**Nottinghamshire County Council in Partnership with the Nottinghamshire Clinical Commissioning Groups (CCGs) and Rural Community Action Nottinghamshire (RCAN)**

**Engaging with and promoting the role of a personal assistant (PA) to rural and hard to reach communities**

# Contents

## Background

Nottinghamshire County Council (NCC) is responsible for ensuring that there's an adequate social care workforce to meet the needs of people within Nottinghamshire.

As a result of the personalisation agenda, more people are choosing to use a direct payment to meet their social care needs, many of whom choose to employ their own PAs with it. This means there needs to be a flexible and high quality PA workforce available for them.

NCC uses Support with Confidence, an accreditation scheme to ensure PAs have the right values and skills, attend training and find work.

To become registered with SWC, people have to complete the following stages.

- Step 1: Complete three online training modules. These cover the roles and responsibilities of being a PA, safeguarding and case study examples of what the role involves.
- Step 2: Give details so that two references can be obtained.
- Step 3: Undergo an enhanced DBS check.
- Step 4: Their PA profile is put live on the Personal Assistant directory on the Notts Help Yourself website so individual employers can find them.

Despite actively promoting the PA role and SWC, the numbers of registered PAs were low and we needed to do more to promote the PA role.

One of the challenges we face is that around a fifth of the population of Nottinghamshire live in rural areas, mostly in small towns and villages (less than 10,000 population size). Travel time and costs of delivering viable local services to these small communities can present a number of challenges.

We used funding from Skills for Care to do targeted promotional activities in rural communities and hard to reach groups, to increase the number of PAs on the directory.

We worked with other organisations including Nottinghamshire County Council, the personal health budget leads within all of the Nottinghamshire clinical commissioning groups (CCGs), and Rural Community Action Nottinghamshire (RCAN).

Nottinghamshire Deaf Society (NDS), a local charity for people who are deaf or hard of hearing, later got involved in the project. They directed how we could best engage with the deaf community and ensured the information was accessible.

## Aims

The aim was to increase the numbers of PAs listed on the directory in rural areas and establish means of continued promotion to achieve a sustainable level of applications. We set a target of enabling 24 PAs to progress through SWC by 31 March 2017.

We wanted to welcome prospective PAs from across all areas within Nottinghamshire, but we specifically **promoted the PA role to rural communities and hard to reach groups**.

**Why rural communities?**
People living in rural communities often have difficulty in recruiting PAs. By promoting the role to people in rural areas it means that they could potentially be support an individual in the same area.

**Why hard to reach groups?**
We specifically targeted gypsy and traveller communities as they tended not to engage with social care and health services. This is because they often feel that their needs or culture are not understood.

We planned to hold **five promotional events** (one of which would be filmed to use at other events and in promotions) in rural areas to inform people about the role of a PA and how to register onto the SWC PA accreditation scheme.

We also wanted to **ensure that all promotional material was accessible, particularly to members of the deaf community** by ensuring this included British Sigh Language (BSL). This would support recruitment of PAs with the skills to work with people within the deaf community.

We were committed to integrate the work with our partners in the CCGs in Nottinghamshire to ensure that people in receipt of a personal health budget (PHB) were also able to access the PA market, in the same way as those receiving a direct payment from social care.

Therefore, the final aim of the project is to have an **integrated process with the Nottinghamshire CCGs** on how the PA role is promoted and recruited to, as well as

ensuring that the training is suitable for PAs who are undertaking both health and social care tasks.

**Define and promote the PA role**

A key objective of this project was to define what a PA was and what tasks they undertook. This was necessary as people often think a PA undertakes secretarial work rather than the social care and health tasks.

For this project, we explained that a PA would undertake tasks such as:

- personal care, such as helping someone get washed and dressed
- health related tasks
- cleaning and housework
- shopping
- preparing meals
- leisure and recreation activities
- helping someone to get involved in the local community.

## What we did: Promoting SWC and the PA role – health and social care integration

Nottinghamshire CCGs and NCC are an early adopter of Integrated Personal Commissioning, which is NHS England and the Local Government Association's (LGA) flagship programme to drive forward personalisation across health and social care.

The aim is to redesign our offer for local people with the most complex needs, to enable individually designed support to be integrated around the person.

Developing the PA market is essential so that people have more choice and control over how their support needs are met. Many people opting for a PHB are employing PAs to meet their needs because it works well for them, enables them to build a relationship with their PAs and have consistency.

It makes sense to work with the local authority and the SWC scheme to ensure we have a "one stop shop" for people to search for potential PAs.

Through this project, we promoted the role of PAs for people with health needs and highlighted the skills PAs can develop and the opportunities available if they wanted to develop a career as a health professional.

> **Top tip!**
> Local Authorities should link with local CCGs to maximise the opportunities to develop the PA market together. This would be done by having an integrated approach around communication to promote to a wider audience.

> **Top tip!**
> Local Authorities and CCGs need to develop a linked up approach to how PAs are trained and recruited.

## What we did: Increasing the number of PAs in rural communities, and promoting the role to Gypsy and Traveller communities

We ensured that all partners were involved in planning and delivering the events.

### We planned five events in rural communities

We ran five events for potential PAs to promote the role in:
- Newark (primarily targeting RCAN's existing relationship with the local gypsy and traveller community)
- Ollerton (evening)
- Gringley on the Hill (rural village)
- Bingham
- West Bridgford

There locations were based on advice from RCAN, who have experience working with rural communities, and our frontline teams based on where there are specific recruitment challenges.

