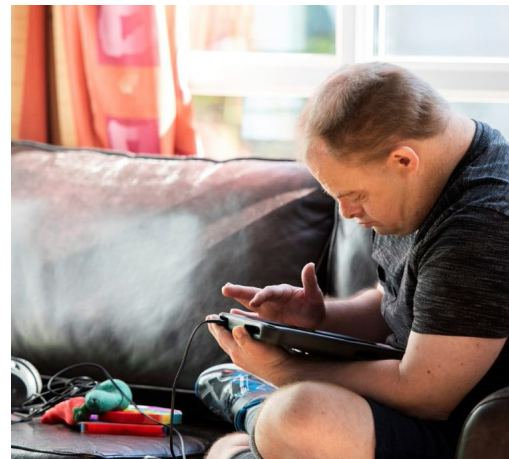


CARE DEVELOPMENT EAST



ANNUAL REPORT

July 2020 - June 2021

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INTRODUCTION FROM CHRISTINE LAVEROCK, CHAIR



On behalf of the Board of Directors of Care Development East, I am very pleased to be presenting this annual report to you. I was appointed as Non-Executive Director and Chair in early 2021 having worked

alongside the care sector as a training provider for many years.

During the past year, COVID has been an ongoing challenge for all in the health and social care sector. Care Development East has been able to use virtual platforms to continue its support to registered managers, schools, colleges, apprentices and ambassadors with advice, network meetings and training sessions. These have been valued and well supported. Even the Suffolk Care Awards went online this year, so we were still able to recognise the amazing achievements within our local care sector.

Our staff team has grown since the last report, and now includes a Marketing and Events Administrator, Jo Woods, increasing the staff to six. Nikki Rushbrook is new to the team and is the Apprentice and Employment Project Officer, our thanks to her predecessor Kate Evans. The Next Generation Project is now managed by Hannah McLaughlin, and she has recently been joined by a new Project Officer, replacing Kerrey Goosetree who provided a valuable foundation for this work. The other key member of the team is Cass White, our Finance Administrator.

The board has been strengthened both in number and experience. I am very grateful to the support of Lucy Humphrey, who is Director of Operations of Leading Lives and has taken on the role of treasurer, Julia Stephens-Row, who was a senior manager with

Suffolk County Council focusing on partnerships and inclusion and has taken a lead on how we assess and manage risk, and Amanda Westbrook has most recently joined us and brings many years of experience as Director of a North Essex care trust and registered manager of a care home.

Our Chief Executive, Christian Bone, has been with Care Development East since March 2020 and has had the challenge of leading the organisation through COVID, which in turn has created greater pressures on the care sector than ever before. He has been working hard with the rest of the team to make Care Development East as relevant as possible to the current situation and is currently making plans for how best we can continue to provide support in the months ahead.

As an organisation we are ambitious to continue to support the social care sector and are looking for new possibilities and innovative ways of working. We will soon be offering opportunities for managers to receive support through coaching and training with their leadership, covering areas such as sustainability, innovative use of social media, developing resilience and recruiting skilled care staff.

Working with our partners, we are keen to expand what we offer, making use of our existing funding as well as applying for new grants. We are very grateful to our funders for their ongoing support.

We welcome feedback on what we currently do, where we could improve, and what you would like us to do in the future to help you and your colleagues deal with the challenges of providing care in the current environment.

**Christine Laverock
Chair**

KEY ACHIEVEMENTS

120

Delivered two major vaccination webinars to 120 online delegates

24

High schools and colleges worked with to promote care as a career of choice for young people

£27,500

Workforce Development funding to local care providers

234

Delivered 8 Health & Care Academies to a total of 234 students



**CARE
DEVELOPMENT
EAST**

9

Apprenticeships facilitated

700

Virtual attendees benefitted from our online programme of events

10

Adult Mental Health First Aid Courses facilitated both online and face to face

309

Delivered 7 Registered Care Managers meetings attended by 309 delegates

SUPPORTING THE SECTOR

The COVID pandemic has continued to have a huge impact on the Health and Social Care sector over the past year and Care Development East has worked with its partners to provide information, advice and training that meets the needs of the sector and supports managers in the day to day running of their care services.

