



No Care Without Careforce

NCAS Conference

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The HC-One Story



- Forty years in Health and Social Care
- Passionate about the public service ethos
- HC-One created to rescue Southern Cross collapse with single mission and objective
- A flawed strategy rooted in historical prejudices
- Future is bleak unless.....

Threats



- Demographics against us: ageing society means greater need / smaller workforce
- Full employment – care roles rarely people's first choice
- Brexit – reduction in available workers from EU whatever happens
- Negative public image – out of sight, out of mind

A Careforce Strategy is Crucial



So we don't sleep walk into a brick wall

- Provide sufficient staff for an expanding service
- Treat carers with kindness, empathy and respect
- Improve quality and self esteem through training, support and professional development
- Career development through offering greater responsibility, career opportunities and flexible pathways
- Create a socially responsible and rewarding vocation

The Future – what needs to change?



- Positive stories – change the perception
- Breaking down the barriers between caring professions – social work, nursing etc : how about an accredited basic foundation for all?
- Accredited career progression?
- Start early – reach children in schools
- A national advertising campaign - what could be more important at this point in time? A new narrative!

Make Careforce a household name – like Fire Fighters, nurses

Elements of Success



- Clear purpose and vision
- Transferable knowledge and skills between services
- Job satisfaction – respect from society
- Adequate staffing levels
- Pay and conditions





Kindness is
a powerful
force for good

Thank You

