



CYNGOR GOFAL CYMRU CARE COUNCIL FOR WALES

HIGH QUALITY WORKERS - THE HEART OF QUALITY SOCIAL CARE SERVICES

Facing a New Era and Challenges in a Citizen Centered Sector

Thinking about my contribution to this newsletter I was struck by three things. Firstly, we are at the beginning of a new era in social care. We have the opportunity to plan together services for the future and a workforce which is needed to meet that challenge. Secondly, that all of us delivering public services need to make sure we are truly citizen centred. We must remember that the services must be a responded to the needs of our citizens not force people to fit into our service provision. Thirdly, that in embracing these challenges the sector needs to acknowledge to itself and to others what is in place, what has been achieved, as well as face the future challenges openly.



Mutale Nyoni

We know good social care can really transform people's lives. We also know that we cannot expect to deliver quality care services without quality staff. Good quality social care is a partnership between social care practitioners and the people they are working with - be they older people, people with disabilities, people with learning disabilities or children, young people and families. This means people who use services having a greater say over what they need and how it is provided.

This year we have taken important steps to make this a reality in the areas of work for which we in the Care Council are responsible.

Our own Participation Strategy is about ensuring that those who use

social care services influence all areas of our work including how we regulate social care workers and the development of standards for practice and training. The Confidence in Care campaign developed with service users and carers is about raising awareness of the Code of Practice for Social Care Workers to the general public, service users and carers. Degree courses will now have a formal plan for directly involving service users and carers in the recruitment, delivery and assessment of social work training.

We saw, through the Accolade submissions this year, evidence of investment in learning and development to improve practice and strengthen services to ensure better outcomes for people within the community. We saw good practice across local authorities, private care companies, voluntary organisations and colleges. It is clear that social care is reaching out and working in partnership with communities locally. It is also evident that the value of learning together - staff, people using services and the wider community - is leading to a better understanding of what can be done so that people are integrated into the community and arrangements made to support independence and reduce dependency.

Finally, we are in a different place as a sector. The safeguarding role of the Care Council and its duty to uphold standards has been in sharp focus during the year as we hold our first full conduct hearings. These have resulted in a registrant being admonished for three years, one being suspended for 12 months and one being removed from the Register. We can begin to see that the registration process has introduced a new and different focus on professional standards and on professional accountability. Information from regulation will inform us about trends and inform where agenda guidance or development are required. Regulation of the workforce is not just about disciplinary matters. It encapsulates all elements to assure the competence of the professional: education, registration, training, continued professional development and revalidation as well as disciplinary matters.

I hope very much that we use the focus on the 10 year strategy, we recognise what is in place and build on that as we plan for the future.

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Next to register....

In February, the Welsh Assembly Government announced that compulsory registration would be introduced for residential child care managers and workers.

This will come into force on 1 November 2007 for managers and 1 March 2008 for workers.

During April, workshops were offered across Wales to explain the registration process and to answer questions. There was lively discussion about the need for all managers to have completed the required qualifications in order for them to be registered by 1 November. The Care Council Registration Team has also been busy sending out application packs and information leaflets on request.

If you are working in residential child care, the Registration Team will be glad to answer your queries and you should send in your application as soon as possible.

For further information please contact Registration Team on: 084 5070 0399 or registration_c@ccwales.org.uk



Having Confidence in our Care Workers - Priceless

The Confidence in Care Campaign was launched in February with a wave of posters and advertising initiatives distributed widely throughout Wales to increase public awareness of the Codes of Practice of Social Care Workers.

The second stage of the campaign will take place this summer with specific posters for young

people along with a resource pack inclusive of a DVD where interviews with social workers, service users and carers can be seen.

The Care Council for Wales aims to bring the people of Wales, be they social care services users, carers or the general public, up-to-date with the service they should expect from their social care worker.

In order to enhance public protection for service users and to increase public confidence in the social care sector it is essential to regulate the social care workforce. Anyone who is registered with the Care Council for Wales must abide by the set standards set out in the Codes of

Practice. It is a necessity that social care workers are familiar with these codes, however, it is also vital that those receiving social care service are familiar with their content in order for them to know that, if they're not happy with the behaviour of their social care worker, there is a process in place to deal with this.

There are more than 5,000 social care workers on the Register of social care workers in Wales. The Register is a public record which can be accessed via the Care Council's website on www.ccwales.org.uk

For further information please contact Heledd Gwyndaf on 029 20780 695 or heledd.gwyndaf@ccwales.org.uk

International Recruitment in Social Care in Wales

Dr Sherrill Evans

The Care Council for Wales has commissioned researchers at the new Centre for Social Carework Research at Swansea University to undertake a study of the number and characteristics of international recruits working in social care in Wales.



