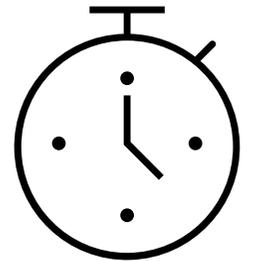
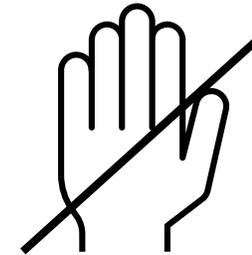
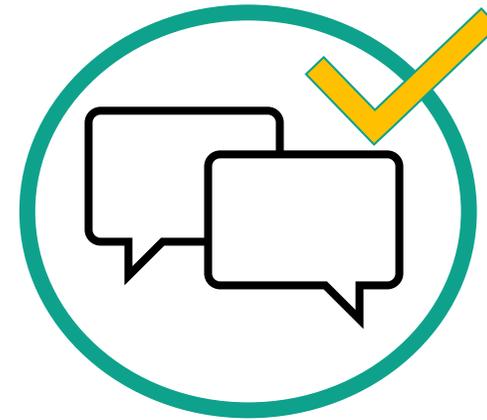
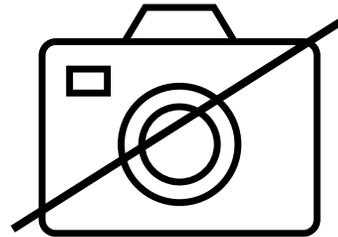
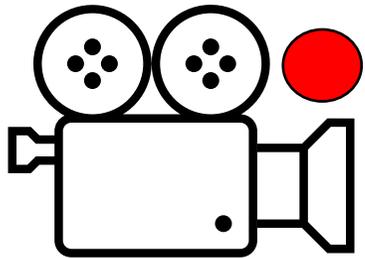


Welcome



How to Attract and Recruit a Social Care Workforce

NW ADASS and NHS England

How to Attract and Recruit a Social Care Workforce



Gil Ramsden | **Chair** | @NHSHEE_NWest

Gil is the Regional Lead for Social Care Workforce at NHS England, NW. She creates opportunities to inform and influence support into social care with regards workforce and learning strategy and takes every opportunity to illustrate why a first destination career in social care is aspirational



Caroline Hardman | **Care to Join Us?** | @CarolineHardman1

Caroline is Programme Manager for Adult Social Care and Health at Wigan Council. She has had a varied career predominantly enjoyed in Marketing spanning financial services, travel, leisure and retail before dipping her toe in as a primary school teacher for a few years and finally finding herself enjoying the world of Adult Social Care.



Julian Beach | **Research into leavers from the health and care workforce in Greater Manchester** | @cordisbright

Julian is an Associate Consultant at Cordis Bright working on a Greater Manchester ICP commission. He has been working as a Consultant there for over 20 years, mainly working with independent sector social care providers. His main areas of interest are business development, service review, and the management and presentation of data. He led on the recent Health and Care Workforce Leavers Research project for Cordis Bright.



Rachael Tullo | **Made with Care, in the North East**

Rachael Tullo is Programme Manager, North East Association of Directors of Adult Social Services (ADASS). She is a qualified social worker, and a self-declared “jack of all trades, master of none”.



@NEADASS / @rachaeltullo

Prior to moving into adult social care she worked at the Association for Directors of Children’s Services in both national and regional roles



Leon Pietrzak | **Why choose a health and social care career? Promoting social care careers to 14–16-year-olds** | @NHSHEE_NWest

Leon is the NHSE NW Hub Youth Development Manager. His role is to maximise potential of youth engagement events. Previous roles include local authority senior manager for sport development, community engagement, employability support, youth services, housing services, education, and training across the Northwest. Voluntary work includes being a volunteer teacher, sports coach, internet safety advisor, parent support, tackling child sexual exploitation champion, and he campaigns to raise awareness of child poverty.



