

Care Health and Wellbeing Overview and Scrutiny Committee Approaches to Social Care Recruitment

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Upskilling Apprenticeships

- Focused on existing social care workforce
- Creates a career pathway to professional / registered role
- Enables people to continue to work and be paid
- Supports service delivery, as people remain in role
- Utilisation of Apprenticeship Levy (covers university fees)
- Route into Apprenticeship for those without relevant entry requirements
- High levels of success (cohort 1 all graduated with 1st or 2:1's)

New Hire Apprenticeships

- Focused initially on Graduates, Social Work and Occupational Therapy, but can apply to any role
- Ability to fill vacant posts (with quality capacity)
- More capacity (as grades are lower due to lack of experience)
- Attractive from a recruitment perspective:
 - £100k investment over 3 years
 - Earn whilst you Learn
 - Gain real work experience
 - Widens participation
- High level of applications - Graduate Management Trainees – 180, Social Work – 89 and Occupational Therapy – 40

LGA workforce data tool

- National recognition that workforce data planning is a priority for ASC
- LGA commissioned a workforce planning tool
- Gateshead are piloting this on behalf of North East ADASS
- Benefitting from strategic support
- Looks at social care workforce data across sectors
- Focus on those working into peoples' homes
- Allows for a variety of scenarios to be predicted
- Strategy to be developed to

Health and Care Flexi Apprentice

- Joint with the NHS
- Focused on health and social care entry level roles
- Employed by the NHS (making the roles attractive) but hosted with the LA
- Parity of training across both health and care
- Variety of placement opportunities
- Opportunities to apply to either NHS or LA at the end of apprenticeship

Work Experience

- Investing time to promote careers in social care
- Links established through NE LEP, Colleges, School 6th Forms
- Joint work with NHS Partners – Gateshead Health and Social Care System Workforce Partnership
- Variety of placements offered:
 - summer school
 - step into work
 - work experience weeks

International Recruitment

- Working with NE ADASS
- Early stages – national funding to support ASC providers
- Skills for Care – NE region video developed to address myths

[23001 KJ DCC Skills for Care main film \(vimeo.com\)](https://vimeo.com/23001KJ)

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- Community based recruitment event
- Word of mouth/hyper local advertising
- Social Media promotion of recruitment event
- Opportunity to enquire, apply, be interviewed and offered in one day
- Support with job application process on site
- Very high level of attendance
- All posts recruited to
- Casual roles offered to appointable but unsuccessful candidates
- Directed appointable but unsuccessful candidates to other roles