

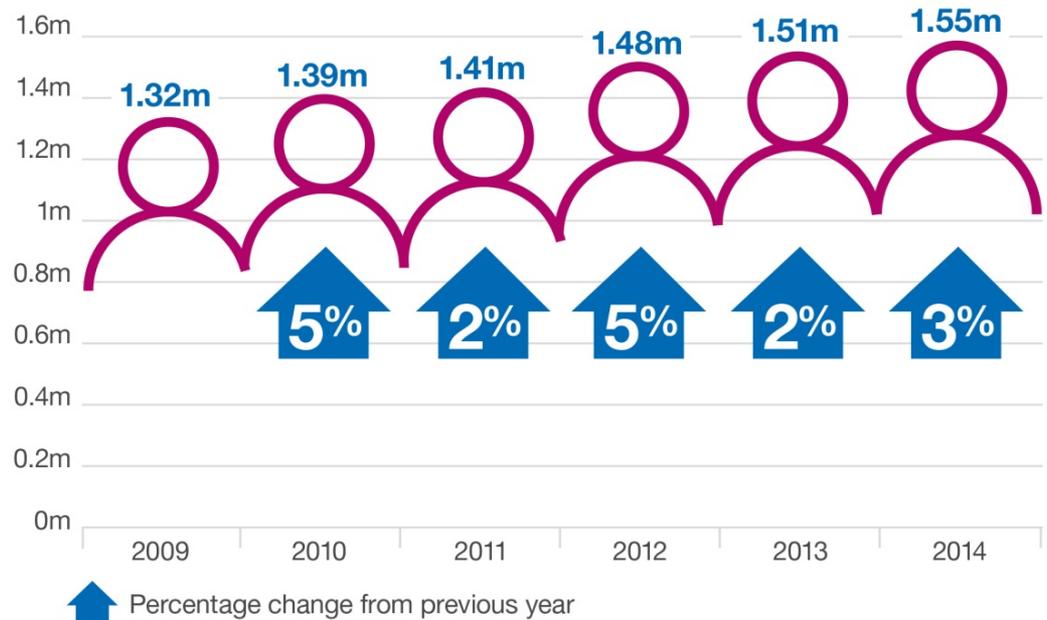
*"We help to
improve social
care standards"*



