



WM SOCIAL CARE

• International Recruitment •

West Midlands International Recruitment Programme 2024-25

INTRODUCTION

At the heart of everything we do is preventing exploitation and ensuring the rights and wellbeing of international care workers are protected. As a region, we are committed to safeguarding care workers through ethical recruitment practices, offering robust support systems, and providing resources that help care providers and local authorities navigate complex legal and safeguarding landscapes

This is why initiatives like Lifted's model to match displaced international care workers with ethical employers, ground breaking work on modern day slavery and persistent safeguarding by local authorities are so important within the International Recruitment Programme.

These initiatives help to protect international care workers and reduce the risk of being placed into exploitative, unsupported or sub optimal environments by connecting them with employers who treat them with the respect and dignity they deserve. Through these efforts, we are working together to , ensure that care workers are supported at every step of their journey into and within their employment and their lives.

HERE IS A SUMMARY OF SOME OF OUR SUPPORT

Our Service Delivery Partners and support structures are now fully in place, with an updated International Recruitment Hub now available.



Locally, a range of different Local Authority Enhanced Support Offers for international recruitment are underway, showcasing the great work being done to support care providers and international care workers.



A summary of the support available for both care providers and international care workers.



A spotlight on Coventry's "Welcome Event" for international care workers



Information about Staffordshire's Cooking Guide for International Care Workers



A focus on the pioneering work in Sandwell on Modern Slavery.



Also, don't miss our piece on the new Safeguarding Directory to help guide care workers and employers toward the right support when needed.

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International Recruitment Hub

Home International Care Workers Care Providers Local Authorities News

The International Recruitment Programme provides support and resources.

Welcome to the West Midlands Social Care International Recruitment Hub

Connecting Care Providers and International Care Workers for a Better Future

Your go-to resource for international recruitment in the adult social care sector, across the West Midlands.

Accessing the Regional Pool of Displaced International Care Workers

What West Midlands care providers need to know...

- There is no charge to care providers for accessing a shortlist of displaced international care workers from the regional displaced worker pool which will be held by Lifted in the first instance.
- A fee applies only if care providers opt for additional support via the Lifted Compliance Plan (this is subsidised by the Regional Programme).
- Providers will need to demonstrate they have considered the regional displaced worker pool in the first instance but if there are no suitable candidates they are not required to hire from it to meet compliance.
- Where care providers identify an exemption as outlined by UKVI in Section 4.29 (page 27) of the Sponsor a Skilled Worker guidance (version 04/25 v1.0), they should notify UKVI directly in accordance with the guidance.

Match Only

Lifted's free access package is funded by the regional partnership for each successful placement – it gives West Midlands care providers everything needed to engage with displaced international care workers, from candidate screening to interview coordination. Lifted will certify engagement with regional hubs while providers manage sponsorship costs directly.

Full Support

Lifted's full service handles everything from compliance to housing, with Lifted covering all upfront costs including Certificate of Sponsorship fees and Immigration Skills Charge. And all ongoing sponsorship compliance managed through the Lifted platform and team. At just £99/month per hire (with discounts for large sponsors), care providers will receive end-to-end support and protect their licence.

	 Match Only Free Plan	 Lifted Compliance plan Monthly fee
	Access our platform to find and hire screened displaced workers at no cost (except Certificate of Sponsorship fees)	Lifted handles everything from compliance documents and Certificate of Sponsorship to housing and worker support
Access to Displaced Talent Pool	 <u>Included</u>	 <u>Included</u>
Automated Interview Scheduling	 <u>Included</u>	 <u>Included</u>
Sponsorship Licence Support	 Not Included	 <u>Included</u>
Home Office Compliance Support	 Not Included	 <u>Included</u>
Sponsorship Management System Management	 Not Included	 <u>Included</u>
Certificate of Sponsorship (CoS) applications & Assignments	 Not Included	 <u>Included</u>
CQC Compliance	 Not Included	 <u>Included</u>
Sourcing housing, relocation support	 Not Included	 <u>Included</u>
Carer Pastoral Support	 Not Included	 <u>Included</u>
Home Office fees: CoS fee and Immigration Skills Charge for three years	 Self-Funded	 <u>Included</u>
Total cost per hire	Up to 10 staff per CQC registered location, £0 30 staff per provider. You pay your own immigration fees	per month per person (while employed), up to 3 years.* £99 We pay your immigration fees.

