

PARTNERING WITH THE CARE WORKERS' CHARITY



ADAPTABLE PARTNERSHIPS FOR YOUR LA

The Care Workers' Charity (CWC) works with local authorities as a flexible, sector-specific partner. Rather than offering a single predefined scheme, we shape each partnership around the workforce pressures the council is actually dealing with: recruitment, retention, international workforce stability, wellbeing, and financial resilience among frontline care staff.

Every Adaptable Partnership we run is different. The funding route, eligibility criteria, scale of delivery and areas of focus are set by the council, in conversation with us. What CWC brings is the sector expertise, the operational infrastructure, and the direct reach into the care workforce to turn those priorities into delivery quickly and with rigour.

We are the only specialist charity operating at this scale within the adult social care workforce, with a proven track record of end-to-end delivery across multiple local authority partnerships. To date, CWC has awarded over £6.9 million in grants to more than 14,000 care workers.

£888K+

DELIVERED TO CARE WORKERS THROUGH LOCAL AUTHORITY PARTNERSHIPS

83%

OF RECIPIENTS SAY THEIR GRANT PREVENTED THEM FROM FALLING INTO FINANCIAL HARDSHIP

93%

OF RECIPIENTS FEEL MORE SUPPORTED BY THEIR WORKPLACE AND THE CARE SECTOR AFTER RECEIVING SUPPORT FROM CWC

WHAT DO WE OFFER?

- Crisis grants to care workers facing financial shocks that threaten their ability to stay in work
- New starter grants to reduce early attrition in the first weeks of employment
- Targeted support for international care workers, including visa-related and re-employment costs
- Wellbeing and mental health support, including up to ten therapy sessions per worker through our delivery partner
- Signposting into local services, advice and advocacy
- Workforce voice and co-production input to local workforce strategy

A PROVEN MODEL

Two of our current partnerships demonstrate how the Adaptable Partnerships model works at both local and regional scale. In each case, the partnership was shaped around a specific set of workforce pressures identified by the council, and the delivery mechanism was designed accordingly.

CWC has also previously partnered with Solihull Council and Bradford City Council, further demonstrating the breadth of our local authority experience across different geographies and workforce contexts.

THE CARE WORKERS' CHARITY

Backing the
people who
back care.

thecareworkerscharity.org.uk

TO DATE

£6.9m

to 14,000+ care workers

VIA LA PARTNERSHIPS

£888k+

across 4 LA partnerships

83%

Prevented from falling
into financial hardship

93%

Feel more supported by
their workplace and sector

CURRENT PARTNERSHIPS

Now entering its third year, the Oxfordshire partnership was designed to respond to two connected workforce challenges: retention pressures driven by personal financial crises among existing care staff, and attrition in the first weeks of employment for new starters.

The partnership delivers two distinct grant streams. Crisis grants provide rapid financial support to prevent staff leaving the sector when they face shocks such as transport, childcare, housing or utility pressures. New Starter Grants of up to £750 cover essential first-month costs for care workers in their initial three months of employment, addressing the specific drop-off point where early attrition is highest.

Together, these streams have delivered over 1,200 grants worth more than £600,000 to Oxfordshire's care workforce. The council sets eligibility and funding levels; CWC administers the scheme end to end, including applications, verification, payments and outcomes reporting, through an independent assessment process that maintains fairness and delivery speed.

The logo for Oxfordshire County Council is a large orange circle. Inside the circle, the text "Oxfordshire County Council" is written in white, bold, sans-serif font, centered horizontally and vertically.

**Oxfordshire
County Council**

The International Recruitment East (IRE) programme is a regional Adaptable Partnership covering twelve local authorities, led by Norfolk County Council. The partnership was designed to respond to the specific vulnerabilities of internationally recruited care workers, particularly those affected by provider licence revocations.

