



How Can we Recruit and Retain More Nurses in Social Care?

According to The National Audit Office low rates of pay and workload pressures are leading to a shortfall in nurses in social care. We are asking a variety of stakeholders from the sector: "How can we recruit and retain more nurses in social care?"

The Director

"The challenges of recruiting and retaining nurses in social care appears to be a perennial problem and we have to up our game. Investing in Continuing Professional Development (CPD) for all, creating flexible working which includes changing routines and care approaches, looking at pay structures including bank rates internally for staff and providing staff with a bonus for introductions to the workplace. Without some creative thinking, flexibility and indeed acknowledgement, then more homes will close its beds and the system will remain at breakpoint."

Professor Deborah Sturdy OBE
Director Health & Well Being Royal Hospital Chelsea



The Managing Director

"Those who choose a career in nursing have done so because they want to make a difference to someone's life. As an industry we need to provide the support, development and resources so they are able to fulfil this caring role. The process to train and qualify as a Nurse can be challenging to many and we all need to work together to make this profession a simpler career choice. With uncertainty around Brexit, this is even more paramount."

Pamela Bruce
Managing Director, Nurse Plus



The Recruitment Manager

"We must raise awareness of the benefits associated with being a nurse in social care. Bringing to life company brand values and showcasing existing staff satisfaction through social media is a great place to start. Organisations should demonstrate the staff incentives available, inclusive of career development and progression pathways, delivering a clear message that employees' futures are supported. A further motivator could be for employers to demonstrate flexibility and value employee feedback to drive innovation."

Twyla Mart
Recruitment Manager, Hilton Nursing Partners



The Registered Manager

"Retaining good staff is vital to a successful specialist care home. Low staff turnover means better, more consistent care. Our service users tell us they feel happier and more supported by staff who know them well. At Exemplar Health Care, we recognise the importance of robust recruitment – employing the right people, with the right attitude and values. We work hard to support our specialist staff in an environment which allows them to flourish and develop."

Helen McGowan
Home Manager, Dearnevale (Part of the Exemplar Group)



The Clinical Care Manager

"Working in Social Care offers an unparalleled opportunity to work with clients and their families to deliver holistic and individualised care. The continuity that is offered along with the standard of care that is achieved is something to be proud of. For me, Elizabeth Finn have recognised my potential and allowed me to progress both personally and professionally. Building a team in this sector is what it is all about - Learning from each other and working closely to create a positive and fulfilling career."

Emily Carey
Clinical Care Manager, Grove Court Care Home (Part of Elizabeth Finn Homes)



The Matron

"Nursing is such a rewarding and satisfying career. We go into nursing to be able to make a difference to our clients. We pride ourselves in being able to retain our staff because we ensure that they know how important they are to us. Our flexible approach to recruitment and retention includes, a monthly award for staff that have gone the extra mile, a yearly bonus for all staff, providing training and promoting Continuous Professional Development, flexible working hours, ensuring that our pay rates remain competitive and learning from past experiences - but above all we listen to our staff."

Joan Sirett
Matron, Sonnet Care Home



Key Points:

- Raising awareness
- Clear career pathway
- Investing in CPD for all
- Person centred culture
- Flexible working
- Robust recruitment



How Does Your Organisation Support Palliative Carers?

Being a palliative carer can be an emotional role. We asked a group of Great British Care Award winning Palliative Carers, "How does your organisation support you with this?"



"I am proud to be part of a supportive team. The Bluebird Care team all come together as one when needed. Providing palliative care is rewarding, however, very emotional. I know that I have the support of the team in the office 24/7. The office team are only a phone call away and if things become too much they will make themselves available to come out and have a chat - their door is always open."

Sandra Madden
Care Worker, Bluebird Care (Bromsgrove & Redditch)



"Kingsley Healthcare have been extremely supportive in our mission to provide specialist palliative care, from support to achieve our Gold Standard Framework (GSF) accreditation, to provision of any resources that we need. Palliative care can be emotionally taxing but the company provides all the support we need to help the team to deal with such issues, whether supporting access to counselling, time off or training whatever we need is available whenever we need it."

Ewa Kujawa
Manager, Eversley Nursing Home, Kingsley Healthcare



"At MacIntyre our values are embedded in all that we do, so we recognise that supporting a person at the end of their life and ensuring their wishes and those of their family, are met, is part of this - as is the emotional impact. Staff are supported with everything needed to do our jobs well, including on-going training and support with both practical and emotional aspects of the role, which starts with ensuring and maintaining good communication throughout."

Sadie Scott
Area Manager, MacIntyre



"Certitude understands that the support we need is individual to each of us - just like the support we provide. While we have access to phone or face to face counselling, support starts within the house team. We also receive emotional support at all levels of the organisation through listening, or sharing knowledge, but if you don't want to talk... a cuppa and a comforting presence might be just what's needed."

Kim Tuckwell
Manager, Munster Road, Certitude



"Working as a palliative carer can be rewarding however emotional at times due to the nature of the role. Nurtured Care North East support me directly through the process of regular supervisions, appraisals and home visits where amicable. Maintaining regular contact with me ensuring any issues that may arise are dealt with appropriately. Nurtured Care provide an approachable attitude ensuring I am aware of services available to me such as counselling sessions if needed. Always maintaining open lines of communication."

Scott Powell
Team Leader Palliative, Nurtured Care

Key Points:

- Supportive culture
- Access to counselling
- On going training
- Open lines of communication
- Ongoing supervisions and appraisals