



getting and keeping the future workforce



to recruitment and beyond



The Skills for Care Annual Conference 2010

theme: Recruitment and Retention

date: Thursday 25 February 2010

venue: Hilton Birmingham Metropole Hotel



about the conference

This conference will use a mix of expert speakers, interactive workshops and fringe sessions to explore the best ways to recruit more people to adult social care and retain them for the future.

Recruiting and retaining quality staff is one of the key challenges for any employer. Every organisation in our sector needs a skilled and flexible workforce capable of meeting the significant changes to service delivery in the future.

Skills for Care estimates that the sector will need a minimum of half a million extra workers by 2025 – up to an extra million if we use a personalisation model – so the conference will also look at how the sector can attract and retain those extra workers.

The conference will examine the vision, context and key drivers for recruitment and retention in social care to develop a clear understanding of how to make the transition to a workforce that is equipped to deliver a wide range of services and meet the challenges of the personalisation agenda.

who should attend?

The conference is aimed at strategic stakeholders:

- senior staff from local authorities, independent and voluntary sectors
- training managers
- training providers
- representatives of employer organisations
- higher education and further education senior staff.

aims of the conference

Having attended the conference, delegates will:

- Have a clear understanding of the recruitment and retention challenges facing the sector.
- Understand what help and resources Skills for Care can offer to help employers recruit and retain their staff.
- Show how employers can access funding streams to support recruitment and retention.
- Use learning from a series of interactive and informative workshops to improve recruitment and retention.
- Gain awareness of planning your workforce needs in relation to personalisation and transformation of services.

about skills for care

Skills for Care is the employer led Sector Skills Council working with 35,000 social care employers to deliver the skills and knowledge of 1.5 million adult social care workers across England.

Skills for Care aims to improve the lives of people who use services, and carers by ensuring that those who work with adult service users have the best possible training and qualifications. We help the adult social care sector deliver the best possible care.

We have had a lead role in developing the new Qualifications and Credit Framework (QCF) as a simpler, more flexible way of recognising and rewarding skills and knowledge in the social care workforce. Once the QCF is introduced in 2010 our common induction standards and knowledge sets will be linked into the framework.



programme

9.00am	exhibition viewing, registration and refreshments
10.00am	welcome and introduction – Professor David Croisdale-Appleby, Chair, Skills for Care
10.10am	ministerial address – Phil Hope Minister of State for Care Services, Department of Health
10.45am	recruitment and retention on the frontline – facilitated by Andrea Rowe, Chief Executive, Skills for Care - who will be joined by employers from the sector
11.15am	launch of the 2010 Accolades – Nadra Ahmed OBE, Vice Chair, Skills for Care
11.20am	refreshments and exhibition viewing
11.45am	workshop session one – an opportunity to join your choice of seven workshops*
12.50pm	lunch, exhibition viewing and networking
1.45pm	optional extra's, drop-in fringe sessions – an opportunity to visit a choice of seven sessions
2.20pm	keynote speaker – Lynda Bellingham, Actress/Presenter and Alzheimer's Ambassador
2.50pm	conference summary – Professor David Croisdale-Appleby, Chair, Skills for Care
3.00pm	refreshments and exhibition viewing
3.30pm	workshop session two – an opportunity to join your choice of seven workshops*
4.30pm	close

* Workshops will be allocated at time of booking. Please note they will be assigned on a first come, first served basis. Programme correct at time of printing. Skills for Care and its partners reserve the right to change the programme without notice due to unforeseen circumstances.

fringe sessions details

Delegates will have the opportunity to visit a range of drop-in fringe sessions which will be held during the lunch break in the main exhibition hall.

1. Funding guide-signposting to resources that support workforce development
2. Find out more about how to enter the Accolades
3. Care First Careers - Investing in young jobseekers
4. Foundation degree progress and potential in the social care sector
5. NMDS-SC workforce intelligence – how to use it to help your business
6. How Dignity can help in recruitment
7. Migrant workers recruitment and workforce development needs



Delegates will have the opportunity to attend two workshops. Each workshop will be delivered as an information session or interactive session. Some will incorporate examples from employers on how Skills for Care work is being put into practice.

