

# Ordinary Meeting of the Adults Scrutiny Committee

## Recruitment and Retention in Adults Services

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Put your  into...

social care



We're recruiting to a range of roles in both adults and children's services.

**Why join us?**

-  Supportive team
-  Manageable workloads
-  Opportunities to develop
-  Great location



See [www.darlington.gov.uk/jobs](http://www.darlington.gov.uk/jobs) or [www.northeastjobs.org.uk](http://www.northeastjobs.org.uk) for the latest council vacancies

# Social Care – Recruitment and Retention issues

- **The National Picture - 200,000+ vacancies within adult social care nationally.**

The Government have launched “Made with Care”, a new recruitment campaign in England to encourage more people to pursue careers in Social Care.

It's estimated there will be almost half-a-million extra job opportunities in Adult Social Care by 2035 and more than 105,000 vacancies to be filled. The campaign ran until April 2022 and was relaunched in December 2022. We will utilise “Made with Care” to support the local recruitment campaign.

- **The Local Picture - There has been a number of vacancies within Darlington Adult Social Care.**

A local recruitment campaign and communication strategy is developed and underway and create a greater awareness of Adult Social Care Services across the borough.

- ASC has had significant turnover of 25.8% in 2021/2022



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# Workforce Recruitment and Retention Fund

The Government allocated £965.800 to the Council through the Workforce Recruitment and Retention Fund (Round 2).

This funded eligible activity up to 31 March 2022. This fund was designed to allow local authorities to support measures that generate additional or retain existing adult social care workforce capacity through recruitment and retention activity.

The funds were targeted to the following:

Support domiciliary providers to support staff retention and recruitment.

Appointment of designated comms officer until Oct 2023 to support Adult Social Care workforce retention and recruitment

Development of well being offer for care and support workers within Darlington - inc gym members and family packages.

Funding of communication campaign and recruitment fairs.

Additional hours over the winter 2021/2023 for Adult Services staff to help alleviate winter pressures and waiting lists.

Successful update of the additional hours, 23 staff undertook 5 hours a week for 12 weeks

300 well-being packages where distributed.



# Recruitment and Retention in Darlington

Skills for Care reveals that the total number of ASC jobs in Darlington was around 3,800 in 2021/22. This comprised 3,600 filled posts and 225 vacancies. Since the previous year, the total number of ASC posts has increased by 150 (4%) the number of filled posts has increased by 75 (2%) and the number of vacancies has increased by 75 (54%).

Skills for Care estimates that the staff turnover rate in Darlington was 30.3% - compared with the NE regional average of 26.0% (and similar to England, at 30.0%). However, around three quarters (70%) of starters were recruited from within the adult social care sector, therefore although employers need to recruit to these posts, the ASC sector retains their skills and experience. ASC workers in Darlington have on average 10.2 years of experience in the sector and 78% of the workforce had been working in the sector for at least three years

The average number of sickness days taken in the last year in Darlington was 9.9, (8.6 in North East and 8.3 across England). With an estimated directly employed workforce of 2,900, this means employers in Darlington lost approximately 28,000 days to sickness in 2021/22

Less than a quarter (18%) of the workforce in Darlington were on zero-hours contracts (the England average is 24%) with approximately half of the ASC workforce usually working full-time hours. The majority (88%) of the ASC workforce in Darlington are female, and their average age is 44.8 years: 950 people working in ASC will reach retirement age in the next 10 years. An estimated 96% of the ASC workforce in Darlington identified as British, 2% identified as of an EU nationality and 2% a non-EU nationality

Skills for Care estimates show that 57% of the direct care providing workforce in Darlington hold a relevant adult social care qualification (compared to 58% in North East and 46% in England). Of those workers without a relevant adult social care qualification recorded, 49% had five or more years of experience in the adult social care sector, 65% had engaged with the Care Certificate and 56% had completed training.

ASC's care academy is available to people wanting to join ASC – as well to people wanting to progress their career in ASC. At the Annual Conversation, it was reported that all such training is provided free of charge.



# DBC Adults Services

As at 31st October 2022, a total of 157.92 FTE people worked in ASC: 66.58 in “Adults” and 81.73 in Learning Disabilities and Mental Health and 8.61 in practice and quality

Staff turnover has decreased and vacancies dropped significantly particularly in Adult Contact Team (from 8 to 2) and Reablement

Still pressures in teams, with vacancies within reablement, Learning Disabilities provider services, Mental Health, and head of Service and Service Manager posts.

Covid Legacy – waiting lists, demand management and provider market

Covid Opportunities – agile working, flexible working arrangements and use of technology



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# Recruitment in Darlington...

- Advertising Campaigns
- Recruitment Fairs
- Communication



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# Adult Social Care in Darlington... spreading the word!

There is a double page spread in each edition of One Darlington. Each edition focuses on a different team and will include information on:

- (a) The team – what do they do, who are they here for, how do people get in touch
- (b) A Case Study
- (c) Testimonials – quotes from team member(s) / service user(s)
- (d) Photos
- (e) Signpost re recruitment



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# Where we are...

Strength Based Practice and National Best Practice Model – the development of our Strength Based Practice Framework

Tenacious and targeted positive communication – Jobs Fairs and Recruitment Events

Darlington Academy – Steps 1-5, ASYE, SUSW, Students and Apprenticeships

Creation of Darlington Xtra – Roadshow / Xtra Space





# What we are doing well: Workforce Development

**Darlington Academy** – progression and destination model, ranging from ‘first steps on the ladder’ to becoming a Senior Manager or even the Director

**ASYE in Darlington** – supporting Newly Qualified Social Workers through their ASYE journey

**Social Work Apprenticeships** – co-ordination and facilitation of the Social Work Apprenticeship programme

**Step Up to Social Work** – co-ordination and facilitation of the Step Up to Social Work programme

**Student Placements** – co-ordination and facilitation of the University and College/Partner organisation Student Placement programme

**Darlington Xtra** – a multi-agency website supporting the training, development, recruitment and retention of staff in the Health and Social Care Sector.

**Experts in Practice** – a unique research project in partnership with Newcastle University, where staff develop as researchers in a specific designated area of practice

**Leadership Forums/Staff Forums** – whole directorate opportunities to communicate key updates and cross sector working

**Training and Development** – commissioned, internally provided and partner provided training and development coordination, delivery and impact analysis across the borough

**Xtra Space** – development of a staff support facility, where staff can engage in xtra case discussion, xtra space to learn and have xtra support



# Where we are going...

“Achieving Economic Wellbeing” – what this means for Adults Social Care

- Darlington Xtra and partnership development (inc Adult Skills Centre)
- Xtra Space
- Darlington Xtra Recruitment Roadshow



# The Bigger Picture!

- Adult Skills Centre
- Succession Planning and Workforce Profile
- Youth unemployment
- Economic Growth and Social Care Value
- Promoting independence



...and everything  
we do fits into...



Strength Based Practice in Darlington – our methodology



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Thanks for  
listening

Any Questions?



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