



Gofal Cymdeithasol **Cymru**  
Social Care **Wales**



Noddir gan  
**Lywodraeth Cymru**  
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# Impact report 2018-19



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This is our second impact report as Social Care Wales. This report looks at some of our main areas of work in 2018-19, and shows how we have worked with people and organisations to support the Welsh public service.

You will find links within the report, which will take you to more detailed reports about our work. If you would like to find out more, please visit [socialcare.wales](https://socialcare.wales)

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## Introduction

We are in our second year of delivering against our 2017-22 strategic plan. In this report, we have included an overview of some of our work to show what we have achieved during the past year.

We have made substantial progress on our longer-term priorities to influence and realise the vision for social care in Wales, focusing on well-being.

Our work supports the ambitions of *A Healthier Wales*, which provides a long-term vision for a seamless, whole-system approach to health and social care, and this has underpinned our work with the Welsh Government and others.

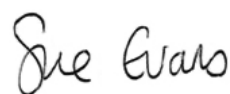
This supports the implementation of the legislation to transform care and support in Wales as set out in the Social Services and Well-being (Wales) Act 2014 and the Regulation and Inspection of Social Care (Wales) Act 2016.

There have been some important, influential and powerful pieces of work around care over the past year. I was involved in Measuring the Mountain, a unique initiative gathering people's experiences of social care throughout Wales. The [final report](#) is the first of its kind and sheds light on how social care really feels for carers and people who are receiving care and support.

Funded by the Welsh Government, Measuring the Mountain has collected close to 500 personal stories from across Wales about social care that reveal the complex, vulnerable and important relationships people have when they are carers or need care and support.

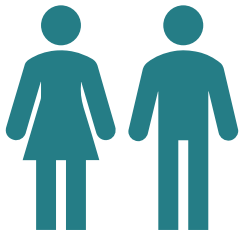
Our achievements are only made possible by working with others, and we are committed to working in partnership, and actively engaging and listening to the views of our partners, stakeholders and individuals to shape and inform our work.

We want to know that our work makes a difference to people and their communities in Wales. We have begun to refine how we measure the impact of our work, to demonstrate the benefits of regulation, standards and workforce development in improving the social care and early years workforce. It may also highlight how our service improvement activities contribute to safeguarding and improving the well-being of people and their communities.



Sue Evans  
**Chief Executive**  
Social Care Wales

## Social care in Wales



**161,000**

adults received care in Wales during **2017-18<sup>1</sup>**, a reduction of **9.7%** since **2016-17**



**16,080**

children received care and support in **2017-18<sup>2</sup>**, an increase of **1%** since **2016-17**



Number of children looked after by local authorities increased by **7.7%** between **March 2017** and **March 2018** – an increase from **5,995** to **6,405**. This is a **24%** increase since **March 2010<sup>3</sup>**.



It is predicted that **500,000** adults aged **18+** will have a limited long-term illness in Wales in **2035<sup>4</sup>**

It is predicted that **312,000** adults aged **65+** will be unable to manage at least one self-care activity on their own in **2035<sup>5</sup>**



There were **4,137** regulated childcare and play services in Wales on **31 March 2018** and **83,065** places available<sup>6</sup>



There were **1,936** regulated children's day care services in Wales on **31 March 2018** and **66,881** places available<sup>7</sup>



There were **159** regulated children's homes in Wales on **31 March 2018** and **729** places available<sup>8</sup>

