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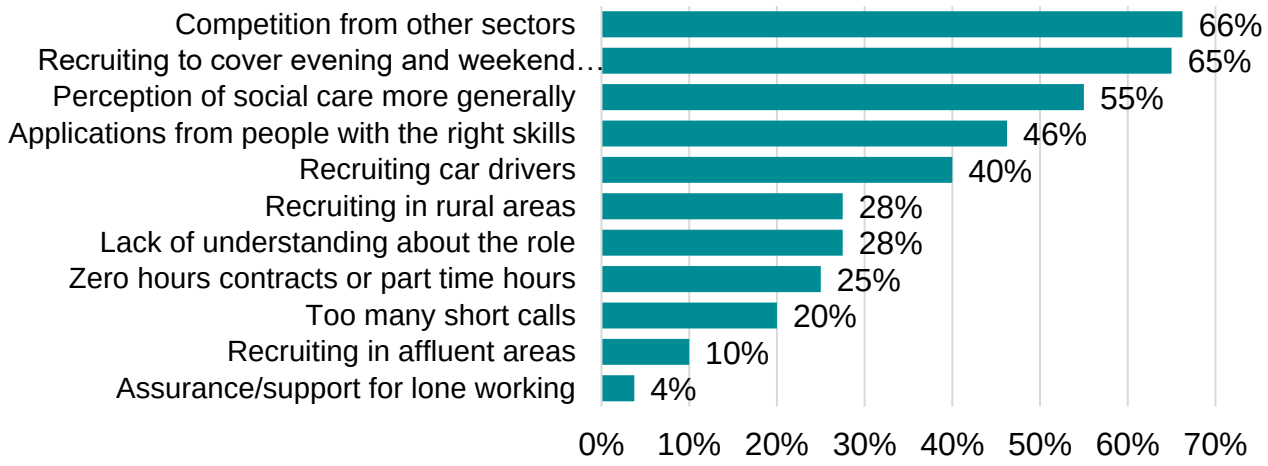
Staff attraction and retention

Key findings, March 2022

Provider survey

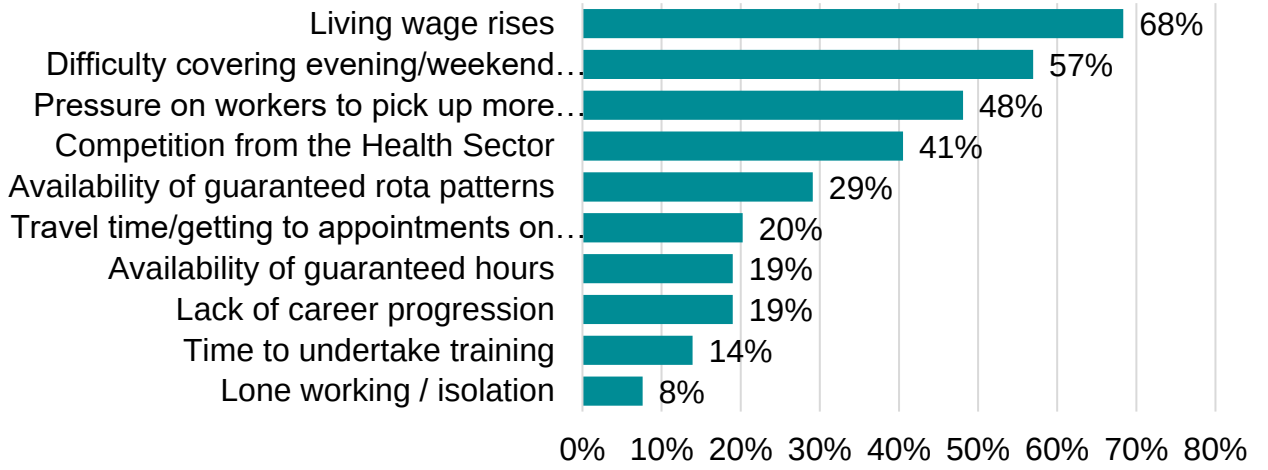
- The survey was email to ASC-WDS users on 24 February 2022 and closed on 21 March 2022. Open for just over three weeks.
- There were responses from 82 providers and 316 staff.

