



Who are we? Exploring the diversity within the social care workforce

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cohesion
Reach. Engage. Retain

Introductions



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Our Services: Recruitment and Workforce Solutions

Fully Outsourced
Recruitment

Campaign & Project
Recruitment

Agency & Bank
Management

Early Talent
Recruitment

Retention Services



Recruitment Campaign & Compliance: Case Study

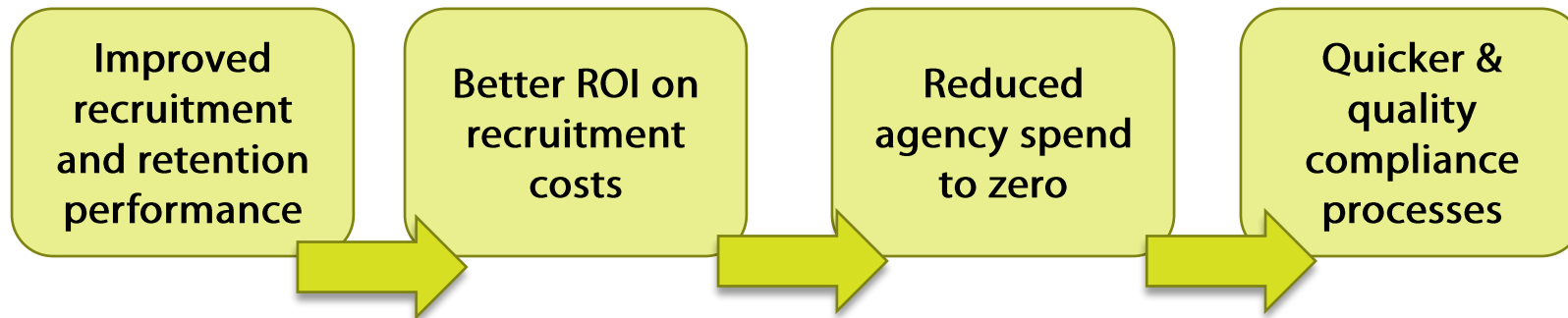
Recruitment Project

- 92% of candidates interviewed were suitable for offer
- Face to Face attendance rate of 83%
- Offer acceptance rate of 93%
- Vacancy fill rates of 140%
- A substantial reduction in the reliance of agency usage and spend, with several homes reporting zero agency spend

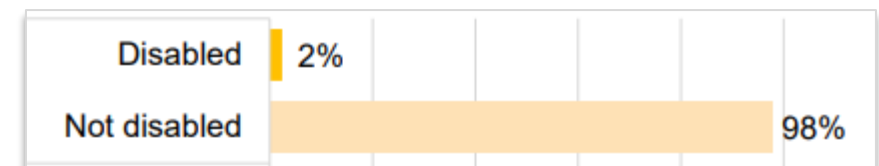
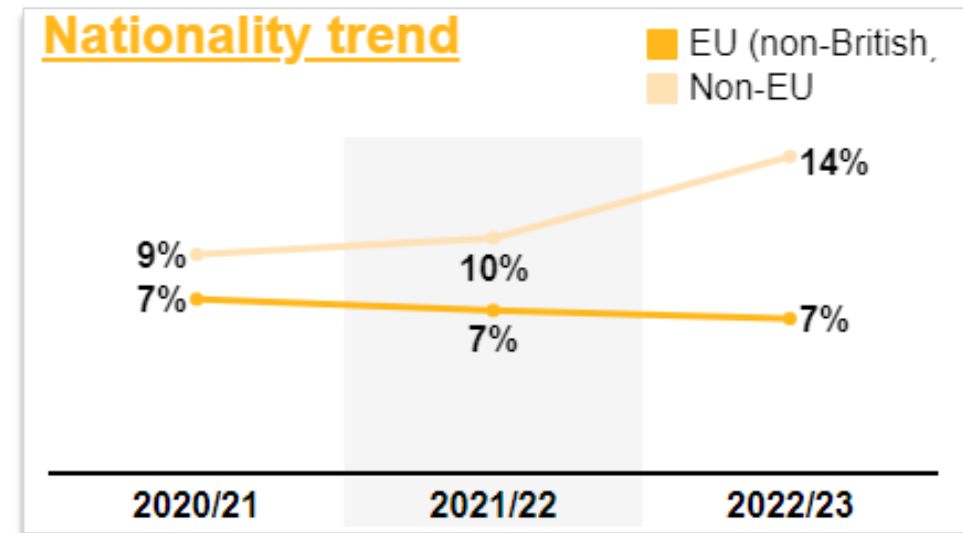
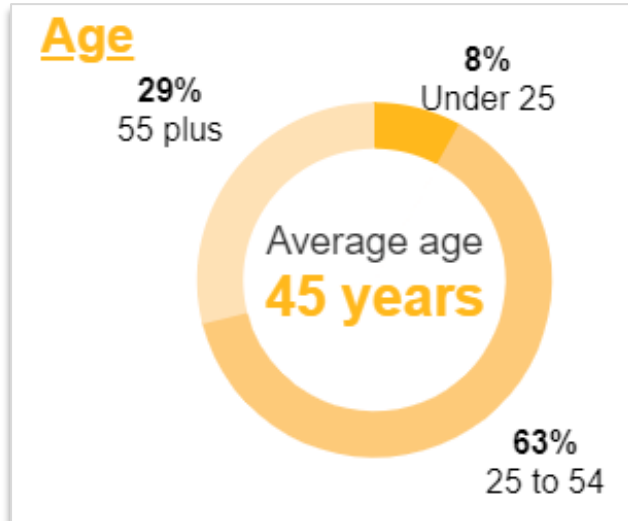
Onboarding Project

