



CYNGOR GOFAL CYMRU CARE COUNCIL FOR WALES

HIGH QUALITY WORKERS - THE HEART OF QUALITY SOCIAL CARE SERVICES

Campaign calls for 'Confidence in Care'

The Care Council has launched a new campaign to promote a better understanding and appreciation of the social care profession in Wales and the services they provide.

Confidence in Care is designed to raise awareness and understanding of the Code of Practice for Social Care Workers among service users, carers and the public. The Code plays a crucial role in the overall regulation of those employed by the social care sector in Wales and the campaign will help people gain a better understanding of the standards they can expect from those who deliver services.



Dr Brian Gibbons
launching *Confidence in Care*

Launching the campaign on 1 February, the Minister for Health and Social Services, Dr Brian Gibbons AM said: "The campaign is an ideal opportunity to raise the profile of social care in Wales and enhance the image of social care workers and in doing so, encourage people to recognise the job these people do. I am pleased we have the opportunity to create a wider understanding of the role of social care workers in Wales, while also promoting high standards and best practice in the workforce."

He acknowledged that getting the message across to the estimated 150,000 people across the country receiving social care services, their carers

and the public, was a challenge but he stressed, he was confident that the campaign would build public expectations. Mutale Nyoni, Chair of the Care Council also emphasised the importance of raising awareness of the Codes.

"We're confident that what we've produced will help service users and carers understand what the standards are and what they can expect from them," she added.

The campaign will see posters and flyers distributed widely throughout Wales. These materials have been developed in consultation with focus groups of service users and carers throughout Wales. A resource pack in the form of a DVD which includes interviews with a range of service users, carers and social care workers, together with other relevant information will also be released.

"It's important that service users and carers read the Codes so they know what behaviour and standards they

can expect from their social care workers.

The campaign enables us to understand the Codes and ensures service users and carers are aware that if they're not happy with the behaviour of their social care worker, there is a process in place to deal with this," said Les Clark, Care Council member representing service user interests.

Gerry Evans, Director of Standards and Regulation at the Care Council commented: "Regulation of the social care workforce is essential to enhance public protection for service users and to ultimately increase public confidence in the social care sector. Through this campaign, we aim to bring the Code of Practice to life and make it meaningful, relevant and tangible to both service users and the general public and in doing so, help illustrate the high standards to which social care professionals in Wales operate."



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Registration of Child Care Workers

New developments in residential child care across Wales means compulsory registration is extending for those working in the field.

The regulations that come into force shortly, require managers of residential services for children to register with the Care Council by 1 November 2007, while care workers will need to be registered by 1 March 2008.

In order to register, managers will need to show that they have a relevant qualification. In the case of care workers, they too must show they have the necessary qualification, or alternatively that they have completed induction. If care workers lack a qualification they will be expected to achieve it within a three-year timescale.

Gerry Evans, Director of Standards and Regulations at the Care Council said, "As part of the process we will be working with staff and employers to ensure that the

requirements for registration are easily understood and that the process moves forward smoothly. We will also work closely with other relevant organisations, particularly the Care and Social Services Inspectorate for Wales."

The new compulsory registration arrangements were agreed by the Welsh Assembly Government, after consultation with relevant bodies.

Will you be required to register?

Residential child care managers will need to send their applications to the Care Council by 1 July 2007 to allow time for their application to be processed before the deadline of 1 November 2007.

Residential child care workers appointed before 1 July 2007

should submit their applications as soon as possible, and by 1 November 2007 at the latest, to allow time for their application to be processed before the deadline of 1 March 2008.

Residential child care workers who are appointed after 1 July 2007 should submit their applications once they have completed their induction. They should submit their application within six months of starting employment in child care.

Further information will be sent directly to organisations providing residential care for children and will be available on the Care Council website.



Gerry Evans, Director of Standards and Regulation

New Children and Young People's Network for Wales

The Care Council is embarking on an exciting new initiative to develop the Children and Young People's workforce in Wales.

The Care Council has been asked by the Welsh Assembly Government to establish a Children and Young People's Workforce Development Network to co-ordinate, drive and support the development of a skilled and effective workforce to work with children and young people in Wales. The aim is to make sure that all services for children across all sectors are delivered by high quality workers who are able to work together effectively across traditional professional boundaries.

The network will be made up of key organisations responsible for workforce strategies for their sector. It will work as a partnership and is, the Assembly believes, the ideal body to formulate a Children and Young People's Workforce Development Strategy.