For more information visit <https://www.lifted-talent.com/west-midlands>

WEST MIDLANDS REGION WIDE SUPPORT FOR INTERNATIONAL CARE WORKERS

1.

All displaced international care workers, living in the West Midlands, are asked to register for support via our regional mailbox www.wmca.care/p2c/support

We filter through these requests for support and signpost those living in the West Midlands to additional support.

2.

HELP FINDING A JOB

International care workers in the UK looking for new sponsored roles in the care sector can access SponsorSwitch, powered by Lifted, a service designed to support them in finding a new ethical employer who values and respects them.



SponsorSwitch helps care workers navigate the process of finding a new role, matching them with ethical employers. The service is completely free, for care workers. For care providers and local authorities, this means that displaced international care workers can be seamlessly connected to ethical employers who prioritise their well-being and provide ongoing support through the visa switching process.

Feedback from candidates placed through Lifted speaks to the positive impact of this service. For example, Tendai, one of the successful candidates, said:

"Lifted changed my life. They found me the perfect job with an employer that respects and values me. They supported me through the tricky visa process and even helped secure a job for my sister. They're always there when I need them. I can't quite believe they exist. I'm truly grateful for them."

For care providers and local authorities, this service is an effective way to help care workers transition into new, supportive roles while ensuring they are treated ethically throughout the process.

www.lifted-talent.com/find-a-job

3.

LIFE IN THE UK

My UK Life, an Artificial Intelligence (AI) powered self-serve platform, is designed specifically to help international care workers thrive in the West Midlands.



Whether international care workers need advice on perfecting their CV, accessing training and job opportunities, or finding ways to connect with local communities, the team of AI virtual coaches is there to guide them every step of the way.

The platform signposts international care workers to support in their area.

Visit <https://ai.myuk.life/wm/> for more information

4.

FREE LEGAL & HUMAN RESOURCES SUPPORT

All West Midlands International Care Workers who have been displaced or are at risk will be entitled to 30 minutes FREE consultation in respect of a query.



To access the Free Legal & Human Resources support, international care workers living in the West Midlands need to have first registered with regional mailbox www.revoked.support to get the WMIRP number and then request legal support: www.wmca.care/p2c/legal

This service will be provided by Legal and HR professionals who have extensive experience in international recruitment.

We signpost international care workers to local support and the International Recruitment Social Care Hub. You can read more about the IR Hub and local support below.



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For International Care Workers

My UK Life, our artificial intelligence coaching platform, signposts to lots of support and advice. It also includes information about some discount schemes. These include...



<https://ai.myuk.life/wm/>

DHSC Guidance

The Department of Health and Social Care (DHSC) has released guidance for international care workers, particularly those whose sponsor has had their licence revoked.

This includes:

- How to contact their local regional hub for support
- Reporting unethical or illegal employer practices
- Organisations offering additional advice and support
- Finding new employment opportunities
- Avoiding scams

This can be downloaded via the Resources & Guidance in the International Care Worker Section of the IR Hub here: www.irwestmids.co.uk/resources-and-guidance/

Free Bus Travel for Care Workers in some parts of the West Midlands

We're working with Transport for West Midlands (TFWM) to offer all carers an incredible travel deal: 9 months of FREE bus travel, followed by 3 months at 50% off!

