

Setting up and running an

I Care...Ambassador service



*I care...
Ambassadors*

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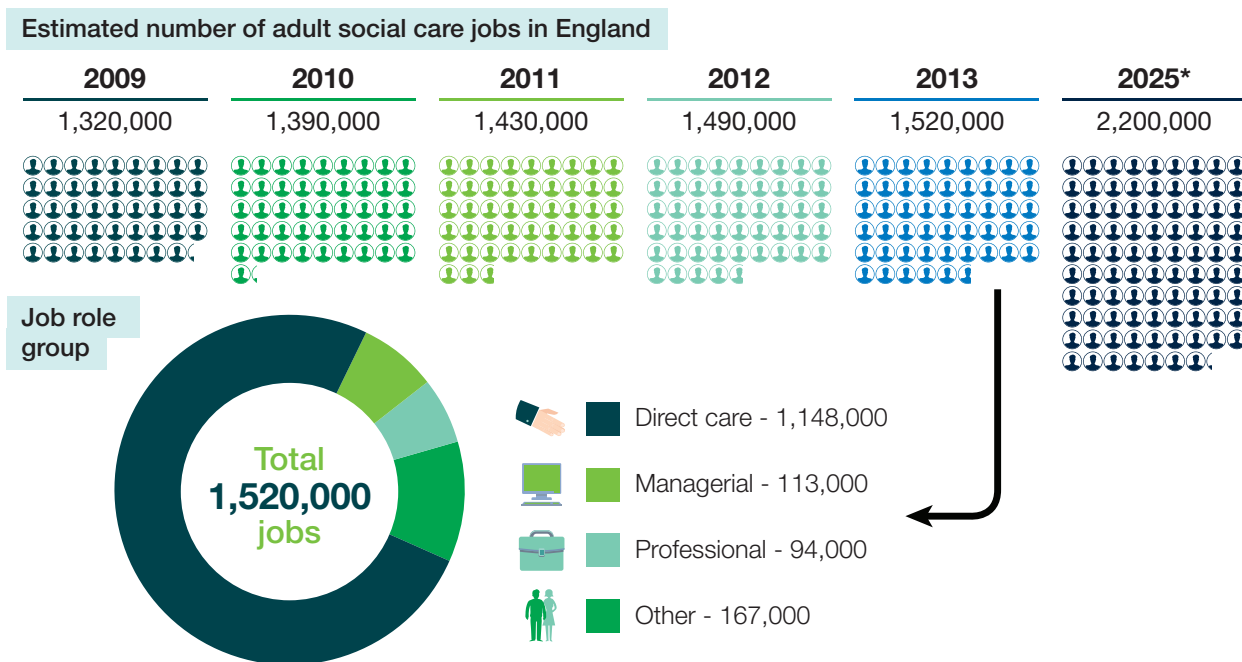
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Introduction

I Care...Ambassadors are a national team of enthusiastic frontline care staff, who are willing to visit schools, colleges, job centres and other employment agencies to inspire others to work in adult social care.

Using their first-hand experience, ambassadors talk about the wide range of job opportunities, helping to create a real life, honest perspective of what to expect from working in social care. This helps those considering their career options to make the right choice and supports teachers, training and careers and employment advisors to refresh their knowledge of social care.

Two thirds of the workforce are involved in providing direct care.



The size and structure of the adult social care workforce report 2014 estimates there are 1,148,000 direct care and support jobs in the sector, meaning more than two thirds of the entire social care workforce could be eligible to become an *I Care...Ambassador*.

Which staff can be nominated as *I Care...Ambassadors*?

You can find out more about which staff can be nominated as *I Care...Ambassadors* on page 7 of this document.

Developing a plan

Before registering as an *I Care...Ambassador* service it's important that everybody takes time to build an understanding of the initiative and you are able to plan how you will run your service effectively.

Strong and committed support from the leaders and managers of your organisation will play an important part in ensuring the success of your service. It is recommended that you have a named individual at senior level, who understands and is willing to promote the initiative internally and externally.

Consider forming a group or team who can help to shape, agree and monitor your plans. This could include staff in key leadership or management roles, frontline care and support workers, who are interested in becoming an ambassador, people in need of care and support and other key stakeholders. Templates and guidance on planning and developing an agreement can be found on our website www.skillsforcare.org.uk/icareambassadors.

What's involved?

This guide will help you, as an adult social care employer to understand and document the development of your *I Care...Ambassador* service by breaking down all the information you will need into eight key sections. This includes guidance and questions to help you decide whether setting up and running an *I Care...Ambassador* service or joining an *I Care...Ambassador* partnership is right for you.

The document also includes key information and useful tips to measure the impact of your *I Care...Ambassador* activity (page 17) and explains the importance of the Principles and Policy (page 4).

Section one: Understanding

This section will help you to understand your role and responsibilities as an *I Care...Ambassador* service. It provides information about the different types of service and activities which can be delivered.

How can the *I Care...Ambassadors* initiative benefit us?

