

What has the workforce told us?

We asked the Staffordshire social care workforce and providers for their views on the strengths, challenges and opportunities for the social care sector within Staffordshire, through surveys and focus groups. 323 survey responses were received.

Engagement showed us that the majority of the current Staffordshire social care workforce do really enjoy their job, as it gives them an opportunity to make a difference. Pay and benefits are seen as both a challenge and an opportunity. People working in social care want the opportunity to progress in their careers, and changing public perception about working in social care would aid recruitment.

"I love getting to know the people I support and their families... I feel we make a real difference in helping families getting a break from their caring role."

4 out of 5 satisfied with current job

3 out of 5 recommend working in social care

...however **1 out of 5** considering leaving in next 12 months



Key reasons for considering leaving include:

Pay and financial pressures

Work-related pressures

Personal health

Levels of stress

Individuals' Survey Summary Headlines

Most important for employees

- Work life balance** 165 people
- Ability to make a difference** 155 people
- Pay** 146 people

Top suggestions to encourage more to enter/remain in social care

- Pay and Benefits** 120 people
"rewarding pay, overtime enhancements, sick pay, healthcare benefits"
- Expenses including mileage** 30 people
"support with repairs, insurance and mileage"
- Progression/training** 30 people
"good quality training so staff have the knowledge to perform their tasks to their best ability and gain greater job satisfaction"
- Improve image of social care** 30 people
"promote a better reputation for care... a worthwhile, rewarding career that people should aspire to"

Organisation Survey - Summary Headlines

- 9 out of 10** struggling to recruit staff
- 5 out of 10** struggling to retain staff

Main recruitment challenges

- Better pay outside of the sector** 48 organisations
- Perception of working in social care** 27 organisations
- Cost/distance of travel** 33 organisations
- Work-life balance** 25 organisations

Successful recruitment/retention initiatives

- Improving pay (14 organisations)
- Making staff feel more valued (10 organisations)
- Support with transport costs (9 organisations)

Most useful additional support in recruitment would be:

- Better pay/conditions
- Recruitment support - advertising and campaigns
- Transport help - discounts, free travel