The scheme provides visa reimbursements of up to £804 and work expense grants of up to £500 to support affected workers into re-employment quickly, protecting talent the region cannot afford to lose and reducing the risk of workers being pushed out of the sector entirely.

The IRE partnership demonstrates how the Adaptable Partnerships model can operate at regional scale, across multiple commissioning authorities, while retaining the governance rigour and delivery speed of a single-council arrangement.



**International
Recruitment East
(Norfolk County
Council)**

WHAT DO THESE SHOW?

Across both partnerships, the model is consistent. A workforce priority is identified with the council. A grant structure is designed around it. CWC delivers. The partnership flexes year on year as priorities develop.

One model. Five shapes.

Your council defines the priority. We deliver the response.

1

Crisis support

Rapid cash-first grants for care workers facing financial shocks. Typically paid within 48 hours of approval.

2

Recruitment and retention

New starter grants up to £750 covering essential first-month costs, addressing the point where early attrition is highest.

3

International workforce support

Visa reimbursements and work expense grants for IR care workers, including those affected by licence revocations.

4

Wellbeing and signposting

Mental health support, up to ten therapy sessions per worker, and a "no wrong door" approach into local services.

5

Workforce voice and co-production

Surfacing the views of frontline care workers to inform local workforce strategy and commissioning decisions.

HOW IT WORKS IN PRACTICE

You set eligibility, grant types, target cohorts and reporting. CWC delivers end to end. The same delivery infrastructure runs across every partnership shape.

WHAT CAN A PARTNERSHIP COVER?

As outlined, Adaptable Partnerships can respond to a wide range of workforce pressures. The common thread is that the council defines the priority; CWC delivers the response. Examples of what a partnership might include:

- Crisis support: rapid cash-first grants for care workers facing financial shocks that threaten their ability to stay in work, with grants typically paid within 48 hours of approval
- Recruitment support: new starter grants covering essential first-month costs to reduce early attrition
- International workforce support: visa-related, re-employment and transition costs for internationally recruited care workers
- Signposting and advocacy: connecting care workers to local services including debt advice, benefit checks, housing support and legal advice, including where they are not eligible for a grant
- Workforce voice and co-production: surfacing the views and experiences of frontline care workers to inform local workforce strategy

HOW DOES IT WORK PRACTICALLY?

Across all Adaptable Partnerships, CWC provides end-to-end delivery of the agreed scheme. This typically includes:

- Administering applications from care workers
- Verifying eligibility and supporting evidence
- Processing secure cash-first payments directly to applicants, typically within 48 hours
- Monitoring and outcomes reporting aligned to council assurance and audit requirements
- Signposting unsuccessful applicants into other forms of local or national support

The council sets the eligibility criteria, the funding envelope, the priority cohorts and the outcomes framework. CWC delivers against that framework.

An agreed administration fee, proportionate to the scale of the scheme, covers end-to-end programme management. Once agreed, every penny of your grant funding goes directly to care workers.

STARTING THE CONVERSATION

Adaptable Partnerships always start with a conversation rather than a commissioning decision. There is no cost to a council in exploring what a partnership might look like, and no commitment required at the early stages. In an initial conversation, the questions we would want to understand together include:

- What are the most pressing workforce pressures in the local care sector, from the council's perspective?
- Where does the council already have visibility of the issues, and where are the gaps?
- Are there specific cohorts (new starters, international workers, domiciliary staff, personal assistants) where support would have the greatest impact?
- What funding routes might be available, now or in future commissioning cycles?
- What outcomes does the council need a partnership to deliver against?

From this starting point, we can work with the council to shape an offer that fits the local context. Partnerships typically develop over a period of weeks rather than months, and can begin at any scale the council is comfortable with, including a small pilot ahead of a fuller commissioning decision.

Get in Touch

If you'd like to find out what a partnership could look like for your area, we'd welcome a conversation. There's no commitment involved, just a chance to understand your workforce picture and explore whether our offer is a good fit.



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