



CPV Care Show Masterclass Theatre 29th April 2026

| Time              | Masterclass  | Speakers   |
|-------------------|--|--|
| 10:15am – 11:15am | <b>Bid Writing &amp; Business Viability:</b> How to build a viable sustainable service in a changing sector  | Emily Brook (Care City CIC) & Helen Roberts (CPG Executive Consulting Ltd)   |
| 11:30am – 12:30pm | <b>The Future of Care Workforce Recruitment: AI, Digital Referrals, &amp; Data Driven Retention:</b> A forward-looking session examining how emerging technologies, digital referral models and workforce analytics are reshaping recruitment and retention in social care and the practical steps organisations can take now to prepare for the future.                             | Neil Eastwood (Care Friends), Katie Thorne (Digital Care Hub) & Louie Werth (Care Research)  |
| 12:45pm – 1:45pm  | <b>What Will The Care Workforce Look Like in 2030?:</b> Panel Chaired by Ryan Spencer (QHS) A forward-looking discussion exploring how technology, demographics, new roles and workforce expectations will shape the care sector by 2030, and what providers should be preparing for today.  | Ryan Spencer (CPV), Neil Eastwood (Care Friends), Katie Thorne (Digital Care Hub), Louie Werth (Care Research) & Emily Brook (Care City CIC) |
| 2pm – 3pm         | <b>Safer Employment: Identifying &amp; Managing Concerns:</b> Insight session for social care providers on the importance of identifying and managing safeguarding related conduct concerns effectively with a view to preventing safeguarding failures and avoid escalation   | Dominic Headley (Dominic Headley & Associates)   |
| 3:15pm – 4:15     | <b>Workforce Dilemmas: Employment Rights &amp; National Minimum Wage in Social Care:</b> Care providers are under growing pressure to balance workforce sustainability with legal and financial responsibilities. This panel explores common workforce dilemmas in social care, focusing on employment rights and National Minimum Wage compliance. Through expert insight and real- | Bradley Lawrence (HMRC) & Kashif Majeed (Aston Brooke)   |

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|  | world examples, the session will highlight where risks most often arise and the practical steps providers can take to stay compliant while supporting their workforce. |  |
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