

ANNUAL REPORT

1st July 2023 - 30th June 2024



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Message from the Chair

The past 12 months have seen challenge and change for the sector, leading up to the general election and new developments within the NHS such as digital transformation and primary care reform, as well as adjustments within key funding bodies.

Care Development East is adapting to these changes and continues to work with partners to ensure health and social care providers receive the support they need to help them with the effective delivery of day-to-day operations.

As you will see in this year's Annual Report, we have expanded many of the services available as part of our Complete Care Training Hub, which now offers training in Dementia Awareness, Diabetes Awareness and more recently Mental Capacity Act training. These sessions sit alongside specialist provision in Positive Behavioural Support and Oliver McGowan Disability and Autism training.

We have continued to build on our support for managers, not only through our successful Registered Managers Network but also through learning and development delivered by our trusted training providers.

Suffolk continues to have a number of providers who are exemplars in their field. The annual Suffolk Care Awards provide an opportunity to highlight best practice in the sector as well as giving an opportunity to thank all those involved in delivering care across the County.

The sector continues to face challenges in attracting and recruiting staff. We have continued to work with schools and colleges to highlight career pathways through our Care Careers Suffolk activity and the events we have organised with our partners at the Suffolk & North East Essex Integrated Care Board under the Next Generation project. Whilst the funding for this project has now concluded, you will read in this year's report about our plans to build on our achievements, to ensure the health and social care sector is still effectively promoted to all those considering their career options.

Our Kick Start programme has also helped to boost recruitment in the sector and over 500 individuals have participated in the scheme since its inception, helping providers to fill skills gaps in their organisation.

We are particularly grateful to our funders – Suffolk County Council and the Suffolk & North East Essex Integrated Care System, Skills for Care and to all our delivery partners who help to ensure our support is of the highest standard.

Finally, the Board extends its thanks to the Care Development East team for their outstanding work. Led by CEO Christian Bone, the team's collaborative efforts in developing and providing essential support have been instrumental to our partners and providers, who we will continue to work with over the next 12 months.

Christine Laverock
Chair, Director
Care Development East

Looking Ahead



As we look ahead to the next 12 months it is unclear how the new government will introduce changes in the health and social care system. At Care Development East, we have, as always, continued to work closely with our partners, stakeholders, and care providers to ensure that whatever change occurs, our support is beneficial and effective.

Attracting, recruiting, and retaining skilled staff is an ongoing challenge for the sector and through our existing services, Care Development East will work collaboratively with our partners in the year ahead to ensure help is available to all health and social care providers when they need it.

We will develop our new Leaders in Care network to provide knowledge and information in a new interactive format. We will also support recruitment into the sector by promoting career pathways through our newly developed Unlocking Opportunities service to work with young people and those seeking a change of career, to highlight the options available and support them to transition into the sector.

Continuing to innovate and develop services that meet the needs of those working in the sector and this innovation and support, will be in line with our aims, purpose and values. To ensure that individuals receive whatever help they need regardless of what stage they are at in their health & social care career.

Support for existing and aspiring managers is an area that our providers have requested and with this in mind, we have developed two new programmes to provide managers with the tools they need to develop personally and to improve team performance. Subsidised coaching will be made available, initially through our 'Coaching for Care' network which provides access to expert coaches. These coaches can help individuals identify the skills they need to develop in order to be successful in their role. They can also provide them with resources and support to help develop those skills.

Building on this, Care Development East will also be launching an accredited coaching programme in January 2025. This modular programme will lead to a level 5 qualification in Coaching & Mentoring, enabling participants to develop others and build excellence into their care setting.

Care Development East will continue to help providers enhance the quality of their care and to help with the challenge of CQC inspections. Our recently developed mock assessment service entitled 'Prepare for Success' culminates in an action plan that indicates what actions are needed to ensure a successful inspection and an improved rating.

By building on our track record of success and through collaboration and innovation, Care Development East will ensure that we continue to have a positive impact on health and social care provision over the next 12 months, promoting excellence and a positive image of the sector as a whole.

Christian Bone
Chief Executive
Care Development East



Events and workshops

Learning & Development

Over the last 12 months, Care Development East has delivered a range of events and workshops to meet the specific learning and development needs of providers across the area. We have offered specialised support to all care settings including residential, domiciliary, and learning disability services. These have provided individuals with additional skills and knowledge to help them develop in their roles and provide the highest quality of care.

