

Skills for Care Accolades 2007

North West Winners: Care 4 You and Dawn Hodge Associates

Care 4 You team



Skills for Care North West are delighted to announce a double win for the North West in the 2007 Skills for Care Accolades. Both Care 4 You and DH Associates were crowned winners at the glittering ceremony at London's Landmark hotel on October 25th. The Accolades recognise excellence in social care workforce development.

Care 4 You triumphed in the **Most innovative and effective recruitment initiative that brings new and returning people into the workforce** Category. Care 4 You provides home-based care and are so passionate about bringing new or mature workers into social care that they regularly do leaflet drops on parked cars. Not only that but every member of staff has a pocket-sized card explaining exactly why care is such a

DH Associates



rewarding job and people who previously worked in supermarkets and chain stores have now signed up to join the Care 4 You team.

"To win the accolade was such a fantastic achievement for Care 4 You and our great team" says Julie Cummings, Registered Manager "All our service users were delighted and they feel part of the win as they are so involved in what we do. One in particular said "we are delighted you have been awarded such a prestigious award, we feel part of it." The Accolades are a wonderful way to recognise excellence in social care and highlight the profession in the media. We were delighted to be told on the night by the Judge that we at Care 4 You had the x factor in home care!

DH Associates were successful in the **Best training provider/assessment centre** Category. They were nominated by the Merseyside Society for Deaf People for their work in developing a training programme for both Deaf learners and service users. Through engagement with the Merseyside Deaf Society and by adapting both the learning environment and assessment methods a suitable training programme was developed to ensure that care staff who have hearing impairments or who are Deaf could access training to develop their social care careers.

“We’re delighted we have won an Accolade marking the hard work of the whole team,” says Company Director Dawn Hodge. “Our first challenge in making this project work was that many of the candidates’ first language was Sign. We had to develop a strategy of working through interpreters and now a number of our staff are developing their skills in Sign so they can communicate directly.”

Chris Mullen, Chair of the Skills for Care North West Regional Committee congratulated both organisations on their achievements:

“I am sure I speak on behalf of the whole North West Regional Committee in saying how delighted we are to celebrate two Accolade wins in the North West. Both organisations have worked incredibly hard and their successes are examples of excellence in social care practice. Congratulations must also be extended to the other two North West Finalists, Care Sector Alliance Cumbria and North West Community Services – Lancashire, whose outstanding work in the sector has also been recognised.”

“The Skills for Care Accolades are the Oscars of the social care world and both Care 4 You and DH Associates deserve their national awards. Care 4 You through their determination and passion to bring new people and mature workers into the social care sector, and DH Associates through their innovative approach to making sure Merseyside Society for Deaf People workers could access high quality training,” **says Skills for Care Chief Executive Officer Andrea Rowe.**

If you wish to find out more about either organisation please contact

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Other finalists in the North West were Care Sector Alliance Cumbria and North West Community Services – Lancashire.

The 2008 Skills for Care Accolades will be launched in early Spring, for more information visit www.skillsforcarenw.org.uk or contact 01772 459401.