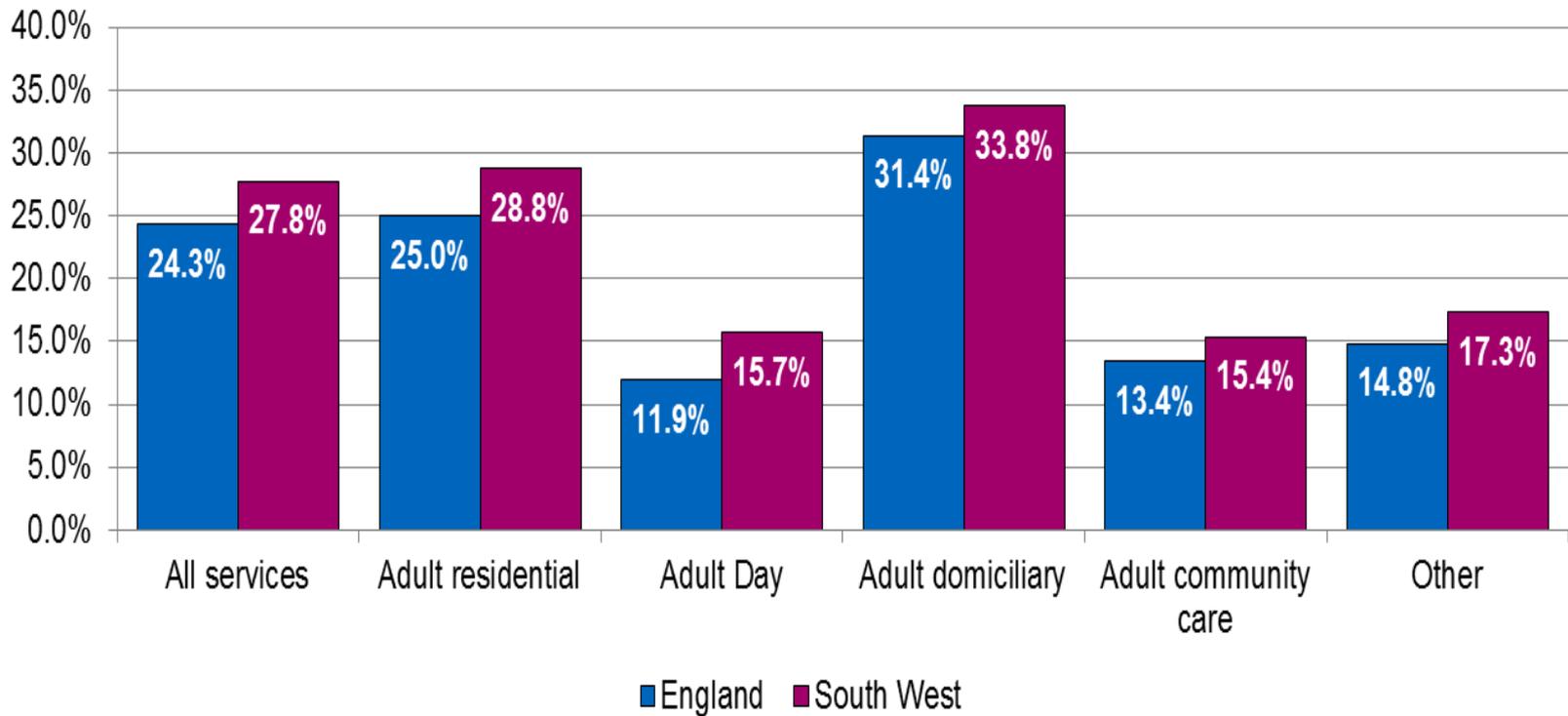
The workforce

- The number of adult social care **jobs** in England as at 2014 was estimated at 1.55 million.
