

Recruitment Workshop

From strategies and tactics that work
to an overview of plans for a
National Recruitment Campaign

with **Kim Teagle,**
Keith Coni &
Neil Eastwood

Agenda

1. Building a homecare workforce

Neil

- A new opportunity?

2. Recruiting in Practice

Kim

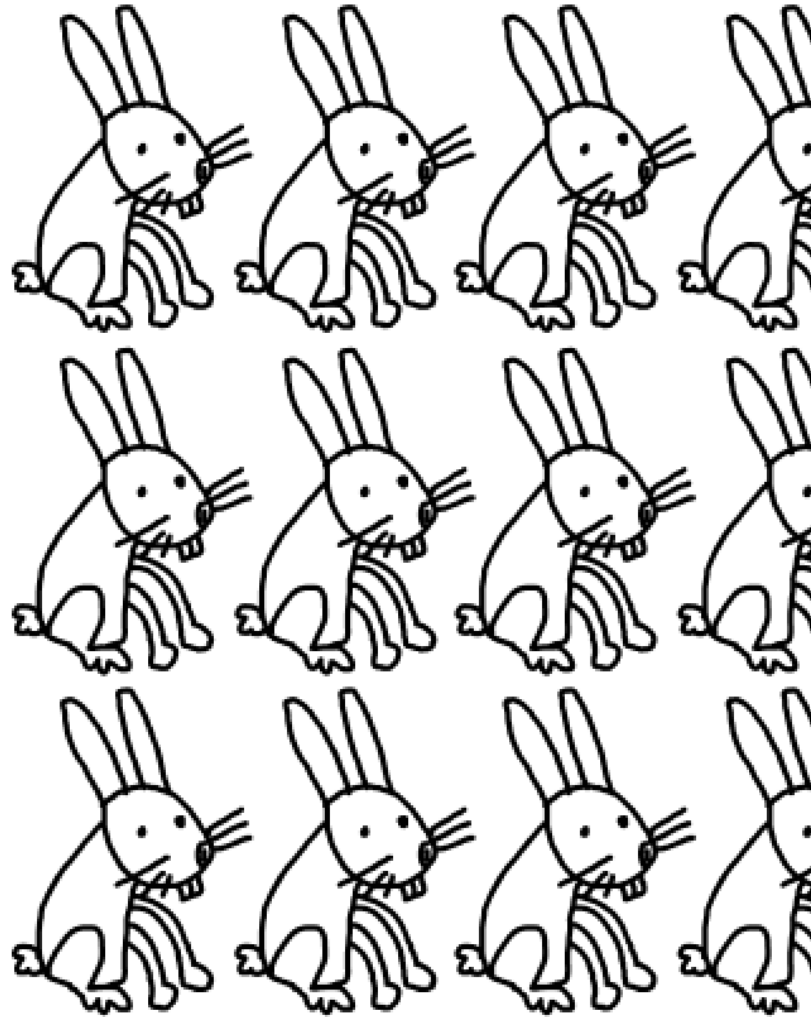
- Lessons from a successful recruiter

3. DHSC National Recruitment Campaign

Keith

- Overview and findings

**“Think of
one care
worker you
would love
to clone”**



1. Age

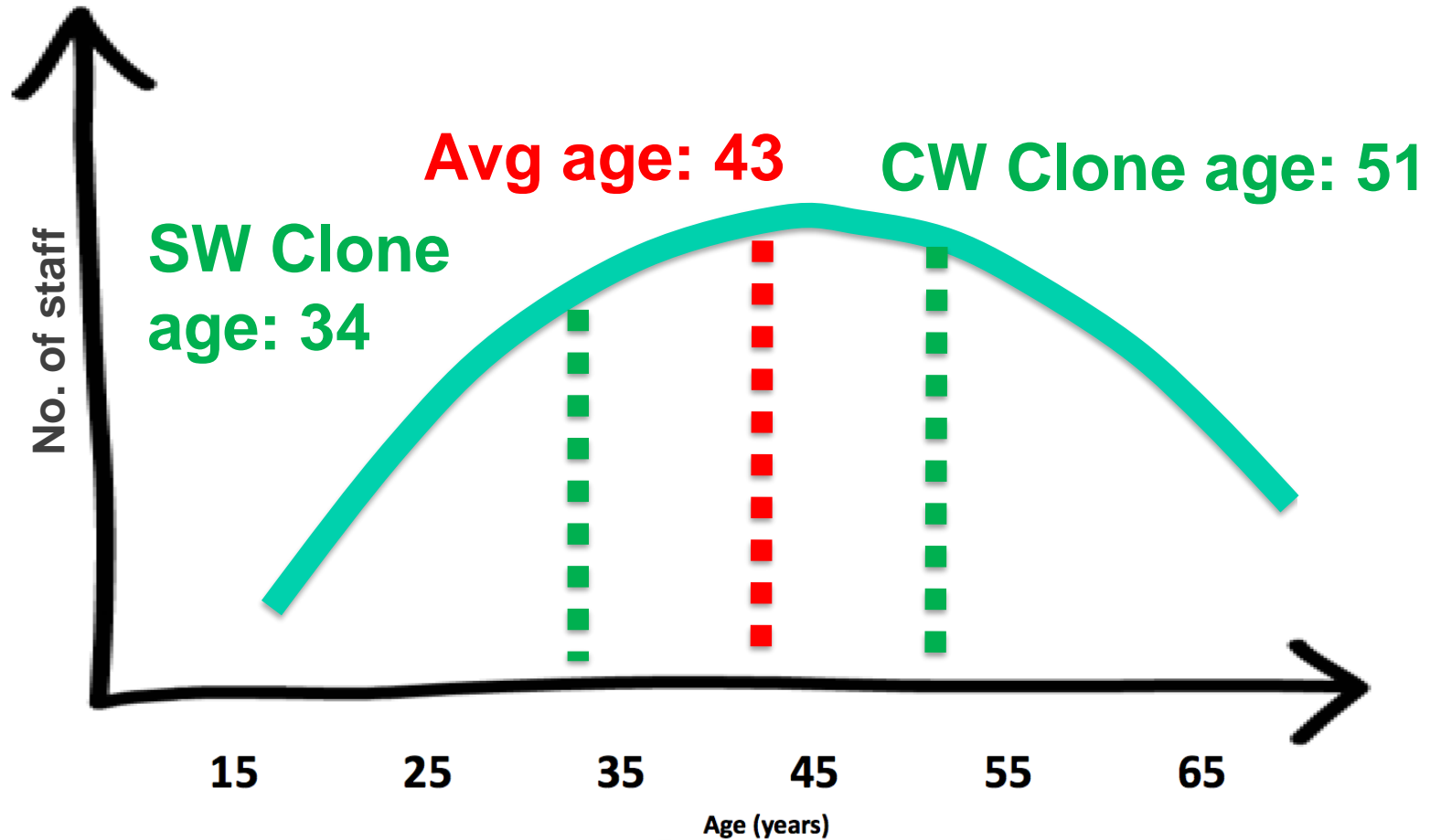
**2. Why did they
become a care
worker?**