COVID Support

As well as supporting care services with specific challenges, such as the accessing of PPE and test kits, we have worked with partners including Suffolk County Council and Public Health Suffolk to run webinars for providers addressing questions raised during the vaccination programme. These have been well attended and well received by providers.

We have also provided information regarding mandatory vaccination through our Registered Managers Network and have provided the latest updates on COVID guidance and legislation through our website which had 7,797 visitors from 1st July 2020 to 30th June 2021.

“At a time when the pandemic has caused unprecedented challenges, as a local authority we have needed to get information, guidance and support out in a timely way to all care providers, regardless of whether they contract with Suffolk County Council. CDE has helped us to do that and to give valuable feedback from those delivering front line care services which we have valued.”

Clare Smith
Senior Manager, Strategic Planning & Resources
Adult Community Services

Mental Health Support

Mental health has continued to be an area where care providers have required specific development so that their staff can effectively manage their own mental wellbeing and that of the people they work with.

Care Development East has worked in partnership with Suffolk Family Carers to run a series of Mental Health First Aid Workshops. These take place through online training sessions and qualifies employees as Mental Health First Aiders, giving them an in-depth understanding of mental health and the factors that can affect wellbeing.

Registered Managers Network

Our Registered Managers Network has continued to grow during the past 12 months with over 60 managers now participating. Through monthly meetings, managers have been able to access up to date advice from expert speakers covering a range of topics including diabetes management, infection control, funding for training and digital care. As well as being able to access this information and advice, managers have also valued the peer support that the network offers, particularly through channels like the WhatsApp group which has proved so beneficial to managers during the pandemic.

“I wanted to say a huge thank you to you and the team for the difference you make to our sector. Your support over the last year has really helped.”

Joanna McCall, Registered Manager

Digital Care

As technology develops, and more and more healthcare services can only be accessed online, it has become essential for health and care providers to develop their digital skills and to ensure that their systems are safe and secure.

Care Development East worked with Suffolk Association of Independent Care Providers (SAICP) to support providers with the implementation of the Data Security & Protection Toolkit. Its aim is to help make sure adult social care providers have good data and cyber security in place.

“SAICP has been working successfully with Care Development East to undertake the project for Social Care providers to complete the Data Security Protection Toolkit as part of cyber security compliance. This partnership which commenced in January 2021 has enabled us to work more closely with our respective teams and I hope will have benefits that promote future partnership working. I would like to thank CDE for their effective contribution in the form of webinars and marketing for this project.”

Prema Fairburn-Dorai, Director
Primary Homecare Ltd






AIMS, SOCIAL PURPOSE & OBJECTIVES

Established in 2006 as Suffolk Brokerage and now trading as Care Development East Ltd, the company has continued to build on its original aims and is dedicated to promoting excellence across the social care and health workforce in the East of England.

Care Development East Limited will:

- engage with social care and health providers across the East of England providing impartial advice, support, guidance and information on all aspects of workforce planning and workforce development
- fully engage with adult social care and health providers, partners, stakeholders and commissioners across the East of England to ensure that the services the Company provide take full account of local priorities, need and demand
- organise training and conferences
- provide a forum for those working within social care and health to meet and share good practice
- provide a trusted first port of call for information and advice
- provide other services that the Directors consider would add value to the social care and health sector in relation to both workforce and service delivery
- reinvest any surplus back in to the company and utilise in support of its aim, social purpose and objectives

THANKS TO OUR FUNDERS

| Project | Partnership | |
|--|---------------------------|---|
| Partnership Agreement | Suffolk County Council |  |
| Next Generation | Suffolk & North Essex ICS |  |
| Workforce Development Fund and Registered Managers Network | Skills for Care |  |
| Data Security & Protection Toolkit | NHSx |  |
| Developing Skills in Health & Social Care | European Social Fund |  |

