

North Lincolnshire Adult Social Care Annual Report

An account of North Lincolnshire's
adult social care services 2023

**North
Lincolnshire**
Council

www.northlincs.gov.uk

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Welcome to the Adults Annual Report. This report is an account of what Adult Social Care has done in the last year, setting out key achievements and challenges and the focus for the year ahead.

We continued to work hard to keep people safe and well through the latter impacts of the Covid-19 pandemic, and we would like to say thank you again to the whole adult social care workforce, partners and voluntary and community organisations, across North Lincolnshire who have continued to rise to the challenge of keeping people safe and well over the last year. It is through working together and co-producing solutions to care and support that will enable people to have the best health and care outcomes and develop resilient and flourishing communities. We have continued to work with people to inform and influence the services we provide and have strengthened our commitment to co-production of services through signing the Experts Together Pledge, co-produced by citizen groups. The Pledge asks the council and our partners to Ask and Listen to the voice of people and Act to design services that improve outcomes for vulnerable people in North Lincolnshire.

We will continue to work with partners to ensure equity of access all aspects of health and wellbeing to enable people to live their best lives, in a place the call home, having choice and control over their lives.



Cllr Richard Hannigan
Deputy Leader – Adults and Health



Message from Karen Pavey

I too would like to thank our partners and workforce for their dedication and commitment who ensure the support we provide enables vulnerable adults to have choice and control.

The Covid 19 pandemic has changed many lives and has placed increased demand on our services and with less resources we have a challenge to meet these needs in the way we would like to. The changes in hospitals means our hospital work has increased by 48% and we continue to see increased numbers of people asking for help from the community. To meet these challenges we are looking at how we can work differently with our communities and have developed our new strategy '**Keeping people in their own homes, families, jobs and communities**' Over the coming year we will continue to develop models of working and solutions that ensure people and carers are at the centre of what we do. We will work with people with lived experience to ensure that people are able to access information, advice and support early and meet need at the lowest level, enabling people to remain independent for as long as possible. This report has been coproduced with our Experts Partnership and highlights our achievements over the past year and summarises our performance, we are proud of all that we have achieved in supporting people to live independent and fulfilled lives.

Through the delivery of our strategy we will continue to strive for improvement and to do things better for our residents ensuring we '**ask**', '**listen**' and '**act**'.



Karen Pavey
Director of Adults and Health

Introduction

North Lincolnshire is home to approximately 136,656 adults, living across 86 rural and urban settlements, with Scunthorpe being the largest. 27% of the population is aged 65 and above and as the population continues to grow the number of people aged 85 and above is expected to increase by 72% over the next 20 years.

This annual report will tell you how we work to ensure people are supported to be safe, live well, enjoy healthy lives and remain independent for as long as possible.

We will describe how people are enabled to regain or maintain their independence; how people with care and support needs, and their carers, are enabled to live safe and fulfilled lives in a place they call home.

We will tell you how we work in partnership with people and partners, enabling them to have choice and control over how their care and support needs are delivered.



Who do we support?

We work with partners, voluntary and community services and the wider social care workforce to support to all vulnerable adults in North Lincolnshire. We work together to prevent or reduce the need for longer term care and support, developing services that will enable people to live as independently as possible in a place they call home. We provide information and advice as well as care and support services to people who are over 18 who have care and support needs and for those who are transitioning to adulthood. This includes:

- People who are vulnerable and at risk of harm and people experiencing domestic abuse
- Young people, who had previously been supported by Children's Social Services, to transition to adulthood
- People with a learning disability
- People with autism or people with neurodiversities who have care and support needs
- People with physical or sensory needs
- People experiencing mental ill health
- Older adults with care and support needs
- Carers who provide unpaid care to their family and loved ones
- People who are homeless or at risk of homelessness



People supported in 2021-2022



11,213 new people have contacted us for support, this is an increase of 38% on the previous year



3,900 people received services following an assessment of their care needs with **2,125** people receiving long-term support



1,428 people received rehabilitation and reablement support, of which over **93%** of people did not require longer term services to manage their care and support needs.



