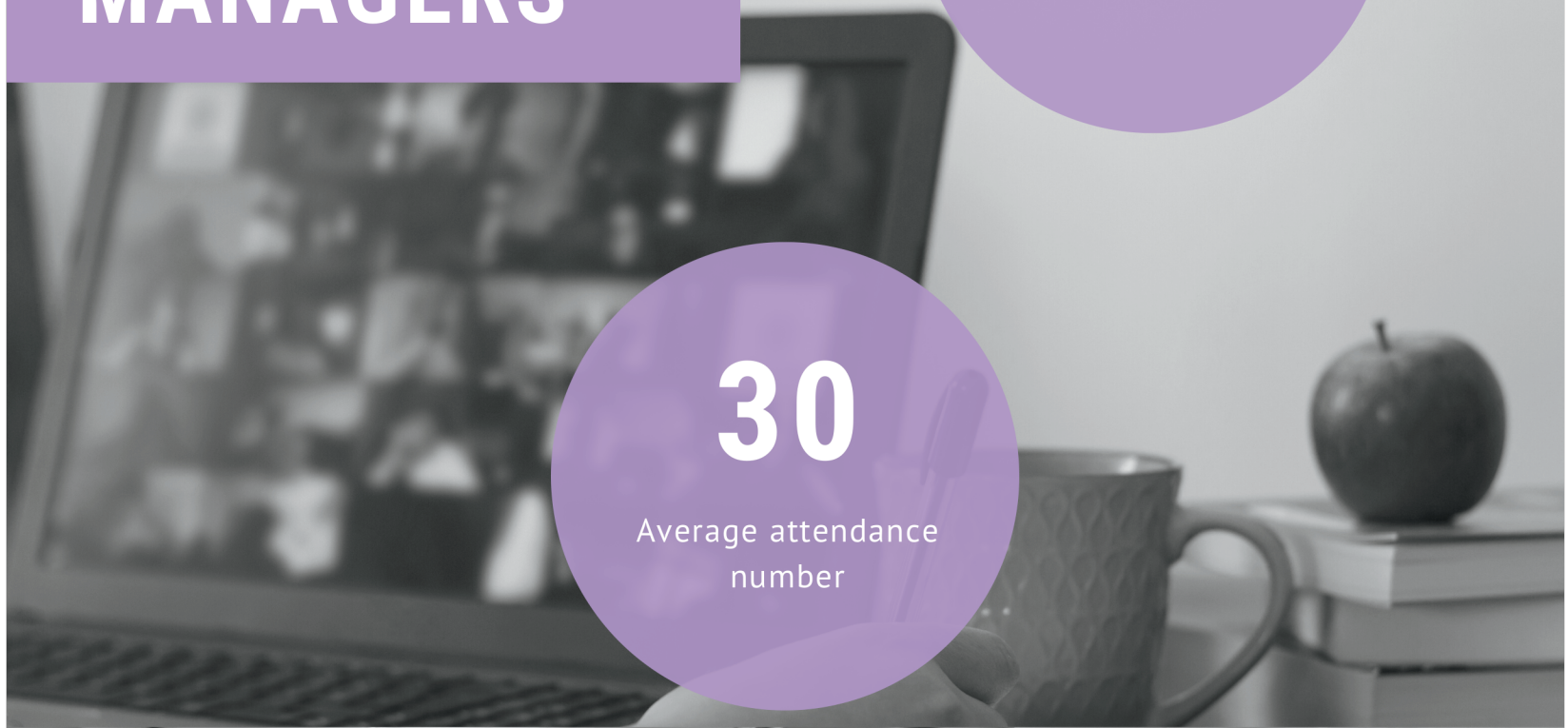
Upskill your staff & benefit your care setting - Provided an opportunity for managers to get together to look at how to inspire, recruit, upskill, and retain staff.



