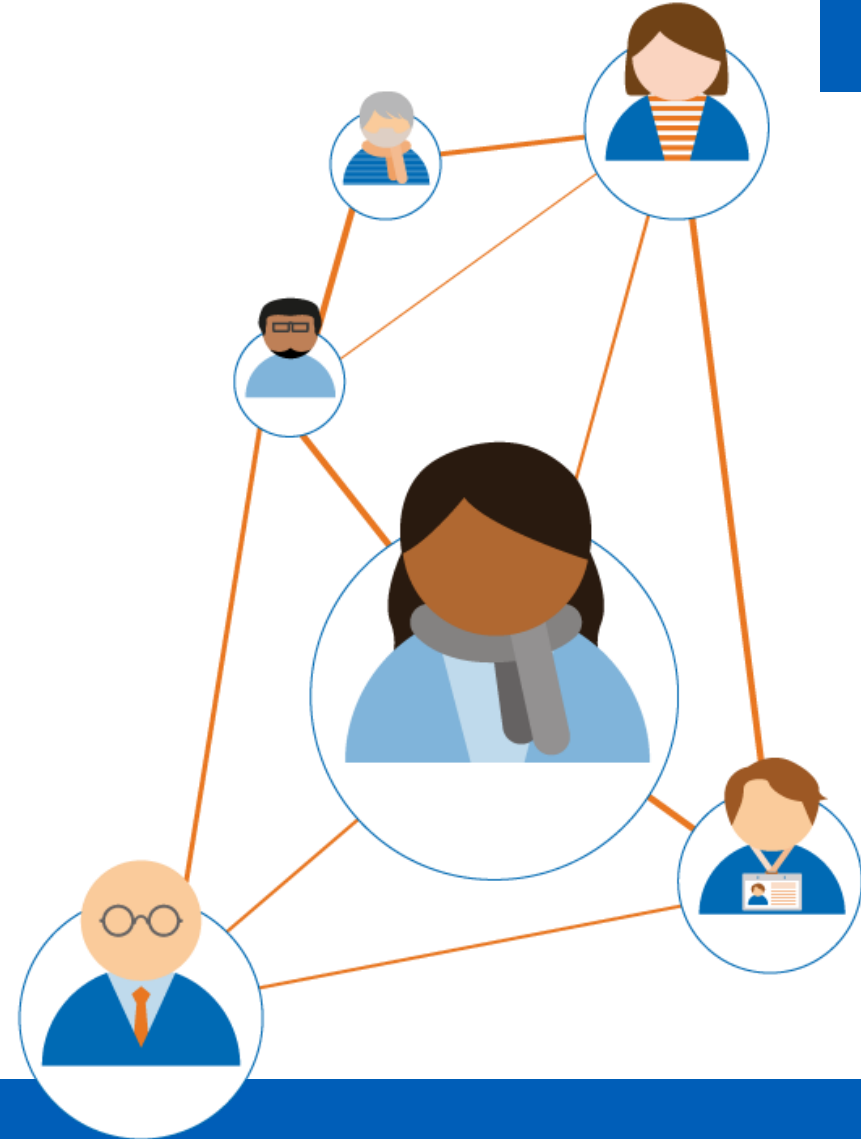


How using evidence will boost your staffing levels

Let's get started



Matthew Errington
Locality Manager – Skills for Care



What is the current and future capacity need?

