



**Gofalwn
am Sir Benfro**
In Pembrokeshire
We Care



Visioning a different care workforce in Pembrokeshire

Rachel Gibby

Service Development Officer
Pembrokeshire County Council.

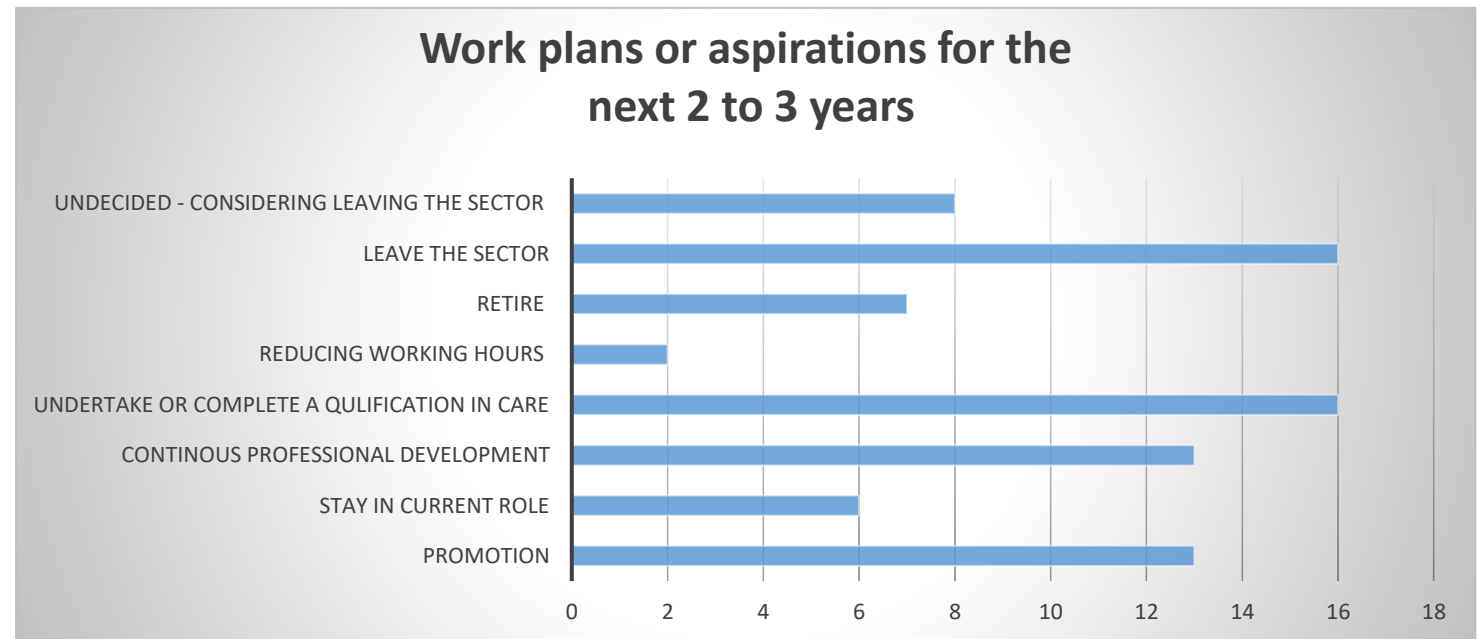
#BevanExemplar

Doing things differently for a prudent, sustainable recovery | www.bevancommission.org