81% of care homes and **92%** of home care support is rated as good or outstanding by the Care Quality Commission (CQC) as at December 2022



100% of carers who needed care and support in their own right, received a direct payment enabling them to have choice and control over how they receive and manage their support



417 people, who provide care for their loved ones, were supported to continue caring with a direct payment and **656** people were supported with advice and information.



99% of Households assessed were supported to maintain their accommodation

**Data from published statutory datasets and internal performance data*

Experts Together

Experts Together

North Lincolnshire Council is committed to hearing the voice of people with lived experience. To help us understand what life is like for people there are a number of partnership groups where people are able to offer their experience and insight and have their voice heard. Working as 'Experts Together' we can shape services and influence strategic design.

The voice groups include:

- Experts by Experience,
 - Learning Disability Partnership,
 - Carers Advisory Partnership,
 - Senior's Forum,
 - Autism Partnership
- and we have others in development to provide voice on mental health, education and employment. The voice groups meet regularly, sharing their collective voice at the quarterly Experts Together Partnership.

Members from across the different partnership groups come together at the Experts Together Partnership. This partnership includes representatives from the citizen groups, partners from health and social care organisations, Humberside Police, Humberside Fire and Rescue, voluntary and community organisations and other public sector organisations to work together to improve outcomes for vulnerable adults and their families and carers.



EXPERTS **by** EXPERIENCE



Carers Advisory Panel



North LinkS
Seniors' Forum

Senior Citizen Forum
"Your forum, your voice"

Co-production projects completed by the Experts Together groups



Experts Together Pledge: Members of the different partnership groups came together to create the Experts Together Pledge. The Pledge is designed to help organisations hear people’s voice, to help them describe what their lives are like and hold organisations to account when things are not working.

Blue Badges: Influenced processes to improve information, make application more accessible, clarifying the Blue Badge messaging and raising concerns regarding practice. The Blue Badge Service continues to meet with the Senior Citizen Forum to share updates and understand the impact.

Virtual Ward engagement: Influencing issues including carer impact, impact on utility bills, importance of communication systems, speed of response for when things go wrong, respite for carers, risks assessments and training to ensure people can use the equipment and raise concerns if needed.

Specialist Nurses: Discussions regarding the roles and specialisms of the Dementia Nurse and Learning Disability Nurses in relation to the Integrated Care System. Insight shared regarding the experiences and needs of people from across the partnership groups.

Continence Service: Provided insight and experience regarding services provided by the Continence Service. As a result of the insight changes have been made and the service continues to meet with the partnership to share updates and understand the impact.

Walking the Way to Health: Reviewed and experienced Walking the Way to Health local walks to look at appropriateness for people with various mobility issues. Feedback given so that walks can be adjusted to be more inclusive and provide improved information for the walks.

Commissioning: Reviewing tenders and taking part in tender evaluations of commissioned services, including the Advocacy Service, the Voice and Influence Partnership Service and Health Care Voice Services.

Experts Together co-production projects in development



New Autism Partnership: Autism Partnership developed a new peer group developed to enable people living with autism to share experiences with one another, build confidence and knowledge to be shared at the Autism Partnership and Experts Together Partnership.

Mental Health Partnership: Links made with Healthwatch peer group to share information and ideas to co-produce the creation of a Mental Health Partnership Group.

Easy Read Bus Pass information: Developing in partnership with North Lincolnshire Council an easy read guide to support people with learning disabilities to understand the application process for a bus pass.

Reasonable adjustments: Project in development phase to raise awareness of reasonable adjustments across North Lincolnshire partners and businesses. The project will also have a workstream of education and empowerment for people who may need a reasonable adjustment.

Working with partners to improve information and services to vulnerable adults and their carers: Working with Lindsey Lodge to review and provide insight into webpage information and leaflets. Working with DN Colleges to look at co-production projects

Accessible Transport: Co-production project group in place to look at information and advice on wheelchair accessible transport. This will include working with taxi companies, Stagecoach and other council services to look at accessibility issues, raise awareness and good practice training.

Experts Together

Members from across the different citizen partnerships came together to design [The Experts Together Pledge](#).

