



# CARE DEVELOPMENT EAST



Suffolk Care Awards 2019 line-up.

## Proud as punch! Suffolk adult social care ranked among top in country

The adult social care workforce has a lot to be proud of in Suffolk as we are among the top performing Local Authorities in the whole of the country, according to figures released by Suffolk County Council.

That's a fantastic accolade not only for our local sector as a whole, but also for the hard-working staff in our well-regarded care and support services throughout the county.

The figures show that more than 87% of the county's adult social care providers are rated good or outstanding by the Care Quality Commission (CQC), which is well above the national average of 75.5%.

In fact, Suffolk is placed 5th out of a total of 153 local authorities in the country in terms of outstanding and good CQC ratings, as the chart shows.

This only goes to confirm something we have always known which is that Suffolk is a great county to receive care and support and the reason why our Suffolk Care Awards attract such high-quality entries every year. You can read more on that initiative inside the newsletter.

Suffolk is performing really well compared to the rest of the county and that's credit and recognition of the hard-working and dedicated adult social care workforce in our county.

Rebecca Hopfensperger, Suffolk County Council's Cabinet Member for Adult Care, acknowledged that it's a fantastic achievement - especially considering that Suffolk has over a hundred more homes and care providers than any of the other local authorities in the top 10.

Well done to everyone involved in caring for people in Suffolk - we really do have such a lot to be proud of!

### Top Ten Local Authorities

Suffolk in 5<sup>th</sup> place out of 153 Local Authorities nationally

Top 10 LA	Outstanding and Good %	Total registered locations
Isles of Scilly	100.00%	1
Darlington	90.38%	52
Wokingham	89.29%	84
Cumbria	89.08%	229
<b>Suffolk</b>	<b>87.82%</b>	<b>353</b>
Windsor and Maidenhead	87.50%	56
Sefton	87.29%	181
Bristol, City of	86.90%	168
South Gloucestershire	86.61%	127
Blackpool	86.32%	95

Figures: Suffolk County Council.

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### ESF project

Suffolk and Norfolk county councils, working with local education providers, have announced the start of a new programme to provide access to free training and progression opportunities for health and social care workers across Suffolk and Norfolk. See page 11.



### Network to expand this year

The Registered Managers' Network has grown in attendance over the past few years and, thanks to funding from Skills for Care, we are expanding the network across the county with effect from January 2020. See page 10.



### Winners take centre stage

Awards recognising shining examples of care excellence in Suffolk were given to inspirational carers and outstanding providers at this year's Suffolk Care Awards 2019 held in Ipswich. See the full report and pictures starting on page 7-9.



# CARE DEVELOPMENT EAST



## Message from the Chair

**H**ere we are at the start of a new decade, and we continue to face challenges as a sector. In the spirit of ensuring that we can showcase the best that Suffolk has to offer, I am keeping this brief so you can read about the work that we have doing at Care Development East in the last decade and plans we have as we move in to a new one.

There is much change ahead of us this year. Politically, we are trying to understand what the outcome from the General Election will mean for us. Locally, we are looking at developing new relationships with health and ways of working much more collaboratively.

As ever, the desired outcomes will be a confident and competent workforce that delivers quality services to our customers. That will inevitably pose us challenges on both an organisational and personal level as we seek to deliver the best we can on an ever-diminishing financial framework.

The Suffolk Care Awards again showed that there are lots of people working hard to develop innovative solutions to the conundrums posed by delivering more, using less. It never ceases to amaze me how laterally people can think and what positive outcomes can be achieved through that process.

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Care Development East faces some of the same challenges in the coming year. We will continue to work hard to ensure that we provide a channel for the voice of the social care sector to be heard in the wider scheme of things. We will also look to ensure that we identify the gaps in training and development opportunities for staff and campaign on your behalf, alongside our colleagues in SAICP, to find ways of addressing those.

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We will also continue to provide mechanisms to ensure that managers and organisations can share good practice and work together to solve problems.

I wish you well for 2020, it will be a challenging year, but one thing I do know is that the sector in Suffolk is up for the challenge and has the capacity to ensure that services remain high quality and innovative.



Liz Taylor  
Chair  
Care Development East



# We are acting on what you tell us

By Emma White, Care Development East

In a few months' time, we'll be repeating our annual survey to find out what the Suffolk adult social care workforce wants in terms of training and continuous professional development.