Project Background

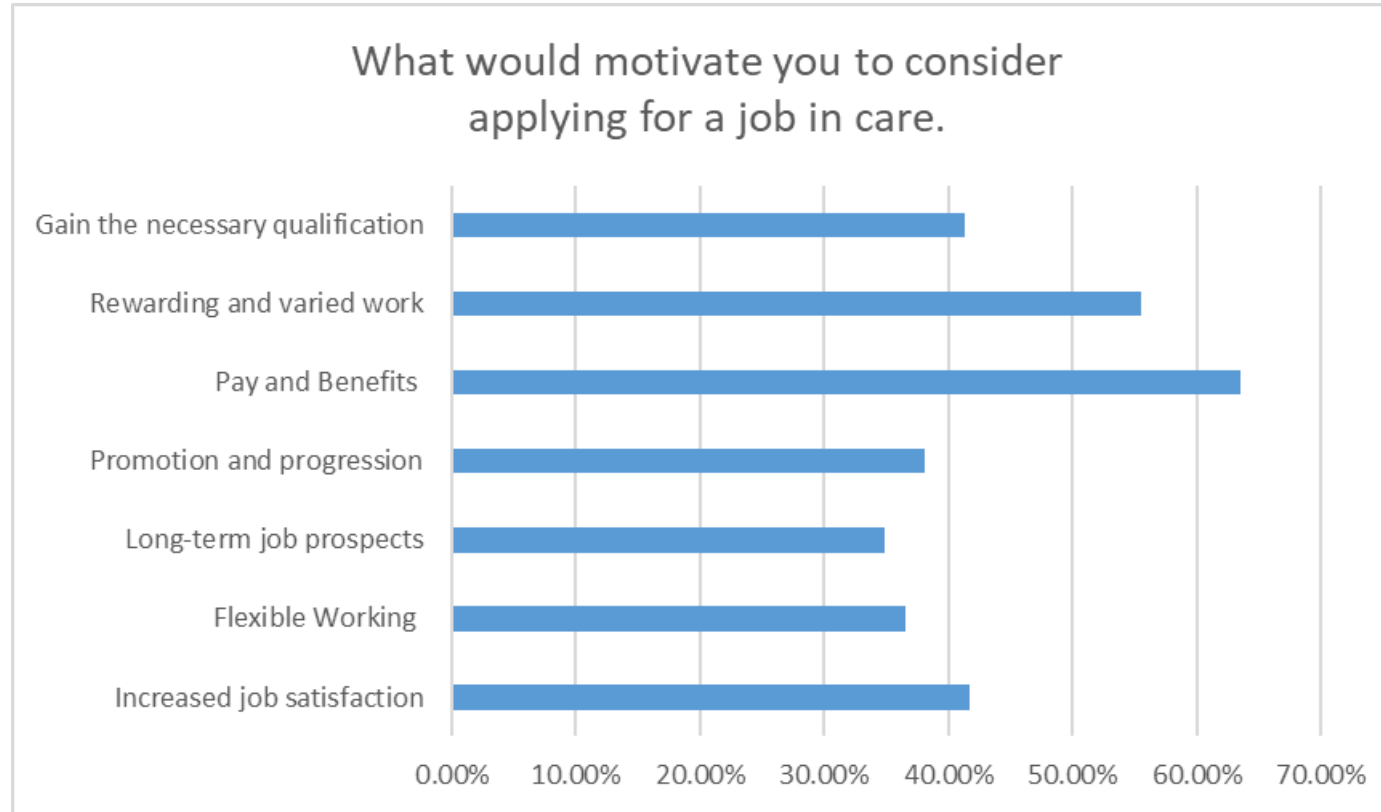


- *In the West Wales Population Needs Assessment 2017, it is reported that there has been and will continue to be, a significant increase in the people aged over 85 in the area. An increase of 122% in West Wales overall by 2035 with an increase of 129% in Pembrokeshire.*
- *Over the same period there is expected to be a decline in the working age population.*
- *The West Wales Care Partnership's: Attraction and Recruitment Survey Report October 2021 of care staff informed us :*





- In the same survey the staff were asked what would motivate them to apply for a job in social care. (regional response).
- Whilst the top answer is pay and benefits (this is outside this project and being addressed on a national level)
- the next highest response is rewarding and varied work and increased job satisfaction, along with promotion and progression



- We have also been told anecdotally that community care staff do find the role lonely.

#BevanExemplar

Doing things differently for a prudent, sustainable recovery | www.bevancommission.org

Byddwch yr achubiaeth sydd ei angen ar eich cymuned

Gwnewch gais am swydd ym maes gofal cymdeithasol heddiw.

gofalwnamsirbenfro.co.uk

Be the lifeline your community needs

Apply for a job in social care today.

inpembrokeshirewecare.co.uk

■ care@pembrokeshire.gov.uk
☎ 01437 775197



The Vision

This project is looking at developing innovative actions around shared priorities, working differently by collaborating to make the most of all skills and resources.

This project will be looking at bridging domiciliary care, residential care and day opportunities, bringing the community closer together and by having staff working across the services. Enabling sharing of resources, bringing people together for activities.

Creating different ways of providing peer support for staff and enhances career opportunities of staff experiences by working across the sector.

#BevanExemplar

Doing things differently for a prudent, sustainable recovery | www.bevancommission.org



The types of models we are working towards are:

- Creating a new job role where staff can work across all 3 sectors of domiciliary care, residential care and day centres, as part of their shifts rota. (e.g. 2 days in a residential home and 2 days in the community and 1 day in a day centre.)
- Domiciliary care staff being able to undertake shifts in care homes on a weekly basis.
- Domiciliary care staff supporting day opportunities, whether in a care home or in the community.
- Care home staff being able to provide care and support to people living in the community on a regular basis.
- Care homes being able to open their doors to people living in the community to be able to come to the care home and have meals, attend activities or bathing support.



#BevanExemplar

Doing things differently for a prudent, sustainable recovery | www.bevancommission.org



Challenges for this project

- Covid-19 still present in the county and within services.
- Staff shortages in all care sectors.

Learnings:

- There were more elements to the project than at first anticipation.
- Engagement sessions have led to staff thinking about roles differently, and exploring the possibilities.
- Engagement sessions led to new avenues to explore for development.
- Sufficient and timely training is an important element.
- Learning from re-deployment during Covid -19 pandemic.

Developments :

- Creating a Social Care Recruitment Campaign.
- New Role being created.
- Exploring community opportunities.
- Exploring additional training opportunities.
- Some care homes registering to offer domiciliary care.
- Some care homes offering day opportunities.
- Exploring volunteering opportunities to create additional support for staff and residents.



#BevanExemplar

Doing things differently for a prudent, sustainable recovery | www.bevancommission.org