REGISTERED
CARE
MANAGERS

8

Registered Care Managers
Network events delivered



30

Average attendance
number



50

Managers supported
through CDE online
group chat

6

CARE CAREERS SUFFOLK

CARE CAREERS SUFFOLK

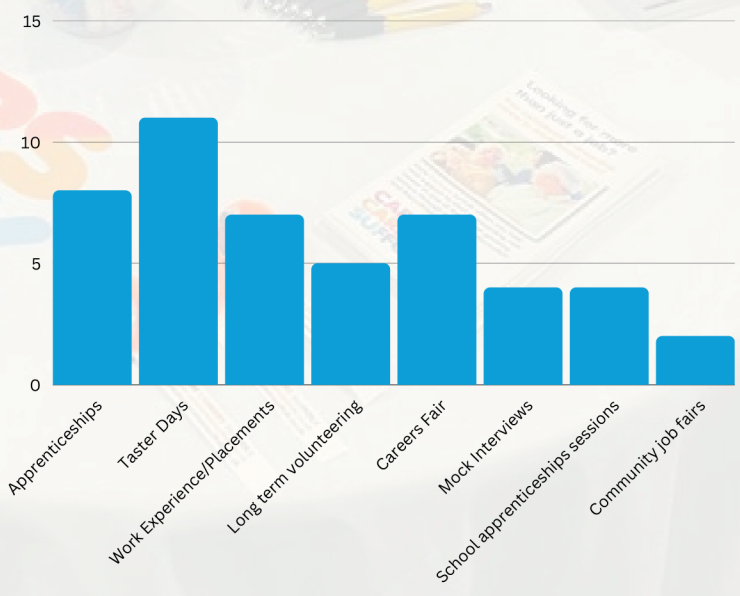
Transitioning from Covid to face-to-face events with schools was particularly difficult but permission was allowed in mid-2022, for Care Careers Suffolk to access and engage with the younger generation, in a non-virtual world. We participated in career fairs, mock interviews, and apprenticeship sessions to promote social care and the routes and pathways into this field.

We branched out to community job fairs to promote the social care sector and saw an increased appreciation from individuals working in other sectors. Additionally, we also used this time to build our rapport with local social care organisations, discussing how offering apprenticeships and work placements could support the next generation and the future of social care.

With volunteering opportunities becoming available post covid, long-term volunteering was a new area of interest this year. Students were keen to improve their knowledge and build skills to enhance their long-term prospects and give back, following a long period of being at home. Long-term volunteering would also coincide with a Duke of Edinburgh Award, supporting young individuals to develop the skills required to achieve the award.

The focus for the next year will be extending our offering to local schools and colleges of interactive workshops, a social care academy, apprenticeship workshops and 1:1 sessions on an insight to care. Partnership working will be at the forefront with 3 monthly work placements being organised for a large number of B-Tech and T-Level students studying Health and Social care fields, to gain real-life experience in the sector and enhance their studies and employability skills. We have also made a commitment to working with the Ipswich Job Centre to support Ukrainian refugees to find employment opportunities within social care in Suffolk.

Nikki Rushbrook
Apprentice & Employment Project Officer



CARE CAREERS SUFFOLK

Faye was referred to Care Careers Suffolk in April 2022. She is a student who hopes to attend university in 2023 to study Mental Health Nursing.

Faye was pretty confident Mental Health Nursing was the career path she was interested in but was open to other fields. Faye took part in the Next Generation Let's Talk interactive Teams sessions with the Psychology and Nursing ambassadors and used this time to gain a full understanding of the different pathways that are open to her, confirming her decision, that Mental Health Nursing was what she would like to do.

Faye also wanted to enhance her application to university and planned to volunteer for 12 months, but had many knockbacks where providers would not respond to her requests. With Care Careers Suffolk support, we organised Faye a year's placement at a local supported living home. Since joining the home, Faye has been a great addition and has realised this is a career she definitely wants to proceed with. We will continue to support Faye through her journey and wish her all the best!

