



CÙRAM IS SLÀINTE NAN EILEAN SIAR

WESTERN ISLES HEALTH AND SOCIAL CARE PARTNERSHIP

Recruitment into Care

Report by Chief Officer, Health and Social Care

PURPOSE OF REPORT

1. To update the Joint Board on the work being undertaken to boost recruitment into care.

COMPETENCE

2. The issues raised in the report have no immediate HR, legal or financial implications.

SUMMARY

3. The Integration Joint Board has discussed at length our major workforce and recruitment challenges and our strategic response is described in our workforce plan. Although some of the challenges we face are systemic, such as population movement away from the islands towards urban centres, much work is being undertaken to optimise our engagement with the labour market. The development of a good understanding of labour markets is crucial, not least because our approach to recruitment will need to be tailored to different professions. Labour market analysis is improving, with good information being disseminated nationally around the care market in particular (see appendix 1). The stratification of our recruitment processes recognises that the recruitment of say, a consultant psychiatrist, will differ from the recruitment of a care worker. For the former, the labour market is international while the latter will almost certainly be local. However, both require more creative use of new media, including social media, if we are to be successful in our venture.
4. Our primary focus recently has been on recruitment into care. We have made some gains, with the number of vacant posts across adult care services falling. Indeed, we are currently enjoying the healthiest position we've had in some time. We're investing more in marketing, including using traditional media (local newspapers) to place adverts and highlight career opportunities. We have also been participating in careers fairs and working with key partners to better define routes into a career in care (including through our apprenticeship schemes) and career progression thereafter (though more needs to be done in respect of the latter). To take all of this forward, we have set up a short-life working group to oversee our recruitment into care. This group will lead the development of a local marketing campaign, premised on building pen profiles of carers who are passionate about the work they do and who challenge stereotypes: young people pursuing apprenticeships; male care workers; career break returners; and so on.
5. We also want to align our local approach with the national recruitment drives which are ongoing, and which are being disseminated across different media. The new Scottish Government marketing portal '[Care to Care](#)' has good material, some of which we contributed to ourselves. As we move forward with this work, it is likely that we will need support from the communications officers within both the Comhairle and Health Board.

RECOMMENDATIONS

6. It is recommended that the IJB notes the position and the attached documents.

Ron Culley
Chief Officer, CÙRAM IS SLÀINTE





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