

Recruitment & Retention: Good practice

ARC South West
Networking event
15th October 2015
Okehampton



Before we start . . .

- ARC DBS service
- Care Certificate
- Current projects (SE; CJS guide?)
- Current training: MCA/DOLS; Meds
Train the Trainer; Self Harm; Sexuality/
Learning Disability.
- Future bids: Training qualification;
Advocacy qualification; SE/LD DVD.

Today

- Workforce intelligence & Recruiting for values: Rosalita Mainwaring (SfC)
- The local market & Social Care Champions: Marzenna Seares, JCP)
- Recruitment & PR: Chris Goode & James Whitford (Acorn Lodge)
- Devon recruitment scheme: Nicola Dunne (DCC)
- Provider's perspective: Mairi McBain (ROC)

This session

- Images of social care
- Why people work in LD services
- A diverse workforce
- Getting people
- Keeping people

The problem

- Poor image
- Low wages
- Perception that it's unskilled
- Perception that it's 'women's work'
- Lack of clarity about what the job is
- Opportunities for career progression

So why do it?

- To make a difference
- To work with people
- Interesting work
- Career progression
- Security

. . . and why do people leave?

- Bureaucracy & paperwork
- Insufficient resources/unmanageable workload
- Lack of autonomy
- Feeling undervalued
- Pay does not feel fair
- Imposed changes

Outside the box

- Older people
- Younger people
- BME communities
- Overseas

Advertising (& PR)

- 'Second person' advertising works
- Good news works
- Build links with the community
- Be creative with where you advertise
- Talks by service users
- Be: eye-catching; succinct; rational; non-discriminatory; informative.
- Care Ambassadors

Keeping people

- Unpaid leave
- Health insurance
- Home working
- Pension clinics
- Gym
- Car repair service
- Flexi-time/job share
- Self employment
- Bank working
- TRAINING
- SUPERVISION
- CAREER PROGRESSION

What can help . . .

- Knowing your local market
- Recruiting for values
- Specialist agencies
- Social Care Champions
- Care Ambassadors
- Local support
- Understanding excellence
- Helping each other

The big unknown . . .

Is the living wage
the “death of Social Care”
or its saviour?

Afternoon workshop

- Please stay! This is a real opportunity
- 3 groups:
 - ✓ Recruitment
 - ✓ Retention
 - ✓ Values
- Discussion & feedback

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