What can we do to increase social care workforce capacity in London?

A short talk by Neil Eastwood
Founder & CEO, Care Friends
1. Have you received any Workforce Capacity fund money yet?

2. What is your biggest workforce concern right now?
How has your staff retention been affected by Covid?

- Got better: 39.7%
- No change: 30.2%
- Got worse: 28.6%

Survey of 60 social care providers March 2021
Active applicants... Indeed, CV Search etc.

Lots of sorting
High wastage
Competitive
Patchy quality
Passive applicants
Facebook, Word of Mouth, Employee Referral Schemes

- Much less competition
- Higher quality
- More likely to be local
- 3-4x bigger pool than active applicants
High Performers: 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
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.

- Employee referral 36%
- Internet job board 11%
- Word of mouth 14%
- Local advertising 9%
- Walk-ins 9%
- Temp agency to perm 5%
- Via website 4%
- Facebook 3%
- Job centre 2%
- Other 7%

Source: Data collected from Neil Eastwood’s Social Care Recruitment Masterclass Workshops 2015-2019
The Care Friends App maximises employee referrals

Care workers earn points instantly for referring their friends.

1 point = £1
7 months since launch

173,475 Job Shares so far

Official Launch
June 2020

13,042 App Users (Care Workers)

10,669 Candidates generated via the app
Giving back to care workers

£402,063
Earned by care workers in referral and bonus points
Referrals work best in tight-knit communities
“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
Employer Feedback

“Care Friends is consistently delivering high quality candidates who share our company values.

Our staff has referred 79 new starters via the app in less than a year, and the retention of these referrals remains significantly higher than other recruitment sources.

Plus, our employees love it, and enjoy receiving cash rewards for their referrals. Who doesn’t want to work amongst friends?

Caren Burton
Head of Innovation and Happiness, Majesticare
First six months retention beats all other sources
And way better than Year 1 homecare...
Licence Fee

£12+VAT per employee per year

Min. £400+VAT p.a.

Set up Fee £149+VAT

Listed by DHSC in their Workforce Capacity Fund guidance
Questions?

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