What has the workforce told us?

We asked the Staffordshire social care workforce and providers for their views on the strengths, challenges and opportunities for the social care sector within Staffordshire, through surveys and focus groups. 323 survey responses were received.

Engagement showed us that the majority of the current Staffordshire social care workforce do really enjoy their job, as it gives them an opportunity to make a difference. Pay and benefits are seen as both a challenge and an opportunity. People working in social care want the opportunity to progress in their careers, and changing public perception about working in social care would aid recruitment.

I love getting to know the people I support and their families... I feel we make a real difference in helping families getting a break from their caring role.



4 out of 5 satisfied with



 \mathfrak{Z} 3 out of 5

recommend working in social care



considering leaving in next 12 months

1 out of **5**

...however

Wanted to make a difference skills and shift or friends

experience

Key reasons for considering leaving include:



Pay and financial pressures

Personal health



Work-related pressures

Levels of stress



Individuals' Survey

Summary Headlines

Most important for employees



Work life balance



Ability to make a difference



Pay 146 people

Top suggestions to encourage more to enter/remain in social care



Pay and Benefits

"rewarding pay, overtime enhancements, sick pay, healthcare benefits"



Expenses including mileage

"support with repairs, insurance and mileage"



Progression/training 30 people

"good quality training so staff have the knowledge to perform their tasks to their best ability and gain greater job satisfaction"



Improve image of social care 30 people

"promote a better reputation for care... worthwhile, rewarding career that peop should aspire to"

Organisation Survey - Summary Headlines



9 out of 10 struggling to recruit staff



5 out of 10 struggling to retain staff

Main recruitment challenges



Better pay outside of the sector 48 organisations



Cost/distance of travel



Perception of working in social care 27 organisations



Work-life balance

Successful recruitment/retention initiatives

- Improving pay (14 organisations)
- Making staff feel more valued (10 organisations)
- Support with transport costs (9 organisations)

Most useful additional support in recruitment would be:

- Better pay/conditions
- Recruitment support advertising and campaigns
- Transport help discounts, free travel

Staffordshire Social Care Workforce Strategy