

Category information sheet



Best recruitment initiative

This award recognises employers who have established effective recruitment initiatives which encourages new and returning talent into their workforces.

We're looking for employers who can demonstrate their effective recruitment processes. From how they target and attract new and returning talent. They will need to explain the methods they used and be able to demonstrate the positive impacts (for example, reduced vacancy and turnover rates).

Those entering will need to evidence the impact the initiative has had on the quality of the service and the benefits for the people they support.

Who should: any organisation across all sectors or individual employer with an effective approach to recruiting staff in adult social care in England.

Nomination questions (350 word limit)	Answers may include reference to:
How does the organisation establish the recruitment needs?	<ul style="list-style-type: none"> ▪ succession planning ▪ workforce planning ▪ workforce diversity.
What methods does the organisation use to target and attract new and returning talent?	<ul style="list-style-type: none"> ▪ Methods of promoting vacancies and engaging with potential new applicants ▪ how applicants are encouraged to reflect the needs of the people being supported ▪ working in partnership with others ▪ using I Care...Ambassadors. ▪ Recruiting for values and behaviours ▪ Recruiting people that may be currently under represented in their workforce e.g. disabled people
What is the organisations application and selection process?	<ul style="list-style-type: none"> ▪ the different ways people can apply ▪ open days ▪ recruiting for values and behaviours ▪ involving people who need care and support, and their families, friends or advocates.
What support is provided for new starters?	<ul style="list-style-type: none"> ▪ induction ▪ mentoring and coaching ▪ peer support ▪ identifying learning and development needs ▪ supervision and appraisal ▪ incentives and rewards.
How have the initiatives improved the quality of the service and your retention rates?	<ul style="list-style-type: none"> ▪ feedback from people who need care and support, and their families ▪ feedback from staff

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	<ul style="list-style-type: none">▪ staff retention.
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