

# **Building a Skilled and Stable Community-based Personal Care Workforce in Devon**

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## Building a Skilled and Stable Community-based Personal Care Workforce in Devon

- Care Act - Quality & Sufficiency
- Significant impact on front-line services
- Quality of workforce:
  - Values-based recruitment & retention
  - Well-trained, with the ability to develop and progress

# Attraction

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- Marketing campaign “Proud to care”
- Microsite and recruitment portal
- Facebook campaign
- Widest variety of people – college leavers, retirees, caring experience, Forces etc.
- Promotion via Care Champions in Job Centres, Work Clubs, Libraries
- Any other ideas?

# Microsite to promote role

- Microsite with filmed and written case studies to attract passive and active job seekers to the sector.
- 4,000 hits per month.
- [www.carecareersdevon.org.uk](http://www.carecareersdevon.org.uk)



Laughter ↔ Support

Caring works both ways.  
Join those who are proud  
to care in Devon.

Devon  
County Council 

Make the most of you carecareersdevon.org.uk

# DCT recruitment portal

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- Launched DCT's recruitment portal for providers to advertise their vacancies for free: [www.dct.org.uk](http://www.dct.org.uk)
- Over 14,500 hits to the job pages so far.
- Over 200 jobs advertised to date.
- About 400 clicks to “Apply Now”.
- A banner on [www.devonjobs.gov.uk](http://www.devonjobs.gov.uk), which has 47,000 hits per month, is now signposting job-seekers to the microsite.

# Provider Support Pilots

- Some pilots are being commissioned by Economy & Enterprise to encourage collaborative working between providers to solve recruitment and training issues.
- Pilots cover Business Support, Employment & Skills Support and Personal Assistant Support.  
e.g. Leadership & Management support and pooling staff resources for training.

# Career Pathways

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- Team of provider reps, NHS and DCC staff are developing health and social care career pathways.
- Purpose is to attract high calibre staff into community-based personal care roles, with the opportunity for some staff to study and progress into other health and social care roles.

# Parking Exemptions

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- Good news for care workers, health staff and social care staff who visit people we support in the community.
- A special permit will allow parking without time limit (or requirement to pay) in:
  - areas of limited waiting,
  - residents parking,
  - and Pay & Display.



# Any questions?

I'd appreciate your feedback and ideas as we work with providers to help them attract, develop and retain community-based personal care workers

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