It can cost around £3,500 to recruit and induct a new member of staff. *I Care...Ambassadors* will help your organisation to reach a wider audience and attract people with the right talent, skills and values to work in the sector. It will help you to:

- reduce your recruitment and marketing costs
- increase take-up of your care and support services
- attract potential care workers, who are more informed about working in social care
- provide new development opportunities for existing staff, improving morale and increasing retention.

I Care...Ambassadors provides a fantastic platform to engage with communities, raise the profile of your organisation and breakdown barriers. Being part of this initiative is seen as a mark of good practice and will help to demonstrate to staff your commitment to their learning and development.


Before registering as an *I Care...Ambassador* service it is important to build an understanding of the initiative and check that everybody is clear about what is involved and is prepared. To help you get started there are a number of resources on our website, which provide more information to support you and your staff:

- *Becoming part of I Care...Ambassadors* – an overview for employers and supporting animation
- *The Principles and Policy* document and animation
- *Meet the I Care...Ambassadors* videos
- *Could you be an I Care...Ambassador?* - information for potential ambassadors.

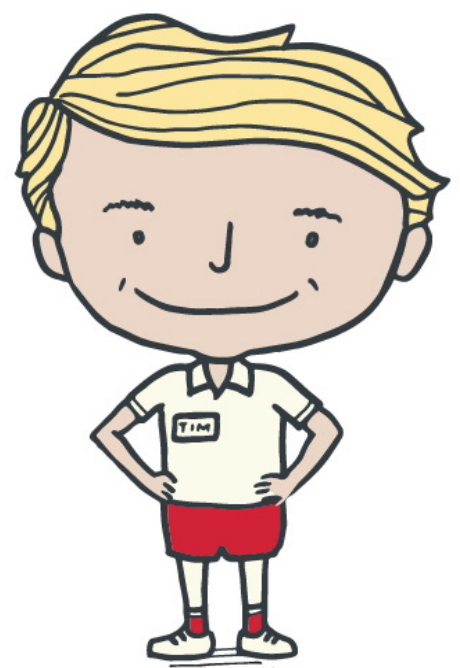
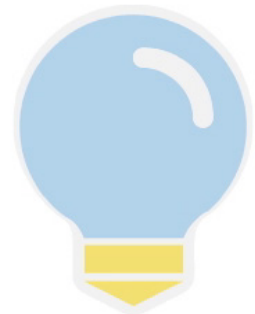
Skills for Care locality managers can provide further support by:

- demonstrating of the *I Care...Ambassadors* Hub, Resources Bank and the *I Care...About Impact* tool
- presenting an introduction to the *I Care...Ambassadors* initiative
- helping you to plan meetings or activities to explore the initiative in more detail.

For more information go to www.skillsforcare.org.uk/areas



Does everybody understand how *I Care...Ambassadors* works and what their role and commitment will be?



Types of activity

When nominating staff to become ambassadors, you should consider which activities they will be able to deliver. The most common activities include:

- presentations
- informal talks and discussions
- interactive group activities
- supporting an information stand
- mentoring people who are new to the sector
- supporting a work experience placement
- guided workplace visits
- participating in publicity and media activities.

Ambassadors are not expected to deliver all of these activities but it will help to increase demand for your service if you can identify workers who specialise in different skills.

To help you tailor your service, each ambassador should specify which activities they are willing to provide and the distance and locations they are willing to travel.

Once registered this information will be added to the *I Care...Ambassador* Search Register, which is used by:

- schools, colleges, training providers and universities
- Jobcentre Plus staff and other employment advisors
- the National Careers Service and other careers advisors
- community groups
- those who are helping people to consider their career options and find employment.

The Principles and Policy

Before signing up to the *I Care...Ambassadors* initiative, all staff involved in your *I Care...Ambassador* service must read, agree and sign up to the Principles and Policy, which are the agreed criteria and expectations for the *I Care...Ambassador* initiative.

By having the Principles and Policy it helps to ensure there is consistent activity being delivered by those who can provide a real life, current perspective of what it's like to work in social care.

The Principles and Policy have been developed, tested and agreed by social care employers.

To read the Principles and Policy go to www.skillsforcare.org.uk/icareambassadors

Our role

Skills for Care upholds and reviews the Principles and Policy, promotes the *I Care...Ambassadors* initiative and supports its on-going development. We also host the *I Care...Ambassador* Hub, which includes the Search Register, Resources Bank and the *I Care...About Impact* survey tool.

Options for registering as an *I Care...Ambassador* service

Before registering you should consider whether you will be:

1. A single employer, registering as a new *I Care...Ambassador* service

To register as a single organisation you should have:

- a clear understanding of the *I Care...Ambassadors* initiative, how it works and how to operate a service
- planned your involvement and confirmed that you and all of your staff understand and accept the Principles and Policy
- nominated an individual to be the service coordinator
- created a service description which is no more than 200 characters.

2. An employer member working in partnership with other employers to register as a new *I Care...Ambassador* partnership.