What are your main challenges when attracting new staff?



The top results when asked 'the most successful methods when attracting new staff' were word of mouth, Facebook, competitive wages and offering training and opportunities to develop.

What are your main challenges in retaining staff?

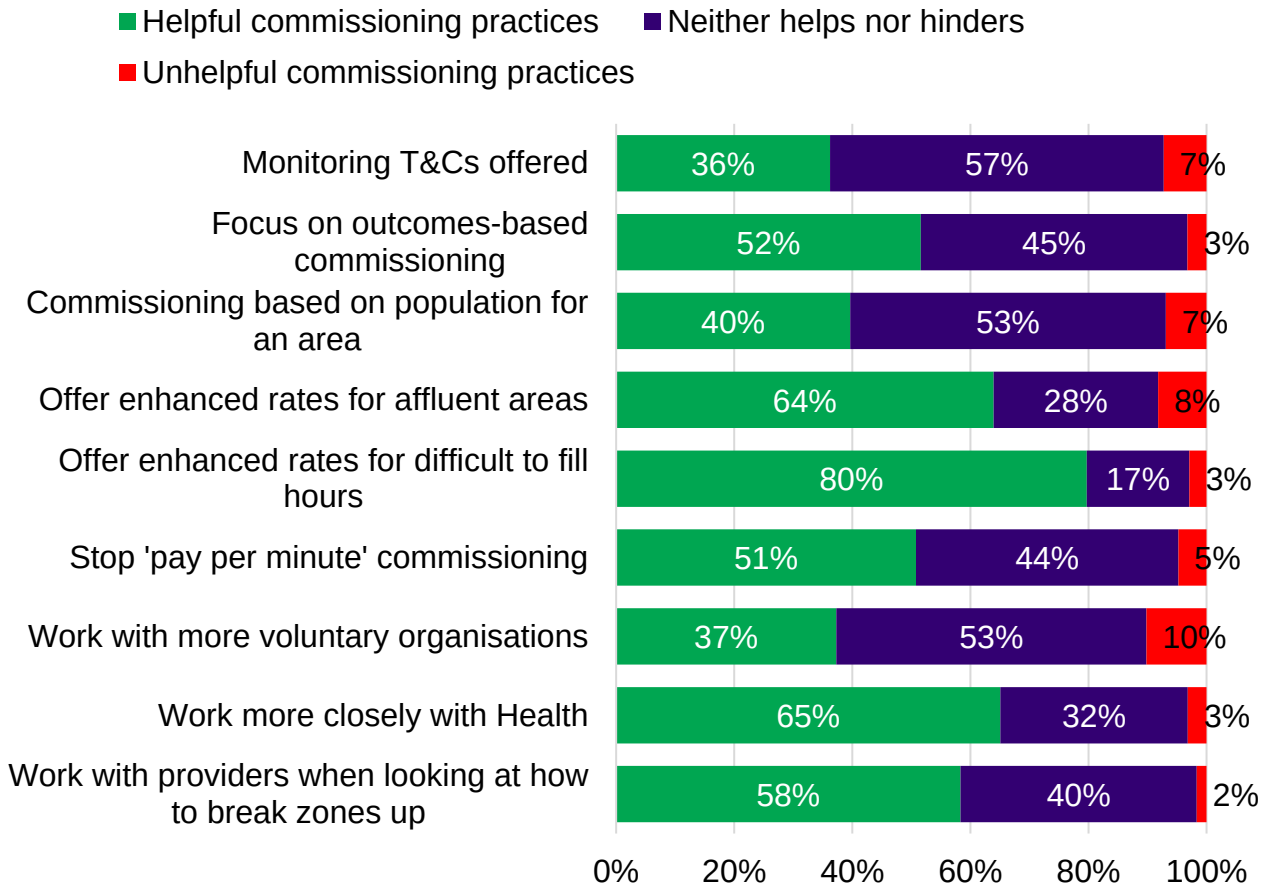


Among the most frequently mentioned successful methods of retaining staff included flexibility of shifts, good training, good team working, supportive management and fair pay rates.

