



Workforce - Retention and Recruitment of Skilled Staff



Question	There is a need for more skilled staff in the industry, how is the quality and recruitment going to be ensured?
Answer	<p>The ERCC will be creating a recruitment and retention workstream, with a strong focus on retention. Research tells us that retention is highest when people feel they are developing professionally and personally. It requires investment to create informed and skilful practitioners and leaders. Where this is happening the numbers of appropriate applicants is rising, people get to know and are attracted to a career not just a job. The workforce is our most valued asset, and we need to support, equip and make people feel valued across all our services. There is lots of opportunity in this space, shared training events, regional hosting of webinars, the creation of central platforms to host podcasts, TED talks, training videos could easily be deployed. We also have lots of experience and knowledge within our region that could easily be shared once we have agreed and established a regional training network. The Eastern Collaborative Children's Residential Network (ECCRN) is a great example of a new initiative where the East is coming together to promote best practice and support staff.</p> <p>More widely, there is a developing case for social care to move from a vocational to professional qualification and for the content and expectations to rise from the current L3.</p>