

Welcome

A healthcare professional in blue scrubs is assisting an elderly man with a tablet. The man is seated and looking at the device. The professional is leaning over him, gesturing with her hand. The background shows a clinical setting with shelves and a bookshelf.

Birmingham, Black Country and Solihull
Cluster Education Collaborative
Social Care Independent Sector
Relaunch

2 June 2026



Welcome

Jamie Bloomfield

Locality Manager
Skills for Care

Keiron Broadbent

Chief Executive Officer
West Midlands Care Association

Agenda

- 
- 9.40 Introduction to new Sandwell College Skills Hub Asa Goraon Nisha Anhu Sandwell College
- 9.50 Adult Social Care's contribution to Neighbourhood Health Working Shirley Way Skills for Care Keiron Broadbent West Midlands Care Association
- 10.20 The Future of the ICB – What It Means for Social Care Dawn Woods Birmingham, Black Country and Solihull ICB
- 10.40 Cluster Education Collaborative Jane Powell Birmingham, Black Country and Solihull ICB
- 11.00 Break
- 11.15 Breakout Sessions – Cluster Priorities
- 12.30 Summing up and next steps
- 1.00 Networking Lunch

Sandwell College @ The Learning Campus

Tuesday 2 June 2026

Asa Gordan
Nisha Anhu



SANDWELL
COLLEGE

Central
Saint Michael's
Sixth Form

cadbury sixth
form college



Sandwell College @ The Learning Campus

Tuesday 2 June 2026

Asa Gordan
Nisha Anhu



Welcome to the Sandwell Colleges

Who are we:

- Largest College in the West Midlands
- £80m turnover, employer over 1,000 staff
- Strong employer partnerships to ensure real-world skills develop + curriculum co-design
- Ofsted 'Strong' for Skills and Inclusion
- Our latest investment: Sandwell College@The Learning Campus - An £18m partnership with Sandwell and West Birmingham NHS Trust, Aston University and The University of Wolverhampton
 - Unique co-location of Education & Skills on the site of a major University Hospital



Health & Social Care (1)

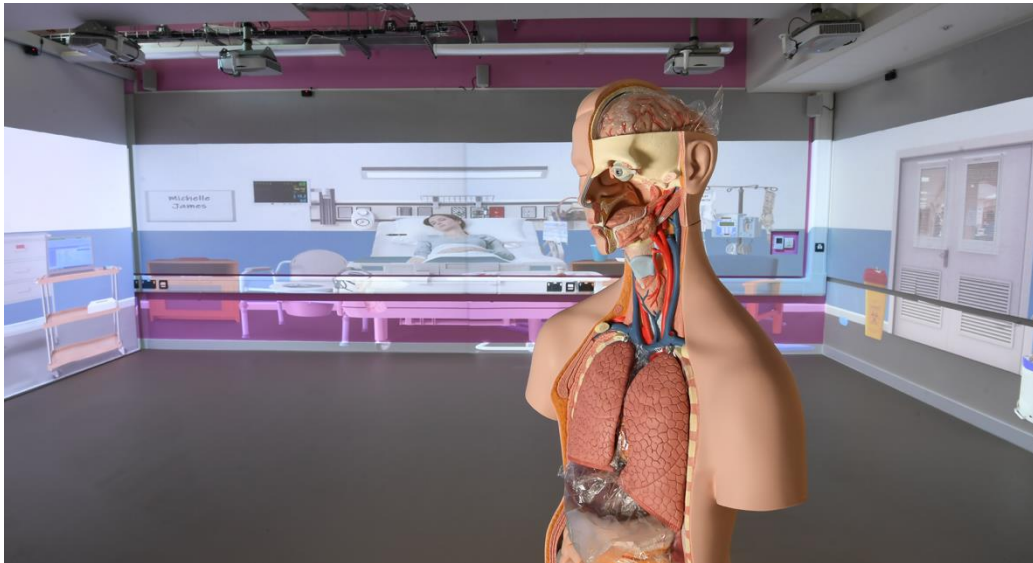
Largest Curriculum across the Sandwell Colleges – Delivered at 4 Campuses