- Excel Skills
- Positive Behaviour Support
- Dementia Awareness
- Behaviour Management
- Leadership, Management & Building Resilience
- Menopause Awareness
- Equality, Diversity and Inclusion
- Adult Mental Health First Aid
- Effective Communication
- Insulin Awareness
- Dementia Champions

As well as these specific sessions we have continued to offer support to managers through our Registered Managers Network and other forums in partnership with the Integrated Care Board.

We have also run high profile events showcasing best practice including the annual Suffolk Care Awards which last year attracted over 200 entries.



Mental Health First Aid
attendees



Lee Sweetlove, Ambassador
Award winner

Dementia Marketplace 2024



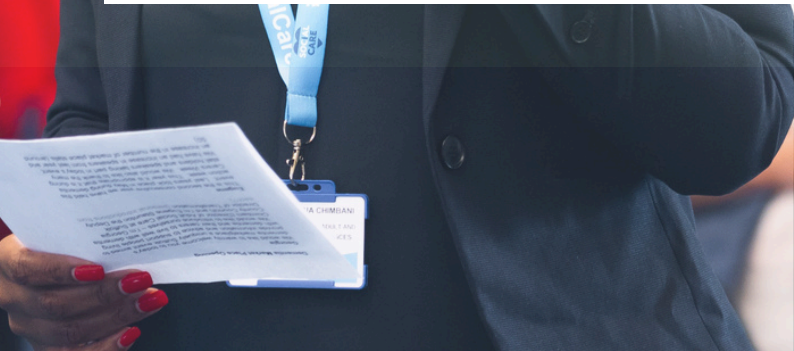


Opinion

Cllr Beccy Hopfensperger



Celebrating Suffolk's Dementia Marketplace and Carers Week



Media coverage of the event (published in the East Anglian Daily Times)

Scan here to view the online article:



- On the day we received 49 😊 0 ☹️ - used as an accessible way of generating feedback from attendees at the event
- Approximately 200 attendees on the day
- 57 stallholders

Registered Managers Network

Our Registered Managers Network Meetings were held at various venues throughout Suffolk. We invited guest speakers to talk about topical subjects. We are always open to suggestions if there are specific matters our network would like advice about. We provide refreshments and the opportunity to stay and chat with fellow providers in a relaxed setting after the meeting.

It's a great place to network and share ideas and concerns and to hear the latest on Training, Legislation, Recruitment and Best Practices. Over the past year, we have held meetings at locations across Suffolk, including Ipswich, Felixstowe, Woodbridge and Kesgrave.

We also have a dedicated Registered Care Managers Whatsapp group, where members can ask questions and share information at any time. This group has around 67 members.

8 meetings held between 1st July 2023 - 30th June 2024
Approximate attendee reach - 218

Moving forward the network will be rebranded as 'Leaders in Care' to provide a broader offer and a greater opportunity for provider interaction. This change reflects our goal of promoting peer relationships and making it open to aspiring as well as existing leaders. We hope this provides a more inclusive and accessible offering going forward.

Kick Start a Career in Care

Launched in June 2022, the Kick Start for Care scheme was developed to attract new staff to the Care Sector. This initiative offers a £750 bonus for those who chose to begin a career in the Social Care Sector.

Since its inception, 415 new starters have benefitted from the £750 bonus

From July 1, 2023, to June 30, 2024, a total of £156,000 was granted

208 new starters supported in the Suffolk Care Sector through the Kick Start scheme from 01/07/2023

The Kick Start scheme's impact on employment in the local care sector is particularly encouraging, as evidenced by the retention data from the past year.

205 participants received the bonus payment prior to July 2023

114 are confirmed as still employed and thriving in their role

Representing a known retention rate of approximately 56% (versus national rate of 28%)

The Kick Start scheme has proved effective in not only incentivising employment in the care sector but also contributing to the stability of employment for Care Providers.

"This scheme has been a great incentive for joining staff"

"Being able to support people to have a change in career via the Kick Start programme has been great, thank you!"