Matthew Errington | **How using evidence will boost your staffing levels** | @sfc_northwest

Matthew is the Locality Manager in Lancs and South Cumbria at Skills for Care. Skills for Care is the employer-led workforce development body for adult social care in England. We offer workforce learning and development support and practical resources from entry level right through to those in leadership and management roles. In his role as Locality Manager he is required to deliver Skills for Care activity at local level and respond to stakeholder requirements. The spread of stakeholders includes almost 1000 independent care providers, 4 local authorities and two integrated care systems. He covers the Blackburn, Blackpool, Cumbria and Lancashire areas. He has particular passions around recruitment and retention having previously owned a social care recruitment agency. He also has a particular interest in workforce data/ analysis and helping local authorities and other partners to understand the profile and future projections for the adult social care workforce in their localities.

Resources

Open consultation

Care workforce pathway for adult social care: call for evidence

Published 4 April 2023

<https://www.gov.uk/government/consultations/care-workforce-pathway-for-adult-social-care-call-for-evidence/care-workforce-pathway-for-adult-social-care-call-for-evidence>

To develop the first ever national care workforce pathway for adult social care we want to hear from people who work in, or draw on, adult social care and support, as well as our national partners and stakeholders, to help us co-develop the pathway to make sure it reflects:

- The knowledge, skills, values and behaviours needed to work in adult social care
- The career opportunities and progression routes across the system
- What's needed to help embed the pathway so that it becomes a recognised benchmark across adult social care

Alongside this call for evidence, we have also published [Next steps to put people at the heart of care](#), setting out progress and further actions to deliver our 10-year vision for adult social care, including £250 million of investment in workforce skills, training and career development.

Helen Whately MP
Minister for Social Care



Recruiting a person-centred workforce: A free, fast, research-informed resource to support values-based recruitment: <https://curiousaboutcare.org.uk/>

For more information, contact mark.wilberforce@york.ac.uk



Made with Care

Help boost your recruitment locally and attract the right candidates for your positions with free, downloadable digital and print materials that you can adapt and personalise <https://www.adultsocialcare.co.uk/recruit.aspx>



GOV.UK Website

Help and Support for Older Workers: Employer Guidance



Centre for Ageing Better

Age-Friendly Employer Pledge



Jobcentre Plus

Help for Recruiters Contact Details



Good Recruitment Guide

for Older Workers FREE Employer Download

Age-Friendly Employer Pledge

https://ageing-better.org.uk/age-friendly-employer-pledge?gclid=EA1aIQobChMlo9mshPrJ_glVFu3tCh1Log4aEAAYASAAEgJUxPD_BwE

Working Wise: Why now is the time for #AgeDiversity

<https://www.workingwise.co.uk/events/national-older-workers-week/>

Think Care Careers

Take the quiz! [Have you got what it takes to work in social care? Take the Question of Care quiz.](#)

Resources from Skills for Care to help teachers and careers advisors to discover more about careers in care are here: <https://www.skillsforcare.org.uk/Careers-in-care/teachers-and-careers-advisors/Teachers-and-career-advisors.aspx> as part of their dedicated careers site Think Care Careers <https://www.skillsforcare.org.uk/Careers-in-care/Think-Care-Careers.aspx>

Download our [Social care: a rewarding career for you](#) guide to see how you can go further in social care

Attraction

Skills for Care have produced an effective ways of communicating summary on how to target different demographics <https://www.skillsforcare.org.uk/resources/documents/Recruitment-support/Attracting-people/Effective-ways-of-communicating-to-target-demographic-groups.pdf>

Like Mind Media produced a guide offering tips and advice for Adult Social Care when making the most of social media for recruiting care workers <https://www.skillsforcare.org.uk/resources/documents/Recruitment-support/Attracting-people/Social-Media-for-Recruiting-Care-Workers.pdf>

Other resources on attracting people into social care roles can be found here: <https://www.skillsforcare.org.uk/Recruitment-support/Attracting-people/Attracting-people.aspx>

Application and Selection

In partnership with a range of sector experts, Skills for Care has created the Better Hiring Toolkit to help support you in safe, fair and effective recruitment. [Visit the Better Hiring Institute website to find out more.](#)

Use the Skills for Care best practice guide to help you create an application form that draws out the best in all candidates. <https://www.skillsforcare.org.uk/resources/documents/Recruitment-support/Application-and-selection-process/Application-forms-best-practice.pdf>

Widening your talent pool

Why we need to encourage more men to work in social care: Sanjay Dhrona, managing director at The Close and a director of The Outstanding Society, shares his experience of recruiting more men into his service. <https://www.skillsforcare.org.uk/resources/documents/Recruitment-support/Widen-your-talent-pool/Men-in-care-blog.pdf>