> **Top tip!**
> Use the expertise of community organisations to plan the locations of events.

The objective was for 15 people to attend each event, with a 20% application rate leading to 15 applicants across the five events.

> **Lesson learned!**
> Make sure locations have good local transport links. The event we held in Gringley on the Hill was perhaps too remote and may have prevented more people attending. It's a very rural village about seven miles from the nearest Nottinghamshire town with limited transport links. The local town of Retford may have been more suitable as it's easily accessible from nearby villages.

We chose community buildings that were easily accessed by people within the local area and were actively used in the community. These included a Town Hall, libraries, church halls and community centres.

Our first event was aimed at the gypsy and traveller community and the location was highly influenced by the experience of RCAN and the traveller community. We chose to use a community centre located near to, rather than within their community. This meant other people (not just those from the traveller community) with an interest in the PA role could attend.

RCAN provided transport for those from the traveller community who wanted to attend.

Although nobody from the traveller community signed up to SWC at this event, it was a useful way to share information about the PA role and the opportunities it presented - feedback suggested that working a PA would be something they'd consider in the future.

We decided that afternoons would be most suitable and scheduled most events for between 1pm and 3pm.

We also held an event in the evening (from 6pm to 8pm) in a location that was fairly central in the county. Although this event did not generate as much interest as some of the others, the later time was welcomed as it allowed people to attend after work and it did result in two applications onto SWC.

## We promoted the events

We developed a leaflet to promote the events – see appendix one.



RCAN promoted the events through their networks including:

- town and parish Councils across Nottinghamshire
- community and volunteer services
- Nottinghamshire Together (via their newsletter and on Facebook)
- stands at community events
- word of mouth to Travellers
- posters in libraries and Citizens Advice offices
- RCAN Facebook posts
- posters out to schools in the area to put in children's book bags
- circulated to volunteers
- work club meetings
- word of mouth through RCAN volunteers' contact with communities
- article in 'Hall Talk' (a newsletter sent to all village and community halls who are registered with Nottinghamshire Association of Village and Community Halls)
- posters in charity shops
- posters in village halls
- posters in supermarkets (these proved particularly successful for Bingham event)
- distributed to Children's Centre Network
- NCC Community Development Worker Network
- Notts Help Yourself website had news articles promoting all five events, which were refreshed prior to each event.

**Lesson learned!**
When promoting your events, make sure all partners' logos are accurately displayed and all promotional materials are consistent

We also promoted the events on NCC's website, Twitter and Facebook account.

> **Lesson learned!**
>
> We received feedback that is wasn't obvious that it was a paid position, and a number of people assumed that it was a voluntary role, for example, "I appreciated that there was no guarantee of a job at the end of the recruitment and training".
>
> Where possible, be clear that the PA role is a paid job (not voluntary) and that they would be employed by an individual (rather than by the Council). However, as there was no guarantee of employment by either attending the

## We developed the content for the events

We developed a generic plan for each of the events.

| Item | Subject | Time | Notes |
|------|---------|------|-------|
| 1 | Introduction | 5-10 mins | To include fire safety, toilets and advise that the event was being filmed. |
| 2 | Why are we here? | 5 mins | Brief summary of the purpose of the event – to promote people to sign up to SWC scheme so they can be listed on Notts Help Yourself as an accredited PA and be recruited by people with care and support needs in Notts. |
| 3 | Video employer: benefits of recruiting a PA | 5 mins | Adrian's Story. This was stopped before talk about support you can get to be an employer. www.england.nhs.uk/healthbudgets/understanding/lives-stories/videos/ |
| 4 | PA perspective | 20-25 mins | Done in conversational interview style with a PA Use promotional PA videos produced where PA not available. |
|  | Break |  |  |
| 5 | What skills and qualities do you have that could assist someone who requires care and support | 20 mins | For larger groups this would be a table exercise in groups with facilitators moving around each table helping to promote discussion.<br><br>For a smaller group, this could be done as a single group discussion. |
| 6 | Different roles including health career progression | 10 mins | 5 min about PHB and possible career progression. 5 mins on benefits of open membership of Optimum Workforce Leadership and link to Care Certificate. |
| 7 | SWC and Nottinghamshire Help Yourself | 20 mins | Demonstrate the site. |
| 8 | Closure drink and register with SWC | 25 mins | Paper copies of the application form (see Appendix 2) to be available. Support with completion of the application. |

After the first event we evaluated what worked well and made some small changes for future events.

> **Top tip!**
> It's important to review the format of your event after it's taken place to review what worked and didn't work, and make changes to future events if necessary. Make sure evaluation forms (Appendix 3) are completed at each event to help decide whether additional information is required at future events.

For example, we felt that using PowerPoint presentations made the event too much like training. We therefore took change this and instead took a friendly, relaxed and informal approach to future events which was well received.

Depending on how many delegates were attending the event, we decided the best way to deliver the event. For example smaller groups tended to have a more informal conversational approach.

> **Top tip!**
> Have different plans of how the event can be presented and go with the most appropriate style on the day that suits both the venue and the amount of people in attendance.

For most of the events, a PA came to talk about what it's like doing the role. Where they weren't available we played a previously recorded video. At the final event an employer of PAs shared their experiences, and delegates felt that this had been useful to hear the employer's perspective.

