

Recruitment breakthrough at Roselands Residential Home

Introduction

Roselands Residential Home were experiencing a very low number of applicants to their recruitment adverts. This was despite there being over 400 advert views on the job website, which only generated one application.

After attending a Skills for Care 'getting started workshop', Roselands evaluated their values and transformed their job adverts which resulted in several new recruits, a new partnership being established, and a waiting list of potential recruits interested in future vacancies.

What they wanted to achieve and why

It was clear their current approach to recruitment could be improved. Roselands wanted to further explore what could be done to boost the number of applicants to their care worker vacancies.

They also wanted to attract people with the right values to ensure the delivery of high-quality care. They wanted to create opportunities for people without experience or qualifications but whose values matched those of Roselands, and recruit people who were compassionate, courteous and considerate with a genuine passion for working in social care.

What they did

Wendy Cameron, managing director and Karen Swain the registered manager at Roselands, booked on to the Skills for Care 'getting started' workshop in July 2019. They wanted to discover how they could attract people to the sector by promoting the types of values potential recruits would need to possess.

"We're so pleased that we had the opportunity to attend the 'getting started workshop'. It encouraged us to revisit our values and change our practices as well as be more creative with our recruitment.

"At the workshop we spoke about the effectiveness of recruiting through advertising and how our recruitment advertisements are worded. This gave us some food for thought as we had an advert in the local press which was generating very little interest. We realised that our adverts needed to stand out and emphasise the types of values required for the role rather than focussing on the hours and experience required." Said Wendy Cameron

What they achieved

After attending the workshop, Roselands made several changes to their recruitment processes. They started by evaluating their existing values and involved their staff team so that everyone was included in the process. They did this through supervisions and structured 'reflection huddles' where staff were involved in discussing workplace values. The feedback was evaluated, and the findings were used to form the new workplace values which were reflected in Roselands mission statement and recruitment process.

Roselands changed the wording on their job advert to read: '**Are you caring, compassionate and interested in considering a career in social care?**' The job role, the shift pattern and hours weren't stated in the advert, but they mentioned there would be training and development opportunities available.

Conclusion

After changing the advert, Roselands received a significant increase in enquiries. They immediately recruited two people for care worker roles, and now have a waiting list of people who'd like to be notified of any further job opportunities. The new advert was also successful in attracting a support organisation to get in touch regarding potential employment opportunities for the people they work with currently under-represented in the workforce, who were looking to return to work after a period of unemployment.

Key learning points

Here are the top three learning points from Roselands which might be useful to other adult social care employers who want to recruit and retain the right people.

1. Review and revisit your workplace values regularly

Roselands made time to meet regularly and discussed their workplace values. This created a better understanding of their values and led to them becoming embedded into everyday practices.

2. Review your job adverts

A simple change to their job advert allowed them to attract numerous new enquiries. It allowed them to show that a person's values were more important than skills and qualifications. This allowed any potential barriers to be broken down which made their approach to recruitment more open.

3. Create positive place to work

Roselands empowered staff to be involved when deciding upon their shared values. Working in this way motivated staff which led to more effective team



working. Making sure feedback is acted upon can be extremely motivating for staff and was also invaluable in making improvements.

More information

Skills for Care has practical resources to help you to recruit people with the right values.

- [Getting started workshop](#). This workshop helps employers understand the first steps to get started using a values-based approach throughout your recruitment processes.
- [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.
- [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.

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