

Care Development East

Showcase

JUNE 2024 to JUNE 2025



Partnership and Advocacy

Care Development East works closely with local authorities, health services, schools, colleges and community organisations to strengthen the care sector. They advocate for the needs of care providers, ensuring that the voices of care businesses and workers are heard in policy discussions and service planning.

School/College Activities

- Felixstowe Academy Careers Fair
- Stowmarket High School Mock Interviews
- Thurston Campus Careers Fair
- West Suffolk college
- Abbeygate Sixth form
- Suffolk One
- Ormiston Endeavour Academy
- Thomas Gainsborough
- University of Suffolk
- Suffolk New College
- St Benedict's Catholic school
- Farlingaye school
- Culford school
- E EAST (East of England Ambulance Service Junior Academy

Unlocking Opportunities

- **Social Care Academy** – career pathways into health and social care.
- **Careers Fairs** – connecting employers with potential recruits.
- **School, College & DWP Support** – inspiring early career interest and supporting people into work in areas of Health and Social Care.
- **Personalised Signposting** – tailored career and training guidance.
- **Local Ambassadors Programme** (in development) – increasing awareness and community engagement.
- **Impact:** Pipeline creation for the future care workforce.

Over 18's/Community Activities

- Positive Post 16 Pathways East and West networking event
- SNC Next Step Progression Pathway Event
- Apollo Health and Social Care talk
- DWP Health and Social Care Job fair

Delivering Success

UNLOCKING
OPPORTUNITIES
YOUR JOURNEY INTO HEALTH AND
SOCIAL CARE

Career Carousel at St Albans Catholic School

Rotating in groups of 10

5 minutes at each station

Approx. 270 Year 10 Students engaged with:



- Army Careers
- Community Police
- ESNEFT (Pathology, Finance, Blood Pressure, NHS Careers)
- Christies Care
- Suffolk County Council Social Workers
- Unlocking Opportunities – Health & Social Care careers talk

A vibrant event showcasing diverse career pathways

Outcome: High levels of engagement, enthusiastic participation, and excellent feedback from all involved

In partnership with Suffolk County Council & SNEE ICB

- 200+ attendees.
- 50+ exhibitors.
- Free, accessible, one-day event with practical advice, guidance, and tools for people living with dementia and their carers.
- Impact: Strengthened connections across providers, carers, and support organisations

- 2 radio interviews pre-event
- BBC Radio Suffolk live coverage (Sarah Lilley Show)
- Support for local small businesses & charities: Combat2Coffee, Mils on Wheels, Pastry Mama
- Official launch of new technology 'Reverie'
- Introduction of the new 2025 Innovation Room
- BBC Radio Suffolk interviewed multiple exhibitors
- Surprise visit from Greatest Hits Radio Suffolk – interviewed CEO Gemma Bloomfield
- Supervised Activities Room for people with dementia
- Flyer outreach campaign – 40+ posters in GP surgeries & supermarkets across Suffolk



Dementia Marketplace 2025

TRINITY PARK IPSWICH
25TH JUNE 2025



Information, Advice & Guidance

Care Development East signposts and advises on available funding opportunities, grants, and financial support schemes, helping organisations secure resources to improve services.



Coaching for Care

- **Objective:** Strengthen professional development in the local care sector by embedding effective, evidence-based coaching practices.
- **Initiative:** *Coaching for Care Network* – five registered coaches offering tailored one-to-one and group support; funding provided for eight participants to complete the ILM Level 5 Certificate in Coaching and Mentoring.
- **Results:**
 - 5 experienced coaches registered and active.
 - 8 ILM Level 5 participants enrolled and progressing.
 - Increased coaching capacity within local care organisations.
- **Impact:** Establishes a sustainable coaching culture, equipping leaders and staff with the skills, confidence, and tools to support colleagues, improve practice, and enhance workforce resilience.

Prepare For Success

- **Objective:** Support care providers in achieving and maintaining the high standards required by the Care Quality Commission (CQC), reducing the risk of non-compliance and improving inspection outcomes.
- **Initiative:** *Prepare for Success Scheme* – funding of up to £1,000 per provider towards a professional mock CQC inspection, delivered by approved companies replicating real inspection conditions.
- **Results:**
 - 6 providers accessed the scheme.
 - Each provider received a detailed inspection-style report highlighting strengths and areas for improvement.
 - Actionable recommendations implemented ahead of actual CQC inspections.
- **Impact:** Enabled providers to identify and address compliance gaps proactively, build confidence before inspections, and improve readiness to demonstrate quality care and governance under CQC scrutiny.