We also take the opportunity - via the survey - to ask you to identify what other services you need, and what you think of what we do.

Last year we asked people to take part via an online survey and, in the past, we have also made direct contact with you by telephone.

In March, we will be repeating the exercise again by telephone and, if you are one of the providers chosen and agree to answer a few questions about us, we want to thank you in advance.

If we contact you, we hope you will be able to help us to help you by answering a few questions. It will only take 5 minutes.

The results help inform us about what you think of our services, and shape what we need to do to change things to meet your needs.

**We are always open to feedback so, in the meantime, if you'd like to pass on any comments feel free to email them to us on [info@caredevelopmenteast.co.uk](mailto:info@caredevelopmenteast.co.uk)**



# Mental health first aid training

We always try and provide training that the sector has asked for, and this month sees the start of mental health first aid training that we are running across the county.

It starts in Ipswich, with further courses being offered in Bury St Edmunds and Lowestoft in early Spring.

There will be limited places on a first come, first served basis and if you haven't managed to get on January's 2-day MHFA England course, look out for future dates on our website [www.caredevelopmenteast.co.uk](http://www.caredevelopmenteast.co.uk) or sign up for e-news bulletins to find out more.

Not signed up to e-news? Here are the details to sign up and get the most up to date information on training, funding and news.

Go to <https://tinyurl.com/rvydvjs>





## Creating the new generation of health and social care workers

**T**he Department of Health and Social Care's recruitment campaign is now in its second phase and is supported by the website [www.everydayisdifferent.com](http://www.everydayisdifferent.com)

The first phase of the campaign has already generated a 14% uplift in clicks on the apply button for care roles on the Department for Work and Pensions 'Find a Job' site, according to Skills for Care.

It has also resulted in 97% more searches for jobs containing 'care' or 'care worker'.

As an employer, you can get involved by downloading campaign materials and a toolkit including posters, leaflets and videos from the campaign website's resource centre at [www.everydayisdifferent.com/resources](http://www.everydayisdifferent.com/resources)

There are digital images for you to use on your Facebook and Twitter platforms and in your emails, as well as pre-written copy for your social media posts, press releases and newsletters.

There's also a wealth of information to help you to make the most of your own local recruitment activities.

### Find out how one Suffolk care worker's career has progressed since getting



*Matthew Tyler,  
Support Worker*

Matthew is a support worker with Leading Lives, who support people with learning disabilities, autism and complex needs both in the home

and in the community. Matthew started as an apprentice with Leading Lives in 2014 through Care Careers Suffolk.

He said: "I was at college studying IT when I started volunteering at a club for adults with learning disabilities. I really enjoyed the work and found it very rewarding. It was then that I decided this was what I wanted to do.

"I found out about Care Careers Suffolk through a careers fair at college. At the time they were running a care academy offering pre-apprenticeship training. Care Careers Suffolk arranged a work placement at Leading Lives, and I was really pleased when they went on to offer me an apprenticeship.

# Ambassadors inspire the future workforce

By Kerrey Goosetree and Hannah McLaughlin,  
Health and Social Care Ambassador Coordinators



*New Ambassador  
Dr Dan Poulter  
MP attends one  
of our events.*

information, advice and guidance in order to help inspire and support the next generation of health and social care workers.

During one of the many events we attended, we had the opportunity to speak to MP Matt Hancock, Secretary of State for Health and Social Care, about the project.

We also attended a post-16 information evening at Stoke High in Ipswich with the manager from White Gables Residential Care Home and four of her staff.

Having Ambassadors who are currently working within the sector means we are able to provide genuine and relatable advice directly to young people, and people looking for a change of career.

We also held a drop-in session at West Suffolk Hospital to give potential Ambassadors from the hospital the opportunity to find out a bit more about the project and to sign up if they wish.

From this, a further 14 new Ambassadors signed up, making a total of 39 in total now for the hospital. We are lucky to have a variety of nurses specialising in a number of areas, including rheumatology, gynaecology and trauma. In addition, we have a surgeon, a consultant, as well as a clinical education lead.

Back in September we attended a careers fair jointly organised between Ipswich High School and Holbrook Academy with Ambassadors from the CCG, where we met lots of students with their parents and discussed many of the careers available.

Following this, we were asked by the careers advisor at Holbrook Academy to speak individually and in more depth with a number of students. From these meetings we were able to look at how we could support their development and offer some guidance.