- Provision from Entry Levels through to Access to Higher Education
- 935 Full Time 16-18 Year Old Learners, 80% of whom are from the top 3 most deprived areas of England
- 450 Adult Learners, 85% of whom live in the most deprived wards in England
- 89% of Learners Progress to University and into Jobs
- 'Sector Based Work Academy Programmes' (SWAPs) co-designed with employers to fill live vacancies – a great opportunity to work with adult learners for 3 to 4 weeks, and offer an interview for the roles at the end.
- 'Pre-Apprenticeship' activities to find young talent to move into Apprenticeship Vacancies.
- Our 'Go Further' initiative secured the King's Award for Enterprise in May 2026: successful T level placement programme with wrap around support to employers and students - another avenue for employers to engage young talent early

Health & Social Care (2)

Sandwell College@The Learning Campus

- Opened in March 2026
- Advanced Level Learning at Level 3 for Young People and Adults
- Pipeline of Talent with opportunities to introduce people to the sector at lower levels and explore a range of career options
- State-of-the-art Simulation and VR tools



Health & Social Care (3)

Cradley Heath Skills Campus:

- Opened January 2026
- Into Employment Programmes, like SWAPs and courses for Adults up to Level 2
- Brand new facility, with a focus on Care (as well as Health)
- Domiciliary Care Home and Ward settings



Health & Social Care (4)

Cadbury College in Kings Norton Birmingham

- Specialist 'T level' Block for advanced level learning at Level 3 for Young People
- An opportunity to support delivery for employers closer to Birmingham



Health & Social Care (5)

Central Campus, West Bromwich

- Home to technical and vocational learning across all levels
- Simulation Lecture Ward, and other industry standard equipment designed for learners of all abilities and stages of learning



The Future...

Health and Social Care Skills Hub

- A College recognised for its technical excellence and powerful partnerships in the Health Sector.
- Developing our curriculum, increasing opportunities our learners, supporting our employer partners and meeting the skills and employment needs.
- We need the support of employers and employer representatives – the more input we have the more we learn and we increase interest in the sector for both young people and adults.
- Launching later this year – we hope you'll be very much part of it.

Adult Social Care's contribution to neighbourhood health working

A photograph of a caregiver in blue scrubs hugging an elderly woman on a sofa. The caregiver is smiling and has her arms around the woman. The woman is wearing glasses and a grey sweater. The background is a simple room with a lamp and a plant.

Shirley Way

Head of Area
Skills for Care

Keiron Broadbent

Chief Executive Officer
West Midlands Care Association

Training and development in social care: meeting the challenges of the three shifts and integrated working

BBCS Cluster Workshop 13 April 2026



Setting the scene

Keiron Broadbent

Chief Executive, West Midlands Care Association



Skills for Care Midlands – BBCS cluster



Shirley Way – Head of Region
Shirley.way@skillsforcare.org.uk

Lucy McDonald – Senior Regional Transformation Lead
Lucy.mdonald@skillsforcare.org.uk

Jamie Bloomfield – Locality Manager, Birmingham and Solihull
Jamie.Bloomfield@skillsforcare.org.uk

Suzanne Petrie – Locality Manager, Black Country
Suzanne.Petrie@skillsforcare.org.uk