To register an employer partnership you should have:

- a clear understanding of the *I Care...Ambassadors* initiative, how it works, and how to operate a service
- met with other social care employers who will be members of the partnership, to plan and agree how you will work together, how the partnership will operate and have drawn up a partnership agreement
- confirmed that all employers of the partnership and their *I Care...Ambassadors* understand and accept the Principles and Policy
- nominated an organisation/employer and a named individual to coordinate the partnership
- agreed a name for the partnership and service description which fits the *I Care...Ambassador* branding requirements
- identified which care workers will become *I Care...Ambassadors*.

3. An employer member joining an existing *I Care...Ambassador* employer partnership.

To register with an existing employer partnership you should have:

- found a partnership willing to accept you as an employer member (contact icare@skillsforcare.org.uk for an updated partnership list)
- worked with the partnership to gain clear understanding of the *I Care...Ambassadors* initiative, how it works, and how to operate as part of a partnership
- planned your involvement, reviewed the employer partnership agreement and agreed to abide by this agreement
- confirmed that you and your staff understand and accept the Principles and Policy for *I Care...Ambassadors*
- identified which care workers will become *I Care...Ambassadors*.

For more information about the registration process, verification, creating your service coordinator account and adding ambassadors/associates please refer to [Tips for registering an *I Care...Ambassadors* service](#), which is available on our website.

Changing the status of your service

If you decide to change your status, for example, to withdraw from a partnership or if you have registered as single employer but would like to become part of a partnership, you should contact icare@skillsforcare.org.uk for guidance.


What if I employ my own care and support?

Someone who employs their own care and support as an individual employer, can register as an *I Care...Ambassador* service or join as an employer member of an *I Care...Ambassador* partnership. They can nominate their personal assistant(s) and those who work in a frontline care role to become *I Care...Ambassadors*. Employers can become *I Care...Associates* and participate in activity in a support role to the ambassador (personal assistant). Please note the ambassador must always lead the activity.

For more information and the benefits of registering as an *I Care...Ambassador* service, please refer to the guide for individual employers on our website.

Section two: Talent

A great way to find out about working in care is to talk to or hear from someone who works as a care worker. This section will help you to identify talented staff who reflect the values needed to provide great care and support. They should be keen to present social care in a positive light and help people understand the sector.



Can you supply and support talented care staff who are willing to showcase what they do well?

Which staff can we nominate as *I Care...Ambassadors*?

Once you have built an understanding of the initiative you should seek and firm up interest from care and support staff who wish to become ambassadors. The *I Care...Ambassadors* initiative is all about finding more frontline care workers with the right skills, values and talent to fill the growing number of direct care and support vacancies across the sector. This means it's crucial that the staff who are nominated to become ambassadors are currently working in this role, as it's their day to day experience, which will inspire others to consider social care as a worthwhile career.

The list of job roles below will help you identify which staff are eligible to become *I Care...Ambassadors*:

- care worker
- senior care worker
- community support and outreach worker
- manager/supervisor providing direct care
- social worker
- occupational therapist
- personal assistant
- registered nurse
- support worker
- activities worker
- other role providing direct day to day care and support.

If you are unsure whether your staff are eligible to become ambassadors call 0113 241 0959 or email icare@skillsforcare.org.uk

Skills and capacity

I Care...Ambassadors is a great opportunity for frontline staff to develop their confidence and skills by talking to other people. It is important that in setting up a service and recruiting ambassadors, you ensure that the right people are chosen to be ambassadors and that they have the capacity and passion to deliver activity alongside their day to day care and support role. For more information about recruiting the right ambassadors, refer to page nine of this document.

IT requirements

The *I Care...Ambassadors* Hub requires services, their ambassadors and associates to have access to the internet and their own email address.

The Hub makes the process of managing and coordinating the service easier for employers and provides staff with access to e-learning and a central Resources Bank. The service coordinator will also be able to access the *I Care...About Impact* survey tool, which will help to measure the success of your activity by gathering feedback from customers and ambassadors. The coordinator will be able to access this feedback by downloading event reports.

None of these services could be provided without an online system. To ensure your service is making the most of the Hub, you must ensure that all staff who are involved in the delivery of *I Care...Ambassador* activity, have sufficient computer skills.

Supporting and managing *I Care...Ambassadors*

Once you have identified which staff will be nominated as ambassadors, you must ensure that you, as the employer, have sufficient capacity and personnel in place to support and manage the individuals undertaking this role.

