

# Growing and assuring your business

*Supporting SME Care Providers  
Across Herts and West Essex*



# Peter Bullen

Relationships Manager, HCPA



# Housekeeping



Please keep your mobiles on silent during the presentations



Exits



No planned fire drills



Comfort Break



# Agenda



*10:00 – Introductions and house keeping*

*Provider Support*

*Using PR to boost your business*

*Recruitment advice*

*The Care Professional Academy*

*Protect Privacy and avoid fines*

*IT Infrastructure*

*Business Continuity, action planning and making improvements*

*Marketing toolkits and local PR*

*Quality care records and digital funding opportunities*

*Lunch*



# Today's Event



**Boosting your business**



**Recruitment advice**



**Quality Care Records**



## PROVIDER SUPPORT

What this presentation will cover:

- Things to consider at the start
- Business basics
- Advertising
- Tenders and commissions
- Top tips for winning contracts and working with HCC
- Education: Mandatory and CPD
- Useful organisations
- Care Provider Hub – where to ask questions

## Things to consider –

- Do you have the knowledge and skills to manage a business?  
If not, where can you get support?

- Do you have a good business plan?

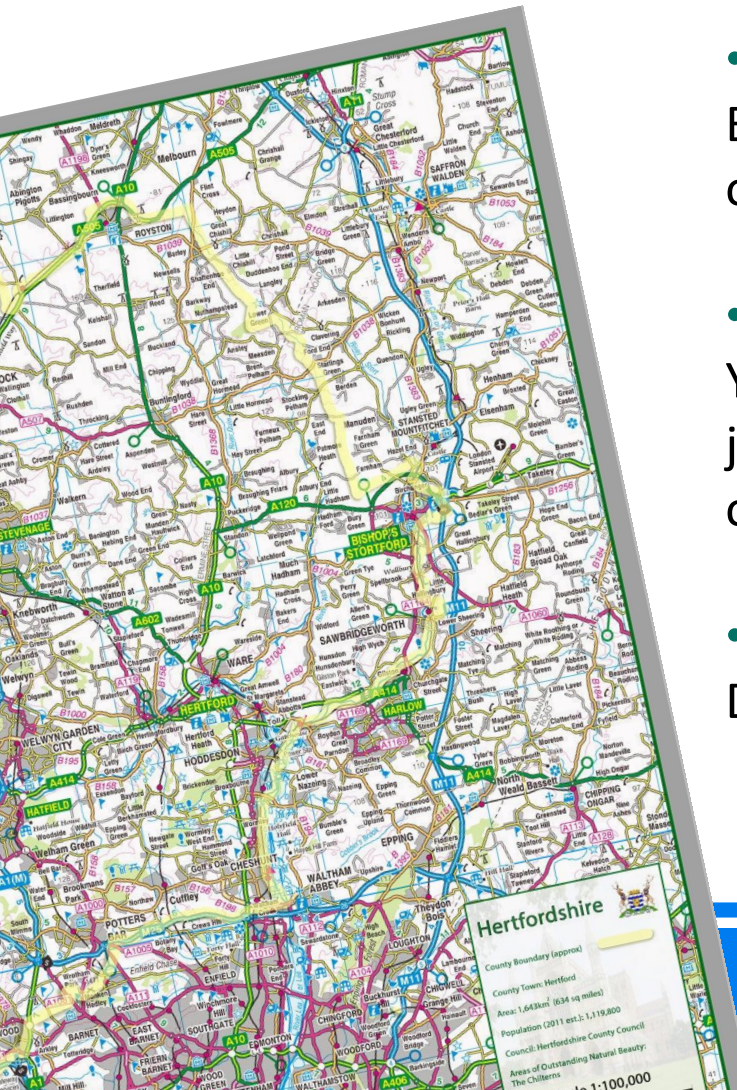
Be clear about how **you** plan to develop and grow your business and the nature of the market you want to work in, bearing in mind this can change

- How and where will you market your business?

You should not rely on one source of packages of care and support – if you are joining a Framework there is no guarantee of work and there will likely be limits on volume of placements.

- How will you staff your business at an appropriate level?

Do not rely on one approach



## Things to consider –

- What do you know about **the market you are entering** and **the competition** in your geographic location?
- Is there **a need** for your business?
- What is your **unique** selling point?
- Can you establish any **community partnerships** in your local area?
- Do you understand Connected Lives and **your business' role** in delivering this model of social care in Hertfordshire? How can you support people to access local community groups and services, and friends and family?

[www.hcpa.info/connectedlives](http://www.hcpa.info/connectedlives)







## Business basics -

- Registrations – CQC, HMRC, ICO, etc
- Website – Your shop window
- Branding – How you will be recognised – Stand out from the crowd
- Facebook and other social media – You would not believe how important this is
- Leaflets and promotional merchandise – Get your offer out
- Linking with local community activities and community hubs – Where to leave your leaflets / display your posters, community sponsorship opportunities



## Advertising -

- Care Choices: [www.carechoices.co.uk](http://www.carechoices.co.uk)
- Homecare Directory: [www.homecare.co.uk](http://www.homecare.co.uk)
- Hertfordshire Directory: [www.directory.hertfordshire.gov.uk](http://www.directory.hertfordshire.gov.uk)
- Other websites and brochures



## Preparing for tenders and commissions -

- NHS and Council contract tenders in different areas

Register with Contracts Finder : [www.gov.uk/contracts-finder](http://www.gov.uk/contracts-finder) this will send daily alerts of available contracts.

- You may then need to register with a portal such as [In-Tend](#) or Proactis

- For more information on lead and spot provision, please visit our HCPA Members Zone [www.hcpa.info/members-zone/running-your-care-business/](http://www.hcpa.info/members-zone/running-your-care-business/)





## Preparing for tenders and commissions – a local authority perspective

In Hertfordshire, all tender opportunities are advertised through [www.supplyhertfordshire.uk](http://www.supplyhertfordshire.uk). If you are registered you will automatically receive notifications for any Pre-Procurement Market Engagement, or when a tender opportunity goes live.

### Upcoming tender opportunities:

- Framework for Supported Living – planned to go live mid-February 2024
- Framework for Carers Breaks – planned to go live late March 2024

As with all Frameworks there is **no guarantee** of packages being placed therefore **providers must be self-sufficient**, with a **robust business plan** in place **which does not rely on the Council for placements**.

Ensure you understand the Council's requirements, pricing, outcomes to be achieved and any limits to volume of placements.

If you are in any doubt, use the clarification period to ask questions and review responses to questions asked by others. Bear in mind the Council will not be able to renegotiate terms of the agreement.



## Top tips from HCC Adult Disability Services:

### Top Tip for Passing The Council's Due Diligence and winning contracts:

- Up to date and regularly (2 yearly) reviewed policies.
- Professional presentation – branded documents, registered domain **email** / websites
- Reflect your fantastic care and support standards in the documentations that represent you.

### Top Tip for Working Together and Mitigating Pressures

- Transparency and open engagement with the Council teams.
- Good record keeping – what are you delivering, what's your packages mean/include.
- **Shout about the things you offer, what you do great, where can you improve and how you can make this happen.**



## Education: Mandatory and CPD -

- You must have a well-trained workforce
- Induction and Care Certificate\* are expected
- You must be using the Skills for care Core and Mandatory training framework [Core and mandatory training \(skillsforcare.org.uk\)](https://www.skillsforcare.org.uk)
- Your staff must stay up to date with standards and best practice, e.g. Oliver McGowan core competencies
- You must retain evidence of staff education and development
- Attention must be given to supervision and review of care staff **continuous professional development** – This helps staff motivation, retention and ensures your team has the most up to date knowledge
- \*You must **stay up to date** with current Govt expectations including imminent changes to care certificate. Updates via HCPA.





## Useful organisations -

- Herts growth hub: [Hertfordshire Growth Hub \(hertsgrowthhub.com\)](https://hertsgrowthhub.com)
- Wenta – business support: [Free, independent business advice and support \(wenta.co.uk\)](https://wenta.co.uk)
- Chamber of commerce: [Hertfordshire Chamber of Commerce \(hertschamber.com\)](https://hertschamber.com)
- Gov UK – Business set-up help: [Set up a business – GOV.UK \(www.gov.uk\)](https://www.gov.uk)
- National Federation of self-employed and small businesses: [FSB | The Federation of Small Businesses | FSB, The Federation of Small Businesses](https://www.fsb.org.uk)
- Support for Hertfordshire start-ups to 2025 – Apply now for Hertfordshire LEP’s [Get Enterprising programme](#), which has been extended for a further two years. The programme provides 1-2-1 advice, workshops, networking and access to finance to help early-start businesses to grow and flourish within the county.
- Small providers may also wish to contact Community Catalysts Hertfordshire via [www.communitycatalysts.co.uk](https://www.communitycatalysts.co.uk) . Through them providers can join [www.smallgoodstuff.co.uk](https://www.smallgoodstuff.co.uk) , a free directory of community micro-enterprises who offer care and support locally**

ASK us anything! We are your support service, here to answer your questions on all topics Adult Social Care related.

- Govt guidance, laws, standards and expectation.
- Covid: PPE, vaccinations and infection control.
- Liaison with Hertfordshire County Council.
- Funding, contracting and commissioning.
- Staff wellbeing and recognition.
- HR, Staffing and recruitment.
- Training and education.
- Business continuity.
- Data protection.
- Monitoring.
- Equipment.
- Insurance.



**Your hub, your support service.....**

**01707 708108 / [assistance@hcpa.co.uk](mailto:assistance@hcpa.co.uk)** (Mon to Fri - 9am to 5pm). **[www.hcpa.info/hub](http://www.hcpa.info/hub)**

HCPA: 'Sharing best practice in care through partnership'



# Adam James

Spring-Up PR

# Springup PR

## How Your Care Provider Can Get (Loads More) Private Enquiries And Leads Using Google, Facebook And PR

- What's working
- No technical weeds
- Questions in Q and A
- Glitches?

# Who am I?

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- Adam James, founder of **Springup PR** – help aspirational care providers get more private-pay revenue faster by more enquiries via PR and digital marketing

# Why more privates?

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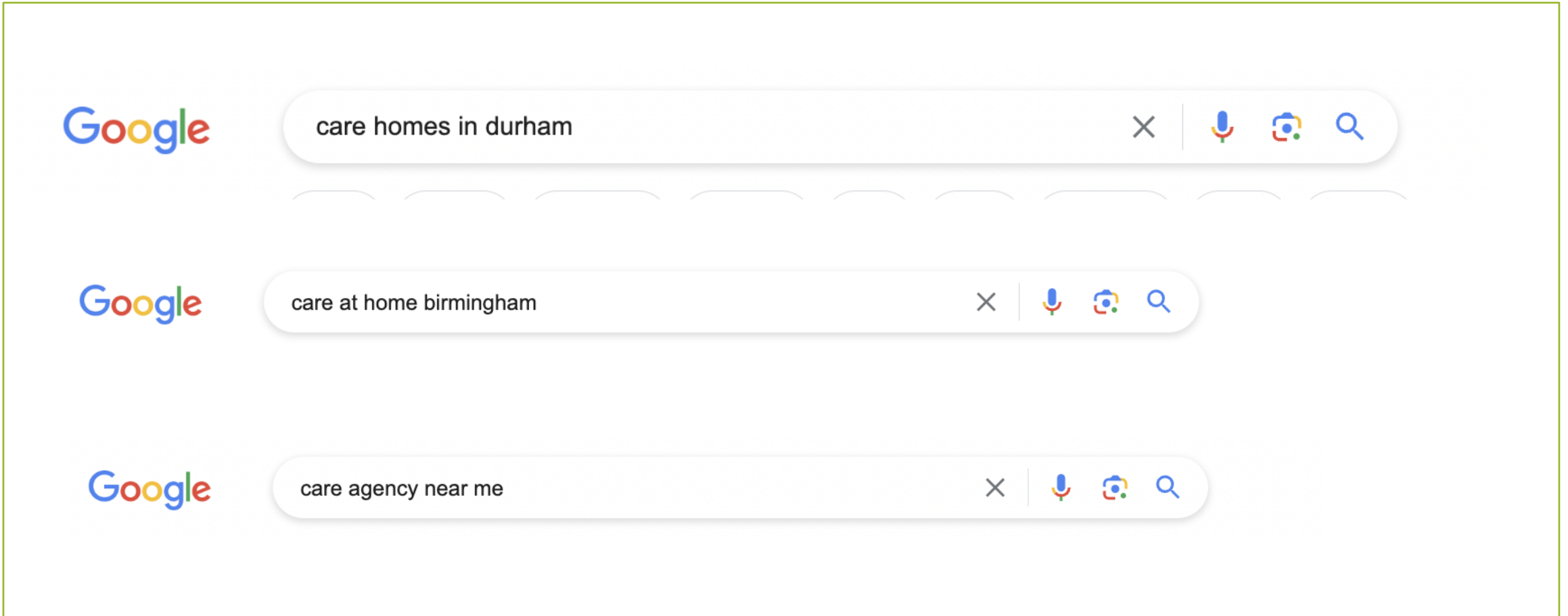
- High competition
- “Not doing enough” to promote
- Move from over reliance on local authority referrals

An answer for more enquiries =

Digital Marketing....