1. [Number of adults supported during the year](#)
2. [Number of children receiving care and support](#)
3. [Number of children looked after by local authorities](#)
4. [Predicted number of people aged 18+ who will have a limiting long-term illness](#)
5. [Predicted number of people who will be unable to manage at least one self-care activity on their own](#)
6. [www.socialcaredata.wales/IAS/themes/regulatedservices/tabular?viewId=2300&geoid=1&subsetId=](http://www.socialcaredata.wales/IAS/themes/regulatedservices/tabular?viewId=2300&geoid=1&subsetId=)
7. [www.socialcaredata.wales/IAS/themes/regulatedservices/tabular?viewId=2301&geoid=1&subsetId=](http://www.socialcaredata.wales/IAS/themes/regulatedservices/tabular?viewId=2301&geoid=1&subsetId=)
8. [www.socialcaredata.wales/IAS/themes/regulatedservices/tabular?viewId=2304&geoid=1&subsetId=](http://www.socialcaredata.wales/IAS/themes/regulatedservices/tabular?viewId=2304&geoid=1&subsetId=)

## Engagement and communication

Last April our Board approved an engagement strategy for 2018-22 and it subsequently approved a detailed activity plan to implement it.

The plan focused on:

- the stakeholders we should engage with
- the level the engagement should take
- the methods for engagement and how they would be evaluated
- the desired outcomes.

During the year our focus has been more on different levels of two-way engagement rather than broadcasting information to our audiences through communication. We focused our attention on developing partnerships and doing the essential groundwork to plan major, long-term projects.

Examples include:

- our early work with Health Education and Improvement Wales (HEIW) on developing a health and social care workforce strategy
- our collaboration with the Association of Directors of Social Services (ADSS) Cymru to organise the 2018 National Social Care Conference
- our work with Qualifications Wales, HEIW, the consortium of WJEC and City & Guilds, and other partners to develop and roll-out new health, social care and childcare qualifications from September 2019
- our collaboration with the local safeguarding boards to develop a digital version of the new national safeguarding procedures for children and adults
- developing an implementation plan for the research and development strategy.



Our website records almost  
**124,000**  
page views each month



Our best-performing  
tweet reached  
**38,818**



**99,615**  
resources downloaded from  
the website (an average of  
10,000 each month)



Reach of our most  
popular Facebook post:  
**11,978**



More than  
**4,500**  
followers on Twitter



**4,713**  
Learning Zone  
account users

## Providing public confidence

We want people to have confidence in the social care sector and in the effectiveness of Social Care Wales



## Transforming care in the 21st century

During the year we continued our conversations with the sector and our stakeholders to realise our *Transforming care in the 21st century* programme of work. This programme supports the Welsh Government's decision that domiciliary care workers will have to be registered with us by 2020 and adult care home workers by 2022. This will mean an additional 30,000 workers registering with us. This extension of the Register is part of a long-term commitment by the Welsh Government to support and value the social care workforce.

Registration is part of our ongoing commitment to professionalise the social care workforce and raise the status of workers. We recognise the need to ensure we have a sufficient workforce that's ready to meet the new challenges that has the right skills, as well as confidence in their practice.

Domiciliary care workers began registering with us from April 2018 and we have been working with the sector to ensure we regulate for improvement. In our consultation on extending the Register and our ongoing engagement with employers and workers, you asked us to:

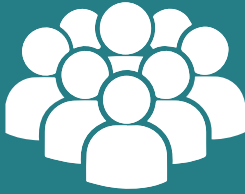
- provide roadshows on a local and regional basis to help providers raise awareness of the importance of registration with their employees
- provide clear and accessible information about registration, including 'how to register', and clarifying the requirements and responsibilities
- consider support for those excellent care workers who might struggle with achieving the new qualifications, continuing to raise standards but not at the expense of losing valued professionals.

The events have ranged from briefings on registration to training sessions for employers to help them support their staff, as well as workshops where domiciliary care workers applied for registration on the day. This has contributed to a steady increase of people on the Register at the end of the first year of voluntary registration, an indication that this awareness-raising activity has brought tangible benefits. A few of the organisations that took part in the training sessions have now put plans in place to roll-out registration to their staff.

Alongside this engagement work, we produced a range of materials to support the sector. These included:

- case study videos by people who use care and support, registered people and employers
- a 'how to' video and presentation explaining the registration process
- apps for registration, practice guidance and the Employers' Code.

