



#### **Recruitment Top Tip #4**

Churn within the social care sector is high, over 60% of leavers remain working in the social care sector.

Research also shows that over 50% of your leavers would return within 6 months given the opportunity to do so.

- Ensure you leave open warm relationships with leavers and treat them with respect and professionalism.
- Send all leavers who you would consider having back a postcard or letter within 6 months asking how they are doing and extend the opportunity to return.
- Make the postcard or letter personable, make it emotive and where possible involve those they had positive relationships with.

## Fully Funded staff discounts for Inspired to Care members

Membership is FREE.

Inspired to Care are offering the first 8,000 staff from the provider community access to Wider Wallet- <https://www.widerwallet.com/login> This is fully funded for a 2 year period from November 2018. A staff discount scheme that offers a variety of local and national discounts. Has your organisation become a member? Please contact one of the Inspired to Care team.

**ARE YOU MAKING THE MOST OF YOUR MEMBERSHIP BENEFITS?**

**Access to your membership benefits**  
with opportunities to save on shopping, gifts and more

**Easily accessed via mobile or tablet**  
helping you manage your benefits on the go

**Enjoy your leisure time**  
with savings on family activities, eating out and holidays

**Inspired to care** ●●●●●  
Your journey to a career in social care

**REGISTER FREE AT: [INSPIRED.WIDERWALLET.COM](https://www.widerwallet.com)**  
**USING ACCESS CODE: \_\_\_\_\_**

**Wider Wallet**

**EASY ACCESS TO YOUR BENEFITS**  
HELPOESK: [INFO@WIDERWALLET.COM](mailto:INFO@WIDERWALLET.COM) | 0800 612 7220



### **The Power of Social Media**

Inspired to Care is now on Facebook and to date has focused on the promotion of upcoming local awards and celebrating innovative ideas from providers to promote their organisational cultures.

Rushcliffe Care sent us a copy of their lip sync Christmas video to Mariah Carey's 'All I want for Xmas' we posted this online and within 7 days of posting this video it has reached over 6,500 people and has been viewed over 2,500 times.

Although this isn't a recruitment post, it does 'sell' the culture of the organisation and cleverly shows the different kind of job roles that could be found in one of their specialist residential units.

To draw a direct comparison with online forms of recruitment, one advert on Indeed may only reach a fraction of the audience in comparison to this video.

The full video can be found here;

<https://www.facebook.com/InspiredtocareLeicestershire/>



### **Contact Us:**

**Matthew Errington or Victoria Satchwell**  
**0116 305 7866 or 0116 305 6385**  
**[inspiredtocare@leics.gov.uk](mailto:inspiredtocare@leics.gov.uk)**



— Leicester Mercury —  
**CARER**  
**OF THE YEAR**  
**AWARDS 18**

IN ASSOCIATION WITH



### **Make your nominations now**

Inspired to Care have partnered with the Leicester Mercury carer of the year awards for both 2018 & 2019 awards.

The opportunity to nominate has been extended until the **5<sup>th</sup> January 2019.**

Is your organisation a great employer?

Do you know someone with extensive experience in the care sector who has made outstanding contributions to their service users?

The awards will be held at the end of January 2019, all finalists will be invited to attend the ceremony at the Mercure Hotel in Leicester, you will be able to bring a guest and be treated to a three course meal.

Do not miss out and get your nominations in now.

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



*I care...  
Ambassadors*

## Ambassador Forum – February 21<sup>st</sup> 2019

Inspired to Care is in partnership with the Skills for Care ambassador programme.

Ambassadors are individuals from within the care sector who deliver activities to educate future prospective applicants around the pathways and opportunities across the care sector.

To follow up our successful ambassador launch event in August 2018, we are running another forum in February to celebrate the work delivered to date which has had some very positive evaluations on changing perceptions particularly of young people and to encourage them to consider care as a viable career pathway.

At the event we will explore:

- New materials available for ambassadors
- Feedback from those ambassadors who have delivered activities to date on their experiences

The aim of the event is to build confidence, network with other ambassadors and to give opportunities to individuals to plan mini activities.

To nominate ambassadors or confirm your attendance please contact Vicky Satchwell at;

[Victoria.Satchwell@leics.gov.uk](mailto:Victoria.Satchwell@leics.gov.uk) or 0116 305 6385



### Upcoming Registered Manager network meet

In 2018 Angela became chair of the LLR Registered Managers support group, which is sponsored by Skills for Care with a small grant from the Department of Health.

Angela is Registered and Operations Manager at Home Instead Senior Care, Covering South Leicestershire & Rutland. Their domiciliary Care company has been rated Outstanding by CQC

The next meeting is on Tuesday 15<sup>th</sup> January and will be on the topic of 'Being Outstanding'

If you are interested to join the network please contact inspired to Care for further details.

### Planning meeting for Careers fair for the social care sector.

Following the recruitment fair in City Hall in October, we will be organising another event for 2019, aimed at supporting social care providers to educate and attract a future workforce.

To support with the structure and design of this event please contact Matthew Errington at Inspired to Care for more information, the first planning meeting will be in January 2019.