

How Speed Can Fix Your Care Recruitment Challenges

Presenter: Stephen Forster

Organisation: The Care Social Network

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Topic 1: Why Time to Contact Is the Most Overlooked Problem in Care Recruitment

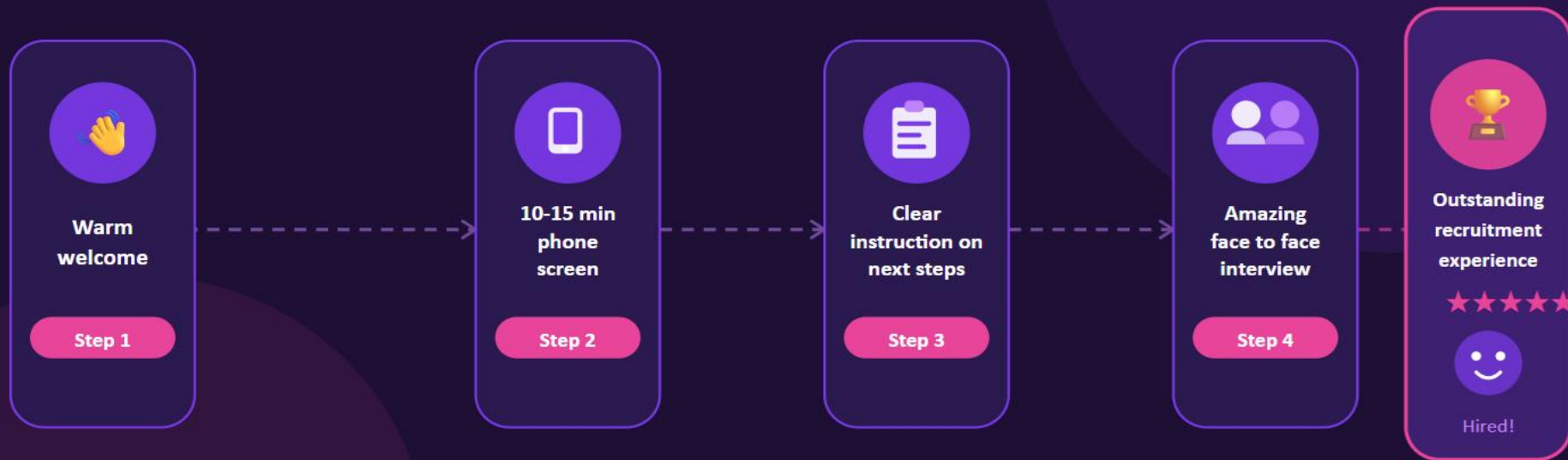
- What Problems Are Care Providers Facing With Recruiting Care Staff?
- What is time to hire? Let's first focus on time to CONTACT!
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- The clock starts the moment someone applies
- The average care candidate applies for between 7 and 12 care jobs online
- Around 73% of care candidates NEVER hear back from their online application
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- These Challenges Lead to No Shows to Interviews, Demotivated Office Team and Care Managers, Increase in Agency Staff, which in Turn is Expensive and Can Be Demotivating for Perm Staff

What is The Solution?

Contacting candidates
within 24 hours of application



Providing the candidate an outstanding recruitment experience



Reviewing ALL

Candidates Who Have Applied For You

✗ Old approach — experience only



5 yrs care
experience



No care
experience



Career
changer

💡 Hidden gem candidates
dismissed & never called back

Empathy ✗ Reliability ✗ Passion ✗
— never discovered



✓ Review ALL applicants



Experienced



Career
changer



New to
care

💡 Outstanding candidates found
through values & attitude

Empathy ✓ Reliability ✓ Passion ✓
— discovered & developed

Case Study - 3 Residential Care Homes - North England

Previous Challenges:

- Agency Use Far too High - Causing Demotivated Permanent Staff
- Complaints From Residents Family Due to No Continuity Of Care
- Admin Teams too Stretched With Massive Workloads and “No Time For Recruitment”
- Excessive Spends on Job Boards - Often Between £3000 and £10,000 per month
- Registered Managers Feeling “Overwhelmed” By Recruitment Shortages

What Changes Were Made and What Was The Outcome?

- Outsourced Job Board Management - Saving Admin Team 2-3 hours PER DAY!
- Trained The Admin Team To Focus on Speed and Conducting Outstanding Phone Screens
- Removed over 90% of Agency Staff in 6 months - Continuity of Care!
- Screening Of Staff Was Outsourced, Allowing Admin Team to Have More Time For F2F Interviews
- Job Board Spend Reduced by 70% - Saving Between £3000 and £6000 Per Month!
- Registered Managers Now De-stressed Due to Having a Reliable Full Team of Permanent Care Staff

Topic 2: Why Registered Managers Shouldn't Be Running Your Recruitment - And What to Do Instead

The Problem:

- Over 85% of Registered Managers Would Prefer “Not To Manage Job Boards”
- Over 90% of Registered Managers Said They’re Aware No Show Rates To Interviews Could Be Down to Not Contacting Candidates Fast Enough
- Over 91% of Registered Managers Feel That “Recruitment Administration Slows Them Down From Doing Other More Pressing Matters Within A Care Home”
- Over 92% of Registered Managers Said That They Would “Prefer Either a Centralised Recruiter or Recruitment Team or To Outsource Recruitment” Over Managing This Themselves

Results based on 412 Registered Managers asked in November 2025



What Happens When Registered Managers Are Stretched and Overwhelmed?

- Spend most of their time firefighting rather than leading.
- Effects on Regulatory Compliance
- Increased stress, anxiety, and risk of burnout.
- Fatigue, reduced concentration, and impaired decision-making.



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COMPARISON

Monthly Comparison - 4 Care Homes South England

February 2025 to May 2025

- Cost per hire between £900 and £1100
- Over £40,000 agency spend per month
- No continuity of care

June 2025 to September 2025

- Cost per hire reduced to between £180 and £285
- Agency staff only used in emergencies now
- Excellent continuity of care, a motivated workforce and less burnout on all staff members

How Was This Achieved?

- 2 Care Homes hired a dedicated Full Time Recruiter to focus purely on recruitment.
- 2 Care Homes Outsourced recruitment.
- All applications screened within 24 hours of application.
- Candidates feel privileged. Candidates feel wanted. It shows the Candidates that you're organised.
- Registered Managers can now focus on their main tasks of ensuring the care home provides safe, effective, caring, responsive, and well-led care.
 - The RM can maintain compliance with CQC regulations and relevant legislation.
 - The RM can now lead, supervise, and support care staff and senior staff - HAPPIER WORKFORCE.
- All Compliance, DBS, references etc. is now conducted by the Admin team at each home. The Admin team now have time to build real relationships with candidates and focus on 1-1 support, which in turn improves retention.

Results based on 412 Registered Managers asked in November 2025



What Can We Learn and What Questions Do We Need To Ask.

- Do you feel your Registered Managers would prefer to have a centralised Recruitment Team or to maybe outsource recruitment admin?
- Spend the next 2-4 weeks analysing how much of your RM's time is spent on recruitment duties.
- Should recruitment tasks be left to the experts? To people who ENJOY recruitment processes?
- Spend the next 2-4 weeks calling people within 24 hours of application. You'll see a significant increase in interviews arranged, a decrease in no-shows to interviews and an increase in overall hires

Thank You for Joining

Questions?



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