Adult social care vacancies

Source: Independent sector workforce estimates



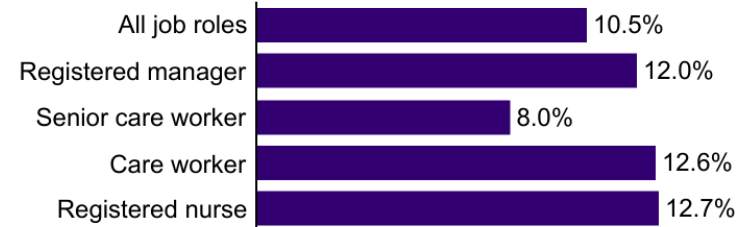
Vacancy rate



Select a view:

- Current vacancy rate
- Percentage point change since March 2022

Current vacancy rate

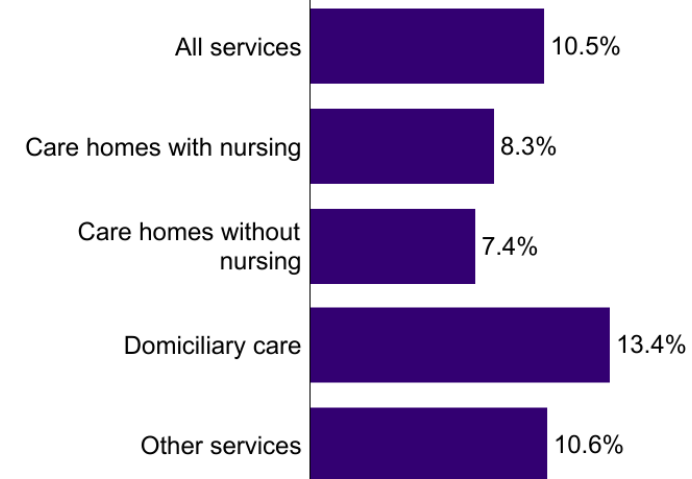


Select a view:

- Region
- Service type

[Download PowerPoint](#)

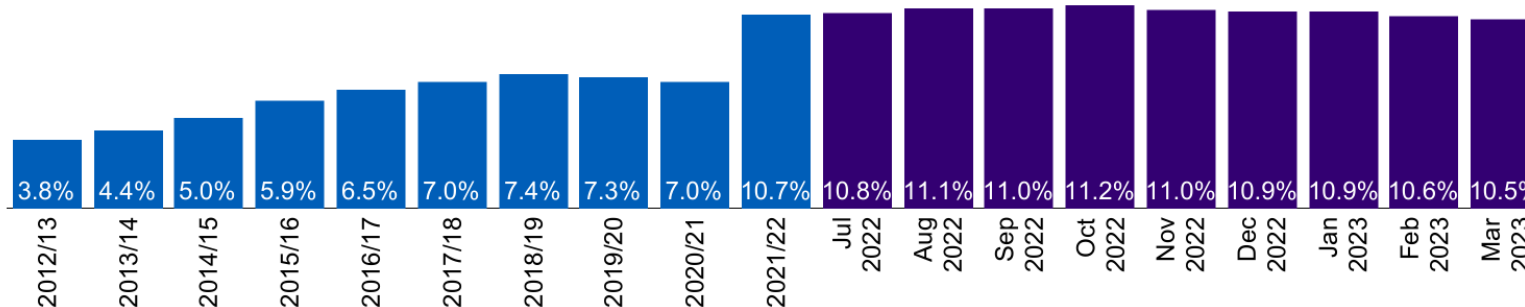
Current vacancy rate



Vacancy rate trend

Select a service:
All services

- Whole sector estimate
- ASC-WDS data since March 2022



As at 2021/22 there were around 139,000 vacancies in the independent sector, up from around 91,000 in 2020/21.

Across the whole adult social care sector there were around 165,000 vacancies in 2021/22 and around 1.62 million filled posts.