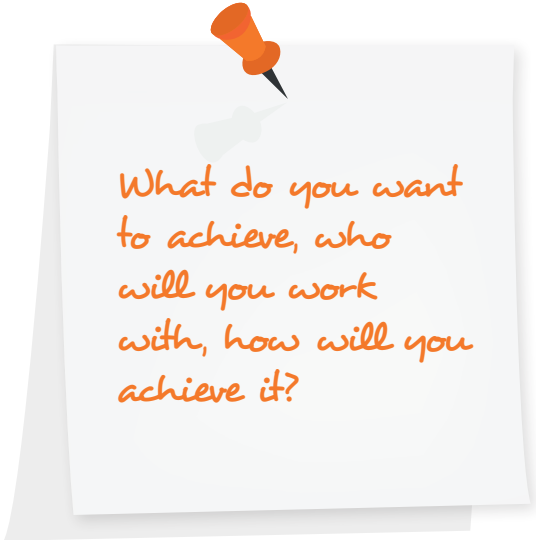
Ambassadors need to be clear about how they will be supported and who to go to for help. The service coordinator should manage the day to day running of the service, however you could involve line managers in the process and give them responsibility of supervising ambassadors. Supervision is an important process which allows the individual and their line manager to reflect on learning and development, providing a forum for advice and support. It can also be used for mediation, to raise issues and celebrate success.

The diagram on page nine illustrates the different stages and inputs which support the process of finding, selecting and keeping ambassadors. More information about recruiting and selecting ambassadors can be found in the Resources Bank.



Section three: Ambition

This section will help you to consider how your service will embrace the overall aims and outcomes for the *I Care...Ambassadors* initiative, to present a positive image of social care careers and support recruitment and retention across the sector.



What do you want to achieve, who will you work with, how will you achieve it?

Key outcomes for social care employers

When planning your activity and identifying what you want to achieve, you should consider how this links to the key outcomes of the *I Care...Ambassadors* initiative, which include:

- elevating the image, status and professionalism of social care
- selling the value and rewards of a career in care
- improving public awareness and targeting a diverse range of individuals who may have skills which can enhance the sector
- support innovation in recruitment and retention.

Key outcomes for customers of *I Care...Ambassador* services:

You should consider the key outcomes for customers when shaping your service, planning activity and measuring success.

- Provide appropriately skilled ambassadors who can share their passion and experience with those considering career options.
- Arrange and deliver appropriate, quality and tailored activities which inform and engage the audience.
- Provide up to date, impartial information to help people understand the range of career and development opportunities, routes into care and working environments, equipping individuals to make informed career decisions.
- Encourage more people to explore care as a career and inspire the right people to join the sector.
- Support careers and employment advisors to maintain and refresh their knowledge of the adult social care sector.
- Gather feedback to continually review and improve the service.



Section four: Sustainability

This section will help you to consider whether you have sufficient resources in place to make your service sustainable. It will also provide advice on how to measure returns to ensure your service is a worthwhile investment.

How can we ensure our service is sustainable?

Although there is no cost associated with *I Care...Ambassador* registration, you must consider how you will sustain your service alongside the main care and support function of your business. Will you be able to release your frontline care workers from their day to day role to fulfil *I Care...Ambassador* commitments and do you have the internal resources to support, manage and coordinate ambassador activity?

A financially sustainable service must generate sufficient financial and other resources to meet the day to day running costs. There are a number of ways of ensuring return on investment. By showcasing the great work they do and their passion in working for you, ambassadors are promoting you as a quality care provider/employer. Your investment is likely to return increased take-up of care services and lower staff turnover. *I Care...Ambassadors* can support income generation by charging for activity, claiming expenses, bidding for funds or asking for non-financial benefits in return. You need to calculate the input of resources and the expected return on this investment before deciding whether or not to go ahead.


Working in partnership

Working together with other organisations could create savings in management and operational expenses. For example you could share coordination, administration, travel or training costs.

If there is already a partnership in your area you could explore whether this would provide a more sustainable structure for your organisation to deliver *I Care...Ambassador* activity. Some ingredients for long term sustainability include:

- strong and committed leadership
- a clear and structured plan which is regularly monitored
- an appropriate organisational structure
- the support of stakeholders and the local community
- a motivated and committed coordinator
- gathering feedback and measuring impact.


You should also refer to section seven of this document which provides more information about evaluating your activity and measuring impact.



Do you have the resources to sustain your service and how will you measure the return on investment?

Section five: Inspiration

This section will help you consider how you can support your ambassadors to inspire the right people to join the sector. It re-enforces the importance of induction and provides information about the different learning and development opportunities and how to involve *I Care...Associates*.



How will your ambassadors be supported to build and share their story with others?

Induction

A big part of ensuring your ambassadors stay in their role is having a supported induction process. Although staff already work for the organisation it's important to have a clear induction of the ambassador role. This ensure they are clear about what is expected of them and how ambassador activity should be delivered alongside their day to day job. Induction helps to reassure staff that they will be supported if they encounter difficulties or need help to build their skills and confidence.

You should ensure new ambassadors know which member of staff will be their service coordinator and how they will offer support. You may decide to assign a buddy or mentor to the new ambassador, or provide the opportunity to shadow an experienced ambassador.

I Care...Ambassadors can access additional learning and development resources as part of the I Care... Ambassadors Hub.



