

Resolve Care and *I Care...Ambassadors*

What's the Skills for Care *I Care...Ambassador* initiative?

I Care...Ambassadors is an employer-led initiative, hosted by Skills for Care, which is designed to help tackle the recruitment and retention challenges in adult social care. *I Care...Ambassadors* are employees who deliver activities to promote caring careers and share their experience of working in the sector.

Evidence from our *I Care...About Impact* Tool shows that:

- 1 in 3 people who speak to an ambassador are more interested in coming to work in the sector
- 93% of people have a better idea of what it's like to work in social care after hearing from an ambassador
- 83% of *I Care...Ambassadors* feel more motivated in their work after becoming an ambassador.

I Care...Ambassador Case Study – Resolve Care (Northern) Ltd

Resolve Care (based in rural County Durham) is a Care Quality Commission (CQC) rated Outstanding service which provides residential care for male adults with learning disabilities and autism.

What they wanted to achieve

In 2018, Resolve Care joined the Skills for Care *I Care...Ambassador* initiative to help change people's perceptions of social care, recruit people to work in the sector and help with their own recruitment challenges. Resolve had previously found it difficult to recruit young people with the right values and skills. They wanted to engage with their local community to see if they could attract people with the values that matched those of their organisation.

What they did

The initiative requires organisations to nominate staff to become *I Care...Ambassadors*.

Resolve appointed two members of their team to become ambassadors. *I Care...Ambassador* Graeme said: **“Once we'd joined the initiative, we received access to Skills for Care's online hub where we accessed training, tools and resources to help us successfully deliver careers activities. This was invaluable as delivering careers activities was very different to our usual work.”**

The two ambassadors visited a local college to run a session with about 20 students. They gave an interactive presentation and arranged to meet students who wanted to find out more after the session.

What they achieved

After running this session, two 18-year-old students applied to work for Resolve and successfully secured employment. They've been employed for almost a year.

I Care Ambassador Graeme said: **“The nature of our service means that exceptional people are needed to join our team. Some residents have their rights restricted under the Mental Health Act, and the support services we provide are extremely specialised. We're thrilled to have recruited such hard-working young people whose values and behaviours match those of our organisation. One employee has generated such respect from her colleagues that she's been awarded the prestige 'Employee of the Month Award' due to the high quality of peer feedback about her work.”**

The ambassadors found the experience very rewarding. They were motivated and empowered by the opportunity to inspire people to join the sector and talk about why they love their job. Emily-Jane ambassador said: **“Becoming an *I Care...Ambassador* has been amazing. We were so pleased we'd done a good job delivering the session and that we managed to educate people about what it's really like to work in care and let them know about the job opportunities available. It was great having the responsibility to do something different from my day-to-day job. It's really helped me develop my presentation skills and confidence when talking to groups of people. I really like my role as an *I Care...Ambassador* and enjoy running sessions like this.”**

I Care Ambassador Graeme said: **“The college students said that our visit had given them a broader perspective and motivated them to think about different types of careers available. The college staff were pleased to see that the session had such a positive impact on their students who now understood the breadth of opportunities available.”**

What they learnt

- Nominating staff to become *I Care...Ambassadors* is a great way to retain staff. It helps them develop and learn new skills and keeps them motivated in their role.
- Through the *I Care...Ambassador* initiative it's possible to build successful community links and long-term relationships.
- Hearing about what it's like to work in social care from people who work in the sector can help change people's perceptions.
- It's possible to recruit young people with the right values who can meaningfully contribute to the lives of people who receive care and support.
- There's currently a lack of knowledge around the variety of roles, different service specialisms and higher than expected rates of pay and company benefits.

For more information please visit:
www.skillsforcare.org.uk/ICA

Skills for Care recommends

[Finding and keeping workers](#)

This online toolkit has practical tips and resources to help you find and keep workers with the right values.

www.skillsforcare.org.uk/finderskeepers

[Values-based recruitment](#)

Taking this approach can help you get the right people to work in your organisation, and save time and resources in recruiting the wrong people.

www.skillsforcare.org.uk/values

[I Care...Ambassadors](#)

Nominate your staff to be ambassadors and deliver careers activities to inspire more people to work in adult social care.

www.skillsforcare.org.uk/ica



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