

# Care Workforce Project: Briefing



# Care Workforce Project Priorities:

1. Joint health and social care collaboration
2. Outline and promote career pathways within care and health including apprenticeships
3. Develop the recruitment collateral around the profession and online presence
4. Improve the conversion of expressions of interest into appointments
5. Offer direct support to providers who are struggling with recruitment and retention



# Background

- Dedicated WSCC Care Workforce Team working alongside stakeholders and care providers to review and enhance marketing and communication activity for job vacancies.
- Promoting jobs in care as jobs/careers of choice with the aim to help close the recruitment gap.
- Targeted approach – to local communities and is primarily values based
- The project is funded through iBCF



# Background cont....

## Activities since June 2018

- Chichester campaign delivered
- Worthing campaign “live”
- Student campaign planned
- Billingshurst/ Pulborough campaign planning
- Social Media campaign



## What has been achieved:

- Engaged with 5 care providers so far, offering bespoke support with their recruitment needs
- Hosted recruitment events allowing an opportunity for care providers to meet with potential candidates
- Directly helping candidates with their job search, applications and interviews
- Delivered various marketing campaigns alongside local recruitment events
- Additional videos produced
- Attending careers events across the county in schools, colleges and University of Sussex
- Job appointments evaluated and informing future approaches
- Promoted success stories



# What are the challenges

- Our current online presence limits what we're able to achieve. Exploring other initiatives that could meet future requirements
- Apprenticeships and other education routes are more difficult in care careers due to cost and time. In 2019, looking to develop apprenticeships for hard to recruit senior roles. Also consideration for rotational apprenticeships for Health and Social Care
- Changing perceptions of what working in care is really like and this will take time to adopt



# How you may support the project and next steps

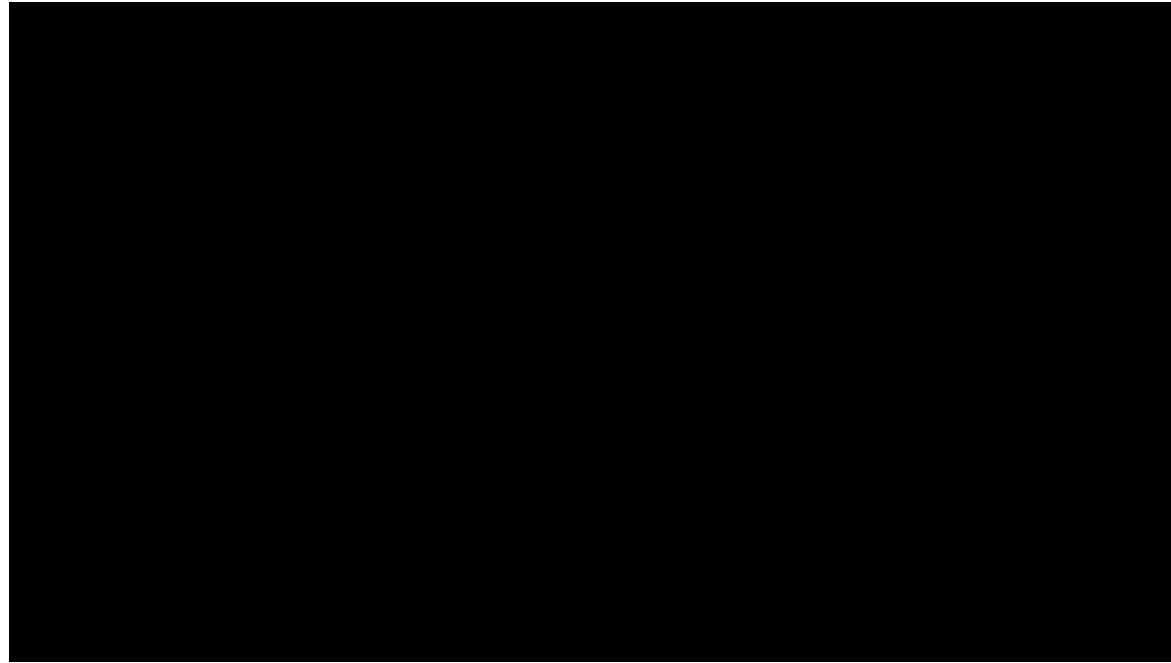
## Supporting the project

- Support the development of a new online resource, to be a one stop shop in West Sussex for care jobs
- Promote the work WSCC are doing and offer support and networking opportunities into the NHS, especially in terms of a potential rotational apprenticeship

## Next Steps

- Continue and expand on the work we are doing, work with more providers and gain examples of success
- Develop further projects to achieve the priorities
- Continue to create resources to help people consider Care as career and remove the stigma attached to it
- Think in a creative way how to best take the project forward with a results orientated approach





<https://www.youtube.com/watch?v=pbcdY-R0OTg&t=3s>

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