The recently announced Workforce Capacity Fund for adult social care enables local authorities to deliver new measures to increase workforce capacity.

Employee referral is regularly cited by employers as the recruitment source most likely to bring in high quality candidates who have been selected for their values by existing staff who best know the requirements of the job.

The Department of Health and Social Care Guidance, published on 29 January, identifies the new Care Friends app as an example recruitment resource in Annex B. Care Friends operates in partnership with Skills for Care and was launched in June 2020.

The app uses gamification (the awarding of points as well as a leader board) to encourage many more care staff to refer their friends than would be the case with a traditional employee referral scheme. Some of the encouraging results so far include:

* Over 200 employers purchasing an annual Care Friends licence in the first six months since it launched
* Over 10,000 care workers have downloaded the app to their phones
* 8,800 candidates have already been generated by care workers sharing job postings with their connections
* Based on activity so far employers have seen improvements in staff turnover in the first year of employment from app-generated new starters versus from other sources

“We have been delighted and overwhelmed by the success of Care Friends since we launched. A whopping 42% of our new starters have come via the app which is just brilliant, and the quality is excellent.” *Dariusz Motyka, Managing Director, Blue Angel Care*

Over 20 local authorities have enquired about the app already and in order to make it easy for Workforce Leads to find out more, the company is running a series of free webinars on MS Teams to show the app live and share licence fee pricing and answer questions.

The sessions will be held on the following dates:

11am Thursday 11th February

2pm Monday 15th February

9am Thursday 18th February

These will be recorded and can be booked on this link: <https://calendly.com/carefriends/care-friends-the-workforce-capacity-fund?month=2021-02> or emailing neil@carefriends.co.uk

For further information: <https://carefriends.co.uk/>