- Cohesion took full accountability for the onboarding checks of 150 candidates – ensuring all compliance standards were met.
- Cohesion achieved a turnaround time of offer to compliant of 18 days.
- Offer to start conversion of 90%.

Cohesion have significant experience in delivering...



What is our diversity?



What is important to different groups?

What Gen Z need to know about working in social care



With vacancy rates across adult social care rising, and an estimated 430,000 people who may retire in the next 10 years, we need to attract more younger people to work in care.

These are the benefits of working in care we need to highlight to attract people from Gen Z (that's people born from approximately 1997 to 2012) to build a career in care.

1. Work/life balance

This age group wants balance. Showcase the flexibility that social care roles offer.

2. Variety

Gen Z wants variety from their jobs; highlight the fact that no two days are the same when it comes to social care.

3. Doing good

It's important to Gen Z that their work makes a positive difference to the world. Tell them how working in social care impacts people's lives.

4. Do what they love

Gen Z want to incorporate what they love into their jobs. Let them know how their hobbies such as sports, drama, art, cooking or socialising could fit into a career in care.

5. Progression

Younger people want to feel esteemed in their roles. Make sure to highlight opportunities for career progression into senior and specialist roles.

www.skillsforcare.org.uk/recruitment

What employees want by generation

Data source: Mazlo | Infographic design by Antonio Grasso for educational and motivational purposes



Baby Boomers

1946-1964

BEST WORK TRAITS

- Optimistic
- Enjoy mentoring
- Strong work ethic

Gen X

1965-1979

BEST WORK TRAITS

- Independent
- Innovative
- Strong communicators

Millennials

1980-1995

BEST WORK TRAITS

- Tech-savvy
- Collaborative
- Focused on the greater good

Gen Z

Born after 1996

BEST WORK TRAITS

- Digitally fluent
- Practical
- Flourish in diverse workforces

What they want from work

- A loyal employer
- Hierarchical culture
- The chance to mentor others
- Respect

- A trustworthy employer
- Problem-solving opportunities
- Competent colleagues
- Autonomy

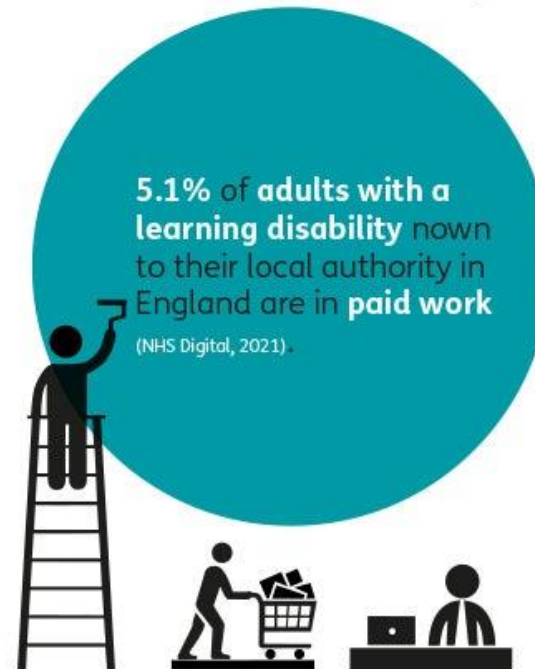
- An empathetic employer
- Meaningful work
- Training for new skills
- Flexibility

- A culturally competent employer
- Competitive wages
- Mentorship
- Stability

What is important to different groups?



England employment facts



In England, a higher proportion of men with a learning disability known to their local authority (6.2%) are in paid employment than women with a learning disability known to their local authority (5.3%). (4.8%; NHS Digital 2020)

Source: HSCIC, 2015

What is data telling us?
What can we do?