Welcome Modules

All ambassadors must complete the Welcome Modules before they can start to deliver activity and this should be an integral part of the induction process. Either you or your service coordinator should take the time to explain the *I Care...Ambassador* Hub to staff, showing them how to use the Resources Bank and where they access the Welcome Modules as well as some optional elearning. When undertaking the modules ambassadors will complete a personal action plan, which will help them to consider what they can do to develop activity and which resources they should use from the Resources Bank. It may be helpful for you to discuss this plan with the ambassador.

Developing ambassadors

Meet Joy – Learning and development module

This interactive learning resource supports *I Care...Ambassadors* to develop their communication skills, empathy and confidence, helping them to share their knowledge and experience with those interested in a career in care. The short learning programme focuses on how, where and when the most effective conversations or presentations happen and what makes them great. This resource can be accessed via the Resources Bank.

Presentation skills training

I Care...Ambassadors can develop their skills by undertaking a presentation skills module, which is also part of the Resources Bank. This is an optional learning module, which will help ambassadors to build their knowledge and prepare for engagement with different audiences.

Recording activity

Keeping a record of activity which has been undertaken and providing CPD certificates will help to document the development of your ambassadors.

Involving *I Care...Associates*

The *I Care...Associate* role allows staff who are not frontline care workers, to contribute to *I Care...Ambassador* services by assisting with the recruitment and development of ambassadors and supporting them at events.

The *I Care...Associate* role applies to:

- learning, development and training staff
- directors, senior or strategic managers
- line managers who do not provide direct care
- those who employ their own care and support (individual employers)
- workforce development and HR staff
- unpaid carers
- volunteers.

For more information please refer to [Becoming an *I Care...Associate*](#) guidance which is available on our website.

Section six: Operation

This section will help you to consider how you will coordinate your service. It focuses on the role of managers and coordinators, what systems are in place to support your service and where to go if you have any issues or difficulties.

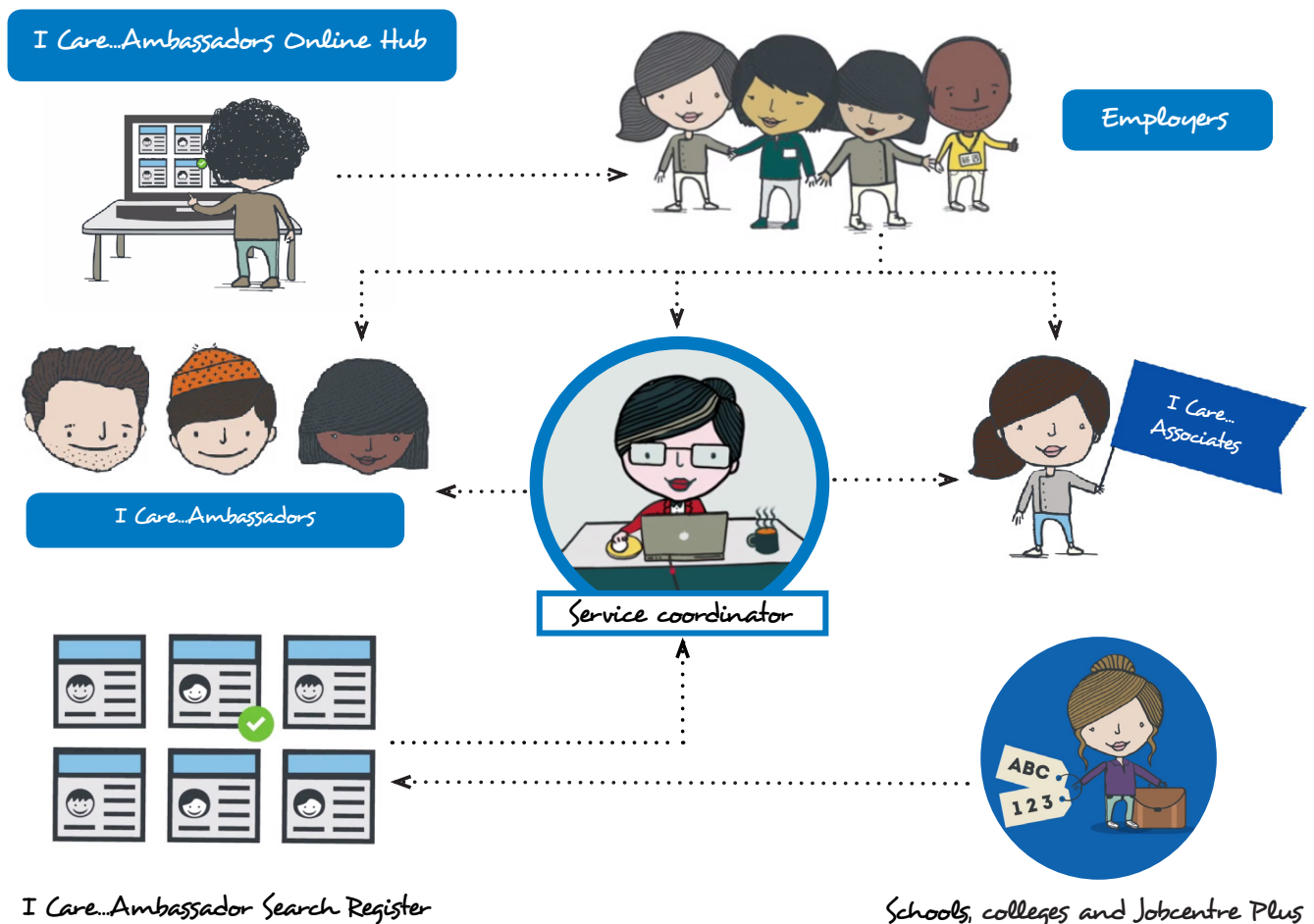
How will your service be coordinated and what structures, systems and processes will you use?

