



Appendix Three - Recruitment Case Study Abbots Care

“Shirley Campaign”

Over 55's and active retirees – We actively recruit the over 55's and active retirees. Quite often they have worked in other sectors for their careers and find that they are motivated to give something back to the community. Care workers in this group offer maturity, life experience and are reliable and confident.

One of our care workers Shirley joined Abbots Care in 2001 as a young 67-year-old. She had experience of caring for her Daughter who'd had a terminal illness and ran a small charity lunch club for elderly people in St. Albans.

Shirley has worked across all areas of care supporting many service Users much younger than her and supports Abbots by talking to voluntary groups to tell them about her work.

We supply our active retirees with information on how to maximise your earnings and pension and tax.

We are very proud of Shirley who was included on the Queen's Birthday honours list this year for her contribution to voluntary and charity work.

In the last 12 months, we have recruited and **retained 23 new care workers in this age group.**

“Refer your friends”

When a care worker recommends their friends and family we offer a dedicated fast track recruitment process. We know from experience that these applicants are aware of the Abbots culture, understand the demands and the rewards of the role and are usually “sticky” – we retain them for more than a year. They are often not from a care background so we give intensive shadowing and support following Induction until they are fully competent.

In the last 12 months **43 new care workers recruited and retained from this group.**

Other innovative sources;

- **Previous family carers** – Make excellent care workers as have had hands on experience and are motivated to make a difference.
- **Students** – form Nursing, Social Work, and therapist courses are motivated to gain work experience and offer unsocial hours
- **Foreign Recruits** – We have been recruiting form Europe and Australia using trusted partners for 2 years. We rent houses for them in the locality and supply them with vehicles.

Other features of our recruitment and retention strategy are:

Care Worker Customer Service Co-ordinator

Although this isn't a source of recruitment it forms part of the overall strategy for supporting our care workers. The sole purpose of our customer service co-ordinator is to offer pastoral care to our care work team. This can involve sorting out any rota concerns, payroll issues or just listening to them when they are having a tough round. The CCCO is target is to reduce turnover by 5%.

Automated Recruitment Tracking system

Since automating our recruitment process, we have increased applicant **flow from 71 in Sept to 131 in October with 21 Inducted Oct and 24 booked for Nov.**