NEXT GENERATION PROJECT



Up to March 2020, the Next Generation Project was supporting careers activities within schools and colleges, to provide students with an understanding of opportunities the Health and Social Care sector can offer. As with everyone else, the Covid-19 pandemic meant we had to

change the way we worked and navigate the new virtual world of work and learning. It came with its challenges, but we are really pleased with how we were able to adapt and continue to support schools, careers leads, young people and adults with information, advice and guidance.

In May 2020, we began looking at how we could deliver Health and Care Academies throughout Suffolk and North East Essex in a virtual capacity, so that young people could still have the opportunity to learn about different job roles in Health and Care and also speak to professionals. We began with a pilot Academy, delivered with Colchester Institute during August and September. The Academy programme grew throughout 2020 and 2021 in order to find the best way to support young people in a challenging time when face to face events were largely not possible. We were able to add to this offer at the beginning of May 2021, with the introduction of virtual work experience sessions known as 'Let's Talk About ...' sessions.

The Next Generation Project was also able to link with the DWP (Department of Work & Pensions) Sector Work-Based Academy Programmes in Suffolk and North East Essex to assist with advice around careers and opportunities in the sector to those out of work or at risk of redundancy due to Covid-19.

During the period of this report, we:

- Worked with 24 high schools and colleges to promote health and care as a career of choice for young people
- Planned, coordinated, and delivered 8 Health and Care Academies to a total of 234 students

- Continued to build and support our Health and Care Ambassador network. We now have 250 Ambassadors as part of this project
- Maintained a 50/50 split between the Health and Care sectors
- Supported 5 Sector Work-Based Academy Programmes in Suffolk and North East Essex
- Continued to extend the reach of the Next Generation project into North East Essex
- Coordinated and delivered 3 virtual work experience sessions – these provide students and young people with the opportunity to meet with a health or care professional to find out more about a specific career. The emphasis is on young people shaping the conversation, practising their communication skills and also having the opportunity to find out all they need in order to make an informed decision about the right career path for them, and what their next steps should be.

Hannah McLaughlin
Next Generation Project Manager

"Health and Care organisations in Suffolk and North East Essex are passionate about supporting job seekers to achieve their full potential. We want everyone to have the best possible chance to embark on their career of choice and we aspire to be the best health and care system to work in by 2025.

We have worked in collaboration with Care Development East to develop the Next Generation Project that has been the lead driving force in delivering Health and Care Academy sessions for young people and adults. It is only by working together that we will continue to evolve the great foundation we have created to ensure we have the Health and Social Care workforce we need now and in the future."

Amanda Lyes, Director of Workforce
Suffolk and North East Essex ICS

Pam Green, Chief Operational Officer
North East Essex CCG

PROMOTING CAREERS IN HEALTH & CARE



Care Careers Suffolk is the information gateway to everything you need to know about a career in care.

Care Careers Suffolk provides a free information service for the rapidly growing care sector. The service helps individuals as well as employers.

For those thinking about embarking on a rewarding career in adult social care in Suffolk, it can help point them in the right direction. Care Careers Suffolk promotes awareness about the different types of care job roles, gives guidance and advice about what it's like to work in the sector and how to get an apprenticeship.

Apprenticeships & Placements

With the emergence of Covid-19 and priorities changing within the sector throughout 2020-21, we had to adapt and change the way we worked in partnerships with organisations. New volunteers were unable to undertake work experience and placements in services. However they were provided with the opportunity to gain knowledge of the sector for future working and learn about the skills and qualities required.

In an extremely difficult year, we were able to continue to support the care sector with ongoing training and development. We managed to secure funding for 12 employers at a cost of £25,650. This included: 91 qualifications, Understanding Autism, Safe Handling of Medication, RQF (Regulated Qualifications Framework) in Care, Awareness of Mental Health and Leadership in Health and Social Care, bringing a wealth of new knowledge to the frontline.