Shaping your service

It is important that all those involved in the delivery of your service have the opportunity to come together to shape how it will work and bring new ideas to promote care careers. They should also review progress and plan for the future, considering how you can achieve your aims through regular meetings and communications.

Dealing with finances

If you generate a financial return from ambassador activity or you make bids for funding, there should be a clear process for handling, monitoring and re-investing finances.



The role of managers

Managers play a key role in the success of your *I Care... Ambassador* service and should:

- promote the business benefits of the *I Care...Ambassador* service both internally and externally
- help staff to understand and engage with the *I Care...Ambassador* service
- identify and recruit potential care staff to become *I Care...Ambassadors*
- develop and support *I Care...Ambassadors* and manage how *I Care...Associates* can contribute to the service
- measure the impact of *I Care...Ambassadors* activity using feedback and reports from the *I Care...About Impact* survey tool
- identify the learning and development needs of the ambassadors.

The role of the service coordinator

The service coordinator plays a crucial role in the day to day management of your *I Care... Ambassador* service. Service coordinators should:

- check nominated staff are eligible to become *I Care...Ambassadors*
- add ambassadors and associates to your service
- maintain a good channel of communication between ambassadors/associates and their manager/employer
- be the key contact for your service and deal with customer enquiries and questions
- be responsible for choosing the right ambassadors to deliver *I Care...Ambassador* activity
- support ambassadors to complete their Welcome Modules
- encourage ambassadors to use materials from the Resources Bank to enhance their activity
- manage the *I Care...About Impact* survey tool, building the questionnaires for each activity and provide feedback reports for management
- raise issues and problems with management, which arise from the delivery of *I Care...Ambassador* activity.

It's important that the service coordinator has sufficient capacity to manage and support the day to day commitments of the *I Care...Ambassador* service and you should be clear about how this role should be managed alongside their day to day role. Over time more care staff may be interested in becoming ambassadors and as confidence grows the range of activity they offer might increase. Be clear about how many hours per week you expect the coordinator to allocate to this role and check whether they need support to meet these requirements.

Being impartial

The Principles and Policy state that all *I Care...Ambassador* activity must be delivered in an impartial way. It's important that those in receipt of *I Care...Ambassadors* activity are made aware of the different roles and social care settings to ensure they have a fuller picture of what it's like to work in a frontline care role. *I Care...Ambassadors* is a great way of empowering your staff to talk about why they love their job. This will help to showcase your organisation as a quality employer, however it's important that activity doesn't just become a recruitment drive for your organisation.

Resources Bank

The online Resources Bank is part of the *I Care...Ambassador* Hub and provides access to a range of guidance and materials to support activity and develop the skills of your *I Care...Ambassadors*. Ambassadors and the service coordinator will have access to the full Resources Bank. Employers who are part of a partnerships and *I Care...Associates* will only have access to materials which are relevant to their role.

Materials contained within the Resources Bank should only be used by registered *I Care...Ambassador* services to deliver their activity and should not be used by or forwarded to anybody else, including schools and colleges. You should refer requests for careers information to the Skills for Care website www.skillsforcare.org.uk/thinkcarecareers. Services can request careers and Apprenticeships materials by emailing marketing@skillsforcare.org.uk

You can personalise some of the materials from the Resources Bank by adding the logo of your service. For more information about how to add your logo and use of the *I Care...Ambassadors* brand, please refer to the branding guidance in the Resources Bank or email marketing@skillsforcare.org.uk.

Managing issues and difficulties

The Principles and Policy are the agreed criteria, eligibility and expectations for those involved in the delivery of *I Care...Ambassador* activity. The *I Care...About Impact* survey tool will help you to determine whether people are happy with the ambassador activity being delivered. By sticking to the Principles and using the *I Care...About Impact* survey tool, it will help your service to avoid and respond to issues and difficulties.

Inevitably at some point your service will encounter issues and being able to deal with those issues is an important part of running an effective service. Being honest and clear about the activity your service will be delivering will help to ensure your expectations match the expectations of the person or organisation commissioning activity. Reports generated by the survey tool may help to highlight where quality of service was below standard or events failed to achieve the desired objectives.

Having a written agreement or contract to outline what activities you will be delivering, the conduct and role of participants, notice periods for making additional requests/cancelling activity, as well as payments or in-kind contributions will put you in a stronger position to respond to any potentially negative feedback or issues which may arise.

