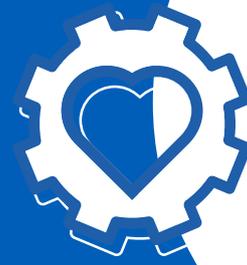


Recommendations for providers

Workforce



These recommendations set out the practical steps Be Caring took when planning and preparing changes to both their delivery model and wider service. They're informed by the workforce building block section of the toolkit and can be adapted by other providers considering similar changes.

At the end of this section, we've included a list of resources to support the implementation of these recommendations.

Workforce	Yes	No	N/A
<p>Recruitment</p> <p>Refine recruitment strategies to attract care workers whose values align to the organisations and who will support cultural and operational change</p> <ul style="list-style-type: none">■ Adjust job adverts to emphasise values-led care, consistent income and community impact.■ Recruit locally to support neighbourhood-based delivery and reduce travel time.■ Screen for empathy, reliability and motivation to care rather than formal qualifications.			
Action			

Workforce	Yes	No	N/A
<p>Recruit based on empathy, reliability and motivation to care, prioritising personal values over previous experience or formal qualifications.</p> <ul style="list-style-type: none"> ■ Use values-based interview questions to explore candidates' motivations and alignment with your ethos. ■ Focus on lived experience and interpersonal qualities rather than formal qualifications or sector background. ■ Involve frontline staff in recruitment panels to assess cultural fit and authenticity. 			

Action

Workforce	Yes	No	N/A
<p>Build local partnerships and maintain public visibility through community events, social media and local networks to attract community-based applicants and widen recruitment reach.</p> <ul style="list-style-type: none"> ■ Partner with colleges, job centres and other local organisations to reach underrepresented groups. ■ Maintain an active, values-led online presence (website, social media) to showcase your culture and attract like-minded applicants. ■ Encourage internal referrals and word-of-mouth recruitment by celebrating staff stories and offering referral incentives. 			
Action			

Workforce	Yes	No	N/A
<p>Provide transparent role previews to support informed candidate decisions and alignment with organisational values.</p> <ul style="list-style-type: none"> ■ Introduce realistic job previews (e.g. videos, shadowing) to show the realities of care work. ■ Share clear information on pay, expectations, support and progression during early recruitment stages. ■ Use staff testimonials and FAQs to build trust and clarify role expectations. 			
Action			

Workforce	Yes	No	N/A
<p>Match successful applicants to roles based on personal circumstances to improve retention and job satisfaction.</p> <ul style="list-style-type: none"> ■ Use a short questionnaire to assess geography, transport, childcare and personal strengths. ■ Assign carers to areas they know and offer flexible scheduling where possible. ■ Tailor placements to support work-life balance and maximise community connection. 			

Action

Workforce	Yes	No	N/A
<p>Development</p> <p>Provide paid eLearning before induction to accommodate different learning styles, give new starters a head start and reduce pressure during onboarding.</p> <ul style="list-style-type: none"> ■ Offer access to eLearning modules before classroom induction begins, allowing flexible preparation. ■ Use digital assessments to identify knowledge gaps and tailor support accordingly. ■ Reinforce learning through interactive classroom sessions and real-world practice. 			
Action			

Workforce	Yes	No	N/A
<p>Deliver consistent, interactive classroom induction for all staff to embed organisational values, set quality standards and create a shared understanding of expectations.</p> <ul style="list-style-type: none"> ■ Standardise induction content across all services to ensure fairness and consistency. ■ Include practical training (e.g. safeguarding, dementia care, medication) using role-play and group discussion. ■ Introduce digital tools during induction to build confidence. 			
Action			

Workforce	Yes	No	N/A
<p>Include shadowing opportunities mid-induction so new starters can assess role suitability, observe best practice and engage in reflective learning.</p> <ul style="list-style-type: none"> ■ Schedule a shadowing day midweek to give new carers real-world insight before completing induction. ■ Pair new starters with experienced mentors who model values-led care and provide emotional support. ■ Use post-shadowing debriefs to reflect on learning and address concerns early. 			

Action
This area is intentionally left blank for recording actions

Workforce	Yes	No	N/A
<p>Facilitate early team integration to reduce isolation and build relationships from day one.</p> <ul style="list-style-type: none"> ■ Introduce new starters to their coordinators and team members during induction. ■ Use team welcome sessions or buddy systems to foster connection and reduce ‘them and us’ culture. ■ Encourage informal check-ins with peers to build trust and shared purpose. 			

Action

Workforce	Yes	No	N/A
<p>Use digital assessments to identify training gaps early and tailor learning plans to individual needs for more targeted support.</p> <ul style="list-style-type: none"> ■ Implement knowledge checks during and after induction to assess understanding of key topics. ■ Offer one-to-one coaching or small group sessions for those needing extra support. ■ Adjust refresher training and client-specific sessions based on assessment results. 			

