



Adult Social Care (ASC) Recruitment Campaign

12th February – 7th April 2019

End of campaign survey sent to care providers

Sample: Who participated in the survey?

Methodology: Self-selective online survey link, circulated by email through ASC stakeholder networks across England.

Duration: Survey was live for 11 days from 9th - 20th May 2019.

Sample: 756 completed responses from the ASC sector. The results are unweighted.

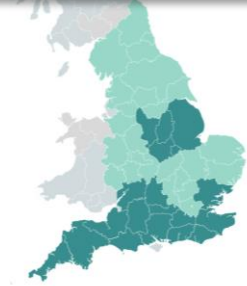
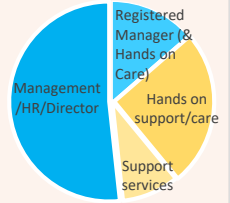
Majority of respondents were female, aged 40-59, working in management roles.

Breakdown:

80% of sample were female, and 62% of sample were aged 40-59.

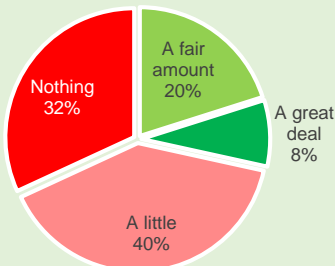
There was a spread of respondents across England, with particularly high response rates in the **South West** (27%), **South East** (18%), and **East Midlands** (18%). Yorkshire and the Humber and the West Midlands had the lowest survey response at 3%.

The blue segments in the pie chart show the majority of respondents (66%) work in management roles. 75% of the sample reported to be **involved with/oversee recruitment** at their care provider.



Campaign awareness by region: How much, if anything, did care staff see, hear or read about the campaign?

Overall awareness of campaign



68% of care staff had seen, heard, or read at least something about the campaign. However, only 28% had heard a fair amount or more.



The cascading of campaign messages is working most effectively in the West Midlands, North West, and London. These regions have the firmest foundation from the first wave of activity.

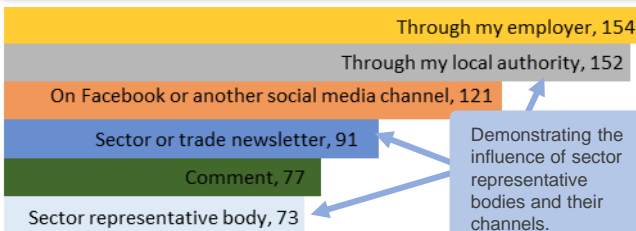
We need to focus on generating greater campaign awareness in the North East, the South West and the South East, who reported to know the least about the campaign.

Channels: What were the best channels for communication?

Best performing channels:

When asked how care staff heard about the campaign, the most effective communication channels were **the employer, the local authority, Facebook or social media, a sector or trade newsletter, and a sector representative body.**

The most effective way to push campaign messages out to care providers is therefore through **ASC networks**, cascading information from representative bodies and local authorities down to local employers.

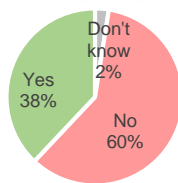


Demonstrating the influence of sector representative bodies and their channels.

Numbers based on those who ticked option. User could tick multiple options.

Overall awareness: How to increase awareness among care staff?

Prompted awareness of campaign images



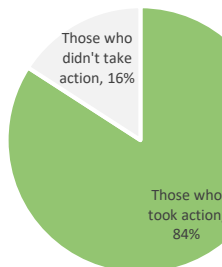
Positive outcome: 68% of care staff had heard at least a little about the campaign.

Opportunity to improve: The power of job referral among care staff is evident: 8 in 10 care staff would recommend a job in ASC*. However, 6 out of 10 care staff had **never seen the campaign images** when shown. To better raise their awareness and galvanise their support, **greater cascading and endorsement of campaign messages through ASC communication networks and sector bodies will be most effective.**

*Data taken from this survey sample.

Response: What did managers do after seeing campaign?

84% of managers/those with recruitment responsibility took action since seeing the campaign.



The best performing CTAs were: **Sharing the campaign with someone**, **Uploading vacancies to DWP Find a Job or other job board**, **Recommending a job in ASC to someone**, and **Liking campaign Facebook page**.

The best performing partner materials were the **campaign toolkit, posters, and leaflets.**

Opinion: What did care staff think of the campaign?



65% said that the campaign images make them **proud** to work in adult social care

58% think that the campaign images **will attract people** to work in adult social care.

62% think that the campaign **realistically portrays** what working in adult social care involves.

Feedback: What can we think about for next time?

Whilst 62% thought the images were realistic, a small minority (<1%) were critical:

"an excellent representation of *some* care roles, but doesn't reflect Day Services"

"doesn't represent the everyday job, particularly in austerity Britain"

"doesn't portray the old person in total need of full personal care"

"should have shown the administering of medication, transferring someone using a hoist, emptying a catheter bag."