"This has been a wonderful incentive for our carers and was a huge boost"

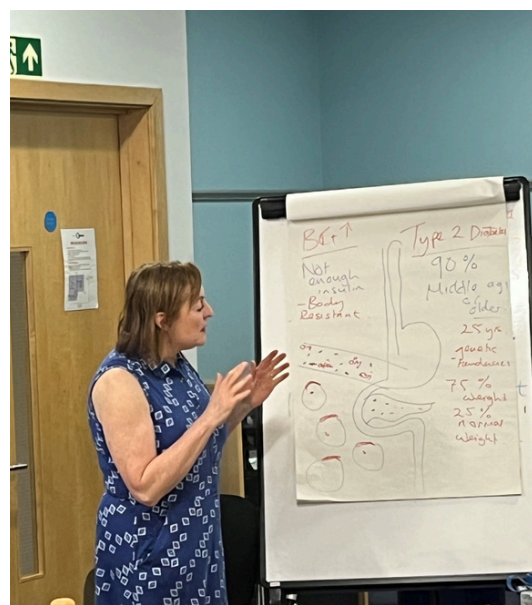


COMPLETE CARE TRAINING HUB

The Complete Care Training Hub is a proactive approach to support providers. Focusing on behavioural change, alongside academic learning, a series of events and workshops which shape core beliefs, shift mindsets, and encourage growth to develop and progress, and provide person-centred care.



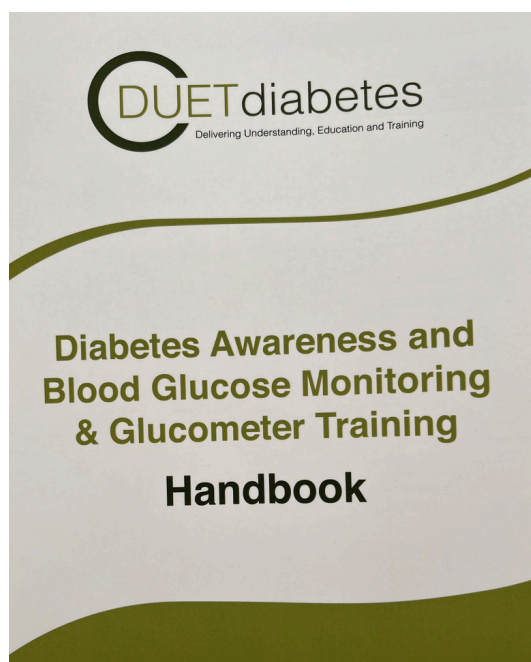
Leadership workshop attendees



Diabetes workshop in action

Upskilling the Workforce

In the past year, over 145 individuals have attended courses to enhance their skills, knowledge and improve the services provided in the local area.



Dementia Awareness

37 individuals have advanced their awareness in dementia, thereby improving dementia care and support in Suffolk.

Dementia Champion

42 individuals have become Dementia Champions, capable of training colleagues and clients' families in dementia awareness.

Diabetes Awareness & Blood Glucose Monitoring

47 individuals have enhanced their knowledge of diabetes and can now assist clients with blood glucose monitoring.

Insulin Awareness & Injection Technique

20 individuals have gained knowledge of insulin for diabetes and have passed the injection technique assessment.

Leadership, Management & Building Resilience

18 leaders and aspiring leaders have gained new skills for leading their teams.

"Fantastic course, highly recommended."

"Easily explained. All was useful. I don't think anything is needed [to improve the workshop], it worked well for me."

"Training was very informative and thorough! Learnt a lot."

"Great course and lots of things I can implement into my role."

"Thank you for a wonderful course."

"Fantastic workshop, Karen & Lynne were very knowledgeable, friendly and accommodating to the group. Training was amazing and loved the practical!"

"Visual drawings and group discussions help me learn better than watching a PowerPoint. It was great to do learning as well as practical."

"Great course and lots of things I can implement into my role."

"Really enjoyed the course. Trainer was engaging, friendly and knowledgeable. Very useful and informative."

"Brilliant course, would highly recommend Dan and his training style! Really engaging and a brilliant course for leaders and aspiring leaders."

The past 12 months have been extremely busy supporting young people to obtain a better understanding of health and social care roles and what could be available to them. We have continued to run Let's Talk sessions covering several health and social care topics with the support of our fantastic ambassadors.