Rhian Huws Williams the Care Council's Chief Executive said, "We must have in place a workforce development strategy which will ensure that children's services in Wales are able to deliver the themes set out in the Assembly's document, *Children and Young People: Rights to*

Action, by improving outcomes for all children and young people in Wales. This requires us to know what already exists in each sector, what are the gaps and what new opportunities might there be for working together to achieve the step change required."

There will need to be in place a framework of qualifications for people working with children and young people and also a career pathway to allow movement across the whole range of roles with children and young people in all sectors. The intention is for this to help further cross sector service planning and delivery and provide career opportunities which enable staff to develop professionally.

The Assembly also wishes the Network to steer the development of a common core of knowledge and skills for everyone working with children.

The first meeting of the Network took place in December last year and work groups consisting of key partner organisations met in February to take this work forward.

There are key milestones agreed and we will need to work smartly to make sure that the partnership is focused and delivers to the deadlines.

For further information on this project contact Sioned Williams on sioned.williams@ccwales.org.uk or by telephone on 01745 586859.

Workforce Information - New report published

Accurate information and intelligence about the workforce is crucial to effective planning. The Care Council has brought together the most recent and relevant information and has drawn out the key themes and trends.

The report *The Social Care Workforce in Wales - Themes and Trends* was published in March, and the document examines key factors such as demographic changes and how they will impact on social care. Linked to the changes in the profile of Wales' population, the report highlights issues such as difficulties surrounding recruitment and retention. Employers across Wales are finding that both attracting staff to work in the sector and retaining those workers in the long term, is challenging. While the demand for social care services is growing rapidly, high staff turnover leads to difficulties with both planning and delivery of services.

This report examines these issues as well as the increasing need to supply staff who can speak Welsh. It looks too at the challenges of a mixed economy with more service provision coming from the private and voluntary sectors. *Themes and Trends* will be an invaluable resource to anyone involved in workforce planning in the social care sector and will be distributed to social care employers and partnerships in Wales.

You can obtain copies of the report from daniel.davies@ccwales.org.uk.



Participation Strategy launched

Ensuring that the views of people who use social care, and those who care for them are at the heart of policy, is central to delivering high quality services. And to help meet that aim, the Care Council has put together its own service user and carer participation strategy.

The strategy provides a structured framework, and clear objectives to ensure that people coming into contact with a range of services across Wales, are consulted and involved. As a

result their views will influence all areas of Care Council work.

The strategy was launched at the Sharing Good Practice workshop held in February, and the event was also an opportunity to review the progress of the involvement of service users and carers in social work degree programmes.

Rhian Huws Williams, the Care Council's Chief Executive, chaired the workshop and said, "With the first year of service user and carer involvement completed, the time was right to review progress and to share practice and experience. This workshop has given service users, carers, programme co-ordinators, and lecturers the opportunity to come together to talk about the work we've achieved over the past year. As well as discussing the positive aspects of the first year, we've been able to explore the challenges we face."

Also supporting the workshop was Nasa Begum and Vicky Allen, from the Social Care Institute for Excellence who gave a presentation on the background to service user and



carer participation within the Welsh context.

Commenting on the seminar, Jeff Morgan, a service user and member of People First said, "It was helpful to share experiences of being on an interview panel," while Barry Jones, a carer said, "There was lots of interaction in the seminar - sharing information and learning from each other. I found it useful to pass on my personal experience as a carer."

Afternoon workshops were run on various topics including the complexities surrounding the payment of service users and carers. The Care Council's participation strategy is available to download from the website. It is also available in easy read and audio formats. A full workshop report will be available shortly on the Care Council's website.

New strategy sets challenges for the sector

Delivering the Assembly's recently launched 10-year strategy for social services - *Fulfilled Lives Supportive Communities* - will need an increased investment in the development of the social care workforce, says Rhian Huws Williams, Chief Executive of the Care Council.

It is a truly great opportunity to give a new focus to the workforce agenda by building on what's in place and learning from what has been achieved to date in social care in Wales.

The focus is going to be on ensuring responsive and accessible modern services with sufficient skilled workers, developed and supported to become confident, competent and valued practitioners.

We are moving forward from a good place. The principle of seeing the social care workforce as one workforce - wherever they work - is now well and truly accepted; and the whole sector is aware it needs to be working to the common standards set out in the Codes of Practice. We also have a well established framework of practice standards and qualifications for most of the current job roles across the whole of the sector which are reflected in the National Minimum Standards.

The commitment to collaboration rather than competition has served the sector well. The cross sector partnerships at local, regional and national level are a testimony to this. We have evidence of

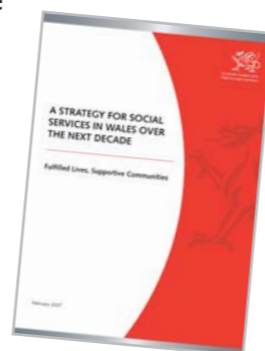
these partnerships being innovative and of improvement in workforce planning, development and qualifications attainment.