We are now in the process of arranging for one particular student with a very keen interest in becoming a surgeon to meet up, along with her parents, with one of our new Ambassadors from West Suffolk Hospital who is a surgeon. She will be able to gain an insight into the journey she may go on throughout her studies and obtain some genuine, real life advice and guidance.

If you would like any further information on the Next Generation Ambassador project, or would like to sign up as a Health and Social Care Ambassador, contact Kerrey and Hannah at [ambassadors@caredevelopmenteast.co.uk](mailto:ambassadors@caredevelopmenteast.co.uk) or telephone us on 01449 720400.

Follow us on Social media  
Twitter @NextGenAmbass  
Facebook and Instagram  
[nextgenerationambassadors](https://www.instagram.com/nextgenerationambassadors)

The Next Generation project is going from strength to strength, with over 260 Ambassadors from the health and social care sectors across Suffolk and North East Essex now signed up, with one of the new recruits being Dr Dan Poulter, MP for Central Suffolk and North Ipswich. We are regularly attending careers fairs at schools, colleges and universities with the support of Ambassadors, as well as assemblies and health and social care lessons.

We are able to have in depth discussions with those interested in entering the sector to provide

“What I like best about working in the care sector is that every day is different. Seeing new people change over time and knowing that I supported them to make that difference.

“Five years on, I am still working at Leading Lives as a full-time support worker based in the community hub and short break service. After finishing a level 2

diploma I went on to complete a level 3 diploma in adult care.

“In another five years I would like to be a team leader. I am starting career progression training, taking on additional responsibilities to help prepare me for a leadership role.”

Apprenticeships offer a great way to get your foot on the ladder in the care sector and can lead

to a rewarding career with many opportunities for progression.

For more information  
please contact the  
Apprenticeship Coordinator  
[kate@carecareerssuffolk.co.uk](mailto:kate@carecareerssuffolk.co.uk)  
or visit our website  
[www.carecareerssuffolk.co.uk](http://www.carecareerssuffolk.co.uk)

# Update on Skills for Care in the East

By James Cross, Head of Area, Eastern, Skills for Care

Firstly, I would like to say thank you to the social care providers and colleagues who attended the Care Development East event in Ipswich on 3 December - it was great to meet you all.

Here is a brief update from Skills for Care of things you may have missed:

## Digital readiness with our new online tool

We've worked in partnership with Digital Social Care to create a digital self-assessment tool for social care employers. The free online tool will help to measure:

- \* how capable staff are in harnessing the benefits of digital tools and skills
- \* whether they have the right infrastructure in place to use more digital tools.

It will also help employers to understand where they may have gaps that could be preventing them from working in a more digital way.

Once completed, an email report will be sent based on the responses and include 'top tips' and resources to help employers progress on their digital journey.

You can access the tool at [www.digitalsocialcare.co.uk/measuring-digital-readiness/](http://www.digitalsocialcare.co.uk/measuring-digital-readiness/)

## Core capabilities for supporting autistic people and people with a learning disability

Skills for Care is pleased to support these two new frameworks.

They set out the skills, knowledge and behaviours that social care and health workers need to deliver high-quality care and support for autistic people and people with a learning disability.

They'll be useful to support the development and planning of the workforce, and to inform the design and delivery of education and training programmes. Download the frameworks from the Skills for Health website at [www.skillsforhealth.org.uk/services/item/945](http://www.skillsforhealth.org.uk/services/item/945)

## New employers of lone workers

There are lots of adult social care roles where lone working might happen, for example domiciliary care workers, personal assistants, live-in carers, drivers and overnight workers.

It's important that employers establish a healthy and safe working environment for lone workers. Our new online guide provides information about what works well for employers that have staff who regularly work alone. It has top tips under key headings such as recruitment and retention, planning the workload, learning and development, health and safety and supporting mental health and wellbeing. Download the guide at

[www.skillsforcare.org.uk/Leadership-management/managing-people/Supporting-lone-workers/Supporting-lone-workers.aspx](http://www.skillsforcare.org.uk/Leadership-management/managing-people/Supporting-lone-workers/Supporting-lone-workers.aspx)