In responding to the sector's concerns about the qualifications, we designed three routes to registration for domiciliary care workers. We made sure we balanced our public protection role, along with our role supporting the professionalisation of the workforce.



**1,529**

domiciliary care workers were registered with us at 31 March 2019. The other parts of the Register remain largely stable



**13,683**

the number of people on the Register of Social Care Workers at 31 March 2019



**899 (7.8%)**

people left the Register, a decrease of **338** compared to the previous year

## Fitness to practise

Only a very small proportion of registered persons appear before a final fitness to practise hearing, indicating that the majority are working to the required standards as outlined in the *Code of Professional Practice for Social Care*.

Our fitness to practise process aims to protect the public from those who are not fit to practise and ensure the workforce practise to the highest standards. If a worker fails to meet these standards, they can be removed from the Register, which means they will be unable to practise in Wales. In every case, we aim to reach the outcome that best protects the public at the earliest opportunity.

The nature of the fitness to practise referrals we receive are wide ranging. For example, misuse of social media, medication errors, and failures to assess, record or visit people using care and support. We use the outcomes of our investigations and hearings to support continuous improvement in the sector.



**18**

final hearings held

**10**

people removed from the Register

Of the **10** who appeared before a final hearing and were removed from the Register, **5** were residential child care workers, **3** were adult care home managers and **2** were social workers.

**212**

number of registered persons about whom we received allegations that called into question their fitness to practise and their suitability to remain on the Register

**132 (62%)**

of referrals related to registered persons who were subject to disciplinary processes

**50%**

of referrals were from the residential child care workforce, the highest number of referrals

### Registered social workers referred

0.7%	2018-19
1%	2017-18
2%	2016-17
1.7%	2015-16
1.8%	2014-15



## Working with you to be effective

### Strategy and governance

We made a commitment in our 2017-22 strategic plan to evidence and report on the impact of our work. During the year, we published our first *Impact report*, which has been downloaded nearly 600 times. We are also reviewing and refining our performance indicators to improve how we demonstrate our contribution to the social care and early years sector.

We were featured in the *Lord Holmes Review* as a positive example of an organisation with a diverse and representative Board, acknowledging our innovative Board recruitment process. The success of our approach has resulted in a diverse Board of 14 people – of whom 57 per cent are women, three are disabled and whose ages range from their 30s to their 70s.



### Staff well-being

As a public service organisation, we are committed to demonstrating the Welsh public service values in the way we work with the sector and the way we work within the organisation.

### Current workforce



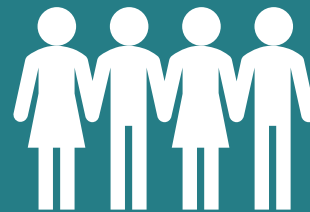
71.2%



28.8%

### Recruitment

28 posts advertised



27 posts filled

### Retention

8.5%  
Staff turnover

3.37%  
Sickness absence  
rate

## Developing the workforce

We want Wales to have a sufficient, high-quality and skilled social care and early years and childcare workforce

### Workforce strategy

The ambition of *A Healthier Wales* is for health and social care systems to work together, so the people using them don't notice when services are provided by different organisations. A seamless system of health and social care will need a workforce that provides the best care, irrespective of who they are employed by and where they are based.

In response to this, we have designed a robust and comprehensive engagement plan to develop – for the first time – a health and social care workforce strategy for Wales. The intelligence gathered this year will lead to the development of a draft workforce strategy that will be ready for consultation in summer 2019. The final strategy will be published in early 2020.

We have drafted two reports:

- one on the profile of the health and social care workforce
- one on the future policy and strategic intent for the health and social care sector.