Health and Social Care Reform

Three strategic shifts

1 Hospital
↓
Community

2 Analogue
↓
Digital

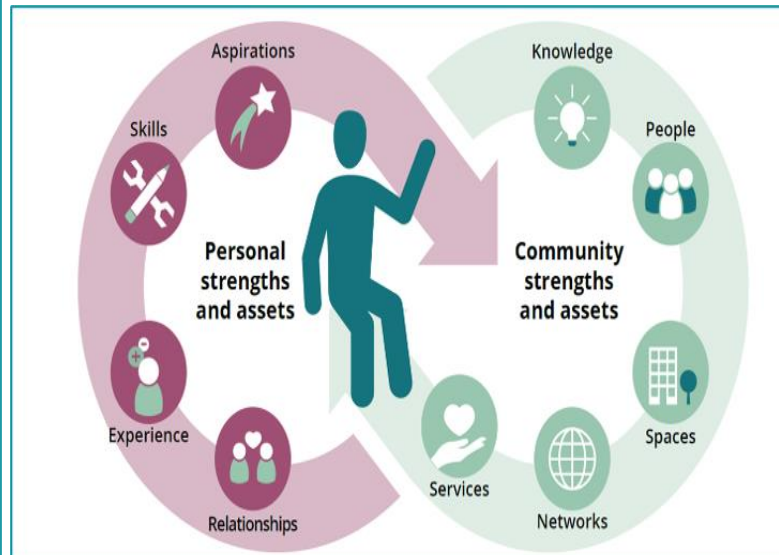
3 Treatment
↓
Prevention



Integrated neighbourhood teams

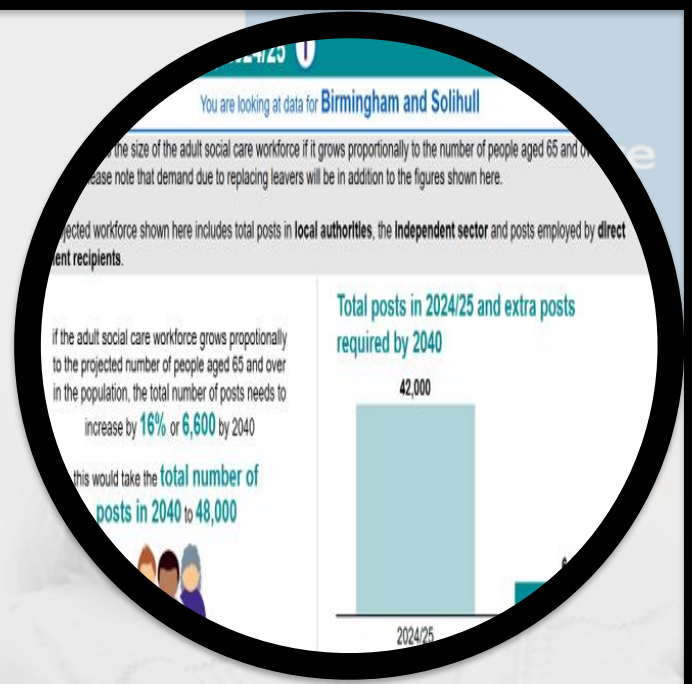
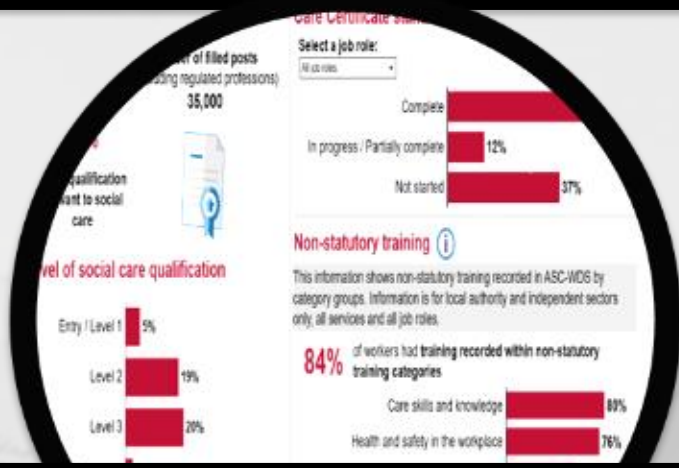
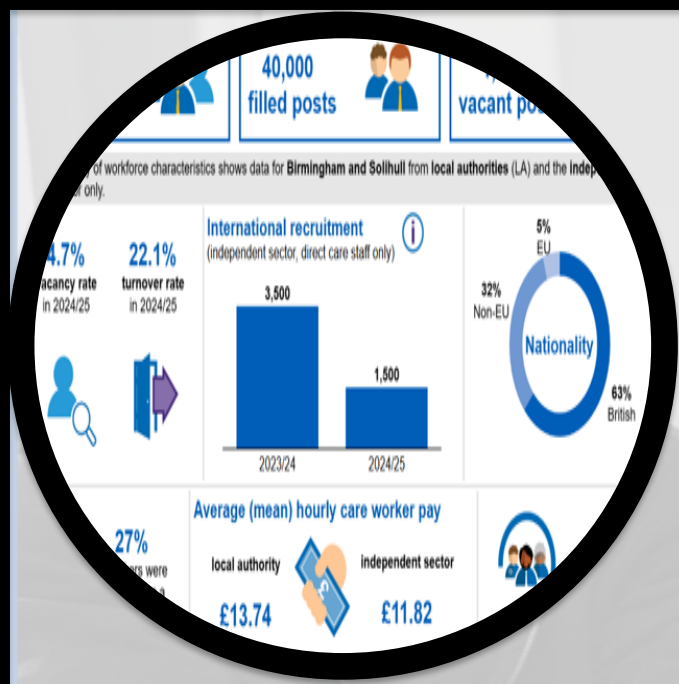


