

Finding and keeping care staff in the West of England.

Best practice & new trends

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Welcome!

1. The outlook for 2021 in the West of England
2. What has changed?
3. Which recruitment sources to use
4. The role of technology and how to keep the personal touch
5. The three stages of retention and how to maximise each
6. Q and A

The Active Job Seeker Market in the West of England: June 2021



What is your biggest workforce concern right now? (March 2021)

Employee Exhaustion/Burnout

62.5%

Pre-Covid Issues (pay, working conditions...)

54.7%

Recently hired staff returning to previous jobs

45.3%

Vaccination issues

18.8%

EU Migration

15.6%

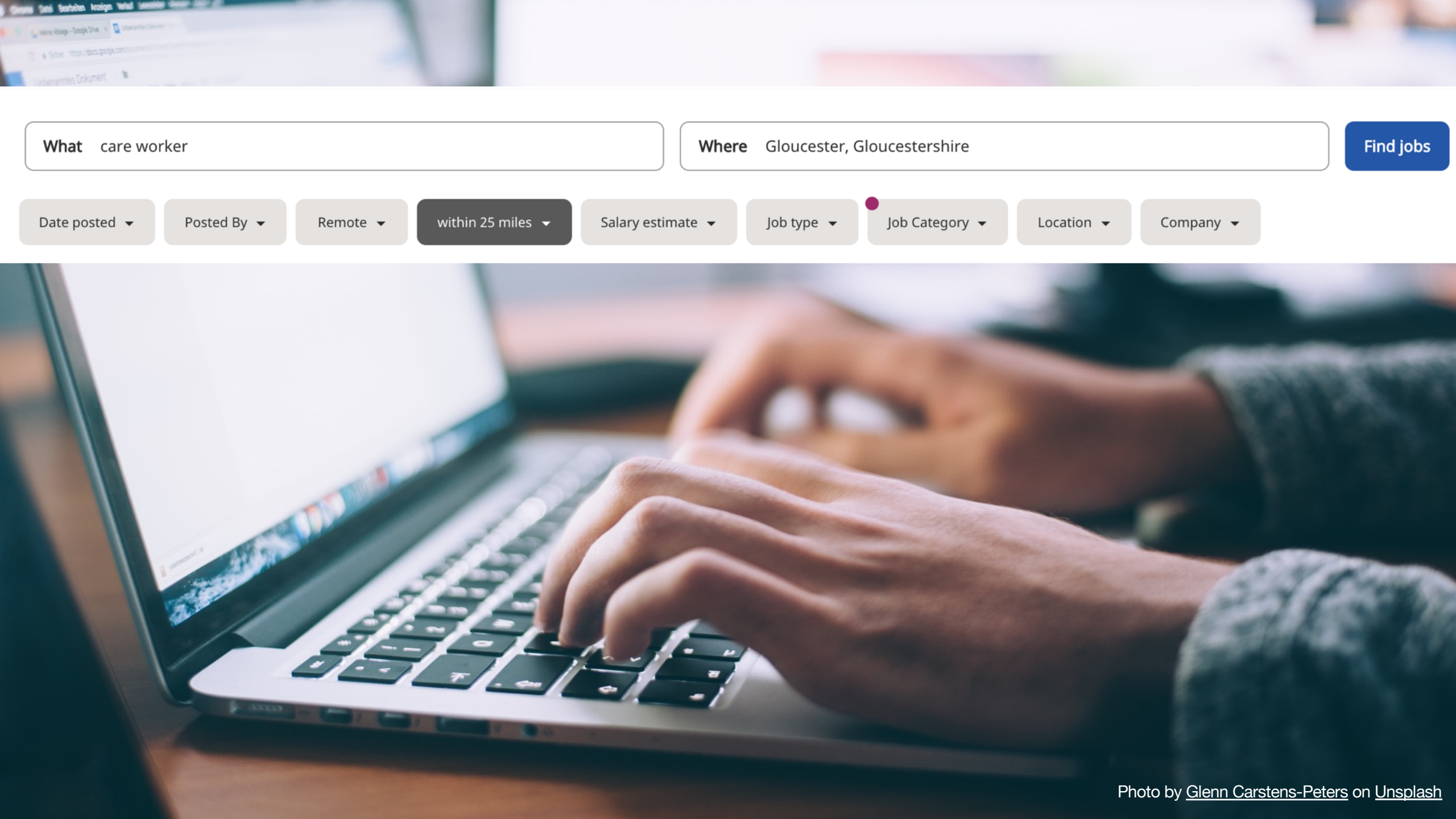
Active applicants...Indeed, CV Search etc.

