



## **Overview and Scrutiny – Workforce Recruitment and Retention**

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**25 October 2022**

- Increased infection rates causing acute hospital pressure
- Average of 2,400 unmet home care hours
- Care Home prices escalating
- Significant strain on home care market
- Care staff agency hourly rates inflated and causing financial strain on providers
- Care agencies reporting difficulties in recruiting and retaining permanent care staff
- Staffing pressure due to mandatory vaccinations and staff isolating due to covid restrictions in place





- Engaged with the independent care market to understand the challenges
- Supported providers with BCP's
- Compiled staff agencies registers for use by providers
- Created the WNC Provider Hardship Fund
- Created the Workforce Recruitment and Retention Fund

# What is the WRRF Scheme?

## Aim:

- Support a sustainable, safe and well staffed care sector across WNC
- To avoid financial sustainability issues caused by rising agency costs
- To help staff to feel valued and to remain in the care sector
- To encourage genuine new people into the care sector



WRRF Grant	£985,166
WRRF 2 Grant	£1,818,769
WNC Contribution	£254,454
Sub-Total Available	£3,058,389

## Criteria:

- Must be delivering CQC Regulated Activity
- Must be employed between 23<sup>rd</sup> December 2021 and 31<sup>st</sup> March 2022 (Retention Bonus)
- Must be new into the care sector before 28<sup>th</sup> February 2022 and work at least until 31<sup>st</sup> March 2022 (Recruitment Bonus)
- Payment can only be made once per employee
- Paid on a pro rata basis calculated on average hours worked

## What went well:

- The Scheme generated 383 new recruits
- 4,830 existing staff received the bonus payment
- 88% of all providers signed up to the scheme
- £3m distributed to carers in West Northamptonshire

*"This bonus has helped at a time when the cost of living has risen sharply so the additional money will really help"*



## What could have been better?

- The scheme caused upset to those staff who did not qualify due to the work activity that they undertake
- Communications could have been clearer to staff
- There was insufficient pre launch engagement with providers
- Provider applications to the scheme were slow and last minute, and payments have continued to be made beyond the end date of the scheme
- NNC changed the allocation rules mid-way through the scheme



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# Internal Recruitment and Workforce



- **Care homes/day services/domiciliary care**
- June 2022 - 62.3 FTE vacancies
- September 2022 – 53.2 FTE total vacancies
  - 36.2 FTE care and support roles



## SCC's and reablement

- Both hospital pathways have undergone significant transformation in preparation for winter.
- Targeted recruitment campaigns have been successful with 8 Reablement Support Officers recruited in the last week
- 30 applications received for the roles at Turn Furlong with interviews taking place during September

- The introduction of £10 per hour from 1<sup>st</sup> April 2022 has stabilised the number of vacancies in direct care roles
- The £600 WRRF payment did reduce the number of leavers per month
- Average leavers per month pre Dec 2021 – 5.25 people
- Average leavers Jan 22 – March 22 – 3.66 people