There is however no room for complacency. We must continue to aim high. Future demands will require more people to deliver a range of different services, and the skills and qualifications requirements will continue to be challenging to secure the quality we strive for. Future planning of services will therefore require us to keep the workforce agenda at the centre to ensure better outcomes for people who use services.

We will need to improve workforce planning and have better information at a national level. We will need to establish career pathways to help with recruitment and retention.

We need learning pathways to improve access to the sector and continued professional development for all practitioners. And we will need to continue to work closely with other professions on specific pieces of work.

The workforce action plan will need to be ambitious and realistic and properly resourced. This will be central to the Care Council's work for the next year and we know that it can only be achieved by working closely with the sector and with other key stakeholders a tried and tested model which we know works well.



Publication of Navigator/Chwiliwr

A new interactive CD-Rom, Navigator/Chwiliwr is being launched to make choosing appropriate standards in NVQ qualifications easier.

In the past workers have found the daunting array of standards confusing and have had difficulty in making the best selection for their job. This new tool aims to simplify and streamline those decisions by providing 'skill sets' specially designed for a variety of service user and carer groupings, or for job roles and functions.

The credit card sized CD-Rom will also be an invaluable tool

for employers to embed National Occupational Standards (NOS) into their organisations by providing information about the strategic importance of NOS for business planning and development; for job specification and advertising; commissioning services and training courses, supervision and appraisal. This section will be useful for supervisors, and other managers.

Navigator will also provide support for assessors, verifiers and assessment centres and learning providers.

The CD-Rom will be available from April 2007, and can be obtained from the Workforce Development Team on 01745 586850 or via e-mail on sandie.grieve@ccwales.org.uk or 029 2078 0671 or via e-mail on daniel.davies@ccwales.org.uk

Conduct hearings held

During autumn 2006 two conduct hearings were held to consider the alleged misconduct of individuals on the Register of Social Care Workers.

In the first hearing, misconduct was proved, and the registrant, a social worker was given an admonishment. This means that while the registrant can carry on practising, any prospective employers or other interested parties who contact the Care Council will be told of the action, which is active for the next three years.

In the second case where misconduct was also found, the committee imposed a Suspension Order for 12 months. As a result of this, the registrant's name was removed from the Register for 12 months. The registrant will not be able to work or call himself a registered social worker whilst the suspension is active.

Details about forthcoming hearings are available on the Care Council's website.

Mid Wales Social Care Partnership sets out its achievements

Bringing together representatives from across social care is central to the work of the Mid Wales Social Care Partnership, and in November the partnership met at the Care Council's annual dinner to discuss its achievements and the ways in which it has tackled some key challenges.

At the meeting in Llandrindod Wells, Jane Guest, the partnership's project co-ordinator gave a presentation setting out achievements from the past year and described the way in which problem areas have been addressed.

Some of the key strategic areas that she highlighted included, raising the profile of the sector, recruitment and retention, education and training, information and practice sharing and resources.

Jane said, "Over the past year, the partnership has worked hard to attract young people into social care through involvement with Careers Wales and local schools. One of the initiatives we are developing are care 'master classes' where an opportunity has been provided to discuss different roles and work experience opportunities.

Also, an Allied Health/Care Professional Symposium has been held in Ceredigion, where practitioners from occupational and speech therapy, physiotherapy, social work and psychological and behavioural practitioners were on hand to talk to young people about their work and the impact it has on social care."

Explaining the Partnership's activities in relation to recruitment, Jane Guest informed the audience of the

current project which targets those living in rural and farming communities. Previous recruitment projects have targeted the unemployed and a significant amount of work was carried out in partnership with Jobcentre Plus to raise awareness of opportunities in social care. Work will be undertaken to identify the barriers experienced by older people who wish to enter or return to the care sector after a career break.

Another key issue to be tackled in the region is improving staff retention, and the need to find out why people leave the sector. This is key to understanding

how better to retain staff. One way this has been tackled is through the use of exit interviews and questionnaires which lead to better information about why staff leave their employment.

Jane informed guests of proposals for 2007/8 which include providing support for Care Council initiatives and developing a good practice model for rural care delivery in Mid Wales, which has been funded through the Making the Connections improvement fund.

While members recognise the particular challenges facing a partnership representing such a sparsely populated, wide geographical area, the strong membership of 460 representatives demonstrates the commitment to improving services in the area. This is further underlined in the way the partnership maintains effective communication and shares good practice to ensure everyone can learn from its achievements.