The Experts Together Pledge asks organisations and their workforce to Ask Listen and Act to enable organisations and their workforce understand what is important to vulnerable people to enable them to live safe and fulfilled lives.

The pledge describes how people would like organisations and professionals to:

ASK their views and opinions,
LISTEN to their experiences, and
ACT to co-produce care solutions, service design and shape strategic direction.

Signing the pledge means that organisations are committed to involving the people who use their services to support the creation of information, Service development and strategic design.



Experts Together Workforce Tool

The Experts Together Workforce Tool has been designed by people with lived experience and, along with the Pledge, provides a framework on how to engage with people with lived experience ensuring we **Ask, Listen and Act.**

Things that matter to me.....

- Communicating with me in the right way, at the right time
- Listening to me
- Knowing I can trust you
- Giving me choice
- Giving me control



<p>Communicate in the right way, at the right time</p> <ul style="list-style-type: none"> •Language I understand •Make me feel comfortable •Remember I have 'good days' and 'bad days' so is it the right time for me •Be prepared •Build trust •Do not rush me •Make sure I understand what has been discussed •Communicate in the way I want, talking, writing, texting, pictures, sign language •Keep me updated 	<p>Listen to me</p> <ul style="list-style-type: none"> •Pay attention to what I am saying •Do not interrupt me •Respect my opinions •Pick up on my body language •Remember, what being safe means to me might be different for you\ 	<p>Take time to build trust</p> <ul style="list-style-type: none"> •Tell me what will happen next •Be truthful with me •Do what you say you will •Be consistent with me 	<p>Give me choices</p> <ul style="list-style-type: none"> • Explain the different options in a way I can understand •Give me advice, information and support to help me make my own choices •Do not make decisions for me •Remember these are my decisions •Respect my opinion •Do not tell me what to do •Help me find solutions 	<p>Give me control</p> <ul style="list-style-type: none"> • I am an expert in my life, •My views must be at the centre of everything •Risk planning is about my views and wishes not yours •Ask me what outcomes I want, and respect these •Do not talk to other people without my consent •Help me to be independent •Help me to build up a support network •Just because I might lack capacity to make certain choices, it does not mean you should not include me and ask my opinion
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My Story

I was part of the group who designed the Experts Together Pledge. As we developed the pledge I grew in confidence, gained different skills and experiences like having the confidence to talk at meetings, designing documents and working with others.

It was so important to us all that we told organisations what matters to vulnerable people and help organisations understand how we can work together to develop even better services.

I was so pleased to see the commitment from all of the organisations that signed up to the pledge. **I am so used to facing barriers, to know people are listening to us is amazing!**



Partnership working

Through effective partnership working we can ensure that people are enabled to be safe and well.

Organisations come together at key partnership boards, enabling partners to work together to shape strategies and services to support the people of North Lincolnshire.

We work with a number of organisations including health partners, housing organisations, Humberside Police, Humberside Fire and Rescue, Job Centre Plus and other public, voluntary and community organisations.



We know we are getting things right when people say:

- “I have a place I call home”
- “I am supported to manage my health in a way that makes sense to me”
- “I know about the activities, social groups, leisure and learning opportunities in my community, as well as health and care services”
- “I have care and support that enables me to live as I want to, seeing me as a unique person with skills, strengths and personal goals”
- “I am supported to plan ahead for important changes in life that I can anticipate”
- “I have opportunities to learn, volunteer and work and can do things that match my interests, skills and abilities”.

Safe and Well

Safeguarding

Safeguarding of vulnerable people is everybody's responsibility. The North Lincolnshire Safeguarding Adults Board (SAB) brings together partner agencies to protect adults with care and support needs from the risk of, and experience of, abuse and neglect by:

- Ensuring that local safeguarding arrangements are in place
- Partners work collaboratively to prevent abuse and neglect wherever possible
- Ensuring that safeguarding practice is person-centred, outcome focussed and proportionate to the risk presented.

The Safeguarding Adults Board sets procedures, creates an [Annual Strategic Plan](#), reports on its achieves and priorities and reviews cases if required.

