

Recruiting Personal Assistants during a pandemic



Welcome

- this webinar is being recorded for others to watch
- attendees are on mute
- please do chat, comment and ask questions via the 'Questions' function. This is monitored by facilitators
- we will also be answering some questions sent in prior to the webinar
- there may be questions that come up during the session which we will have to park and check
- it will last no longer than one hour.



Presenters



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Locality Manager (Midlands)



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Locality Manager (Eastern)



Challenges to recruitment and retention during the pandemic

- over the last six months what has been the main challenge for you around the recruitment of PAs?
- over the last six months what has been the main challenge for you around the retention of PAs?



Current challenge

To attract, develop and retain a **quality** Personal Assistant workforce.

Challenges

- too many applicants without the right qualities
- not enough applicants
- can recruit OK but a high proportion of leavers.

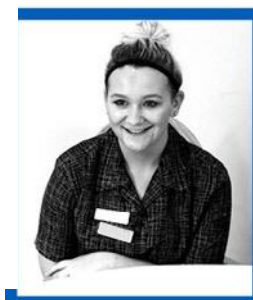
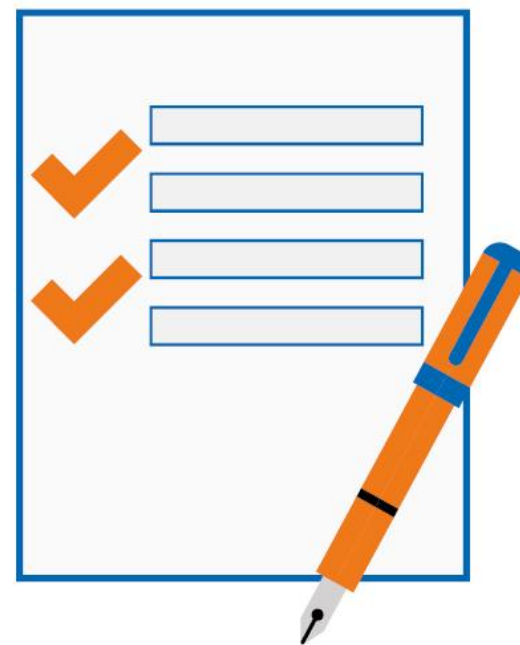
COVID 19 challenges:

- shielding
- family / carers undertaking PA role - sustainable?
- risk adverse PAs
- Distancing



What we'll be covering

- who am I looking for?
- where will I find them?
- how can I reach them?
- tips for virtual recruitment
- local examples
- skills for Care resources
- Q & A





Who am I looking for?

Who	Employment type	Motivation
Recent leavers/ retirees/redundant staff	Temp/perm	Give back to community/career change
Dom care staff	Temporary	Maintain earnings
Furloughed staff	Temporary	Wage top up
Self-employed	Temporary	Supplement income
students	Temp / perm	Early way in to the sector
Recently inspired	Temp / perm	Want to help/ feel useful



Where will I find them?



- national and local recruitment initiatives
- use of support organisations
- local community/volunteer scheme
- PA registers www.skillsforcare.org.uk/iepahub
- careers and employment advisors
- link with other service sectors (e.g. hospitality)
- colleges and universities
- recruitment agencies.

Channels POLL

What channels have you used for recruitment pre and during COVID?

- social media (including website)
- local community via printer promotion
e.g. posters/flyers/local newspaper
- online jobs boards
- recruitment fairs and events
- other



Key messages

Impactful language:

- assume no knowledge
- tap into motivations
- communicate the urgency
- state how much their support will be valued.

Rewards, benefits and addressing concerns:

- communicate benefits
- promote support they will receive from you
- address COVID fears and concerns.



National Care to make a difference

CARE

www.findajob.dwp.gov.uk/

<https://www.joinsocialcare.co.uk/>



Department
of Health &
Social Care



Local examples

1. Support with Confidence

www.supportwithconfidence.gov.uk/

2. Coventry City Council

Independent Living Team



3. The Disability Resource Centre

Case study 'J'

Care Pair



Distance recruitment

Tips for selecting a PA using virtual methods:

Poll:

Have you ever conducted a virtual interview?

- Yes
- No



Technology and data



Choosing the right technology

- what is available?
- what do you need to use the technology for?

www.skillsforcare.org.uk/SafeAndRapid

Keeping data safe

- The National Cyber Security Centre have some good resources

www.ncsc.gov.uk/collection/small-business-guide/video



Planning virtual interviews

- help the applicant prepare – it is likely to be a new experience for them
- choose a quiet area for the interview
- ensure you have all the information to hand
- if you're interviewing with another person, discuss who will be asking what questions, and who will take notes.

And remember that all important practice run!