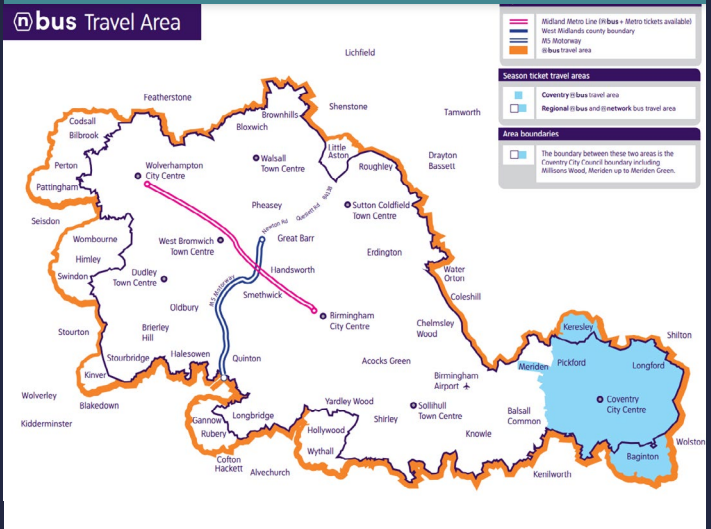
To access the offer:

- Your employer must complete the application form on your behalf.
- Once approved, you'll receive a unique discount code to use when requesting your bus ticket.

Click on the link below for a map of areas currently covered by the scheme :-

Apply and find more details here

We'll keep you updated if more areas join the scheme!



Discounts

The Blue Light Card



This is a discount service for social care, emergency services, NHS and armed forces, providing our members with thousands of amazing discounts online and on the high street.

For just £4.99, members of the Blue Light community can register for 2-years access to more than 15,000 discounts from large national retailers to local businesses across categories such as supermarkets, petrol stations, energy companies, phones, holidays, cars, days out, fashion, gifts, insurance, and many more. Find out more here: <https://www.bluelightcard.co.uk/>

The Blue Sky Social Care Card



This is a fully vetted Social Care ID Card that doubles as a discounts/ perks card, recognised nationally as a Force and Frontline ID card, accepted on the High Street. For £5 a year, this ID card, cardholders gain access to perks and discounts.

You can find out more information here: <https://blueskycard.uk>

Health and wellbeing

Maximus run the Access to Work Mental Health Support Service. This provides confidential mental health support for stress, anxiety, depression, low mood and much more, in the workplace, at no cost to the individual.

It is available to all who are currently working and in full or part time paid employment and have a National Insurance (NI) Number.

<https://atw.maximusuk.co.uk>



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LOCAL SUPPORT FOR INTERNATIONAL CARE WORKERS

Here's a snapshot of additional local support available from various councils across the West Midlands for international care workers and care providers.

Coventry City Council



IR@coventry.gov.uk

- **Welcome Events:** "Welcome to the City" events help international care workers connect with local support organisations.
- **Cost of Living Support:** Dedicated [webpage](#) with information on housing, employment rights, family, food, and clothing support.
- **E-Bulletin:** A regular e-mail sent to international care workers, with information about the council's international recruitment support and links to services.
- **Free Legal Drop-ins:** in partnership with Tulia every Thursday, 2–4 PM at Methodist Central Hall, in Coventry, offering expert immigration advice and personal support.
- **Support with job finding**

Staffordshire County Council



SCCDisplacedWorkerSupport@staffordshire.gov.uk

- **Job Signposting:** Help finding new roles with active sponsor employers.
- **Support for Care Providers:** Tailored legal support and a live quality tracker linked to the WM ADASS IR dashboard to monitor sponsor licence status. They also maintain a register of displaced international care workers and provide support through this system. [More info](#)
- **New Cooking Guide:** Developed in response to demand, this guide helps international care workers prepare popular English meals and drinks. It includes step-by-step instructions, kitchen safety tips, equipment use, and guidance on reading UK food labels. [View the guide](#)

Dudley Council



Commissioning@dudley.gov.uk

- **Dedicated Website:** Working with local organisations to support with pastoral needs. Providing information on ethical employment, health, and finding alternative jobs with local care providers. <https://www.dudley.gov.uk/icw>

Warwickshire County Council



internationalrecruitment@warwickshire.gov.uk

- **Legal Advice Drop-ins:** In partnership with Tulia and Coventry City Council, supports international care workers. Every Thursday, 2–4 PM at Methodist Central Hall, in Coventry, offering expert immigration advice and personal support.
- **English Language Programme:** Focused on healthcare terminology, British culture, and communication.
- **Decision Support Tool:** Assesses risk for care providers employing international recruits.
- **Welcome Tours & Job Signposting:** For better local integration and employment outcomes.
- **Support with job finding**

