



CARE
DEVELOPMENT
EAST

ANNUAL REPORT



1st July 2022 - 30th June 2023

CARE
DEVELOPMENT
EAST

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MESSAGE FROM THE CHAIR

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

The past twelve months have been a challenging time for the Health & Social Care Sector and the team here at Care Development East has worked closely with partners and providers to develop effective support and solutions to help address issues such as recruitment, retention, the upskilling of staff and workforce wellbeing.

Guided by our three-year strategic plan, and input from our key stakeholders, over the past year we have offered the following services to local Health & Social Care providers: -

Recruitment – The Kick Start support programme was launched in July 2022 and has proved to be a successful incentive for providers looking to attract staff into their care settings. To date over 400 individuals have participated in this scheme and most encouragingly, the majority have stayed in the sector. Our Next Generation team have also worked closely with schools and colleges to promote careers in Health & Social Care with the aim of increasing interest in the sector at the earliest stage and you will read more about this work in the report.

Retention –

The support that CDE provides in the form of specialist training enables staff to perform in their roles more effectively and to offer their clients the highest levels of care. The newly launched Complete Care Training Hub offers training that increases staff confidence, thereby making it more likely that they will remain in the sector and contribute their newfound skills and knowledge.

Upskilling –

Care Development East works closely with regional and national partners to identify and secure funding that will enable providers to upskill their staff and gain new knowledge and skills. A prime example of this is the Workforce Development Fund which has supported training for staff at all levels in local providers.

Workforce Wellbeing –

Maintaining the health and wellbeing of the workforce is an area that more and more organisations are having to address, particularly post-pandemic and this is a significant challenge for social care providers whose staff face stressful situations on a daily basis in their own care setting.

We are grateful to our funders, particularly Suffolk County Council and Suffolk & Northeast Essex Integrated Care System and to all our trusted training partners for their work with us to develop the support needed.

We anticipate that there will be further challenges ahead, but as always, the team and the Board are committed to supporting Health & Social Care and promoting excellence in the sector.

And finally, the Board wishes to extend their thanks and appreciation to every member of the Care Development East team. Led by our CEO, Christian Bone, our dedicated and hard-working team has continued to innovate, design and deliver information, support and guidance that is valued by partners and providers alike.

Christine Laverock
Chair, Director
Care Development East



LOOKING AHEAD

During the past 12 months care providers have continued to face enormous challenges including the recruitment and retention of skilled staff and the increasing complexity of care required by clients and residents.

The requirement for complex care is particularly challenging as many care providers do not currently have the staff with the skills, knowledge, and experience to deal with specific medical conditions such as diabetes or dementia or supporting people in emotional distress.

The introduction of the Complete Care Training Hub in July last year represented a first step in providing training that would increase the knowledge and skills of staff in these areas and Care Development East is particularly pleased that thanks to additional funding and close working with partners, the Complete Care Training Hub will be able to expand its learning and development offer over the next 12 months to include diabetes, dysphagia, Equality Diversity and Inclusion, and dementia champion training.

Care Development East is also looking to provide additional support for managers and leaders within the local care sector during the year ahead.



Successful leadership is a key element in ensuring that care settings are delivering the highest quality of care and it has a direct impact on CQC ratings. We are looking at introducing a Coaching Programme and Coaching Network to support aspiring and existing leaders within Suffolk. Participants will be able to pass on the knowledge and skills to colleagues thereby ensuring that local care managers are able to motivate, develop and grow their staff in spite of the operational challenges that they face.

Finally, and most importantly, Care Development East will continue to listen to providers over the next 12 months to ensure that they receive the help and support they need, and we will continue to innovate and develop practical solutions that will benefit the local care sector.

Christian Bone
Chief Executive
Care Development East



LEARNING & DEVELOPMENT

Events and workshops delivered



KICK START A CAREER IN CARE

An exciting new scheme which provides a **£750 bonus** for new starters into a CQC registered provider in Suffolk



**368
applications**

“I believe the Kick Start has increased our employment retention. We also have had a new employee start recently due to the kickstart bonus advertised for them.”

**114 bonus payments
were made
over 6 months ago. 90
of these participants
are still in the role 6
months post payment.
An overall retention
rate of 78%.**

Launched in June 2022, the Kick Start for Care scheme is an incentive to attract new staff into the Care Sector. It's aimed at those who haven't worked in the sector before and who are looking for a change of career. This is a great incentive for those looking to move into the Social Care Sector.