> **Top tip!**
> Give delegates the opportunity to hear from PAs and individual employers. Hearing from people doing the job is a really powerful way help others understand the role.

To keep the event interesting different people presented different sections of the agenda, which seemed to work well. A key objective was to encourage questions throughout the discussions so that everyone had enough information to decide whether they wanted to become a PA themselves.

We handed out Skills for Care's resources at the events, including bookmarks that promote the [Information hub for individual employers and PAs](#) which has lots of practical advice about for PAs and individual employers, including a '[Working as a PA](#)' guide. We also promoted [funding opportunities](#) for individual employers and PAs.

> **Top tip!**
> We would strongly recommend the use of the Skills for Care Information hub for individual employers and PAs as it has useful information all in one place which prevents replicating information.

Although the events were not as well attended as we hoped, the publicity around them (as well as the events themselves) helped to raise awareness of the PA role. This resulted in an increase in the number of applications to SWC.

> **Top tip!**
> If you're planning more than one event, schedule them for different times of the day and make sure you advertise them all at the same time. That way, those that can't make one event may be able to sign up to another.

We evaluated the events using an evaluation form (see appendix four) and received some positive feedback.

*"Informal and relaxed and everyone was very friendly and the events were very informative."*

*"Very Good. Great to meet an employer of a PA who could provide insider knowledge. Maybe have a real working PA on hand as well as the employer."*

*"I thought it was really great to hear from a PA from our area."*

**We ran a drop in session**

We also decided to hold a drop in session to test its viability for promoting the PA role, for those who couldn't commit two hours to attend a full event. It also offered them the opportunity to speak to someone one to one.

Two staff attended and gave a basic overview of the PA role, what the SWC scheme is and training opportunities. They answered questions and handed out resources including:

- Support with Confidence leaflets
- application forms for SWC (see appendix two)
- guide to register on Notts Help Yourself (see appendix three)

One person joined the scheme as a result of this drop in session.

**Top tip!**
A drop in session is a great way to informally promote the role of the PA, give out resources and answer any questions. Consider the location of the session to enable staff to undertake other work duties during quiet times.

**Lesson learned!**
Think about how to make the event accessible to ensure it's suitable for differing levels of knowledge and needs of attendees. For example, one person who attended an event was not able to read or write.

On this occasion we spoke to her instead of showing her slides and helped her fill out forms. Avoid jargon and acronyms as this may alienate people and cause confusion if they haven't heard the term before.

## We did other promotion of the PA role

We set up a Facebook advert to encourage people to apply for the role of PA.

This proved to be a successful way to reach people and was extended to the rest of the county at a later date. In total, 12 people went on to complete the application form as a result of the Facebook advert.



**Top tip!**
Use social media, for example, Facebook, Twitter, LinkedIn. This can be an effective and successful way to promote not only the events, but the PA role and the SWC scheme.

We also ran an advertisement on the County Council's jobs e-bulletin, at no cost.

During the project, this ran on five occasions, with a total of 15 people completing the form as a result of the bulletin (although some people may have ticked an alternative means of hearing about the scheme such as online, website or word of mouth.)

**We developed six promotional videos to highlight the role of the PA**

The videos talked about the PA role, career development opportunities and information about the SWC scheme. We also produced two videos using BSL.

We filmed PAs talking at the first event based around these subjects.

| | Subject | Notes |
|---|---|---|
| 1 | Personal skills that are useful as a PA | Filmed during first event with PA interviewed by staff for 15 mins and edited down to around 5 mins. |
| 2 | Types of tasks can be undertaken by a PA | Filmed during first event with PA interviewed by staff for 15 mins and edited down to around 5 mins. |
| 3 | What makes you want to be a PA? | Filmed during first event with PA interviewed by staff for 15 mins and edited down to around 5 mins. |
| 4 | Individual qualities that can make a good PA | Filmed using the comments received during the tea break exercise and sticking qualities on a board. If possible (and if attendees agree) the person that made the comment(s) would be filmed talking about the personal quality. Final edit will result in a series of different people talking about individual qualities. Contingency: If there are not enough people willing to be filmed, the comments will be read by event facilitators once delegates had left. |
| 5 | Career development and training opportunities | Filmed during presentation by CCG colleagues and edited into a short video highlighting possible career progression available and training opportunities for PAs. Contingency: Filmed before or after event. |
| 6 | SWC process Accreditation How to register NHY | Filmed on the same day as event (before or after). Scripted to aid the development of subtitles. Notts Help Yourself: filmed demonstration of site using screenshots with audio instructions. Screenshots and script to be provided to film company prior to the event. Film company to edit and produce film. One round of editing included in the cost of production. Editing decisions to be agreed by all parties before confirming with film company. |

From this filming, we developed eight videos that can be found on [Nottinghamshire County Council SWC pages.](#)

1. **Why are you a personal assistant?**
   This is a clip of a personal assistant, Carol, giving her reasons for being a PA, and why she enjoys the role.

2. **What skills are useful as a personal assistant?**
   This is a clip of a personal assistant, Carol, outlining the skills she feels are required to be a personal assistant.

3. **A day in the life of a personal assistant**
   This is a clip of a personal assistant, Carol, giving an overview of what a typical day as a personal assistant could be like.

4. **What individual qualities make a good personal assistant?**
   A clip from the first rural PA event where attendees gave their views on what they thought the important qualities were that were needed to be a good PA.