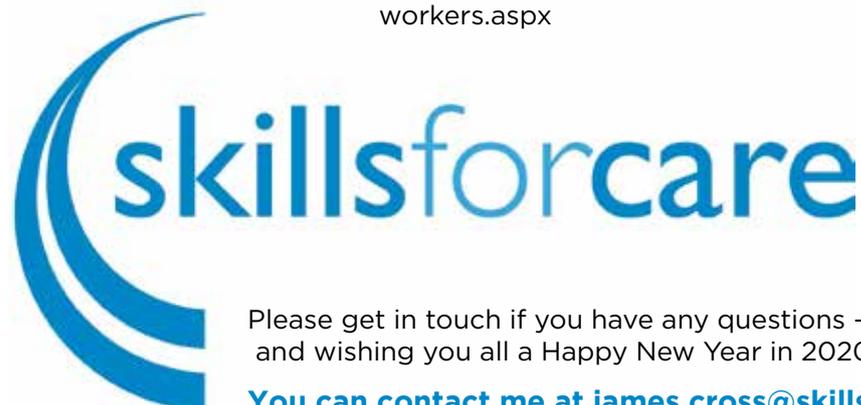
## Nursing associates in social care

The trainee nursing associate role is a relatively new role. Once a trainee nursing associate has undertaken 2 years of training, they become a nursing associate. After a further 2 years of training they can become a registered nurse.

The trainee nursing associate role is an excellent career progression opportunity as well as an excellent opportunity for social care providers (particularly nursing homes) to grow their own future nurses.

Further details are available on the Skills for Care, NMC and HEE websites.

Please do let us know if you would be interested in having nursing associates in your organisation as funding opportunities are available.



Please get in touch if you have any questions - and wishing you all a Happy New Year in 2020.

You can contact me at [james.cross@skillsforcare.org.uk](mailto:james.cross@skillsforcare.org.uk)

# Everyone's a winner at the Suffolk Care Awards



It was time to celebrate all that is good about the care sector in Suffolk in October when the 2019 Suffolk Care Awards took place at Wherstead Park in Ipswich.

The celebratory evening, hosted by ITV News Anglia reader Jonathan Wills (pictured right), was a great success with a chance for the care workforce to network and let their hair down! The evening provided many wonderful examples of inspirational care.



Now in their fourth year, the Suffolk Care Awards 2019 recognised the very best practice in Suffolk by social and health care organisations as well as individuals.

The aim is to recognise and celebrate all the hard work and dedication put into care in Suffolk.

This year we had five categories – representing awards for small and large organisations – and a Special Recognition Award for an individual and a group.

Liz Taylor, Chair of Care Development East said:

“The quality of entries was again excellent, and our judges’ job never seems to get any easier. They were amazed at the hidden talents and innovation that exists within the sector.”

**We will be sending information about future Suffolk Care Awards by e-news, on our website and also on [www.suffolkcareawards.co.uk](http://www.suffolkcareawards.co.uk). Keep an eye out for news over the next few months!**

The results were:

**Excellent Training Opportunities - sponsored by Suffolk County Council**

Winner large organisation:

Leading Lives.

Winner small organisation:

FRANTEC Ltd.

Highly-commended:

Anglia Care and Hilltop House - Sanctuary Supported Living.

**Excellent Support Services - sponsored by Suffolk County Council**

Winner:

Montague Road - Sanctuary Supported Living.

Highly commended:

Greensleeves - Thornbank.

**Excellent Person-Centred Care at End of Life - sponsored by Advantage Angels**

Winner large organisation:

Cedrus House - Care UK.

Winner small organisation:

Westerfield House Care Home.

Highly commended:

Grace and Compassion Benedictines  
Montana Care Home and  
Merryfields Care Home.

**Excellent Stimulating Environments for Service Users - sponsored by Suffolk County Council**

Winner large organisation:

Mills Meadow - Care UK.

Winner small organisation:

Seckford Care.

Highly commended:

Potsford Care Services  
and Stradbroke Court  
Residential Home.

**Excellent Service Delivery - sponsored by**

**Thomas Ridley Food Service**

Winner large organisation:

The Lodge - Leading Lives.

Winner small organisation:

Home Instead Senior Care - Ipswich, Felixstowe and Woodbridge.

Highly commended:

FRANTEC Ltd, Primary Homecare Ltd and Seckford Care Ltd.

**Special Recognition - sponsored by Suffolk County Council**

Winner, Group:

Merryfields Care Home.

Winner, Individual:

Susan Oates - Barking Hall, Healthcare Homes.

Highly commended:

Holm Court - Housing 21 and Westerfield House Care Home.



