

Home Instead West Lancashire and Chorley: Recruiting people who have ‘the right heart’

Introduction

Home Instead Senior Care West Lancashire and Chorley provides high quality care services to adults and older people in their own homes. Their ethos centres around delivering the highest quality of care, together with companionship.

What they wanted to achieve and why

Due to the incremental growth of their business in West Lancashire and Chorley, Home Instead needed to recruit more staff.

“We want to recruit people with the right values who have ‘the right heart’ and are passionate about providing excellent levels of care. It’s important to us that people are supported to stay independent in their own homes for as long as possible” said Lynn Bradshaw, HR recruiting manager.

Home Instead also wanted to recruit people who live locally to the people who receive care and support. This enables local knowledge, experiences and understanding to be shared.

What they did

“Values and flexibility are at the heart of what we do, both in how we recruit and retain our staff, this then translates into exceptional care for the people we support.” Said Lynn.

Home Instead understand that although experience is preferred, it’s not essential as professional training opportunities are provided including, on the job training, QCF’s in Health and Social Care and City and Guilds in Dementia Care. They make clear that it’s essential that applicants share their passion and commitment to delivering a high-quality care service, being always prepared to go that ‘extra mile’, enhancing their client’s quality of life and helping them to stay living at home for longer.

In their recruitment adverts, they:

- individually tailor job adverts depending on the role level of experience or qualifications needed
- promote the huge range of career opportunities available in adult social care
- provide a refund for the cost of providing a Disclosure and Barring Service (DBS) criminal record check after six months of service
- let candidates know that they'll be provided with appropriate protective clothing free of charge
- good working conditions which include:
 - competitive rates of pay
 - paid millage allowance
 - flexible hours
 - paid holidays
 - exceptional career development opportunities
 - service loyalty bonuses.

What they achieved

By being open about what they expect from potential recruits and showcasing the range of opportunities and benefits available meant that local people, who had the right values were recruited. They were able to successfully recruit locally and achieve a diverse age range of care givers. This was a great advantage to reflect the needs and experiences of people who receive care and support.

“The workforce age ranges from 18 to 67, and each generation bring different levels of expertise, understanding and value to the team which is reflected in our CQC Outstanding rating.” Said Lynn

Once people have been recruited, the work doesn't stop there. Home Instead have a good level of staff retention which they continue to work on. They know how important it is to retain their staff and ensure they're supported. Staff can also develop and increase their knowledge. There is a clear career route and staff have ownership of the job role and where they may want to go with their career.

Conclusion

“It's difficult to break down the stigma of the care sector when recruiting for new roles. The sector holds such a vast array of job roles and opportunities and it's necessary to keep working on the public perception to improve the understanding of what a diverse and rewarding career this is.” Said Lynn.

Lynn says, “there's always something you can improve, and we're keen to challenge poor practice, share good practice and improve the standards of care for all.

“Quality will always be a massive element of Home Instead’s values, which won’t change as this is something that you can’t compromise on, that’s why we’ve developed a culture of continuous improvement.”

Key learning points

1. **It’s about the client** – the motto at Home Instead is: ‘we do things their way... it is our place of work but their life, routines and choices’. It’s important to recruit people who share the same views and values and want to enhance the quality of life for the people they support.
2. **Have a clear career route** - there’s a stigma attached to adult social care that it’s a dead-end job. Challenge these myths and let potential recruits and existing staff know there are various career paths available and they’ll be supported to achieve their career aspirations.
3. **Listen to feedback and learn from it** – this can be done using various methods including satisfaction surveys. Employers should be open to feedback from new recruits so that improvements can be made to the induction and onboarding processes. It’s also important to capture feedback from staff who’ve decided to move on so that you can understand their reasons for leaving and make improvements.

More information:

Skills for Care has practical resources to help you to get started recruiting people for their values:

- [Values-based video animation](#). This video highlights the benefits of using a values-based approach and includes information about how we can support you in your recruitment and retention practices.
- Visit the [application process](#) section of the Skills for Care website for more information and to download free resources.
- [Recruitment key cards](#). These include four simple steps on how to use a values-based approach to your recruitment so that you can recruit people who know what it means to provide high quality care and support.

Visit our website: www.skillsforcare.org.uk/randr