Develop a clear process for dealing with issues. This could be aligned to the company's complaints procedure and should outline how issues will be dealt with, how they will be recorded, who will be responsible for handling the issue and how they will be expected to respond.

I Care...Ambassadors showcase good quality care and support and safe, nurturing work environments. CQC regulated providers must inform Skills for Care if their rating falls below good or outstanding. Care Improvement Works www.careimprovementworks.org.uk provides a range of resources to support improvements. Please contact Skills for Care as soon as possible if any serious issues arise, relating to:

- the quality of care and support provided by an employer
- legal proceedings or negative media coverage
- consistently poor feedback about the quality of ambassador activity.

Section seven: Success

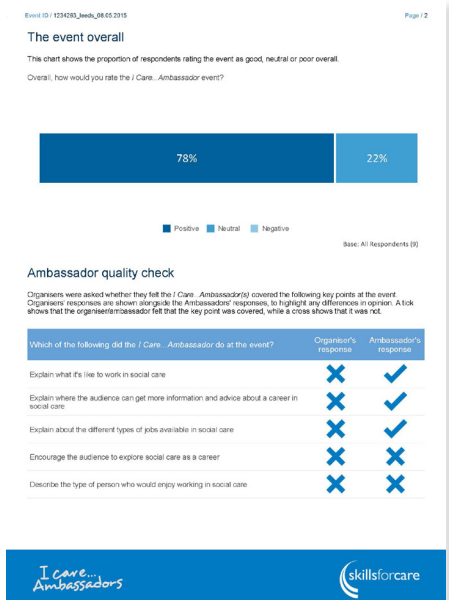
This section will help you to consider how you will measure and evidence the impact your activity is having on those who are undecided about their future career direction. It focuses on the different ways of gathering feedback on activity and benefits of using the *I Care...About Impact* survey tool to evaluate feedback and identify development opportunities for your ambassadors.

How will you measure success and use evidence from the *I Care...About Impact* survey tool?

The *I Care...About Impact* survey tool

The *I Care...About Impact* survey tool has been shaped by employers who are already running *I Care...Ambassador* services to support them in measuring the success of ambassador activity. This tool gathers feedback on the activity being delivered by all *I Care...Ambassador* services and can be used by Skills for Care to evidence the positive impact on the sector. Having this data is a crucial part of ensuring continued funding and development of the initiative in the future and it's important that services use it in all their activity.

It uses a series of customised questionnaires to gather feedback from the people who requested the ambassador, the ambassadors delivering the activity and those who attended. Feedback reports can be downloaded by the coordinator and used to measure the quality and impact of activity and identify the learning and development needs of ambassadors. It can also be used to promote the service and build the business case for growth.



Capturing information and data

You could use regional, local or organisational statistics, targets and benchmarks as part of your service plan. This could include staff turnover and vacancy rates among employer partners, or the number of unfilled vacancies. This could be sourced from:

- the National Minimum Data Set for Social Care (NMDS-SC)
- Jobcentre Plus employment statistics
- specific targets set by funders
- annual reviews to explore effectiveness and improvements.

Using feedback to support ambassador development

Gathering feedback from ambassadors will help to ensure they are happy in their role. Supervision and appraisal can be used to explore progress and development needs. The survey tool will help with this as it includes a self-assessment questionnaire for ambassadors to feed back on the activity they have delivered and identify where they feel they need further learning and development. The coordinator can download this feedback to give to the ambassador. The coordinator should ensure requests for support or development are shared with the employer/manager.

For more information about how the tool should be used as part of your service please refer to the following documents, which are available once your service is registered and has gained access to the Resources Bank:

- [*Measuring success - How can the I Care...About Impact survey tool support my role?*](#)
- [*Using the I Care...About Impact survey tool - A guide for service coordinators.*](#)




82% of ambassadors said they felt more confident and motivated in their work on account of being an ambassador.

**Statistic from the I Care...About Impact survey tool - June 2015*

Section eight: Identity

This section will help you to consider how you promote your service to ensure customers of the *I Care...Ambassadors* initiative know where to find you and what activities you are able to provide, helping to create and re-enforce the identity of your service.



How will people exploring care as a career find out about your service and the activities being provided?

Creating a name for your *I Care...Ambassador* service.

As part of the registration process you will need to provide a name for your service. If you are a single social care employer registering as a new service your service name will be your employer name, for example Herron Healthcare. If you employ your own care and support, you will use your name, for example, Joan Smith. If you are group of social care employers you need to consider what your partnership name will be, for example North Yorkshire partnership.

The name of your service will be a crucial part of establishing an identity for the service and should be clear and concise. To create an identifiable brand for your service which can be differentiated from your day to day service offering you could add '*I Care...Ambassador* service' to the service name. For example you could use 'Herron Healthcare *I Care...Ambassador* service' or 'North Yorkshire *I Care...Ambassador* partnership'. More guidance on naming your service can be found in the Tips for registering, which is available on the website.

