

North Lanarkshire Council Report

Adult Health and Social Care Committee

approval noting

Ref MW/PK

Date 17/11/20

Care Academy

From Morag Dendy, Head of Performance, Planning and Quality Assurance

Email DendyM@northlan.gov.uk **Telephone** 01698 332068

Executive Summary

The purpose of this report is to update committee on progress with Implementation of the Care Academy which is an important development to build a Health & Social Care Workforce for the future across North Lanarkshire, drawing from our local population by encouraging more residents to choose a career from the broad range of opportunities available.

Recommendations

It is recommended that the Committee notes the content of the report

Note that further updates reports will be received

The Plan for North Lanarkshire

Priority Improve the health and wellbeing of our communities

Ambition statement (6) Raise attainment and skills for learning, life, and work to enhance opportunities and choices

1. Background

1.1 The Care Academy has one simple vision at its very core:

“We aspire to build a Health & Social Care Workforce for The Future across North Lanarkshire, drawing from our local population by encouraging more residents to choose a career from the broad range of opportunities available”

- 1.2 One of the recommendations aimed at achieving this vision, which is approved by the Integrated Joint Board and by the Committees of North Lanarkshire Council, is that the full spread and range of job opportunities in all aspects of health and care will be highlighted using as wide a range of channels of communication possible.
- 1.3 The Health and Social Care Academy will continue to develop and promote a range of entry routes into health and social care roles that offer valued, sustainable and satisfying jobs with many opportunities and progression pathways.



North Lanarkshire Population

- 1.4 Workforce analysis and labour market intelligence for North Lanarkshire highlight that there will be a significant shortage of skilled staff in the Health and Social Care sector if we do not invest now in growing our workforce of the future.
 - 1.5 This is exacerbated by the fact that demand within this sector will grow significantly as the North Lanarkshire population ages with many older people, and a growing number of younger people, living with two or more long term conditions such as diabetes and respiratory disease.
 - 1.6 Many health and social care services, including Homecare and District Nursing services, are already experiencing the impact of meeting the needs of an ageing population.
 - 1.7 To meet this challenge the HSCNL in partnership with North Lanarkshire Council and NHS Lanarkshire have implemented a comprehensive response. This response has included short term measures, such as promoting the full spread and range of job opportunities in all aspects of health and care, as well as mid to longer-term solutions such as creating clearer pathways and qualification routes for young people and career changers to enter these vital professions.
 - 1.8 As part of the next phase of its development, the Health and Social Care Academy will be broadened in scope, in a full partnership between NHS Lanarkshire and North Lanarkshire Council, to develop and promote a full range of entry routes into health and social care roles that will offer valued, sustainable and satisfying jobs with meaningful and fair work opportunities and progression pathways.
-

Context

Aim of the Care Academy

1.9 The aim is to:

- Create the health and social care workforce of the future which best serves the needs of people living in North Lanarkshire.
- Address deprivation and inequalities across North Lanarkshire.
- Create opportunities for fair work, meaningful employment and in work progression through the breadth of health and social care services provided across North Lanarkshire.
- Build pipelines of future talent to meet future demand and reduce vacancies and skills shortages within the health and social care sector in North Lanarkshire.

1.10 To deliver this, there are three distinctive work streams to achieve the vision of the Care Academy:

1. Phase 2 developments of the Health and Social Care Academy (including the skills academy and developing the future workforce.)
2. Health and Social Care Recruitment strategies and Promotional Campaigns.
3. Health & Social Care Employee Engagement and Wellbeing.

Health and Social Care Skills Academy

1.11 The Health and Social Care Academy, based within the Coltness High School campus went live on August 2018, providing curriculum opportunities linked to the health and social care sector. These are targeted at young people in the senior phase of learning from the nine secondary schools in North Lanarkshire's south locality.

1.12 It is focused on assisting pupils to gain qualifications as well as work related learning experiences which will help them in gaining employment and assist in meeting the workforce requirements of this sector. The main areas are health and social care, general nursing and allied health professions.

1.13 Young people remain on the register of their own secondary school with the majority of their curriculum being delivered from there. They travel to the Health and Social Care Academy for subjects and opportunities linked specifically to the sector.

Curriculum

1.14 The Health and Social Care Academy curriculum is overseen by the Head Teacher of Coltness High and supported by school staff, FE and HE staff, employers and other partners including Skills Development Scotland and the Prince's Trust.

1.15 The Health and Social Care Skills Academy now offers:

- Skills for work Level 4/5 Health and Social Care

- Skills for Work Level 4/5 Early Education and Childcare
- Foundation Apprenticeship Social Services and Health Care
- Foundation Apprenticeship Social Services Children and Young People
- Prince's Trust Get Into Health and Social Care

1.16 All young people have access to the support of a mentor from the council/NHS Lanarkshire.

1.17 NHS Lanarkshire has entered into a formal School/Employer Partnership with Coltness HS following the School/Employer Partnership Guidance published by Scottish Government.