Delegated Healthcare

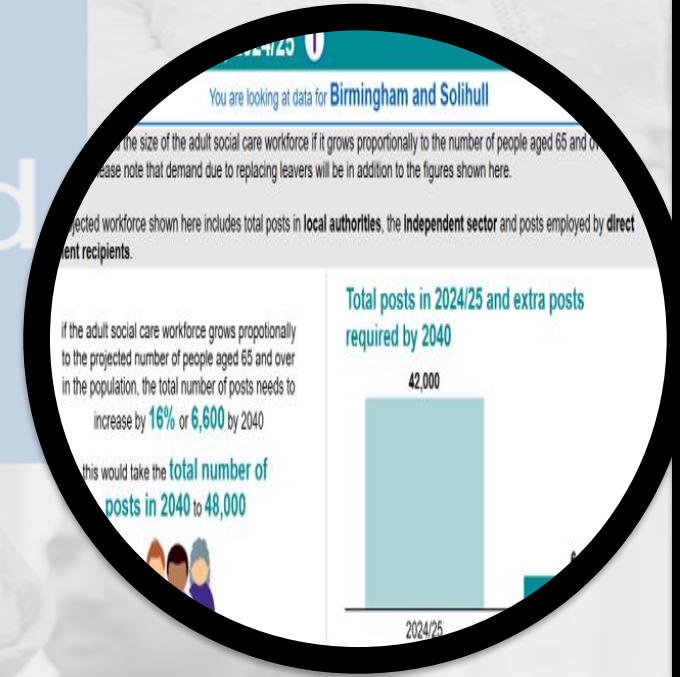
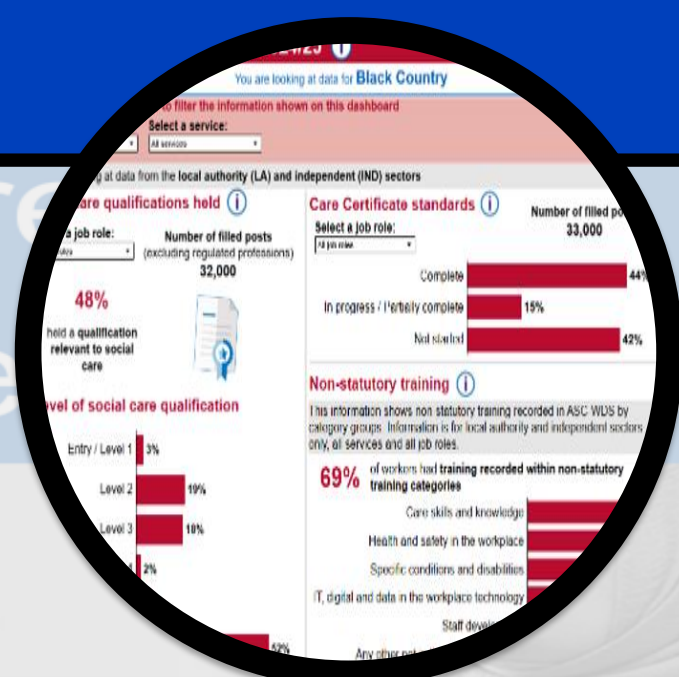
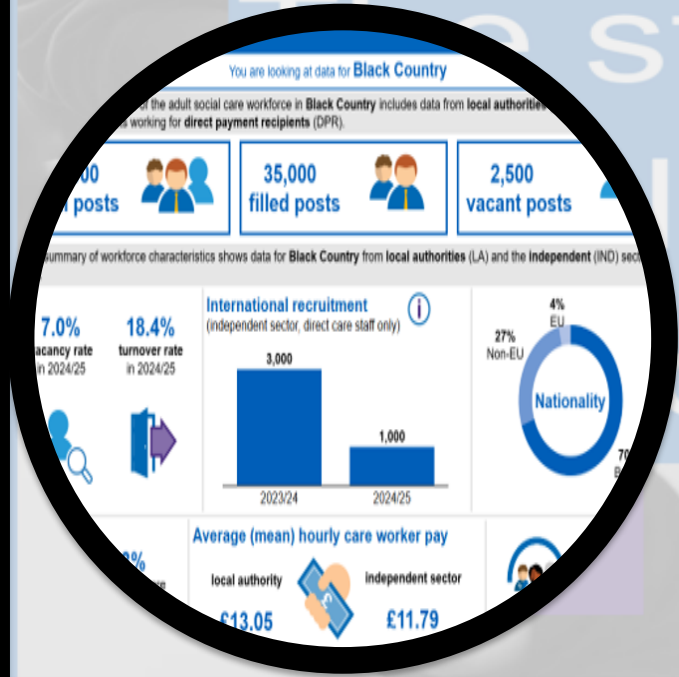