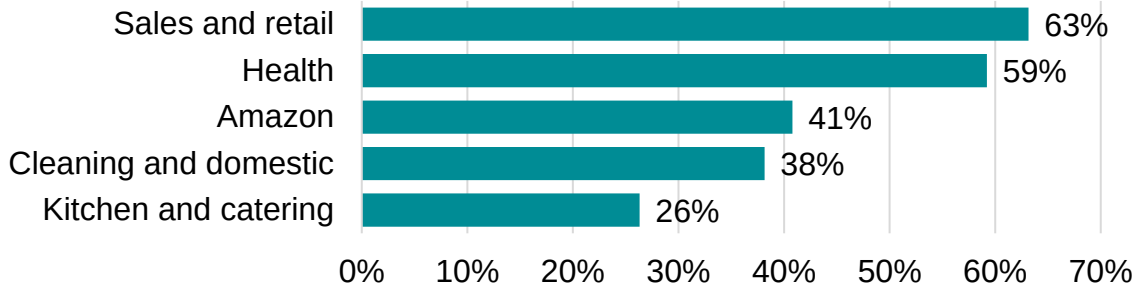
Among the most frequently mentioned answers to ‘what do you think needs to happen to improve the public’s perception of care workers’ were:

- advertise the value of the role
- better pay
- promote care workers are trained professionals
- raise awareness of what the job actually involves
- and improve perception via TV dramas, documentaries etc.

Do you think the following would be a helpful commissioning practice in your Local Authority?



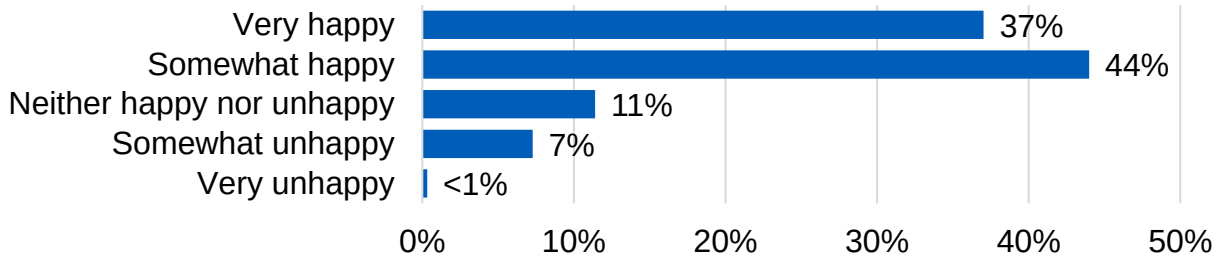
Who do you think are the main competitors in your area?



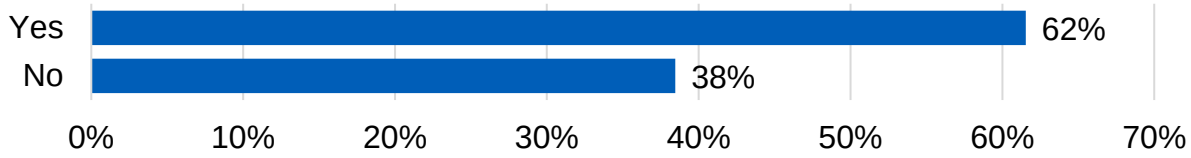
Staff survey

- 316 respondents

Are you happy in your role?