Jane Guest - Partnership Co-ordinator



**Mutale Nyoni,
Chair, Care Council
for Wales**

Mutale Nyoni wins Val Feld Award

Many congratulations to Mutale Nyoni, the Care Council's Chair, who won the Val Feld Award at the 2006 Western Mail Welsh Woman of the Year Awards.

Mutale received her award at the ceremony on Friday, 24 November 2006 for promoting the role of

women in Welsh life. Mutale founded Black and Asian Women Step Out, a charity which crosses racial and religious lines to address domestic abuse.

The Val Feld Award is in recognition of the outstanding contribution Val Feld made to equal opportunities.

Recruitment of new committee members

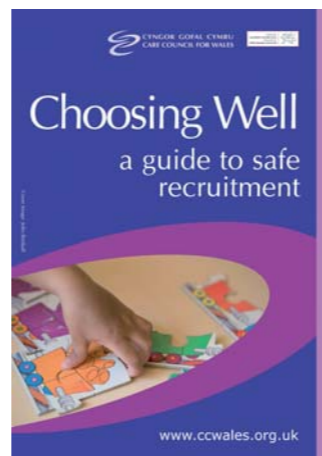
The Care Council is looking to recruit more lay members for its conduct and registration committees. At present there are 13 lay panel members and a recruitment drive will be held during the spring to bring more members of the public on board.

For further information about the functions of these committees and details of how to apply, visit the Care Council's website or contact Elin Evans on 029 2078 0643.

Working towards safe recruitment

A new guide to safe recruitment for employers in the early years and child care sector has been developed to make employing suitable people to work with children simpler and more effective. The aim behind the bilingual guide is to provide a user-friendly product that will help employers to provide a well-planned recruitment and selection processes.

The booklet offers a step-by-step approach that guides employers through the process from the point of identifying a vacancy to appointment. It looks at issues like candidate suitability and employability and provides the basis for a robust recruitment and selection process. As well as the booklet the guide is available to download from the Care Council for Wales website.



Faces of Care 2007

The Faces of Care website provides a range of materials that helps individuals seeking information on a career in social care find out about the job roles and personal attributes required to work in this sector. The website has been updated as Faces of Care 2007.

To complement this, a new range of careers information literature is also being developed. As well as being a source of information for entrants it will also provide useful information for those already working in the sector who are considering career progression and for those who offer careers and job seeking advice.

For further information please contact Daniel Davies - e-mail: daniel.davies@ccwales.org.uk tel: 029 2078 0671.

Help and support to grow and develop your business

A new information pack for employers has been produced aimed at supporting them in the effective running of their organisations. The pack highlights key areas such as skills development, effective recruitment and good business practice and is a valuable resource to help with day-to-day matters and to provide support for growth.

Developed following a series of regional employer events and with input from business support groups across Wales, the pack is targeted at employers across social care and the children's workforce in private, independent and voluntary settings.

To obtain a copy please contact Gethin White - e-mail: gethin.white@ccwales.org.uk, tel: 029 2078 0685.



Social Care Accolades 2007



The closing date for the Social Care Accolades has now passed, and the response for the 2007 awards has been excellent.

The judging process for the Accolades is now underway, and the finalists for the eight categories will be announced at the end of May. The Accolades gala award ceremony will be held on 21 June 2007 at Cardiff City Hall and will be hosted by Roy Noble.

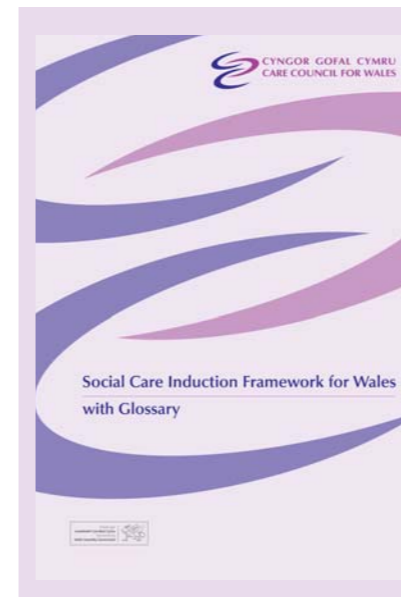
Good luck to all of you who have submitted an entry!

New Workforce Development Adviser

Ms Toni Leggett has been appointed as Workforce Development Adviser. She joined the Care Council on 19 February, 2007. She has worked as Inspector with the Care Standards Inspectorate in West Wales for the past five years. She has extensive experience as a local authority training and staff development officer and as a lecturer in Hampshire. Toni will be taking lead responsibility for the development of standards and qualifications in social care.



