

Creating a central focus for recruitment and retention in the Black Country

Within the Black Country ICS, a positive programme of relationship-building has taken place over the past few years. This has been supported by social care providers being represented on the ICS People Board locality manager.

The establishment of a specific Social Care Recruitment and Retention network across the local area has led to great successes and an increased sense of focus and engagement from providers and social care partners across the Black Country. It has also enabled the ICS, alongside other organisations and

Engage suppliers to the sector to support collaboration

Many suppliers to the sector (for example, organisations who support with recruitment and training) have built good connections with the central Black Country Workforce Recruitment and Retention network, which has become a valuable hub of shared learning and insights.

By setting up a shared database of organisations, contacts, and roles and responsibilities, both suppliers and providers have been able to focus their attention and resources to meet their goals. As an example, suppliers have been working together to adapt their offers, and bringing those offers together to develop a much clearer pathway of recruitment and training for the workforce.

Working collaboratively with suppliers to the sector has resulted in clearer offers for providers, and increased provider engagement with recruitment initiatives. Indeed.com was one of the suppliers in this group who has since been approached to do some bespoke work with providers, with support from funding by the ICS. This opportunity was secured thanks to the ICS receiving direct feedback from providers after a recruitment and retention workshop with suppliers that identified a need for further tailored support with the early stages of recruitment.

Prioritise retention as well as recruitment of staff

Working groups across the ICS which focus on workforce must not lose sight of the importance of retention while much of the wider narrative about the sector often focuses on recruitment. The Black Country ICS has developed a number of approaches to support social care providers with this theme. In particular, ensuring that providers feel equipped to offer their teams great wellbeing support and chances to develop their skills.