Busting the myths – employing disabled workers in adult social care and health <https://www.skillsforcare.org.uk/resources/documents/Recruitment-support/Widen-your-talent-pool/Employing-people-with-disabilities/Employing-disabled-workers-in-adult-social-care-and-health-busting-the-myths.pdf>

What generation Z need to know about working in care - This document shares information on what is important to Gen Z and how we can best promote a social care career to them. <https://www.skillsforcare.org.uk/resources/documents/Recruitment-support/Widen-your-talent-pool/Employing-16-17-year-olds/What-Gen-Z-need-to-know-about-working-in-social-care.pdf>

Guidance on employing workers aged 16 & 17 <https://www.skillsforcare.org.uk/resources/documents/Recruitment-support/Widen-your-talent-pool/Employing-16-17-year-olds/Guidance-on-employing-workers-aged-16-and-17.pdf>

Implement safe and fair recruitment policies and procedures while carrying out effective risk assessments on applicants who have criminal records to make informed decisions about their suitability for the job. Use the Skills for Care Safe and Fair recruitment guide: <https://www.skillsforcare.org.uk/resources/documents/Recruitment-support/Widen-your-talent-pool/Employing-people-with-criminal-records/Safe-and-fair-recruitment-guide.pdf>

Download our bitesize infographic for information around employing people with criminal records, disabilities, mental health conditions or those with temporary accommodation. <https://www.skillsforcare.org.uk/resources/documents/Recruitment-support/Widen-your-talent-pool/Employing-people-with-criminal-records/Did-you-know-see-the-person-value-the-difference.pdf>

All resources around widening your talent pool can be found here: <https://www.skillsforcare.org.uk/Recruitment-support/Attracting-people/Widen-your-talent-pool.aspx>

International recruitment

[DHSC and Home Office videos](#) - covering points-based immigration in social care, ethical recruitment and how to apply for a sponsor licence.

Produced by the Local Government Association and the Association of Directors of Adult Social Care, with the South East Social Care Alliance, the overseas recruitment bite-size guide for social care providers in England will help care providers explore and maximise opportunities that overseas recruitment offers <https://www.local.gov.uk/our-support/partners-care-and-health/care-and-health-improvement/adult-social-care-workforce/overseas-recruitment>

[Modern slavery](#) - we've produced a series of bitesized videos in partnership with Hestia and the National Care Forum to offer guidance.

Employer experiences employer best practice examples across different settings - a series of videos [Employer experiences - employer best practice examples across different settings](#)

All resources in support of international recruitment can be found here: <https://www.skillsforcare.org.uk/Recruitment-support/International-recruitment/International-recruitment.aspx>

Supporting Individual Employers and Personal Assistants

The Skills for Care Employing personal assistants toolkit will help Individual Employers to think about responsibilities as an employer, and includes guidance, templates and resources about recruiting, training and managing a team. <https://www.skillsforcare.org.uk/Recruitment-support/Support-individual-employers-PAs/Individual-employers/Employing-a-PA-Toolkit/Employing-a-PA-Toolkit.aspx>

Retention

Top tips for adult social care workforce retention <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>

This report by Devon County Council looks at the reasons people leave and what keeps them at an organisation. <https://www.skillsforcare.org.uk/resources/documents/Recruitment-support/Retaining-your-staff/Executive-summary-Transform-Research-at-Exeter-University.pdf>

Maximise retention webinar watch a 30 minute recorded webinar in partnership with Neil Eastwood, Founder and CEO of Care friends and author of “saving social care”
<https://www.skillsforcare.org.uk/Recruitment-support/Retaining-your-workforce/Retaining-your-workforce.aspx>

Research

Skills for Care research regarding what works in retaining staff and our study into new starters in social care is here <https://www.skillsforcare.org.uk/About-us/Our-research.aspx>

We conducted research with social care organisations with a turnover of less than 10% to see how they successfully recruit and retain staff.

<https://www.skillsforcare.org.uk/resources/documents/Recruitment-support/Recruitment-planning/Recruitment-and-retention-secrets-of-success-report.pdf> see our infographic summary here
<https://www.skillsforcare.org.uk/resources/documents/Recruitment-support/Recruitment-planning/Recruitment-and-retention-secrets-of-success-infographic.pdf>