5. **How can you develop your career as a personal assistant?**
   A clip discussing the career and training opportunities available to PAs within Nottinghamshire

6. **Support With Confidence and Notts Help Yourself**
   A clip providing information on what the Support with Confidence Scheme, entails and an overview of the Personal Assistant Network on the Notts Help Yourself website.

7. **BSL personal assistant clip** A clip providing information on the role of a PA in BSL format.

8. **BSL Support with Confidence clip** A clip providing information on Support with Confidence process in BSL format.

> **Lesson learned!**
>
> Have a clear understanding of how the films will be used. For us they were to be used as educational videos and were deliberately filmed at the first event so that they could be used at future events.
>
> However, the first cut of the videos were too long and not as appealing as we would have liked. It was also agreed (after the filming had taken place) that including some images or films of PAs in action would have make the videos more interesting. This resulted in some additional editing at additional cost. See Top Tips below for things we'd do differently next time.

Here are some top tips when making videos.

- Allow time for speakers to rehearse and don't film the first time you run an event. Speakers will be more relaxed the second or third time they do their presentations.
- Ensure that everyone has a clear idea of what they would like the final films to look like before filming begins. This will prevent additional editing at a later stage.
- Where possible film the content before or after the event as well as live as this will provide more content to choose from when editing.
- Consider the possibility of adding material that promotes the PA role in action. Make sure this is included in the original quote to avoid incurring additional filming or editing fees.
- Ensure you allow some contingency in the budget in case additional editing is required.
- Allow extra time in your project plan for additional editing.
- When producing BSL videos, consult with the deaf community at an early stage to ensure you get it right before filming.

## What we did: Making the PA accreditation information and training accessible for the deaf community

We wanted to:
- increase the number of PAs who can communicate using BSL
- provide more choice and control for people with care and support needs from the deaf community
- identify elements of the application process that needed to change to ensure the process is accessible to the deaf and hard to reach communities.

To increase accessibility we originally planned to translate the training videos into BSL.

However, the Nottinghamshire Deaf Society (NDS) advised that this wouldn't go far enough and we need to provide more support for deaf individuals.

Working with the NDS we produced two BSL accessible videos and ran an event specifically designed for a deaf audience.

> **Top tip!**
> Make sure you involve representatives from the deaf community at the planning stages of any project that involves making information BSL accessible. This will ensure all aspects of accessibility will be included.

We advertised the event using a poster (see appendix five) and promoted to all areas where we had previously advertised the rural events as well as through Nottinghamshire Deaf Society's communication list.

**Event agenda**

The event was supported by three facilitators (two from NCC and one from Nottinghamshire Deaf Society) and two NDS BSL interpreters.

| Time | Item |
|------|------|
| 1.00pm | Welcome and housekeeping |
| 1.10pm | Introductions: FC, JS, NW & attendees |
| 1.30 pm | What is a PA?  - (Group discussion) |
| 1.45pm | NCC PA BSL clip |
| 1.50 pm | Deaf PA experience – Ben Thompson |
| 2.00pm | What skills/qualities do you need to be a PA? (Group Discussion) |
| 2.15pm | Break |
| 2.30pm | How are PAs funded? Direct payments/ Personal health budgets |
| 2.45pm | Who do PAs work with? Who is the employer What rights do PAs have? |
| 3.00pm | Support with Confidence Scheme – BSL clip & explanation |
| 3.15pm | Notts help yourself – BSL clip & explanation |
| 3.25pm | Close and sign up to training Resources identified in Resource section of Toolkit provided to all attendees. |

**Event attendance and feedback**

The 12 people that attended this event were very engaged and asked lots of questions. Feedback suggests the format and videos were well received.

*"Very informative training session with good access for deaf and hearing people."*

*"All information was useful due to interpreters and NCC speakers using the website / video clips which was accessible to all."*

*"The information was delivered at a good pace allowing for Q & As if required."*

*"I intend to register to become a PA."*

*"I will pass the information on to other deaf people that are interested in being a PA."*

To support members of the deaf community to access the SWC process we delivered a train the trainer session for NDS staff.

These were a half day event delivered in partnership with NDS, and included details of the SWC scheme, registering on Notts Help Yourself and other benefits of the scheme including Optimum Workforce Leadership and peer support via a PA forum.

The training covered each stage of the process:
▪ information on the scheme
▪ application process
▪ e-learning training
▪ references
▪ DBS check
▪ registering for Notts Help Yourself
▪ creating a personal assistant profile
▪ joining the Optimum Workforce Leadership.

Six of the 12 attendees signed up to SWC and will undertake the accreditation programme. This ran at the end of April 2017 by the NDS staff who completed the train the trainer session.

These mentors will provide ongoing training to members of the deaf community looking to join the SWC scheme and future sessions will be scheduled as and when there are sufficient numbers.

**Top tip!**
Training delivered by peer mentors, in this instance by deaf people for deaf people, means it will be given in a linguistic and culturally appropriate way and will have greater value to those attending the training.

## What we did: Reviewing training and career development for PAs

A key objective of the partnership was to ensure that training on the SWC scheme was informative, relevant and in-keeping with current social care legislation and training standards.

To achieve this, a key partner on the project was [Optimum Workforce Leadership](#).

Optimum Workforce Leadership, part of NCC, supports social care providers to develop their businesses, improve their services and raise standards of care and support.

