

Promoting social care...



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Caroline Dinenage, MP and Minister of State for Social Care visits NCF members

The NCF membership is exceptional in its commitment to quality, person centred care and future focussed provision. Therefore, I was delighted to spend the day with the Minister of State for Social Care, Caroline Dinenage providing her with a chance to meet with three key NCF members clustered in the West Midlands. The tour started with a visit to the **Royal Star and Garter** home in Solihull. This home was rated **Outstanding** by CQC in 2017 and is managed by Cheryl Harbourne. The home offers nursing care, dementia care, short break care and day care. The care provided by Royal Star and Garter is for veterans and their partners and has a strong relationship with Allied Health Professionals, offering residents access to Physiotherapists, Speech and Language specialists and Dieticians... this visit proved a great opportunity to talk about quality care, values and to showcase Dementia Care Matters.



The next stop for the Minister was **WCS Care** Castle Brook home in Kenilworth. This home hosts the WCS Care innovation hub, and many of the innovations showcased within the hub are in active use around the home. The hub has been a game changer in supporting the role out of key innovations across the UK care sector and has brought to life key opportunities arising from technology and changes in practice including a focus on electronic care planning, new approaches to learning and development, developments in food and dietary support which are demonstrated alongside adaptations to the built environment. WCS Care have six homes rated as **Outstanding** by the Care Quality Commission.



Finally, Caroline Dinenage visited **Accord Housing Association** at their Arden Grove specialist housing with care provision for people with dementia in Coventry. Arden Grove is a fantastic example of integrated working across health, care and housing and has been designed to provide a homely environment where people with dementia can flourish and enjoy life whilst having access to staff throughout the day and night. There are high quality individual apartments alongside welcoming communal spaces. It is a proponent of the Eden Alternative



As the Minister and the team at DHSC move forward to consider the final iterations of the Green Paper for Social Care, we know that these opportunities to see excellent future focussed care in action are critical in shaping the vision of care.

National Recruitment Campaign

Last week saw the advent of the pilot of the DHSC recruitment campaign for Adult Social Care. The pilot nature means that it is relatively low level at the moment, however, the messages being trialled have been derived from a broader engagement with the sector. Skills for Care carried out some in-depth work on this over the summer and came up with the following guidelines from the sector around what the content should cover which included:

- Raising awareness of the sector so that the public understands the importance of the adult social care workforce
- Messaging to attract new people to the sector, in particular people with the right values
- Improving the image of adult social care and addressing negative perceptions and low status
- Promoting the career opportunities and progression routes within adult social care
- Showcasing the range of roles within the adult social care workforce

The two pilot areas are Gloucestershire and Tyneside and if you have services based in those areas and are not yet tied into the pilot of the recruitment campaign, then get in touch and we will link you up. Take a look at the campaign material, and do feedback thoughts and perspectives. The pilot is taking place over November, with wider roll out planned for the New Year.

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