The research aims to inform workforce planning and development at local, regional and national levels in Wales and is being conducted in multiple phases. Phase one involved a review of existing literature and resources; Phase two, a survey of commissioned provider organisations, (is currently ongoing) and is running concurrently with a telephone survey of training providers and organisations. Phase one results suggest that nine local authorities (41%) have recruited from overseas, mainly from Romania, Canada and

Germany, with five of these authorities using an agency to assist with the recruitment process. All authorities employed recruits as social workers working in children's services (although recruits did not work in adoption teams in two authorities), and some also employed overseas staff as social workers in adult community teams or older people's teams. The reported benefits of international recruitment included having a highly motivated staff, a greater ability to fill hard-to-fill posts and having a diverse workforce to work with

people from increasingly diverse cultures. Some felt that recruiting permanent overseas staff is more cost effective than employing temporary agency staff and it facilitates better continuity of care.

International recruitment does pose some challenges. The main issues for local authorities were the need for training in relation to legislative requirements policies, and orientation to local circumstances, while language issues and different cultural expectations were also reported.

The complete results of the study, which is now available and will provide the most comprehensive information about international recruitment in social care in the UK.



If you would like further information about this project, please contact Dr Sherrill Evans at S.Evans@swansea.ac.uk

News Roundup

The Urdd Eisteddfod

The Care Council for Wales attended this years Urdd Eisteddfod in Carmarthenshire. The Care Council stand was visited by carers, care workers, service users as well as many enthusiastic young people. Congratulations to the winners of our daily competition.



Care Council at Urdd Eisteddfod

National Eisteddfod

As part of the summer festivities of the Eisteddfod, the Care Council are pleased to attend the event in Fflintshire.

This years event will see the Care council ascertain the views of the public about the social care sector and the desirability of a career in the sector.

Mutale Nyoni Takes over as Skills for Care Chair

As of 2007 Mutale Nyoni will replace Donald Hoodless as Chair of the UKA Alliance Board.

Chairing Skills for Care and Development (SfC&D) rotates on a biannual basis to a Chair of one of the five UK alliance partner organisations that make up Skills for Care and Development.

Mutale hopes to continue the good work done by the previous Chair, Donald Hoodless from the Scottish Social Services Council and to build on existing relationships with the Sector Skills Development Agency, Skills for Business Network and other Sector Skills Councils.



110 degrees and counting...

This summer sees the first ever Welsh graduates of the social work degree course.

The new qualification was introduced by the Care Council in 2004 as the central plank in the reform of social work training. We are expecting approximately 110 students to gain the social work degree this July. These students have been studying on the three year South Wales BA (hons) degree programme based at UWIC and Bridgend and the two year Cardiff University MA in Social Work.

Mutale Nyoni, the Care Council's Chair, offered congratulations to the successful students and says that their graduation was a major landmark in the modernisation of social work training. "On behalf of the Care Council, I'd like to wish all the graduating students a long and rewarding career in social work in Wales. This achievement was the culmination of a huge amount of work by the students, as well as by those involved in the programme partnerships-service users and carers, university staff and employers"



A Day in the life of a...



First year Social Work Student

It was always something she knew deep down that she wanted to do. She didn't get quite enough GCSEs to lead her on to University, she then gave birth to a set of twins and has been working to support them. She worked herself up to become Manager at the Meithrinfa in Parc Menai, Bangor. However, it was still a career in social work that Rachel Johnson from Caernarfon dreamed of. Having had a mother who fostered children, social care is a world Rachel is familiar with and she is keen to follow in her mother's footsteps of working with service users and become a social worker. Finding herself in a situation where her own children were older, now nine years old, she started thinking of returning to education. Rachel wanted to contribute to the social care sector, knowing that there is a continuous increase in the need for social workers, especially Welsh speaking ones. With the experience she has Rachel was accepted

to study a degree in social work at the University of Wales Bangor where she is finishing her first year. At the moment she aspires to work with young offenders but with the social work degree course offering experiences of working in all fields, from working with the homeless to working with the elderly, Rachel is keeping an open mind. Speaking with excitement and enthusiasm about the course, she particularly enjoys the hands-on part, where she has a chance to get out and meet people.

Rachel spoke with conviction about the importance of being able to speak Welsh as a social worker. To her speaking with Welsh people in their mother tongue is a crucial part of effective communication. Many service users ask for service in Welsh, other Welsh speakers for different reasons don't ask for this right, but it is as important to identify their language of choice.