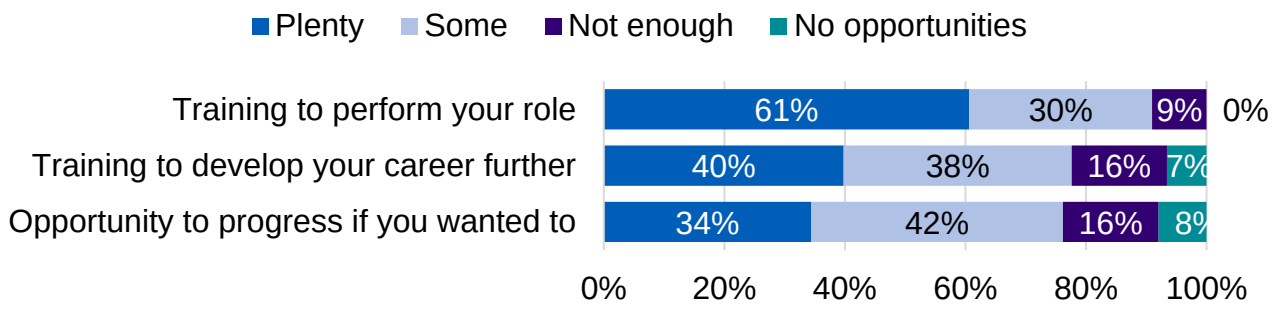
Do you receive recognition/do you feel valued in your role?



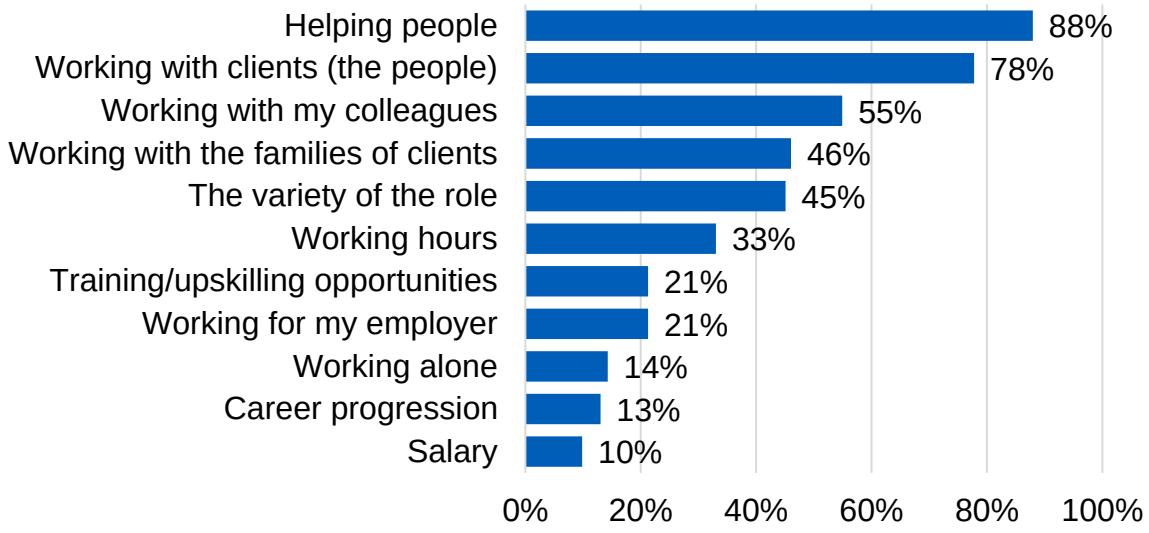
62% of people said they felt valued, the main reasons were having a supporting team and management, receiving thank you and praise, getting feedback and appreciation from the clients.

38% of people said they did not feel valued, when asked what would help to change that the main comments were receiving recognition and acknowledgment of the work, more thank you's and praise, better pay, working in better staffed teams and better communication & listening from management.