Digital & technology in care



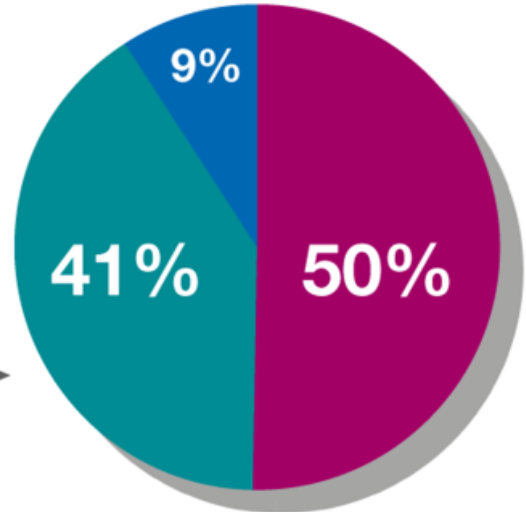


Workforce Data BBCS ICB Area



Adult Social Care Workforce Strategy **TWO** year on

Our journey so far



Strategy in action



A Workforce Strategy
for Adult Social Care in England

 **A Workforce Strategy**
for Adult Social Care in England

Action in focus

National strategy, local impact



“

We all want to live in the place we call home, with the people and things that we love, in communities where we look out for one another, doing the things that matter to us.

- Social Care Future

”

“The strategy gives councils a framework to reorganise and engage workforce leaders.”

Regional Association of Directors of Adult Social Services

“Workforce remains a top priority for providers and regulators alike.”

Care Quality Commission

“Fair pay, stronger training and wellbeing are essential – and must happen faster.”

Care Workers' Charity

Action in focus. National strategy, local impact
February 2026

The social care workforce and neighbourhood health

[Statement published on behalf of the Workforce Strategy for Adult Social Care in England's oversight executive](#)

- How local partners can optimise social care's contribution
- The implications for the adult social care workforce
- National enablers that can accelerate local integration



Adult social care's contribution to a Neighbourhood Health Service:

where further action is needed across the sector



- Local Recruitment, retention and workforce development strategies
- Care Workforce Pathway
- Supporting social care workforce
- Shared learning across multidisciplinary neighbourhood teams
- Development of training and qualifications to reflect changing demographics, new roles and skills requirements
- Skills Passports
- Commissioning and support arrangements for delegated healthcare
- Social Worker and Occupational Therapist training embedded in neighbourhood teams
- Local leaders should work and train together across the NHS and local government, at the level of neighbourhood, local authority and ICB
- Fair Pay Agreement should be developed to reflect the changing roles and responsibilities of the care workforce

Adult social care's contribution to a Neighbourhood Health Service:



local partners can maximise adult social care's contribution

- Jointly commission integrated community health and home care services with budgets allocated across institutional boundaries
- Co-locate and integrate teams and align boundaries and operational footprints between the NHS and local government
- Define care homes as key parts of neighbourhood multi-disciplinary teams and 'virtual wards', providing them with specialist healthcare support
- Connect social care workers into neighbourhood MDTs and virtual wards including self funders and people with personal budgets
- Adopt shared health and care records and data analysis
- Maximise use of Personal Health Budgets and Direct Payments
- Create local joint registers of unpaid carers and develop integrated support and services for carers
- Put housing at the heart of neighbourhood health service plans

How can the Faculty support workforce development:

To enable adult social care to play its full role in the neighbourhood health services...