- 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.

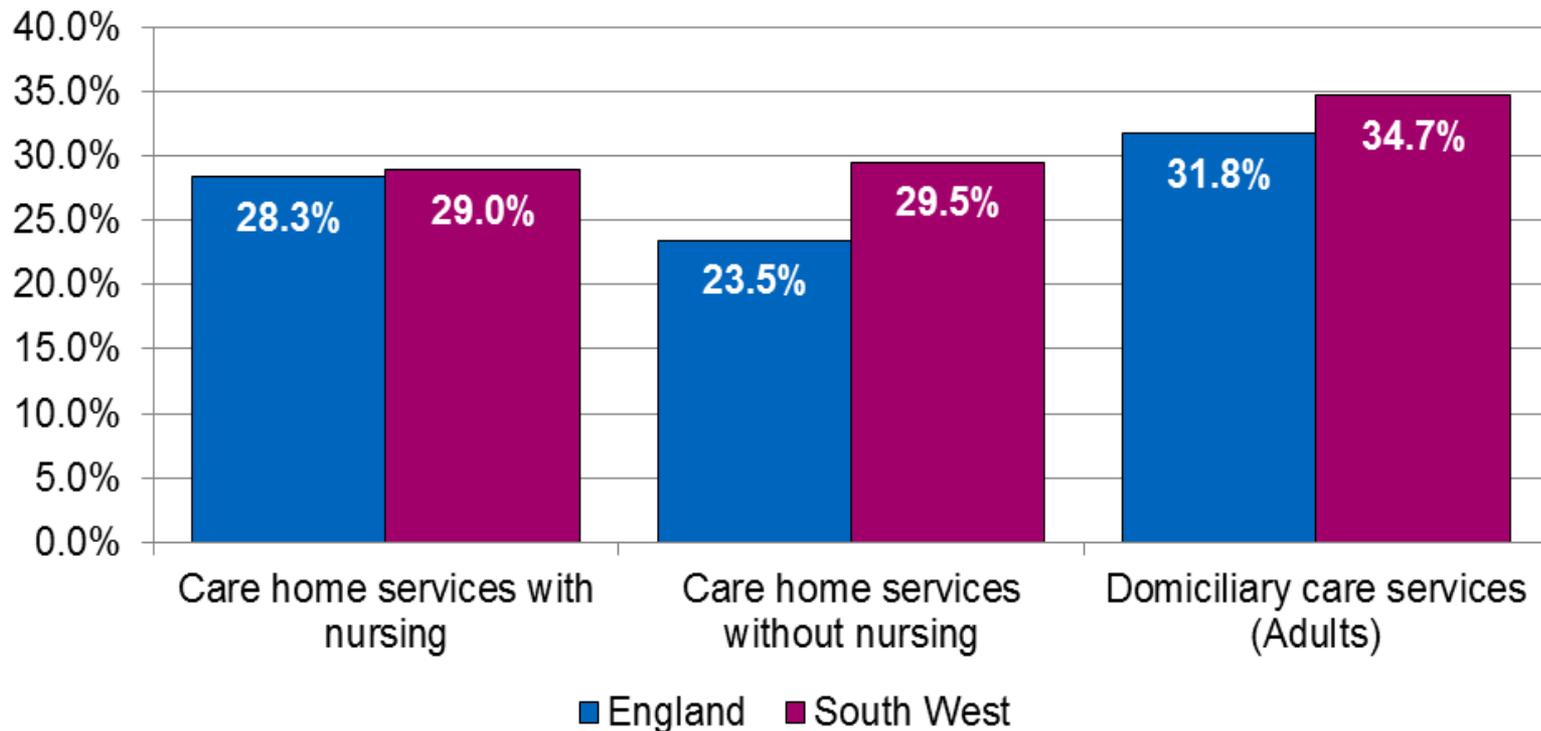
Estimated number of adult social care jobs in England, 2009 to 2014