workshop A - the social work professional: becoming and belonging

- Newly Qualified Social Worker (NQS) framework in adult services – where we are today
- Updating the context: social work roles and tasks, professional pathway, other key Task Force recommendations
- Skills for Care and employers – how we are supporting NQS's and social work through partnership
- Delegate participation in the development work following the launch of the NQS Framework

workshop B - apprentices: one solution to your recruitment and retention needs

- National Apprenticeship Service Presentation
- Outsourcing or internal resourcing of training apprentices - two different approaches
- Apprenticeship experience
- Review Skills for Care's and KPMG's apprenticeship employer champion CD

workshop C - the new sector route-way for adult social care

- Overview of the new sector route-way that has been developed for adult social care in England
- Learn about the key features of the route-way and they will get an early report-back from the first route-way pilots
- Discuss the potential impact of the route-way on their own area of work, and to produce a brief personal action plan

workshop D - update on QCF qualification developments

- Update on the developments of the QCF qualifications
- Overview of units developed and structure of new qualifications

workshop E - personalisation – an opportunity to reach a new workforce?

- What are the new roles - examples?
- Reaching a new workforce – who and where from
- Employer experience
- Creative advertising – ideas from us and participants

workshop F - preparing and retaining the workforce supporting people with dementia

- This workshop will focus on the workforce supporting people with dementia
- The number of people with dementia in the UK is expected to double over the next 20 – 30 years to approximately 1.4 million people
- Implications for the social care workforce
- Explore some of the ways that Skills for Care are going to be working with employers and other stakeholders to meet these challenges

workshop G - career pathways e-tool / I Care...

- Online exploration of the e-tool
- Update on Care Ambassadors
- Review of the I Care... materials

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We cannot accept provisional bookings

C-536-11-09

How to book:

Fax: 0844 880 5062 **Tel:** 0844 880 5061 **Web:** www.pavpub.com **Email:** info@pavpub.com
Post this form to: FREEPOST RLUZ-ATEU-RYUZ, Pavilion, Richmond House, Richmond Road, Brighton, BN2 3RL

your details

(Please complete this section for each delegate. Photocopies are acceptable.)

Dr Mr Mrs Ms (Please circle) Other:

First name:

Surname:

Job title:

Department:

Organisation:

Address:

Postcode:

Tel: Fax:

Email:

I am wheelchair user I require a vegetarian meal I require a hearing loop

Please state any other requirements:

I agree to the terms and conditions as stated at the bottom of this page

Name:

Signed: Date:

workshop sessions

1st choice 2nd choice

11.45am (A-G) Please indicate which two workshops you would like to attend:
3.30pm (A-G)

venue: Hilton Birmingham Metropole, NEC Birmingham B40 1PP
(a map of the venue will be sent with confirmation of your booking)

date: Thursday 25 February 2010

conference fees

The fee includes lunch, refreshments and conference materials. Please note accommodation is not included.

Conference papers

Conference papers will be sent out a week after the conference. For those not attending the event, conference papers can be purchased at £60. Please fill in the "your details" section.

group discount

Group discounts are available, please call 0844 880 5061 for more information.

free bursaries for people who use services and unwaged carers may be available. Write to the address above stating why you would like to attend and your contact details.

confirmation of booking

When booking, please wait for written confirmation before arranging travel.

terms and conditions cancellation and refund policy

All cancellations will be subject to a £50 administration fee, if received in writing by 15/02/10. We regret that any cancellations after this date cannot be refunded, but substitute delegates are welcome at any time.

payment

30 days either from date of invoice or before the conference (whichever sooner). Payment must be received prior to the conference.

If you DO NOT wish to receive further information from Pavilion, please tick here:

We may also make your details available to carefully screened organisations working in the health and social care field. If you DO NOT wish to receive information from these companies, please tick here:

Skills for Care and its partners reserve the right to make changes to the programme, speakers or venue should this become necessary.

Please note that occasionally we might film, record or photograph all or part of our events. Footage, photography or audio may be broadcast after the event and used in a professional context.

delegate rates and purchasing options

(For group rates and bursary places please see terms and conditions.)

Book before 8 January 2010 and SAVE £50

early bird rate: book by 8 January **Quantity**
£180 + VAT (Total £207)

standard rate
£220 + VAT (Total £253)

conference papers £60 + VAT (Total £69)

marketing code:

The standard VAT rate will return to 17.5% on 1 January 2010

Total £

payment

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Please make cheques payable to: Pavilion Publishing (Brighton) LTD

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Signature:

To book online visit

www.pavpub.com/skillsforcareannualconference