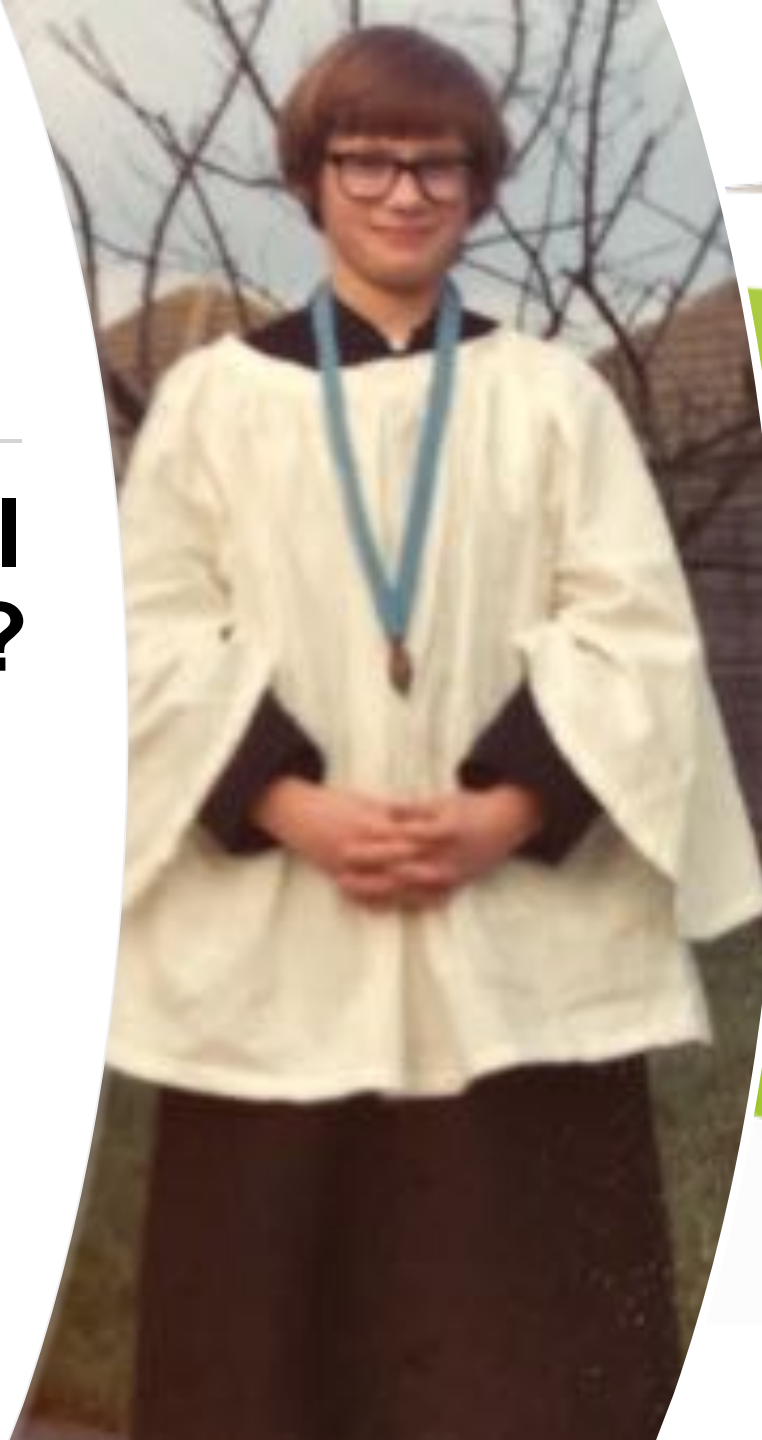


# **Recruitment best practice in Staffordshire: Bridging the gap**

**Neil Eastwood  
Author, Saving Social Care  
Founder & CEO, Care Friends**



How did I  
get here?



