

Who is being nominated?

Corinne Morrison-Gillies

Organisation

CrossReach

Award Details**Category**

Category 9: Making Change Happen 2019

Q1: Overview

Looking at ways to remove barriers to recruitment, we built up a relationship over a period of time with the Prince's Trust. The aim was to establish a long term partnership with them, both in relation to the development of young people (which is in line with our Organisations ethos and values) and also to support in establishing a long term partnership as part of our strategy to address the poor perception of the care sector, the under representation of young people within the sector and ultimately find a sustainable solution to the recruitment challenges which we ,along with many other social care organisations face , through recruiting young people directly into the organisation.

We developed a pilot 'Get into Care with CrossReach' Programme with the aim of supporting less advantaged young people into a successful career in the care sector. This resulted in a successful 5 week programme, ultimately employing 6 young people and with us being considered by the Prince's Trust to be a 'top strategic partner who had delivered a quality experience for the young people' A 'win / win' situation. We are now working with the Prince's Trust to deliver more programmes in 2019.

Q2: What did you do?

Realising we need to develop a different approach to recruitment, we developed a long term Partnership which has begun to improve the vacancy situation within the Organisation using a model which was sustainable on a long term basis, supporting young people who are less advantaged into employment whilst also raising awareness of the recruitment challenges facing the sector and positively promoting it as a career choice.

The now established 'Get into Care with CrossReach' programme was developed by our small in-house HR People Development team, in consultation with staff, Managers and the people who use our services. We agreed on a pilot programme in Glasgow and worked with the Prince's Trust to attract young people through a variety of channels, to an information and selection day on 28th August 2018. The selection day included presentations from people who use our services explaining what was important to them and what they looked for in the staff that support them. It provided an opportunity for the young people to engage with the people who use our services and our staff and have an informal chat and ask/ answer questions. Once the young people were selected, our rigorous, but inclusive, safer recruitment process took place, resulting in the young people commencing their 5 week programme at the start of October 2018. This holistic programme, used a blended learning approach with face to face classroom sessions being combined with individual learning, e learning and on the job training including a 2 week work placement within one of our services. Training included:

- Adult Protection
- Health and Safety
- Emotional Resilience
- Equality and Diversity

- Data Protection and Confidentiality
- Professional Development
- Outcomes based Care
- Introduction to vocational qualifications and work based observations
- Supporting people with Epilepsy
- Personalisation
- Communication and Motivation
- Report Writing
- Coping with Grief
- GIRFEC

Prior to a guaranteed interview at the end of the programme, the young people were also provided with employability support including interview skills training and 1 to 1 coaching.

What we could not have anticipated at the start was the depth of the positive impact the programme would have upon the young people both individually and as a group. They supported each other so much throughout the programme. The end of programme celebration with their friends and family was emotional and inspiring, hearing the difference it has made to their lives.

The 6 young people who we have employed will continue to be supported in their on-going professional development through vocational qualifications (Modern Apprenticeship or VQ) and an individual professional development plan which encompasses a blended learning approach, regular supervision, an annual appraisal and the opportunity to help with improving the services for people we support through for example service user forums, staff consultation group, policy review group etc.

Q3: What did you achieve?

The ultimate goal of the programme is to support young people, an underrepresented group in the Social Care sector to have access to support, to apply for and receive training and development to enable them to have a long and fulfilling career in Social Care. In addition this supports CrossReach in filling vacancies and having a stable, consistent staff group who are able to spend more time adding real value to the lives of the people we support within our services.

The initial pilot programme is now a permanent, sustainable part of our attraction, recruitment and retention strategy. Ultimately through the pilot programme, we recruited 6 young people in the West of Scotland and we have more programmes planned for 2019 with the first in Edinburgh in May. We have learned so much from this Partnership and it has shaped our updated attraction, recruitment and retention strategy. It is hoped it will also benefit the wider Social Care Sector in Scotland as a sustainable model to support in recruitment whilst living the values of social care in supporting less advantaged people and positively promoting the sector.

We not only are making a difference however to the lives of the people we support but we have also made and continue to make a difference to the lives of less advantaged young people.

It is best said using the words directly from the young people we have employed:

'Before these past 5 weeks, I felt so down-hearted after a traumatic experience 3 years ago when I lost my daughter and all sense of who I was, but since I got a place on this course I have found a sense of purpose in myself as an individual and met new friends along the way....since I did my placement in Threshold Glasgow, I have completely changed my opinion, all through my time there the staff and customers were so supportive, offering advice whenever possible.'

' Thank you to all the support I have had from the Prince's Trust and CrossReach, this has equipped me with the knowledge I need to close that chapter on what was. Now I can open the doors to fresh

opportunities, thank you all'

'I have always had a passion to help others, but I didn't believe in myself or think I would be successful. Now I can stand here today and proudly say ' I made it'. I now feel happier and positive about my life. I would like to thank all the staff at Crossreach & Princes Trust I have loved every minute. '

'I have no idea of how great and life changing it would be, as before I was just a woman with kids and not a lot of confidence. When I started this Course I very quickly realised I was so much more than that. I am so happy and proud to have been part of this programme, it has opened up a better version of myself. '

Q4: Why should you receive an award?

This is a long term commitment by CrossReach to improving the lives of people who use our services, promoting social care as a career amongst young people. This is a sustainable approach to bring about positive change in addressing the ongoing vacancy crisis in social care , benefiting the wider social care sector. We have been recognised as a top strategic partner after just one pilot programme. In the words of one of new employees: 'Thank you to all the support I have had from the Prince's Trust and CrossReach, now I can open the door to fresh opportunities'