**“The workforce strategy is an opportunity for us to be ambitious and forward-thinking in how we develop our current and future workforce, making sure that we put staff well-being and staff experience at the core of our proposals.”**

**Alex Howells**  
**Chief Executive of HEIW**



**40+**  
peer group  
meetings



**2**  
webinars



**1**  
online survey

**40+**  
1:1 interview with  
stakeholders

**14**  
workshops  
across Wales



## All Wales induction framework for health and social care

We developed and launched the [All Wales induction framework for health and social care](#) in partnership with services and organisations across health, social care, work-based learning and further education providers. The induction framework covers the principles and values, knowledge and skills workers need to carry out their role competently in the first six months of their employment. Hywel Dda Health Board is currently working closely with social care colleagues on a pilot to develop shared approaches to training to support the implementation of the induction framework.

## Induction framework for early years and childcare

To ensure a consistent approach across the social care and early years sector, we also refreshed the [induction framework for early years and childcare](#) to support a values-based induction for those working in the sector. This was launched by the Minister for Children, Older People and Social Care in October 2018, with a set of online resources available via our website.

This framework will provide early years and childcare settings with a robust structure for induction and makes it clear to new workers the knowledge and skills they will need to be able to evidence in their first six months of employment. This will create a firm foundation to help new workers develop their practice and future careers, in and across the early years and childcare sector.

It will also provide employers with a clear benchmark of the professional knowledge, skills and values that new employees need to evidence to make sure they are safe and competent to practice at this stage of their development.

## Step Up to Management

During 2018-19, 200 learners took part in a programme for aspiring managers called Step Up to Management. We jointly hosted an award ceremony, in collaboration with the University of South Wales, for more than 80 learners who had

achieved the award during that period. Plans are in place for a similar ceremony in December 2019 to recognise the remaining learners. We are also currently carrying out a piece of research to find out if the graduates have moved into managerial positions. This will be completed by March 2020.

**“Doing the step up to management enhanced my knowledge, and this gave me the confidence, to apply for senior roles.”**

**Cohort two**

**“After completing the step up to management, I progressed from care worker to senior care worker, and my current role is Deputy Manager, I believe my progression is a result of completing the step up to management course.”**

**Cohort two**

## National Development Programmes

We are continuing to support managers in local authorities by providing training and learning management programmes for strategic, middle and team manager roles. We have worked in partnership with ADSS Cymru, the Welsh Local Government Association (WLGA) and the Institute of Public Care to create learning, reflective and problem-solving environments for staff.

**“Being a senior manager generally means time to pause and reflect is a luxury. The strength of the programme for me was coming together with peers to share issues, problem solve and build an on-going supportive an effective network.”**

**“As a newly appointed TM this programme is helping me to shape my management style and focus my thoughts on shaping the team.”**

**“Enjoyable and thought provoking. Really well structured and facilitators create a learning environment.”**

## Attraction and recruitment – WeCare Wales campaign

Wales will need thousands more people to work in caring roles with adults and children by 2030 to keep pace with the growing demand for care services and provide support for communities across the country. During the year, we worked with organisations from across social care, early years and childcare to launch a national campaign called [WeCare Wales](#).

The campaign is a collaboration between leading organisations representing the social care and early years sector, as well as other national bodies involved in job-seeking and careers advice.

It is part of a long-term strategy to attract and retain the right people with the right skills to provide high-quality, seamless care and support to the people of Wales.

The campaign highlights the breadth of career opportunities in care, from childminders and nursery practitioners to home care co-ordinators and care home managers.

“PACEY Cymru have supported the development of the WeCare campaign and continue to work closely to promote the campaign following the launch. We have worked this into our communications plan for coming months and engagement so far has been strong. The videos produced are inspiring others, as well as promoting the roles to those looking to enter the sector it has also created a sense of pride in their role by those currently working in the sector. We played the videos at our recent childminder event in Cardiff and they were extremely well received.”

### PACEY Cymru

“What better way to demonstrate how rewarding and diverse a career in social care and early years offers, than seeing people share their real experiences in the We Care campaign in Wales.”