**We are in a pickle**





# 650 managers: What do you consider to be your top recruitment challenge today?



# My 3 Provider-led priorities:

1

## Rethink sourcing

- International
- Networks
- Passive applicant-focus
- Measured

2

## Upgrade the Candidate Experience

- Faster,
- Responsive,
- Relationship-building,
- Honest

3

## Onboarding & 90 day plan

- Consistent
- Managed

1

## Rethink sourcing

- International
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- Measured

2

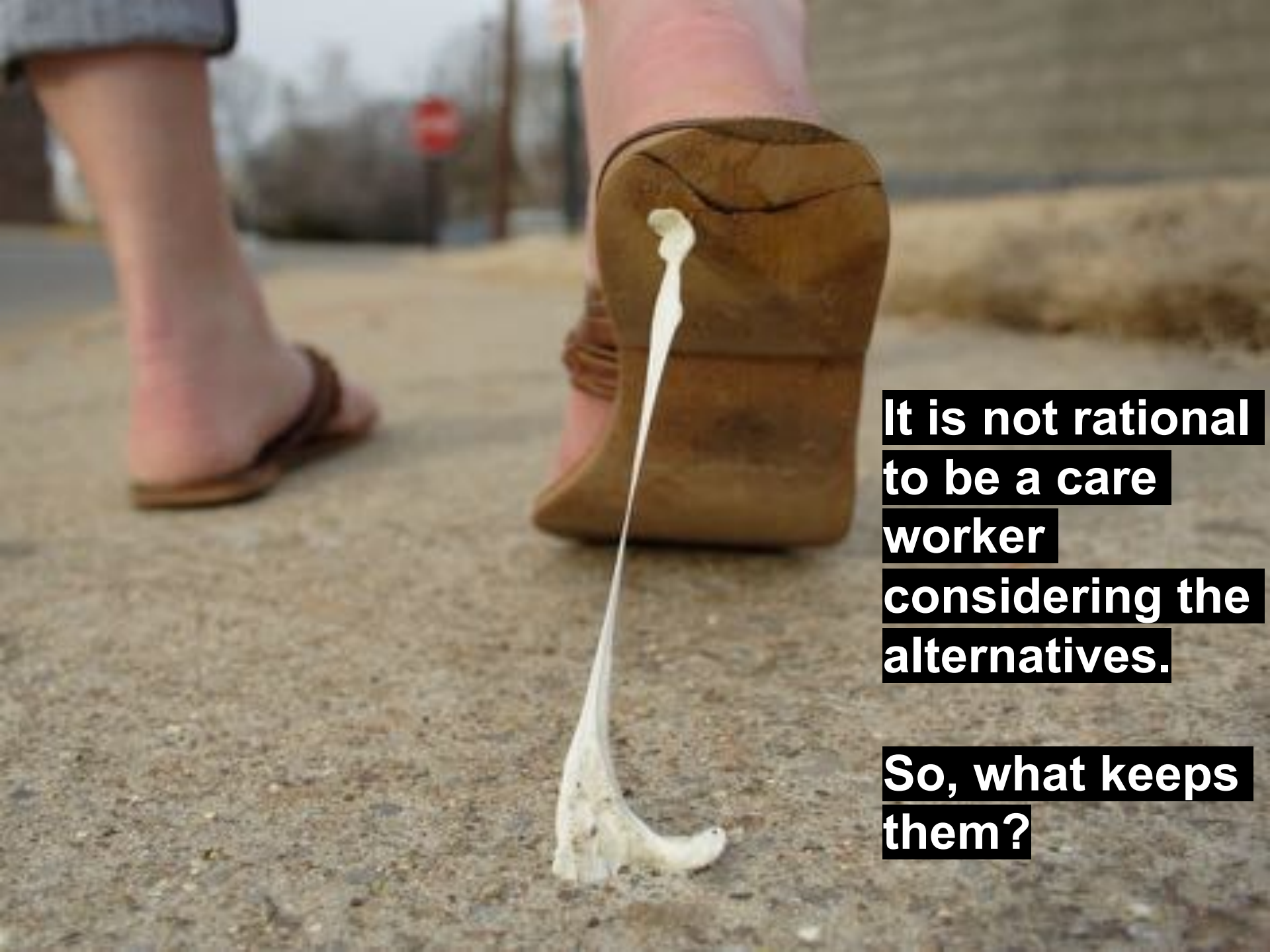
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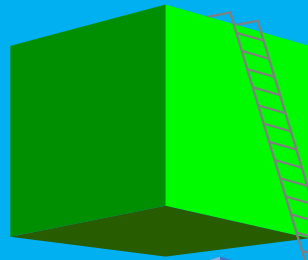
**It is not rational  
to be a care  
worker  
considering the  
alternatives.**