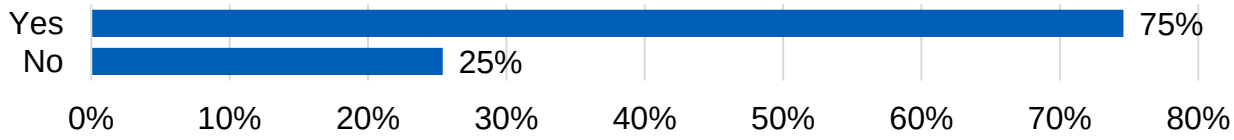
Do you feel you have enough opportunities in the following areas?



What do you find the most rewarding parts of your role?



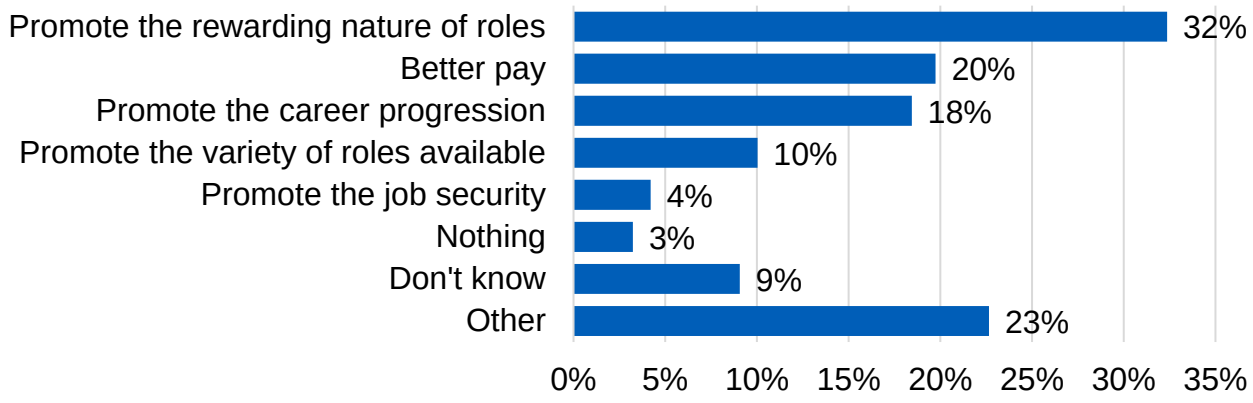
Would you recommend working in social care?



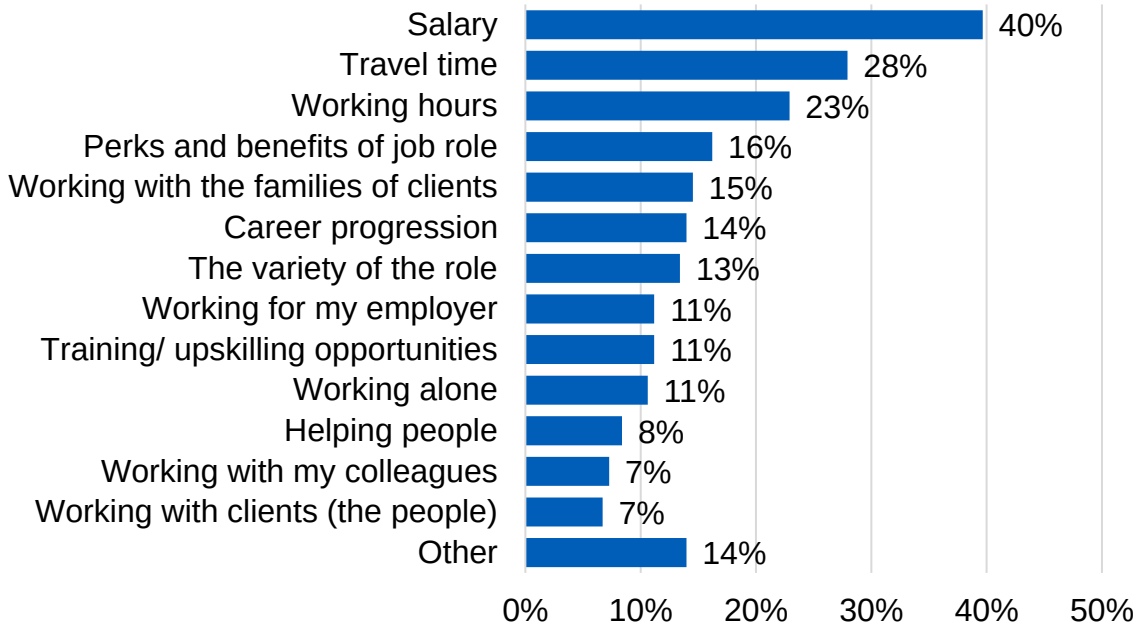
75% of people said they would recommend social care. Top reasons included the variety of the role, it's very rewarding, you make a difference, its satisfying and it's a great career'