# 1. Why Google Ads (Google Pay Per Click) - Showing intent



# Showing intent

*94% of families go online while looking for care (Lottie 2021 survey)*



# Why Are Google Ads Great?

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- \* Seen under **hundreds** of **GOLDEN** search phrases used by searching families e.g. care agency near me*
- \* **FAST!!** Top of Google within **6 hours***
- **10X** traffic to website*
- **They work!!***



# Real Google ads – right now!

Ad	Status	Impressions	Clicks	CTR
<p>Generic Home Terms   Search   Geo Targeting   ● Care Home</p> <p><b>St. Peter's Care Home   Quality Care in Herne Bay   Peaceful &amp; Comfortable Living</b>                      [Ad] carehomehernebay.co.uk/care/home</p> <p>A Beautiful Care Home Set In Picturesque Gardens By The Sea. Book A Visit Today. Find Genuine Friendship And Companionship at St. Peter's Care Home.</p> <p><a href="#">Contact Us</a>  <a href="#">About Us</a>  <a href="#">Testimonials</a></p>	Enabled	2,897	218	7.53%
<p>Generic Home Terms   Search   Geo Targeting   ● Care Home</p> <p><b>Care Home Herne Bay   Quality Care In Herne Bay   Peaceful &amp; Comfortable Living</b>                      [Ad] carehomehernebay.co.uk/care/home</p> <p>Find Comfortable Residential Care At St. Peter's - Visit Us Today! Need Residential Care? Trust St. Peter's For Quality &amp; Compassion.</p> <p><a href="#">Contact Us</a>  <a href="#">About Us</a>  <a href="#">Testimonials</a></p>	Enabled	2,570	204	7.94%

# Top Google Ad – right now!

Luxury Care Home Salford | Warm & Welcoming Atmosphere | Modern En-suite Bedrooms

Our residents continue to enjoy every day to the fullest with our diverse activity program. We aim to provide the highest quality of care for residents at an affordable level

Click through rate: 9.39%



## Broughton House Care Village

Offering Fantastic Care and a Fulfilling Wellbeing Program in a Warm Homely Environment



# You control...

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- 1) Geographical area ads shown
- 2) Budget
- 3) Search phrases
- 4) Human and AI/machine learning intelligence e.g. “dynamic”

## Small home care agency – Basildon, Essex - population of 115,000

\* May 2023 – clients = 7

### **Got:**

\* Top listing on Google for **85%** of relevant keyword searches

\* **23** certified care enquiries from Google Ads (chat/calls)

\* Cost per enquiry = **£122**

\* Oct 2023 – clients = 9

= 30% client increase

 Healthy pipeline of prospective clients

# Real Google Ads – results - right now!

MD Care						
Date	Source	Enquiry	Contact name	Details	Outcome (to be completed by client)	Link to transcript
21/6/23	Call	Home care		Lady needed care but was advised she needed social care	wanted prices could not afford said to go through social care	
22/6/23	Live chat	Home care		Looking for respite cover from July 25th	wanted prices	
25/7/23	Live chat	Home care		Needs respite care for father-in-law for 5-6 weeks	do not cover maldon	
31/7/23	Live chat	Home care		Called needing care for [redacted]	called gave him prices and said would get back to us	<a href="#">transcriptTxt-253.pdf</a>
1/8/23	Live chat	Home care		Home help needed for [redacted] son	no response back	<a href="#">transcriptTxt-260.pdf</a>
02/08/23	Live chat	Home care		Looking for regular care for mum	when contacted she was looking for job not a driver	<a href="#">transcriptTxt-266.pdf</a>
03/08/23	Live chat	Home care		Care enquiry for husband	we do not cover grays	<a href="#">transcriptTxt-261.pdf</a>
04/08/23	Live chat	Home care		Looking for regular care for mum	went and done a assesment but they decided not to go ahead	<a href="#">transcriptTxt-289.pdf</a>
16/08/23	Call	Home care		Caller looking for care but was told to call back as out-of-hours	called next day gave prices	
17/08/23	Call	Home Care		Caller needed care for [redacted]	attended for 2 days and then he went into hospital	
21/08/23	Call	Care		Lady wanted quote for student in Colchester Uni	we do not cover colchester	
23/08/23	Live chat	Home care		Looking for home help	went off line and emailed but no response	<a href="#">transcriptTxt-346.pdf</a>
02/09/23	Call	Home care		Care enquiry for David's mother-in-law. Offered a callback for later that day	looking at other companys and wanted to know price	
10/09/23	Live chat	Home care		Getting an idea of costs for uncle	emailed prices of visits	<a href="#">transcriptTxt-400.pdf</a>
14/09/23	Live chat	Home care		Looking for care visits for [redacted]	heard good things about us, we done assesment but still wait on sta	<a href="#">transcriptTxt-415.pdf</a>
18/09/23	Live chat	Home care		Looking for regular care visits	chat ended we emailed but got nothing back	<a href="#">transcriptTxt-428.pdf</a>
21/09/23	Call	Home Care		Wanted [redacted] back to care for her	we already had this client we took her back from hospital	
02/10/23	Live chat	Home care		Looking for visits for wife	not the area we cover	<a href="#">transcriptTxt-457.pdf</a>
02/10/23	Call	Home care		Wants to know if someone can come in 4x day for mum	wanted prices	
04/10/23	Live chat	Respite care		Looking for respite cover for her son	son was 16 years old to young	<a href="#">transcriptTxt-458.pdf</a>
09/10/23	Live chat	Care Visits		Looking for regular visits for father		<a href="#">transcriptTxt-460.pdf</a>
10/10/23	Call	Care Visits		Looking for care for in-laws.		
17/10/23	Live chat	Care visits		Looking for regular care visits		<a href="#">transcriptTxt-466.pdf</a>

# Real Google Ads – results - right now!

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## Jan 2023 – Jan 2024:

Spend = **£15,647 (circa £1,000 per month)**

- **19** enquiry telephone calls
  - **49** “pricing” or “admissions” live chats
  - **30** email enquiries
  - **15** contact form enquiries
- = **20** admissions + **4** prospective admissions

Ad spend per admission = **£782.35** (with average resident = £114,000)

ROI = **145 : 1**



# Live Chat's working with Google Ads

## Gotta Do It....

**PARK HOUSE**  
We Care Like Family

Welcome to our online help.

I am the Online Care Assistant and can connect you to a member of the team. Please click on one of the following options.

Pricing

Admissions

Job Applications

Springup PR

**WHITE & STERLING**  
RETIREMENT LIVING

I am the Online Care Assistant and can connect you to a member of the team. Please click on one of the following options.

Pricing

Admissions

Job Applications



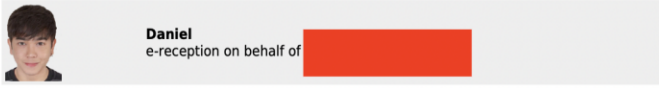
chat business

# Live Chat – so good because...

- Entire real-time conversations with prospective families
- Easy for families when at work
- Quicker than email/phone
- You can collect contact details from family quick and fast
- Weekends and evenings
- Does Not Need To Be You!
- Takes 10-mins to set up




# Live Chat - real-life examples

Your chat transcript 11th December 2023

visitor e-reception agent

Chat launched from:



11/12/2023 20:44:17 K8  
Welcome to our online help. [Click here](#) for details of our privacy policy.

11/12/2023 20:44:17 K8

11/12/2023 20:44:17 K8  
I am the Online Care Assistant and can connect you to a member of the team. Please click on one of the following options.

11/12/2023 20:44:17 Paula  
**Pricing**

11/12/2023 20:44:22 Daniel  
My name is Daniel. I am the online receptionist and can connect you to a member of the team. How can we be of assistance?

11/12/2023 20:45:10 Paula  
Do you accept state funded residents who are in hospital but need to leave?

11/12/2023 20:45:41 Daniel  
Please can you advise me of the [Redacted] that you are interested in.

11/12/2023 20:45:50 Paula  
[Redacted]

11/12/2023 20:46:22 Daniel

A member of our team can assist you with that. I will page them and get an Adviser online to chat with you shortly. Please may I have your name, in the meantime?

11/12/2023 20:46:39 Paula  
Paula

11/12/2023 20:46:48 Daniel  
Good to chat with you Paula. You'll receive a copy of this chat once we have finished. What is the best email address to send it to?

11/12/2023 20:47:05 Paula  
[Redacted] thank you

11/12/2023 20:47:43 Daniel  
I have paged the team [Redacted] for you.

11/12/2023 20:47:44 Daniel  
As an alternative way to contact you, do you have a phone number that I can make a note of for the team, please?

11/12/2023 20:48:19 Paula  
[Redacted] my phone number

11/12/2023 20:48:49 Daniel  
Thank you very much. Are you enquiring for yourself or someone else?

11/12/2023 20:49:03 Daniel  
I have [Redacted] online with me now, who will be happy to further assist you. Please go ahead [Redacted]

11/12/2023 20:49:29 [Redacted]  
Hi Paula

11/12/2023 20:49:35 Paula  
My enquiry is for my mother in law.

11/12/2023 20:49:41 Paula  
Hi [Redacted]

11/12/2023 20:50:48 [Redacted]  
We don't accept state funded residents [Redacted] amount of funding provided by Social Care. However, if family members are able to top up the payment each month, then

we can certainly look to provide care in this instance.

11/12/2023 20:51:44 Paula  
How much would the family need to provide for this please?

11/12/2023 20:52:33 [Redacted]  
The cost of care depends upon the room and the needs of the individual resident. However, we would be able to provide you with a figure so that you can manage your costs once we had some idea of your mother-in-law's needs.

11/12/2023 20:52:51 [Redacted]  
When is your mother in law due to leave hospital?

11/12/2023 20:53:12 Paula  
As soon as possible.

11/12/2023 20:53:38 [Redacted]  
And is the type of stay permanent or respite?

11/12/2023 20:54:21 Paula  
She needs palliative care for a broken shoulder and arm which is non repairable. It would be permanent

11/12/2023 20:54:56 [Redacted]  
Does she have any nursing needs?

11/12/2023 20:57:58 Paula  
She would need help with washing...dressing and going to toilet until she learns to manage herself. She is 88 and fit apart from the shattered arm. She will need daily strong pain relief for the arm but is a stubborn old lady who doesn't want to be in hospital. She also has very mild dementia

11/12/2023 20:59:15 [Redacted]  
just as a guide Paula, I would suggest that the top up would likely be £300 per week. Perhaps, if you are available in the morning, I could ask one of the staff to call you and chat through in more detail?