2183 safeguarding concerns received

913 concerns progressed to a Section 42 Enquiry

1197 concerns needed no further support after initial advice or being signpost to alternative support

94% of Section 42 Enquiries fully or partially achieve desired outcome of the person

**Data from published statutory datasets and internal performance data*

Examples of Safeguarding Adults Board achievements in 2021/22

- Held events in relation to financial abuse and self-neglect
- Held online events raising awareness of Domestic Abuse
- Established a child exploitation transition to adulthood partnership group to strengthen safeguarding arrangements
- Developed a joint self assessment in partnership with the Children's Multi-Agency Resilience & Safeguarding Board (**CMARS**)
- Developed 7-minute briefings in relation to advocacy which are available on the [SAB website](#)
- Lead a multi-agency pilot scheme with Humberside Police which supplied a 'True Call' device to adults who have been victims of nuisance telephone calls, aiming to prevent them from becoming repeat victims

Domestic Abuse

The Domestic Abuse Board ensures victims of domestic abuse have access to support to be safe and well in their homes and in their communities. The [Domestic Abuse Strategy](#) sets out three areas of focus.

Early identification and early help offer to ensure victims, children and perpetrators have equality of access to early help and support

Be transformational in our approach to safety and support for victims, children and perpetrators

Create a culture and infrastructure to achieving priorities through working in partnership

In March 2022 a Humber-wide Domestic Abuse Learning Event was held to celebrate the launch of the four local areas Domestic Abuse Strategies with over 650 people in attendance. The event also helped raise awareness of domestic abuse and coercive control. Further events are planned to continue to partnership work.

Feeling safe and being safe

The Adult Social Care Outcomes Framework (ASCOF) measures how well care and support services achieve the outcomes that matter most to people. The ASCOF is used both locally and nationally to set priorities for care and support, measure progress and strengthen transparency and accountability.

North Lincolnshire are **4th** in the country for indicators in the top quarter

18 out of 26 indicators are in the **top quarter** compared to **15** in 2020/21

24 out of 26 indicators were **above** the National Average compared to **22** in 2020/21

23 out of 26 indicators were **above** the Regional Average compared to **23** in 2020/21

North Lincolnshire continues to provide high quality care services when compared nationally and regionally. **81%** of care homes are rated Good/Outstanding and **92%** of home care (in use within North Lincolnshire boundary) are rated as good (as at December 2022).

For more information go to the [GOV.UK website](https://www.gov.uk/government/collections/ascof) and search [Measures from the Adult Social Care Outcomes Framework, England, 2021-22 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/collections/ascof)

The All Age Carers Strategy has been refreshed and co-produced with carers and partners across North Lincolnshire. The strategy sets out the key priorities for development.

OUR SHARED AMBITION	Best place to LIVE, WORK, VISIT and INVEST where people are SAFE, WELL, PROSPEROUS and CONNECTED			
OUR SHARED VALUES	EQUALITY OF OPPORTUNITY so everyone can have a good quality of life	Strive for EXCELLENCE and high standards	Use of resources wisely and with INTEGRITY	People take SELF RESPONSIBILITY and have choice and control over their own lives
OUR SHARED PRINCIPLES	Enabling Self Help	Care Close to Home	Right Care Right Place	Best Use of Resources
OUR SHARED AIMS	Early identification of carers – particularly hidden carers	Carers health and wellbeing is maintained Promoting carer health and wellbeing	Carers remain independent and part of their community	Carers aspirations are raised Shared values and ownership
WHAT ARE OUR PRIORITIES FOR DEVELOPMENT	Focus on early identification and carer recognition	Supporting carers to stay healthy – including emotional and physical health	Transform/improve digital solutions to improve access to information and resources	Influencing change and innovation through carer voice & partnership working
SHARED OUTCOMES – WHAT SUCCESS WILL LOOK LIKE	Carers are supported and enabled to have a good quality of life	Carers have access to a range of support that enables them to live the life they want and remain a contributing member of their community	Carers have access to information that they need to make decisions and choices, and are enabled to use it	Carers feel safe, supported and enabled to continue in their caring role, education, leisure and working lives
Our population is able to achieve outstanding outcomes				

Caring for a loved one

A carer is someone who helps another person, usually a relative or friend, in their day-to-day life.