- Sector wide workforce development plan - Joint training based on current demographics and demand
- Peer learning and shared understanding of roles
- Shared learning re areas such as Leadership and Management
- Social care is not just Local Authorities – ensuring engagement with all the ASC including the workforce for self funders and those in receipt of personal budgets (Personal Assistants)
- Embed digital skills framework
- Build collaborative skills strategies including LSIP and WMCA including digital skills, leadership and other generic learning
- Embed the Care Workforce Pathway in all learning
- Promote, develop and support the social care nursing workforce
- Develop placement opportunities in sector for all roles – Placement Strategy commendation achievement by all HEIs and relevant SC providers
- Prevention before admission
- Integrated learning to support DHA



The Care Workforce Pathway: The difference it can make

For the Workforce	For people drawing on care and support	For organisations	For the sector
<ul style="list-style-type: none"> ▪ Clearer roles, expectations and progression ▪ Greater confidence, development and retention ▪ Stronger professional identity within adult social care 	<ul style="list-style-type: none"> ▪ More consistent, skilled and confident care ▪ Improved continuity and quality of support ▪ Stronger relationships built through stable teams 	<ul style="list-style-type: none"> ▪ Reduced churn and agency reliance ▪ Better return on investment in training and development ▪ Stronger evidence for CQC and commissioning assurance 	<ul style="list-style-type: none"> ▪ A shared national workforce framework ▪ Greater consistency across roles, progression and expectations ▪ Stronger foundations for future reform and sustainability

Useful resources



- [Delegated-healthcare-activities-guiding-principles](#)
 - [Delegated-healthcare-activities-and-commissioning](#)
 - [Building engagement with adult social care providers](#)
 - [Nurse Placements](#)
 - [Practical approach: Using data to strengthen workforce planning](#)
 - [National-induction-for-health-and-social-care](#)
 - [Induction toolkit](#)
 - [The Care Workforce Pathway](#)
-
- Digital skills framework: self-assessment tools
[Digital Skills Self-Assessment Tool](#) (for people working in care)
[‘What Good Looks Like’ Self-Assessment Tool](#) (for care organisations)
Level 5 Award in Understanding Digital Leadership in Adult Social Care [Find out more](#)
-
- All Our Health eLearning - Discover this free eLearning module tailored for adult social care professionals, focusing on health promotion and preventive practices. [Find out more](#)

Any questions?



The Future of the ICB: What It Means for Social Care

Dawn Woods

Associate Director System Workforce
Birmingham, Black Country and Solihull ICB



Birmingham, Black Country & Solihull ICB –

The Future of the ICB – What It Means for Social Care

Dawn Woods,
Associate Director for Work and Health



Introduction

- Restructuring still taking place.
- ICB role will be as the strategic commissioner
- Focus on the three shifts
 - Hospital to Community
 - Digital Transformation and
 - Treatment to prevention
- Moving away from system think



Impacts for Social Care

- Neighbourhood guidance launched, community nursing services are facing increased demand that exceeds their capacity to provide critical care
- Urgent need to create a sustainable workforce nursing model for social care, to safeguard community bed capacity and ensure timely, appropriate care for individuals.
- System leaders are moving again to siloed thinking; financial resources are primarily directed towards reactive care and community beds, which intensifies workforce issues.
- Nursing homes are increasingly acting as community hospitals, providing complex care for an ageing population, yet non-NHS providers are excluded from key discussions despite delivering the majority of direct care.
- There is limited evidence of personalisation and staff or citizen experience being presented at Integrated Care Board (ICB) meetings.
- 'Building a Care Home Model', but changes coming by 01/06/2026 mean current roles and functions will no longer be delivered.



Next Steps

- Working relationships and Social Voice: an important partner in shaping the hospital to community shift.
- Relaunch of the Cluster Wide Social Care Faculty, purpose
 - support access to training and development for the adult social care workforce;
 - identify and improve training and development;
 - draw on the expertise and insights of local private and not-for-profit care organisations to inform our ambitions;
 - support collaboration to identify and make best use of training and research resources to improve practice and outcomes for both people drawing on care and support and the workforce;
 - promote recognition and respect for the social care and voluntary sector workforce, and
 - embrace evidence-based innovation and best practice.



