Optimising Retention in Kent

The three phases of retention and why recruitment matters

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Author, Saving Social Care
An unprecedented opportunity to boost our workforce – especially younger people?
Clicks per job posting in social care lag some occupations

Clicks per job posting relative to average on Indeed UK (Feb 2020 = 100)

- Agriculture & Forestry
- Care
- Driving
- Loading & Stocking

Source: Indeed. 14-day moving average
But what will happen to staff turnover?
Future commitment?
Existing staff burnout
Fear of Virus
Fear of Virus (BAME)
Immigration Change
Low pay, demanding, unsocial hours
Growing demand

More family care exposure
Improved Image
Increased Profile
Recession
What were care staff doing before they joined us?
Where do UK care sector new entrants come from?

- Nurses: 5%
- Office workers: 20%
- School and college leavers:...
- Retail: 15%
- Physical work/trades: 10%
- Education sector: 10%
- Hospitality: 10%
- Return to work/family:...

N=3,000
What experience triggered your first care worker role?

- Experience of caring for a loved one
- I had a calling for care
- I needed flexible/local work
- Career change
- A family member works in care
- Persuaded by family or friend
- Studied social care or related course
- Returner to work/retiree
- Want to be a nurse/social worker
- First took non-care role in care home
- Religious reasons
- Student nurse
- Volunteered first
- Brought up in care/traumatic event
- Brought up by grandparents

N=279
N=295

What source found them?

- Employee referral: 36%
- Word of mouth: 14%
- Internet job board: 11%
- Local advertising: 9%
- Walk-ins: 9%
- Temp agency to perm: 4%
- Via website: 3%
- Facebook: 2%
- Job centre: 2%
- Other: 7%
- Employee referral
- Word of mouth
- Internet job board
- Local advertising
- Walk-ins
- Temp agency to perm
- Via website
- Facebook
- Job centre
- Other
Recruitment Source drives Year 1 staff retention rates

First Year Retention of Care Workers in Adult Social Care

- **Care Friends average**: 79% at 3 mths, 78% at 6 mths
- **Sector average**: 58.3% at 12 mths

Source:
Care Friends 2020 & Skills for Care ‘State of’ Report 2019
Values-based recruitment in action!

In partnership with

Care Friends®
Caring people know caring people

skillsforcare
“We received an applicant within 10 minutes of a new employee signing up”

Ann Taylor
Managing Director
Hilton Nursing Partners
“After launching Care Friends, our spend on internet job boards has dropped from £3000+ to under £200 per month and candidate quality is much better.”

Nick Pambianchi
Managing Director
Seren Support Services
Thank You’s Incentives Achievements

All Time Total Points: 511

Referrals: 466

Bonuses: 45

History:

15 points were added on 15/07/20 for: Persevering in the face of great challenges 😊 :

15 points were added on 15/07/20 for: Mrs Wright called in to say how helpful and kind you were this morning 😊 . As a little thank-you for your hard work, we’ve awarded you 15 bonus points.

10 points were added on 15/07/20 for: 😊 Well done on Mrs Smith saying her mum has had great care.

5 points were added on 16/07/20 for: Hey Julie 😊 you are fab with Mrs Smith
With KCC discount:
monthly licence for 50 staff provider = £38+VAT a month
(minimum £25+VAT pm and set up fee £99+VAT)

Demo webinars can be booked at Carefriends.co.uk
The Three Stages of Retention
1. From job offer to start
Welcome!
Reassurance and dialogue
2. Improving first 90-day survival rates
Are your new starters an inconvenience?
3. Long term retention
Career Pathways

Stay on the frontline
- Peer Mentor
- Trainer
- Community Outreach
- Interviewer
- Dementia Specialist

Promotion away from the frontline
- Supervisor
- Coordinator/Scheduler
- Assistant Manager
Appreciation vs Recognition
What does the right formula for successful retention look like?

1. All new starters are not equal!
2. Focus on the three stages and have a strategy for each
3. Build in regular appreciation
Chance to win!

- a chance to win one of five free lifetime access passes to my online Recruitment Masterclass course
- 25% off a Care Friends annual licence

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