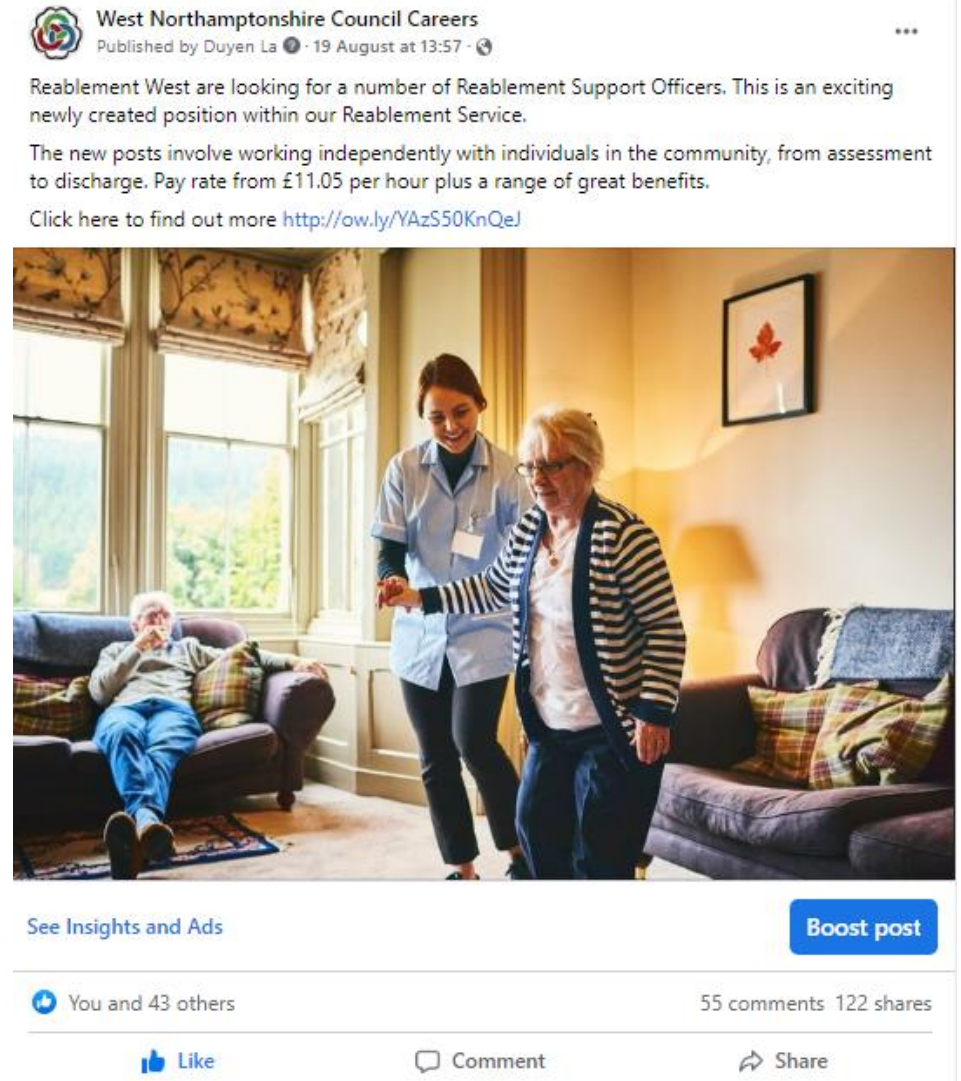
## Recruitment campaign – All in a days work

- There has been a 19.9% increase in job applications for care and support roles since the introduction of the £10 per hour pay rate

<b>Care &amp; Support Worker applications</b>	<b>Feb – 70</b>	<b>May – 119</b>	<b>19.9% increase</b>
	<b>March – 165</b>	<b>June – 175</b>	
	<b>April – 127</b>	<b>July – 140</b>	
	<b>Total – 362</b>	<b>Total – 434</b>	



- Activities undertaken by the recruitment team
- A [landing page](#) which all social media (paid for and organic) directs people to
- An ongoing social media Pay Per Click campaign on Facebook and Instagram,
- Resourcing screen all applicants that come in via the social media ads and sent them to Service Managers to book in for interview. (we do ask for feedback so we can measure the success of this but often don't get it)
- Social media posts on the WNC Careers Facebook page about jobs in Reablement & Provider Services with content like [this](#)
- Ads on various job boards (Indeed, NHS Jobs, DWP, UoN) and linking to the DHSE care worker recruitment campaign.
- Offline, we have banners put up at our care services, digital display ads, posters and leaflets, and massive ads on the side of buses across the county which ran in January – February 22.
- We attend Job Centre recruitment events and job fairs and Service Managers held monthly drop-in days at services for anyone interested in finding out about our carer vacancies.
- We liaise with all local Job Centres regularly about vacancies in social care in WNC




West Northamptonshire Council Careers  
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Reablement West are looking for a number of Reablement Support Officers. This is an exciting newly created position within our Reablement Service.

The new posts involve working independently with individuals in the community, from assessment to discharge. Pay rate from £11.05 per hour plus a range of great benefits.

Click here to find out more <http://ow.ly/YAzS50KnQeJ>



See Insights and Ads [Boost post](#)

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- **Adult Services (not eligible for WRRF)**
- June 2022 - 38.32 FTE vacancies
- September 2022 – 46.5 FTE total vacancies
  - 18 FTE social worker vacancies

## **Commissioning, brokerage and financial services**

- June 2022 – 16.5 FTE vacancies
- September 2022 – 12 FTE vacancies