**So, what keeps  
them?**

# The hidden psychological pull of care work

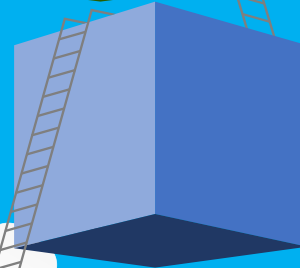
1 Religious or spiritual 'calling' to care

1



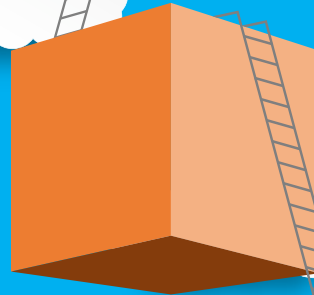
2 Emotional satisfaction, pride, self-esteem

2



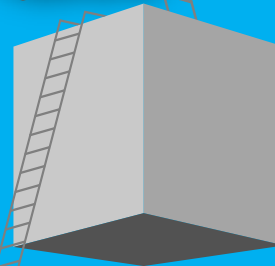
3 Surrogate family, personal connection or bond

3



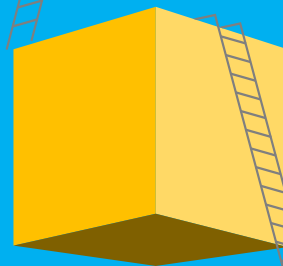
4 Commitment to, responsibility for the client

4



5 Haven from personal challenges

5





# High performing long stayers: What was the trigger for you to become a care worker?





**Candidates are out there, but we have to go to them**



## Care workers

# Refer a friend: can an app tackle the social care recruitment crisis?

Linda Jackson

Wed 20 Nov 2019 08:43 GMT



Care worker Kerry Marro, left, knew her friend Sam Mitchell, right, would suit a career in social care. Photograph: Paul Richards/Guardian



# App helps boost job applications in the care sector

Feb 10, 2023 | Leisure & Lifestyle

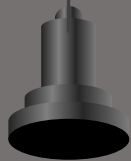


**An employment referral app is helping a number of care providers across County Durham to recruit and retain high quality care staff.**

Durham County Council is supporting a group of providers to pilot the technology, with more than 100 care staff having already been recruited by one organisation alone.

**Who might come back  
to work for you?**





1

## Rethink sourcing

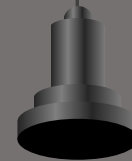
- International
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3

## Onboarding & 90 day plan

- Consistent
- Managed

# Where can we remove friction?





\* denotes mandatory field

## All Personal Details

\* First Name

\* Surname

\* Email Address

\* Retype Email Address

\* Mobile Number

Other Contact Number

\* Address

\* Postcode

\* Where did you see this  
vacancy?