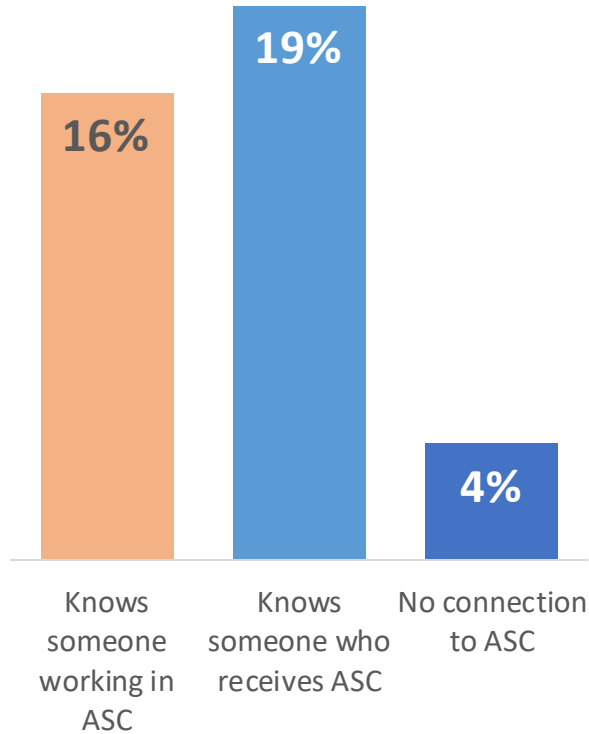
Retention - an Enabler for capacity

North West	Current workforce	Turnover rate	% Recruitment from within ASC	Replacing leavers - 10 years	Reaching retirement age	Demand to meet ageing population
Residential	35,000	22%	68%	24,644	30% / 10,500	23% / 8050
Nursing	38,000	36.9%	58%	54,600	28% / 10,640	23% / 8740
Non Residential	82,000	31.20%	64%	84,600	27% / 22,140	23% / 18,860
Total	155,000	30%	63%	163,844	43280	35650

Question; How many of you have a formalised retention strategy?

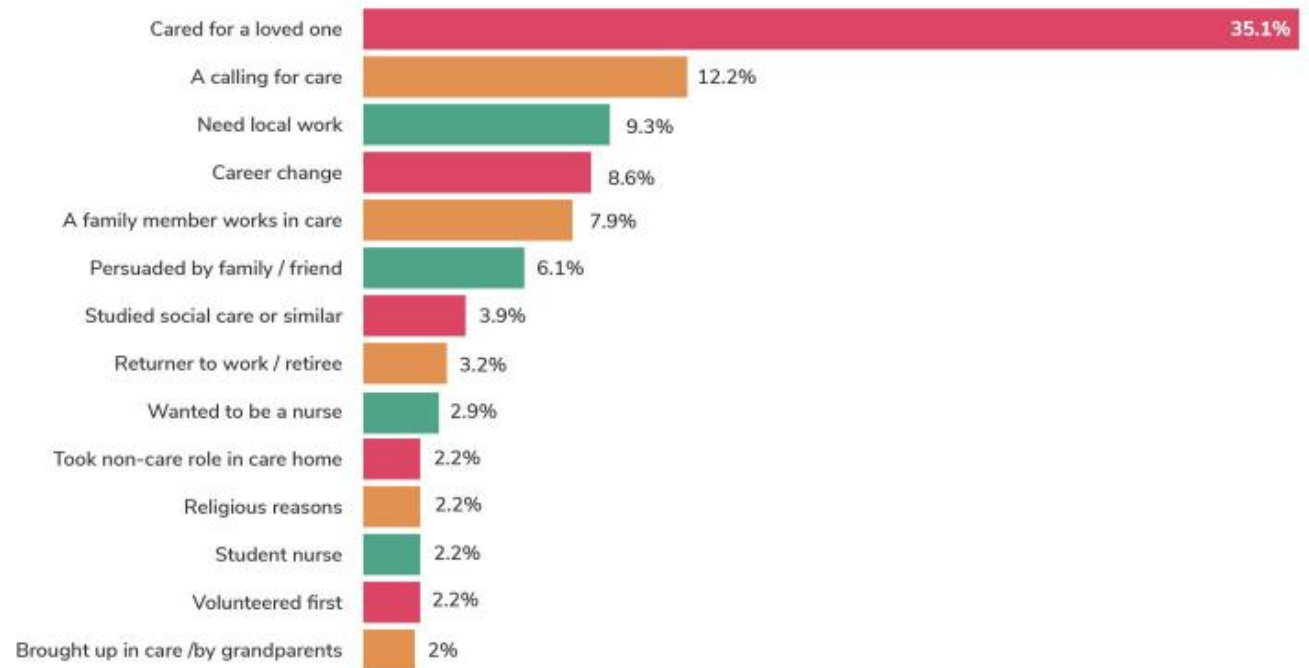
Who is the workforce we want to attract?