25% of people said they would not recommend social care. Top reasons included low pay, the demands that staff shortages put on you personally, stressful and feeling undervalued.

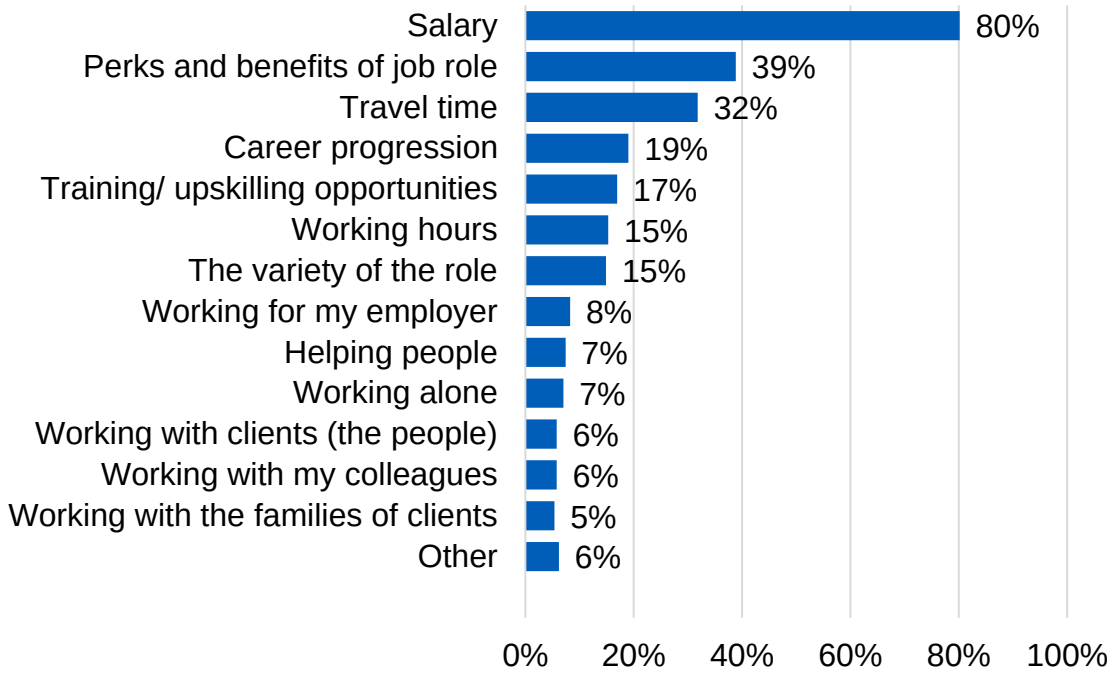
In your opinion, what one thing would make working in care more appealing to new applicants?



What do you find hardest?



What changes would be most appealing to you?



Overall, the suggestions for a change of pay were that it should be higher. More specific suggestions included pay being in line with the NHS, being paid above the minimum wage, a better rate of pay for weekends and bank holidays, keep up with the cost of living and pay increase based on training and qualifications.

Some of the tangible suggestions for better perks and benefits of the role included a car scheme, discounts on petrol and food and a bonus.

Some suggestions to change travel time included to allow more time for travel, getting paid or paid more for it and a higher milage rate.