Questions



Cluster Education Collaborative Model



Jane Powell

Programme Lead, Cluster Education Collaborative
Birmingham, Black Country and Solihull ICB



Birmingham and Solihull



Black Country

BBCS EDUCATION COLLABORATIVE

Tuesday 2 June
Jane Powell





Birmingham and Solihull



Black Country



Education Partnership Agreement

Data Sharing Agreement



2017

- FACULTIES
 - Nursing & Midwifery & AHPs
- ORGANISATIONS
 - 5 NHS Trusts
- Primary Care Training Hub
 - SMBC & BCC
- UNIVERSITIES
 - BCU, UoB & Coventry
- HEE

2025

- FACULTIES
 - Nursing & Midwifery, AHPs, Psych Professions, Pharmacy, Healthcare Scientists, Social Care & VCSE, Health & Social Care Access
- ORGANISATIONS
 - 5 BSol NHS Trusts, Sandwell & West Birmingham Hospital, Primary Care Training Hub, SMBC, BCC
- UNIVERSITIES
 - BCU, UoB, Coventry, UCB, Newman, Aston
- FE COLLEGES
 - BMET, Solihull, SCCB, Cadbury, Halesowen, AUEA
- SCHOOLS
 - Birmingham 168 secondary schools
 - Solihull 27 secondary schools
- OTHER PARTNERS
 - Skills for Care, West Mids Combined Authority, Private & Voluntary Sector, Experts by Experience
- NHSE



BBCS ICB Workforce Transformation Board

Education Collaborative Executive Group

Education Collaborative

- 10-year NHS Plan
- 3 shifts
- Workforce Strategy for Adult Social Care in England
- EDI as golden thread

Principles

- Work across cross cutting themes in collaboration and co-design to deliver solutions. Aligned to workforce planning and clinical pathway development. Agree system and place-based priorities.
- Link with other enabling groups – networks, collaboratives, workforce planning, service planning, financial planning, PPMs

Nursing & Midwifery Faculty

AHP Faculty

Pharmacy Faculty

Healthcare Science Faculty

Psychological Professions Faculty

Social Care & Independent sector Faculty

H&SC Access Faculty

Benefits to the system

Briefly:

- An oversight of the workforce supply
- a collaborative and consistent approach between education and placement providers
- productivity gains through streamlining approaches across education providers
- maintain strategic oversight for NHSE funding coming to the system establishing governance arrangements to oversee delivery of funding objectives.

- **Cohesion** - Provide an understanding of the current multitude of programmes being delivered and provide a governance structure for a more cohesive approach going forward
- **Access** - Recommend a model for future students to understand access to learning for clinical and non-clinical posts
- **Numbers** - Facilitate development of a capacity, demand and supply plan to address requirements
- **Quality** – Ensure that all education establishments have a quality assurance programme conforms with best practice
- **Current staff CPD** – Continue to develop staff in post to meet BSol workforce requirements
- **Retention** – Ensure a clear plan for addressing pre-registration attrition and destination following qualification
- **Schools, Colleges** - Develop a system-wide plan for linking with schools, colleges, for clinical/non-clinical education
- **Funding** – Oversight of, and access to, the future funding of training and education across all areas



Benefits of the Faculty Structure

- Do things once
- Individual faculties taking a lead across system
- Economies of scale
- Fair share
- Single placement/ audit document
- Share intelligence
- Quality assurance
- Commended at NMC approval events



System wide projects

- Safe Learning Environment Charter
- Educator Workforce Strategy
- Darzi 3 shifts pilot
- Student dashboard



EC Priorities

- Shared vision and priorities
- Governance, accountability and decision-making
- Workforce training priorities and pipeline development
- Placement capacity and learner experience
- Data intelligence and workforce planning



Break



Breakout Sessions



Summing up and Next Steps



A healthcare professional in blue scrubs is hugging an elderly woman with glasses who is sitting on a couch. The scene is set in a home-like environment with a lamp and flowers visible in the background. The image has a blue tint.

West Midlands Adult Social Care Skills Summit

1 October 2026

Bescot Stadium

www.wmca.care/events/011026

**West Midlands Care
Association**

A photograph of a caregiver in blue scrubs hugging an elderly woman on a couch. The caregiver is smiling and has her arms around the woman. The woman is wearing glasses and a grey sweater. The scene is set in a living room with a lamp and a pink flower visible in the background.

Thank You

Lunch

Is Your Service Safe? Conference 2026
www.wmca.care

**West Midlands Care
Association**