

# *Proud to Care*

CORNWALL

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# Background

- Previous Council efforts to increase recruitment and retention have had very limited success
- Employee terms and conditions are not sufficiently competitive and other issues include lone working, travel and the nature/status of care work
- Experienced care workers often recruited into NHS on better terms and conditions or leave altogether leading to continuous churn
- Reflects need for an integrated approach between social care and health – development of career pathways and investment into the whole workforce

# Previous applicant feedback

32%	Care doesn't appeal to me
19%	Salary too low
17%	Other
16%	Hours of work

48%	If job paid above minimum wage
41%	If job offered a minimum number of hours and were flexible
34%	If I could walk between calls
30%	Pre employment training course
28%	If transport was provided between calls

# Other Factors (Commissioning and Pay)

- Impact of financial challenges on NHS and Local Government budgets
- Low levels of unemployment in Cornwall make it harder to recruit to lower paying sectors
- Increased growth in competing sectors in Cornwall, such as large retail outlets and tourism (e.g. staycations on the increase)
- Negative perception of working care sector needs to be changed

# What is the campaign and what is it designed to do?

## What is Proud to care?

- Regional recruitment campaign to provide coordinated approach to recruiting in care

## What is the purpose of the Programme?

- Encourage positive thinking and reaction to care
- Improve cultural willingness to engage in caring roles and attract people with the right values
- Attract more candidates into the sector
- Devon experience resulted in increased recruitment and retention figures
- Contribute to Shaping our Futures (Cornwall's STP)

# Proud to Care Programme

- 16 Councils in South West Region signed up together with Health Education England
- Pooled resources to form Proud to Care South West
- Regional recruitment campaign, with overarching website linking to local initiatives and local job portal 'Proud to Care South West'; website live from 20 July, webpage [www.proudtocaresw.org.uk](http://www.proudtocaresw.org.uk)
- <https://www.proudtocaresw.org.uk/>
- Built around 3 case studies (including one from Cornwall)
- Regional website will direct to Cornwall Council jobs portal which links to provider information initially.
- Phased approach working with providers to develop local portal for advertising jobs in care.

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# Campaign Overview

- Campaign launch Monday 17 July with a press release supported by local activity
- Regional Media campaign; including Fish 4 Jobs, local press advertorial, SoundCloud (information sharing platform), Sky TV advertising, Google PPC (sponsored advertising) and social media – Facebook, and Twitter #Proudtocare
- Continued media campaign through to November 2017 both in Cornwall & across SW

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# What's happening locally....

- Communicating regularly with region on campaign and branding for South West campaign
- Currently revamping our own CC webpages to create landing page and links to providers – so far 100 providers have signed up for inclusion
- Next phase is to source a central jobs portal for vacancies – will work with you to develop
- Link with Skills for Care to identify potential 'Proud to Care' ambassadors (previously Icare ambassadors) and coordinate support
- Promotion within SoF and health employers

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# Measures of Success

- Analytical data (e.g. hits to webpages) will be evaluated both locally and regionally
- Formal evaluation will be commissioned as part of project
- Longer-term improvements to the National Minimum Data Set for Social Care figures on turnover and vacancy rates
- Local feedback from providers

# How can you support the programme?

- Sign up to the “thunderclap” before 20 July to support webpages [link expired]
- Promote campaign within sector
- Keep up to date with the campaign – follow Cornwall Council or Cornwall Council Jobs and Careers on Facebook and twitter. Use the #Proudtocare
- Facebook <http://www.facebook.com/ProudtoCareSW>
- Encourage care workers to describe the work they do and promote working in care sector (to include in media and website)
- Promote Proud to Care Ambassador campaign and support workers to sign up