We supported nine new apprentices who were guided into the industry from different walks of life. Our Apprentice Co-ordinator outlined the knowledge and skills they would require and the range of options available within the local sector.

Former chef, Julie Mee (*pictured below*) from Mills Meadow Care Home in Framlingham, was successful in winning the Suffolk 'Apprentice of the Year' award.

Julie is currently working on her NVQ Level 2 qualification to become a Senior Night Carer with responsibilities such as administering medicines, which will lead on to her Level 3 qualification. Julie's ultimate goal is to become a care home manager; a goal which Julie's manager is confident she will achieve.

"Julie is a dream apprentice. Her willingness to embrace learning from colleagues means she is always alert to the most effective way to go about things"

**Amy Laws, Deputy Manager
Mills Meadow Care Home, Framlingham**



LOOKING AHEAD

CHRISTIAN BONE, CEO



Health & Social Care is still under enormous pressure as the COVID pandemic continues to impact on staffing levels and provider viability.

Over the next 12 months, Care

Development East will be providing support in the form of new programmes to help address some of these challenges and to maintain capacity in the area.

Nearly two years into the COVID pandemic, there appears to be little respite for the Care Sector and some providers are even having to consider the financial viability of their service, with empty beds, staff shortages and changes to legislation making it difficult to carry out day to day operations.

As a not-for-profit organisation, Care Development East has been working with partners to look at ways of utilising our reserves and reinvesting funds to provide additional support to providers. This approach will help to ensure that delivery capacity is maintained and that the level of care provided in the area continues to be of a high standard.

To that end we are pleased to announce the launch of two new initiatives which will help address some of the challenges highlighted above.

The Sustainable Care Programme in partnership with MENTA (Mid Anglia Enterprise Agency) has

been designed to provide people managers in the Care sector with additional skills, tools and confidence to lead, motivate and support their teams more effectively during these increasingly challenging times.

The programme will focus on business development, sustainability, leadership capability and resilience and wellbeing. These are all key areas when it comes to maintaining a viable and effective service.

We will also be launching the Care Recruitment Support Scheme (CRESS) in partnership with Blue Star HR in January 2022 to help providers improve recruitment and retention processes. The programme will provide fully funded workshops covering issues such as becoming an employer of choice, job design, recruitment using social media and creating a positive workplace. One to one support will also be available.

These new initiatives alongside new digital care support and our existing portfolio of information, advice and training sessions are intended to enable local providers to cope with the current challenging environment, and enable them to continue to provide care of the highest quality over the next 12 months.

**Christian Bone – Chief Executive
Care Development East**

BOARD OF DIRECTORS



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 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.

Christine also brings experience of governance and leadership from other fields, including chairing Suffolk Police Authority, which had the responsibility of overseeing policing in the county, and as a founder and chair of Rochford Trust, a community youth project running a popular young people's drop-in and resource centre in Woodbridge.



LUCY HUMPHREY - TREASURER, DIRECTOR

Lucy has worked in adult social care through her whole career, she started as a student working within day service and has progressed through many roles mostly in the learning disability sector. Lucy has a strong ethos of supporting individuals to achieve their potential, whether this is individuals she is supporting through a caring role or colleagues she works alongside - career fulfilment is fundamental to a strong social care workforce.

Being part of Care Development East as a non-Executive Director is a great opportunity to support and shape a local business. As well as bringing her social care experience to the team, Lucy brings strategic and governance knowledge as she has been fortunate to have a variety of roles on local and national forums and boards.