1.18 In addition, a number of other avenues have been identified where the workforce of the future can be skill up. These include working with the REACH programme, an initiative run by Glasgow University aiming to help more people from disadvantaged backgrounds access courses such as medicine. Kirklands Hospital operates an information event for pupils interested in working in the NHS which pupils cite as being beneficial.

Care Academy Portal: www.carecareersnl.co.uk

1.19 The bespoke portal, launched in June 2019, was designed to support the work of the Care Academy and be a one-stop-shop for information.

The portal was introduced to stimulate interest in working in Health and Social Care in NL; promote the Health and Social Care Academy brand; and increase click-through to Health & Social Care Academy portal.

Aimed at men and women, aged 15-65 in North Lanarkshire, the target audience is students; work returners; potential volunteers; career changers and those already employed in H&SC looking to progress/up-skill.

The portal uses video clips and images showing a diverse mix of real NL staff sharing their thoughts and experiences (each chosen and crafted to appeal to the target audience types as identified). It is shown through social media adverts on Facebook, Instagram, Twitter and YouTube. Online animated adverts on Google - appearing on websites throughout the Google network linking through to the Health & Social Care Academy portal.

1.20 All messaging is accompanied by video and imagery of real NLC staff working in various health and social care roles/settings.

1.21 **Health and Social Care Recruitment events**

1.22 The aim is to identify opportunities to work collaboratively to meet the future skills needs of the care sector as it grows.

1.23 The challenge being tackled is building and recruiting a health and social care workforce across North Lanarkshire which is diverse and prepared for the exciting future ahead.

1.24 Two recruitment events (May 2019 and May 2020) have been held in Coatbridge College with the following aims and objectives:

- To raise awareness of the Care Academy by highlighting employment and career opportunities.
 - To support NHS Lanarkshire and the private/independent sector to address the recruitment gaps they are currently experiencing.
 - Strengthen partnerships between NHS Lanarkshire, private/independent sector and providers of higher education.
- 1.25 The Delegates included a total of 190 students each year, with representation from the three main campuses of New College Lanarkshire: Cumbernauld; Coatbridge; and Motherwell. Representation was primarily from Health and Social Care students studying on programmes ranging from SCQF levels 5-7, though learners from Science and Dental were also in attendance.
- 1.26 The events to date have featured a number of key aspects such as a portal presentation, the application process and preparation, Social Work and Nursing.
- 1.27 There were 14 stalls including:
- 5 Allied Health Professionals (Occupational Health, Podiatry, Physiotherapy, SLT)
 - 2 Nursing stalls
 - 1 Social Work and Social Care stall
 - 1 Health Improvement staff
 - 2 Independent Sector stalls
 - 1 New College Lanarkshire stall
 - 1 Voluntary Sector stall
 - 1 UWS stall

Feedback from the recruitment events

- 1.28 Evaluation of the events included:

“Great experience. Loved it.”

“Great workshop; gets everyone excited for uni.”

“Very informative and interactive learning makes it more interesting.”

“Beautiful experience loved it health and social care.”

“Enjoyed my day loved the experience.”

“Health and Social Care 1 year excellent experience.”

“Learned a lot of hands on things really interesting.”

“Great insight into some of the aspects of nursing. Enjoyed the workshop.”

“Was good to have a taster into what a nurse does as a job. Also was very informative.”

“Learned a lot about taking blood. Never knew a lot but do now.”

“We both enjoyed this workshop very helpful information and good to see how equipment works.”

- 1.29 Following review of the session at Coatbridge College the plan going forward was to link in to the NHSL NextGen Careers Fair which would then allow schools access to the session with a wider range of Health and Social Care staff at the event. The event was advertised on social media – 27,292 people saw our posts in total. Facebook got the best pick up with 16,603 views and 10,689 on Twitter. However due to Covid 19 this was cancelled the plan going forward is to meet with the Strategic leads to review and plan next steps.

3. Equality and Diversity

- 3.1 Fairer Scotland Duty - the continued development of the Care Academy will support the council in this duty
- 3.2 Equality Impact Assessment – the Care Academy supports the development of the future workforce in a way that works to addresses the impact of under represented groups.

4. Implications

- 4.1 There are no new financial implications or requests linked to the content or recommendations contained in this report.
- 4.2 HR/Policy/Legislative Impact – HR colleagues from both NHS Lanarkshire and North Lanarkshire Council are fully engaged in the development of the Care Academy.
- 4.3 Environmental Impact – No impact
- 4.4 Risk Impact – risk assessment will be completed against each element of the Care Academy as it is developed.

5. Measures of success

- 5.1 Increased numbers of people seeking to work or volunteer in Health and Social Care services in North Lanarkshire.
- 5.2 Increased numbers of current employees or volunteers seeking further qualification.

6. Supporting documents

- 6.1 N/A

A handwritten signature in black ink, appearing to read 'mferdy'.

Morag Dendy
Head of Performance, Planning and Quality Assurance