Recruitment in Social Care in Scotland

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What we will talk about today

- Overview of the voluntary sector delivering social services in Scotland
- Overview of the Coalition of Care and Support Providers (CCPS)
- A brief history
- Some statistics
- Recruitment challenges
- Collaborative problem solving
- Learning about underlying issues
- Actions for change
- Key messaging
- Long term change measurements
Voluntary sector providers of social services in Scotland

- 80+ organisations; mainly delivering services nationally or multi-authority
- All registered charities
- Just over 75% of service delivery is purchased by local authorities; other income is from grants, trusts and fundraising activities
- Delivers 27% of all social services
- Paid workforce of 43,000
- 5,000 volunteers
- Works in all areas: housing, physical and learning disabilities, addiction, homeless services, residential childcare and criminal justice
- Majority of providers are members of the Coalition of Care and Support Providers in Scotland (CCPS)
CCPS

- Membership organisation - only open to voluntary sector providers of social services
- Current membership 80+
- Core activities funded through membership fees - 4 full time staff

- Hosts several, mainly Scottish Government, funded projects:
  - Commissioning and Procurement
  - Criminal Justice Voluntary Sector Forum
  - Housing Support Enabling Unit
  - Let’s Get Digital
  - Workforce Development Network
A brief history

- HRVSF Benchmarking- annual workforce survey
- Scottish Government commissioned survey- Recruitment and Retention in Scotland’s Social Services Workforce
- Care Inspectorate/Scottish Social Services Regulator joint report in vacancies in social care
- Increase in number of respondents reporting recruitment challenges
- Established networks and forums: Liaison Group and HRVSF
• 10 years of benchmarking; 5 years in partnership with the University of Strathclyde

• Survey findings cover about 25,000 workers (just over half the voluntary sector workforce)

• 93% report recruitment of frontline staff very or quite difficult

• 69% indicated recruitment needs being higher than the previous year

• 79% use agency support workers

• 35% use agency nursing staff
What this means for providers

- Over 50% had to increase budget for recruitment
- Agency costs
- 34% of part time staff work above contracted hours
- 77% organisations have full time staff on relief register
- 48% reported an increase in training needs
- Over 50% stated their training budget had stayed the same or decreased
- Impact for people using services
Recruitment challenges - overt

- Pay, funding, competition
- Qualification/ training requirements
- Skills, responsibility, workload
- Image of sector
- Geography
- Systems: contract, regulatory, recruitment

More recently...
- Brexit
- Differentials
- Sleepover commitment
In 2017 four providers took a decision

To problem solve

To work collaboratively

Learning and reflecting together

To create change
Now in 2019, thirty-six providers involved

Phase 2

Group governance

Joint recruitment marketing and branding brief

Logo
Currently: Because Scotland Cares

• #BecauseScotlandCares

• @Scotland_Cares

• “Care changes lives”

• “Be an inspiration and make a difference”
Learning: underlying issues

What is it?

What role?

Pathways?

Not welcoming

Where?

Barriers

Competition

Pride and belonging

Human qualities
Message is simple, if not easy

Public

• Information

Be brave
Change lives
Join us

Work in voluntary sector social care

#BecauseScotlandCares

Providers

• Change

Welcome people in

Reduce barriers

Provide clear positive message/info

Connect

Celebrate human qualities
Actions- now

• Social media to support members’ recruitment
• Events
• Engage about system requirements
• Create collaborative joint website brief- digital solutions
• Mixture of self funding and support from others (Scottish Government, OCSWA, SSSC, BCF, CCPS)
• Raise profile of sector for employment, economy & careers
• Celebrate and promote collaborative problem solving
• Gather measurements of impact and change
Long term change

1. > Range of applications of registrants
2. < Reporting of difficulty in recruiting
3. > Number of applications for posts
Some useful links

- The Economic Value of Adult Social Care
- SSSC Workforce Data Report 2017
- Fair Work in Scotland’s Social Care Sector 2019