**Toni Leggett,
Workforce
Development
Adviser**



Social Care Induction Framework (2nd edition)

The Social Care Induction Framework has been reviewed over the past 12 months following the evaluation completed in 2005. The new framework provides a structure that staff, staff changing roles or jobs, and employers will find useful. It sets out a series of clearly laid out steps that chart the progress of new workers as they enter the sector. It retains the flexibility and usability of the old system while introducing a number of new features that respond to new expectations in practice or regulation.

Printed copies and a CD-Rom will be available from the Care Council from April 2007. For further information please contact Sandie Grieve tel: 01745 586 850, e-mail: sandie.grieve@ccwales.gov.uk or Dan Davies on tel: 029 2078 0671, email: daniel.davies@ccwales.org.uk

Registration team

Over the past 18 months, members of the Care Council's Registration team have been working closely with teams in our sister social care Council's on the development of a new IT system for the regulation of the social care workforce.

This will replace the system put in place in 2002 at the start of the registration process for social care workers. The development work on the new system has involved the four UK countries

working closely together and with the supplier of the system LogicaCMG. The Care Council was the first to introduce the core of the new system in February. Over the coming months additional parts of the system will be introduced.

Gerry Evans, Director of Standards and Registration at the Care Council said, "When the full system is introduced it is hoped it will enable much better communication between the registration team



**Members of the
Registration team**

and registrants as well as employers and others. The development of the system has involved a significant amount of work and is an example of devolution in action."

New NOS in development

The Care Council, along with its sister organisations across the UK, is undertaking a range of work on National Occupational Standards (NOS) at present. We are developing new NOS for workers supporting individuals with sensory impairment and workers who commission and contract social care work. We are reviewing the Registered Managers (Adults) and Managers in Residential Child Care NOS.

The new standards seek to provide NOS for groups of workers not previously covered by standards and to use them to support the development and improvement agenda for social care service users. The standards being reviewed are now five years old and need to be updated in the light of recent policy consultation documents from the Welsh Assembly Government - *Fulfilled Lives, Supportive Communities and Stable Lives Brighter Futures*.

Steering and technical groups have been formed by nominations from key stakeholders to oversee the direction of this work. There will be wide ranging consultation events during the period March - September 2007. The revision of the Registered Managers (Adults) and Managers in Residential Child Care NOS will be brought together into one suite of standards to allow people to move simply between awards and to extend and develop

their knowledge and skills easily. This new suite of standards will also include standards designed for Domiciliary Care managers and standards around leadership to enable greater access and progression for developing and existing managers and will be called Management and Leadership in social care services.

The Contracting and Commissioning and the Sensory Impairment standards will provide a framework for the first time to support business development, recruitment and retention, qualifications and CPD for these groups of workers.

To keep up to date or get involved please visit our website for regular updated information and consultation events.

New Council members

Four new Council members have been appointed to the Care Council by the National Assembly for Wales.

Stephen Elliott is a member of the Social Care Association and is on the UK Register of Expert Witnesses, and joins the Council to represent the views of professional organisations. He is Co-Director of Prospects for Young People which he co-founded in 1994 and has considerable experience in both field and residential social work settings at practitioner and senior management level. He was a Children's Guardian for over 15 years involved in both public and private law proceedings. Stephen is a member of the Investors in People North East Wales Recognition Panel and Chair of the Barnardos Adoption and Fostering Panels.

Kate Hawkins brings the perspective of vocational education and training to the Council and is a Social Care Lecturer based in Pembrokeshire. She has developed specialist courses for staff, volunteers and unpaid carers who are part of the social care workforce in West Wales in order to promote high local

standards of care and a common value base. She has been involved in the pilot delivery of the City and Guilds level 2 online certificate in personal development and learning for unpaid carers - a project which won a Social Care Accolade in 2005.

Amelia Lyons brings the perspective of higher education and training (Social Work) in Wales to the Council. Amelia has worked at the University of Wales, Newport since 1990, and in 1997 she became Head of Department of Health and Social Care and subsequently became Dean of the School in 2003. She is a member of the HEFCW Learning and Teaching committee. She also became Dean of the new and larger School of Health and Social Sciences following a University restructure in July 2005.

Jerry Shelton joins the Council to represent voluntary sector employers. Jerry is Corporate Director of Reach (Supported Living) Ltd, a member of the Seren Group and a charitable organisation with 400 staff supporting people who have difficulty living on their own without help. He works with key interest groups such as Learning Disability Wales and Community Housing Cymru, and has been an Employer Member of All-Wales Investors in People Recognition Panels since 1996.