

REPORT

 Item No: _____

SUBJECT:	CARE ACADEMY - PORTAL
TO:	Integration Joint Board
Lead Officer for Report:	Head of Strategic Communication, North Lanarkshire Council
Author(s) of Report	
DATE:	24/12/18

1. PURPOSE OF REPORT

This paper is coming to the IJB

For approval	<input type="checkbox"/>	For endorsement	<input checked="" type="checkbox"/>	To note	<input type="checkbox"/>
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2. ROUTE TO THE BOARD

This paper has been:

Prepared	<input checked="" type="checkbox"/>	Reviewed	<input type="checkbox"/>	Endorsed	<input type="checkbox"/>
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By: Head of Strategic Communication, North Lanarkshire Council

3. RECOMMENDATIONS

That the board notes the development of the North Lanarkshire Care Academy portal

4. VARIATIONS TO DIRECTIONS?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
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5. BACKGROUND/SUMMARY OF KEY ISSUES

The Board will recall a report seeking approval to develop an online portal for the North Lanarkshire Care Academy.

That report outlined the steps required in the creation of the Care Academy, led by an Implementation Sub-Group. One of the key strands was the creation of a virtual portal.

The purpose of the portal is to create a comprehensive online resource for recruitment, training, education and volunteering. Previous reports to the Board have highlighted the challenges faced in recruiting and retaining suitably qualified staff across a range of services required to deliver excellent health and social care in North Lanarkshire.

The portal is designed to connect users with existing online resources using compelling content and easy navigation. The launch-stage development of the portal is now complete, with sufficient content available to progress to launch.

Board members will wish to note that content development is an ongoing process, with new and replacement content added over time based on user experience and new opportunities. The portal asks users to make simple choices which will direct them to pre-existing resources. For example, the careers.nhs.scot website contains a wealth of information about careers within the NHS, with appropriate links to current vacancies. Choices about further and higher education are also on the portal, as well as links to volunteering organisations.

Underpinning the portal is original video content, with case studies and promotional film used to engage users. These film assets can also be used in marketing campaigns to encourage users to visit the portal.

The portal will be launched by the end of January 2019 using the URL www.careersincareNL.co.uk. Other URLs will be purchased and used to direct to the site as appropriate (for example for specific campaigns).

6. CONCLUSIONS

The launch of the virtual Care Academy portal will assist in retaining and recruiting qualified staff as well as providing careers information and volunteering opportunities.

7. IMPLICATIONS

7.1 NATIONAL OUTCOMES

Having the right staff in the right place at the right time is essential to the delivery of the strategic commissioning intentions, enabling people to be cared for at home for as long as possible. The Health and Social Care Academy will therefore contribute to all nine national health and wellbeing outcomes.

7.2 ASSOCIATED MEASURE(S)

- Increased applications to jobs within NHS Lanarkshire and Health and Social Care Partnership.
- Increased enquiries about further and higher education opportunities in relevant disciplines.
- Increased enquiries about volunteering opportunities.

7.3 FINANCIAL

This paper has been reviewed by Finance:

Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
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7.4 PEOPLE

It is the intention to recruit future health and social care workforce from the population of North Lanarkshire providing career opportunities to citizens, generating opportunity for employment and improved health and wellbeing, and reducing inequalities.

7.5 INEQUALITIES

EQIA Completed:

Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
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8. BACKGROUND PAPERS

None

9. APPENDICES

None



CHIEF ACCOUNTABLE OFFICER (or Depute)

Members seeking further information about any aspect of this report, please contact Stephen Penman, Head of Strategic Communication, North Lanarkshire Council on telephone number 01698 302591.