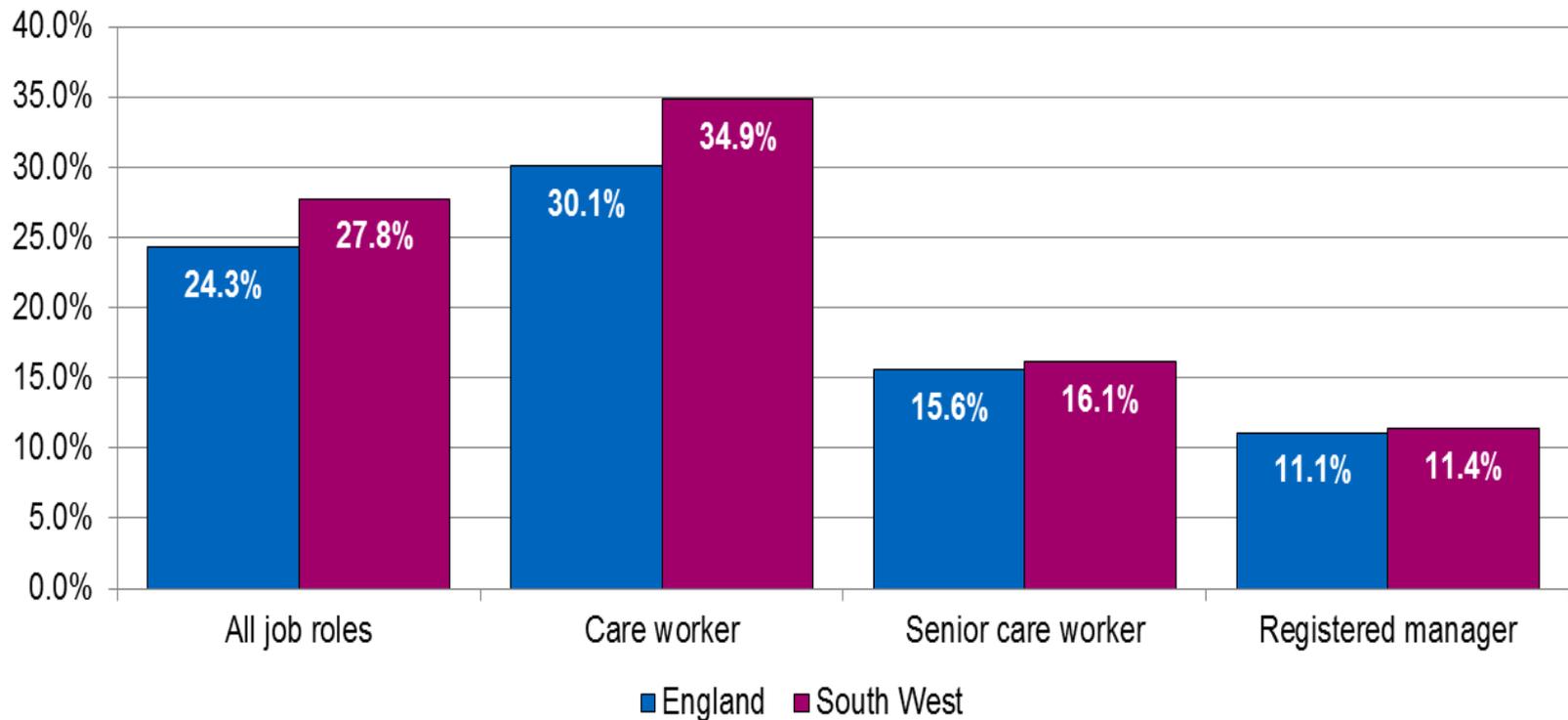
Turnover by main service



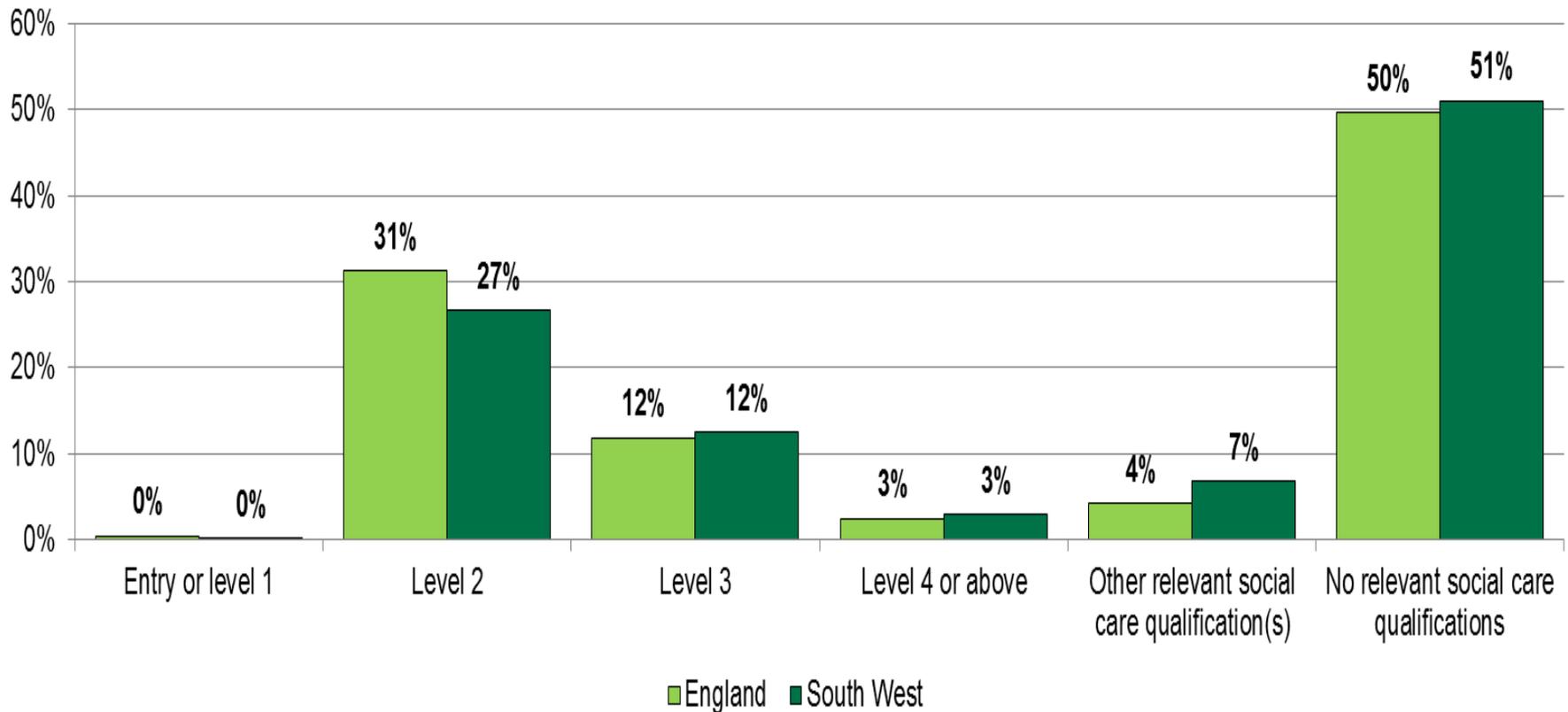
Turnover by main service



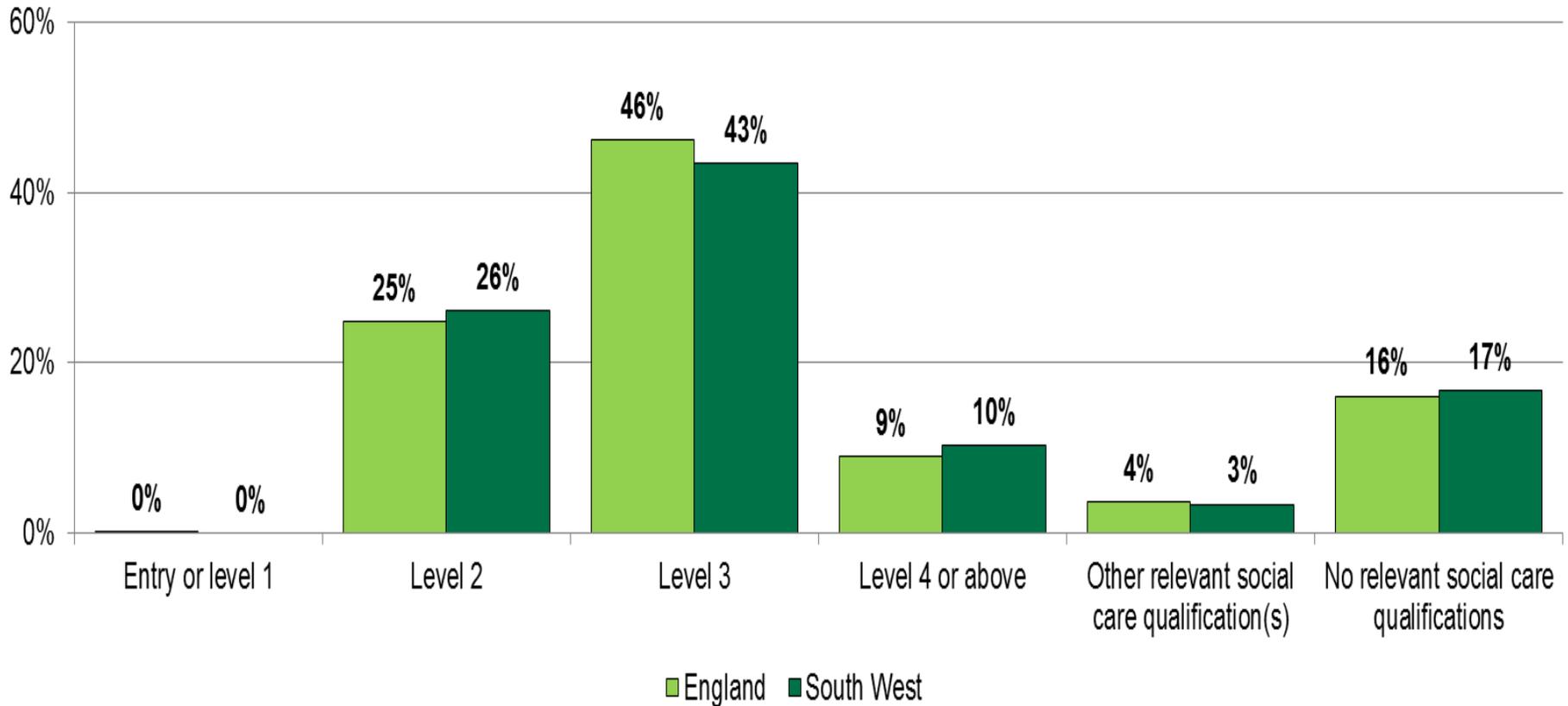
Turnover by main job role



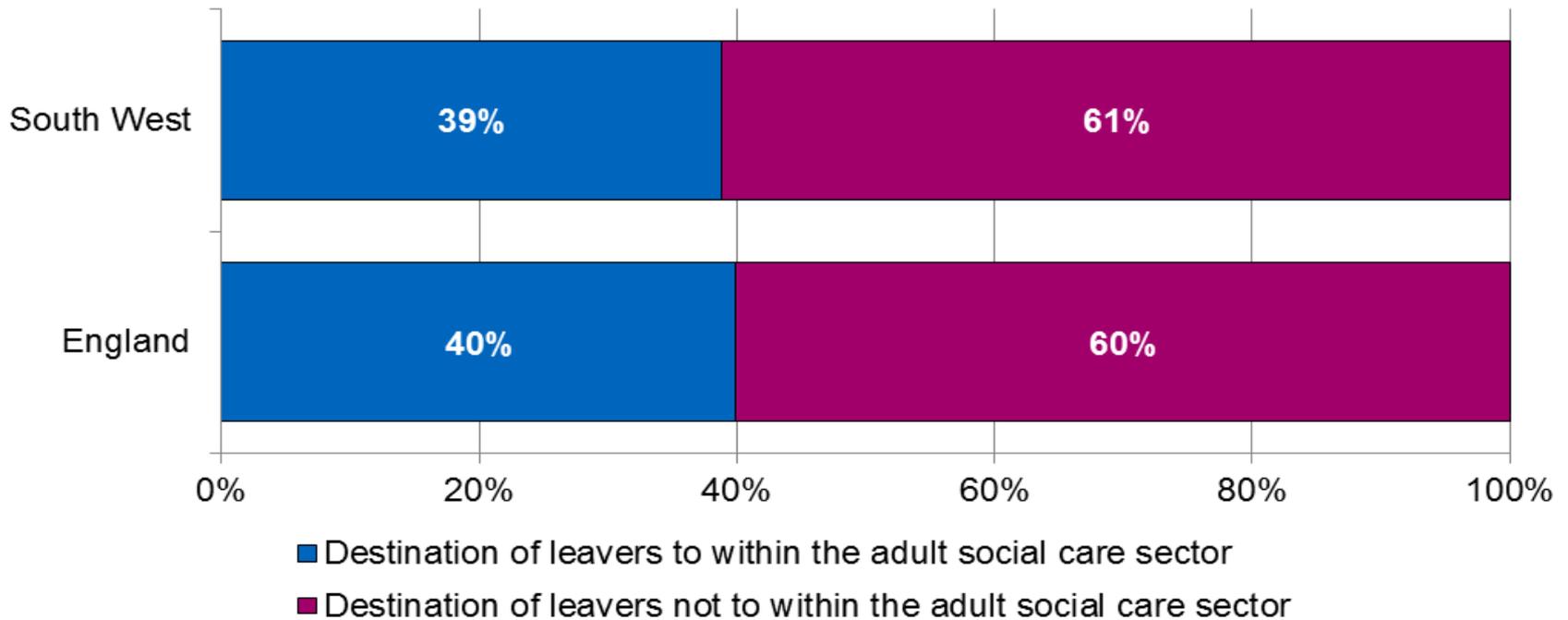
Care worker qualifications



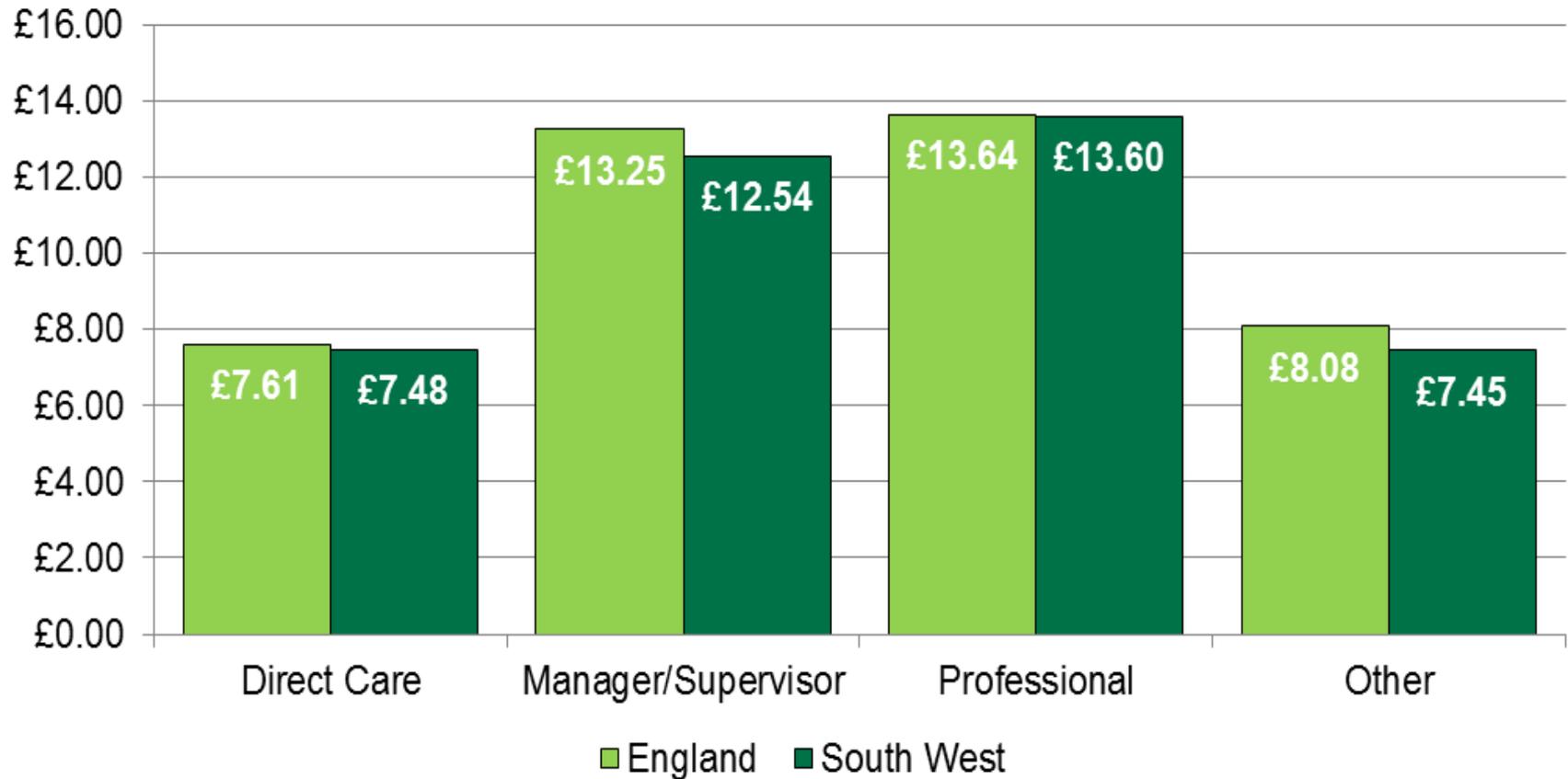
Senior care worker qualifications



Destination of leavers



Average pay rates



Recruitment and Retention

where are we now?

- Employers agree that they can take “raw talent” e.g those with the right values and support them to become good care workers
- However, they are also very honest and acknowledge that real pressures to fill vacancies can sometimes mean unsuitable people are recruited
- Wide variations across the sector in implementing a values based approach to BOTH recruitment and retention

Finding and Keeping Workers

Recruitment and retention resources for adult
social care

Finding and keeping workers

Recruitment and retention resources for adult social care



Watch the video



www.skillsforcare.org.uk/findingandkeepingworkers

What it does

What are you looking for?

Identifies challenges



Attract more people

Take on the right people

Foster talent and increase skills

Keep your colleagues

Invites sharing



I want to...