Jonathan Griffiths  
Director of Pembrokeshire and ADSS  
Cymru workforce lead

## WeCare Wales campaign statistics

Estimated overall reach for the news coverage it received is just under **4 million**



**9**

individual  
broadcast pieces



**29**

pieces of print  
coverage



**798**

followers / likes  
across all channels



**3,347**

video views across all  
channels – with Twitter  
(@WeCareWales) gaining  
the most video views



**2,507** direct social media engagements



## Work Welsh

We are continuing to support the workforce in developing their Welsh language skills, and their knowledge and understanding of bilingualism to help them provide high-quality care to people in their language of choice.

During the year, we worked with the National Centre for Learning Welsh on a programme to help social care workers learn and use Welsh in their day-to-day work. We did this by supporting more than 170 learners to undertake Welsh language courses, either face-to-face or online. We will be evaluating the programme's impact at the start of 2019-20.

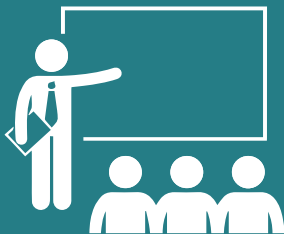


**5,670** people involved in awards

**1,881** achieved awards

**3,486** carried on into 2019-20

**303** withdrew



**132,834** training places offered

**107,031** training places taken

Attendance average was **81%**



**20** local authorities sponsor social work degree students



Satutory sector took **77,341** places

Private sector took **16,466** places

Third sector took **3,734** places

## Investing in the workforce

We invested £10.9 million in supporting the social care workforce, so they have the right knowledge, skills, understanding and approach to provide good care and support.

This included £7.13 million paid to local authorities through the Social Care Wales Workforce Development Grant (SCWWDP), which was match funded by £3.06 million local authority funding. The local authorities also invested another £2.69 million into workforce development and training.



## Leading and supporting improvement

We want improved outcomes for children and adults who rely on care and support, their families and carers

### Improvement framework

Recognising improvement is everyone's business, and requires us and our partners to work differently. During the year, we pulled together our *Improvement framework*, which sets out how we will achieve our aim of leading and supporting improvement in social care in Wales.

All our improvement work is carried out in partnership. In some areas we take a national lead to support service improvement, in others we take a supportive, influencing or collaborative role. All are equally important.

### Care and Support at Home

In our third year of leading the implementation of the *Care and Support at Home Strategic Plan*, we have been working hard to develop and maintain our partnerships as the plan identifies a broad range of actions, and links with more than 20 relevant work programmes that impact on care and support at home. We nurtured shared learning, and supported progress and improvement by providing opportunities for stakeholders to share their successes, challenges and learning through the groups that oversee and support this work.

The three sub-groups focusing on commissioning, workforce and the support provided by carers and communities have continued to meet. The sub-group chairs meet regularly to ensure their approach remains aligned and consistent, as well as credible and focused.

### Dementia

We are an active member of the national group that oversees the National Dementia Action Plan for Wales. We have been working with the Welsh Government, Public Health Wales, Alzheimer's Society and other partners to drive forward the learning and development actions. During the year we were tasked with establishing a sub-group to focus on the workforce. One of the first pieces of work we will take forward in 2019-20 will be understanding what dementia training is being provided across health and social care in Wales, so we can build upon and align existing resources.

### Supporting the shift to outcome-focused social work

In partnership with Achieving Sustainable Change (ASC) Ltd, we offered skills development support to social services and their partners. Putting individuals and families at the heart of our care and support services needs a culture shift not just by frontline workers, but from their organisations and particularly senior leaders, too. This is long-term programme of work to support the change that's required that's at the heart of the Social Services and Well-being (Wales) Act 2014. A formal evaluation of the programme is currently being carried out and will be published early in the new financial year.