Likelihood of considering a job in ASC



Source – Likelihood of considering a job in ASC – National Recruitment Campaign

High Performers first chose paid care work because:



Source – Neil Eastwood – Recruitment Masterclass workshops 2015-2019

Quick Quiz

On average, the adult social care job seeker applies to how many vacancies at one time on Indeed?

- a) 1-4
- b) 4-7
- c) 8-11

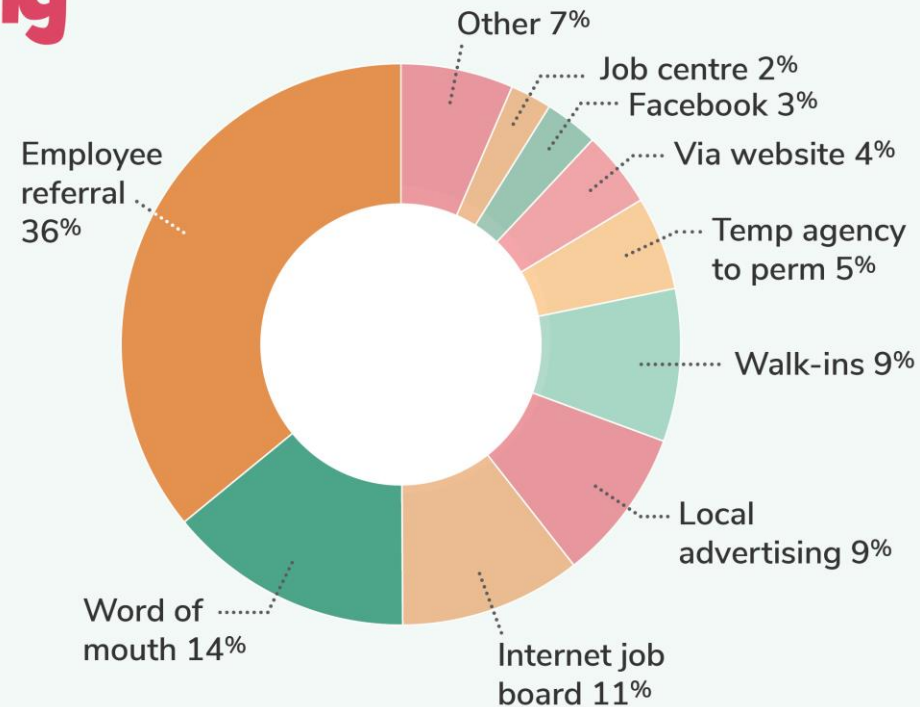


Recruitment Methodologies to attract those likely to work in care?

High Performing Care Workers come from:

295 Registered Managers were asked to pick their highest performing care worker and then identify the recruitment source that found them.

Source: Data collected from Neil Eastwood's Social Care Recruitment Masterclass Workshops 2015-2019