Their role in this project was to advise on the current PA learning and development programme and a career pathway for PAs. They reviewed and updated the current PA SWC learning programme to include elements of the Care Certificate - they felt it was important for PAs to have this level of knowledge as a starting point in their career and would be useful if they chose to do more qualifications or move to another health or social care role.

They also offered all PAs the opportunity to become members of Optimum so that they could access the information and development opportunities via face to face training courses, toolkits and online resources, a monthly newsletter, conferences and provider forums. It would also allow PAs to find other career opportunities in the sector.

They were also involved in supporting CCGs to identify suitable training courses for PAs who will be undertaking health related tasks as part of their role. This aspect of the training will not be a mandatory element of the SWC scheme, but will be on offer to all PAs, and clear links will be available through the SWC internet pages.

> **Top tip!**
> Review current learning and career development resources and adapt them where necessary to meet the needs of the PA workforce working in both health and social care.

> **Top tip!**
> Promote the availability of funding that may be available to support learning and development that will aid career progression.

**Top tip!**

Work in partnership with enthusiastic PAs to develop peer support networks. Word of mouth works very well.
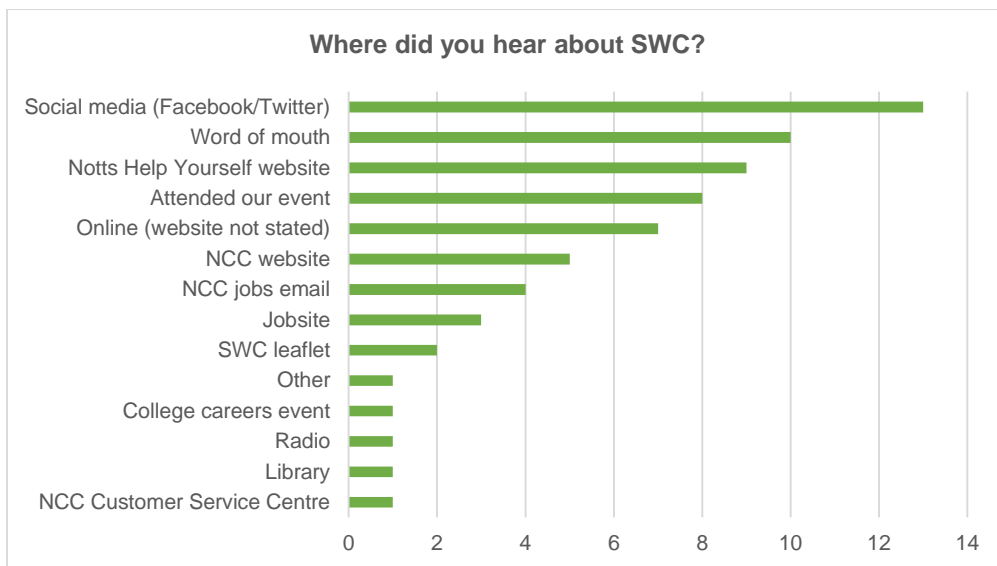
**Top tip!**

Encourage PAs to access all learning and career development resources available to them.

## What did we achieve?

Between 1 September 2016 to 28 February 2017, we received 66 applications to join SWC scheme (not all of these will complete the scheme for various reasons, including finding alternative employment).

To review the success of each of our promotional methods we asked, on application, where people had heard about SWC.

From the 66 applications, people heard about the scheme from the following means:

**Where did you hear about SWC?**

| Source | Value |
|---|---|
| Social media (Facebook/Twitter) | 13 |
| Word of mouth | 10 |
| Notts Help Yourself website | 9 |
| Attended our event | 8 |
| Online (website not stated) | 7 |
| NCC website | 5 |
| NCC jobs email | 4 |
| Jobsite | 3 |
| SWC leaflet | 2 |
| Other | 1 |
| College careers event | 1 |
| Radio | 1 |
| Library | 1 |
| NCC Customer Service Centre | 1 |

This shows that it's beneficial to promote the SWC scheme through a variety of channels and would advise other people undertaking similar work to consider doing so.

The most successful promotional methods were through online channels, particularly social media. However, word of mouth has also proved to be an effective way to raise awareness of SWC and the PA role. For example, we found that existing PAs used their own social media networks to promote the scheme.

## What did we learn?

- At project meetings, there needs to be active participation from the whole group and take on tasks so that the lead does not have to do all the work.
- Have critical friends – someone to bounce ideas off who is not involved in the project so that you can get independent, objective comments and advice.
- Keep a bit of money in reserve for unexpected costs.
- Allow for slippage of timings of project – factor in a Plan B in case Plan A isn't working.

# Final comments and the future of the project

On the whole, we feel that the project has been successful and has enabled us to establish links with community groups that previously we had difficulty reaching.

We exceeded our target of 24 people going through the SWC scheme and have built good links with our partners who we'll continue to work with.

We started integration with health, and the SWC scheme is now promoted as the first place to go to recruit a PA across both organisations.

Our work with the deaf community has been very successful so far. There's still work to be done to ensure that all materials are accessible and that individual employers can access PAs from the deaf community, but work is now in progress around this area to ensure sustainability including identifying future funding options.

The project also identified that there are limited accessible resources available for individual employers and PAs who are deaf and BSL is their first language rather than English, so we'll work with partners to identify how this can be improved.