- please choose -



Please attach your CV

Choose File



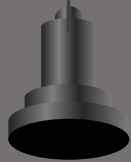
No file chosen

# Reach candidates out of hours

Best times:  
5.30pm-8.30pm  
Tue-Thurs

**Get in touch fast!**

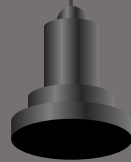




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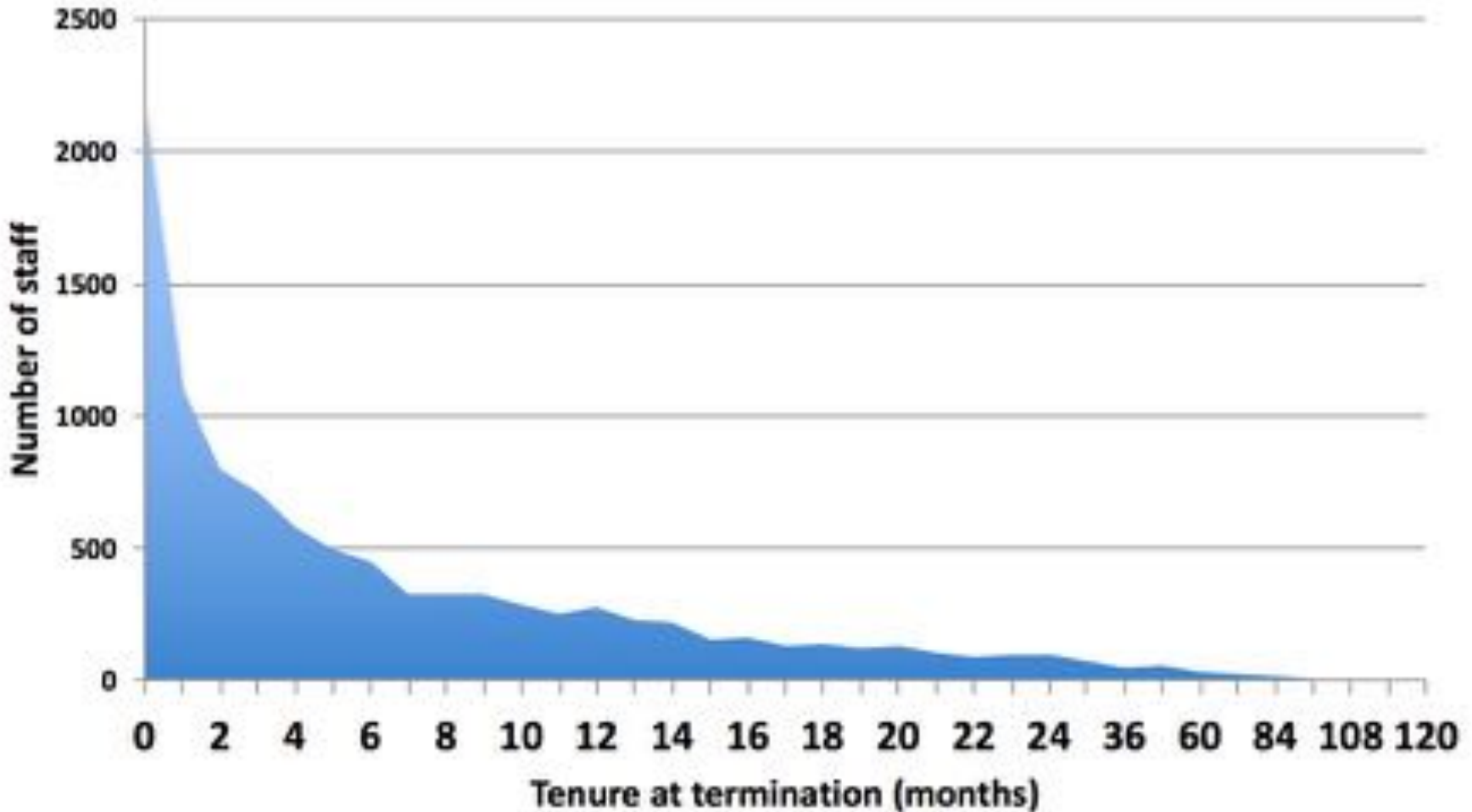
3

## Onboarding & 90 day plan

- Consistent
- Managed
- Employer of choice



# When do most care staff quit?



Based on 12,000 homecare workers

Photo by [Sara Kurfeß](#) on [Unsplash](#)