11/12/2023 21:01:32 Paula  
Im working tomorrow but if possible if someone could ring in my lunch hour 2.30 to 3.30 that would be helpful. Sorry for time constraints but I work 7am to 7.30pm. If not let me know when best to call you

11/12/2023 21:02:09 [Redacted]

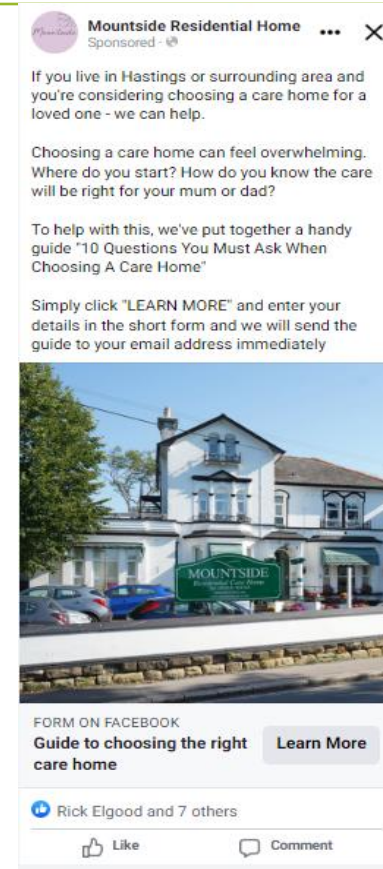
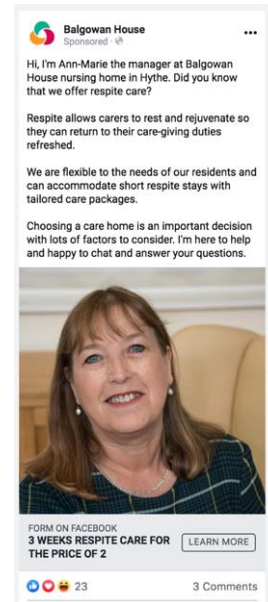
## 2. Facebook Ads = Less Intent

On Facebook Your Ads Are Interrupting Prospective Families Fun Time....



# Facebook Ads = Less Intent

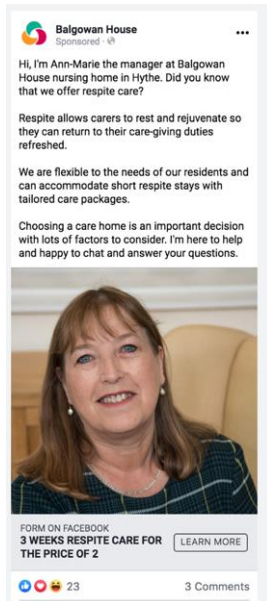
On Facebook, Ads  
Must Grab  
Attention



# Why Facebook Ads?

- \* Get leads from private families within 8 hours*
- \* No other care providers in catchment area doing them!*
- Reach (digitally) tens of thousands of families in catchment area*
- They work!!*
- But more labour required!*

# What Facebook Ads Get You Is....



- “Leads” – Different from Google “inbound enquiries”
- Name + email + phone
- Use Facebook Lead Forms

# Facebook Ads Require Labour....

- > Qualification questions to gauge intent from **leads** e.g. what care looking for + for who
- > Must **Email** and **Phone + Text** prospective families few times
- > **20%** to **50%** of Facebook leads are genuine

# Facebook Ads Results



## Facebook Ads - Jan – June 2023:

Cost per lead £13-15

Leads = **178**

Leads spoken to = **120**

Prospective families spoken to and handed to care provider = **41**

Admissions = **2**

Prospective admissions (warm leads) = **4**

# 3. PR/Press Coverage - Why?

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- Showcase care services in order to increase profile and reputation
- Impress prospective families to get more enquiries
- To recruit carers – seen as “employer of choice”



# Where?

## *Press coverage*

- \* Regional TV and radio
  
- \* Local media
  
- Online
  
- \* Minimum once every 2/3 months

## *Digital PR - Facebook “boosts”*

- \* “Boost” on timeline – reach **tens of thousands**

## By the way...

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- Journalists 🐱 love 🐱 good care operator stories!

# Examples



## Woman marks 14 years of dedicated care home service



Namikah-Born Hina came to the UK in 2004

A care home worker, marking the 14th anniversary of her arrival in the UK, says she has found the job to be a rewarding and fun one. Namikah-Born Hina, 42, has worked at Down Hall Residential Care Home for 14 years. She has been a care worker since she arrived in the UK in 2004. She has worked in various roles, including care worker, care assistant, and care manager. She has been a care worker since she arrived in the UK in 2004. She has worked in various roles, including care worker, care assistant, and care manager. She has been a care worker since she arrived in the UK in 2004. She has worked in various roles, including care worker, care assistant, and care manager.

## 'I've worked Christmas Day for 22 years and love it' says Surrey care home chef



Rona has worked almost every Christmas since 1987

Rona has worked almost every Christmas since 1987. She has been a chef at Down Hall Residential Care Home for 22 years. She has worked on Christmas Day for 22 years and loves it. She has been a chef at Down Hall Residential Care Home for 22 years. She has worked on Christmas Day for 22 years and loves it. She has been a chef at Down Hall Residential Care Home for 22 years. She has worked on Christmas Day for 22 years and loves it.

## Giant computer screen brings 'so much joy' to residents of care home



TOUCHSCREEN HAVING POSITIVE EFFECT, ESPECIALLY FOR DEMENTIA SUFFERERS

TOUCHSCREEN HAVING POSITIVE EFFECT, ESPECIALLY FOR DEMENTIA SUFFERERS. A large touchscreen computer screen has been installed in a care home, bringing joy to residents, especially those with dementia. The screen is used for various activities, including games and educational programs. It has been found to have a positive effect on residents, particularly those with dementia. The screen is used for various activities, including games and educational programs. It has been found to have a positive effect on residents, particularly those with dementia.

## Care home past inspires art to delight its residents



AWARD NOMINEES: The team at Down Hall Residential Care Home have been shortlisted for a national award

AWARD NOMINEES: The team at Down Hall Residential Care Home have been shortlisted for a national award. The award is for the best care home in the South East. The team at Down Hall Residential Care Home have been shortlisted for a national award. The award is for the best care home in the South East. The team at Down Hall Residential Care Home have been shortlisted for a national award.



Emma Hack, Housekeeping PJ Co. LOOK EAST!

## Care home staff go the extra mile says inspector's report



Down Hall Residential Care Home staff

Down Hall Residential Care Home staff. The inspector's report praised the staff for going the extra mile. The staff at Down Hall Residential Care Home have been praised for their dedication and hard work. The inspector's report praised the staff for going the extra mile. The staff at Down Hall Residential Care Home have been praised for their dedication and hard work.

## 'Nan is thrilled to be back caring for residents again'

Grandma who works in care home gets Covid vaccine



Tools believed to have been stolen are recovered, while quad bike is taken from garage

Tools believed to have been stolen are recovered, while quad bike is taken from garage. A woman who works in a care home has been vaccinated against COVID-19. She is thrilled to be back caring for residents again. The woman is a grandma who works in a care home. She has been vaccinated against COVID-19. She is thrilled to be back caring for residents again.

## Put my feet up? Only when I do keep-fit says gran, 100



Small print: Contact details for the care home.

Small print: Contact details for the care home. The care home is located in Surrey. The contact details are provided for more information. The care home is located in Surrey. The contact details are provided for more information.



## Care home resident leads with garden laps

Care home resident leads with garden laps. A resident at Down Hall Residential Care Home has been leading a group of residents in garden laps. The resident is a woman who is very active and enjoys spending time in the garden. She has been leading a group of residents in garden laps.



On All Takeaway Food Collections

On All Takeaway Food Collections. The care home has been participating in food collection drives. The staff and residents have been helping to collect food for those in need. The care home has been participating in food collection drives.

## Care home team is shortlisted for top industry awards



AWARD NOMINEES: The team at Down Hall Residential Care Home have been shortlisted for a national award

AWARD NOMINEES: The team at Down Hall Residential Care Home have been shortlisted for a national award. The award is for the best care home in the South East. The team at Down Hall Residential Care Home have been shortlisted for a national award. The award is for the best care home in the South East.

# PR Secrets

## 1. Story On A Plate For Journalist!

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- Story on a plate = copy and paste!
- Complete control of message/story

# PR Secrets –

## 1. Story On A Plate For Journalist!

Springup PR

NEWS RELEASE

### Bradwell-on-Sea care home staff praised for ‘going the extra mile’ in CQC report

Staff at a care home in Bradwell-on-Sea have been praised for their person-centred approach, and treating residents with dignity and respect, in a new report by healthcare inspectors.

The [report from the Care Quality Commission \(CQC\)](#) found that staff from [Down Hall Residential Home](#), on [Downhall Road](#), were responsive to the wellbeing of the residents and “went the extra mile to provide outstanding personalised care”.

The 36-bedroom home was rated as ‘good’ in the watchdog’s report following a visit on March 11.

The report said: “People were treated with care, kindness, and their dignity and privacy maintained”.

Inspectors praised staff for their “good rapport and relationship” both with the residents and their families. One family member said, “Communication is very good, especially with the management. Generally, I feel part of the team.”

Residents and relatives commented on how “attentive and supportive” the staff are, and the inspector noted that the care team “had skills in helping people to focus on positive things, distracting them from their anxiety and calming them in a warm and sensitive way”.

Home manager, Karen Johnson, said: “I am incredibly proud of the Down Hall team. Our ‘good’ rating is recognition of all their hard work and dedication.

“We work closely with our residents, their families, and the wider community to create positive experiences and memories, enabling our residents to live well in our home.”

The inspector rated the home’s responsiveness to meeting residents’ needs as ‘outstanding’ and found that they felt “consulted, empowered, listened to and valued”.

Down Hall was also praised for its activity programme. The home employs activities coordinator Louise Simon, who facilitates a wide range of activities and events.

Prior to the pandemic, Down Hall regularly invited the local community into the home. This included a knitting group, The Down Hall Luncheon Club - where visitors could enjoy lunch with the residents – and twice weekly visits from the children at local nursery Diddy Dots.

Down Hall provides personalised residential care for older people, including those living with dementia. The home also caters for respite care.

The CQC is the independent regulator of all care and nursing homes in England.

ENDS

#### About Down Hall Residential Care Home

Located in the village of Bradwell-on-Sea, Down Hall Residential Care Home is situated close to the north eastern corner of the [Dengie](#) peninsula in the district of Maldon in Essex. The home is set in landscaped gardens, including a sensory garden, herb garden and a raised-bed allotment where residents can choose to grow their own vegetables.

For more information visit [www.downhallcare.co.uk/](http://www.downhallcare.co.uk/)

- 300 words
- Headline – give us your story!
- Quotes – manager, families, staff

# Not good enough stories?

---

Don't need dedicated activities or events!

# PR Secrets 2. photos

- Always include eye-catching photos



**Care home resident follows Captain Tom's lead with garden laps**

**177-year-old man living in a shelter care home has shed over £1,000 in help allowing the footpaths of Captain Sir Tom Moore.**

Richard Cobby, a resident of Cliffe House Residential Home in Hinchley, decided to do laps of the home's garden following the lead of Sir Tom, who raised over £20million for NHS charities.

Mr Cobby, who has poor mobility after having a stroke, managed to do 200 laps in just three weeks.

Trish Middleton, manager of Cliffe House Residential Home, said: "Richard wanted to run in his garden, just like Captain Tom."

"He did extraordinarily well and managed 200 laps of the garden in just three weeks."

"When Richard first moved into Cliffe House last year, he had poor

**KATY SANDALLS**  
k.sandalls@springup.com

mobility after suffering a stroke.

"He wasn't very confident on his feet and had major wastage from incontinence."

"His mobility and confidence has improved greatly while he's been at the home, but it's been boosted further during his walking challenge. Richard used to always walk with the support of a carer but now he's confident enough to walk with just the aid of his walker."

"We're all very proud of him."

Activities coordinator Trish Middleton set up a Just Giving page for their fundraising efforts, which was promoted on the home's Facebook page, including regular photos and videos of Richard's progress.

Members of staff at

Cliffe House also decided to help fundraise and took turns in skipping challenges, achieving a 300 skips between them.

"The money raised by Mr Cobby has been used to buy a special chair for another resident at the home, 96-year-old Ada Stoneham, who is unable to walk."

"Speaking about his marathon challenge, Mr Cobby said: "I just wanted to play my part in helping to raise the money."

"If it means it gives Ada better quality of life, it was worth every step."

"The new chair is already making a massive difference to Ada," said Ms Middleton.

"It's designed to be accessed with a hoist so that our lovely carer, Ada from her bed so the chair and it's wheels are enough for her to remain seated in the chair in the lounge or dining room, so she can enjoy the company of her fellow residents."



**On All Takeway Food Collections**  
Monday to Thursday

51 High Street  
Hadleigh, Suffolk  
Tel: 01 473 823744

# PR Secrets

## 3. Get personal with journalists!

- Distribute news stories (via email) to named journalists

- Find out who journalists are?