Kick Start

- **Objective:** Attract new talent to care and improve employment retention.
- **Incentive:** £750 bonus for new starters in CQC-registered Suffolk providers.
- **Results:**
 - 758 applications.
 - 572 received the bonus.
 - Retention after 12+ months:
 - 53% still in role.
 - 36% left.
 - 11% unknown (most known to still be in role at 6 months).
- **Impact:** Tangible entry-point incentive with measurable retention outcomes.

Training & Development

We offer targeted training programmes and resources to help care providers meet regulatory requirements, improve skills, and deliver high-quality services. This includes professional development opportunities for managers, care staff, and new entrants to the sector.

Range: Diverse training topics, affordable and fully funded options.

Reach (last 12 months):

- 375 individuals trained
- 70 organisations involved

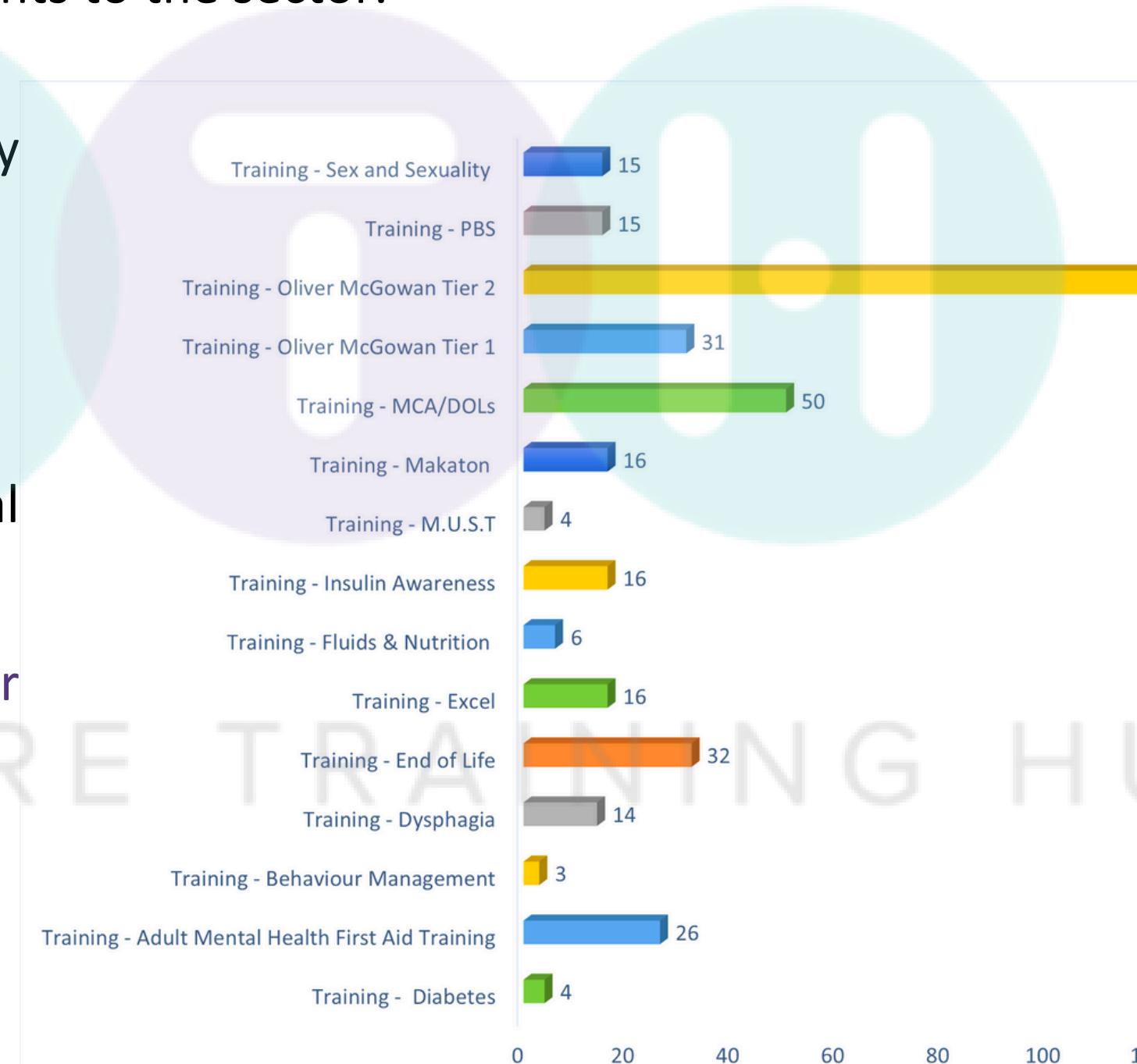
Platforms & Initiatives:

- Complete Care Training Hub (CCTH) – essential training for Specialist Support Providers.
- Fully funded workshops

Impact: Skills uplift across the care sector, greater access to essential qualifications.