“

I contacted Care Careers Suffolk to support me to find volunteer work before I go to university to study mental health nursing. They helped me to look at a few places until we found the one best suited. They came with me to visit and made sure I was happy with everything that was in place! They also organised a DBS for me and checked in with me.

My placement has helped me gain loads of experience in working with vulnerable people and I've learnt so much from it. I am having so much fun and have made friends with all the residents.

The Next Generation Let's Talk was really informative and interesting. It helped me loads to gain knowledge of the care sector.

I would definitely recommend Care Careers Suffolk and the Next Generation to a friend as they have helped me loads and been really supportive. ”

**Faye
Student at Thomas Mills High School**



THE NEXT GENERATION PROJECT

It has been a busy period for Next Generation Project. We have still been having online Academies and slowly looking at moving to more face-to-face events. We have seen an increase in Care providers in recruiting staff and we have responded to this by providing Academies and running 'Let's Talk sessions' which are encouraging many young people into the Health and Social Care sector.

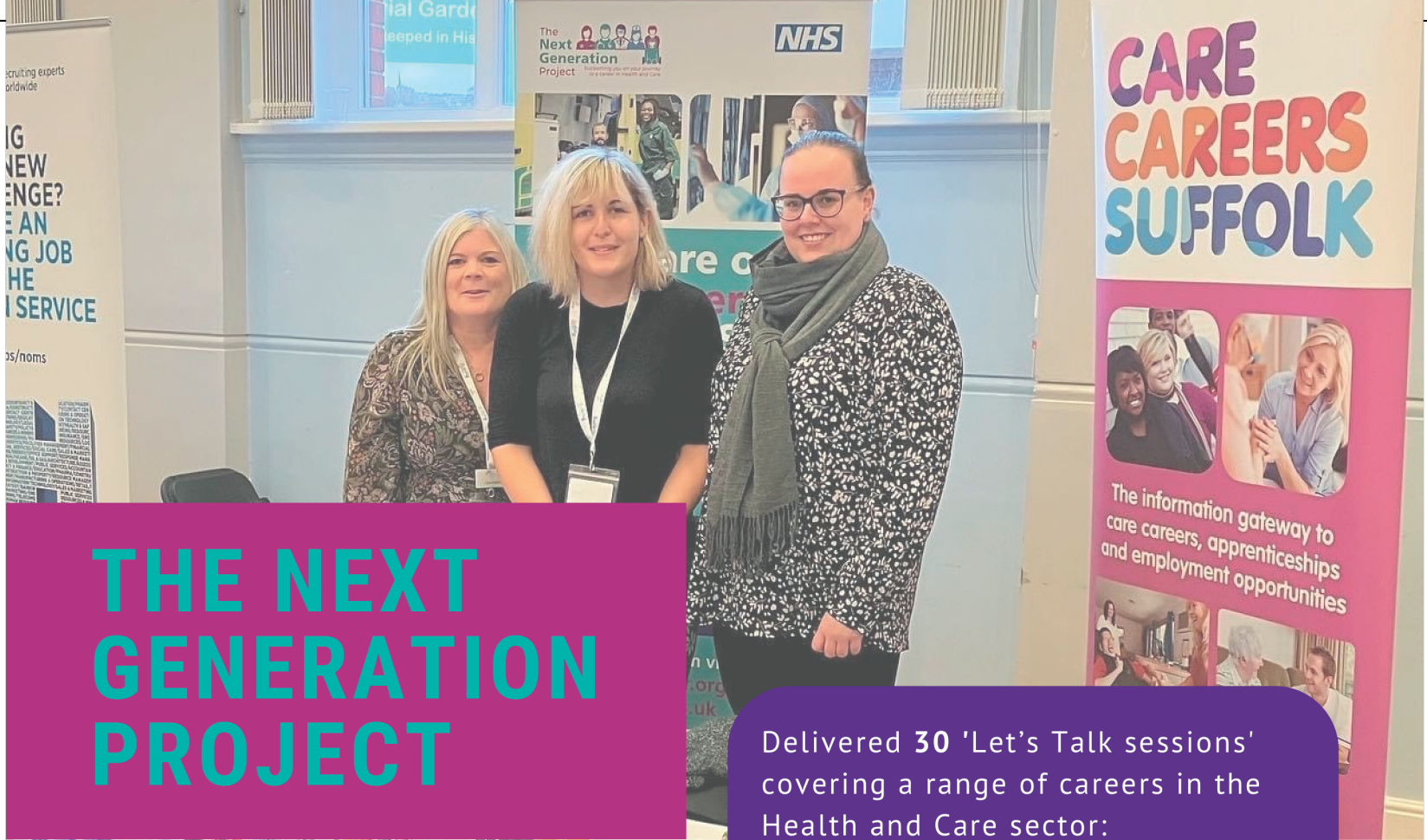
Over the last year, Next Generation has been busy supporting youngsters to have a good understanding of Health and Social Care. Students have been attending Health and Care Academies learning about different roles that you can work within Mental health and learning disabilities. This has supported them to make an informed career decision.