- Phone to find

- Social media channels





# PR Secrets

## 4. Follow up “to death”

---

- Follow up!
- Via Phone, Email and Twitter

# PLUS: Facebook “on fire” - Digital PR

**Ashbrook Court**  
June 17, 2021

“I love my care job!”, says Hilma, a care assistant here at Ashbrook Court Care Home in Waltham Abbey.

47-year-old Hilma has worked with us for an incredible 14 years and we are so proud of her and of all our team here at Ashbrook Court!

It's been a challenging year, but we've all got through it together as a family.

Hilma lives locally in Waltham Abbey, with her husband and two children and she moved to the UK from Namibia in 2004.

She credits her long-service at Ashbrook Court Care Home to the residents and the strong team of colleagues she works with. She says,

“I love looking after our residents. I enjoy being part of a team and we have such a strong one at Ashbrook Court because the moment you get here you feel welcome – by the staff and our residents.”

“I wouldn't want to work in any other care home, Ashbrook Court is very special to me.”

Our home manager and registered general nurse, Jonathane says, “We're very lucky to have such a strong team here at Ashbrook Court. It's heart-warming that my team shows such dedication and enthusiasm for their roles.”

“We have several long serving members of staff here, Ryszard joined us as a health care assistant just after Hilma and he's been here 13 years!”

“For me, just like Hilma, coming to work is always like being around my friends, rather than working with colleagues. We're one big family!”

“It's definitely the team and our residents that makes Ashbrook Court Care Home so special.”

Learn more about our team and keep up to date with all our news here at Ashbrook Court Care Home by liking our page.



634 98 Comments 10 Shares

Like Comment Share

**Ruth Clark**  
Well done Hilma...What a wonderful friendly, caring place Ashbrook is.... we've missed being able to come and see my brother and all the carers smiley faces...bless you all...xx

Like Reply 32w Edited 7

1 Reply

**Eef Tee**  
Well done Hilma ,such a kind ,caring ,compassionate and humble person

Like Reply 32w 2

1 Reply

**Jonathane Ribeiro**  
An amazing colleague, I'm so proud of you!

Like Reply 32w 2

1 Reply

Top fan

**Julie Arnold**  
You all show true love and dedication, you will never know how much I appreciate you ALL

Like Reply 32w 2

**Simbi Oguntayo**  
Well done sis, that is what our great community need and deserves, loving, compassionate, caring and God fearing human being, God bless you and your home IJMN. Keep it up the great and wonderful work that you are all doing in our sister home.

Like Reply 32w 1

Author

**Ashbrook Court**  
Simbi Oguntayo beautiful words for a special lady. thanks so much

Like Reply 30w

**Jax Antoniou**  
Great work Hilma thank you for all your hard work in the years you worked especially Covid pandemic

Like Reply 29w

Author

**Ashbrook Court**  
That's really kind, thanks Jax x

Like Reply 29w

**Ileana Popan**  
A very supportive and helpful community at Ashbrook Court!

Like Reply 29w 1

# PLUS: Facebook “on fire” – Digital PR

## Dementia Action Week

- \* Celebrating home’s dementia initiatives
- \* 1 post of night staff wearing ‘dementia friendly’ nightwear went  viral and reached **13.8 million**  people on Facebook
- \* 432,000 reactions, 51,000 comments and 236,000 shares
- \* <https://www.facebook.com/page/781026168662379/search/?q=pjamas>

## Care workers in PJs go viral

• Facebook post reaction took care home by surprise

By RACHEL GARNETT  
rachel.garnett@ngnw.co.uk

A FACEBOOK post of care home night staff in their pyjamas reached 13 million people in just seven days.

The Old Vicarage, in Allithwaite village, posted the pictures to show how care assistants go about their work in dressing gowns and slippers, to help remind residents with dementia it is bedtime when they wake in the night.

The photos of staff members Janet Cartwright and Brenda Kerr carrying out their duties sparked an amazing reaction on social media, with the post “going viral” by being shared almost 240,000 times, with 400,000 “liking” the snaps.

“We never dreamt the post would be so popular,” said Charlotte Gregson, who manages the family-owned home for 19 residents and is responsible for the bedtime initiative.

“None of our care staff, including myself, wear uniforms. We feel uniforms separate us; they are a symbol of power and



Janet Cartwright and Brenda Kerr

control, and represent ‘doing a job’, whereas we want our residents to feel special, loved, and at home.

“Many of our residents are living with dementia and when they wake during the night it can be confusing to see lots of activity. By going about their work in pyjamas and dressing gowns, our night staff are helping to remind residents that it’s time for bed.

“It’s an idea that seems to have captured everyone’s hearts.”

Charlotte said many of the thousands of comments and messages received were from people whose loved ones have dementia, saying how the simple

idea of staff wearing PJs could make “a huge difference”.

She added: “Other comments are from care workers who want to adopt the idea in their place of work. It would be marvellous to think a post about our pyjama-wearing team might actually spark a change in how care homes across the UK support their dementia residents.”

The pictures were posted on Facebook during Dementia Action Week, with The Old Vicarage’s owner, Kamal Siddiqi, offering to donate 50p towards a music project for people with dementia every time the post was shared, up to a limit of £200.

“We never dreamt it would fire the imagination of so many people,” said Kamal. “We were completely blown away by how quickly the post went viral.”

Since the care home encouraged its Facebook followers to give money towards the orchestra being set up by Dignity in Dementia, the Arriside-based charity has received almost £1,500.

Director Lesley Gill said: “We’ve been taken aback by people’s generosity, with donations ranging from 50p to £200. We can’t thank Kamal and The Old Vicarage enough for helping us turn our idea into a reality.”

To make a donation, see [www.dignityindementia.org/donate/](http://www.dignityindementia.org/donate/)

# Thank You!

---

- Could this work for you?
- **Apply** for a free “Enquiries” Zoom call.
- Email ‘enquiries’ to [hello@springup-pr.com](mailto:hello@springup-pr.com) or 07950 337379  
– **NOW** 😁

# Sara Weir

Recruitment Manager, HCPA



Adult Social Care Recruitment  
in Hertfordshire  
February 2024



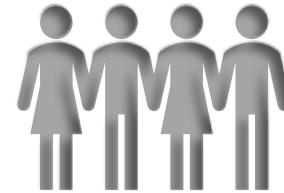
# Topics:



## Current Recruitment Climate

International recruitment – restrictions to dependants

Salary



## Retaining your staff

Induction and training

Opportunity to improve how staff feel about providing care and support

Professionalise Adult Social Care



## Care Recruiting Issues

- Less drivers
- Shift patterns
- Rising Living Costs
- Competition



# WHAT SHOULD I DO

- Being paid more than the minimum wage
- Not being on a zero-hours contract
- Being able to work full time
- Being able to access training
- Having a relevant qualification.

## HERTS GOOD CARE – WHAT IS IT?

Herts Good Care Recruitment is an experienced non-profit recruitment service delivered by Hertfordshire Care Providers Association in partnership with Hertfordshire County Council.

As a HCPA member, our service is completely free.

You can advertise your available roles and liaise with our experienced recruitment team to help fill vacancies.

We have completed a values-based screening with each candidate to ensure they are the right fit for the job.

Our direct service is an additional source of recruitment, and we work fairly across all HCPA members. We do not promote one service over another.

Other support includes one-to-one recruitment support, leadership training at HCPA and recruitment and retention study days and training.

# The Good Care Campaign

[WWW.HERTSGOODCARE.COM/CAMPAIGN](http://WWW.HERTSGOODCARE.COM/CAMPAIGN)



**Get involved  
with  
Good Care  
Month**



**Send your  
content to  
HCPA**



**Show the  
public how  
great you  
are!**



**Raise the  
profile of the  
Care Sector**



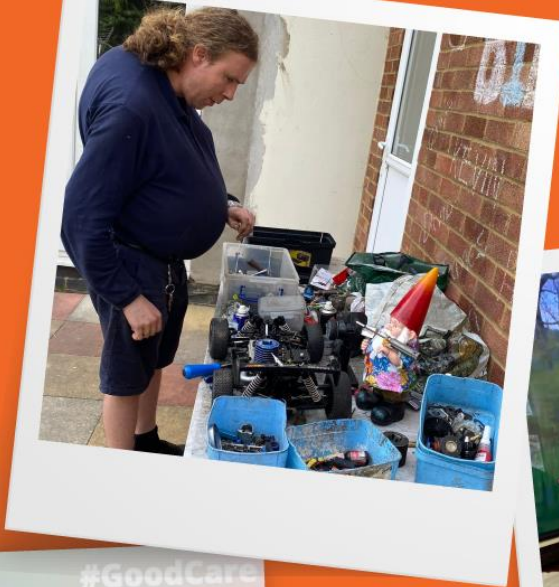
**Inspire  
others to  
choose a  
career in  
Care**



**Encourage  
candidates  
to want to  
work for you**

# GOODCARE

Hertfordshire



Visit [www.hertsgoodcare.com/campaign](http://www.hertsgoodcare.com/campaign)



- Review your current recruitment process. Who is responsible and accountable?
- Can you improve your candidate journey?
- Delve into what you offer and your company culture
- Utilise the Herts Good Care team for support
- Get involved in the Good Care Campaign



# Gill Forward

## Academy Manager & Leadership Trainer



# Size, Shape & Quality of Workforce

We have to entice new people to work in the sector

We have to retain our adult care workforce

We want care in our sector to be a **career of choice**

We want care staff to identify themselves as...

**A PROFESSIONAL**



Care Act 2014



# What is the Academy?

- **The Care Professionals Academy** is a FREE platform where Care Professionals can log training certificates/qualifications and gain access to exclusive rewards, discounts, cash back and benefits.
  - Any certificate LA training, BTEC, St. John, Nursing
  - In date
  - Relevant to job
- Employers can also use the platform (free) as a governance tool to track, monitor staff training & development, and incentivise their staff to engage with further training – optional
- **Started in 2019 initially in Herts – HCPA**
- **8700 + Affiliates, 380 + Providers using the Provider Portal**
- **Not for Profit**
- **Across 4 LA's**



Free



# Your Academy - your passport to progress



## Your staff - Affiliates

**Free for Care Professionals who live or work in Herts**

- One place to store all certificates
- Training passports – portable, 1:1's & PDP's
- Rewarded for training
- More certificates - more points - more discounts
- Tiers 1- 5 - discounts, savings & cash back
- News and updates
- Social Media

## Organisation - Provider Portal

- All staff certificates in one place
- Training Matrix to support your governance & compliance
  - Monitoring Officers/CQC evidence
- Attraction - Recruitment Adverts
- Support retention
- Support development of your culture & valuing your team
- Supporting staff with financial wellbeing
- Webinars - monthly to find out more
- Induction sessions available for administrator



@SocialCareAcad

**Free**

Affiliates





**GILLIAN FORWARD**

ID: 15444

TIER 4



## CURRENT EMPLOYMENT

### ORGANISATION

HCPA Ltd - HO

### SITE

Hertfordshire Care Providers Association

### ROLE

Academy Manager

## YOUR CERTIFICATES

Add a Certificate

Access Your Rewards

Download Training Passport

- Public Wi-Fi
- Certificate in Assessing Vocational Achievement
- HCPA Members Network Event | Reflecting on Culture in Care
- Oliver McGowan Training
- Effective Complaint Handling
- HCPA Member Network Event: A 'Responsive' Approach
- T.E.A.M Building Tool

# Training Passport – *‘Passport to Progress’*

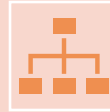
- Use in 1:1’s, supervisions
- Part of PDP
- Part of appraisals
- Portable as care professionals move around the county
- Can be used as evidence for internal audits, CQC & Pamms inspections



# How do the rewards work?



Move up through the rewards tiers by adding more training certificates to your portal



