





A message from our CEO

over the next three years. The strategy will inform our work, and ultimately help support adult social care to meet the needs of our families and communities now and in the future. We will be keeping it up to date during the lifecycle of the strategy to reflect feedback and changes in the landscape.

This strategy sets out Skills for Care's direction

In the video, Skills for Care CEO Oonagh Smyth reflects on the way social care is delivered in England is changing, drawing on the work of Social Care Future:

'Don't we all want to live in the place we call home with the people and things that we love, in communities where we look out for one another, doing the things that matter to us?'



Skills for Care is the strategic workforce development and planning body for adult social care in England.

About Skills for Care

We work with employers, Government, and partners to ensure social care has the right people, skills, and support required to deliver the highest quality care and support, now and in the future.

Our role is to respond and adapt to the emerging trends and needs within social care, using data and evidence to drive forward widescale change. We provide best practice, tools, resources, and intelligence to support workforce recruitment, capabilities, and culture.

All of our work is collaborative. By working with our partners, we are able to bring together a vast array of expertise, support, and influence - which in turn increases the impact and reach of

Strategic partnership activity

for the sector for the future

■ HEE's Strategic Framework for Health and Social Care Workforce update - a review of long term strategic trends for the health and social care workforce. ■ Collaborative priorities for the social care workforce 2020-2025 with the Association

■ Social care leaders vision for a future workforce strategy – priorities which must be

included in a national workforce strategy/people plan for adult social care priorities

- of Directors of Adult Social Services (ADASS) and Local Government Association (LGA)

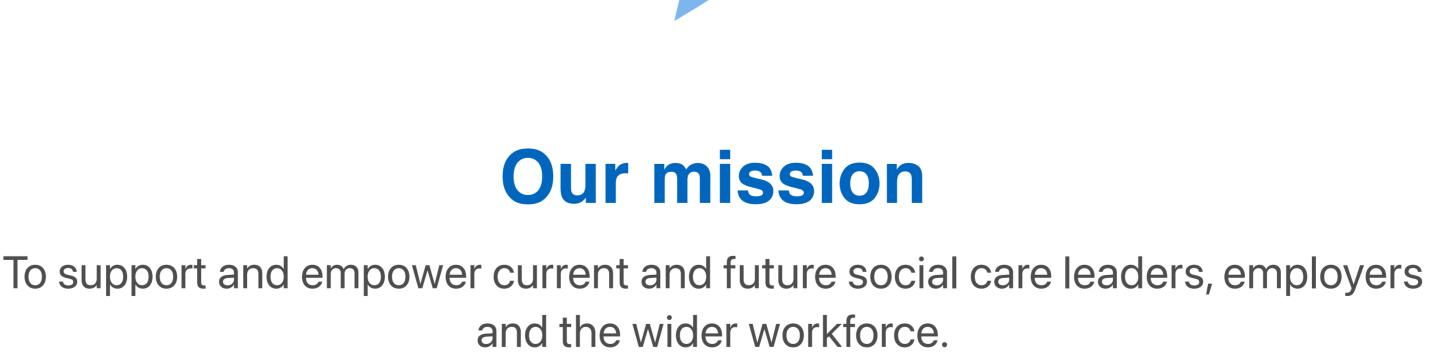
Find out more

our work.



Our strategy





Strategic priorities

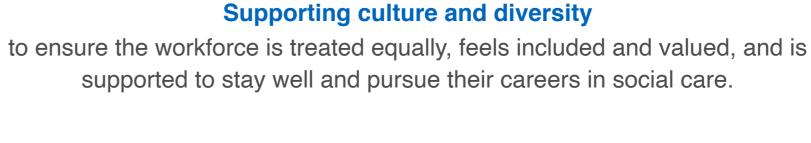
In pursuit of our mission and vision, over the next three years, we will pursue four strategic priorities that will help shape the make-up of the adult social care

workforce, drive forward reform and ensure that social care is seen as a valued and worthwhile career. Our approach will evolve over the three years to reflect feedback

and the changing landscape.

Supporting workforce capabilities Increasing workforce capacity to make sure we have the right number of people, with the right values and to ensure staff have the right skills, knowledge, competencies, values and behaviours, working in social care now and in the future. behaviours to meet current and future needs in our communities.





14.

We work together to create Inclusive positive cultures where people are supported to feel safe, valued and respected.

Values

We are Motivated to make a difference for people who work in and draw on adult social care. **Passionate**

We will be guided by our core values throughout the implementation of the strategy to achieve I.M.P.A.C.T.