## Special Recognition for Barking Hall's Sue

Registered Manager Sue Oates won our Special Recognition Award after being nominated by her deputy because of the way she instils trust in her staff and for her understanding.

Sue, from Barking Hall, Healthcare Homes, which is near Needham Market, won the individual category award for making a significant contribution to the sector.

She told The Carer Magazine that she was surprised to be nominated - but she thought it was a fantastic honour to win the award.

She said: "I hugely enjoy working at Barking Hall. We have such a great team of people who are one hundred percent focussed on making sure that the care we provide to our residents is based wholeheartedly on their individual needs. I'm very flattered to win the award but I couldn't do what I do without the support of my fabulous team."

Sue, who has been manager of the home for two years, was praised by regional director for Healthcare Homes Katherine Foley who said: "The experience Sue brings, along with her calm and positive manner, has a great effect on the team around her."

Sue was nominated by her deputy who said:

"Susan has supported me with her enthusiasm and perspective and she thoroughly deserves this nomination because she makes people feel better for having spent time with her."





Photographs taken by Simon Lee and David Garrad.

Care Development East is extremely grateful for the support of businesses and organisations in our region providing sponsorship for the Suffolk Care Awards and, without whom, it would not be possible to run the Suffolk Care Awards.

Thanks go to Suffolk County Council, Thomas Ridley Food Service, Advantage Angels, NatWest and Stratus Consultancy.



# Managers' network to expand in 2020

The Registered Managers Network has grown in attendance over the past few years and, thanks to funding from Skills for Care, we are expanding the network across the county with effect from this month.

As a pilot, we will be offering monthly instead of bi-monthly meetings featuring different topics and speakers as requested, in Ipswich, Bury St Edmunds and Lowestoft, each chaired by a different Registered Manager.

Our first meeting will be in Ipswich on Wednesday 29th January with a new time format of 10am to 1pm and will start with coffee and pastries instead of a break for lunch.

Our first chair is Joanna McCall. Here's what Joanna has to say

about the impact of the meetings: "I have attended many of the registered manager network meetings and always feel that I come away with some new knowledge and support from fellow managers and the sharing of good practice makes it a really worthwhile meeting to attend.

"I'm really pleased to be able to give something back to the group by being the chair for the meeting this month in Ipswich. I have gained so much from attending and I recently gave a talk to the group on how we are working on our recruitment and retention strategy.

"We always receive an update on funding, training and news about the sector from Care Development East and are asked

what speakers we would like to hear from. This month we are having a talk and Q&A session from an HR expert and also Healthwatch Suffolk.

"I would say to any manager, particularly new managers, to come along and see for yourself what it's all about."

Joanna - we couldn't agree more! We look forward to welcoming existing and new managers to the network and if you would like to book a place please email us on [conferences@caredevelopmenteast.co.uk](mailto:conferences@caredevelopmenteast.co.uk) Hurry - places are filling fast.



Joanna McCall

## How about some funded training and qualifications for you and your staff?

Would you like some funding for your care service for staff training and development?

With Workforce Development Funding, you can claim money towards the cost of learning programmes such as diplomas and apprenticeships.

The capping level for each organisation is £7,500 and the allocation of funding will be on a first come, first served basis.

It can only be claimed once a candidate has completed their full qualification.

In 2019-20, Workforce Development Funding can be used to claim RQF qualifications across all levels, some QCF qualifications and other key sector priorities such as key development opportunities for managers and aspiring leaders.

If you have any questions or queries about how you can claim it, we would be happy to answer them. Just call us on 01449 720400 and ask any member of the team to help you. There's also a lot of information on the subject on our website at [www.caredevelopmenteast.co.uk](http://www.caredevelopmenteast.co.uk) under the menu tab Funding.

## We are at your service – so find out more!

Did you know that we can give your business free advice in the shape of a health check?

This support includes help prior to your CQC inspection.

Lots of providers have used our service over the years and have been positive about the feedback they have received and the real help and support it has given them.

A very experienced adult social care practitioner and manager spends time with you looking at your identified area of concern and will benchmark your service against good practice. They'll work with you to develop an action plan.

In partnership with MENTA, The Suffolk Enterprise Agency, we are also able to provide advice and support from an expert to help run your business.

This might include advice and support on areas such as finance, marketing, business planning and expansion.

If you are interested in accessing any of these free services, get in touch with us. Don't miss out.