There are 5 tiers in total



They have been chosen to suit care professionals



We are continually reviewing the rewards offer



The rewards are in the form of discounts, savings & cash back

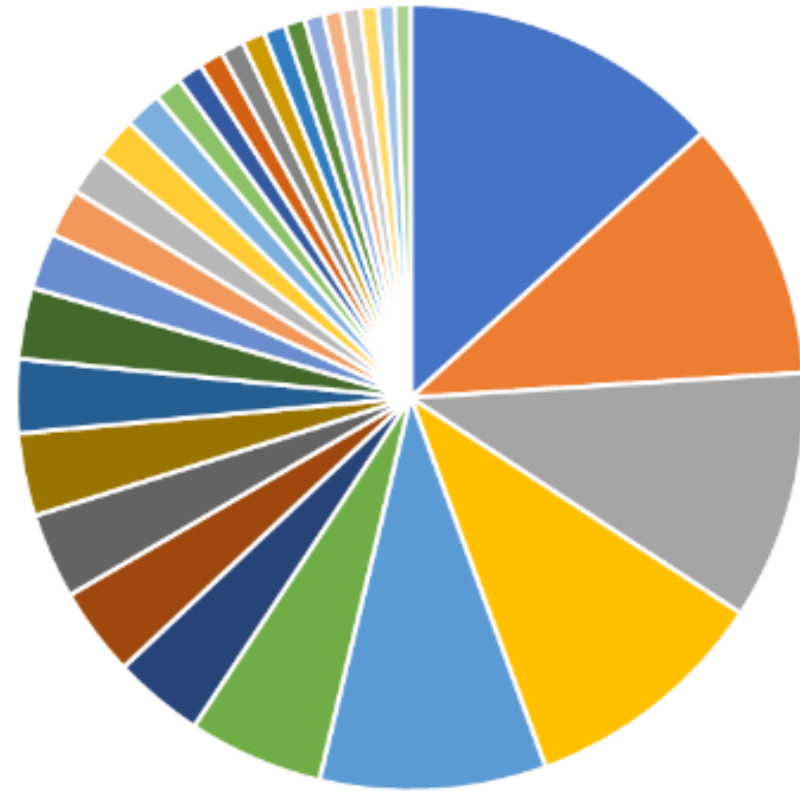
<p><b>Tier 1</b></p> <p><b>Care Professional Rewards</b></p> <p><i>6 hours of training</i></p>	<p><b>Tier 2</b></p> <p><b>Travel Club</b></p>	<p><b>Tier3</b></p> <p><b>Student Zone</b></p>	<p><b>Tier 4</b></p> <p><b>Preferential Rates for Care Professionals</b></p>	<p><b>Tier 5</b></p> <p><b>Luxury Deals</b></p>
<p>Supermarket discounts, cinemas, coffee, retailers, fashion, restaurants, airports, holidays</p>	<ul style="list-style-type: none"> <li>• 10% Avis car &amp; van hire</li> <li>• Arriva Buses discount in Hertfordshire</li> <li>• Protyre – MOT's, servicing,</li> </ul>	<ul style="list-style-type: none"> <li>• Student discount platform – Free</li> <li>• Access to purchase NUS Card 1, 2 or 3 years discounts &amp; concessions on entry fee's and retailer discounts for students</li> </ul>	<ul style="list-style-type: none"> <li>• Arco – Health &amp; Safety, PPE, Uniforms</li> <li>• Euphoric – Glass mirrors, vases, ornaments Handmade in Scotland</li> <li>• Buyagift – discounts from 15%</li> </ul>	<ul style="list-style-type: none"> <li>• Red Letter Days 10% discount</li> <li>• My Spa Pass – Hotel, spa days &amp; lifestyle products</li> </ul>



# Savings on Tier 1

## Recent Savings across Care Professional Rewards

- Asda
- Marks & Spencer
- Argos
- Booking.com
- MoneySuperMarket Insurance
- Holiday Extras Airport Parking & Hotels
- B&M
- B&Q
- Morrisons
- Matalan
- Tesco
- Sainsbury's
- Virgin Experience Days
- Airbnb
- Cineworld
- Specsavers
- Clarks
- Go.Compare Car Insurance
- Mitchells & Butlers Dining Out Card
- Expedia.co.uk
- Currys
- John Lewis
- IKEA
- EasySaver™ Card
- H&M
- Primark
- easyJet Holidays
- Screwfix
- ASOS.com
- Nike



Providers





# The Academy for Providers



Track and monitor their staff's training / development with the Academy Provider Portal



Governance - Show staff training passports to evidence training compliance during CQC Inspections and LA Monitoring Visits



Attraction - Promote the rewards as part of employee benefit programme, when recruiting new staff



Retention - Improve staff retention by showing staff you value them with rewards, savings & benefits.



Validation – All certificates are validated



**You can also be an Academy Affiliate!**

# Certificates

- Can be any certificate
  - Relevant to role in Adult Social Care
  - In date
  - Any training provider
- Validation Process
  - Name
  - Duplication
  - Date of achievement
  - Date of expiry
    - Stated or taken from Skills for Care Core & Mandatory guidance
  - Training Provider
    - LA approved, Skills for Care Endorsed or Centre of Excellence, Care Association approved- Nationally Recognised Awarding Body - E-learning - Internal Trainer (approved or not approved) - Foreign Studies - Other
- Can be uploaded by Affiliate or PPA
- Emails when uploaded and again when validated
- View on training passport and training matrix, provider portal
- Notified 60 days before expiry



Sits outside of your  
'Safer Recruitment'  
process

Provider Portal





## EMPLOYEES

Search by:

Filter by:

NAME	CERTIFICATE EXPIRATION	JOB ROLE	TIER	LAST UPDATED
+ AMANDA HANDSCOMB	6x expired, 17/11/2021	Project Lead- Impartial Feedback & Skills Audit Service Focus	Tier 4	17/01/2024
+ ANDREW BESWICK	3x expired, 03/12/2022	Business Support Team Manager	Tier 3	14/12/2023
+ ANDY BESWICK PROVIDER PORTAL ADMINISTRATOR		Test Admin	Tier 0	14/12/2023
+ ASHLEIGH MITCHINSON	2x expired, 27/10/2022	Project Lead	Tier 3	14/12/2023
+ ATTILA TOPOLICS	9x expired, 09/12/2020	Academy Engagement Lead / Recruitment Officer	Tier 3	08/01/2024
+ BELINDA GOUWS		Impartial Assessor	Tier 1	17/01/2024
+ CARLA KEDZIERSKI	7x expired, 14/09/2022	Care Tutor	Tier 4	15/01/2024
+ CHARLIE STRACK	3x expired, 09/08/2023	Care Tutor	Tier 4	15/01/2024
+ CHRIS LEVERSHA	5x expired, 09/04/2023	Marketing and Design Specialist	Tier 1	25/01/2024
+ DAVYD STRAHAN-HUGHES	2x expired, 14/08/2020	Practice Education Team Manager	Tier 3	14/12/2023

Training  
Matrix



# MATRIX

Select certificate title/s

Select employee name/s

Select Job Title/s

Filter

	Assisting and Moving People	Basic Life Support and First Aid	Communication	Dignity	Equality and Diversity	Fire Safety	Food Hygiene	Health and Safety Awareness	Infection Prevention and Control	Medication Management	Mental Capacity and Liberty Safeguards	Moving and Handling Objects	Nutrition and Hydration	Oral Health	Other	Person-Centred Care	Positive Behaviour Support and Non-Restrictive Practice	Recording and Reporting	Safeguarding Adults	Safeguarding Children
<b>Amanda Handscomb</b> (Project Lead- Impartial Feedback & Skills Audit Service Focus)	0	1	0	0	3	1	0	3	0	0	1	1	0	0	28	0	0	1	4	0
<b>Andrew Beswick</b> (Business Support Team Manager)	0	1	0	0	1	1	0	<div style="background-color: #e67e22; color: white; padding: 5px;">                     Valid Certificates: <span style="float: right;">X</span>                      • Risk Assessment (expires on 16/11/2025)                      • Health and Safety Awareness (expires on 10/01/2026)                      • Health &amp; Safety Responsibilities (expires on 12/12/2025)                       Click X to close                 </div>	0	0	0	1	0	0	12	0	0	0	2	0
<b>Andy Beswick Provider Portal Administrator</b> (Test Admin)	0	0	0	0	0	0	0		0	0	0	0	0	0	0	0	0	0	0	0
<b>Ashleigh Mitchinson</b> (Project Lead)	0	1	0	0	2	1	0		0	0	0	1	0	0	14	0	0	1	1	0
<b>Attila Topolics</b> (Academy Engagement Lead / Recruitment Officer)	1	1	0	0	2	1	1	5	1	0	1	2	0	0	15	0	1	2	2	0
<b>Belinda Gouws</b> (Impartial Assessor)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Carla Kedzierski</b> (Care Tutor)	1	2	0	0	3	0	0	3	1	0	0	2	0	0	16	0	0	0	1	0
<b>Charlie Strack</b> (Care Tutor)	2	1	1	0	2	1	0	3	0	1	2	2	0	0	23	0	0	1	1	0
<b>Chris Leversha</b> (Marketing and Design Specialist)	0	1	0	0	2	0	0	2	0	0	0	0	0	0	4	0	0	1	0	0
<b>Davyd Strahan-Hughes</b> (Practice Education Team Manager)	0	1	0	0	2	1	0	4	0	0	1	1	0	0	17	0	0	0	2	0
<b>Deb Parker</b> (DSPT Area Lead)	0	1	0	0	1	0	0	3	0	0	0	0	0	0	7	0	0	0	0	0
<b>Emily Hardy</b> (Academy Campaign Lead)	0	1	0	0	1	1	0	2	0	0	0	1	0	0	1	0	0	0	1	0
<b>Frankie Bundock</b> (Academy Support Specialist)	0	1	1	0	2	1	1	2	0	0	0	1	0	0	6	0	0	1	1	0

# What is the Academy looking to achieve?

Professionalise	Recognise and reward	News	Trained staff	Culture
Professionalise the Adult Social Care sector	Recognise and reward care professionals for their development	Keep care professionals up to date with the latest Adult Care news	Ensure the entire care workforce is trained to a professional, best practice standard	Support providers with developing a positive culture across services



# Tools to promote & use the Academy



- Resources – Share Information with staff
  - Leaflets
  - Presentation to use in team meeting & induction/onboarding
- Academy Pin & Trolley Token
- Social Media
- Newsletter
- Training Passport
- Rewards!
- Bulk upload of Affiliates from HR CRM
- Webinars – Overview & DPH
- Provider Portal Admin Inductions online
- Engagement & Support calls
- Managers meetings



@SocialCareAcad





# Contact

- Stall here today
- Sign up for webinars
- Website <https://www.careprofessional.co.uk>
- Email [contact@careprofessional.co.uk](mailto:contact@careprofessional.co.uk)
- Phone 01707 937 990
- Teams or Zoom
- Managers Meetings
- Social Media



Sign up to our webinars to find out more



# Deb Parker

Information Governance Training  
and Support Lead, HCPA

**BE DATA WISE**



# Good Governance

## How To Avoid Fines, Data Breaches & Low CQC markings

Deb Parker  
[dspt.dparker@HCPA.co.uk](mailto:dspt.dparker@HCPA.co.uk)



# Data protection fines



## Why they happen...

- Irresponsible management of people's data
- Seeing data protection as a one-time exercise
- Waiting until something goes wrong before taking action
- Failure to renew your data protection fee
- Not reporting data breaches
- Failure to ask for help & advice

# Data protection fines



## How to avoid them...

- Register with the ICO (£40-60) & renew annually
- Robust processes, policies & procedures
- Clear roles & responsibilities
- Good staff training & regular reviews of staff knowledge
- Include Integrity & Accessibility within Confidentiality clauses of Staff contracts
- Create a culture of good governance
- Do your DSPT annually

CQC  
Key  
Question  
WELL-LED

- Shared direction and culture
- Capable, compassionate and inclusive leaders
- Freedom to speak up
- Workforce equality, diversity and inclusion
- **Governance, management and sustainability**
- Partnerships and communities
- Learning, improvement and innovation
- Environmental sustainability – sustainable development



# Quality Statement

## Governance, Management & Sustainability

- We have clear responsibilities, roles, systems of accountability and good governance.
- We use these to manage and deliver good quality, sustainable care, treatment and support.
- We act on the best information about risk, performance and outcomes, and we share this securely with others when appropriate.