Shropshire Council



ASC.commissioning@shropshire.gov.uk

<https://next.shropshire.gov.uk/adult-social-care/international-workers-in-social-care/>

- **Annual Job Events & Training:** Life skills, food preparation, and employment support.
- **Practical Support:** In partnership with Citizens Advice, including accommodation, clothing, and community links.
- **Job finding support**

Solihull Council

solihull.gov.uk

asccommissioning@solihull.gov.uk

- **Employment Support:** For workers with a trusted sponsor, including training in culture, English, and care qualifications.
- **Community Engagement:** Work with faith and community groups; support for families.
- **Training for care providers**

Telford & Wrekin Council



STW-DSCR@telford.gov.uk

- **Practical Support:** They have partnered with Citizens Advice Telford and Wrekin to provide practical support – this includes food, clothing, accommodation and links to other community support.
- **Job Events & Toolkit:** Employment support and a comprehensive guide coming soon.

CONTINUED >



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Sandwell Council

sponsored_workers@sandwell.gov.uk



- **Modern Slavery Leadership:** local and Regional leader in prevention and safeguarding practices.
- **Training and Awareness:** For providers and communities to prevent exploitation.
- **Support Hub:** Shares intelligence with authorities; promotes safe work environments. [Modern Slavery Info](#)

Walsall Council

asccommissioningir@walsall.gov.uk



- **Wraparound Support:** Job matching with ethical employers, training, pastoral care.
- **Toolkit Available:** For guidance and signposting.
- **Modern Slavery Prevention:** Partnering with community groups for safeguarding. Contact: asccommissioningir@walsall.gov.uk

International care workers can reach out to their Local Authority for more information or visit My UK Life <https://ai.myuk.life/wm/> where they'll be signposted to the appropriate local support contact.

Coventry Supports International care workers Through Drop-In Events and Community Partnerships

Coventry City Council is funded by the International Recruitment Programme to provide support locally. One of the many things they have done is introduce a regular 'Welcome to Coventry' drop in event.

The aim is to connect workers with local organisations offering practical and emotional support. Building on the success of the first event, the latest event, held on 29 April at Central Methodist Hall, welcomed over 150 international care workers – many accompanied by young children.

The Hall, a central and familiar landmark in the city, plays a key role in the event's success. More than just a venue, it's a well-known safe space for Coventry's diverse population, run by a team that reflects that diversity – including staff of African and Hong Kong descent – helping foster a genuinely welcoming atmosphere and engendering vital trust



Gilly Kelly, International Recruitment Programme Director at WM-ADASS, attended the event to experience it first-hand. She described the atmosphere as vibrant and emotional – filled with conversation, energy, and a clear appetite for support. She said, **“What was striking was how much people wanted to connect and how much they wanted to talk. The desperation to seek support to find a permanent full-time job was universal.”**

Over a dozen stallholders took part, from Citizens Advice Bureau, employability and housing schemes, UNISON, services for the youth, Lifted, energy finance advice, Maximus, Tulia, and many more. Attendees spoke candidly about challenges such as visa uncertainty and precarious work conditions.

Morowa, an care worker, from Ghana shared: **“I’m doing agency work because my sponsor’s licence was revoked. I’m limited to 20 hours, and some weeks, I get no hours at all. I can’t feed my children like this. I need a permanent job – I need help.”**



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Abiona, from Nigeria, added: **"I went to a Tulia workshop, and it gave me hope. I learned so much – now I feel encouraged to start again."**

These experiences are echoed by event organisers and partners. Simon Veasey, International Recruitment Lead at Coventry City Council, said: **"These sessions are a vital lifeline. We've seen families in real distress – some haven't eaten, others arrive with young children. It's not just about signposting people to jobs – it's about care, trust, and hope. Central Methodist Hall provides the kind of space where that support can truly happen."**

Visitors from neighbouring councils also attended, including leads from Dudley, who plan to take ideas back to support their own communities.