We'll continue to work with RCAN to promote the PA role in rural communities, and use various communication channels to promote the role of a PA and the SWC scheme, including social media. We'll focus on attending existing community groups to provide information on the role of a PA, rather than holding specific targeted events.

We'll also continue to work alongside RCAN to keep an ongoing engagement with the gypsy and traveller community and will promote the PA role at RCAN's drop in sessions that they have with the traveller community.

The ongoing plan is continue to work with health colleagues to ensure that the process of recruiting a PA is straightforward and the same across both organisations. To streamline the process further we're looking at linking in with NCC's Children's Services to integrate the SWC scheme into their processes. This will ensure that there is a smoother transition for people who employ a PA as a child and then continue to receive social care funding as an adult. By having one directory of PAs and one accreditation process across Children's, Adults and Health it will ensure a consistent approach in all areas.

We'll continue to adapt the SWC training to ensure it meets the needs of all stakeholders, and are looking to link to other courses from the SWC scheme to provide PAs with career development opportunities.

We'll be working alongside Optimum Workforce Leadership to develop PA peer support sessions across the county that in time will be self-facilitated by PAs. We also aim to expand the use of the online PA Forum which is part of the Notts Help Yourself Website to enable PAs to share good practice with each other.

In the future we hope to link to the existing Mental Health Peer Support networks and co-production schemes to promote the role of a PA to people with a mental health condition, particularly those who currently undertake voluntary work, to provide them with the opportunity to get into paid employment by being a PA to other people who require support.

We'll also be looking at linking in with the universities and colleges within the area to promote the role, and will use the information from other PA initiatives to assist with this.

# Need a flexible career?

Become a Personal Assistant and support someone with their care, cleaning, leisure activities and other tasks.



There are people in the community who need Personal Assistants (PAs) to provide care and support.

This may be because of their age or disability. A PA is employed by the person who needs care and support to live as independently as possible in their home and community.



The key skills a PA needs are to be motivated, caring, flexible, have the ability to listen, be able to use their initiative and have a willingness to learn and respond.

## Come along to one of our free events to find out more…

Tuesday 1st November – 6.00pm – 8.00pm          Ollerton Town Hall
Monday 28th November – 1.00pm – 3.00pm          Gringley on the Hill Comm Centre
Wednesday 11th January – 12.30pm -3.30pm        Bingham Methodist Church
Monday 23rd January 1.00pm – 3.00pm             West Bridgford Library

## Appendix 2: Support with confidence application form

**SUPPORT WITH CONFIDENCE – APPLICATION**

| SECTION 1: PERSONAL CONTACT DETAILS | | | |
|---|---|---|---|
| **Your title:** | Mr ☐  Mrs ☐  Ms ☐  Miss ☐  Other (please state): | | |
| **Your full name:** | | | |
| **Date of birth:** | | | |
| **Your address:** | | **Postcode:** | |
| **Daytime tel. no.:** | | **Mobile no.:** | |
| **Email address:** | | | |
| **Are you able to work in the Nottinghamshire area (excluding Nottingham City)?** <br> If you select 'No' you will not be able to apply to join the scheme | | Yes ☐  No ☐ | |
| **Do you have any restrictions on being able to work in the UK?** | | Yes ☐  No ☐ | |

| SECTION 2: SKILLS AND EXPERIENCE | |
|---|---|
| **Do you have any specialist skills or experience that you would wish to use?** This could be through employment, volunteering, training or personal experience <br> **If 'Yes' please give details:** | Yes ☐  No ☐ |
| **Are you currently working as a Personal Assistant?** | Yes ☐  No ☐ |

| SECTION 3: TRAINING | |
|---|---|
| **Would you be willing to undertake a free E-learning training course, as provided by the Council?** <br> Please note that refusal will mean that your application for approval will be refused. | Yes ☐ No ☐ |
| **Have you previously undertaken induction training with a** | Yes ☐ No ☐ |

| registered support provider? | |
|---|---|
| **Can you supply copies of certificates for induction training undertaken?** <br><br> If 'Yes', please provide a copy of your certificates with this application | Yes ☐ No ☐ |
| **Have you undertaken NVQ level and/or Care Certificate training?** | Yes ☐ No ☐ |
| **Can you supply copies of certificates for NVQ and/or Care Certificate training undertaken?** | Yes ☐ No ☐ |

**If you have or are currently undertaking any other training which you feel may be relevant please give details of the courses and the dates.**
Please provide copies of any certificates where possible

| Date | Title of training |
|---|---|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

| SECTION 4:  DRIVING INFORMATION | |
|---|---|
| **Do you have a valid driving licence?** | Yes ☐  No ☐ |
| **Do you have the use of a car for work purposes?** <br> If 'Yes', please provide a copy of your insurance | Yes ☐  No ☐ |
| **Do you have any driving convictions?** <br> If 'Yes', please give details below: | Yes ☐  No ☐ |

| Date | Details of offence and conviction code |
|------|----------------------------------------|
|      |                                        |
|      |                                        |
|      |                                        |
|      |                                        |
|      |                                        |

## SECTION 5:  MEDICAL INFORMATION

**Do you have any particular needs or medical conditions that clients should know about?**          Yes ☐   No ☐

If 'Yes' please give details:

## SECTION 6:  ANY OTHER INFORMATION

**Please use this section to provide any other information about yourself that is relevant to your application:**

## SECTION 7:  REFERENCES

**Please supply the names and addresses of two referees, <u>one of whom should be your most recent employer and/or client</u> if possible. However, if you have not been previously employed, give references from a professional member of your local community and a personal reference.**