We work with partners to ensure that we reach as many carers as possible, and provide a range of services that enable carers to continue to work, have time for themselves and to enjoy time with family and friends.

We have commissioned services to ensure that carers have access to information and support. This may be through counselling, befriending, therapy sessions, group and peer support meetings, leisure activities and training.

70% of carers found it easy to find information about services, with carers telling us they have an improved quality of life as a result of support.

In North Lincolnshire it is estimated there are over **19,000** carers.

My Story

I have been supporting my Mum over the last few years. Mum still lives in her own home, but recently she has preferred that I stay with her overnight. With caring for Mum and staying over night more often this has meant that I have little time for myself. I have had to stop my hobbies and activities and have not been able to spend time with other members of my family.

With the information and advice I was given, and the Direct Payment, I am now able to arrange for a person to come and be with Mum a few days a week, which enables me to get back to some of the hobbies and activities I had before caring and also spend time with my wider family.

Getting well again

Sometimes a little further support is needed to get back to independence following a stay in hospital or experiencing an illness or loss of mobility.

The council works together with health partners and voluntary organisations, with a 'home first' ambition to ensure that people are supported to be as independent as possible in their own home, reducing and delaying the need for residential care. We do this by providing rehabilitation and reablement to support people to regain and maintain their independence, building their confidence and remaining part of their community.

93% of people who received short term support to regain their independence did not require longer term services to manage their care and support needs.

My Story

I had a normal life, living in my own home, until I had a fall which dislocated my hip.

My family were able to do some things that I couldn't do for myself, but I needed extra support to look after myself, for example washing and showering, including getting to the bathroom through the night.

With the right information and support I was able to rediscover my confidence. The therapy and adaptations to my home helped to get me to a stage where I can use the bathroom by myself without anyone else being there.

I didn't realise how lucky I was to have my independence before this fall and I'm so happy that I've been able to recover as well as I have.

Independent

Early help and prevention

Early help and prevention through information, advice and short term support enables people to remain independent for longer, reducing and/or delaying the need for longer term services.

This could include information and advice on community services that may enable someone to link with others reducing isolation, get involved in activities to support mental health and physical wellbeing.

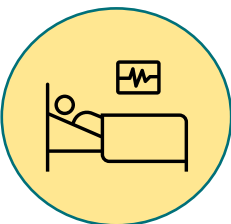
Early help may also be short term support to enable someone to maintain their tenancy, get into employment or rehabilitation and reablement to enable someone to regain or retain daily living skills and physical strength after a period of illness or loss of mobility.

People told us that services continue to support them to live in their own home safely, with **81%** of people saying they had 'control over their daily lives'. **91%** of people in receipt of services told us the services they received helped them 'feel safe and secure'.



My Journey

My health was declining after the loss of my wife



It was getting harder for me to care for my home



I found it difficult to get around and I was worried for the future



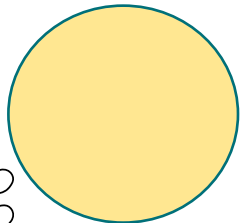
Home First Short Stay

I was able to have some rehabilitation to help me get back on my feet

We worked together to build my strength and confidence.



We arranged for my home to be safe to live in again



The stay in Home First Short Stay helped me share experiences and get connections with people again



I now volunteer to help others



I am proud of my achievements. I keep mentally and physically fit and I no longer hoard. My home is my castle.

Employment for younger adults and people with a learning disability or mental health condition

People with a learning disability or mental health condition can find getting into paid employment challenging. To support more people into employment we are working with partners to increase people's skills to get into voluntary and paid work. We are looking at improving employment opportunities across North Lincolnshire through:

- Working with employers to promote the benefits of employing an adult with additional needs
- Exploring supported employment opportunities
- Sharing information about '[Access to Work](#)' support
- Providing training and support to improve a person's skills and confidence to access voluntary or paid employment.

We will continue to explore different ways of increasing employment opportunities for people with additional needs, and supporting people to improve their employability skills.