Rachel is at the beginning of what she sees a fulfilling career path that offers plenty of opportunities for development.

Social Work Graduate



Appreciation and improved public perception are just two of the things that Lavern Bailey is hoping to achieve with her new practical and theoretical skills in Social Work. Lavern is one of the first students in Wales to complete the social work degree which ran for the first time between 2004 and 2007. Her enthusiasm is clear to see when describing how she made the journey from swimming teacher to undergraduate student at UWIC. "I did a sports degree and enjoyed coaching activities with young people. After I finished college I saw a job in America to work with young people with difficult behaviour, it was then I knew that when I returned home I needed to do more". "When I came back to the UK, I got a job with a youth offending team, which gave me a real insight into possible paths I could follow to help young people." Deciding on a career was just the beginning of the hard work of her course, despite having some practical experience from

her past placements. "I expected the course to be hard because I've done a degree course before but there were so many aspects of social work I had no knowledge of. The theory, research and different legislation that are involved with Social Work, it was all new to me".

"When I worked with the youth offending team I found that the reason for young people offending was due to social factors, and these were not issues that I was able to tackle in this role. Because of the overwhelming influence of social factors on ones lifestyle I wanted to be able to work at the heart of the problem and help reduce the later effects."

The social work programme comprises of 100 days of university based teaching and 100 days of practical teaching. Being able to demonstrate your experience of social care plays an important part of the application process.

"The experience I had from the community work was a big help, and I would definitely recommend any voluntary work, mentoring or anything that will give prospective

students experience of working with a variety of different people" she recalls.

It's clear that Lavern is going places but how will her career aspirations be fulfilled in her future role? "I'm looking forward to using the skills and experience I have learnt over the last three years to make a difference to the people I work with. I want to promote people's choices and support them to have the quality of life they want /or choose."

Looking to the ever increasing need for Social workers from Black minority ethnic (BME) communities that reflect the diversity of Wales, what final advice would she give to somebody else considering a career in social work? "It's important that the people we work with see that the diversity in Cardiff is reflected in the people who work in social services.

"I hope that anyone from a BME background will look at social work and get involved. I think we can only help our own community if BME are seen in Social work positions".

News Roundup



Bursaries

The Care Council for Wales can provide a non means tested bursary of up to £2,500 as an incentive to train in

the social work field.

The Care Council also pays £1,225 towards tuition fees if you are studying on undergraduate course and £3,240 towards your fees if you are studying on a masters degree course.

The Care Council will also give you a Practice Learning opportunity allowance of £500 towards your placement travel costs.

Support may be provided if you are:

- Resident in Wales
- Studying on an approved degree or masters degree in social work.
- On a full time or part time course

The Care council also has further allowances available to students studying for the Masters Degree in Social Work.

You can contact the Student Funding Team for further details of the Social Work Bursary Scheme on:

0845 070 0249

or get in touch by email:

studentfunding@ccwales.org.uk

Council Dates

Friday 13 July

1pm-4.30

Holiday inn

Friday 12th October

Time to be confirmed

Park Inn Cardiff City Centre

Meetings are open to the public. If you wish to attend or want more information please contact the Care Council on:

029 2022 6257

Social Care Week

June 2007 saw the first ever Social care week launched by the new Minister and Deputy Minister for Health and Social Services, and the highlight of the celebrations, the Social Care Accolades.

The week celebrates the work done by you, the 70,000 social care practitioners in Wales and acknowledges the important role you play in the lives of individuals and your priceless contribution to communities across the country.

There is work to be done to continually increase the profile of the social care sector and publicly acknowledging the work done by this sector is of paramount importance in doing that.

All around us, in all of our communities there are



individuals and families who need and rely on support in order to maintain their independence and remain safe. All families at some time or other uses the social care service, which makes it one of the key public service in Wales, but in spite of this there is still need to improve the profile of the sector and Social Care Week is a fantastic opportunity to ensure that the sector enjoys the public acknowledgement it deserves.

The Development of Sensory Impairment National Occupational Standards (NOS)

The Care Council is leading on the development of National Occupational Standards (NOS) for workers who support people with Sensory Impairment, on behalf of Skills for Care and Development. NOS outline the knowledge, skills and values required by those working with adults, children and young people with sensory impairments. These standards will form the basis for Vocationally Related Qualifications, National Vocational Qualifications (NVQs) and the basis for higher education including degree and post qualifying levels.