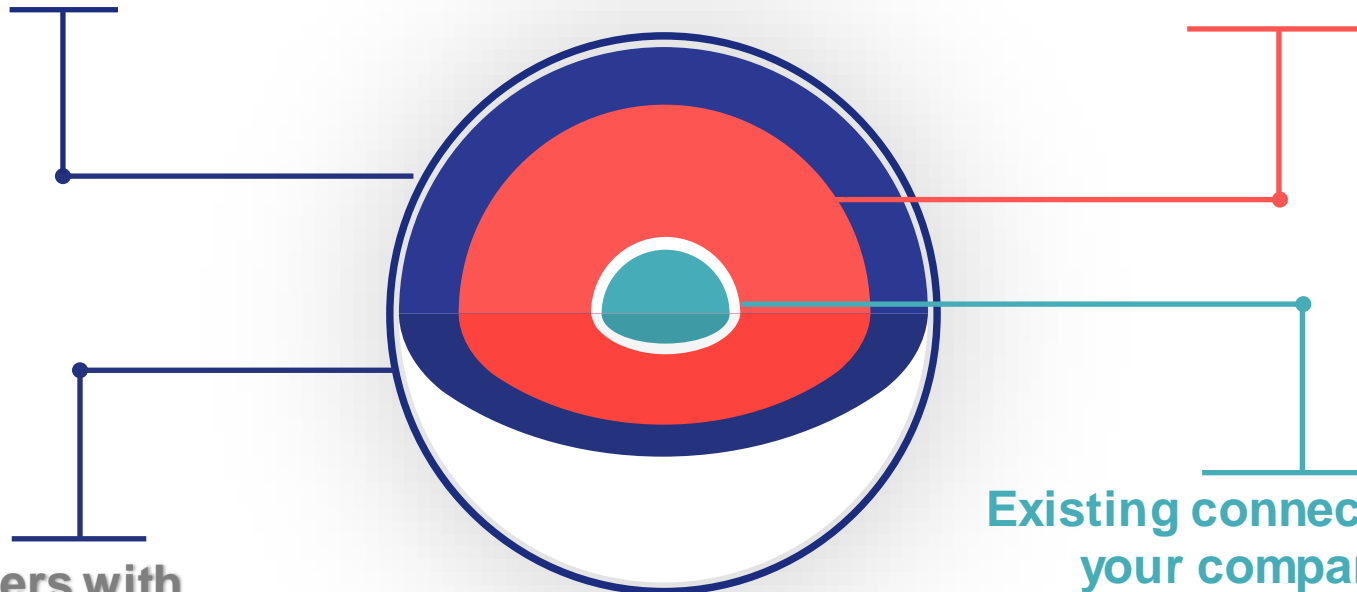
Maximising the effectiveness of different recruitment sources

Active job seeker, no connection to your organisation or care

Internet job board 83:1
Social media 78:1

Connection to care or have the right values

Word of mouth, walk-ins, organic 20:1



Overseas Workers with qualifications

International recruitment ??:1

Existing connection to your company

Returners 3:1
Employee referral 5:1
Temp to perm ??:1

Activity / Things to think about when attracting your workforce

- Who are your top performers?
- What were their motivations for working in care?
- How do I attract more people like you?
- What was important to them when they picked to work for xxxx?
- <https://www.skillsforcare.org.uk/resources/documents/Recruitment-support/Attracting-people/Effective-ways-of-communicating-to-target-demographic-groups.pdf>

Target groups;

- Return to work Mums
- Under 25s
- Active retirees
- Those who currently work in care but may change employers
- Career changers



Questions to ponder;

How do you measure the effectiveness of your current recruitment methodologies?

Do you know what the current cost per hire is of recruitment via different platforms?

What will you do differently as a result of today's presentation?

Skills for Care

Resources to support retention

Some of the key areas to focus on:

- Positive Culture
- Good leadership and management
- Inclusive and effective workforce planning
- Embedding commissioning practices that support staff retention
- Recruitment methodologies that translate into those who stay
- Promoting career development
- Offering positive benefits and terms and conditions
- Promoting staff wellbeing
- Appropriate rewards and recognition

<https://www.skillsforcare.org.uk/Recruitment-support/Retaining-your-workforce/Top-tips-for-adult-social-care-workforce-retention/Top-tips-for-adult-social-care-workforce-retention.aspx>

Skills for Care

Resources to support attraction

International Recruitment

Safe and Fair recruitment – recruitment from underrepresented groups

Using social media masterclasses

How to target different demographics

Myth busting sessions

Values Quizzes / Values based recruitment materials

Partnership with Care Friends

Effective advert writing sessions