Application

Male - 30%

Interview

Male - 25%

Offer

Male - 21%

Gender

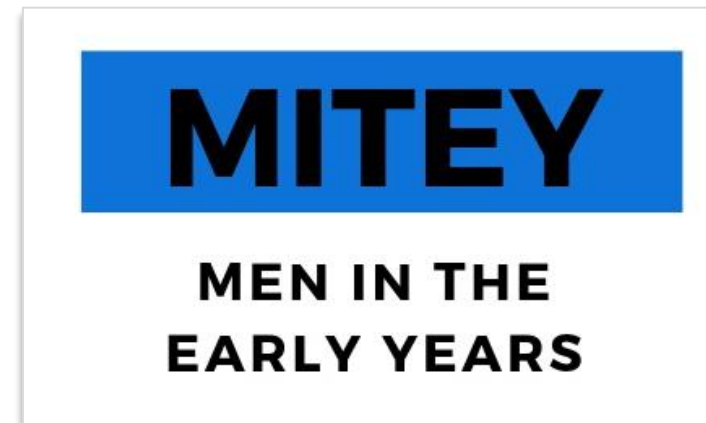
- More applications from men than the overall workforce
- Candidates to care survey: more responses from men than 5 years ago
- Primary concern: Jobs are seen as unskilled with poor prospects
- It could be beneficial to support men differently during the recruitment process



What are others doing to target men?



[tiktok.com/@benjmcintosh](https://www.tiktok.com/@benjmcintosh)



What are others doing?



Story

**Laying the Foundations for
Women in Construction**

Bellway

Application

Under 30 – 40%

Interview

Under 30 – 41%

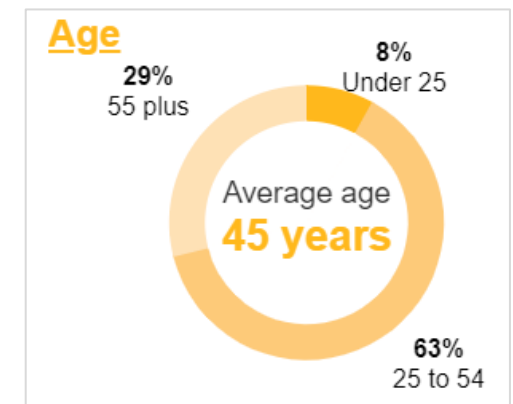
Interview - not attended

Under 30 – 51%

Under 25 – 31%

Age

- Most applications from over 30s but under 30s are applying
- Greatest non-attendance at interview by under 25s
- Indeed survey – Gen Z: '93% ghost interviews and 87% have not even shown up for their first day of work'



What are others doing to target Early Talent?

Targeting parents and other influencers

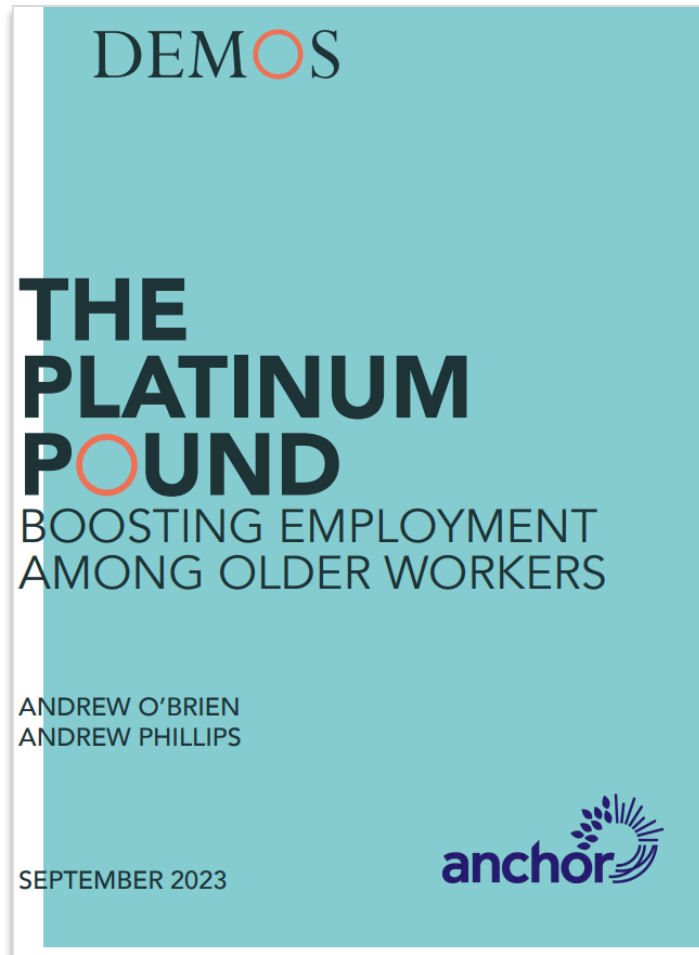
Engaging with potential employees at a younger age through FE College and University outreach

Deploying Gen Z Employees in the strategy

ISE.org.uk
Association of Colleges

Shaping content, communication and process to suit generational preferences

What are others doing to target older people?