The value of peer-led support was also on display. Rumbidzai, Founder and Director of Tulia – one of the attending organisations – shared: **"We are an organisation led by people with lived experience - we are migrants - we've walked this journey. That's how we build rapport. People reach out to us via WhatsApp, and we meet them where they are – sometimes literally – teaching them about their rights."**

The event's success reinforces the urgency and importance of this initiative. For many care workers, these gatherings offer more than information – they offer hope.

The drop in was organised by International Recruitment Leads Simon and Aila from Coventry with support from Ruth from Warwickshire.

If you would like more information about these events please email IR@coventry.gov.uk



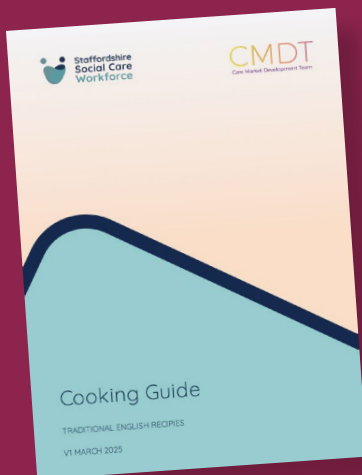
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SHINING A SPOTLIGHT ON

Staffordshire's Cooking Guide Created for International Care Workers

Moving to a new country can be exciting — but it can also come with challenges, especially when it comes to everyday tasks like cooking. Recognising this, Staffordshire County Council has created a thoughtful and practical resource to support international care workers as they settle into life in the UK.



The Cooking Guide for International Care Workers was developed in direct response to the needs of care staff arriving from overseas. Many of these workers are navigating a new culture, work environment, and way of life — often for the first time. Cooking, while simple for some, can be unfamiliar and even daunting when adjusting to new ingredients, kitchen equipment, or food safety standards.

This guide provides clear, easy-to-follow instructions for preparing a range of light meals and popular hot drinks commonly enjoyed in England. Whether it's a comforting cup of tea, a jacket potato, or a simple omelette, the guide breaks down preparation steps in a friendly and accessible way.

It goes beyond recipes and also includes:

- Descriptions and images of common UK kitchen equipment
- Practical guidance on kitchen hygiene and food safety
- Advice on how to read food labels in the UK
- Instructions for preparing ready meals safely and correctly

This is a great example of how local councils like Staffordshire are going beyond employment to offer real-life, human-centred support. It's about recognising the everyday experiences that help international care workers feel more at home — and more empowered — as they build their lives and careers in the UK.

Read the full guide here: <https://www.staffordshire.gov.uk/Advice-support-and-care-for-adults/Information-for-providers/Care-Market-Development-Team/Care-guides/Care-Guides.aspx>

Sandwell's Pioneering Project to Safeguard International Recruits from modern slavery and exploitation

Sandwell is leading the way in tackling modern slavery in adult social care with a bold new initiative to safeguard displaced international recruits working in the sector.

Building on the nationally acclaimed SHOP (Slavery and Human Trafficking Operational Partnership) model, the council is introducing a specialist role to support adult commissioning and safeguarding teams, strengthen due diligence, and prevent exploitation.

This role will respond to concerns raised by the University of Nottingham's Rights Lab and the Gangmasters and Labour Abuse Authority, which flagged care work as high risk for labour abuse.

The new role will:

- Support and safeguard displaced workers
- Raise awareness among sponsors and care providers
- Share intelligence with enforcement agencies
- Promote ethical recruitment and slavery-free supply chains

In the last 18 months, Sandwell has safeguarded over 100 displaced workers and taken enforcement action against a care agency exploiting 191 recruits — resulting in police involvement and legal measures.



This new post holder will enhance Sandwell's capacity and act as a regional hub for best practice, training, and innovation. It builds on Sandwell's national leadership, including its widely used guide "Responding to Modern Slavery in the Care Sector."

<https://www.sandwell.gov.uk/downloads/file/1764/responding-to-modern-slavery-in-the-care-sector>

Sandwell remains committed to protecting vulnerable workers and promoting a safe, sustainable care workforce for the future.



