

Recruitment In Partnership ?

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A Common Challenge

To recruit, retain and develop a balanced, multi-skilled, flexible workforce capable of delivering the ever-developing, high quality services needed by service users year on year.

Challenge is the right word!

- ❑ Increasingly competitive jobs marketplace
 - ❑ Emphasis on skilled occupations
 - ❑ Fewer younger people moving into the working pool
 - ❑ Increase in work opportunities
 - ❑ Perception of “care” as low paid
 - ❑ Negative press
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But Care is a major success story!

- ❑ Between 1995 and 2004 the social services workforce grew by 43% - from 97,000 to 139,000
 - ❑ Voluntary sector more than doubled
 - ❑ Private sector grew by over 75%
 - ❑ Local authorities by 7%
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Current “State of Play”

- ❑ Not different from other sectors
 - ❑ Has to be a better way – not rocket science
 - ❑ High volume of individuals recruited to a variety of positions across a range of organisations and businesses
 - ❑ No co-ordination in this process
 - ❑ Inefficient both for applicants (multiple applications) and employers
 - ❑ Candidates may be unsuitable or require additional support but continue “in circulation”
 - ❑ Employers might interview same candidate for a number of posts
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Scottish Borders "Project"

To realise the potential of a sectoral approach to human resource improvements:

- ❑ To improve the number and quality of industry applicants
 - ❑ To reduce inefficiencies in the current recruitment system
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What' going on in the Care landscape?

- ❑ Registration of social services workers
 - ❑ Changing demographics and ageing workforce
 - ❑ Changes to service provision
 - ❑ Regional Learning Networks
 - ❑ Burden on employers to increase training / qualifications provision
 - ❑ Burden on learners
 - ❑ Safer Recruitment Through Better Recruitment
 - ❑ On line recruitment
 - ❑ Skills for Scotland: A Lifelong Skills Strategy
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Attempt 1

Joint working with voluntary sector organisations, Jobcentre Plus and Scottish Enterprise Borders resulted in a joint recruitment campaign in June 2006 with applicants able to use one application form to apply for jobs yielded over 200 enquiries to Jobcentre Plus regarding employment in the social care sector, 130+ application packs sent out and around 70 applications made.

Attempt 2: Prepare To Care

- ❑ Access to Industry / Scottish Borders Council (Community Learning and Development)/ Scottish Enterprise / Borders College meet
 - ❑ Using £2000 seed corn funding from the SE Forum, develop a short learning programme focused on employment within the care sector
 - ❑ The finished course, which was designed to last twelve weeks, contains training in the essential skills and a work-placement. It was targeted at three areas of disadvantage across the region and in total 4 courses have generated 150 enquiries, 90 applications and 53 starts on 4 courses sustaining 95%.
 - ❑ As a consequence the partnership is jointly funded by its partners who now include Scottish Borders Council Social Work Services.
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Who Cares?

- Who Cares course :First Aid / Preparation for SVQ / NHS induction programme /Delivering Personal Care / Additional needs (dementia, learning difficulties, Mental Health First Aid) / Moving and Handling / Vulnerable adults / Infection control / Food Hygiene / Prevention and Management of Aggression and Violence
 - +
SQA Personal Effectiveness Unit at Intermediate level 1 / Guest speakers from the sector (for example Brothers of Charity) / Input from Careers Scotland /
 - +
4 week work placement in a Health or Care setting
 - +
Support from Access to Industry

 - Over 75 enquiries and 40 applications.

 - 12 students start on the first cohort on Thursday 1st November + second cohort due to start at the end of November.
(Future potential for a Job Rotation Model)
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The “Work” part of workshop!

Question 1:

More of the same won't work?

Discuss

The “Work” part of workshop!

Question 2

What are the Barriers and Opportunities

The “Work” part of workshop!

The 3rd and final question:

Partnership!!!!!!????* * * *