**3. How did they
hear about your
organisation?**



1. Age

Care and Support Worker Age range



**2. Why did
you become
a homecare
worker?**

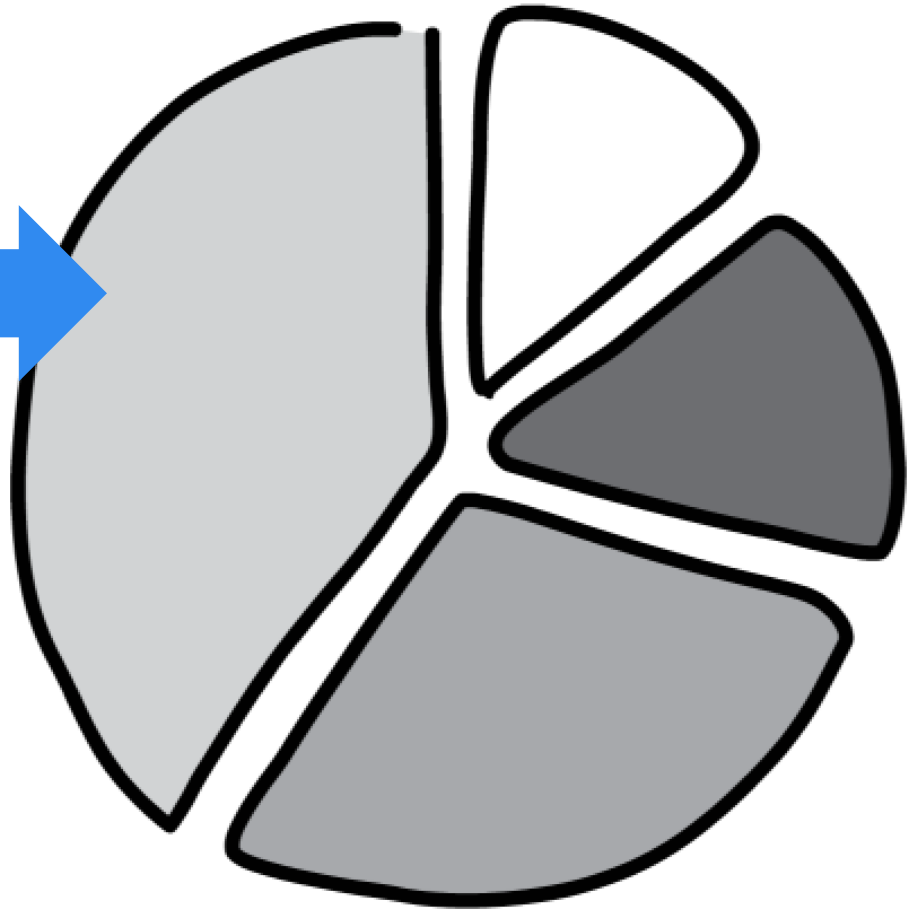
55%

of high
performing care
workers have
cared for a
relative or friend



**3. How did they hear
about your
organisation?**

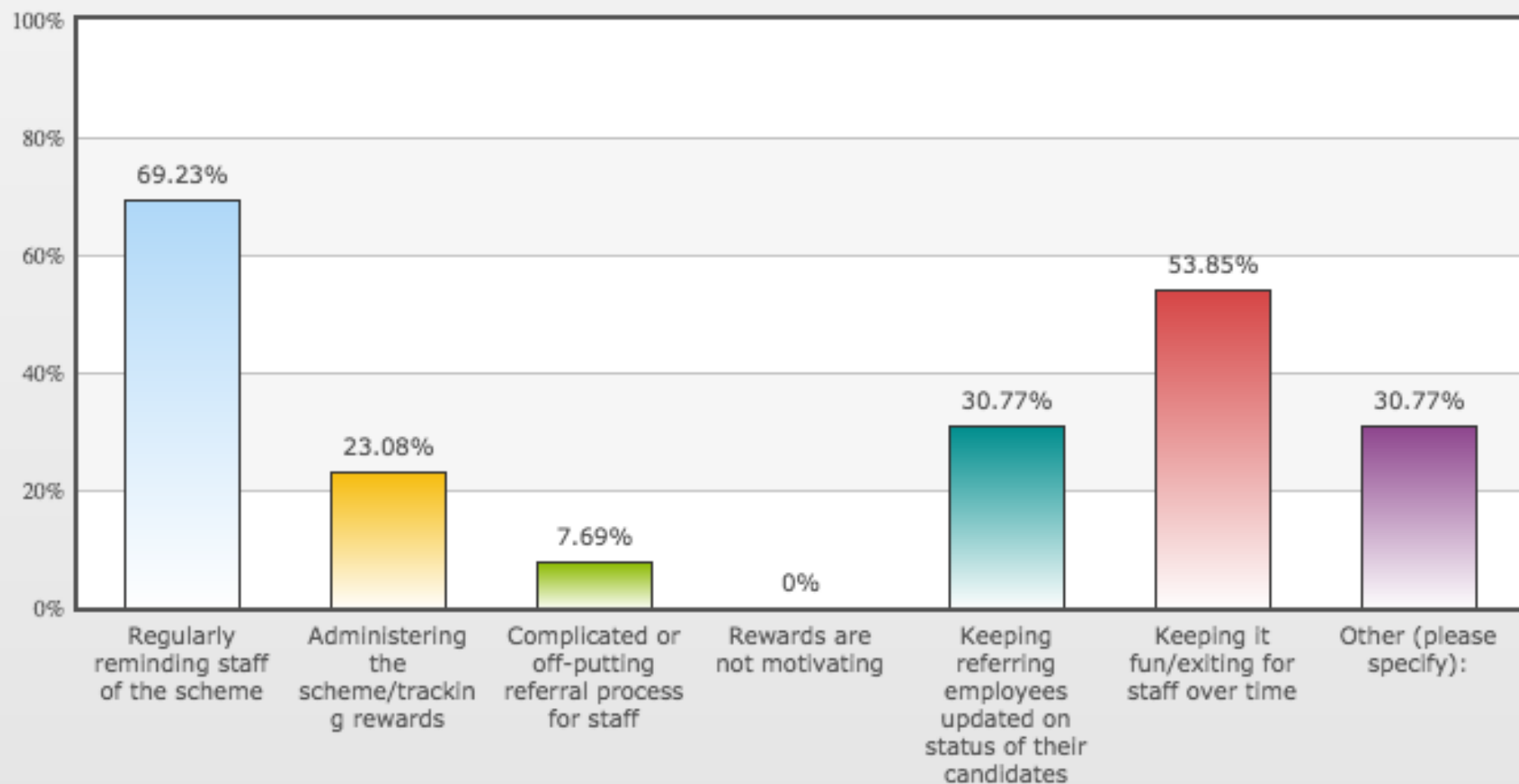
**46% word
of mouth
or
employee
referral**



