



# ATTRACTING YOUNG PEOPLE TO WORK IN CARE

## AN EVENT SUMMARY

In September 2018, Cohesion hosted an event to discuss how organisations can attract more young people into a career in the care sector, by sharing ideas and best practice.

Cohesion would like to thank the various delegates and companies that took part including:



# Social Care – Ever Increasing Resource Gap

- **1,000,000** new workers are required for Social Care by 2025  
- Skills for Care
- EEA share of the social care workforce rose from **1.2%** in 1997 to **5.9%** in 2017” Migration Advisory Committee (MAC)
- Care sector will need to employ an additional **380,000** staff by 2026” Global Future



Many estimates are currently being published, and however you question the accuracy of these, the overriding theme is that the requirement for social care staff is significantly increasing!

# Youth Employment UK

Laura Gibbon from Youth Employment UK presented at our event and highlighted the following:

- Young people are 3 times more likely to be unemployed than other groups and face multiple challenges to employment
- 800,000 young people are not in education, employment or training (NEET)
- The disconnect between young people and employers continues to grow
- Employers face continued skills gap challenges with additional pressures of Apprenticeship Levy, Brexit, ageing workforce

**Creating a youth friendly culture that includes good quality opportunities which are open to a diverse and inclusive talent pool is important for young people and UK business.**





Youth Employment UK provide a plethora of resources for Young People aged 14-24. They can access free resources to build their skills, confidence and knowledge for work:

- Young Professional Membership
- Youth Ambassador programme
- Annual Youth Voice Census

This is underpinned by impartial careers content available on their careers hub.



For an employer Youth Employment UK offer the following:

- A **national kitemark** that supports employers to create the best environments for young people to excel in.
- Comprehensive framework and supporting resources to create, enhance and recognise an organisation's youth employment strategy.
- Be connected to a growing network of thousands of young people across the UK via an employer profile on their careers hub.

# What can Social Care recruiters learn from Early Talent recruiters?

Amanda Marques, Director for Early Talent at Cohesion, provided insight into how the Care Sector can learn from recruiting in to the early talent market – both graduates and apprentices.

“There are a number of tried and tested elements to the Early Talent recruitment process that should definitely be adopted by Social Care to better attract younger applicants.

There is a trend to go beyond LinkedIn and Facebook and use additional Social Media platforms in the recruitment process, including Instagram and WhatsApp. However, there is a growing realisation that these are better for engagement throughout the recruitment process, rather than necessarily for initial attraction purposes.

If you haven't done this already, then make the application process as easy as possible. Younger people won't spend time with long, convoluted application forms.

Give them a preview of the role that they are applying for – by video if possible. And make it genuine, and as much about the client they will care for, as about your organisation.

Depending on exactly what type of talent that you are targeting, then be aware of timing – for example hitting annual Apprentice Week, along with avoiding exam times.

Talk in their language – make sure that you review the content of all of your attraction and engagement collateral to ensure that it is appropriate for under 25-year-olds (maybe get an under 25 year old for this task!)”



# It's time for Social Care to be bold when it comes to attracting Younger Talent

Statistics show that currently, 800,000 young people are not employed or in education<sup>2</sup>, and **evidence suggests** that by attracting these young people to apply for a role within your care **setting**, it can bring new, fresh ideas and different perspectives on caring for others as well as helping to plug this gap.

**However**, there seems to be a stigma around working in care which is preventing young people from applying for roles, which could be due to the lack of awareness and education around the career path available within care homes.

Or it could just be that your attraction strategies are badly focussed on younger applicants.

So, what can you do to attract young people into roles within your Care organisation? Will Shepherd, CEO at Cohesion, shared his key recommendations:

1. Create a **specific recruitment strategy** solely focusing on young people. Consider relevant careers fairs, social media advertising and customise the recruitment process itself – tailoring your application process to be short and including language that appeals to younger people. Try removing barriers such as 'minimum requirements' and instead use 'values-based' assessment which better allows the candidates strengths to be recognised.
2. Make the job attractive to young people – highlighting the benefits of working in care is a great way to attract young people. **Flexible hours, and the opportunity to progress a career are both great starting points.** But from our findings, the most important element can be the opportunity of coming away at the end of a shift feeling that you have made a difference to someone's day.
3. Work closely with schools and colleges – **consider approaching local schools and colleges, especially those that teach a health and social care course by offering to share presentations to the students.** This can include, talking about the benefits of working in the care sector and the career pathways available in your organisation. Consider offering work experience, allowing students to gain a positive experience and a taste for working in the care sector. If they impress, you could offer them a guaranteed interview upon completing their studies.
4. Use case studies on your website and social media – unsurprisingly the internet is an amazing platform to use when trying to gain the interest of young people. Under 25-year olds who are already working in care can be showcased on your website, through videos, and social media to act as ambassadors and give positive examples of how successful and rewarding working in care can be. **Having young employees featured on your website can be a real selling point for future talent.**

5. Engage parents and guardians – our experience of delivering early talent recruitment including sizable graduate and apprenticeship programmes has taught us how important it is to engage with parents and guardians. **It is clear that parents have one of the greatest influences on their children’s careers – but do they know enough about the sector in order to encourage care as a rewarding career route?** When recruiting young people, it is a good idea to create a section on your careers website for parents answering any typical questions they may have.

References:

1. [https://www.kingsfund.org.uk/sites/default/files/field/field\\_publication\\_file/perspectives-nhs-social-care-workforce-jul13.pdf](https://www.kingsfund.org.uk/sites/default/files/field/field_publication_file/perspectives-nhs-social-care-workforce-jul13.pdf)
2. <https://www.ons.gov.uk/employmentandlabourmarket/peoplenotinwork/unemployment/bulletins/youngpeoplenotineducationemploymentortrainingneet/may2017>

Time to become youth friendly?



For more information about how to search for candidates for care and support jobs and advertise roles you may have available in the care sector go to [www.careandsupportjobs.co.uk](http://www.careandsupportjobs.co.uk)

If you would like further details or intelligence on this topic, or would like to be invited to any future events, please contact:

[dave.beeley@cohesionrecruitment.com](mailto:dave.beeley@cohesionrecruitment.com)

[amanda.marques@cohesionrecruitment.com](mailto:amanda.marques@cohesionrecruitment.com)

0121 713 8320

care &  
Support Jobs

[www.careandsupportjobs.co.uk](http://www.careandsupportjobs.co.uk)

**cohesion**  
Reach. Engage. Retain

[www.cohesionrecruitment.com](http://www.cohesionrecruitment.com)