The *I Care...Ambassador* Search Register

The *I Care...Ambassador* Search Register is hosted on the Skills for Care website and is used by customers of the *I Care...Ambassadors* initiative to find the right ambassador to deliver their activity. Employers who have successfully registered as an *I Care...Ambassador* service and have registered ambassadors, will be added to the *I Care...Ambassador* Search Register, which is used by teachers, trainers and careers and employment advisors.

The register has various search criteria, allowing the user to customise their search by location, skills or experience. Once a search has been submitted, the register will produce a list of services which can provide an ambassador to meet the chosen requirements. The personal contact details of the ambassadors are not displayed within the search register.

Skills for Care can provide service coordinators with *evaluation contact cards (refer to page 20 for more information), which can be used to support the process of gathering feedback and to promote further use of the search register.



How did we do?

Please complete a short survey on today's experience to help us improve the *I Care...Ambassadors* service.

To complete the survey go to:

<https://skillsfor.care/>_____

For more information go to www.skillsforcare.org.uk/yoursurvey

* Two sided contact cards

Service coordinators can request copies of the contact cards by emailing marketing@skillsforcare.org.uk

Creating your service descriptor

Each registered *I Care...Ambassador* service will have a listing on the Search Register, which will include their service description and the contact details of the service coordinator. People seeking an ambassador will be able to contact the service coordinator to discuss their requirements in more detail and check ambassador availability.

Creating a strong service descriptor is an important part of forming a clear identity for your service and will help you to stand out from the crowd. Your descriptor should be:

- no more than 200 characters including spaces
- explain what your *I Care...Ambassador* service can offer without listing all the services you provide
- explain why you are different to other services
- reflect the personality and experience of your service
- provide clear information to help the searcher choose the right service to deliver their requirements.

Providing a service description is an important part of the registration process. Services who do not provide a service descriptor may be removed from the system and Skills for Care reserves the right to contact a service if the description submitted is inappropriate.

Examples of good and bad service descriptions are detailed in Tips for registering an I Care...Ambassador service.

Promoting your service

To support the sustainability of your service and to promote your activity within the local community, you should consider using a combination of different channels of communication, such as:

- face to face meetings
- social media
- events and networking
- promotional literature
- media activity.

More information on promoting your service and tips for dealing with the media can be found in the Resources Bank.

Service coordinators can download the 'service report' from the *I Care...About Impact* survey tool. This report summarises activity feedback and provides statistics, which can be used to promote the impact of your service.

Registering your service

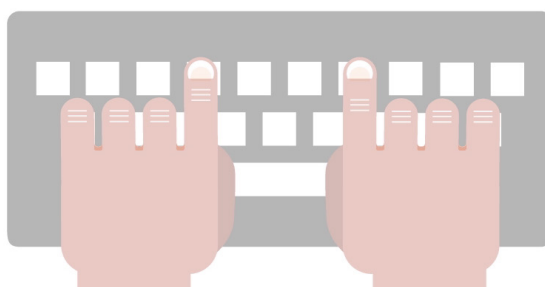
Once you have built an understanding of the *I Care...Ambassadors* initiative and considered the eight elements of this guidance, you should be ready to register. New *I Care...Ambassador* employer partnerships must submit their plan/agreement to Skills for Care as part of their initial registration.

If you decide to register your new service, go to

<http://myaccount.skillsforcare.org.uk/public/careambassador/landingPage.aspx>

and refer to *Tips for registering as an I Care...Ambassador service*.

Employers who are joining as a member of an existing partnership should contact the service coordinator, who will add your service details as well as your ambassadors and associates onto the Hub.



What others say about / Care...Ambassadors



"Our ambassadors have made a positive impact in attracting people to choose a career in the care sector. Being able to give real life examples and to talk enthusiastically about their experience of working in social care, as well as engaging with pupils at school through a range of different activities has helped to inspire many young people as well as those that are unemployed to join our sector based work academy. This has helped to promote better lives for the people of Leeds".

June Rollins - Leeds City Council, Adult Social Care 'We Care... Academy'

"The revised Principles and Policy of the new I Care...Ambassador model gives a comprehensive understanding of the new service, and I found it a really useful document. I think it states clearly what the service aims to achieve and it outlines what is expected from both ambassadors and employer organisations."

Ben Rosamond,
Health Housing and Adult Services,
Sunderland City Council.





"Having the I Care...Ambassador service go out to careers events and job centres provides the opportunity to talk to real people about all the opportunities within social care"

Sandie Oxborrow, registered manager Cardinal Health Care



"The I Care...Ambassador network enables social care providers to support the recruitment of new workers into the sector by providing highly motivated, supportive, well trained I Care...Ambassadors. We believe this is an essential network that promotes social care as a career of choice and attracts the workforce we need for the future."

Mark Kite - Barchester Healthcare

"Staff definitely become more motivated by becoming an ambassador, I can see their confidence grow and their managers can see that they have more motivated members of staff."

Angela Coote - Cornwall
I Care...Ambassadors service

