

# West Sussex Partners in Care

April Forum

**Mike Bailey, Skills for Care and**

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# The Sussex adult social care picture



## State of the Sector Report 2024/25:

- 51,000 number of filled posts
- 54,000 total number of posts
- 26% turnover rate
- 53% recruited from within ASC sector
- 6.2% vacancy rate
- 75% female
- 7% under 25 years old
- .....by 2040 an additional 19,000 new roles needed

## Other factors influencing workforce:

- Move away from international recruitment
- National insurance increases impacting adult social care employers
- Competition for workforce against other industries including retail and hospitality

# Aims of the plan



- Relaunch of the Great Employer Scheme to significantly increase its uptake across care employers in West Sussex, and potentially across the whole of Sussex, as a kitemark of good practice.
- Increase the number of people, especially young people choosing a career in adult social care in Sussex.
- Reduce vacancies and increase retention in the adult social care sector in the area.
- Provide a comprehensive roadmap of how to get there setting out initiatives, planned and proposed activities.

# The Great Care Employer Scheme



- Developed by West Sussex County Council in partnership with West Sussex Partners in Care, the Great Care Employer scheme has been shaped by local providers
- Designed to help attract people who are looking for a rewarding career in the care profession
- Support care providers to promote their best practice.
- The self-assessment scheme lists a range of potential 'offers' from care providers, each falling into one of four themes:
  - Pay & Benefits
  - Job Security & Flexibility
  - Learning & Development
  - Supported & Valued

# How to get there - Our plans



Home grown recruitment scheme based on existing international recruitment model

'Sussex Cares – A job that matters and a future that grows' branding

Including online social care work experience programme leading to certificate



Marries up 'Great Employers' with those completed the online work experience

# Next steps



- Sussex Cares Group meeting quarterly
- Draft priorities developed and funding being sourced
- Looking to adapt SESCA International Recruitment scheme process to home grown recruitment initiative.
- Targeted approach to link with 'harder to reach' care providers.
- Development of a new and unique brand specific to Sussex - "Sussex Cares" with a tag line which reflects both the importance of working in care and the opportunities for development - "A job that matters and a future that grows".
- 4 key target areas:
  - Young people including NEETs
  - People with learning disabilities
  - Generation X
  - Career changers

# Skills for Care Update



# New practical approach toolkits for adult social care leaders

## Our practical approach toolkits support leaders and managers to tackle today's most pressing workforce challenges

Bringing together what's working across adult social care, they provide clear, actionable guidance that can be adapted to local contexts.

Each toolkit shares real examples, practical steps and recommendations, helping you understand not just what works, but how to put it into practice. Topics include recruitment and retention, workforce planning, skills development, integrated care and provider engagement.

Whether you're leading a service, shaping local plans or working at system level, these flexible toolkits are designed to work across different settings, needs and ambitions.

[Practical approach toolkits](#)



# Leadership Qualities Framework (LQF)

## Shows what great leadership looks like at every level

- Care worker
- First-time manager/new to commissioning
- Operational manager or leader/operational commissioning
- Strategic manager or lead/strategic commissioning

Includes the Management and Leadership Code for Health and Social Care – developed with NHS England

Supporting self-assessment tools

[www.skillsforcare.org.uk/lqf](http://www.skillsforcare.org.uk/lqf)



# Continued government funding confirmed for 2026/27



## The Adult Social Care Learning and Development Programme

This includes:

- Learning and Development Support Scheme (LDSS)
- Oliver McGowan Mandatory Training on Learning Disability and Autism (Oliver's Training)
- Assessed and Supported Year in Employment (ASYE)
- User-led organisation (ULO) funding for ULOs representing individual employers and personal assistants

Funded by the Department of Health and Social Care and administered by NHS Business Services Authority (NHSBSA).

Find out more about the [funding available, including guidance documents and grant determination letters](#).

# Adult Social Care Learning and Development Support Scheme (LDSS)



## Claim funding for training for you and your workforce before the deadline (31 March 2027)

The LDSS scheme has supported many adult social care employers and their staff to undertake eligible courses and qualifications this financial year. The overall funding available is limited, so don't miss out. Guidance for employers and a list of courses and qualifications eligible for funding can be found on the [Government website](#).

- The LDSS is administered by NHSBSA via the [online claims service](#).
- [FAQs available](#).

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## Adult Social Care Workforce Data Set (ASC-WDS)

Did you know that to claim LDSS funding, you need an up-to-date ASC-WDS account?

Find out more about [ASC-WDS](#)

# Questions?

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