Our work will:

★ Define good practice

and set standard

Z Look to future needs

Raise the profile of

development of

skills, knowledge,

Support the learning

competencies, and

the sector

Support the

behaviour

market

Ambitious We are Ambitious, for adult social care because we know what a difference it makes to people's lives and our communities.

Trustworthy

Inclusive

Motivated

Collaborative We are Collaborative, recognising our strengths and those of others, working together to achieve positive change

We are Passionate and proud to be part of a sector that makes such a valuable contribution to society.

We are Trustworthy, honest in how we work and transparent in what we want to achieve.

Achieving our mission

We are all living for longer, but that does have implications which we need to

be aware of and plan for. We know that more people need support, and the

people who need support often have more complex needs than they might

The social care workforce must reflect this reality – ensuring there are the

right number of staff, who are equipped with the right skills and have access

to the latest technology, to meet the needs of the people they support now,

support all types of employers to recruit the right people, with a focus on

work with Government and other partners to help the public better

understand social care, increase the esteem in which it is held, and

This means not only increasing the numbers of people in the workforce in both regulated and non-regulated roles, but making sure the right people, with the right behaviours and values, are attracted to a career in social

the behaviours and values that enable people to provide the highest quality care and support Z use our data and insight to understand future demand and supply in the workforce and the gaps. Support commissioners and local bodies to understand their local population and plan for their local workforce and to

ensure it is seen as a career of choice.

Building workforce capability

develop staff appropriately

barriers to the use of technology

use our resources to plan to meet these needs

Increasing workforce capacity

have done in previous decades.

and in the future.

To do this, we will:

care.

professionals, who are respected for the work they do. We will work with all types of social care employers to change perceptions and ensure that the workforce, at every level, has the right skills,

role in society, and deserve to be recognised as highly qualified

For too long, a career in social care has been seen as low-value and low-

skilled. This is not the case. People working in adult social care have a vital

competencies, and behaviours to meet the needs of the people they support now and in the future. To do this we will:

support the creation of a nationally agreed and consistent career

pathway for social care, including learning and development

requirements for each role, that employers understand and use to

Z use our knowledge of current and future skills needs to shape and define learning and development for the future work with employers, leaders and managers to ensure they understand the importance of investing in learning and development, including new technologies, and have access to the tools they need to deliver high

quality training. We will support employers to upskill staff and remove

work with our endorsed learning providers to ensure that there is high

quality learning and development available for the sector to access.

Supporting culture and diversity The strength of social care is in celebrating, valuing, and recognising what makes people unique and supporting them to overcome challenges. To do this, it is vital that the adult social care workforce reflects the society we live

in, and that people feel included and treated equally. Skills for Care is

committed to using our data and insight to focus attention on areas and

issues where there is more work to do, to ensure that diversity is valued and that organisational cultures are positive. To do this we will:

the sector

- develop and promote tools and resources to help employers and the workforce implement inclusive and positive organisational cultures. This includes development of competencies and behaviours focussed on the implementation of the Workforce Race Equality Standard, which will allow us to monitor progress and drive up standards and practice across
- to ensure the workforce feels equal, valued and included, with a culture that encourages wellbeing and progression **Support** the sector to monitor and report on progress in implementing employee diversity objectives, using standardised data and measures, and identify opportunities to continually improve.

promote diverse and compassionate leadership across all their services

One of our core roles is to look to the future needs of the adult social care sector and drive forward positive change. This means supporting the whole sector to innovate, making the best use of data, and evidence, and working collaboratively with our partners to build a social care workforce that is fit for the future.

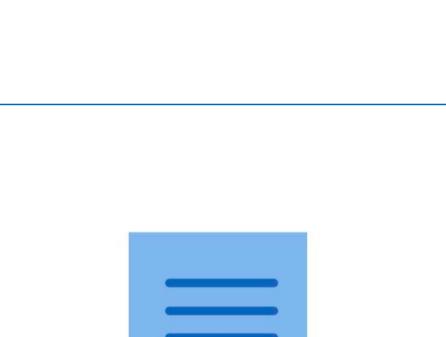
To do this we will: use our leading knowledge of social care best practice, tools, high quality

Improving social care systems

- data and intelligence to support local and national stakeholders to effectively develop strategy, commission, and plan for the workforce together understand the workforce and how it must develop and promote these needs to Government and other national and local decision makers
- understand social care and can carry out workforce planning that meets the needs of the social care workforce.

work with our counterparts in health and other stakeholders to ensure

that those involved in the integration of health and social care





The survey should take less than 20 minutes to complete, your responses will

be considered by our team and will inform our next stage of strategy delivery. It

live life to the fullest.

Get involved We'd really appreciate your feedback and reflections on our strategy.

closes at 5pm on Tuesday 14 September 2021.



◆ Take our survey

