

Recruitment and retention: secrets of success

Recruiting and retaining personal assistants

Individual employers are people who directly employ personal assistants (PAs) to support them to live their personal, social or professional lives according to their wishes and interests.

Skills for Care spoke to 917 individual employers to ask them what works well for them in terms of finding, developing and keeping PAs.

You can read the full report at www.skillsforcare.org.uk/secretsofsuccess.

You can find out more about employing personal assistants at www.skillsforcare.org.uk/iepahub.

Recruiting and retaining personal assistants: what works well for individual employers

Attracting and recruiting people with the right values, behaviours and attitudes to work as PAs is important, as is offering a workplace that means they'll want to keep working with you. Being able to keep (or retain) good PAs means you'll have the right support when you need it and spend less time recruiting.



How can I find a PA to meet my needs?

- Employ someone you know
- Ask for recommendations from other individual employers
- Ask for advice or help from support organisations
- Be seen as a good employer (e.g. approachable, friendly, respectful and flexible)
- Be clear about your needs up front

How can I make sure my PAs don't leave?

- Have a structured recruitment process so you can employ the right people for the job
- Support your staff to understand the job from the start
- Have a professional but friendly working relationship
- Have good communication
- Treat your PAs with respect
- Be flexible
- Pay well and on time
- Show your PAs that you value and appreciate them
- Make a pleasant working environment



How can I make sure my PAs have the right skills and experience?

Find people with the right values, behaviours and attitudes

Be clear about the skills and any qualifications needed in the job advertisement

Ask them to explain their skills at interview

Include training during induction

Talk about training needs during supervision

Be open to and offer regular opportunities to do training

Resources to help

Skills for Care has lots of useful resources to help you recruit and keep PAs, including a practical toolkit.

Information hub for individual employers and PAs has lots of resources to help you employ personal assistants, including the 'In your area' section where you can find details of local organisations that can help.

www.skillsforcare.org.uk/iepahub

Money for training is available through the individual employer fund to pay for training for your and your PAs.

www.skillsforcare.org.uk/iefunding