We have also been working with the Ambassadors to put on 'Let's Talk sessions'. These are staying virtual, so students and Ambassadors don't have to travel to attend the sessions, making it easily accessible. We have offered a variety of different roles in the Health and Social care sector, and this has supported the students that have attended, and given them the opportunity to learn about the role and what they need to get into this career.

We have been supporting local schools by providing career events and giving information and advice out to students. Furthermore, supporting with Mock interviews and attending Careers events.

Over the coming year, we are aiming to start face to face Academies, and we are also looking at delivering a Junior Academy focusing on 10-13 year-olds to inspire the younger generation. We are looking at offering more subject areas for the 'Let's Talk sessions', increasing our ambassadors list and working with local colleges to support them to deliver the Health and Social Care curriculum.

Lisa Sutton
Next Generation Interim Project Manager

A photograph of three women standing in front of a display. The woman on the left has blonde hair and is wearing a patterned jacket. The woman in the middle has blonde hair and is wearing a black top. The woman on the right has dark hair, wears glasses, a grey scarf, and a patterned jacket. Behind them is a display with a sign that says 'The Next Generation Project' and 'Care Careers Suffolk'.

THE NEXT GENERATION PROJECT

During the period of this report, we worked with **34** schools and colleges to promote health and social care careers and engaged with **3,542** students.

Continued to build the Ambassador Programme with ambassadors coming from a variety of different areas in Health and Social Care. We currently have **260** Ambassadors

Continued to work and develop relationships with our partnerships within Health and Social Care and the Further Education sector.

Delivered **30** 'Let's Talk sessions' covering a range of careers in the Health and Care sector:

- Nursing
- Learning Disability Support
- ODP
- Physiotherapy
- Midwife
- Psychology
- Mental Health Nursing
- Paramedic

Organised and delivered 3 Online Health and Care Academies: Winter Academy, Easter Academy and Mental Health and Learning Disability to a total of **55** students.

Supported students with developing their interview skills, by supporting them in mock interviews and taking part in speed networking.

Showcasing excellence at the Suffolk Care Awards



Registered Care Managers Meeting



Mental Health First Aid Workshop



Winter Care Homes Forum in partnership with the NHS



James Cartlidge MP's Jobs and Skills Fair.

Registered Care Managers Meeting - CQC Special



AIMS, SOCIAL PURPOSE & OBJECTIVES

Care Development East is dedicated to promoting excellence across the social care and health workforce in the east of England. We provide impartial advice, support, guidance, and information to the sector operating as an independent, non-profit making organisation.