### Researching the experiences of children and young people in secure accommodation

We carried out a piece of work to help us better understand children's voices and experiences, and help inform and shape policy and practice development in Wales. We worked and engaged with a number of organisations, most importantly with young people who have lived in secure accommodation. There are some strong messages about their experiences, which will be shared with policy and decision-makers at the Welsh Government.

## Social care research and development strategy for Wales

This year we worked with our partners to develop and put in place a plan to implement the [Social care research and development strategy for Wales 2018-2023](#), which was launched at the end of 2017-18.

Our role is to lead the Strategy Implementation Group, which includes partners from Health and Care Research Wales and the Wales School for Social Care Research, and together we produced an *Implementation plan* for the strategy.

Over the year, we focused on developing and strengthening our strategic partnership arrangements with Health and Care Research Wales and the Wales School for Social Care Research. Through new initiatives, we also forged relationships around research with the Welsh Government, local authorities and Regional Partnership Boards, and academics across the Welsh universities.

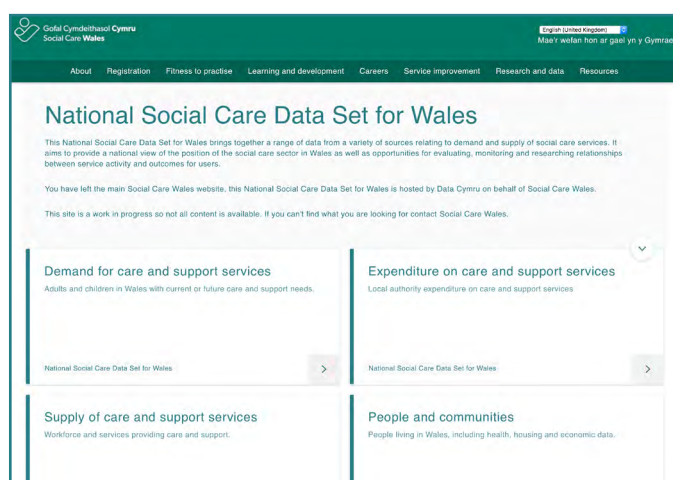
## National Social Care Data Set

During the year we published our [National Social Care Data Set](#), which aims to bring social care data together in one place to show how the social care sector is performing in Wales. We also established an advisory group, bringing together partners from social care, to help us plan and develop the data set. We worked closely with Data Cymru and Care Inspectorate Wales to make data about a number of regulated care and support services in Wales available by local authority.

In March 2019, we republished local authority expenditure data from StatsWales in the data set. We continued to develop the data set, adding health diagnosis information specifically for dementia, mental health and learning disabilities from the Qualities and Outcomes Framework data.

We also developed a prototype of how the data set could potentially be developed to improve its functionality. We will continue to develop the data set with partners in 2019-20 to help us understand what other statistics are needed and what analysis of current statistics should be carried out.

In addition, we worked with the Welsh Government, the Institute of Public Care and Data Cymru to transfer Daffodil Cymru to us. Daffodil Cymru is an online tool that sets out the potential demand for care and support services based on future population projections of people living with a range of health conditions.



## Looking ahead to 2019-20

Looking forward to our work programme in 2019-20, we will continue to work with people who use care and support, and organisations to lead and support improvement in social care. We will also continue to work with our partners to take forward the Welsh Government's long-term vision for seamless health and social care in Wales.

Our priorities for 2019-20 include:

- working with HEIW to develop a workforce strategy for health and social care
- registering domiciliary care workers and preparing for the registration of other groups of social care workers
- working with Qualifications Wales and HEIW to launch the new health and social care, and early years and childcare qualifications
- taking forward our new extended role in relation to the early years workforce
- working with partners to raise the profile of the social care, and early years and childcare sector through the WeCare Wales campaign
- continuing to drive forward our agreed national improvement plans
- continuing to influence debates about the Welsh Government's agendas, such as tackling loneliness and isolation, the foundational economy and the social care levy, and contributing to emerging work and discussions to establish parity of esteem between health and social care.







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