99 participants are confirmed to still be in the role, three months following the bonus payment and now reached their 6-month employment mark. So far, we have received 89 responses to our requests for an employment status update.

90 participants are still in employment at 6 months after receiving their Kick Start bonus payment. That's a retention rate of 92% from 3 months to 6 months post bonus payment!

“The Kick Start scheme has helped us recruit and retain new employees into the social care sector. It has given them the incentive to seek employment within care. It has given us the ability to provide them with a bonus for staying through the training cycle and seeing us as a valuable employer.”

**255
successful
participants
received the
bonus**



COMPLETE CARE TRAINING HUB

The Complete Care Training Hub is a proactive approach to helping providers with a focus on behavioural change alongside academic learning, a series of events, and workshops which shape core beliefs, shift mindsets and encourage growth to better support our customers and afford them more choices and control.

This high-quality training and professional development empowers providers to offer a broader spectrum of services to people in emotional distress and with behaviours of concern.

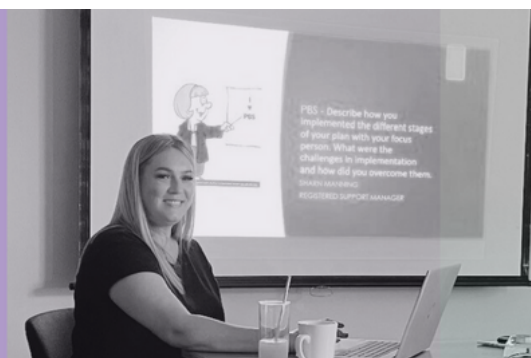
9 Positive
Behavioural
Support
Informed
workshops

3 Behaviour and
the Law Theory
workshops

48 delegates
overall

1 Positive
Behavioural
Support Equipped
4-day training
Session

Testimonial



PBS Equipped Training 4-day Workshop, May 2023

"Well what can I say, **I loved it**, and Chloe was fab - we got on like a **house on fire**. We talked so much, we covered the course and **so much more**.

The course was so **interesting**, I learned a lot. I had no idea it was that **in-depth**. I was left in **awe** of Chloe's **knowledge** and if there is ever a chance to progress the PBS learning further, **I'd jump at the chance!**

My knowledge will help me to **support** our newly started PBS Coordinator, as I now know how to **help** her move forwards.

Thank you!"

Sharn Manning
Registered Support Manager
Orwell Mencap



REGISTERED CARE MANAGERS

The Registered Care Managers Network provides a great opportunity to hear about the latest news, advice and support for care providers in the area.

Care Development East hold these meetings at various venues throughout Suffolk, and we invite guest speakers to talk about topical issues that are affecting providers.

We are also open to suggestions if managers have a specific topic they would like advice about. It's a great place to share ideas and concerns and to hear the latest on training, legislation, recruitment and best practices.

During the last 12 months, we have had speakers from CQC, Integrated Care Board Clinical Leads, DUET Diabetes and the Signs of Safety Team.

As well as meetings which are well attended, CDE facilitates an online forum via WhatsApp which is used by over 50 managers.

During the next year, we are looking to build on our support for managers with the launch of new initiatives designed to enhance knowledge and skills.



Workforce Development Fund

Funded £49,275

Achieved 100% of our grant and secured an additional 23%

Funded 293 qualifications/digital modules

Individuals

- Apprenticeships – 11
- Job role – 1
- Long term Volunteering – 3

- Supported 109 individuals with an insight into care

- Work placements & school work experience – 86

School/Community Activity

- Workshops delivered to schools – 11

- Mock interview Days – 6

- School career fairs – 35
- Community job fairs - 7



Lauren – “My apprenticeship was a learning experience where I picked up skills and grew my confidence in ways I didn’t think possible. I picked up Makaton (which I now use to run a Sing & Sign and communication session) and have grown a good rapport with the customers which was one of the main reasons I stayed on, on top of how lovely all the staff are. The best part of my apprenticeship was the customers and building a rapport with them. They helped me build my skills and made me want to go to work each day to see and support them. My future goals are to develop my skills, and to try different departments to progress further in my career as a Support Worker.”

Tiffany – “I was recommended to Care Careers Suffolk following a talk they did. I am a proud single mum with a little domiciliary care experience. My daughter was starting nursery soon and I wanted to get back into part-time care work. I had applied to lots of care homes but didn’t hear back. Nikki came and met with me, told me what support she could offer, updated my CV and arranged for me to have two interviews. I thought when I met her, she would be someone who advised, but I didn’t realise that she would support me throughout and open doors for me. I was offered a 16-hour contract and a relief contract. I chose the relief contract, as this would work better around my child.”

