

# The Care Sector:

# The Heart of Care in Cornwall

Whether it's new job opportunities, developing support and skills or innovating new ways to work, the care sector in Cornwall has the potential to boost its positive impact. Painting a clear picture of the issues at hand and weighing up the figures is key to plotting a path forward.

## Checking the Pulse of Care

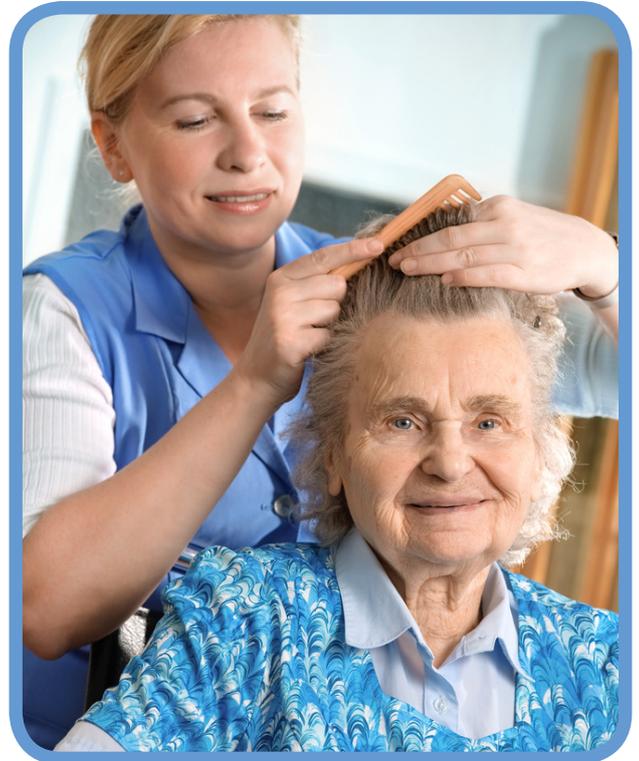
Over the past two decades, the care sector has seen a seismic shift. From its NHS and local authority roots to delivery by private sector organisations, the twists and turns in its journey have been far from smooth sailing. With lower wages, increased demand and now government pressures brought in by 2014's Care Act, the care industry in the UK is now under immense strain.

And it all boils down to the fact that we're living longer.

While this is great news for us, it also puts more pressure than ever before on health and social care resources. Care providers in Cornwall and beyond are facing many challenges in tackling this ever-growing demand; including a lack of skilled workers, increases to minimum wage and reduced health and social care funding.

With hundreds of registered care providers across CloS (Cornwall and the Isles of Scilly), the health and care industry is a key player in the business landscape. Delivering quality care in deeply rural and disparate communities with relatively poor transport

links can prove quite a headache. Health and care provisions in these locations are often fragmented, and establishing a business can be difficult and costly. What's more, with the region's population aged 80 and



over set to double across the next fifteen years the hurdles seem to be lining up.

So how can we navigate these issues?

## Pioneering Different

Being rural doesn't have to mean we in CloS are worse off. Cornwall is set to thrive in its community-based care services, with extra care housing and increased availability of self-funded care residences to help take the strain. By employing all of our problem solving skills, we need to communicate closely with local planning authorities to make sure all locations are covered. And thinking like pioneers will help.

Over the next five years, the Government has put in place a 'pioneers programme', which will see seamless health and social care systems available wherever people are found. Working with fifteen organisations across CloS, we're bidding for 'pioneer' status from the Department of Health. With this behind us, partners in Cornwall will receive access to expert help allowing us to become one of the first to integrate its services, well ahead of the government's deadline.

### UK: The Facts

- 92% of care providers are in the private sector
- There are 1.52 million adult social care jobs in England
- The care sector industry in England contributes a Gross Value Added (GVA) of £20 billion

### Cornwall: The Facts

- 357 private care providers are registered in the county
- There are 135,000 full-time employees in the care sector in Cornwall
- The care sector in Cornwall contributes a GVA of £230

## Employing the Future of Care

While the figures for employment in the care sector are matching the average in the UK, most people working in this industry in CloS are currently paid less than the recommended UK living wage of £7.85. But pay isn't the only issue in the recruitment of workers. Fewer people are applying for each vacancy than they were ten years ago. And with staff turnover stretching above the national average of 27.5% to 28.7%, the desire to commit to a career in the care sector seems to be somewhat waning.

So how do we turn the careers in this sector into an attractive proposition? We create a plan to improve education, create new roles and upskill staff.

Breathing new life into care in CloS means inspiring and reigniting the passions of the current workforce, as well as the next generation of staff and volunteers. With a plethora of training organisations, delivering

a wide range of different skill levels and qualifications, there's a huge opportunity for staff to improve not only the way they work, but the way they think too.

*"We need to work together, to share insight and discover a better way forward."*

To make sure we're really facing the issues at hand, we need to work with companies in the skills sector to identify skills gaps. This means we can put programmes in place to address the shifting needs of people in the community.

But it doesn't stop there. Stimulating the volunteer culture will be paramount to a healthy future. Not only does recruitment of volunteers lead to a wider, more diverse workforce, it also brings people on board with similar positive values, which is vital to the future of the industry.

## Pumping New Life into the Sector

**Innovation. Enthusiasm. Opportunity. Here's how we can take steps towards better care in the county:**

### Coming together to shape the future.

Local authorities have ample opportunity to work closely with local care providers, helping to shape the

future of care tailored specifically to local people's needs. We need to shift things at the source, share opportunities for change, discover ways to prevent hospital admission and stop people moving on to more intensive forms of care. But to do this we need to work together, to share insight and discover a better way forward.

### Investment leads to innovation.

Encouraging people to see the value of the care sector and its potential for growth is key for the industry's survival. One opportunity that could be explored is the potential of social impact bonds, designed to help reform public service delivery. This means that investors can pay for a project at the start and then receive payment based on positive results. Not only does this attract tax benefits to the giver if it's developed as venture capital, it also means investors will have a more vested interest in seeing their projects thrive.

### Opening up technology.

Advancements in health care and patient interactions mean technology will play an integral part in the advancement of the care sector. To make sure we're up to speed, we need to share these tech innovations with employees; opening up access to relevant health care apps and illuminating the experiences of patient and health care professionals.

**By shifting perceptions and channeling our resourcefulness, we can get behind the future of CloS's care sector so it can achieve more than ever before.**

**Find out more about the thinking behind this Skills Action Plan and read the full report by visiting <http://www.cornwallandislesofscillylep.com/employment-and-skills.html>**