# What this quality statement means

- There are **clear and effective governance**, management and accountability arrangements. Staff understand their **role and responsibilities**. Managers can account for the **actions, behaviours and performance of staff**.
- The systems to **manage current and future performance** and risks to the quality of the service take a proportionate approach to managing risk that allows new and innovative ideas to be tested within the service.
- Data or notifications are consistently submitted to **external organisations as required**.
- There are robust arrangements for the **availability, integrity and confidentiality** of data, records and data management systems. **Information is used effectively** to monitor and improve the quality of care.
- Leaders implement relevant or mandatory **quality frameworks, recognised standards, best practices** or equivalents to improve equity in experience and outcomes for people using services and tackle known inequalities.





# Subtopics - Where CQC will focus

- Roles, responsibilities and accountability
- Governance, quality assurance and management
- **Cyber and Data Security & Protection Toolkit (DSPT)**
- Emergency preparedness, including climate events
- Sustainability, including financial and workforce
- **Data security/data protection**
- Statutory and regulatory requirements
- Workforce planning
- External recommendations, for example safety alerts
- **Records/Digital records**



# Data Security & Protection Toolkit (DSPT)

A FREE online self-assessment of care providers' data management policies, procedures and processes

42 questions, split into 4 sections  
**Staffing & Roles**   **Policies & Procedures**  
**Data Security**   **IT Systems & Devices**

Demonstrates compliance with

- GDPR
- Data Protection Legislation
- 10 National Data Guardian Standards (DHSC)
- Good Practice

**CQC will expect an  
annually published DSPT**



# Data Breach

## When working with personal information think C I A

- **Confidentiality**

Do not share (paper, digital or verbal) unless there is a Lawful Basis.

*Breach example - Talking about a resident's health diagnosis in a communal area or leaving a care plan on a table in a communal lounge.*

- **Integrity**

Must be fit for purpose, accurate, complete and up to date

*Breach example - Changes or incidents not logged correctly. Updates to medication or care needs not recorded.*

- **Accessibility**

Must be available to those with authority to view it.

*Breach example - Lost key to care plan cabinet or Phishing email locks systems*



# Staffing & Roles - eLearning



End to End Data Security & Protection training.  
**Specifically developed for care providers.**

**First of its kind!!**

**Launched Dec 2023**

## Four modules

Module 1: Data protection rights & responsibilities.

Module 2: Keeping data secure.

Module 3: Threats to data security.

Module 4: Data breaches.

## Assessment quiz:

- 20 questions across all 4 modules
- 80% pass mark
- downloadable certificate.

[First free elearning resource on data protection for care staff launched - Digital Care Hub](#)

# Policies

- **Privacy Notice** - a document that outlines how you collect information, its purpose, use and agreement that only necessary information will be collected. It should be available to the people you support, their families and any 3<sup>rd</sup> party whose information you hold or has a legitimate interest in the data you hold.
- **Data Protection Policies** - For internal purposes, the main goal of these policies are to protect and secure all data collected, managed, and stored by the organisation, they can become the processes to operate by.
- **Information Retention Policy** - sets out the time period for storing and managing data, it should detail all types of data you hold and the period of retention for each.
- **Bring Your Own Device Policy** - An agreement between the organisation and staff, if they are using their devices for work purposes, that they will do everything possible to keep work information safe and secure. Not allowing access to anyone outside the organisation

Templates can be found at [Template Policies and Resources - Digital Care Hub](#)



# Data Mapping



What data do you hold?  
Where do you hold that data?  
Who are you sharing data with?

## **Do you know?**

If you don't, you cannot be confident that data is being managed securely or lawfully within your organisation.

# Data Mapping - What do you need?

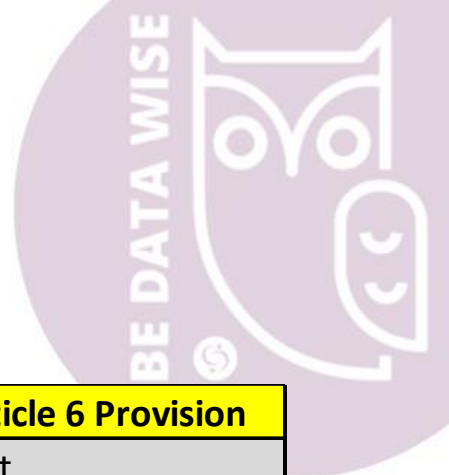


## Two documents will satisfy CQC that you know **What, Where & Who**

- **Information Asset Register (IAR)**  
A record of all the places you hold information and how you keep it secure
- **Record of Processing Activities (ROPA)**  
A record of all the organisations and people you share data with, and the specific data you share

IAR & ROPA Template - [How to Document Your Data Processing - Digital Care Hub](#)

# Where to start - Keep it simple



The IAR & ROPA templates can look a bit scary. So, **start simple.**

1<sup>st</sup>, list all the data you hold (Paper & Digital)

To one side record all the places you hold that data.

To the other, record all the people/organisations you share that data with. Then note the Legal Basis for sharing

Legal Basis - Article 6 Provision	
6(1)(a)	Consent
6(1)(b)	Contract
6(1)(c)	Legal Obligation
6(1)(d)	Vital Interests
6(1)(e)	Public Task
6(1)(f)	Legitimate Interests

B	C	D	E	F	G	H	I
Where Do We Hold This Data?			Data Name	Who Do We Share Data With?			
Location 3	Location 2	Location 1		Shared with 1	Legal Basis	Shared with 2	Legal Basis
	Cloud	SAGE	<i>Payslip</i>	<i>External HR</i>	<i>Legitimate Activities</i>	<i>Accountant</i>	<i>Contract/Legitimate Activities</i>
	Cloud	<i>Care plan system</i>	<b>care plan</b>			<i>Social Services</i>	<i>Contract/Legitimate Activities</i>
Cloud	Office Computer	<i>Training Folder</i>	<b>Training Records</b>				
Cloud	Office Computer	<i>Staff files</i>	<b>Staff Contract</b>	<i>External HR</i>			
		<i>Staff files</i>	<b>Staff Bank details</b>	<i>Accountant</i>	<i>Contract/Legitimate Activities</i>		
			<b>Medication records</b>	<i>GP</i>	<i>Contract/Legitimate Activities</i>	<i>Pharmacy</i>	<i>Contract/Legitimate Activities</i>



# IT Systems & Devices



## What you need...

- Robust systems with up-to-date software
- Up to date antivirus/antimalware
- Ability to provide appropriate, individual system access
- Ability remove or change access profile quickly
- Good password practice – recommend 3 Random Words
- Tested Business Continuity Plan
- Accessible backups
- Systems in place to prevent unauthorised access

# Data Protection



## Staff training is Key

**>60%** of data breaches are due to human error

### Physical prevention to data

- Lockable doors & windows
- Lockable office, cabinets, drawers
- Keycode/Pass card entry systems
- Password, finger/face recognition
- CCTV

Recognise, record, report, review data breaches

Where To  
Get Help,  
Other Info

# HCPA Data Protection Team

Call: 01707 708018

Email: [DataProtection@HCPA.co.uk](mailto:DataProtection@HCPA.co.uk)



## Website [Data Security & Protection Toolkit \(DSPT\) | HCPA](#)

Home Page

Book a workshop

Guidance

NHS Mail

Partner Sites

Proxy Meds

Social Media

Templates

Help Packs

Digital Transformation

## Data Security & Protection (DSPT)



*Better Security*  
*Better Care*



Data Protection Roles And Responsibilities For  
Managers And Proprietors

**Register for DSPT** at [Registration \(dsptoolkit.nhs.uk\)](https://dsptoolkit.nhs.uk)

Access Guidance & Templates for everything you will need

What do  
you  
know?

5 mins

Answer what you can

Don't Worry

It's not a test!



# What do you know?



## 1. Which of these are a data breach?

- a) Leaving a care plan visible on the back seat of the car
- b) Losing the key to a locked cabinet
- c) Updating medication information incorrectly
- d) Backing up your data once a week

**\*All of them\***

## 2. Which of these emails are considered secure?

- a) Gmail
- b) NHSmail
- c) Yahoo
- d) Outlook
- e) hotmail

**\*NHSmail\***

# What do you know?



**3. Do you need to record all data breaches or near misses?**

- a) Yes
- b) No

**\*Yes\***

**4. Do you need to report all data breaches to the ICO?**

- a) Yes
- b) No

**\*No\*** You must check with ICO within 72hrs

**5. Which of these hold data?**

- a) Mobile phone
- b) Tablet
- c) Photocopier
- d) Printer
- e) CCTV

**\*All Of Them\***

# Chris Squires

Managing Director, Fos.net

# Outsourced I.T. Support

*From FOS.net*

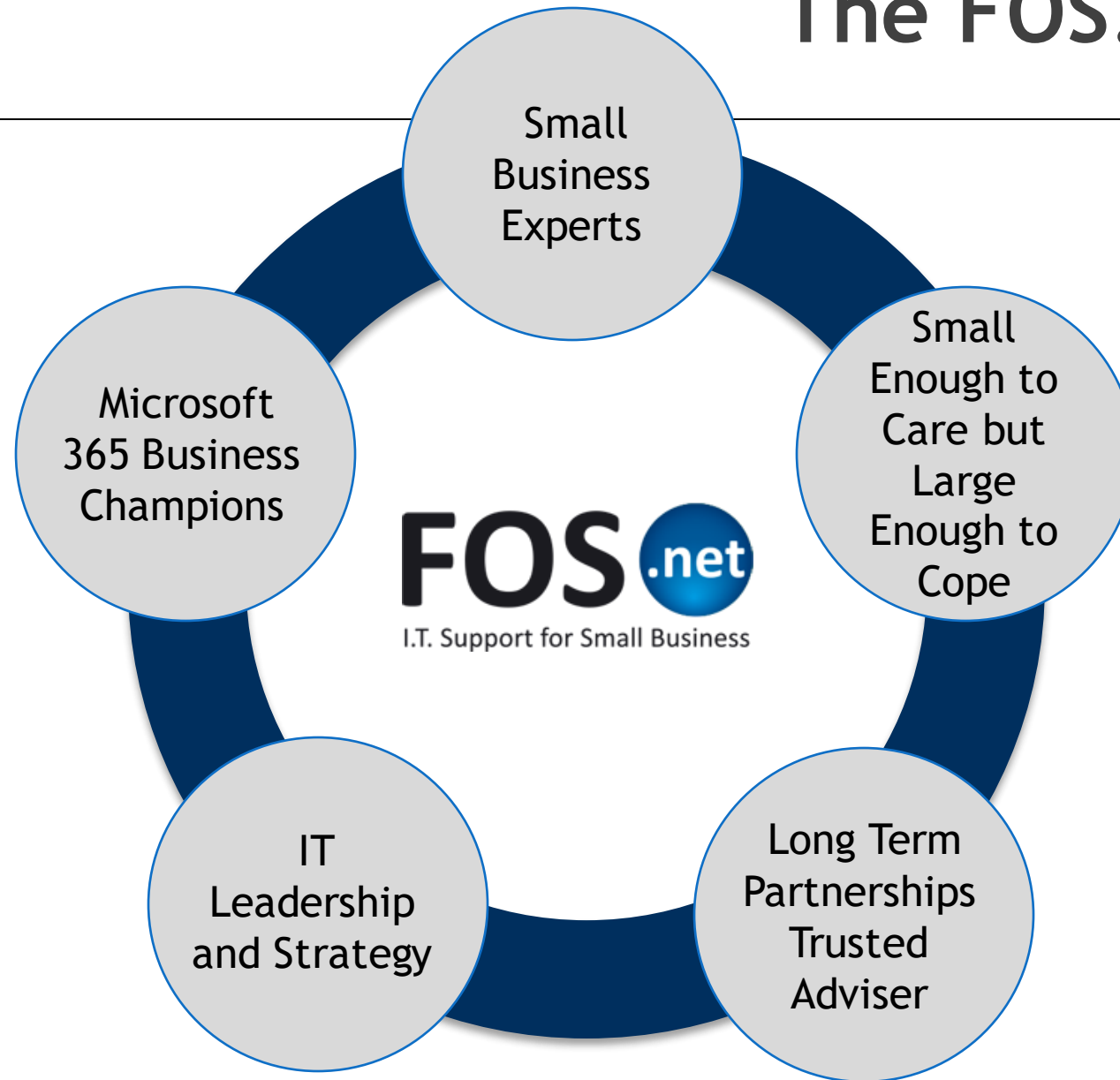


- ▶ Managed IT Support Provider (MSP) based in Essex
- ▶ We ONLY deal with small businesses.
- ▶ We are Microsoft 365 Experts.
- ▶ 95% of our clients have been with us for 5 years or longer.
- ▶ We are small enough to care but large enough to cope.