We have successfully run two junior academies across East and West Suffolk. Several students and their parents attended to learn all about different communication methods, first aid, and a healthy mind. We are grateful to our ambassadors for running these sessions. During the last year, we have worked with a variety of stakeholders, including:

- West Suffolk Hospital
- Lofty Heights
- WS Training
- West Suffolk College
- Suffolk New College



We have also engaged with 5,376 students and held our first STEAM event at Felixstowe School – (Science, Technology, English, Arts, and Maths). 200 students attended and received an insight into various job roles within health and social care.

In 2023, we created our first Ambassador Award at the Suffolk Care Awards. This was a fantastic evening to celebrate the great work the ambassadors do.

Lee Sweetlove – East of England Ambulance Service won the award, due to his work supporting youngsters to have a good understanding of the ambulance service and the roles they can do. Lee also supports the students to do CPR, recovery position, and learn first aid skills.

We currently have 218 Health & Care Ambassadors.

We have delivered 25 'Let's talk' sessions covering a range of careers in the Health and Care sector including: 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 partners within Health and Social Care and the Further Education sector.



Feedback

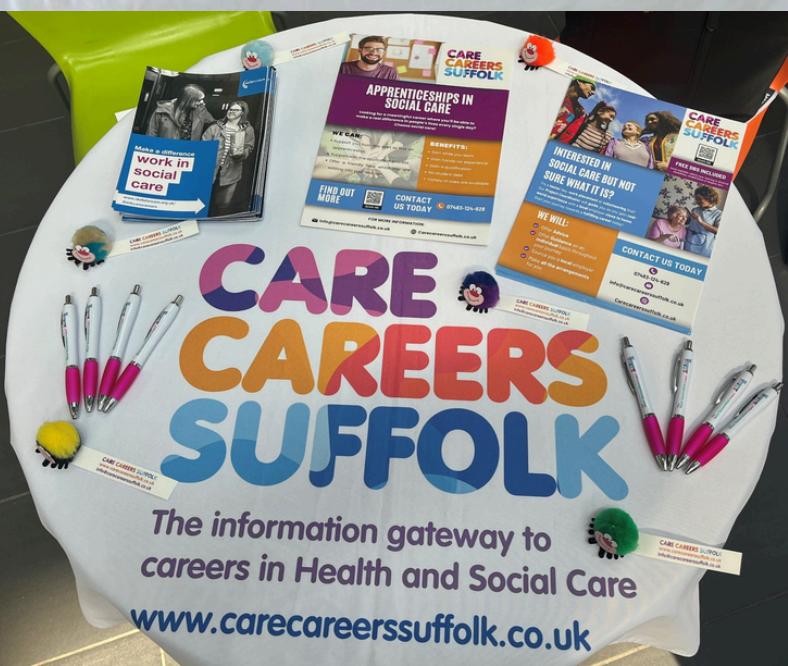
“I was very impressed by the Next Generation Project. It was engaging and interesting for my 13 year old daughter and I, whilst providing her with the key information she needs to be able to start thinking about where she sees herself in the future and the stepping stones required to get there.

It has been exciting to watch her realise (thanks to the well-pitched sessions and approachable, friendly organisers and speakers) that there are a wealth of opportunities available for caring, talented, enthusiastic young people who want to know how to build for themselves a rewarding working life and make a difference.”

(Rebecca P, parent of attendee at 2024 Next Generation Project).

Moving forward we will:

- Continue to work in schools and colleges supporting their Health and Social Care Curriculum.
- Deliver Health and Social Care Career academies, covering areas in Health and Social Care.
- Increase the ambassadors for Health and Social Care in social care
- Continue to support the unemployed to get into Health and Social Care
- Support junior students with insights into Health and Social Care.
- Offer a one-to-one bespoke service



Promoting Careers in Health and Care

Workforce Development Fund (WDF)

£51,500 towards Continuous Professional Development
16 Organisations supported
244 qualifications and digital modules funded

Individuals

Apprenticeships – 9
Work Placements – 16
Long term volunteering – 9
Short term volunteering - 5
1:1 Sessions on information, advice and job signposting – 23
1:1 Sessions on Insight into Care - 54

School/Community Events

Community job fairs – 15
School events – 40
College events - 11
University events – 2



Feedback

Care Careers Suffolk met Georgiana in April 2024, who wanted to gain experience in a social care setting. We found her a local placement at a learning disability service.