This work will also develop a qualification structure which will identify the level of training required for specific roles or jobs, to ensure adequate skills and competence to provide quality services.

How can you help?

A Steering Group and Technical Reference Group have been established to support the development of this work. We are eager to hear your views and want to ensure everyone who

wishes to contribute has an opportunity to participate in the consultation process.

The consultation will focus more generally about language and terminology, definitions, and to capture the activities undertaken by those providing sensory impairment services

It is important that service users, carers, and those providing services including workers, managers and employers contribute and influence the development of these standards to ensure they are fit for purpose. Consultation opportunities will be provided via the Care Council's website www.ccwales.org.uk, disseminated through our networks as well as the opportunity for discussion at consultation events. These started in May and will continue until October 2007. Further details are available on the website.

For further information please contact Toni Leggett on 029 2078 0653 or toni.leggett@ccwales.org.uk

Rhian Huws Williams looks to the future of the social care sector and the part the Social Care Workforce Action Plan has to play in it.

We all know that one of the key priorities for all of us delivering public services in Wales now is to secure services which are responsive, citizen centred equitable services. One of our contributions to that work will be the development of a Workforce Action Plan for the Social Care Sector to support the implementation of the ten year strategy for social services - Fullfilled Lives, Supportive Communities.

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

We are moving forward from a good place. The principle of seeing the Social Care workforce as one is now well and truly accepted with all the sector aware that they need to be working to common standards set out in the Codes of Practice for Practitioners and Employers. We have established a framework of practice standards and qualifications for most of the current job roles across the whole of the sector, these are reflected in the National Minimum Standards.

So where next? There is however no room for complacency. We have to continue to aim high, the future will require more people to deliver a range of different services, the skills and qualifications requirements will continue to be stretching in order to achieve the quality strived for. Future planning of services will therefore require us to keep the workforce agenda at the centre so that service design, commissioning strategies and human resource planning, training and development are all integrated and all geared towards better outcomes for people who use the services.



These therefore are some of the key messages which need to be reflected in the social care Workforce Action Plan. Our aim is to have a sustainable, competent and adaptable workforce with the right knowledge and skills. They will be valued and work within a supportive environment, a learning culture which is citizen focussed.

The key areas for investment and change will include:

- Ensuring and sustaining supply of workers.
- Making social care organisations places where people want to work, where the workforce is always skilled and competent and is a place which make best uses of skills and workforce adaptability.
- Ensuring workforce policy and planning is informed by the best available evidence and broader social policy
- Ensuring Workforce Plan will take account and make use of existing research, information and workforce initiatives in social care in Wales and beyond. It will acknowledge social care workforce shortages, deomographic and technological changes and citizen empowerment.

We will need to improve workforce planning and need to have better information at a national level. We will need to establish career pathways which will help with recruitment and retention. We need learning pathways which improves access to the sector and continued professional development for all practioners. We will need to work closely with other professions on specific pieces of work, the children servies network provides a good model for developing and testing the potential for greater sharing and integration of learning and development across the sectors.

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 through working closely with the sector and with other key stakeholders, a model which we know works well.

Shining examples one and all.... Social Care Accolade winners announced



A glittering ceremony at Cardiff's City Hall revealed the nine deserving winner of Social Care Accolades presented by the Deputy Health & Social Services Minister, Gwenda Thomas AM in front of an audience of 200 people representing the good practice in social care learning and development at work in Wales.

Seven categories were contested and the winners represented organisations from across Wales who demonstrated a real investment in the learning and development of staff to ensure better outcomes for people who use social care services.

A panel of 10 judges representing the whole of the social care sector were given the difficult task of short listing finalists before selecting the nine eventual winners.

This year's winners are:



Category	Winner
Leading on Learning	Coleg Sir Gâr - Social Care Small Medium Enterprise Project
Offering Opportunity, Changing Changes	Blaenau Gwent County Borough Council - Intermediate Labour Market
Learning about Caring, Caring about Learning	Merthyr Tydfil County Borough Council - Merthyr Tydfil Youth Supported Employment Programme
Community Contribution	The KIM Project
Joint winners of Being a Learning Organisation	NHC Cymru - Vale Short Breaks Project North East Wales Institute - Outside in: Service User and Carer Participation at NEWI
Investing in the Workforce	Rhondda Cynon Taf County Borough Council - RCT Student Learning and Development Service
Learning Together	Rhondda Cynon Taf County Borough Council - Traineeship Scheme
Special Recognition Award	Ceredigion Social Services - Ceredigion Investors in Carers, GP Practice Award