Billy – “I met Care Careers Suffolk at my school careers fair in November 2022, where I already knew I wanted to work with the elderly. As I was only 15, they stayed in touch throughout the year and opened doors for me into my local care home. I’m due to start my apprenticeship in August and couldn’t be happier.”

Chloe – “I was referred to Care Careers Suffolk from the Youth Employment Service. I never had a job but grew up with a brother with additional needs. My confidence was low but Nikki supported me to find a role as an apprentice as a support worker. She visited with me and supported me with my anxieties. I started the apprenticeship but unfortunately, my circumstances changed but I have stayed with the company and am starting my Regulated Qualifications Framework (RQF) in October.”

Jo – “My daughter required work experience in year 10. She wanted to work and help people but unfortunately, we could not find anywhere suitable. I emailed Care Careers Suffolk and they emailed back instantly and arranged a meeting to discuss. Within 2 weeks, Evie’s work experience was all arranged, and hassle-free. She had a fabulous time and is now considering social care as her career choice.”

THE NEXT GENERATION PROJECT

We have continued to be in great demand from schools and colleges over the last year. We have been delivering face-to-face Health and Care Academies and successfully delivered 2 new junior academies in Ipswich and Bury St Edmunds. Academies aim to give an insight into key roles, responsibilities and career pathways within a specific area of the Health & Social Care sector. In addition, we have supported NEETs (Young People not in Education, Employment or Training) to have an insight into Health and Social Care.

The team have delivered a variety of Let's Talk sessions covering a wide range of job roles, which will expand over the year. We have also worked with DWP (Department for Work and Pensions) and put together reverse job fairs in which unlike a traditional job fair, job seekers will have their CVs ready and questions to ask you about employers current vacancies. These cover Suffolk to support recruitment into the Health and Social care sector. In particular, we have supported the Ukraine community by attending the Ukraine job fair.

During the last year, we have worked with a variety of stakeholders, including West Suffolk Hospital, ESNEFT (East Suffolk and North Essex NHS Foundation Trust), Lofty Heights, WS Training, The Mix, West Suffolk College, Suffolk New College, GP Federation, GP Training Hub, DWP, New Anglia LEP (Limited English Proficiency) and Suffolk County Council to promote opportunities in Health and Social Care.

The Next Generation team has been supporting students and participants to have a sound knowledge of health and social care career pathways to support them to make an informed decision in these areas.

We have supported students on their learning journey by attending online Let's Talk sessions and then going on to attend their academies supporting them with advice and guidance on how they can go into their chosen career route once they leave school.

Over the coming year, we are developing the programme to cover STEAM events in schools – Science, Technology, English, Arts, and Maths.



- To continue working in schools and colleges supporting their Health and Care curriculum.
- Delivering online Health and Care Career academies covering areas in Health and Social Care.
- To increase the ambassadors for Health and Social Care.
- Offer more subject areas for Let's Talk sessions, introducing a 'day in the life' of a professional in Health and Social Care and include more job areas where recruitment is needed.
- To continue to support the unemployed to get into Health and Social Care.
- Supporting junior students with insights into Health and Social Care and STEAM careers.



We've worked with 41 schools and colleges to promote health and social care careers and engaged with 6,168 students.

Increased our engagement from 34 to 41 schools and colleges, and students engaged from 3,542 to 6,168 compared to last year.

New programme - NEETs where we delivered Health and Care Careers to 30 participants.

Supporting students by developing their skills in mock interviews and preparing them to be work-ready.

Organised and delivered 11 face-to-face Health and Social Care Academies: Medical Carers Day, Medical Applicate Day, Junior Academy (Ipswich and Bury St Edmunds), NEETs Academy (WS Training and Lofty Heights), and School Academy (The Mix), delivering to a total of 163 students.

Continued to build the Ambassador Programme with ambassadors coming from a variety of different areas in Health and Social Care. We currently have 235 Ambassadors.

Delivered 32 'Let's Talk sessions' covering a range of careers in the Health and Care sector:

Nursing, Learning Disability Support, Physiotherapy, Midwifery, Psychology, Mental Health Nursing, Paramedics, Apprenticeships in Health and Social Care and Medicine and continued to work and develop relationships with our partnerships within Health and Social Care and the Further Education sector.