Lots of sorting

High wastage

Competitive

Patchy quality



What care worker

Where Gloucester, Gloucestershire

Find jobs

Date posted ▾

Posted By ▾

Remote ▾

within 25 miles ▾

Salary estimate ▾

Job type ▾

Job Category ▾

Location ▾

Company ▾



Much less competition

Higher quality

More likely to be local

3-4x bigger pool than
active applicants

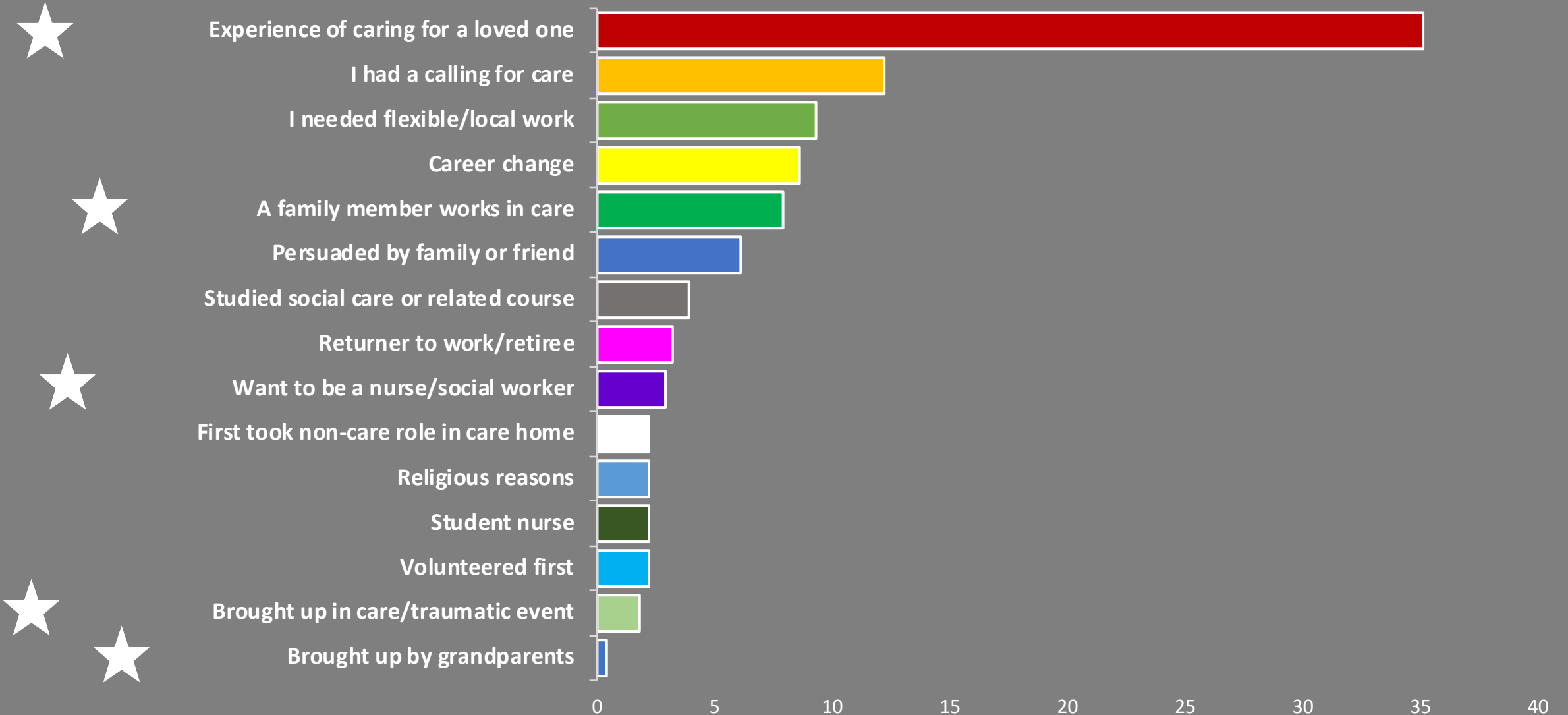
Passive applicants

Facebook, Word of Mouth,
Employee Referral Schemes

Passive
applicants:
allow a
longer
runway



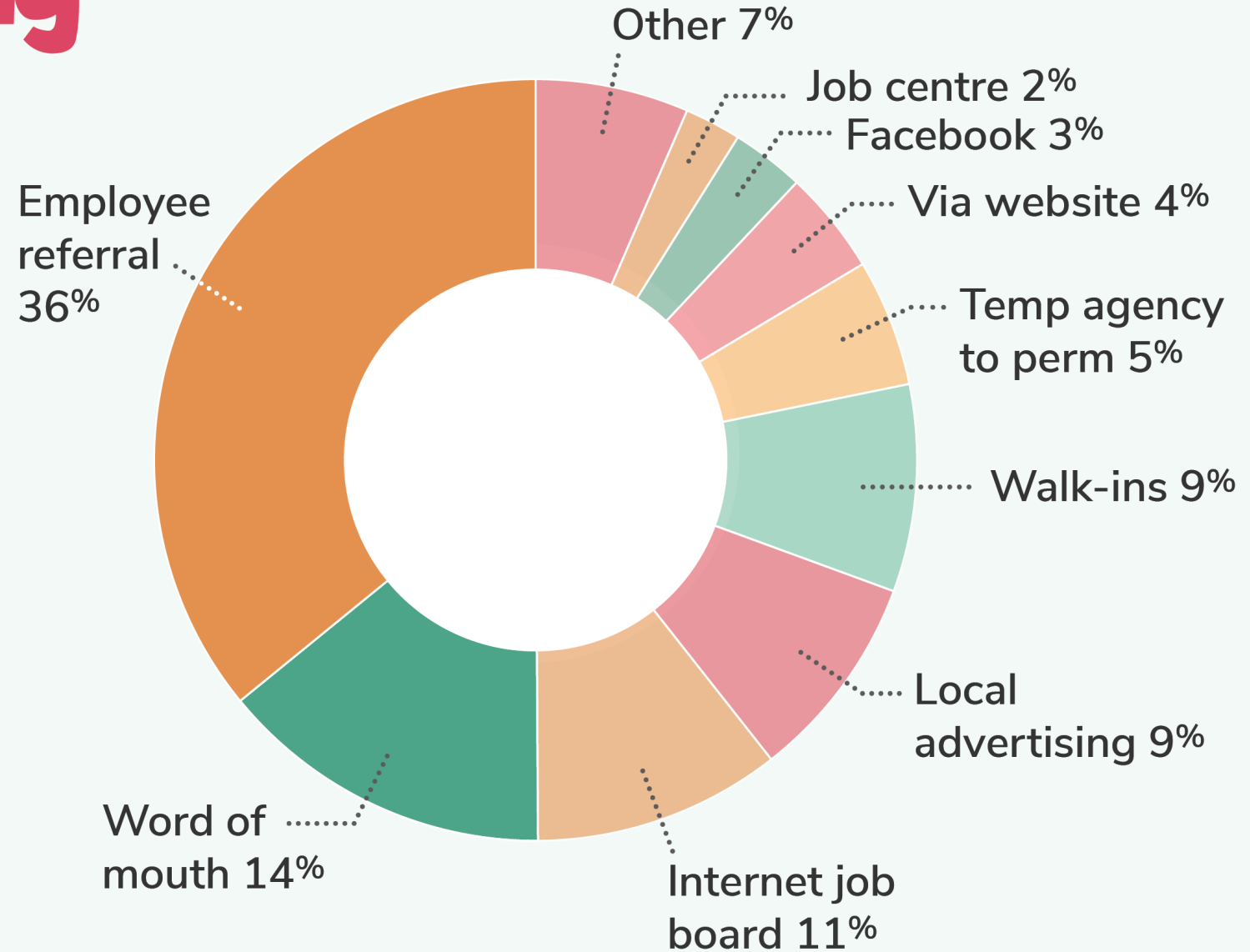
High Performers: What experience triggered your first care worker role?



N=279

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.





Facebook recruitment tips

Priority no.1 – Get their attention: GIFs, Tik Tok video or cuteness

Priority no. 2 – Respond fast – who is monitoring out of hours? Use ‘Engagement’ options

Priority no.3 – Don’t rely on your FB page – post in local groups and use FB Advertising

Getting the most out your employee referral scheme

1. It isn't all about the money

- average reward is £190

2. Pay earlier

3. Make it fun

4. Celebrate successes

5. Prioritise referral candidates



Can we
improve
the
process?



Text, don't email

- **Visibility**
- **Convenience**
- **Respect**
- **Control**

An aerial photograph of a swimming pool with three people floating in a line, holding hands. The pool is surrounded by a concrete deck, a wooden fence, and some landscaping. The text "Three Stages of Retention" is overlaid on the right side of the pool.

Three Stages of Retention

**1. From
offer
accepted
to start**



2. From first day to 90 days



3. One year+



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Questions,
comments?



Photo by [Edwin Andrade](#) on [Unsplash](#)