JULIA STEPHENS-ROW - DIRECTOR

Julia initially lived on the Cheshire/Derbyshire border where she completed her education and trained to be a Probation Officer. She moved to Suffolk to take up her first job in Stowmarket and she has either lived in the Ipswich or Mid Suffolk area. She fulfilled many roles in the Probation Service both in Suffolk and Essex before joining Suffolk County Council as an Assistant Director. Her responsibilities included social inclusion and diversity, partnership working, community safety, drugs, and alcohol etc. Since leaving this role she has worked part time as an Independent Safeguarding Adults and Children Chair in different parts of the country. She is also an Executive Coach and Mentor.



AMANDA WESTBROOK - DIRECTOR

Amanda is the most recent member of the Board and she joined in the summer of 2021. Amanda currently manages a Care Home for older, frail people in Colchester having been Director of the same organisation, Balkerne Gardens Trust, for the 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. She was recruited to the Health Authority in 1992 until March 2000 and was responsible for the quality and strategic direction of mental health services across North Essex. Amanda is also a trustee of an Almshouse Charity in Colchester.

FINANCIAL STATEMENTS

CARE DEVELOPMENT EAST LTD

BALANCE SHEET ANALYSIS

AS AT 30 JUNE 2021

| | See Note | 30/06/21 | 30/06/20 | 30/06/19 |
|---|-------------|----------------|----------------|----------------|
| CASH AT BANK AND IN HAND: | | | | |
| Current account | | 505,104 | 437,166 | 396,333 |
| Deposit accounts | | 302,824 | 302,794 | 302,235 |
| Cash in hand | | 69 | 69 | 54 |
| | | 807,997 | 740,029 | 698,622 |
| ANALYSIS (further detail on each category is provided below): | | | | |
| CREDITORS – amounts owed by the company, payable on demand or within 1 year | 1 | 140,782 | 363,025 | 341,948 |
| LESS DEBTORS – amounts owed to the company, receivable within 1 year | 2 | (14,949) | (7,407) | (24,643) |
| SHORT TERM PAYABLES LESS RECEIVABLES | | 125,833 | 355,618 | 317,305 |
| * ESOL AND INTEGRATED WORKFORCE GRANTS REPAYABLE ON CESSATION | | - | 104,692 | 104,692 |
| LESS NET BOOK VALUE OF FIXED ASSETS | | (4,964) | (4,997) | (8,091) |
| LONG-TERM LIABILITIES LESS LONG-TERM ASSETS | | (4,964) | 99,695 | 96,601 |
| REMAINDER OF CASH – ATTRIBUTABLE TO RESERVES | | 687,128 | 284,716 | 284,716 |

NOTES

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

| | | | |
|---|---------|----------------|----------------|
| * Suffolk Country Council – unspent amounts, including accrued interest | - | 228,261 | 236,105 |
| Suffolk Care Awards deferred income | 10,000 | - | 500 |
| HSC Ambassadors Project deferred income | 120,000 | 120,000 | 73,500 |
| Deferred recruitment membership fee income | - | - | 1,651 |
| Corporation tax | 3,843 | - | - |
| Other creditors and accruals | 6,939 | 14,764 | 30,192 |
| | | 140,782 | 363,025 |
| | | | 341,948 |

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

| | | | |
|-------------------------------|--------|---------------|---------------|
| Care Careers East | | - | 8,921 |
| Other debtors and prepayments | 14,949 | 7,407 | 15,722 |
| | | 14,949 | 24,643 |

* Unspent Integrated Workforce Grants and Suffolk County Council amounts now repurposed for care support projects as agreed with funder.

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



CONTACT

Care Development East

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

Tel: 01449 720400

Email us:



Christian Bone

Chief Executive

christian@caredevelopmenteast.co.uk



Hannah McLaughlin

Next Generation Project Manager

hannah@caredevelopmenteast.co.uk



Nikki Rushbrook

Apprentice & Employment Project Officer

nicola@caredevelopmenteast.co.uk



Cass White

Finance Administrator

cass@caredevelopmenteast.co.uk



Jo Woods

Marketing & Events Administrator

jo@caredevelopmenteast.co.uk

www.caredevelopmenteast.co.uk