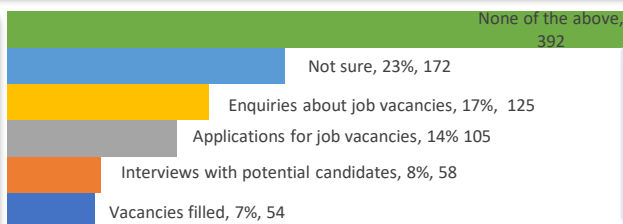
Overall summary of actions taken (could tick >1 option)

	#	%
Shared the campaign with someone I know	134	18%
Uploaded vacancies to DWP/other job board	132	17%
Recommended a job in ASC to someone I know	122	16%
None of the above	120	16%
Liked the campaign Facebook page	111	15%
Downloaded the campaign Toolkit	88	12%
Downloaded the campaign materials	87	12%
Used the materials in some way	72	10%
Participated in a local or national media event	49	6%
Submitted a case study	27	4%

Results: Did the care providers surveyed see an increase in recruitment from January 2019 to the end of the campaign period?



One in four (26%) care staff surveyed saw an increase in either **enquiries, applications, interviews or vacancies filled.**



17% saw an increase in enquiries about vacancies and **14%** saw an increase in applications.

Results: How did these recruitment results vary across England?

According to the survey, recruitment results were fairly consistent across England. The region that saw **the highest increase** in either enquiries, applications, interviews or vacancies filled was **London**, followed by the **East of England** and **North East England**. The region that saw the **lowest** increase in applications, interviews or vacancies filled was the **West Midlands**.

NB: Please note the relatively small sample size from each region. These percentages are proportionate to the sample size of the responses from each location.

East Midlands

28% care staff saw an increase in either **enquiries, applications, interviews or vacancies filled.**

This was out of a sample size of **137**

London

37% care staff saw an increase in either **enquiries, applications, interviews or vacancies filled.**

This was out of a sample size of **43**

South West England

21% care staff saw an increase in either **enquiries, applications, interviews or vacancies filled.**

This was out of a sample size of **203**

West Midlands

16% care staff saw an increase in either **enquiries, applications, interviews or vacancies filled.**

This was out of a sample size of **25**

South East England

22% care staff saw an increase in either **enquiries, applications, interviews or vacancies filled.**

This was out of a sample size of **133**

Yorkshire & the Humber

22% care staff saw an increase in either **enquiries, applications, interviews or vacancies filled.**

This was out of a sample size of **23**

North West England

26% care staff saw an increase in either **enquiries, applications, interviews or vacancies filled.**

This was out of a sample size of **54**

North East England

30% care staff saw an increase in either **enquiries, applications, interviews or vacancies filled.**

This was out of a sample size of **83**

East of England

33% care staff saw an increase in either **enquiries, applications, interviews or vacancies filled.**

This was out of a sample size of **55**

Qualitative feedback: What did care staff tell us?

Positive comments on the impact of the campaign on recruitment results:

"There was a significant increase in applications to low level roles from 11 Feb to 1 Apr 19, for example, Community Care Officer 38 (14 in Jan 19), Reablement Support Worker 22 (0 in Jan 19)."
 "Possibly triple the normal amount"
 "A 50% increase"
 "Normally there is hardly anyone looking to work in care, but since January the increase in applications have risen. Before maybe 4 a week we now have 3 a day applying to become a care worker."

Feedback to be aware of in relation to recruitment context:

"Being in management you just hear that applications are made but what shocks me is that people then don't attend the interviews."
 "Recruitment has slowly improved and that's been due to a social media drive locally, using local resources (we expect a downturn again come the summer holidays)"
 "More consistent numbers but a lot are just clicking on jobs as a requirement of the job centre and benefits"

Evidence of the need to better publicise the campaign materials:

"Didn't realise we were supposed to be doing the marketing."
 "Have not been made aware of potentially useful resources"
 'I will use [the campaign toolkit] now it has been brought to my attention"



What we know:

Prospects are twice as likely to apply if they've spoken to an employer during application process.* Paid-for advertising can create and signpost a talent pool of prospects, but **the ASC sector is a critical partner** in converting this pool into employees. **This campaign therefore requires early engagement, preparation and advocacy from care providers.**

*Data collected through the pilot campaign benchmarking survey, December 2018

What we've learnt: What are the key learnings from this survey?

The potential power of advocacy: 8 in 10 care staff would recommend a job in ASC, and the majority of this sample thought the campaign was realistic, effective and made them proud. There is significant opportunity here to harness this advocacy. In order to do this, **the care providers need to be well informed.**

Care providers are informed by their networks and representative bodies: The most effective way to push campaign messages out to care providers is through ASC networks, cascading information from representative bodies and local authorities down to local employers and employees.

There is potential for greater impact: 14% of care staff surveyed saw an increase in applications to ASC vacancies. If DHSC can galvanise greater sector support by reaching the 32% that hadn't seen or heard anything about the campaign (and the 60% who had never seen the campaign images), there is potential for these recruitment figures to be much higher.