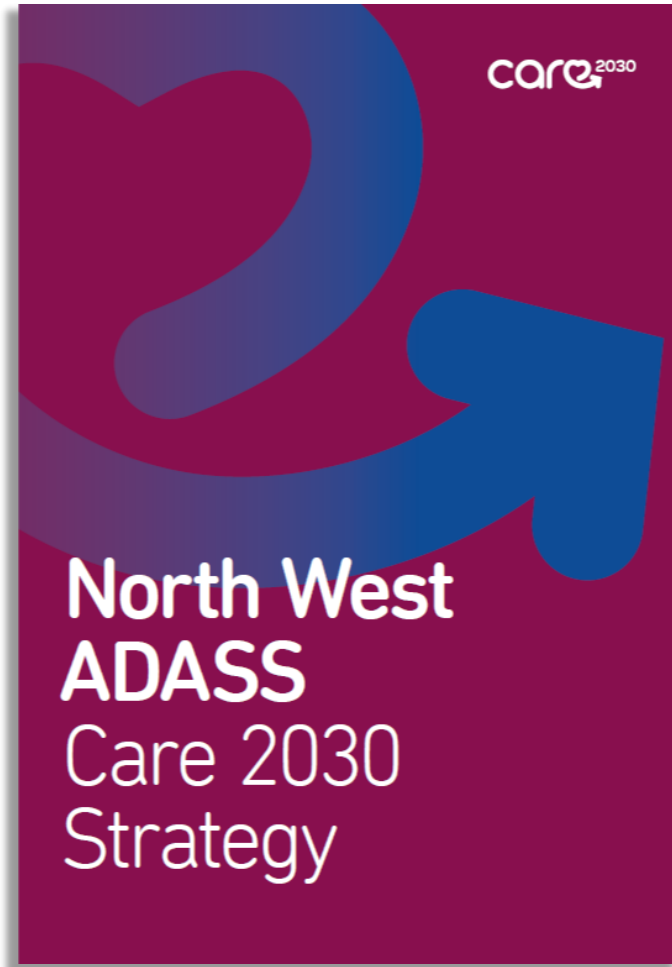




NW ADASS Future Workforce

Workforce capacity: embracing local solutions to a national challenge

Care 2030 Strategy



Our ambition is that everyone, regardless of who they are or where they live, can live every day in the best way possible

Features running through the strategy include co-production, good housing, communities holding the key, and community wealth building.

The Future Workforce Ambition

We will develop a high-quality and caring workforce so that people will be supported and cared for in the right way by brilliant and caring people

‘Future Workforce’ aims to ensure we have enough people working in care (paid and unpaid) who have the right skills, knowledge and values to provide the type of support people will need and want. Unpaid carers will be highly valued and supported and people will follow positive ‘asset’ based and personalised approaches to care and support.

By 2030 adult social care will be an exceptional career choice for people in the North West.

Our paid workforce will be valued, well trained and have clear career paths to follow regardless of the type of service or organisation they work for made possible by end-to-end academy-style approaches to recruitment, retention and development.

The idea of ‘One Workforce’ will permeate our health and care system, further blurring organisational boundaries and creating dynamic, integrated multidisciplinary and multi-organisational teams.

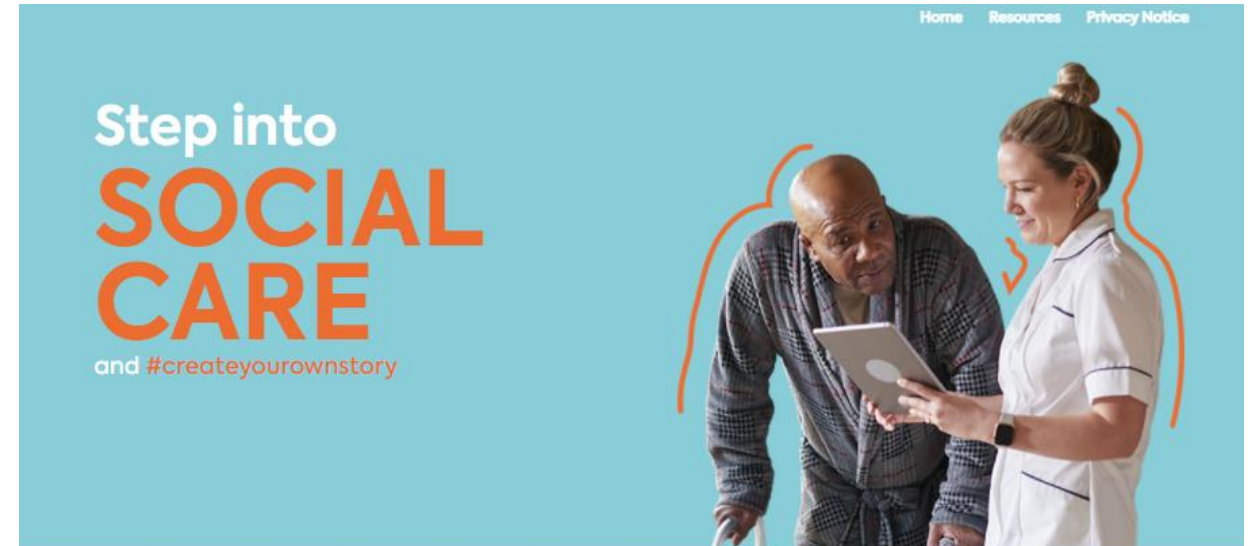
Immediate Workforce Risk Task and Finish Group