Housing

Our ambition for people with care and support needs is that they can live fulfilled lives in a safe place they call home, with those they care about, in their own communities. This commitment to 'home first' reduces the number of older people and adults living in residential care.

To support this commitment we are working to ensure there is a choice of accommodation options to enable people with care and support needs to live as independently as possible.

Supporting younger adults to live independently

Supported housing, which provides personalised support, enables people with learning disabilities and mental health needs to live independently and be active in their communities.

My Story

I had lived at home with my parents for a long time as I did not feel confident managing my mental health needs independently.

I was told about supported living and I felt that this was maybe a good option for me. I would have a place of my own and support every day to help me manage with life skills and medication.

I have now moved into my own place and I'm learning to cook and look after my home and myself. I'm finding new activities to go to and I am making new friends.

I am so pleased I was able to make the move to supported living, 'I can't stop smiling'.

Maximising independence for people living with dementia

Myos House is a housing scheme that has been designed to be dementia friendly. People are able to live in their own apartments, either individually or with their loved ones, enabling people to stay independent for longer.

Technology and activities support people to remain safe and reduce isolation and on-site support enables people with care needs to remain in their home for longer.

My mum has remained independent and safe. The only other option would have been a care home which was not what my mum needed just yet.

Dad has regained general daily skills with prompts which has maintained his dignity. It has certainly helped me as his daughter.

I can see a big difference in Dad's wellbeing, he has now settled into a routine and is a lot happier. I see him smiling a lot more. You don't know the difference this has made to us all.



Technology can support people to be independent for longer and keep people connected to their loved ones and communities. Through exploring with people how technology can support them with their early care needs we can together reduce or delay the need for longer term services.

There are lots of different types of equipment and many situations where technology can help. For example, a smart device, such as Alexa, can remind people when to take medication, keep people in touch with family and friends or they can use it to control heating, entry systems and other things around the home with voice commands.

Other pieces of technology that help keep people safe and in control of their lives are falls alarms, epilepsy sensors and a wide range of property sensors. North Lincolnshire Council continues to explore the different technologies available to enable people to maintain their independence.

My Story

I have dementia, my partner used to support me but is no longer able to because they are unwell. I am managing to stay in my home by using technology.

I can no longer use a telephone, but I have a watch I can use to contact my family which will also tell them if I fall.

The watch will also tell my family if I am outside of the house as I sometimes leave the house and walk around the community when I'm confused. It has really given me piece of mind that help is nearby if I need it.



How do we use technology?



[The Care Call Service](#) offers many solutions including falls alarms, pendants, and mobile alarm solutions to people who do not have a telephone line. A person's mobile phone is programmed to act as an emergency button which connects directly to the Control Centre in the same way that a pendant alarm would. Technology provides reassurance calls, alarm monitoring and out of hours support.

People at risk from domestic violence can have discreet alarm units installed in their homes. When activated, Control Centre operators will summon immediate assistance.

To prevent hospital admission and assist with getting out of hospital quickly we have worked with social care providers to help them access equipment. The equipment can help people get back on their feet safely after a fall or enable people with poor mobility to move around.

Social care providers have found the Raizer chair very useful. The chair is assembled around a person who has fallen to the floor and, using a remote control, one person is able to operate the Raizer Chair to enable the person to be safely back into a sitting or standing position.



Resilient and flourishing communities and workforce

[Live Well North Lincolnshire](#) is a web-based, one-stop place for people to find a wide range of organisations, support groups, community groups, events and activities that can help improve their health and wellbeing.

The directory is a joint initiative between North Lincolnshire Council, the North Lincolnshire Integrated Care Board (ICB) and other partners from across the public, voluntary and community sector with an interest in improving community wellbeing in North Lincolnshire.

Anyone who provides a service or activity that supports a person's wellbeing can [create an account](#) and enter their information so that they can promote what they do on the Live Well North Lincolnshire website <http://www.livewellnorthlincolnshire.org.uk>.



