

Proud to Care Recruitment & Retention Support



Project Team



Proud to Care (PTC) Gloucestershire, Adults Integrated Commissioning (GCC/ICB)
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Project Rationale

Local and national data shows that the adult social care (ASC) sector continues to face a significant recruitment and retention crisis.

Feedback received from independent care providers has highlighted a gap in system-level recruitment and retention support.

To address this, PTC aim to provide ASC providers in Gloucestershire with a quarterly networking space to share best practice on recruitment and retention activities.

Project Aims & Objectives

Aim:

To support the independent ASC sector with the recruitment and retention of their care staff, and grow the PTC provider network by 3% per quarter.

Objectives:

- To increase the PTC provider network by 3% per quarter.
- For 10% of the PTC network to attend the quarterly provider networking events.
- To receive positive feedback, via a short survey, from 50% care providers who attended the quarterly provider networking events.
- To hold a PTC network event every quarter (team KPI).

Measures Used

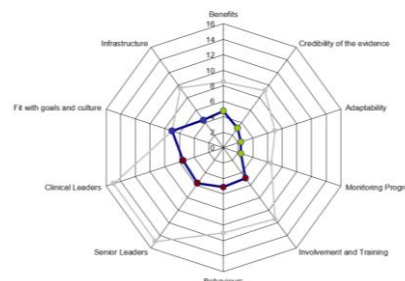
- Provider feedback surveys & market engagement feedback.
- CQC ratings of care providers.
- Number of PTC-registered care providers.
- Feedback from system partners who attend our event via email follow-up.

Quality Service Improvement and Redesign (QSIR) Tools: Methodologies used and contribution to your project



A driver diagram was created to generate ideas for activities. This process highlighted the idea of a quarterly provider R&R network as an appropriate activity to work towards achieving the project aim.

Sustainability - Portal Diagram (all sections)



A stakeholder matrix was created to identify which stakeholders needed to be involved in the project and to what extent, based upon their level of 'power' and 'impact'.

A sustainability model was formulated to assess the extent to which the improvement initiative could be sustained and inform any adaptations we may need to make to our delivery to improve sustainability.

Project Outcomes, Progress and Impact

- The PTC provider network has increased from 105 (baseline, July 2023) to 135 care providers (July 2024). This averages at an increase of 7% in provider membership per quarter, surpassing our objective of a 3% increase per quarter.
- Over the 2023/24 financial year, >10% of the PTC provider network were attending the quarterly network events. However, over the 2024/25 year, as the PTC provider network has grown, the provider attendance target has not been met. We are continuing to monitor attendance, ensure relevant topics are covered and support ease of access to these events.
- Positive care provider feedback has been received with regards to the networking events supporting with R&R and discussions providing actions they could implement: *"It was good to talk to others today who are experiencing the same difficulties and to share ideas..." "....so many great ideas for staff retention, useful skills..."*. At the in-person network events, the feedback survey completion rate of 80%+ exceeds our target of 50%. However, for online network events, we considerably fall short of the 50% survey completion target. We are exploring solutions to support the attainment of feedback.
- The PTC team have met and are continuing to meet the target of hosting a quarterly provider network event.

Learning for the Improvement Community

- The importance of using care provider feedback to shape the agendas at network events to support attendance. However, an ongoing challenge is how we encourage and support providers to share feedback.
- The driver diagram was effective in supporting strategic, 'bigger picture' thinking and informing our project activity as part of achieving our overarching aim.
- The sustainability model, whilst not wholly relevant to the social care sector, helped to generate useful considerations for project sustainability.

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