Action

Workforce	Yes	No	N/A
<p>Offer client-specific training (e.g. dementia training is relevant to your service) in real-world settings to build confidence, develop competence and prepare staff for complex care scenarios.</p> <ul style="list-style-type: none"> ■ Deliver bespoke training in clients' homes or simulated environments to ensure relevance and realism. ■ Involve families or Experts by Experience in training to deepen understanding of lived experience. ■ Use scenario-based learning to prepare carers for challenging or sensitive situations. 			

Action
This area is intentionally left blank for user input

Workforce	Yes	No	N/A
<p>Retention</p> <p>Design care roles around meaningful outcomes and personal connection to enhance emotional reward and job satisfaction.</p> <ul style="list-style-type: none"> ■ Frame care work as relationship-building and outcome-focused, not just task-based. ■ Use storytelling and feedback from clients to reinforce the impact of carers' work. ■ Encourage reflection on meaningful moments during supervision and team meetings. 			
Action			

Workforce	Yes	No	N/A
<p>Where possible, promote from within by offering progression pathways and tailored roles - boosting retention, recognising talent and building a skilled, values-led workforce.</p> <ul style="list-style-type: none"> ■ Advertise internal vacancies first and encourage applications from frontline staff. ■ Support transitions with structured training, mentoring and flexible onboarding into new roles. ■ Celebrate internal promotions through recognition events and peer-led storytelling. 			

Action
This area is intentionally left blank for recording actions

Workforce	Yes	No	N/A
<p>Assign carers to local geographic patches to reduce travel time, improve continuity of care and strengthen community relationships.</p> <ul style="list-style-type: none"> ■ Use neighbourhood-based scheduling to minimise travel and support work-life balance. ■ Recruit locally and match carers to areas they know, enhancing cultural awareness and trust. ■ Build strong local networks with GPs, community groups and families to support joined-up care. 			
Action			

Workforce	Yes	No	N/A
<p>Schedule onboarding and wellbeing calls to build trust, address concerns promptly and support long-term retention.</p> <ul style="list-style-type: none"> ■ Make three structured wellbeing calls during the first 12 weeks (e.g. weeks 2, 5 and 8). ■ Use a traffic light system to flag concerns and coordinate follow-up with office teams. ■ Transition new starters into regular supervision and “Be Supported” sessions after onboarding. 			

Action

Workforce	Yes	No	N/A
<p>Be prepared to see a potential short dip in retention rates if introducing this as a change to previous pay-per visit model but expect rates to significantly improve once embedded.</p> <ul style="list-style-type: none"> ■ Communicate clearly with existing staff about the reasons for change and how it benefits them. ■ Offer additional support during transition (e.g. coaching, peer mentoring, open forums). ■ Track retention trends and use feedback to refine implementation and address concerns. 			

Action
This area is intentionally left blank for user input

Workforce	Yes	No	N/A
<p>Celebrate staff achievements through events, feedback and clear career pathways to promote pride, motivation and engagement.</p> <ul style="list-style-type: none"> ■ Host regular events to recognise long service, values-led care and above-and-beyond contributions. ■ Involve clients and families in celebrations to reinforce the impact of care. ■ Use internal communications to share success stories and highlight development journeys. 			

Action

Workforce	Yes	No	N/A
<p>Support wellbeing and resilience through accessible peer support and open communication channels.</p> <ul style="list-style-type: none"> ■ Establish regular peer-led forums or drop-in sessions to share experiences and offer mutual support. ■ Encourage open dialogue between carers and coordinators to address concerns early and collaboratively. ■ Use digital tools to maintain visibility, share updates and celebrate team successes. 			

Action

Workforce	Yes	No	N/A
<p>Use a retention dashboard to track service length, exit reasons and satisfaction trends to inform future retention strategy.</p> <ul style="list-style-type: none"> ■ Monitor average length of service, turnover rates and exit interview themes across services. ■ Analyse trends by location, role type and demographic to identify hotspots and opportunities. ■ Use data to inform workforce planning, training investment and wellbeing initiatives. 			

Action

Further support

- **Recruitment support** – access tools and guidance for values-based recruitment and widening applicant reach.
- **Community asset and strength-based approaches** – build local partnerships and attract community-based applicants.
- **Induction resources** – deliver structured onboarding aligned with organisational values and quality standards.
- **Care Certificate Standards** – ensure consistent foundational training for new care staff.
- **Workforce development** – tailor learning plans and access development pathways for all staff.
- **Learning and development funding** – secure funding to support training and career progression.
- **Manager Induction Standards** – supporting and developing teams – strengthen team leadership and supervision.
- **Supervision guidance** – embed effective supervision practices to support staff wellbeing and performance.
- **Wellbeing** – promote staff wellbeing through practical tools and resources.