Community Activities

‘Exercise on Referral’ is a programme designed to help people with health conditions develop the knowledge, skills and confidence to improve their health and wellbeing, preventing or reducing care needs and improving quality of life. There are many different types of activities, some of which include swimming for people with musculoskeletal conditions, chair based exercises, exercise classes for people with Parkinson’s, exercises for people with long covid etc.

People tell us the activities help them manage their conditions, improve their health and enable them to connect with people who have similar conditions, reducing feelings of isolation.

82% of people who joined the programmes are now meeting or exceeding the recommended levels of physical activity per week, and the majority of people that complete the programme continue to remain active through using the council leisure centres, staying active at home or joining activities in their local community, for example exercise classes or walking groups.



Adult Social Care Workforce

The workforce that supports vulnerable people to be safe and well is made up of health and social care organisations in the public and private sector, for example, care home providers and home care providers, the council social care workforce and the workforce of health partners. To support and strengthen local workforce planning and management the North Lincolnshire Care and Health Workforce Partnership was established.

North Lincolnshire Care and Health Workforce Partnership has implemented a number of initiatives to support workforce challenges within the care sector particularly with recruiting and retaining staff with the domiciliary care sector. These include:

- The development of the 'Proud to Care' campaign
- The Recruitment Hub and Introduction to Care training programme and
- The Wheels to Work Programme



Development of Proud to Care



The Proud to Care brand has been developed within North Lincolnshire, including a website where people can find out more about local care jobs, careers in care, and care sector benefits. The aim of the campaign is to:

Raise the profile of the caring role, and celebrate the difference that the care sector makes to people's daily lives

Encourage employment into the sector and highlight the career opportunities available

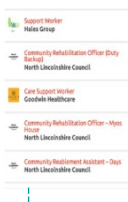
Develop a shared brand, that is local to North Lincolnshire, that we can all be proud to promote



Delivered a Proud to Care leaflet to every North Lincolnshire household



Invested in the local economy by contracting local media companies to commission specialist films and other forms of media



Created a website and job board, including an employer hub with useful information for providers



The design and distribution of branded promotional material including, t shirts, pens, badges, posters, and leaflets



Coordinated local targeted campaigns through the utilisation of public banners, local advertisement and petrol pumps



Built up a bank of content to begin to localise the campaign and ensure future brand sustainability

Provider Feedback

We are really excited to be a part of the campaign! It's great to see the care worker role valued and in the spotlight.

We successfully recruited through Proud to Care! The process went smoothly and the Proud to Care team were a great support!

Recruitment Hub and Introduction to Care Programme

The recruitment hub and introduction to care programme aims to attract new employees into the care sector and reduce the burden faced by providers in the initial recruitment and induction of staff. The project is funded until March 2023 and includes:

- Outreach sessions at locations across North Lincolnshire, focussed within areas where recruitment is most needed
- Paid introduction to care programme, classroom and face to face training covering eLearning, medication training, moving with dignity and a talk from a Registered Manager about the realities of working in care
- Over 50 people have entered employment into the care sector as a result of the recruitment hub and introduction to care programme.

The scheme has been successful at supporting people back into employment, and assisted in removing the barriers of gaining employment within the sector by supported DBS checks, and promoting other proud to care initiatives such as funded childcare and Wheels2Work.



Wheels2Work

People have told us that if they do not drive they find it difficult to get a career in the home care sector, particularly those people living in more rural areas. Additionally, rising fuel costs are having an impact on recruitment and retention within the domiciliary care sector.

Wheels 2 Work North Lincolnshire is a moped, electric bicycle, and e-scooter pay as you go hire scheme, the existing scheme has been expanded to include 20 CPX electric scooters with double batteries for hire by care sector workers, with the initial £99 cost to hire funded via grant funding through Proud to Care.

