



Gofal Cymdeithasol **Cymru**
Social Care **Wales**

Impact report: 2021 to 2022

An overview of what we achieved during the year against our eight national outcomes.

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Foreword by our Chair and Chief Executive

It was another hugely challenging year for the social care and early years sectors in 2021 to 2022.

We want to thank everyone working in the social care, early years and childcare sectors for their commitment and professionalism in difficult circumstances.

Recruiting and retaining people with the right qualities and skills has been a particular challenge. Those challenges are still very much in evidence today.

We continue to carry out our regulatory responsibilities fairly and proportionally. We also continue to adapt and improve our work in this area.

Continue reading the foreword

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Areas of focus

We've focused on workforce well-being, developing the workforce and providing support for those delivering services. We've also looked to strengthen our role for prioritising research and capturing data and evidence.

The provision of social care and early years services will continue to develop. This is due to the lasting impact of the pandemic, economic pressures and the needs of communities.

We continue to listen to the workforce, employers and strategic leaders. We want to make sure that we understand these challenges.

We also want to recognise opportunities to support the sectors to recover and stabilise for the short, medium and longer term.

The workforce is still struggling with the changes brought about by the pandemic. These changes have placed extra demands on staff, leading to an increase in stress and lower morale and job satisfaction.

We also saw and contributed to stronger partnership working between the NHS and local government during the pandemic. This supports the ambitions of *A healthier Wales* and our health and social care workforce strategy.

Social care workers play a vital role in safeguarding and caring for adults, children, their families and carers.

They help people live the lives they want and support people to develop and remain active and independent. Social care workers also help people to stay safe and well connected to their community and wider networks.

Early years workers help give our children a great start in life and provide valuable support for parents. They do this alongside family, friends, volunteers and other public services.

Reducing the impact of disadvantage

We've seen a shift in our understanding of how inequality, discrimination and exclusion are in-built into our world. As a society we need to respond to that new understanding.

Strong social care and early years systems in Wales makes sure we can reduce the impact of disadvantage. This disadvantage may come through poverty, neglect, illness, disability, race or other protected characteristics.

So it's vital these services are improved to meet the needs of Welsh citizens.

The recent census provides data on a growing and ageing population in Wales.

The trend of population ageing has continued, with more people than ever before in the older age groups. The scale and complexity of people's needs will increase demand for social services in the future.

Supporting person-centred care

An [evaluation](#) of the Social Services and Well-being (Wales) Act 2014 carried out by Welsh Government highlights the challenges faced in transforming services.

The study looked at what impact the legislation has had on the quality of life and well-being of those who receive care and support.

The report notes that changes to well-being may take a very long time to become visible.

However, those who took part identified relatively few positive well-being impacts linked to their experience with social services.

Where positive impacts have occurred, they were often down to good person-centred care and support.

We're supporting this approach by providing person-centred learning and development opportunities. This is available to professionals across Wales.

Working together

As a national leadership organisation, working with others is central to how we operate. Partnerships lie at the heart of our work.

This includes having conversations with the people affected by our work. We want to find out what's important to them and reflect on their views before we make important decisions.

We recognise that the solutions to many of these problems lie in strategic and policy-related issues. These include funding for social care and early years, system re-design, pay and parity of esteem.

We continue to provide evidence, insight and professional advice to Welsh Government officials and Ministers. This will support their ambitions to find solutions.

We don't have all the data we need to measure our impact fully. We are working with stakeholders to determine which data will be most meaningful to help the sector continuously improve.

We plan to develop our data portal and to pilot a workforce survey during 2022 to 2023. This will provide an opportunity for us to hear directly from the front line, as well as their managers and leaders.

This rich data source will be used to inform our own work. It could potentially inform the work of others, where we don't have the remit ourselves.

Mick Giannasi, Chair and Sue Evans, Chief Executive

Impact by national outcome

Find out what we've achieved under each national outcome:

- [Improved well-being for the social care and early years workforce](#)
- [A social care and early years workforce that is highly recognised and valued](#)
- [Social care practice and policy that is underpinned by innovation, high-quality research, data and other forms of evidence](#)
- [A registered social care workforce that has the public's confidence](#)
- [A social care and early years workforce that is suitably qualified, knowledgeable and skilled, with the right values, behaviours and practice](#)
- [Social care and early years services that attract, recruit and retain people with the right values to meet the needs of those who need care and support](#)
- [Social care services to embed and deliver strengths-based approaches to care and support](#)
- [We provide effective, high-quality and sustainable services](#)

Corporate work completed during the year

Strategic plan

Our Board approved *Our strategic plan for 2022 to 2027* following a consultation about our future priorities.

The plan sets out our priorities and proposals for what we want to achieve and where we suggest we focus our energies.

It also explains how we want to work with people over the next five years to make this happen.

A lot of work has been done to make sure our financial resources reflect our ambitions to support reforms to improve delivery. This will increase the

sustainability of services across the sector.

We continue to evolve as an organisation and 2021 to 2022 has been a year of consolidation and development.

We've worked to make sure we have effective and efficient services for our customers.

We've recruited 40 new employees to develop existing areas of work and take forward new areas of work.

We also reformed and invested in some of our processes and infrastructure to improve efficiency of services.

Engagement

- More than 1.8 million people visited our website
- Record number of page views recorded in February 2022: 175,300
- More than 6,500 followers on Twitter. We also have 4,500 followers on our Facebook page, which is rated five out of five by people who visit it.

Digital by choice

We developed our digital strategy and our approach to digital training and learning for the social care and early years sector.

We want to make sure our online services align with our growing audiences. The services need to meet each of our audience's content, accessibility and experience needs.

As we move forward, our aim is that our users will choose 'digital by choice'. We'll continue to support those who need to access our service in different ways.

Looking to the future

We reflect on our progress each year. This makes sure we're always learning and that our resources are used to the best effect.

We know from our [Accolades](#) programme that there is excellent practice in Wales.

We will continue to support the adoption and spread of that practice through our guidance and support for the social care and early years sector.