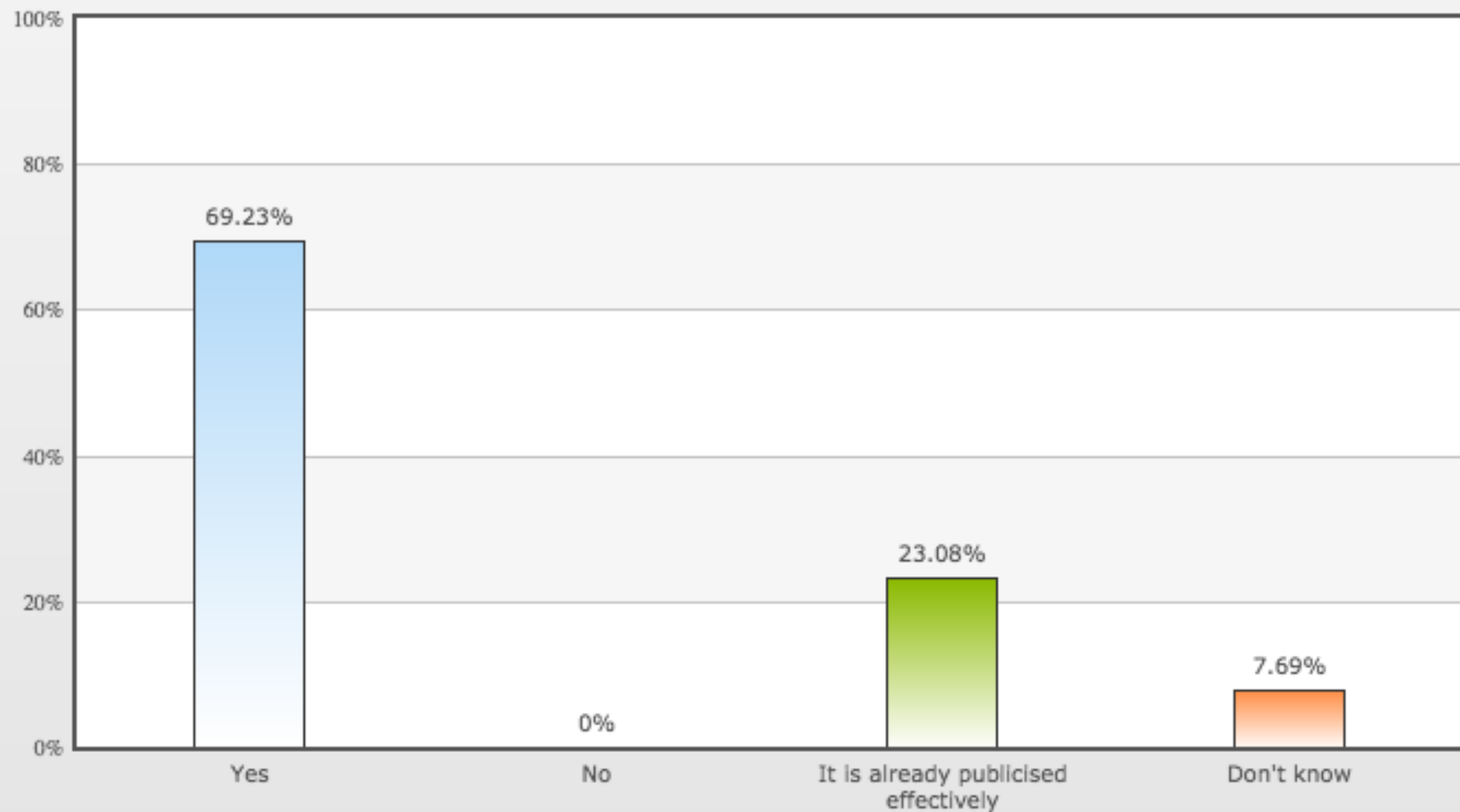
Refer-a-friend = best source of care staff

