



Great Care Employer

BUILD A REWARDING CAREER IN
CARE WITH A TRUSTED EMPLOYER

TAKING THE STRESS OUT OF RECRUITMENT AND RETENTION

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MEET THE TEAM

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WHAT DO WE DO

Work in partnership with service providers and stakeholders to improve and maintain high quality care, support the market, and support continuous improvement.

What is the Great Care Employer scheme?

We support care employers across West Sussex recruit the RIGHT staff ONCE and KEEP THEM working for you.

We're here to help local people find rewarding jobs in adult social care, finding a role that is right for them, with the TRAINING, DEVELOPMENT, and FULFILLMENT they want

Our aim is to spread the word about the benefits of working in adult social care and dispel some of the myths about care work.



How does it work?

Registration is easy:

- Focussed 1:1 conversation with a member of the QAMS team
- Completion of a quick self-check toolkit
- Identification of quick wins, strengths to celebrate and actions to compliment your existing practice.

You also receive:

- A kitemark to show you are a Great Care Employer
- Ongoing support and signposting
- Engagement, Improvement and check-ins



MAPPING TO CARE QUALITY COMMISSION REGULATIONS

PRACTICE AREA	CQC REGULATION / QUALITY STATEMENT	EXAMPLE EVIDENCE
Values-based recruitment Effective Staffing statements	Regulation 19; recruitment records,	Interview questions, Safe and values
Induction and probation	Safe and Effective Staffing competency sign-off,	Induction plans, buddy arrangements
Supervision and wellbeing	Workforce Wellbeing and Enablement wellbeing actions,	Supervision notes, staff feedback
Learning and development	Well-led; Effective progression pathways,	Training records, appraisals
Great Care Employer scheme	Well-led; Workforce Wellbeing improvement actions,	Completed toolkit, use of logo

Skills for Care – Recruitment and Retention Secrets of Success

Investing in staff retention is vital to the success of any organisation. It helps with the continuity of high-quality care, positive workplace culture, staff wellbeing, time and cost savings, and positive CQC ratings.

Employers with a turnover of less than 10% told us that their main activities contributing to staff retention were:

- Investing in learning and development (94%)
- Embedding the values of their organisation (92%)
- Celebrating the organisation's and individual achievements (86%)
- Involving colleagues in decision making (81%).

[Skills for Care – Recruitment and Retention Secrets of Success](#)





What are your top tips to keep your staff?



Focus on practical reasons staff stay, like supportive management, flexible shifts, contributing to the business and feeling valued.



Give yourselves the permission and time to think creatively.

**REFLECTIONS FROM THE GROUP:
WHY DO YOUR STAFF STAY?**

What Did You Have to Say?

“It’s important to support staff to fully understand the role you are inducting them into so that they can decide if the role is right for them and as an employer we can decide if they are right for the role i.e., have the right attitude, are caring and can work as part of a team.”

Registered Manager – Residential Home, Worthing



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Employee Induction



An induction should not just be a formality or tick box exercise.



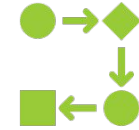
All new employees training should be planned and documented so both you and the new starter can keep track of progress.



You will establish what you expect from them and what they, in return, can expect for you.



You should use this opportunity to make new employees feel part of the organisation and help them settle into their new role.



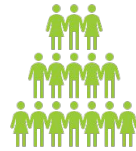
Make sure you share your values and goals so they can hit the ground running.

Why is Retention so Important?



Retaining the staff you have is just as important as attracting new staff.

24.7% estimated turnover rate in adult social care (Skills for Care, 2024/5)



High staff turnover can have a negative impact on the quality of care and support.



Poor retention leads to higher recruitment costs.

Average cost of hiring and on-boarding each new care worker is £3,288 (Skills for Care, 2024/5)



A values-based approach should be central to your staff development and retention strategies.



Valuing your employees and investing in their learning and development will improve your chances of retaining them.

Performance Review



Have frequent meetings with employees to see whether they are coping with their workload, have any workplace issues, what personal goals can be set and if there are any **training or development opportunities**.



This helps keep **engagement levels up** and avoids them feeling unsatisfied in their role.



Make career pathways clear so that people see social care as a long-term career opportunity. Visual career pathways can really support development conversations between line managers and employees.



What Did You Have to Say?

“I think it’s essential that a company has a transparent structure, and all staff know the skills, knowledge and behaviours that allow progression and career development. I’d like to think that staff can be supported in developing a 5-year plan that includes additional qualifications, specialist knowledge areas, additional responsibilities and pay that reflects their progression.”

Director – Care at home agency, Chichester



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Personal Development



Assess overall learning needs and provide suitable support to help employees with their professional development.



This could involve coaching, team development days, e-learning and attendance at seminars.



Giving employees a clear path for progression is key to them staying in the long-term and not seeking opportunities elsewhere.



Reward and Recognition



If an employee is doing good work, give them praise. If they are struggling, give them constructive feedback and help them perform to the required standard.



Say thank you more often. We are happier and more motivated when we feel appreciated.



Give sincere compliments. When you notice somebody doing something well, you should make a point to comment on it.



Share stories of on social media about staff that have been with you for a long time. This can be inspiration for those early in their careers.



If you want to give recognition in the most personal way possible, then why not actually take the time to ask employees how they'd prefer to be recognised?

Understand Why People Leave



An exit interview is a good opportunity to understand why someone is leaving. Use this information to inform your retention strategy.



Other ways to find out how people are feeling is through individual appraisals, group meetings and employee surveys or questionnaires.



These communications can all help you pinpoint any problematic areas and take the appropriate action.

Employee Wellbeing



Give employees the tools they need to improve their physical, mental, social and financial health, through wellbeing education and managerial support.



Employees who feel valued and challenged to progress are more likely to stick to their role and grow within a business.



Ensure staff maintain a healthy work life balance by showing compassion and flexibility. This can prevent burn out, long term sickness, or them leaving the job altogether.



Making sure your staff take regular breaks and have space to take time out from work during the day is so important.

“Take care of your employees and they’ll take care of your business” Sir Richard Branson

USEFUL LINKS

West Sussex Wellbeing

WS Wellbeing is a friendly and impartial service for help and support to improve your health and wellbeing

Time to Talk

Time to Talk are friendly and approachable services offering talking therapies to people who are struggling with: Stress, Worry and General Anxiety

West Sussex Mind

West Sussex Mind is an independent local charity. They support people with their mental health, provide specialist training and campaign to improve services

Maximus UK

This free service which is delivered by Maximus in partnership with the DWP is available to anyone whose performance or attendance at work is being impacted by mental health issues, even if they are not diagnosed.



Coastal
West Sussex





Any Questions

If you have any questions or want to speak to a member of the Quality Assurance and Market Support Team, please contact us via our email address:

Email: qualityassuranceandmarketsupport@westsussex.gov.uk