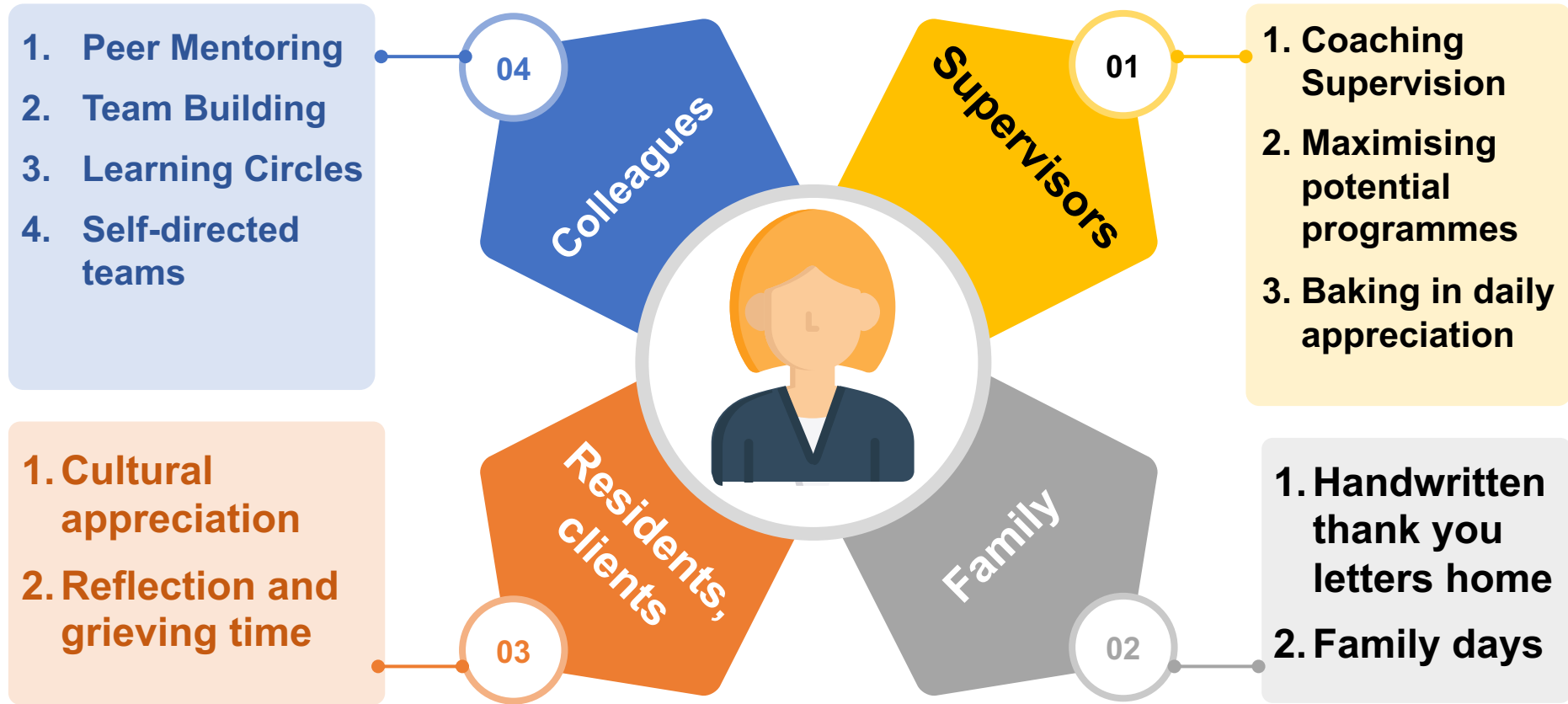
# What's your Welcome like?



- use named welcome signage
- goody bag – fleece, merch...
- personal welcome from the boss
- peer mentoring
- book in a future training commitment
- day 1 wrap-up chat
- ‘stay’ interviews



# Building respectful relationships



# Four lessons



1. Recruit people with **emotional maturity and the right values** using local networks and community outreach
2. Create a **welcome programme**
3. Work on **strengthening the quality** of their work relationships
4. See the **whole person** and know their story



# Questions?

neil@carefriends.co.uk

07766 496589

