

MARCH TO JUNE 2022

HWLINCS

# LET'S DO THIS TOGETHER

TAILOR-MADE INTERVENTIONS THAT SUIT YOUR NEEDS

CARE HOME RECRUITMENT STUDY



# WHAT WE'LL DO TOGETHER

Getting care onto the government's agenda is important to all of us, so by signing up to be one of **only five** east coast and Boston care homes to test out research-based recruitment interventions you can help make this happen. We want to find you the best staff, we want to offer tools and resources, and we want to make sure the learning is shared at a local and national level and Lincolnshire's care sector is put on the map.

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## £500 STAFF WELLBEING BOOST

It's been an unimaginably challenging past few years for care home staff. Our study has identified a need for staff to feel appreciated. By putting this boost towards anything from improving comfort in the staff room, to massages, cinema tickets or anything in between, we want to help you say thank you to them at no extra cost to you.

## RECRUITMENT VIDEO FOR APPLICANTS

Our professional video unit will create a short video that allows your staff to give an honest and positive picture of what working in your care home is like and providing a bespoke resource that you can continue to use over again.

## CUSTOM DESIGN OF YOUR JOB ADVERT

Finding the right people is a challenge and we are here to work with you to try everything possible to make that happen.

## AND MORE

Other interventions include an FAQ document for applicants tailored to your care home, support for a livestreamed Q&A with applicants, free staff training and management help.

We are here to work together - if you have an idea you think will help meet a need specific to your care home, **let us know and we'll make it happen.**

## WHAT NOW?

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Email [emma@hwlincs.co.uk](mailto:emma@hwlincs.co.uk) / [coiin@hwlincs.co.uk](mailto:coiin@hwlincs.co.uk) to start working together. Study **places are limited to five care homes** across Boston and East Lindsey so don't miss out.

## WHAT NEXT

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**March into April** we will work together on video production, discussions about your care home's needs and specific concerns, advert development, training delivery, staff wellbeing boost and social media campaign to successfully appoint staff in **May**.