- ▶ What are the challenges that care providers face:
  - ▶ Lack of IT understanding and skills within the senior management team
  - ▶ IT issues eroding staff time
  - ▶ Poor wifi and slow internet connection
  - ▶ Lack of IT governance and procedures
  - ▶ Vulnerability to cyber attack

- ▶ We have developed a standardised 3 stage process for migrating small businesses to the cloud.
- ▶ We leverage the full power of Microsoft 365 Business Premium and Windows 10/11 Pro.
- ▶ Using Microsoft 365 Business, we can simply and streamline your cloud journey.
- ▶ We have built a portfolio of cloud centric managed services to compliment Microsoft 365 Business.

- ▶ We have built strategic partnerships with the following suppliers:
  - ▶ Telecoms, business voice and mobile
  - ▶ Connectivity
  - ▶ Training and eLearning
  - ▶ Independent cyber security auditing
  - ▶ Managed print services
  - ▶ Structured cabling
  - ▶ Application hosting
- ▶ We support Wipe Away Those Tears. All of its admin costs are covered by us. Every penny donated goes to a deserving cause.





# Rene Rogers

Business Development Coaching Manager



hcpa   
**BUSINESS  
DEVELOPMENT**

 [businessdevelopment@hcpa.co.uk](mailto:businessdevelopment@hcpa.co.uk)  <https://www.hcpa.info>

hcpa  Impartial  
Feedback  
Service

 BCPSS

Culture Check.

ace

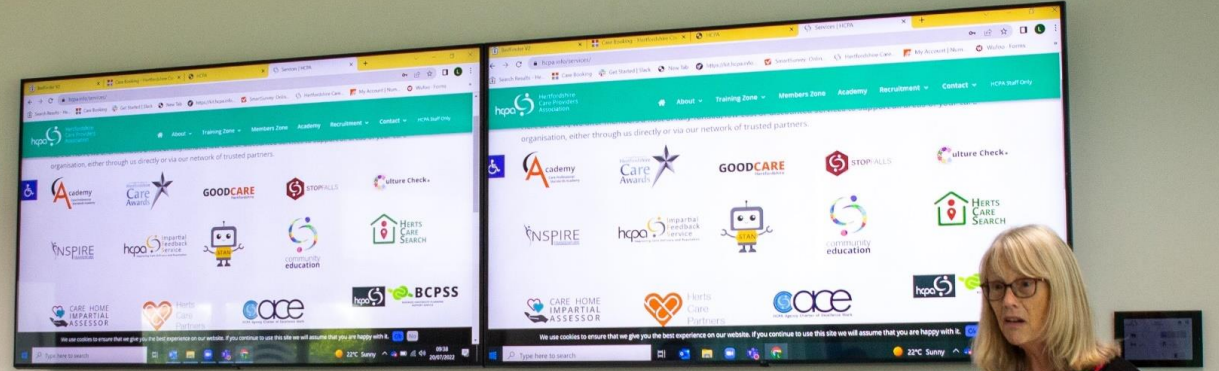
**Services We Offer**

# OUR BIG IDEA

*'To support care leaders to improve quality by providing tools and support that improve efficiency, resilience and compliance. To offer free access to our members for most of our support services.'*

*'Our products are designed to give managers the tools to not only save time but also help raise quality'*

*Jackie Taylor – Business Development Manager*





# Our Services

Business  
Coaching

*Executive Coaching*

*New:  
Supervision for Managers  
Coming soon:  
Grow Your Business*

IMSS  
Inspection &  
Monitoring  
Support Service

*Pre & Post Governance*

*New:  
CQC Single Assessment  
Framework Evidence  
Categories*

BCP  
Business Continuity  
Planning

*ACE*

IFS  
Impartial  
Feedback  
Service

*Person  
Staff  
Family/ Friends  
Professionals*

Culture

*6 C's Culture Check  
Swell*

*Coming Soon:  
Culture Awareness Survey*



# Business Continuity Plan Toolkit

## for Care Providers

### DOCUMENT CONTROL INFORMATION

Name of service	<Enter company name>
Author/ Lead	<Enter full name>
Version Number	<Enter version number>
Date of Last Review/ Update	<Enter date and state if it was just reviewed or if it was updated>
Date of Next Review	<Enter date>
Review Frequency	<This should be annual and as and when. Best practice would be every quarter to ensure key information is updated>
Testing Exercises	<p>List 4 planned testing exercises for potential BCP threats that could occur in the year &lt;Be specific: Provide a timeline for when your BCP will be tested and how i.e. desktop as well as real life i.e. periodic fire drills (specify frequency)&gt;</p> <p>e.g. January: Fire Drill - Full Mock evacuation, residents and staff.</p> <p>e.g. October: Test adverse weather threat, this will be tested within a monthly team meeting as a desktop exercise</p> <p>Note: be strategic, test scenarios based on the time that they are likely to occur</p>
On-Site Document Location	<p><b>Grab Bag:</b> Containing the Paper Copy that strip out sensitive data: &lt;Enter location i.e. where is it located (which sign posts to secured Master BCP and state who has access)&gt;.</p> <p><b>Master BCP Paper Copy:</b> &lt;Enter location i.e. where is it located . State who has access to the document and the security measures in place.</p> <p><b>Master BCP Electronic Copy</b> &lt;Enter location i.e. where is it located, state password protections in place. State who has access to the document.</p>

**Note:**  
See Grab bag checklist tab for ideas on contents

Need to include details around accessibility ensuring it is in a secure place and consider confidentiality in line with GDPR

## CONTENT PAGE

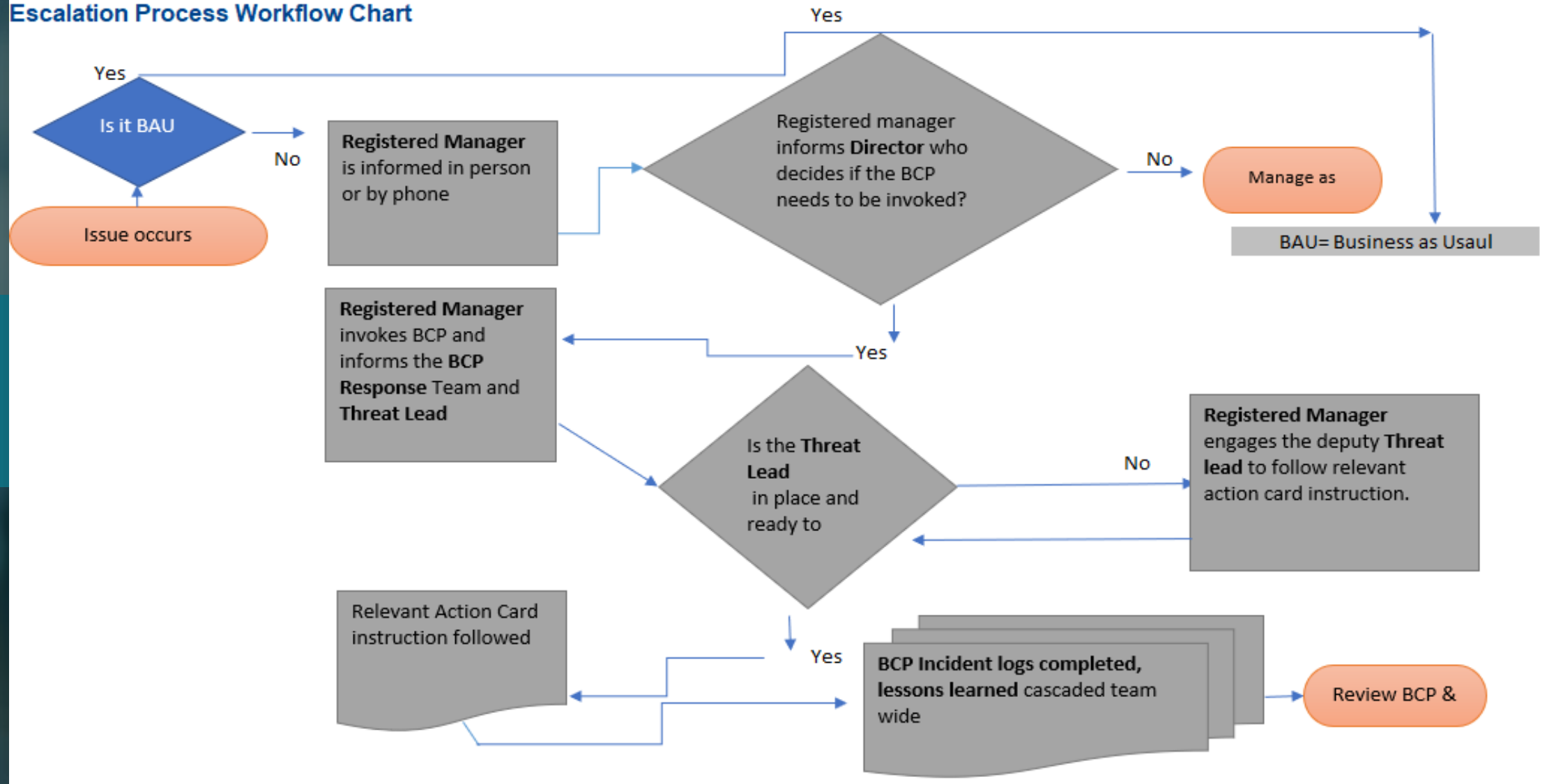
Section	Page No	Park until the end of reviews
Document Control		
Business Continuity Plan (BCP) Response Team - Key Contacts		
Escalation Process Workflow Chart		
Other Useful Contacts		
Service User One Page Profile (& NOK, POA) Contact & Info		
Staff One Page Profile/ Contact Details		
Business Priorities - Business Impact Analysis		
Risk Priority Key		
Critical Level Key		
Business Continuity Threats and Mitigations		
Critical Business Functions that must be operational		
Business functions /areas can be temporarily postponed during emergencies		
Business functions /areas can be temporarily postponed during emergencies		

## BUSINESS CONTINUITY PLAN (BCP) RESPONSE TEAM - KEY CONTACTS

Name	Surname	Role	Contact Number (Office and Mobile)	Threat Lead For	Can They Invoke The BCP	Who will deputise in their absence?
<Enter Name>	<Enter Surname>	<Enter Role >	Number & state if work phone>	<Enter Threat i.e. Fire drill>	<Enter Either Yes or No>	<Enter Name >
				All Threats		
<b>Notification Procedure</b>	<Enter details of who, what, how and why for example: Contact Manager in the first instance by phone or in person, informing them of incident. Manager will then notify the Director by phone or in person and a decision is made to invoke the BCP and signpost to the relevant threat lead who refers to the relevant threat based action cards for detailed guidance, Logs the issue and arranges a debrief to capture lessons learnt which they then share with the wider team.>					

Be sure to consider shift patterns

## Escalation Process Workflow Chart



## OTHER USEFUL CONTACTS

Organisation - Be specific, include their name here	Primary Contact Name (if known)	Contact Number (Office and Mobile)	Policy/ Reference Number	How often is the arrangement reviewed
Insurance Company - <Enter company name>	<Enter Full Name or Customers Service >	<Enter Number>	<Enter details>	
Transportation - <Enter company name>	<Enter Full Name or Customers Service >	<Enter Number>	<Enter details>	
Alternate Accommodation - <Enter company name>	<Enter Full Name or Customers Service >	<Enter Number>	<Enter details>	
Catering - <Enter company name>	<Enter Full Name or Customers Service >	<Enter Number>	<Enter details>	
Alternate Catering - <Enter company name>	<Enter Full Name or Customers Service >	<Enter Number>	<Enter details>	
PPE Supplies - <Enter company name>	<Enter Full Name or Customers Service >	<Enter Number>	<Enter details>	
Alternate PPE Supplies - <Enter company name>	<Enter Full Name or Customers Service >	<Enter Number>	<Enter details>	
Equipment Supplies and Servicing - <Enter company name>	<Enter Full Name or Customers Service >	<Enter Number>	<Enter details>	
Temporary/ Staffing Agency - <Enter company name>	<Enter Full Name or Customers Service >	<Enter Number>	<Enter details>	
Pharmacy & Alternate Pharmacy if needed - <Enter company name>	<Enter Full Name or Customers Service >	<Enter Number>	<Enter details>	
IT Support - <Enter company name>	<Enter Full Name or Customers Service >	<Enter Number>	<Enter details>	
Gas Supplier - <Enter company name>	<Enter Full Name or Customers Service >	<Enter Number>	<Enter details>	
Electricity Supplier - <Enter company name>	<Enter Full Name or Customers Service >	<Enter Number>	<Enter details>	
Internet Supplier - <Enter company name>	<Enter Full Name or Customers Service >	<Enter Number>	<Enter details>	

