

# Recruitment & retention... and other bits and bobs!



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# Agenda



- National and local workforce data
- Recruitment and retention support
- Specific to you

# National data



- The number of adult social care **jobs** in England as at 2014 was estimated at 1.55 million - an increase of 40,000 jobs (3%) from 2013.
- The number of **people** doing these jobs was estimated at 1.48 million.
- The number of **full-time equivalent** jobs was estimated at 1.18 million.
- <http://www.skillsforcare.org.uk/NMDS-SC-intelligence-research-and-innovation/NMDS-SC/Workforce-intelligence-publications/The-size-and-structure-of-the-adult-social-care-sector-and-workforce-in-England.aspx>



# Local data



<b>Turnover rates</b>	<b>Kent</b>	<b>South East</b>	<b>All England</b>
Registered Manager	8.60%	13.00%	12.40%
Care Worker	25.80%	31.20%	30.70%
<b>Vacancy rates</b>	<b>Kent</b>	<b>South East</b>	<b>All England</b>
Registered Manager	4.20%	4.50%	5.30%
Care Worker	4.30%	7.30%	7.20%
<b>Average sickness days</b>	<b>Kent</b>	<b>South East</b>	<b>All England</b>
Registered Manager	2.5	2.9	3.7
Care Worker	8.2	6.2	6.4
<b>Annual pay rates</b>	<b>Kent</b>	<b>South East</b>	<b>All England</b>
Registered Manager	£26,946.00	£30,000.00	£30,000.00
Care Worker	£17,475.00	£15,279.00	£13,765.00

<http://www.skillsforcare.org.uk/NMDS-SC-intelligence-research-and-innovation/NMDS-SC/Dashboards.aspx>

# Recruitment and retention



## Finding and keeping workers

Recruitment and retention  
resources for adult social  
care



Watch the video



[www.skillsforcare.org.uk/findingandkeepingworkers](http://www.skillsforcare.org.uk/findingandkeepingworkers)

# Finding and keeping workers



## What it does

Identifies  
challenges

Offers  
suggestions

Signposts to  
resources

Invites  
sharing

# Finding and keeping workers



## What are you looking for?



Attract more  
people

Take on the  
right people

Foster talent and  
increase skills

Keep your  
colleagues



# Identifies challenges



## I want to...

When users click into a theme, they are taken to a page with suggestions of what employers might be looking for help with.

These are based on challenges employers identified to us in workshops and via surveys.

### Attract more people

Many care providers report that they struggle to attract potential job applicants for various reasons, including perceived low pay, unsociable hours and negative perceptions of adult social care and the career opportunities it can offer. This section will help you to identify different ways of attracting more workers through targeted recruitment strategies and building relationships in the community.

The table below identifies some of the key issues facing employers, suggests possible solutions and where to find more information.



- Finding and keeping workers
- Attract more people**
- Take on the right people
- Foster talent and increase skills
- Keep your colleagues
- Resources to help you

Share your resources  
Upload it here

### I want to...

- Find more candidates to apply for roles
- Recruit a more diverse workforce
- Recruit regulated professionals, i.e. social workers, nurses, occupational therapists and physiotherapists
- Stand out from the crowd as a positive place to work
- Further resources



# Offers suggestions



## Have you tried...

Clicking on each section of the table expands to reveal a number of suggestions on the left for employers to consider and appropriate resources on the right to help support those suggestions.

Resources are from across the sector, not just Skills for Care.

- Finding and keeping workers
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### I want to...

Find candidates who have realistic expectations about what care work entails

Recruit candidates who have the right values for care work

### Have you tried...

- A selection process which tests people for the attributes needed for staying in the job. Introducing a standardised interview process, based on behavioural rather than competence-based questions, can result in recruiting candidates with the right qualities and values for care work. For example, a process which identifies people who are self-assured and resilient, thereby increasing retention rates.

[Values based recruitment and retention](#)

[The Social Care Commitment](#)

[Selection and interviewing](#)

- Involving people in need of care and support in the recruitment process. People in need of care and support now play an increasingly important role in efforts to improve social care services. Their participation in recruitment and retention processes allows them to reflect on a shared commitment to developing social care services in a more democratic way.

[The participation of adult service users, including older people, in developing social care](#)

Spend less time and resources on interviews

# Signposts to resources



## Resources to help you

Employers can also search directly for resources via a searchable library called 'Resources to help you'.

This allows the user to search for the information which is most relevant to them.

**Resources to help you**

Resources to help you is a central library of recruitment and retention materials from across adult social care. Resources have been gathered from employers of all sizes and can be filtered by the four key themes. You can also use the search bar to find information which is most relevant to you. We will continue to add new resources in the future to grow the resources library. This means we will be relying on employers to tell us about what they are doing well, so we can share this useful information with the sector.

- Finding and keeping workers
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**Share your resources**  
Upload it here

**What's new?**

- National minimum wage for employers**  
Webinar containing real-life scenarios which show how it's calculated, what happens if you don't pay it and how to get more help and support.
- Nursing in social care**  
Skills for Care has produced six short videos which focus on the some of the different nursing roles across social care.

**Search**

Enter Keywords

**Refine your search**

Attract more people  Foster talent and increase skills  Keep your colleagues  Take on the right people

# Invites sharing



We want to ensure the resource remains useful for employers and helps support them with their recruitment and retention challenges.

Employers can **submit recruitment and retention resources** they think the sector would find useful. These could include suggestions for case studies or signposting to a website or resource they have found useful and would like to make others aware of. This will help keep content up to date, fresh and relevant.