Here's what Georgiana's parent had to say about the experience:

“Georgiana had her first experience of being interviewed by their HR manager for a volunteering role. That went well and she had an initial day with them to see how her volunteering might fit in with the services they offer. Georgiana and Leading Lives agreed to her spending 5 days of her summer holiday volunteering with them further. She has already had 2 of those days and all is going really well. It has been excellent to hear Georgiana speak about her experiences with clients at the centre that have a diverse range of challenges to face. Most young people of Georgiana's age do not have experiences like this; it provides very valuable insights and opportunities to learn about ourselves and others. Without your help it is very unlikely that we would have been able to access an opportunity like this for Georgiana.”

Rebecca (Georgiana's parent)

Feedback from employer:

“Georgiana has been a great addition to the Hub. She is always cheerful, smiling and great with the customers. It has been a pleasure to welcome Georgiana at the Hub over the summer.”

Tracey, Leading Lives



AIMS, SOCIAL PURPOSE & OBJECTIVES

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

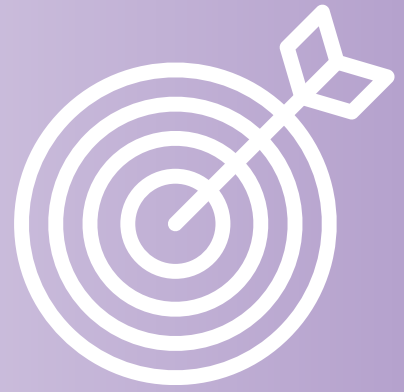
To develop an excellent health & social care workforce across the East of England to enhance the health and wellbeing of local communities.

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, and to 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 2024

	See note	30/06/2024	30/06/2023	30/06/2022
CASH AT BANK AND IN HAND				
Current accounts		109,717	159,969	251,454
Deposit accounts		556,559	547,211	382,944
		666,276	707,180	634,398
ANALYSIS (further detail on each category is provided below):				
CREDITORS - amounts owed by the company, payable on demand or within 1 year	1	239,571	346,427	329,838
LESS DEBTORS - amounts owed to the company, receivable within 1 year	2	- 13,184	- 80,779	- 351,238
SHORT TERM PAYABLES LESS RECEIVABLES		226,387	265,648	- 21,400
LESS NET BOOK VALUE OF FIXED ASSETS		- 5,036	- 5,943	- 6,348
LONG-TERM LIABILITIES LESS LONG-TERM ASSETS		- 5,036	- 5,943	- 6,348
REMAINDER OF CASH - ATTRIBUTABLE TO RESERVES		444,925	447,475	662,146

NOTES

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

HSC Next Generation Project	-	59,000	-
Kick Start Recruitment deferred income	222,000	272,750	300,000
Corporation tax	-	-	23
Other creditors and accruals	17,571	14,677	29,815
	239,571	346,427	329,838

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	13,184	14,279	14,300
	13,184	80,779	351,238

Meet our Board



Christine Laverock
Chair, Director



Julia Stephens-Row
Vice-Chair, Director



Lucy Humphrey
Treasurer, Director



Jo Broadbent
Director



Tim Jennings
Director

Meet the Team



Christian Bone
Chief Executive



Lisa Sutton
Project Development
Manager



Nikki Rushbrook
Workforce Development
Manager



Lydia Hines
Marketing and Events
Co-ordinator



Teresa Glen
PA to CEO and Board



Michaela Chan
Project Administrator



Cass White
Finance Administrator



Michelle Tomkins
Workforce Development
Officer



Kelly Worton
Marketing and Events
Co-ordinator

We facilitate a number of training workshops, delivered by a variety of trainers. These workshops are funded by us but require an initial ticket purchase that is fully refunded upon attendance. Please use the below QR code to view the workshops we currently have available:



We also offer bespoke workshops delivered in-house to your team. Email info@caredevelopmenteast.co.uk for more information.

For further information on all our offerings you can visit our website at www.caredevelopmenteast.co.uk

Contact us



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DEVELOPMENT
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