## BUSINESS PRIORITIES

### Risk Probability:

**High:** Means, expected to occur in most circumstances

**Medium:** Means, fairly likely to occur at some time

**Low:** Means, unlikely to occur but could do so at some time

### Business Impact:

**High:** Would cause a major disruption to the service, would affect clients

**Medium:** Would cause noticeable disruption, may affect clients

**Low:** Would cause insignificant disruption, may not affect clients

Risk Priority Key	Measures Required
1-High/ High & Med/ High & Low/ High	Requires active management and control to manage the risk down and maintain exposure to the risk at an acceptable level
2-High/ Med & Med/ Med & Low/ Med	Requires contingency planning with early warning mechanisms and risk mitigation
3- High/ Low & Med/ Low & Low/ Low	Requires periodic review and assessment of risk

Critical Level Key	Maximum Allowable Down Time (Include time it would take to restore the function to full operation)	This is Optional
1	Activity to be restored within 1 hour	functions that need to be restored in this time frame
2	Activity to be restored within 24 hours	functions that need to be restored in this time frame
3	Activity to be restored within 3 working days	functions that need to be restored in this time frame
4	Activity to be restored within 7 working days	functions that need to be restored in this time frame
5	Activity to be restored post 7 working day	functions that need to be restored in this time frame

## BUSINESS CONTINUITY THREATS

Threat	Business Issue (if the threat becomes a reality)	Risk Probability	Business Impact	Risk Priority	Critical Level	Controls Required	Who is the Threat owner / who will deputise in their absence?
				1- High/ High			
				1- Med/ High			
				1- Low/ High			
				2- High/ Med			
				2- Med/ Med	1 - 1hr		
				2- Low/ Med	2- 24 hrs		
		High	High	3- High/ Low	3 - 3 days		
		Medium	Medium	3- Med/ Low	4 - 7 days		
		Low	Low	3- Low/ Low	5 - 7+ days		
Threat/ Category	What is the Potential Issue	Risk Probability	Business Impact	Risk Priority	Critical Level	Controls Required	Who is the Threat owner / who will deputise in their absence?
		High Medium Low	High Medium Low	Please use dropdown list	Select from section above	List all mitigating actions	<Enter Name >
Access to building Prohibited due to flood		Medium	Low	3- Med/ Low	2- 24 hrs		
Access to building Prohibited due to fire		Medium	High	1. Med/ High	2- 24 hrs		
Access to building Prohibited due to lost keys		Medium	High	1. Med/ High	2- 24 hrs		

### Notes

Be sure to demonstrate proactive mitigation to minimise the impact of the treat occurring



## Action Card Gas Leak

Triger/s	<State triggers e.g. smell gas>	
	Weekdays 9am-2pm Maintenance Person To Take Control of Incident	
Step	<b>Procedure if you smell gas:</b>	
Step 1	If you smell gas	
Step 2	Do not turn on/off light switches or anything else that may cause a spark	
Step 3	Check the gas isn't left on in the kitchen. If it is, turn off and open windows	
Step 4	If cause is unknown, turn main gas supply off. This is located in the cupboard under the staircase	
Step 5	Open windows, close fire doors and move residents in the vicinity to the fire zones which is : <enter detail of where that is, which should be away from the affected area>	
Step 6	The heating will stop working. Follow the Power supply failure plan to ensure residents are kept warm- do not use electric heaters in the zones where the gas is (boiler room, kitchen, laundry room and the rooms directly above these as an example)	
Step 7	If the above has not rectified the issue, Call the Gas Emergency Number <enter the number i.e. 0800 111 999> and advise them that there is a gas leak	
Step 8	Do Not smoke or use any flames within the home	
Step 9	Inform the oncall manager of the situation <enter their name and contact details>	
Step 10	<b>Procedure for restarting the boiler:</b> once the gas company has advised that it save to do so, restart the boiler -Flashing blue light indicates that the boiler has cut out -Step1 - Pull down the front flap -Step 2 - turn the dial anti-clockwise (until it clicks) to reset position for 10 seconds -Step 3 - Wait till the boiler restarts, a blue light should be on continuously along with a small green light. The boiler should now be reset, if it is not, repeat step 1-3.	
Step 11	Incident close down procedure: BCP lead ensures that the incident has been logged, conducts a debrief and discusses lessons learnt and reviews the BCP if required	Generic
Step 12	Communication: Thank the team that have helped, learning shared with wider team including service users and their families or friends	Generic

**The Consequences of not having a business continuity plan can include some or all of the following:**

- Business interruption
- Supply chain failure
- Injury or death
- Financial loss
- Employee productivity
- Business reputation



**BCPSS**  
BUSINESS CONTINUITY PLANNING  
SUPPORT SERVICE

# What are our providers saying?

---



## Business Continuity Planning

*'We have a brand new BCP in place, which is much more user friendly and detailed than what we had in place previously.'*

*Nouvita*

---



MENTAL HEALTH & LEARNING DISABILITY CARE



# Contact us!



HCPA Business Development Team



[businessdevelopment@hcpa.co.uk](mailto:businessdevelopment@hcpa.co.uk)



01707 536020



# Maisy Broliia

Programmes Manager

# Quality Care Records

# Why do we record?

provide basic and essential information;

provide the person's relevant history and our involvement in their life;

explain decisions that are made and the person's views about these;

help communication between all those involved with the person;

promote consistency

reflect on our practice and its success;

help collect information;

promote analysis and decision making;

provide evidence for court, inspections, investigations and enquiries;

check the quality of our work

Centralised information

Promote person centred outcomes

- Aim to be clear and precise
- Aim to be concise
- Aim to use everyday words
- Aim to avoid jargon [TLAP Care and Support Jargon Buster](#)
- Aim to make clear what is “fact” and what is “judgement”
- Aim to be more analytical
- Aim to be respectful in what we write, how we write it and how we present it
- Aim to be human in our writing



# Language in reports and written records

Written reports and case records are an important form of communication, and also contribute to building up the history and narrative of peoples care support needs. There had been examples where professionals' choice of language in written reports did not adequately capture what was happening at the time of the record made.

# Importance of Good Care Planning

A clear understanding of the person- completed with the person

Particularly important for agency staff, new staff and professionals

Provide clear information in an emergency

Regularly reviewed

Better outcomes in inspections

Evidence

Risk assessments

Future wishes

Legal documents

Connected Lives-  
Outcomes

# Considerations



Key documents  
and templates



Prompts



Involvement and  
Flexibility



Contingency



Trends and  
themes



Language and  
Staff Skills

# Hints and Tips

Personalised –  
including daily  
records

Involvement

Regularly  
reviewed

Clear evidence

Reflective of  
need

Contingency  
plans

Staff training  
and  
confidence

Language

# Auditing

Carried out by a senior member of the team who is competent

Look for patterns

Set a company policy for Governance

Check the notes

Evaluate when changes

Minimum of every three months

# Digital Social Care Records

## What are Digital Social Care Records?

A Digital Social Care Record (DSCR) is a system that allows the digital recording of care information and care received by an individual. DSCR's should replace traditional paper-based recording.

**78%** of providers in Herts and West Essex are using a DSCR, but we know this number is lower amongst small providers



# Digital Social Care Records

## CQC Recognised Benefits of Digital Social Care Records

- provide 'real time' information recording
- help providers and staff to be more aware when people's needs change
- help information to be shared quickly,
- help to minimise risks such as medication errors
- help to manage and support staff to do their job effectively and efficiently
- be easier to store, requiring less physical space

## Digitising Social Care

" it will become increasingly difficult to maintain a good or outstanding rating if you have not made that move....."

**CARE**



**Mark Sutton**  
Chief Digital and Data Officer  
Care Quality Commission

# Digital Social Care Records Offer

Up to 50% of Year One Implementation Costs



**Requirements= Currently using paper-based records, Choose an Assured Solution, DSPT, Secure Email + Evaluation**

**Limited Funding Still Available – Take Advantage Now**



# Supporting Quality Care Records

Help shape future support available for quality care records by completing our 5-minute Survey.

Scan QR code here, or find us at the purple stand to complete

## Quality Care Recording in Digital System Provider Survey



# HCPA Support

Support and Care  
Planning Zone  
launching March/  
April 2024

Quality Care  
Recording Survey

Access to DSCR  
Funding

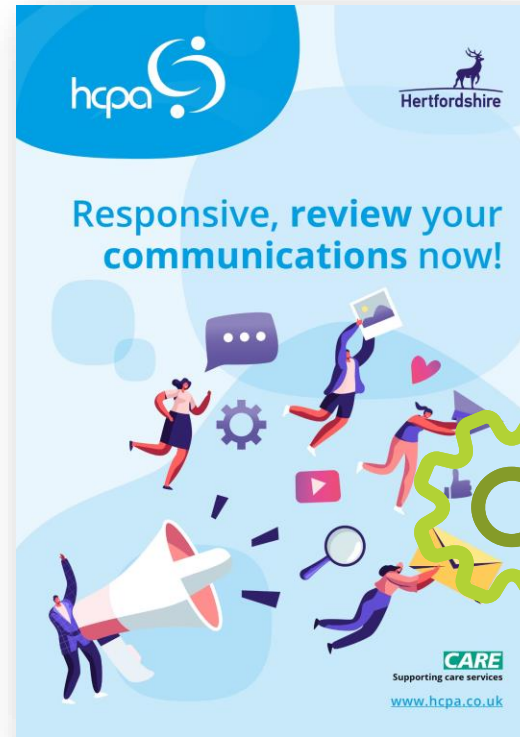
New Support and Care  
Planning Education  
being Developed

New Digital Recording  
Champion Course  
being Developed

# Sarah Scott-Foster

Marketing, PR and Events Manager

# A catalogue of designed brochures and toolkits



## RUNNING YOUR CARE BUSINESS

- [Best Practice Guide to Recruiting, Onboarding and Retaining Staff](#)
- [Domiciliary Care Brochure](#)
- [Membership Brochure](#)
- [Resilience Annual Self-Assessment Toolkit](#)
- [Social Media Toolkit](#)
- [Visitor communications brochure](#)



# Take aways...

- **Make connections.** Get to know your local scene, including ICBs and LAs.
- **Make sure** you have your Data Security and Protection Toolkit published - the team can check for you or book you some 121 support
- **Speak** to those showing digital systems and tech services. This is no longer the future, this is the current landscape
- **Consider** what methods you will use to create more business opportunities
- **Innovate** - connected lives, community involvement
- **Reflect** on your recruitment processes and the candidate journey
- **Consider** your staff education and skills - How will you stay up to date?
- **Speak** to Academy about how you can support, develop & reward your workforce
- **Review** your business continuity plans asap

...and please don't forget to return our feedback form, links on your table

# Lunch



# THE HCPA CARE PROVIDER HUB PROVIDING PEACE OF MIND.....



ASK us anything! We are your support service, here to answer your questions on all topics Adult Social Care related.

- Govt guidance, laws, standards and expectation.
- Covid: PPE, vaccinations and infection control.
- Liaison with Hertfordshire County Council.
- Funding, contracting and commissioning.
- Staff wellbeing and recognition.
- HR, Staffing and recruitment.
- Training and education.
- Business continuity.
- Data protection.
- Monitoring.
- Equipment.
- Insurance.

**Your hub, your support service.....**

**01707 708108 / [assistance@hcpa.co.uk](mailto:assistance@hcpa.co.uk) (Mon to Fri - 9am to 5pm). [www.hcpa.info/hub](http://www.hcpa.info/hub)**

**HCPA: 'Sharing best practice in care through partnership'**