*Please note: Approval cannot be confirmed unless we are in receipt of two references, as deemed satisfactory by Nottinghamshire County Council.*

| REFERENCE 1 | |
|---|---|
| **Full name:** | |
| **Full address including postcode:** | |
| **Daytime telephone number if possible:** | |
| **How do you know this person?** | |
| **How long have they known you?** | |
| **What is their profession?** (e.g. doctor, teacher) | |

| REFERENCE 2 | | |
|---|---|---|
| **Full name:** | | |
| **Full address including postcode:** | | |
| **Daytime telephone number if possible:** | | |
| **How do you know this person?** | | |
| **How long have they known you?** | | |
| **What is their profession?** (e.g. doctor, teacher) | | |

**SECTION 8: PUBLICITY**

**How did you find out about Support with Confidence?**

☐ Newspaper/ magazine advert (please state which publication)

☐ Radio

☐ Notts Help Yourself

☐ Leaflet (please state where you got the leaflet)

☐ Word of mouth

☐ Event

☐ Other

**Please give details of event/ publication/ source of leaflet/ other:**

---

**SECTION 9:  ADULT PROTECTION CHECKS**

**Please note that if you have been convicted of any of the following offences your application will not be approved:**

- Any offence against children, young people or vulnerable adults
- Murder
- Offences involving serious violence or threats of violence
- Offences involving serious theft or fraud where duties allow access to substantial financial resources
- Sexual offences of any nature
- Serious burglary or arson, where duties involve substantial responsibility for security of buildings or equipment
- If you have been placed onto the following lists:
  ✓ Protection of Vulnerable Adults List (POVA)
  ✓ Protection of Children's Act List (POCA)
  ✓ Section 142 of the Education Act (List 99)

For all other offences appointment is subject to a risk assessment.

**Please tick here to confirm that you have read the above statement      ☐**

---

**Rehabilitation of Offenders Act 1974 and Exception Order 1975**

Personal Assistants require a Disclosure and Barring Service (DBS) check and are automatically exempt from the Rehabilitation of Offenders Act 1974 and rules relating to 'spent' convictions do not apply.

**Are you willing to have an Enhanced Disclosure and Barring Service (formerly CRB) check carried out?**      Yes ☐   No ☐

If you select 'No' and indicate that you are not willing to have a DBS check you will not be able to apply to join the scheme.

Please note that we would apply for a DBS check only after you have gone through the training process and we receive satisfactory references. For the DBS check we request your personal information for verification purposes.

Once we receive DBS confirmation with 'no recorded information' we will make your details live on Nottinghamshire Help Yourself website (you will have registered on NHYS at the start of your application) and keep electronic records of your personal information.  However, once you cease to be on the register, we will remove your records 12 months from that date.

The information provided will only be used in relation to the Support with Confidence scheme.  Under the Data Protection Act 2000 we will ensure safe storage of the data and will only keep the information for the purpose for which it is acquired.  Information no longer required will be destroyed confidentially.

**Please tick here to confirm that you have read the above statement** ☐

**Have you ever been subject to any Police warnings, reprimands, cautions, convictions, bind overs and are any of these pending?** Yes ☐ No ☐

If 'Yes' what are they?  Please give all information including date(s).
A risk assessment will then be carried out.  Failure to give this information will mean that your application will be refused.

| SECTION 10:  TERMS AND CONDITIONS OF APPROVAL |
| --- |

On being accepted as an approved personal assistant you agree to deliver services in accordance with the Terms and Conditions as specified in the Code of Conduct. Quality monitoring will take place to ensure client safety and satisfaction and a random check may be carried out by the Council on any services which you deliver. The information given in this form will be reviewed and updated annually.

If complaints are received by the Council, then your name may be temporarily removed from the approved register whilst the complaint is being investigated by the Council and may be permanently deleted from it if the content of those complaints are proved to be true.

**Do you agree to these terms and conditions?** Yes ☐ No ☐
Please note that responding 'No' to this question will mean that your application for approval will be refused.

| | |
| --- | --- |
| **Signature:** | |
| **Print name:** | |
| **Date:** | |

**PLEASE NOTE:**

**Once we process your application, we expect that you will register on the Nottinghamshire Help Yourself Personal Assistant Network website and have completed the Support with Confidence process within three months of your application.  After successfully completing your application we will make your details live on the website.**

**If you are unable to complete Support with Confidence within three months, and unless you contact us, your details will be removed from our system.  You will need to reapply if you would want to complete Support with Confidence in the future**

**Please send this completed form to:**

Support with Confidence
Nottinghamshire County Council
Strategic Commissioning Team
Floor 3 Bridgford South
County Hall
Loughborough Road
West Bridgford
Nottingham NG2 7QP

## Appendix 3: How to register with Nottingham Help yourself

**Letter to PAs and care services**

Dear PA

**New easy to use web site helps providers promote their services to the people who need them.**

Are you a provider of care and support services or a Personal Assistant working in Nottinghamshire? Then promote your business for free on www.nottshelpyourself.org.uk

A large scale publicity campaign has begun promoting the website to all residents within Nottinghamshire. Now is the time to make sure you are registered on this new web site so that people can find your services.