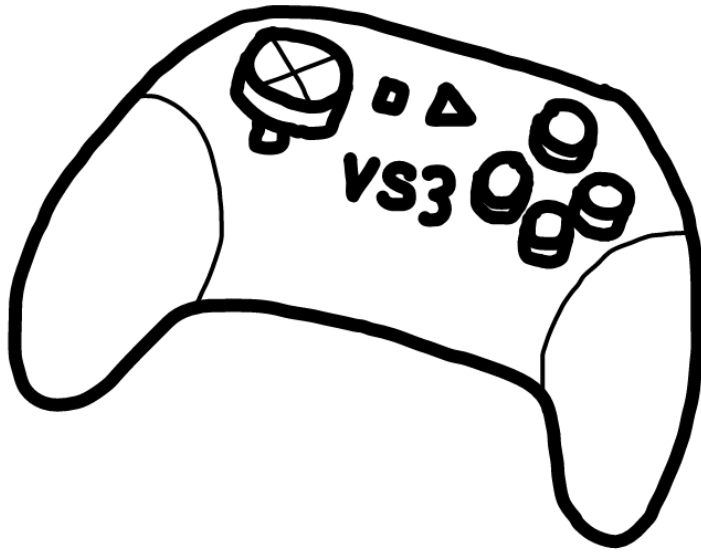


Which, if any, of the following are challenges you face running an employee referral scheme? Please tick all that apply.



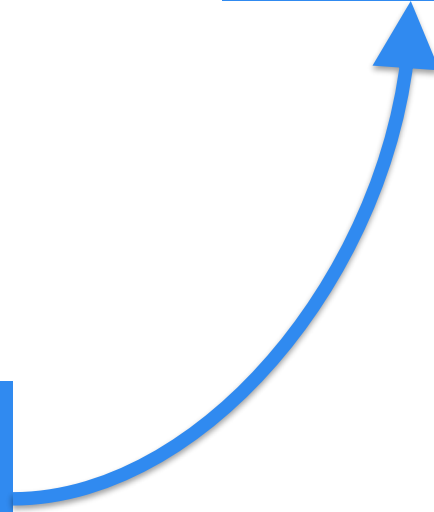
Do you think there is potential for more employee referrals if you were able to promote it easily and regularly to staff and admin was made easy?





**Referrals = 8%
of hires now**

**33%+ of
hires?**



Kim Teagle
Recruitment Manager,
Bluebird Care (Hook &
Newbury)

**Q: Who makes a
successful in-house
homecare recruiter?**

Q: What are your main challenges?

Q: Where do you source applicants from?

**Q: How important is
'candidate experience'?**

**Q: What are your tips for
being a successful
recruiter?**