During the interview



- welcome and check the tech
- shut down other applications on your device
- use a values-based approach
- include the A Question of Care report if you have asked the applicant to undertake the online quiz.
- right to work checks can be completed on video calls

www.gov.uk/guidance/coronavirus-covid-19-right-to-work-checks

- give the applicant plenty of time to respond to questions
- build in plenty of time for the applicant to ask their own questions
- always end the interview by detailing how you will follow up.



Tips:

- treat it like any other interview
- have a back-up in case the technology fails
- dress professionally
- mute your microphone when the candidate is speaking.



Local examples



- **Penderels Trust: Case study 'P' Sheffield**
- See the handouts for more examples



Skills for Care Resources

Recruiting Personal assistants (PAs)

- Employing personal assistants toolkit:
www.employingpersonalassistants.co.uk
- Working as a PA:
www.skillsforcare.org.uk/iepahub



Employing personal assistants toolkit

This toolkit includes information about:

- recruiting a personal assistant
- before your personal assistant starts
- managing your personal assistant
- training and qualifications
- sorting our problems
- templates.

Email marketing@skillsforcare.org.uk for a free printed copy or visit www.skillsforcare.org.uk/PAtoolkit



Supporting PA recruitment

Recruitment models and guides

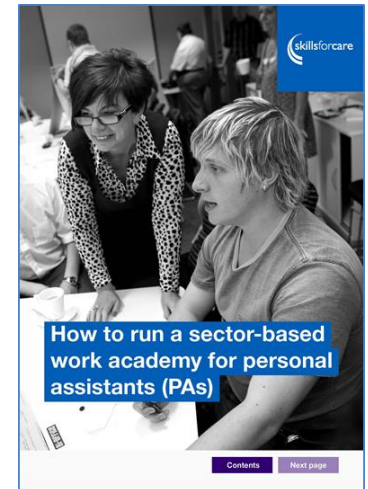
Using a sector based work academy approach for recruiting PAs

- Our online guide shares best practice from the pilots, and provides a step by step process that supporting organisations can follow to set up and run an academy.

www.skillsforcare.org.uk/SBWAforPAs

Case studies using different ways to promote the PA role and support recruitment

- Disability Sheffield CIL, My Life Pathways to Employment, Nottinghamshire CC support with confidence, SHIP Transforming Care Partnership promoting the PA role to students.

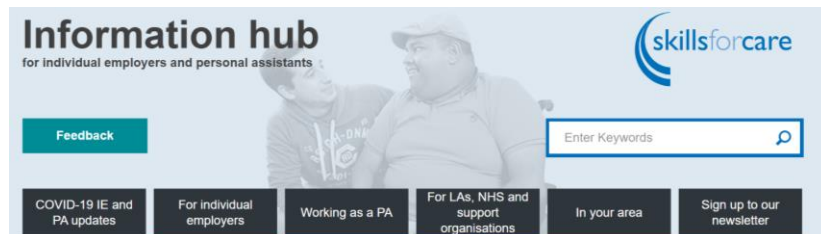


Information hub

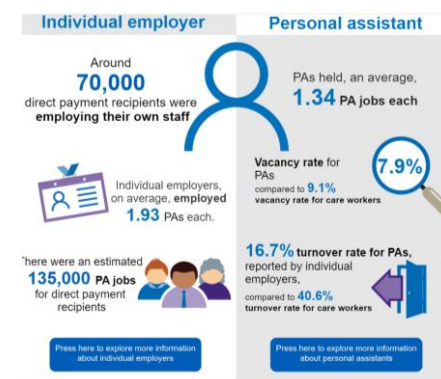
Employers, PAs and supporting organisations

- link to A Question of Care
- being a PA guide
- links to videos about being an employer and PA
- practical guides to support learning and development
- understanding the employment status of PAs.

www.skillsforcare.org.uk/iepahub



- Intelligence about the workforce - IEs and PAs report www.skillsforcare.org.uk/adult-social-care-workforce-data/Workforce-intelligence/publications/Topics/Individual-employers-and-personal-assistants.aspx
- Local support from our network of locality managers
www.skillsforcare.org.uk/inyourarea
- Local networking events and information webinars – sign up to our newsletter to find out more about what’s coming up
www.skillsforcare.org.uk/events



Funding for training

Support the development of both employers and PAs

Individual employer funding:

- pay for the cost of training, travel and replacement PAs

www.skillsforcare.org.uk/iefunding

ULO funding:

- awarded to organisations to arrange training

www.skillsforcare.org.uk/ulofunding

COVID-19 essential training:

www.skillsforcare.org.uk/essentialtraining



**Thank you for taking
part in this webinar**

Any Questions?