We work to:

- Support the sector to implement new competencies needed to comply with legislation
- Promote a positive local image of health and social care
- Seek and secure funding for the sector
- Raise the profile of the sector as a career of choice
- Assist care providers to develop a highly-skilled, person-centred workforce

Our services

Care Development East works with a range of organisations and partners to deliver a high-quality service, develop new initiatives, improve access to training, and to promote rewarding careers in care through our brand Care Careers Suffolk and the I Care Ambassadors scheme. We are committed to keeping the sector informed by offering information, advice, and guidance through:

Masterclasses
Conferences, Roadshows & Exhibitions
Training events
Registered Managers' Forums
Social Media

We also operate the Care Development East and Care Careers Suffolk websites, our information portal Carewise, and provide sector-specific business advice.

MEET OUR BOARD



Christine Laverock - Chair, Director

Christine has been the Chair of the board of directors of Care Development East since March 2021. Based in East Suffolk, she has worked with many local managers in the health and social care sector over the past 25 years as a mentor, coach, facilitator, trainer of staff and consultant to boards. Her passion is to support those who have responsibility for the care of others and to encourage the best practice possible.



Lucy Humphrey - Treasurer, Director

Lucy has worked in adult social care throughout her whole career, she started as a student working within day service and has progressed through many roles mostly in the learning disability sector culminating in her appointment as Managing Director of a local provider. Lucy has a strong ethos of supporting individuals to achieve their potential. She believes career fulfilment is fundamental to a strong social care workforce.



Julia Stephens-Row - Vice-Chair, Director

Julia has worked and lived in Suffolk for over 40 years. She fulfilled many roles in the Probation Service both in Suffolk and Essex before joining Suffolk County Council as an Assistant Director. Her role included supporting partnerships working to respond to Community Safety and promoting Social Inclusion and Diversity. She is currently working as an Independent Safeguarding Chair and is an Executive Coach and Mentor.



Amanda Westbrook - Director

Amanda currently manages a Care Home for older, frail people in Colchester. She was Director of the same organisation, Balcerne Gardens Trust, for 20 years previously. Amanda trained as a mental health nurse in the late 1970s and the first half of her career was spent as a community nurse and then a nurse teacher.

FINANCIAL INFORMATION

CARE DEVELOPMENT EAST LTD

BALANCE SHEET ANALYSIS

AS AT 30 JUNE 2022

	See Note	30/06/22	30/06/21	30/06/20
CASH AT BANK AND IN HAND:				
Current account		251,454	505,104	437,166
Deposit accounts		382,944	302,824	302,794
Cash in hand		-	69	69
		634,398	807,997	740,029
ANALYSIS (further detail on each category is provided below):				
CREDITORS - amounts owed by the company, payable on demand or within 1 year	1	329,838	140,782	363,025
LESS DEBTORS - amounts owed to the company, receivable within 1 year	2	(351,238)	(14,949)	(7,407)
SHORT TERM PAYABLES LESS RECEIVABLES		(21,400)	125,833	355,618
ESOL AND INTEGRATED WORKFORCE GRANTS REPAYABLE ON CESSATION		-	-	104,692
LESS NET BOOK VALUE OF FIXED ASSETS		(6,348)	(4,964)	(4,997)
LONG-TERM LIABILITIES LESS LONG-TERM ASSETS		(6,348)	(4,964)	99,695
REMAINDER OF CASH - ATTRIBUTABLE TO RESERVES		662,146	687,128	284,716

NOTES

1. CREDITORS - amounts owed by the company, payable on demand or within 1 year

Suffolk County Council - unexpended amounts, including accrued interest	-	-	228,261
Suffolk Care Awards deferred income	-	10,000	-
HSC Ambassadors Project deferred income	-	120,000	120,000
Kick Start Recruitment deferred income	300,000	-	-
Corporation tax	23	3,843	-
Other creditors and accruals	29,815	6,939	14,764
	329,838	140,782	363,025

2. DEBTORS - amounts owed to the company, receivable within 1 year :

Kick Start Recruitment	300,000		
Council Partnership - receivable	36,938		
Other debtors and prepayments	14,300	14,949	7,407
	351,238	14,949	7,407

This analysis is provided for management information purposes only and does not form part of the financial statements

MEET THE TEAM

CHRISTIAN BONE
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