Moped hire comes with the following package:

- A fully taxed and serviced electric moped
- Vehicle road tax
- Comprehensive insurance (£100 excess applies)
- Breakdown cover
- Full servicing and maintenance
- A security lock
- Safety equipment (helmet, gloves and hi-vis vest)



Developing the health and social care workforce

As the demand for health and social care support increases it is important that we develop a workforce that is equipped with the training, knowledge and technology to enable them to support the people of North Lincolnshire to be safe and well. This year we have:

- Delivered **40** training events to the social care workforce attended by **1375** staff
- Supported staff through qualification to be Approved Mental Health Practitioners
- Supported staff through qualification to be Best Interest Assessor's
- Commenced training and pilot of the Post Qualifying Standards for Social Work Practice Supervisors
- Hosted a World Social Work Day Event jointly with Children's services
- Delivered quarterly themed social work forums that focus on areas of social work development
- Supported 10 people to develop through the new Social Work Assessed and Supported Year in Employment (ASYE) training with Humber Teaching Partnership, delivered by local universities
- Support 9 placements for Student Social Workers with an additional 9 new Social Work Practice Educators trained.

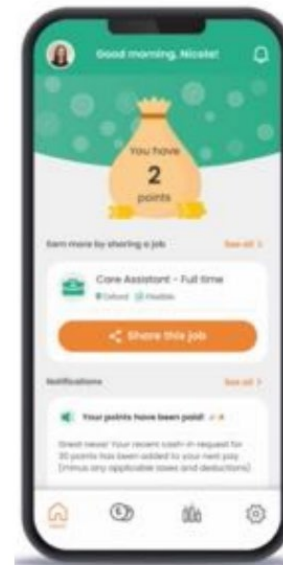
New initiatives



Research shows that 36% of people working in the care sector are found their job by a friend recommended the role. Care Friends is an employee referral app for social care, where care workers earn points for referring people they know into jobs within their organisation, alongside retention bonus points for good work: 1 point = £1. The **Care**Friends app recognises and values employees through awarding retention bonus points and enables staff to share job opportunities within their social networks.

North Lincolnshire Council have purchased the app for a period of 2 years, and currently Homecare providers are able to sign up to the scheme to promote recruitment of new employees and support retention of their current workforce.

Providers can also fund their own points, such as sharing job posts, picking up extra shifts, rewards for compliments received, mentoring new starters and work anniversaries.



We know we are getting things right when the workforce says:

- We support people to plan for important life changes, so they can have enough time to make informed decisions about their future.
- We work with people to write a plan for emergencies and make sure that everyone involved in supporting the person knows what to do and who to contact in a health or social care emergency. We make sure that any people or animals that depend on the person are looked after and supported properly.
- We don't make assumptions about what people can or cannot do and don't limit or restrict people's options.
- We see people as individuals with unique strengths, abilities, aspirations and requirements and value people's unique backgrounds and cultures.
- We keep up to date with local activities, events, groups and learning opportunities and share this knowledge so that people have the chance to be part of the local community.
- We have conversations with people to discover what they want from life and the care, support and housing that will enable this, without restricting solutions to formal services and conventional treatments.
- We have conversations with people to discover what they want from life and the care, support and housing that will enable this, without restricting solutions to formal services and conventional treatments.
- We work with people as equal partners and combine our respective knowledge and experience to support joint decision-making.
- We talk with people to find out what matters most to them, their strengths and what they want to achieve and build these into their personalised care and support plans.
- We work in partnership with others to make our local area welcoming, supportive and inclusive for everyone.
- We work in partnership with others to create opportunities for people to work, both paid and voluntary, and to learn.

Value for money

What did we spend 2021/22?

Adult Social Care have delivered improvements throughout the year and increased the number of people supported to be safe and well.

Gross Expenditure

- £76.635m

Short-term reablement and recovery

- £22.130m

Longer-term, personalised care

- £54.358m

Enabling the voluntary sector to support you

- £146,000

Priority Areas for further development

Promoting independence

Enabling the workforce

Transforming the care sector

Embedding integration

Help us improve

Through Asking, Listening and Acting with people who have care and support needs and their carers we can shape our services and inform our strategic direction.

We would like to hear from you to help us do this. You may wish to be a part of projects that shape our services, join one of the partnership groups described in this document or give us your views and insight into experiences of using services in North Lincolnshire.

To provide us with your feedback or work with us on shaping our services please email us on expert.experience@northlincs.gov.uk or telephone us on 01724 297000.

