

## **What measures are we taking to increase recruitment across the independent sector?**

### **Independent Sector**

#### **Context**

Within Herefordshire there are over 4,000 workers within the care sector (latest DHSC capacity tracker Nov 21) however, the sector is facing issues in recruitment and retention.

The national average hourly rate for commissioned home care service is £18.25, Herefordshire Council pays a blended hourly rate of £19.52– this is the best rate in the West Midlands as confirmed by the recent UKHCA report published on 25<sup>th</sup> October 2021.

Using the available funding of £134,500 from the Workforce Capacity Fund and IBCF (minor investments) these are some of the action taken so far:-

#### **April to December 2021**

- Sector collaboration and engagement in re-branding of Care Heroes
- Promotional activity; job fairs, work with Job Centre Plus, Landau and school and college careers advisors group
- Herefordshire Cares – new logo,



- Website is launching on 1<sup>st</sup> December 2021
- Local case studies – focus on people doing various roles in social care (real stories real people) using a professional videographer
- Weekly 'live' vacancy board via social media platforms; Facebook, Twitter and Instagram
- Through the social media/digital campaign new entrants to the sector targeted through advertising/re-direct to website
- Analytics reports to be provided monthly
- Co-production with stakeholders, benchmarking, engagement and development
- Sustainability planning
- Align with national DHSC recruitment campaign "Made with Care"

#### **Medium Term December 21 – March 22**

- Website is one stop shop for vacancies
- Brand recognition
- Additional case studies are produced
- Devise training opportunities calendar and booking system
- Good practice is showcased
- Growth in positive social media traffic
- Planned and co-ordinated schedule of promotional activities linked with Talk Community

## Care Sector Recruitment and Retention

### “Plan on a Page”

Short -Term Oct- Mar 22 (3 – 6 months)	Medium -Term Mar – Sep 22 (6 to 9 months)
<ul style="list-style-type: none"> <li>• Sector collaboration and engagement in re-branding of Care Heroes</li> <li>• Promotional activity; job fairs, work with Job Centre Plus, Landau and school and college careers advisors group</li> <li>• Herefordshire Cares – new logo, new website is developed and built</li> <li>• Website is launched on 1<sup>st</sup> December 2021</li> <li>• Local case studies – focus on people doing various roles in social care (real stories real people) using a professional videographer</li> <li>• Weekly ‘live’ vacancy board via social media platforms; Facebook, Twitter and Instagram</li> <li>• Through the social media/digital campaign new entrants to the sector targeted through advertising/re-direct to website</li> <li>• Analytics reports to be provided monthly</li> <li>• Co-production with stakeholders, benchmarking, engagement and development</li> <li>• Sustainability planning</li> <li>• Retention reward programme is developed from DHSC grant funding</li> </ul>	<ul style="list-style-type: none"> <li>• Website is one stop shop for vacancies</li> <li>• Brand recognition</li> <li>• Additional case studies are produced</li> <li>• Devise training opportunities calendar and booking system</li> <li>• Good practice is showcased</li> <li>• Growth in positive social media traffic</li> <li>• Planned and co-ordinated schedule of promotional activities linked with Talk Community</li> </ul>