- **In response to growing workforce and market pressures in September we identified dedicated resource for a regional Task and Finish Group.**
- **Recruitment campaign** – targeted at under 35s with targeted messages to different cohorts eg. Seeking to debunk myths and testing use of tik tok, instagram and facebook with content that shows young people who work in social care.
- **Personas** – developed as early steps in thinking about a **social care brand**. Personas tell the story of different people – what matters to them, their hopes and aspirations, their fears – to inform more a more targeted approach to attract people into social care. They are helping inform the campaign and will also help to inform scope for future branding work Social care recruitment
- **Recruitment Guidance for Providers** – short, easy to read guidance for social care providers (SMEs in particular) to help them to ensure recruitment practices are young-people friendly.
- **Pre-employment support**
 - collaborative approach between NWADASS, **Princes Trust** and Cheshire West LA with **independent provider** who will provide pre-employment support and in partnership with other providers locally, filter through to interview across the network of providers
- **Mapping** – work has started to map the range of recruitment activity, programmes, support and initiatives in the region in order to promote an increased level of understanding of what is available, the extent to which it connects and joins up, what it looks like from an applicant or provider perspective.

#stepintosocialcare

<https://carejobsnw.co.uk>

- Social media and local campaigns including Social Media Toolkit
- Process for applicants to complete a simple form
- 23 x commissioners and HR leads and signed up to be automatically notified
- Local processes for quickly passing applicants onto local providers



APPLY FOR JOBS IN ADULT SOCIAL CARE

Caring for people is amazing. You'll get to work with fantastic people who will teach you amazing things and change how you think about the world. Social care is all about the relationships you build. It's like you gain an extended family. And when you've got those special relationships, supporting people with whatever they need just feels like you're giving someone in your family a bit of help.

Become a
SUPPORT
WORKER!

Become a
TEAM
LEADER /
SUPERVISOR

Become a
CARE
WORKER!

Become a
ACTIVITIES
WORKER /
CO-ORDINATOR

Become a
REHAB OR
REABLEMENT
WORKER

I'm not sure which role but I'd like to register my interest

#stepintosocialcare

<https://carejobsnw.co.uk/resources/>

You can follow us on all of the below:

- Facebook - <https://www.facebook.com/CareJobsNW>
- Twitter - <https://twitter.com/carejobsnw1>
- Insta - <https://www.instagram.com/carejobsnw/>
- Tiktok - <https://www.tiktok.com/@carejobsnw>

The image shows the Facebook profile page for Care Jobs NW. At the top, there is a blue navigation bar with the Facebook logo on the left and login fields for 'Email or phone' and 'Password' on the right, along with a 'Log In' button and a link for 'Forgotten account?'. Below the navigation bar is a large yellow banner with the text 'Step into SOCIAL CARE and #createyourownstory' and the 'adass' logo. The banner features a photograph of a female care worker in a light blue uniform serving a meal on a tray to an elderly man sitting in a chair. To the left of the banner is a circular profile picture with the text 'Create your own STORY!' and a small image of a woman and a child. Below the profile picture, the name 'Care Jobs NW' and the handle '@CareJobsNW' are displayed. At the bottom left, there are buttons for 'Home' and 'Groups'.

The image shows a pinned tweet from the account 'Care Jobs NW' (@CareJobsNW1), dated 11 Nov. The tweet text reads: 'He was a war hero. Why not be theirs? Social care is a great way to learn from other people's lives - in their own words. Help make a real difference to the region's most vulnerable. We need you! #stepintosocialcare and make a difference'. Below the text are three mentions: '@Care_Jobs_UK', '@UKCareRoles', and '@TimetoChange'. The tweet includes a circular profile picture of the account and a three-dot menu icon in the top right corner.



14 Retweets 14 Likes

The image shows the Twitter profile for 'carejobsnw' (Care Jobs North West). It features a circular profile picture with the text 'Create your own STORY!' and a 'Follow' button. The name 'carejobsnw' and the bio 'Care Jobs North West' are visible. There are three dots in the top right corner.

4 Following 12 Followers 5150 Likes

We have 100s of vital social care jobs to fill & we need people like you to help

www.carejobsnw.co.uk

The image shows a carousel of three video thumbnails. The first thumbnail shows a person walking down a hallway. The second thumbnail shows a close-up of a pink mug on a table. The third thumbnail shows a person's hands holding a yellow object. The word 'Videos' is centered above the thumbnails, and 'Liked' is on the right. Below each thumbnail is a play button icon and a duration (27, 4790, 49).

#stepintosocialcare

<https://carejobsnw.co.uk/resources/>



Assets include social media toolkit, email signature, graphics for websites, focused guides on recruitment practice, carousel images, tiktok and Instagram videos that care workers have produced, 17 campaign static images available in high resolution format.

Hello and welcome to our **#createyourownstory** and **#stepintosocialcare** campaign. This has been designed to advertise the shortage in our care workforce across the Northwest.

Our resources have been produced to support our recruitment drive to fill the vacancies. To navigate and download the resources, please use the buttons.