Showcasing excellence at the Suffolk Care Awards 2022



Our 100th Kickstart Participant



Spring Care Homes Forum in partnership with the NHS



Complete Care Training Hub - Positive Behavioural Support Informed Workshop



Dementia Marketplace in partnership with Suffolk County Council



14 Sir John Leman High School careers event



Registered Managers meeting CQC special

AIMS, SOCIAL PURPOSE & OBJECTIVES

Care Development East is an independent not-for-profit organisation whose purpose is:

To develop an excellent health & social care workforce across the East of England to enhance the health and wellbeing of local communities.

Our revised purpose focuses on the service user as this will enable us to assess the true impact of our services across the region.

Values & Principles

- To promote equality of opportunity and inclusivity within the health & social care workforce
- To innovate & create
- To adapt to change, respond and deliver
- To be recognised as a trustworthy partner
- To listen and respond to the voice of service users

We will demonstrate these values and principles within the organisation through the adoption of behaviours that align with and uphold them.

Our 7 Strategic Aims

1. To focus on raising standards of care
2. Ensure access to funding for providers looking to develop and grow
3. To support Registered Care Managers and develop the managers of the future
4. To recognise, promote and showcase excellence in health & social care
5. To widen career choices for young people by promoting career pathways in health & social care
6. To ensure access to learning & development providers with a proven track record of success
7. To be a trusted source of information, advice and guidance.

FINANCIAL INFORMATION

CARE DEVELOPMENT EAST LIMITED

BALANCE SHEET ANALYSIS

AS AT 30 JUNE 2023

	See note	30/06/2023	30/06/2022	30/06/2021
CASH AT BANK AND IN HAND				
Current accounts		159,969	251,454	505,104
Deposit accounts		547,211	382,944	302,824
Cash in hand		-	-	69
		707,180	634,398	807,997

ANALYSIS (further detail on each category is provided below):

CREDITORS - amounts owed by the company, payable on demand or within 1 year	1	346,427	329,838	140,782
LESS DEBTORS - amounts owed to the company, receivable within 1 year	2	- 80,779	- 351,238	- 14,949
SHORT TERM PAYABLES LESS RECEIVABLES		265,648	- 21,400	125,833
ESOL AND INTEGRATED WORKFORCE GRANTS REPAYABLE ON CESSATION		-	-	-
LESS NET BOOK VALUE OF FIXED ASSETS		- 5,943	- 6,348	- 4,964
LONG-TERM LIABILITIES LESS LONG-TERM ASSETS		- 5,943	- 6,348	- 4,964
REMAINDER OF CASH - ATTRIBUTABLE TO RESERVES		447,475	662,146	687,128

NOTES

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

Suffolk Care Awards deferred income	-	-	10,000
HSC Ambassadors Project deferred income	59,000	-	120,000
Kick Start Recruitment deferred income	272,750	300,000	-
Corporation tax	-	23	3,843
Other creditors and accruals	14,677	29,815	6,939
	346,427	329,838	140,782

2. LESS DEBTORS - amounts owed to the company,

receivable within 1 year

Kick Start Recruitment	-	300,000	-
Council Partnership - receivable	66,500	36,938	-
Other debtors and prepayments	14,279	14,300	14,949
	80,779	351,238	14,949

Monies attributable to reserves will be allocated and utilised to fulfil Care Development East's principal activity to support the recruitment, retention, and upskilling of the health & social care workforce.

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 recently managed 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 a nurse teacher. She then spent eight years working for the then North Essex Health Authority. She lives in Colchester and is a trustee for one of the Almshouse charities there.

MEET THE TEAM



CHRISTIAN BONE
Chief Executive
christian@caredevelopmenteast.co.uk



LISA SUTTON
Health & Care Careers Project
Manager
lisa@caredevelopmenteast.co.uk



TANYA BRADER
Health & Care Careers Project Officer
tanya@caredevelopmenteast.co.uk



NICOLA RUSHBROOK
Apprenticeship, Careers & Project
Development Manager
nicola@caredevelopmenteast.co.uk



CASS WHITE
Finance Administrator
cass@caredevelopmenteast.co.uk



KELLY WORTON
Marketing & Events Co-Ordinator
kelly@caredevelopmenteast.co.uk



MICHAELA CHAN
Project Administrator
michaela@caredevelopmenteast.co.uk

THANKS TO
OUR PARTNERS
AND
SUPPORTERS





CONTACT US



**Unit 9
Norfolk House
Williamsport Way
Lion Barn Industrial Estate
Needham Market
IP6 8RW**



Tel: 01449 720 400



Info@caredevelopmenteast.co.uk



@caredeveast



@caredevelopmenteast