Share your resources

Upload it here

[www.skillsforcare.org.uk/findingandkeepingworkers](http://www.skillsforcare.org.uk/findingandkeepingworkers)

# Tell us what you think



Visit the Finding and keeping workers webpages and complete the pop-up box with your contact details. We will get back in touch in November and ask you to **complete a short online survey about the site.**

Even if you haven't ever used the resource we are keen to hear what support you would find useful!!

**Tell us what you think**

Please complete the boxes below if you would be happy to take part in a short online survey to provide feedback on Finding and keeping workers.

Name \*

Organisation

Email \*

Phone

X

[www.skillsforcare.org.uk/findingandkeepingworkers](http://www.skillsforcare.org.uk/findingandkeepingworkers)

# Local to you



## Your local contact

**Margaret Sharpe**

Locality Manager – Kent & Medway

Tel: 07989 355 886/ 020 8852 9915

[Margaret.Sharpe@skillsforcare.org.uk](mailto:Margaret.Sharpe@skillsforcare.org.uk)



As well as running workshops and networking events for registered managers, locality managers can work with you to understand your organisation. They can also signpost you to relevant resources, tools and the availability of funding for learning and development.

# Local events



## South East Future working group

**Monday 30 November 2015, 10:30 – Charis Centre, Crawley**

A new group, looking specifically at recruitment and retention across Kent, Surrey and Sussex. The next meeting is looking at:

- Work Experience
- Social Media

**Contact Margaret directly if you are interested or would like further information.**

## CQC seminar for registered managers

**Tuesday 15 December 2015, 10:00 – Angel Centre, Tonbridge**

Focusing on the development of staff to meet CQC regulations. Central to the seminar's activities will be:

- The CQCs key lines of enquiry (KLOEs) and fundamental standards, and
- How to complete your Provider Information Return (PIR)

**Book: <http://www.skillsforcare.org.uk/Get-involved/Events/Event-Listing.aspx>**

# Other local activity



## Jobcentre Plus and Care Careers UK month

Takes place during November, about encouraging more people to consider a career in care.

- Giving employers the opportunity to raise their own visibility and promote vacancies.
- Medway College of Social Care is facilitating a [sector based work academy](#), whereby JCP Chatham arrange for their claimants to attend Medway Adult Ed and undertake Level 1 Introduction to Working in Adult Social Care, fully funded. At the end of the course, they are offered placements within the contracted care homes and dom care agencies, arranged by Adult Social Care Commissioning and Medway Self Directed Support Team.
- Gravesend JCP are interested in Sector based work academy.

**Would your organisation like to get involved? Contact Margaret.**



# Registered managers



- The Skills for Care Registered Managers membership offer is being refreshed
- If you are a Registered Manager we welcome your thoughts and feedback and would be grateful if you could complete the survey using the link below: <https://www.surveymonkey.com/r/nonRMN>
- If you are already a member please complete the survey for existing members: <https://www.surveymonkey.com/r/RMPeval>

This survey will close at **17:00** on **28<sup>th</sup> October 2015**.

Any questions? Contact [edward.hopkins@skillsforcare.org.uk](mailto:edward.hopkins@skillsforcare.org.uk)

<https://www.nsasocialcare.co.uk/registered-managers>

# Information and resources



- **Keep informed**
  - eNews, Care Magazine, social media
  - <http://www.skillsforcare.org.uk/Get-involved/Keep-informed/Keep-informed.aspx>
- **Request further resources**
  - The Marketing team is available 9am to 5pm, Monday to Friday via telephone 0113 241 0977 or email [marketing@skillsforcare.org.uk](mailto:marketing@skillsforcare.org.uk) and aims to respond to emails and voicemails within two working days of your enquiry.

# Following the event...



## Values based recruitment and retention toolkit

Our Values based recruitment and retention toolkit puts social care values at the heart of the recruitment and selection process, by providing employers with tools and resources which support values based recruitment. **Includes example job adverts.**

<http://www.skillsforcare.org.uk/Finding-and-keeping-workers/Values-based-recruitment/Value-based-recruitment-tool.aspx>

## People performance management toolkit

The toolkit aims to increase managers' knowledge and understanding about what good people management, **including supervisions and annual reviews** <http://www.skillsforcare.org.uk/Standards/Endorsement-framework/Endorsement-framework-for-training-providers.aspx>

# Following the event...



## Training endorsement directory

Endorsement is about identifying and promoting high quality learning and development providers and programmes that are relevant and fit for purpose within the sector. Search our directory:

<http://www.skillsforcare.org.uk/Standards/Endorsement-framework/Endorsement-framework-for-training-providers.aspx>

## Benefits in addition to salary

- Salary sacrifice advice: <https://www.gov.uk/salary-sacrifice-and-the-effects-on-pay>
- NHS Employers 'Reward strategy' toolkit – relevant to social care employers: <http://www.nhsemployers.org/your-workforce/pay-and-reward/reward/reward-strategy-toolkit>

# Following the event...



## Care Improvement works

Free, reliable guides, learning tools and resources for providers of adult social care in England. These are mapped to the Care Quality Commission's inspection questions and key lines of enquiries (KLOEs).

Visit <http://www.careimprovementworks.org.uk/>

## Mental Capacity Act

Induction related training, care planning and pocket-sized guidance

[http://www.skillsforcare.org.uk/Skills/Mental-Capacity-Act/Mental-Capacity-Act-\(2005\).aspx](http://www.skillsforcare.org.uk/Skills/Mental-Capacity-Act/Mental-Capacity-Act-(2005).aspx)