

Increasing the Capacity of the Adult Social Care Sector Provider Workforce in Lincolnshire

6th April 2022



Introduction

- The strategy group has developed a workforce strategy called 'bridging the gap'
- There is also an associated work plan
- The strategy group adds value to the recruitment and retention activities of Lincolnshire's adult care providers
- The team meet regularly with the sector to explore workforce priorities and to facilitate coproduction of workforce initiatives
- Today we will share details of one of these initiatives which aims to support the sector with recruitment, retention and attraction activities

The challenge

- Increase the workforce by 6,000 jobs - from 22,000 jobs to 28,000 jobs by 2035
- National vacancy rates of 9.5%
- Average turnover rates of 35%
- Average number of sick days was 10.1
- Aging workforce profile – average age 44 years
- Competition from other sectors

The National Recruitment Campaign 'Made with Care'



- Launched in November 2021 until end March 2022
- With a significant advertising spend, the campaign is intended to reach millions of people and help to position adult social care as an emotionally rewarding job where you can enable people to lead fulfilling lives.
- The messaging was designed to inspire people with the right values to consider a career in social care and as a result, the campaign aims to increase the number of quality candidates applying for care provider vacancies.
- Watch this video to hear how David Weatherley a Registered Manager at Walnut Care at Home has used and benefited from the campaign materials.
[Employer case study video - full length \(Landscape\) on Vimeo](#)

Lincolnshire's 'It's not a job' campaign



It's not a job.
It's a calling.

- Working with Social-Change and other stakeholders
- Launched on 7th March 2022 for a period of three months
- A general attraction campaign covering Lincolnshire with a focus on attracting people into Home Care vacancies.
- It will link closely to the national efforts, not duplicating, but supporting the national messages. It will have a local 'look and feel' to boost connection with the audience, driving people from contemplating a career in care, to actively applying for a position with one of the county's care providers, with a focus on supporting our prime providers.
- Funded via the Workforce Capacity Fund the key messages: **'It's not a job, it's a life'** and **'It's not a job, it's a calling'** draw attention to the benefits of job security, career progression and work-life balance present within adult social care that cannot always be found in other sectors.
- The campaign is designed to attract interest and action, with a clear target audience and strong messaging.

Lincolnshire's 'It's not a job' Campaign



"Prior experience and qualifications are not essential. What is most important is kindness, patience and compassion. Care providers are looking for people with transferrable skills and a good work ethic."

Adult social care is very accessible for people looking to return to the workplace after a career break or wishing to transfer from another sector. Carers gain skills, knowledge and qualifications that can see them progress right to the top of the ladder.

Job security can be assured in the adult social care sector due to the abundance in job opportunities and roles".

Lincolnshire's 'It's not a job' Campaign



A call to action

In addition to raising awareness and highlighting the benefits of the sector, the 'It's not a Job' campaign seeks to simplify the enquiry process for anyone seeking a job in social care. LCC has developed a dedicated page on the website for people interested in a career in adult social care.

A single enquiry form on the webpage <https://www.lincolnshire.gov.uk/jobs-careers/enquire-career-home-care> streamlines the process by connecting jobseekers with the care providers most suited to their location and preferences.

Upon completing the short form, one of the county's homecare providers will then be in touch with those responding to the campaign and to answer questions and help to find job seekers with a suitable role.

Opportunity for Questions

- Justin Hackney, Assistant Director Specialist Adult Services and Safeguarding
- Alina Hackney, Head of Commercial Services – People Services
- Melanie Weatherley, Chair, Lincolnshire Care Association
- Jo Osborn, Senior Project Manager, Social-Change UK