

FOCUS

A close-up photograph of a person's hands tying the laces of a black and orange running shoe. The person is standing on a paved path, and the background is a bright, hazy sunrise or sunset over a landscape. The lighting is warm and golden, creating a sense of early morning or late afternoon. The person's legs and arms are visible, showing they are wearing athletic gear.

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Marathon or sprint?

Recruiting and retaining staff in the care home sector

Recruiting and retaining staff in the care home sector



Ben Hartley
Director

“Will we be able to staff our new care home?”

It’s one of the questions I get asked most frequently by care operators. At Carterwood, we have responded with a new staffing analysis report.

When you’ve found a site that seems to tick all the boxes and the bank says ‘yes’ to development, we can provide an insight into the staffing market.

Our staffing analysis report will help you understand the local staffing market dynamics, determine pay rates and assess likely agency staff costs.

The local workforce is the biggest problem in delivering care homes at the moment, and it looks set to get worse with Brexit. With our new report, we can support you in making the right decision regarding the development of a specific care home site.

We know that getting the right staff in place is a marathon, not a sprint!



“Only **7.6%** of registered nurses in the UK work in care homes, that’s **40,500** nurses.”

Source: Skills for Care and Royal College of Nursing

About our staffing analysis report

Our staffing analysis report provides a detailed study of a new development’s proposed staff catchment area. Our unique methodology collects and analyses the available data about workforce, specific to a care home site.

Covering registered managers, registered nurses (RN) and care assistants, the report assesses:

- Competition for staff in the area
- Rates of pay
- Vacancies
- Transportation links
- Major hospitals
- The key areas where potential staff may reside.

On the following page, we have provided some headline statistics about the availability of registered nurses. We have used data from the Royal College of Nursing to determine the number of nurses living in each area and divided by the number of nursing home beds to form the ratio of registered nurses to existing nursing provision. Using travel distance analysis, we can even determine where the nurses are likely to come from and how many nurses live within your specified catchment.

Our new staffing analysis report can help mitigate the risk of investing millions of pounds into a new care facility, only to discover you are unable to recruit sufficient staff to run it properly.

Facts and figures

2.7
miles is the national median **distance** travelled to work by nurses

Western Isles has the highest proportion of RNs per nursing home bed at **6.5**

2.5 is the average number of RNs per nursing home bed in **Great Britain**

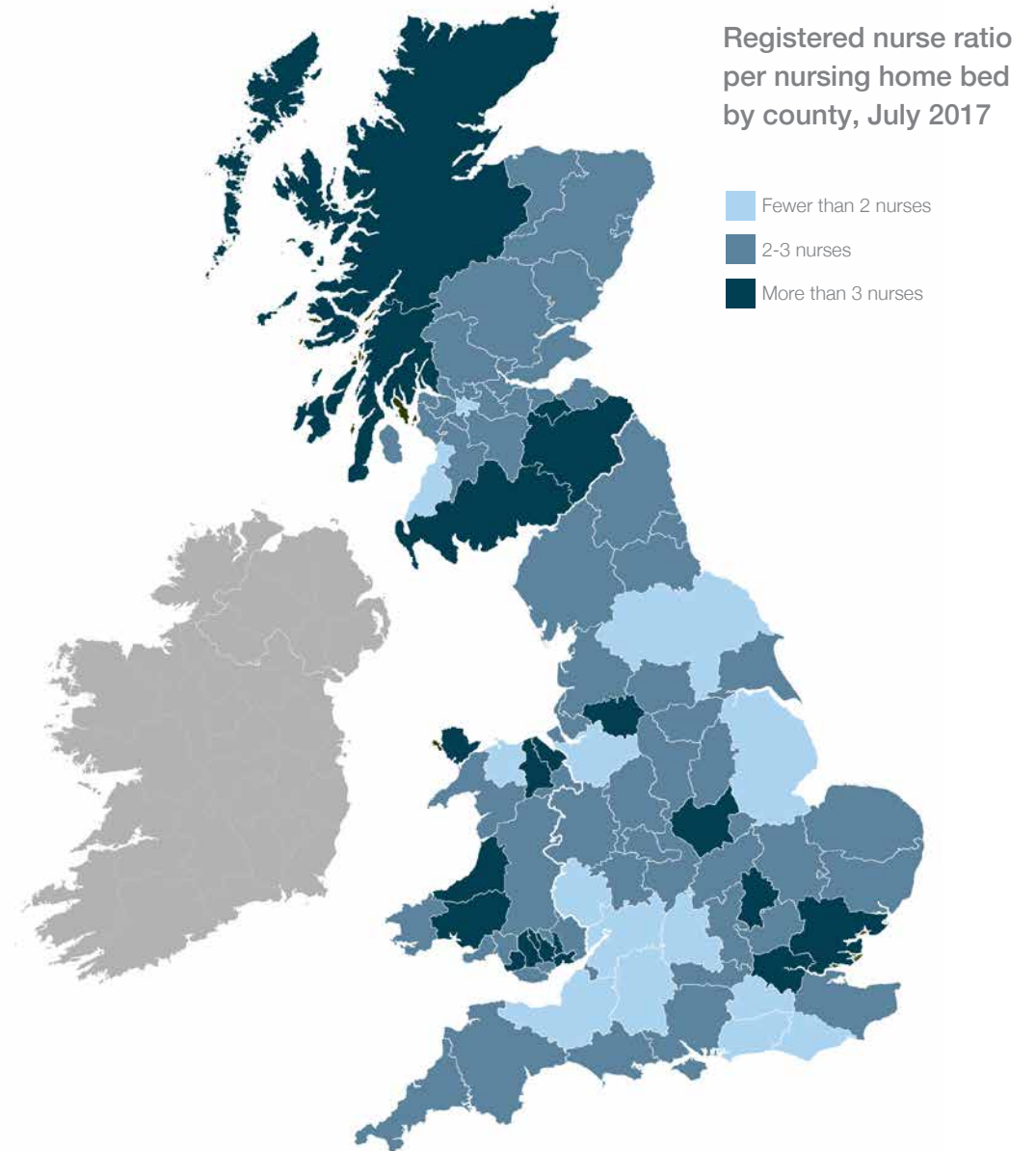
There are only **1.68** RNs per nursing home bed in **Surrey**

Birmingham has the highest total number of nurses at **9,307**

Counties with the highest and lowest RN ratios in England, July 2017

Highest		Lowest	
County	Ratio	County	Ratio
Bedfordshire	4.10	Herefordshire	1.61
London	3.68	West Sussex	1.62
Leicestershire	3.39	Somerset	1.63
Essex	3.37	East Sussex	1.65
Greater Manchester	3.05	Surrey	1.68

Source: Royal College of Nursing, A-Z Care Homes Guide, Skills for Care and Carterwood



Source: Royal College of Nursing, A-Z Care Homes Guide, Skills for Care and Carterwood

Need more information?

If you would like to find out more about how we can help with your bespoke market analysis requirements, or would like to know how to obtain this report as part of your due diligence process, please call us on 08458 690777.

Carterwood's products and services

With a wealth of healthcare experience, we operate agency, valuation and consultancy teams. It is these three strands combined that enable us to provide operators and developers with the market intelligence, site-specific commentary and research methods to make better informed decisions.

We currently work with over 350 clients in the social care sector and 90 per cent of the top 20 care home operators.

For more information about Carterwood or to find out how we can help you, please telephone 08458 690777

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