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REFRESHED INTERNATIONAL RECRUITMENT SOCIAL CARE HUB

As part of the 2024-2025 programme, the International Recruitment Social Care Hub (IR Hub) is your go-to resource for signposting to guidance and support in the recruitment and retention of international care workers in the adult social care sector.

The Hub includes three new sections to make things really simple: one aimed at Care Providers, another for International Care Workers in the West Midlands, and a section for Local Authorities. Be sure to explore our refreshed sections!

Visit the IR Hub today to stay informed: <http://irwestmids.co.uk>

For Care Providers and Local Authorities

DIRECTORY FOR SAFEGUARDING AND WELLBEING SERVICES

A new directory is now available, listing key safeguarding and wellbeing services across the West Midlands and nationally. It includes:

- Organisations to contact if you are concerned about yourself or an individual
- Organisations to report if you need to report or are concerned about an employer

This resource offers quick access to information, support, and action — because safeguarding is everyone's responsibility.



CLICK HERE TO VIEW OUR NEW SAFEGUARDING AND WELLBEING DIRECTORY



Your directory for
safeguarding and
wellbeing services
in the West Midlands
and nationally



to Support er Communities



CLICK BELOW TO EXPLORE SUPPORT SERVICES BY TOPIC

ADULT ABUSE	3
ANTI-SOCIAL BEHAVIOUR	4
BEING A CARER	5
BENEFITS & DEBT	6
CONCERNS ABOUT SOMEONE WORKING IN A POSITION OF TRUST	7
REPORTING CONCERNS ABOUT AN EMPLOYER	7
CHILD ABUSE	8
DOMESTIC ABUSE	9
HARRASSMENT	10
HATE INCIDENTS	11
HOUSING & HOMELESSNESS	12
LOCAL AUTHORITIES (WEST MIDLANDS)	13
MENTAL HEALTH	14
PHYSICAL HEALTH	15
REPORT A CRIME	16
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SEXUAL CONTENT / ABUSE	18
SUPPORTING MY CHILD	19
TERRORIST ACTIVITY	20



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LEGAL SUPPORT FOR CARE PROVIDERS & LOCAL AUTHORITIES

Stay informed on key legal aspects from sponsorship obligations to safeguarding care workers' rights. Our FAQs and monthly webinars, compiled by law firm Lester Aldridge, are designed to help Local Authorities and Care Providers build effective and ethical recruitment processes.

Free Legal & HR Webinars

Lester Aldridge hosts monthly international recruitment webinars exclusively for West Midlands local authorities and care providers.

- Free to attend – simply register in advance.
- Live Q&A – get your questions answered by legal experts.
- On-demand access – revisit past webinars at your convenience.

For past webinars or to register for future webinars please email hello@wmca.international

Free Legal & HR Helpline

Our Legal & HR helpline, run by law firm Lester Aldridge, is available to all CQC registered care providers and local authorities in the West Midlands.

If you are a West Midlands based Local Authority or Care Provider and have an international recruitment related question, please email WMIRHelpline@la-law.com

Providers and local authorities are entitled to 30 minutes FREE consultation in respect of a query.



Frequently Asked Questions (FAQs)

Compiled by law firm Lester Aldridge, these FAQs offer clear, practical guidance on the most common legal and HR challenges in international recruitment.


Download the full FAQ documents and explore topics such as:

- Visa sponsorship duties
- Right to work checks
- Ethical recruitment practices
- Supporting displaced care workers

www.irwestmids.co.uk/legal-faqs/



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International Recruitment in the adult social care sector.

Welcome to the West Midlands Social Care International Recruitment Hub

Connecting Care Providers and International Care Workers for a Better Future

Refreshed International Recruitment Hub

The International Recruitment Social Care Hub (IR Hub) directs international care workers, local authorities and care providers to legal support services related to international recruitment.

The Hub also includes clear signposting to a wide range of other resources covering compliance, toolkits and best practices in the recruitment and retention of international care workers.

Visit the IR Hub today to stay informed:
<http://irwestmids.co.uk>