- Age friendly employment policies
- Encouraging people to remain in the workforce
- Occupational health / healthy for longer

5% or less

Disability

- 5% or less throughout the recruitment process identify as having a disability
- Over 20,000 employers in the UK have signed up to the Disability Confident scheme
- In the UK, 15-20% of the population is neurodivergent

	Social worker	Occupational therapist	Registered nurse	Senior care worker	Care worker
Total filled posts	19,500	3,800	33,000	83,000	860,000
Disabled	8%	7%	1%	1%	2%
Not Disabled	87%	8%	98%	98%	97%
Not Disclosed	5%	5%	1%	1%	2%

The state of the adult social care sector and workforce in England 2023

What are others doing to target people with a disability?

Harry Specters: The Ely chocolate factory hiring autistic workers

BBC

NEWS



— The —
Big Table

BELLA ITALIA

las
IGUANAS

CAFÉ ROUGE

mencap

 **BeyondAutism**

Autistic people held back by job interview questions - report

1 day ago



BBC

NEWS



BBC/MUNAZA RAFIQ

Adam Murphy says he would like to see autistic jobseekers' needs listened to



Hft

5,402 followers

1d •

Less than 5% of people with learning disabilities are in paid employment, so we are thrilled to see that the Palace of Westminster have appointed 6 new employees who have Down's Syndrome!

Work is such a huge part of a person's life experience, and anyone who wants to work should have the opportunity to do so.

Read the full story here:

<https://loom.ly/EiQzwS0>



Parliament welcomes six employees with Down's syndrome

learningdisabilitytoday.co.uk • 3 min read

Recommendations

1

Look at your data:
Who? Where? How?

2

Futureproof now!

3

Targeted Attraction

4

A reason to show up...

5

Meaningful part-time flexible work

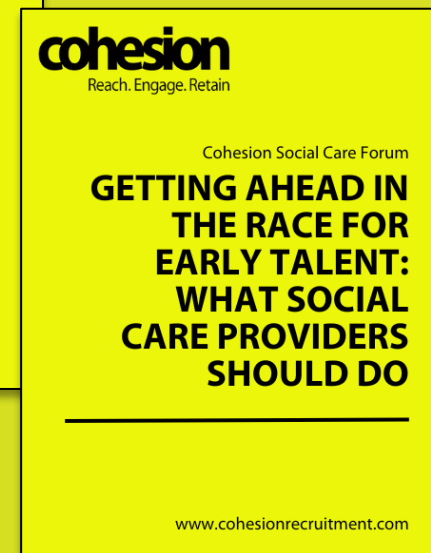
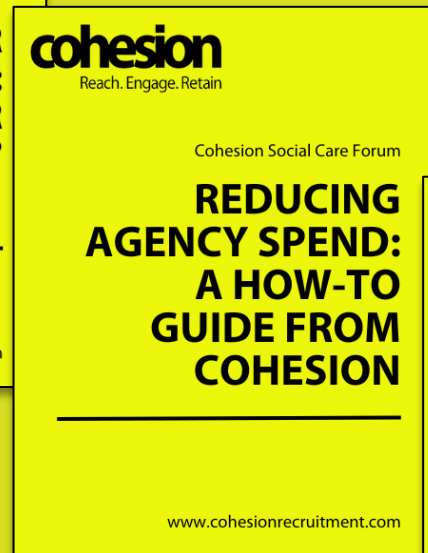
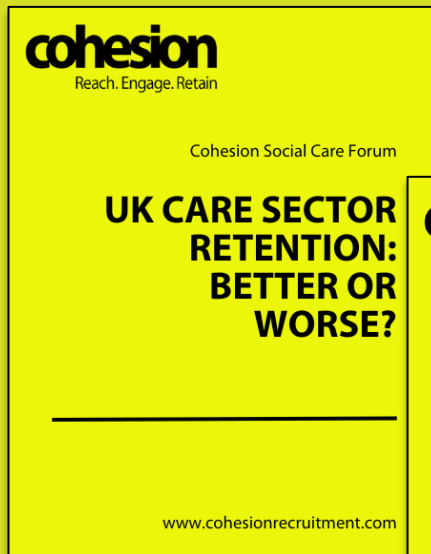
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Community & Partnerships

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