

**REPORT OF SERVICE DIRECTOR CUSTOMERS AND HUMAN RESOURCES****PROMOTION OF WORKFORCE DEVELOPMENT EVENTS TO  
INDEPENDENT SECTOR CARE PROVIDERS AND STAKEHOLDER  
PARTNERS****Purpose of the Report**

1. To seek Members approval for the promotion of the programme of events being organised by the Optimum Workforce Leadership (OWL) Project Team, through to the end of March 2019, which will engage with independent sector adult care providers and encourage workforce development activity, in order to improve the quality of care across Nottinghamshire.

**Information and Advice****Background**

2. The work of OWL is primarily to support an extended customer base of care providers to improve the quality of their services through effective workforce planning and development. This is for all levels of the workforce including business and leadership development for Managers, Continuous Professional Development (CPD) and career development for nurses, care workers, kitchen and housekeeping teams employed in nursing homes, residential homes, homecare providers, supported living and micro providers.
3. Originally the Nottinghamshire Partnership for Social Care Workforce Development was hosted within the Workforce Planning and Development Team in the Adult Social Care and Health Department. The team was funded through the Department of Health's Workforce Development Grant, allocated to local authorities to disseminate to the independent sector for workforce planning and development.
4. The grant monies ceased in 2011 and the OWL Project Team was integrated within the Corporate Workforce Planning and Organisational Development Team as part of its support to the wider workforce, supporting the people of Nottinghamshire, and given a remit to generate income. Additional funding was also allocated to meet key workforce development priorities of leadership, management and dementia training.
5. Since 2012 the OWL Project Team has consulted with independent social care employers each year to set out its priorities and reported on successes and achievements at year end. The focus has changed from providing learning and development at no cost to the workforce, to targeting the needs of owners and managers and charging for events on a full cost recovery basis.

6. Funds are also generated through bidding for resources from organisations such as Skills for Care and Health Education England. Business cases are submitted for projects designed to improve the quality of services in care settings through the workforce.
7. In April 2013 the service was rebranded as Optimum Workforce Leadership (OWL) and launched as a membership organisation with Premium members who pay a fee for benefits and services, and Open Membership who have access to services, resources and events at full cost. This approach was approved by Personnel Committee.
8. Successful service outcomes have included:
  - the development of competence frameworks in both moving and handling and medicines management that income generate and evaluate as excellent and cost effective in-house learning and competence assessment for employers
  - a dementia programme that raised standards in over 40 care providers settings
  - The Gold Standards Framework for end of life care was embedded in over 30 care settings, several achieving 'Beacon Status'
  - A £130k funding bid from Health Education England was used to commission a Delphi Study to focus on the development of competences for nurses in nursing homes and a CPD programme for nurses, including 6 CPD toolkits
  - 8 care workers from nursing homes secured places on the national pilot for the new Nursing Associate role, which will be regulated by the Nursing and Midwifery Council.
9. In September 2016 it was agreed that OWL should be retained to support the work on the Sustainability and Transformation Plan (STP) and continue working to support care provider quality improvement. The money was allocated from the Better Care Fund to support the work of OWL for a further 2 year period. At its meeting on 30<sup>th</sup> November 2016, Personnel Committee noted the new funding provisions and approved the extension of the OWL Project Team staffing resource up to the end of March 2019.
10. Other external funds that have been bid for successfully this year are:
  - £20,700 from Skills for Care to identify and deliver the competences to support the Trusted Assessor role in Nottinghamshire to reduce unnecessary admissions and promote prompt and successful discharges to free up hospital beds.
  - £35,000 has been awarded by Health Education England to identify and deliver, in partnership with the Urgent and Emergency Care Partnership a sustainable programme of nursing and healthcare competences to care settings that will reduce admissions.
  - £96,000 to disseminate to employers in the social care market in Nottinghamshire who support their employees to achieve health and social care qualifications.

## **Programme of events and workshops**

11. The remit of the OWL Project Team is to support the external adult social care workforce, in line with the wider workforce, referred to in the Council's Workforce Strategy and Adult Social Care priorities. The support offered to owners and managers as employers is access to resources, website, templates and toolkits as well as learning events, conferences and workshops. The nature of this work means that all activities require external communication with owners and managers in independent sector care providers. The attached events

schedule **Appendix 1**, outlines the events and initiatives that OWL plan to organise and deliver through until the end of March 2019.

12. As the remit of OWL is to respond to national and local priorities and support the needs of social care employers, there is a need to be both pro-active in promoting and identifying learning and development needs and responsive in providing support and guidance to care providers. For this reason additional events will be identified on an ad-hoc basis going forward and will be included in the programme as they are initiated. The programme will be updated and members informed as necessary.

### **Other Options Considered**

13. A range of options has been considered in developing the programme of activity to best deliver the Council's strategic and service specific objectives. This programme of activity meets these needs and the requirements of the various funding bodies where appropriate.

### **Reasons for Recommendations**

14. To continue to promote and deliver the learning events programme to support the wider workforce strategy and Adult Social Care priorities.

### **Statutory and Policy Implications**

15. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

### **Data Protection and Information Governance**

16. The data in this report and the associated appendix cannot be attributed to individual employees, service providers or service users and therefore protects their privacy.

### **Financial Implications**

17. The project team are funded through the Better Care Fund. All work is funded through bids to deliver on specific outcomes, or income generated from delegates participating in learning events. Costings are calculated on a net-nil basis. There is no net cost to the County Council.

### **Human Resources Implications**

18. The OWL Project Team are funded up to the end of March 2019 and will continue to deliver learning and development opportunities to the Nottinghamshire County Council's wider workforce, in line with the Workforce Strategy and Adult Social Care Priorities.

## **Public Sector Equality Duty Implications**

19. All communications are directed to the managers, owners or senior people within the care setting for them to use the information for their business and workforce development. Consideration is given in the planning of all events to provide accessibility for people who have a particular disability or dietary requirements.

## **Implications for Service Users**

20. In working closely with the Quality and Market Management Team and Workforce Planning Team the ongoing promotion of the work of the OWL Project Team is critical to the improvement of quality service provision across Nottinghamshire.

## **RECOMMENDATIONS**

It is recommended that Members:

- 1) Approve the attached programme of events detailed in Appendix 1.
- 2) Agree that the OWL Project Team continue to develop and promote other initiatives that are in line with the remit of the team, which is to develop the workforce and improve the quality of care provided in the independent sector, and provide an update report to Personnel Committee.

**Marjorie Toward**  
**Service Director - Customers and Human Resources**  
**Resources Department**

**For any enquiries about this report please contact:**

Claire Poole, Project Manager, Optimum Workforce Leadership on 0115 9772923  
claire.poole@nottscc.gov.uk

## **Constitutional Comments (KK 14/11/17)**

21. The proposals in this report are within the remit of Personnel Committee.

## **Financial Comments (RWK 08/11/17)**

22. The financial implications are set out in paragraph 17 of the report.

## **Human Resources Comments (CG 26/10/17)**

23. These are contained within the body of the report.

### **Background Papers and Published Documents**

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- None

### **Electoral Division(s) and Member(s) Affected**

- All