The County Council aims to provide a wide range of information and advice to the residents of Nottinghamshire. Information about provider organisations is an important element of providing information that is comprehensive, relevant and current.

www.nottshelpyourself.org.uk will be the first place people in Nottinghamshire will look for support services and information about:
- adults
- families
- communities
- children and young people with a disability.

It is easy to add information the types of support you provide and indicate what areas you cover.

Registering on www.nottshelpyourself.org.uk is simple and should take only a few minutes. Don't miss out – complete your registration today!
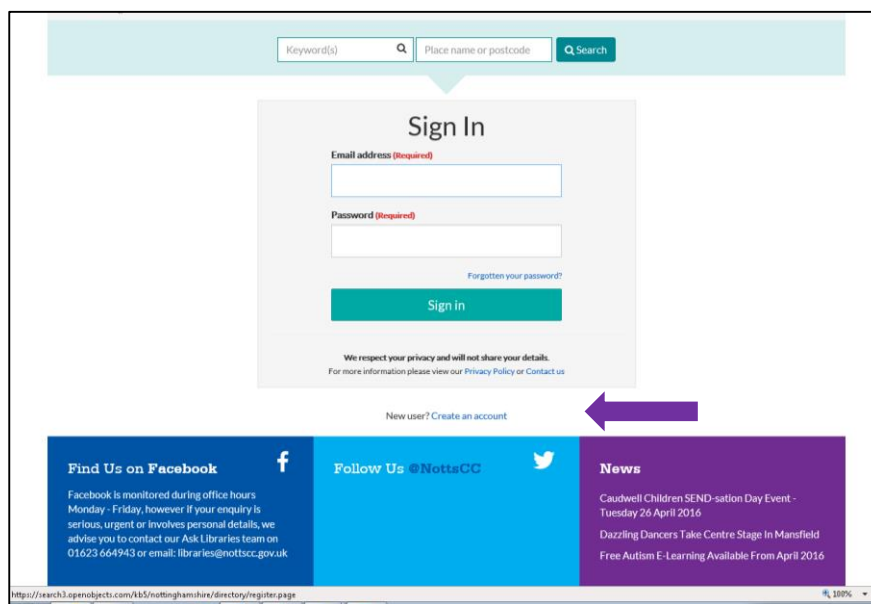
If you have any questions, please email: nottshelpyourself@nottscc.gov.uk or telephone 0300 500 80 80

**Registering your service: how to guide**

1. To register, click on the 'register' link in to the top right-hand corner of the site.



2. Click on the create an account button at the bottom of the screen



3. Enter your details and click the 'create my account' button.

   You'll then be sent a verification email which will provide you with a reference number – enter this into the box on the next screen. You'll then see the sign in screen above where you can create your service details as well as access the provider corner.

4. Next you'll need to 'Create your PA profile'.

This can be found under the PA Network button which is the fourth option down on the left hand menu. Once you have clicked this you can create or update your PA Profile.

This asks that you provide details about your service or offer including some basic information such as your name, a personal statement, contact details and a photograph of yourself.

There are then more specific sections:
- **"Cost Information"** asks for information about cost
- **"Tasks you are able to undertake"**
- **"Specialisms with particular conditions"**
- **"Languages spoken"**

Once you've entered your details click the 'Save Profile' button at the bottom of the page. The service will then be visible in the PA Finder section of your account.

## Keeping your details updated



1. You can update your details and add new information at any time.

2. Sign in to the site to access your account home page and apply changes to any listings assigned to you or to add any new listings.

3. Updates will feed through to Notts Help Yourself team before changes feed through to the live site.

4. You will receive email reminders to prompt you to check your details regularly. Email us at nottshelpyourself@nottscc.gov.uk if you have any questions

## Appendix 4: Evaluation form for RCAN event

## PA RCAN event evaluation

Thank you for attending the RCAN PA Event today.

We would be grateful if you could spare a few minutes to let us have your thoughts on the following so that we can make improvements where necessary:

*Delete as applicable*

- Did you find the event useful?        Yes / No *
  Any comments / suggestions?

…………………………………………………………………………………………...........

…………………………………………………………………………………………........

- How will you use the information you have been given today?

...........................................................................................................................

...........................................................................................................................

- How useful did you find the information?

…………………………………………………………………………………………………

………………………………………………………………………………………………

- Did you think the way the information was delivered was appropriate?
  Any comments/ suggestions?

...........................................................................................................................

...........................................................................................................................

- Do you have any ideas or suggestions on how we could improve the event?

...........................................................................................................................

...........................................................................................................................

Thank you for your comments.

**Nottinghamshire Deaf Society**
ESTABLISHED 1890
SIGN LANGUAGE INTERPRETING SERVICE
TRAINING

Funded by

**skillsforcare**

## Are you interested in being a PA? (Personal Assistant)

- Come and find out what a PA does

- How to get training to be a PA

There are people in the community who need Personal Assistants (PAs) to provide care and support.

This may be because of their age or disability. A PA is employed by the person who needs care and support.

## Come along to our free event to find out more…

Monday 30th January – 1.00pm – 3.00pm
Notts Deaf Society, 22 Forest Road West.

**NHS**

Nottingham North and East Clinical Commissioning Group
Nottingham West Clinical Commissioning Group
Rushcliffe Clinical Commissioning Group
Mansfield and Ashfield Clinical Commissioning Group
Newark and Sherwood Clinical Commissioning Group

**Nottinghamshire County Council**