COMPLETE CARE TRAINING HUB



Networking & Collaboration

We facilitate opportunities for providers to connect, share best practice, and work together on common challenges. Regular events, forums, and peer support groups encourage a collaborative approach to problem-solving in the sector. Over the past 12 months, representatives from 67 care providers from across the Suffolk care sector have benefited from our Leaders in Care network meetings.

Leaders in Care Network – regular updates, peer exchange, and expert input.

Format: County-wide, rotating venues, guest speakers, refreshments, and networking time.

Topics: Training, legislation, recruitment, best practice.

WhatsApp Group: Instant sector support for Registered Care Managers.

Impact: Stronger, better-informed provider network.



Leaders In Care Meetings

- 10th July 2024 – 19 attendees
- 4th September 2024 – 25 attendees
- 13th November 2024 – 35 attendees
- 4th March 2025 – 25 attendees
- 11th June 2025 – 15 attendees



Sector Representation

Care Development East acts as a strong voice for the care sector, representing providers and professionals in key strategic discussions to ensure their priorities influence local policy and decision-making. We champion the invaluable contribution of care workers—recognising, celebrating, and promoting their hard work, dedication, and outstanding achievements.

Suffolk Care Awards: Hosted annually by Care Development East to recognise and celebrate the work of the care sector and supportive local communities.

- 2024 marked **eight years** of celebrating excellence in Suffolk's social care.
- Highlighting the individuals and organisations delivering the highest levels of care every day.
- 10 Award Categories.
- 106 nominations received.
- Representing 24 Providers across the Suffolk Care Sector.

Raising the profile of social care, rewarding excellence, and building sector pride.



| | See note | 30/06/2025 | 30/06/2024 | 30/06/2023 |
|---|-------------|----------------|----------------|----------------|
| CASH AT BANK | | | | |
| Current account | | 59,342 | 109,717 | 159,969 |
| Deposit accounts | | 295,081 | 556,559 | 547,211 |
| | | 354,423 | 666,276 | 707,180 |
| ANALYSIS (further detail on each category is provided below): | | | | |
| CREDITORS - amounts owed by the company, payable on demand or within 1 year | 1 | 105,356 | 239,571 | 346,427 |
| LESS DEBTORS - amounts owed to the company, receivable within 1 year | 2 | 67,509 | - | 80,779 |
| | | 37,847 | 226,387 | 265,648 |
| SHORT TERM PAYABLES LESS RECEIVABLES | | | | |
| LESS NET BOOK VALUE OF FIXED ASSETS | | - | 3,214 | - |
| | | | 5,036 | - |
| | | | - | 5,943 |
| LONG-TERM LIABILITIES LESS LONG-TERM ASSETS | | | | |
| REMAINDER OF CASH - ATTRIBUTABLE TO RESERVES | | 319,790 | 444,925 | 447,475 |
| 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 | | 44,250 | 222,000 | 272,750 |
| Complete Care Training Hub | | 15,000 | - | - |
| SCC Partnership Agreement Grant | | 40,654 | - | - |
| Corporation tax | | - | - | - |
| Other creditors and accruals | | 5,452 | 17,571 | 14,677 |
| | | 105,356 | 239,571 | 346,427 |
| 2. LESS DEBTORS - amounts owed to the company, receivable within 1 year | | | | |
| Council Partnership - receivable | | 55,654 | - | 66,500 |
| Other debtors and prepayments | | 11,855 | 13,184 | 14,279 |
| | | 67,509 | 13,184 | 80,779 |

IN THE PAST 12 MONTHS, CARE DEVELOPMENT EAST **ENGAGED OVER 4,400 INDIVIDUALS** THROUGH TARGETED ACADEMIES, CAREER FAIRS, EDUCATION, AND HOME EDUCATED STUDENTS, COMMUNITY EVENTS. OUR WORK SUPPORTED NEETS, CARE LEAVERS, STUDENTS, UNEMPLOYED AND PROFESSIONALS ACROSS SUFFOLK—**PROMOTING CAREERS IN HEALTH AND SOCIAL CARE.**

BOOSTING RECRUITMENT AND RETENTION THROUGH THE KICK START SCHEME, AND ENHANCING WORKFORCE SKILLS VIA WORKSHOPS, TRAINING AND COACHING.

WE CONTINUE TO CHAMPION INCLUSIVITY, OPPORTUNITY, AND DEVELOPMENT ACROSS THE SECTOR.