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

Identifies challenges

Offers suggestions

Signposts to resources

Invites sharing

Helps you to assess for values

- Free to all employers/ interested parties
- Used by JCP
- Candidates can “take the test”
- Produces report linked to scores on various values
- Can be used as part of the interview process

A QUESTION OF CARE:
A career for YOU?

Home | Find Out More - | FAQs | Contact Us

English | Cymraeg Text size + - R

Welcome!

A Question of Care: A Career for YOU?

Do you enjoy seeing people get the most out of each day and achieve what they want in life? This is what a career in care is all about!

It might mean working with

- babies and young children
- children and young people
- adults when they need extra help
- in fact people of any age – supporting them to turn their dreams into reality!

Try our interactive video challenge 'A Question of Care: a Career for YOU' to see what a career in care is like. At the end you'll receive a detailed personal profile that tells you if you've got what it takes to join us!

You can also hear from people already employed in care or social work as they talk about why they love their job and what a difference they make to someone's life. Click on 'Find Out More' at the top of the page and watch the videos!

NEXT

Co-investment from
Skills for Care & Development
Sgiliau Gofal a Datblygu

UKCES
UK COMMISSION FOR
EMPLOYMENT AND SKILLS
Employer Investment Fund

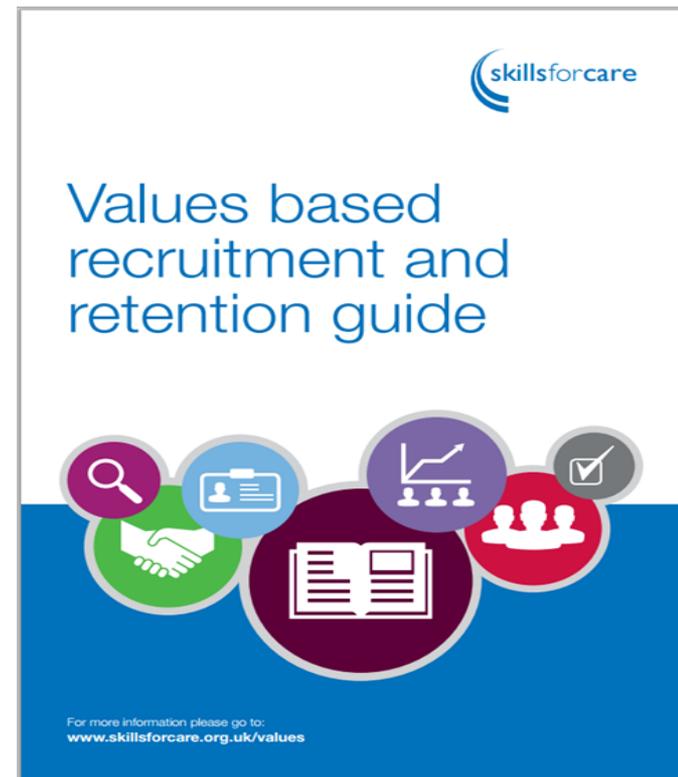
skillsforcare

Scottish
Social Services
Council

Cymor Gofal Cymru
Care Council for Wales

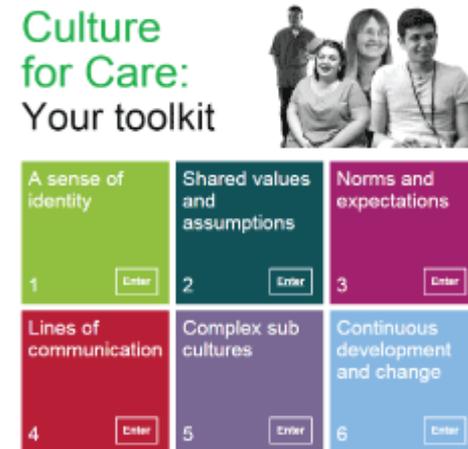
The Values based Recruitment and Retention Guide

- Links to the Social Care Commitment
- Contains checklists to help your planning
- Poster
- Further resources



Organisational Culture

- Adopting a values based approach to recruitment **MUST** be supported by a strong organisational culture, to include your values
- Therefore, Recruiting AND retaining must go hand in hand – One without the other is counter productive!



Click here to enter the toolkit

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