# Developing skills in health and social care

By Edward Fraser, ESF Programme Manager

## ESF project offers free training and progression opportunities

Suffolk and Norfolk county councils, working with local education providers, are delighted to announce the start of a new programme to provide access to free training and progression opportunities for health and social care workers across Suffolk and Norfolk.

This ambitious training programme has secured £7.58 million, including £3.79 million from the European Social Fund, to fund specific education courses to more than 6,000 workers from February 2020 to January 2022.

Free courses available through this funding will include:

- A bespoke qualification which develops functional skills in the caring context
- A bespoke Level 1 qualification which embeds the Care Certificate
- A Level 1 course in strengths-based and person-centred approaches
- Four stand-alone Level 2 units in specialist areas: dementia, end of life care, mental health, learning disabilities and autism

- A bespoke Level 4 Aspiring Managers programme to enable progression into leadership roles

The programme will also fund a Career Mentoring Service to support learners to make the most of local training opportunities and dedicated Employer Engagement Leads to work directly with health and social care providers to identify their specific workforce development needs and help their involvement in the programme.

The aim is to improve access to higher

qualifications among the health and social care workforce, thereby supporting retention of staff in a vital sector of our local economy.

We hope that this programme will give the workforce the skills they need to continue providing safe, quality and person-centred care to local people and families.

We will be engaging directly with local health and social care providers once the programme is up and running in February 2020.

**For more information, please contact Edward Fraser, Programme Manager, on [edward.fraser@norfolk.gov.uk](mailto:edward.fraser@norfolk.gov.uk) or contact him on 01603 223122.**

## Reminiscence project opens up the world for care home residents

You may not have heard of the Postcards of Kindness project but, with some 32,000 members to date, it is taking the country by storm.

In 2018, Your Health Limited, a care company based in South Derbyshire with care homes around the UK launched a successful campaign called Postcards of Kindness. The campaign asked anyone heading off on a day trip or holiday to send residents at their 10 care homes a postcard.

The postcards encouraged residents to remember the holidays they had been on as children or with their own young families, while stimulating conversations and inspiring happiness. Residents felt connected to the community and the wider world.

The campaign has grown further during 2019, and we have many homes in Suffolk taking part, including Leiston Old Abbey.

Sharon Morrison, manager of Leiston Old Abbey said that the project has really opened up the world for her residents.

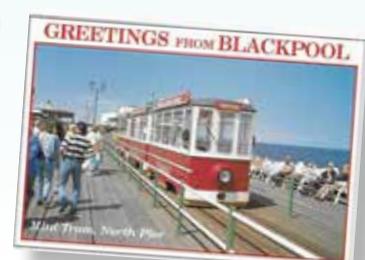
She said: "We have a number of residents who are involved in the project and they love receiving postcards from people who have been on their travels.

"It really sparks wonderful memories and conversations, and we also have some residents who have become pen pals with residents from other care homes who are involved. We didn't even know they could write but they are sending postcards back and it is so lovely to see.

"Our activities staff have created a map and we place all the postcards on there from around the world, including as far away as Australia. I would recommend that every home gets involved because it really does make a difference to those who receive them."

If you would like to get involved and register your home to receive postcards, you will need to join the Facebook Group; 'Postcards of Kindness' and simply leave your home's contact details.

The group also love to see photos on Facebook of postcards when they have arrived.





HAPPY  
NEW YEAR

# Meet the team



**Liz Taylor**

Chair of Care Development East



**Ian Turner**

Vice Chair of Care Development East



**Emma White**

Interim Workforce Development & Marketing Manager



**Kate Evans**

Apprentice and Employment Coordinator, Care Careers Suffolk



**Amanda Bilner**

Events and Communications Coordinator



**Cass White**

Finance Administrator



**Hannah McLaughlin**

Health and Social Care Ambassador Coordinator



**Kerrey Goosetree**

Health and Social Care Ambassador Coordinator

## Promoting excellence in care and health

[www.caredevelopmenteast.co.uk](http://www.caredevelopmenteast.co.uk) Tel: 01449 720400

[caredevelopmenteast](https://www.facebook.com/caredevelopmenteast) [@caredeveast](https://twitter.com/caredeveast)

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 seek and secure funding for the sector and work to raise the profile of the sector as a career of choice. We assist care providers to develop a highly skilled, person-centred workforce.

Our friendly team is very knowledgeable about the sector and can provide help and support and guidance.

