

Thriving in home care: key insights for recruitment and retention in the UK home care sector



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Introduction

This white paper is designed to explain the current recruitment and retention situation and challenges faced by care providers in the UK, it also offers some helpful tips and ideas for success in workforce recruitment and retention.

The home care industry is currently experiencing significant challenges. Arguably, the most pressing being the recruitment and retention of a skilled and dedicated workforce, one in which the workforce is committed to working in the home care sector in the long term.

In addition, the industry is facing considerable regulatory adjustment with the changes in self-evaluation in Scotland, the CQC new Single Assessment Framework in England, the Welsh Government setting a long-term objective of establishing a national care and support service named the National Office for Care and Support, and changes in Ireland to regulate the home care sector.

These reforms are far-reaching and will demand effort from providers to ensure that they are meeting and complying with the new ways of working and the additional reporting workload that this brings to an already overstretched workforce.

Meeting emerging opportunities in the home care market


The home care market is experiencing significant growth with PolicyBee reporting that:

The value of the UK domiciliary care market was estimated at [around £11.5 billion in 2021-22](#), an increase of 12% from 2019-20. More recently, a 2023 report found that adult social care (which includes home care) [adds £55.7 billion per year to the economy in England](#) – up by 8.5% from 2021-22.

This is fuelling an increase of sole traders as business owners in the home care space and highlights real and viable opportunities for smaller providers to get a foothold in this growing market. It presents a chance to attract a diverse, responsive and proactive workforce at a local level which can certainly lend itself to meeting the specific needs of communities, whether they are located in highly populated urban areas or in less dense rural locations.

There is a market for sole traders and going it alone can be daunting, however, to be successful it is imperative to have an in-depth understanding of the area and demographics of your chosen business location. You will need to be realistic when you consider who you will provide services to, and what kind of services you will be able to provide and of course, your workforce demographics.





Long term strategies for recruitment and retention

Turning the spotlight onto the pressing issues within home care it's clear that the adjustment and successful implementation of new ways of working, is without doubt, led by stability. Recent financial and political decisions have seen the workforce rocked and further diminished throughout health and social care, causing seemingly insurmountable issues for recruitment and retention.

In 2022 in its report, [Health and Brexit: six years on](#), The Nuffield Trusts' extensive report stated that:

The latest instalment from our project monitoring the effects of the UK's exit from the EU on our health care system finds the clearest evidence yet that Brexit and its changing relationships with neighbouring countries are exacerbating the severe challenges facing health and social care in the UK today in terms of staffing, accessing essential medicines, and the overall economic picture.

In addition to Brexit-related pressures, the recent change in visa rules from 11 March 2024 that restricts care workers on bringing dependants has seen a decline in the number of applicants into health and social care from abroad. Other pressures bearing down on the attractiveness of this sector include the increasing lack of affordable accommodation within the rental sector, low wages and a lack of contract stability.

There is not a day that goes by that we are not hit with yet more damning news of the state of our NHS and social care in the UK and further afield. But, what about home care specifically?

CareLineLive: State of Home Care Survey

CareLineLive's recent survey, "[The State of the Home Care Sector 2024](#)," unveiled a sector characterised by historic hurdles, yet it also highlighted a sense of post-pandemic optimism despite the demands that home care providers are currently confronted with.

Conducted in July 2024, the survey included 99 participants from England, Scotland and Wales. Among the respondents, 44% were CareLineLive customers, while 54% utilised an alternative solution or a combination of software products. A minority of 2% relied on paper-based methods. Furthermore, 63% of the participants had been operating their businesses for six years or longer, with 26% having traded for a period ranging between two and five years.

You can [download the full survey report here](#).

Workforce training in the UK

CareLineLive's State of Home Care survey shows that the UK home care workforce requires substantial additional training.

Experienced workers exiting the sector raises significant concerns for providers. Although the industry sees new staff being recruited and trained in many instances, providers highlight the ongoing need and significant cost implications to continuously upskill and [monitor](#) training undertaken by workforces. However, this is essential to ensure that care workers acquire the necessary experience and skills, enabling them to deliver the high standard of person-centred care expected across health and social care.

The high turnover rate in the care sector is primarily driven by factors such as low pay, irregular working hours, zero-hour contracts, and a perceived lack of opportunities for career advancement. These challenges not only hinder the recruitment of new talent but also present significant retention issues. Specifically, turnover rates are notably high among care workers in the independent sector who receive the [National Living Wage](#).

Enhancing adult social care workforce: Skills For Care

Throughout this white paper there is information referencing Skills For Care. The organisation was established in 2001 as the central strategic body for workforce development and planning in the adult social care sector in England.

Through collaboration with employers, the Government and partners the objective is to ensure that the social care sector has the right people, skills and support. The organisation provides resources and hosts a variety of events that offer a wealth of information on various aspects of adult social care, enabling a deep understanding of the main factors driving workforce changes through insights, data and evidence. Managers and individuals engaged in social care delivery are provided with guidance on best practice. This includes tools, resources, and insights to improve workforce recruitment, skills, and organisational culture.

The [Workforce Strategy](#) was launched on July 18, 2024, specifically tailored for the adult social care sector. This initiative aims to bolster recruitment, retention and overall development within the workforce. It encompasses a variety of proposals geared towards enhancing working conditions, offering professional growth prospects and ensuring that employees receive adequate training to meet the increasing demand for social care services.

The adult social care sector encounters significant hurdles such as high turnover rates, challenges in recruitment and a lack of acknowledgment for care professionals. Projections indicate there is a necessity to fill an additional 540,000 positions by 2040, translating to an average of 36,000 new roles annually from 2025 onwards, with even higher numbers expected over the next decade.

The Strategy is structured into three core sections, each containing recommended actions supported by pertinent data from Skills For Care and other credible sources. These actions are designed to tackle the existing and forthcoming obstacles encountered by the sector:

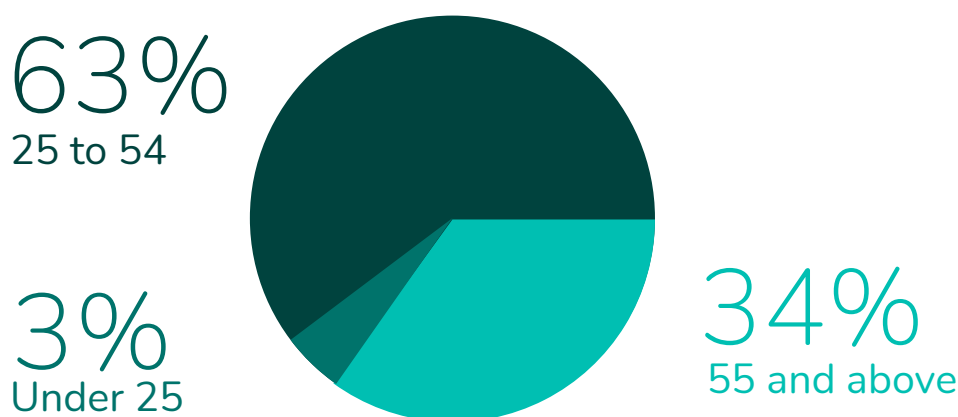
- Attract and retain
- Train
- Transform

This initiative will emphasise the significance of the Strategy and delve deeper into each key theme. It will provide insights on how the Strategy can assist organisations in recruiting and retaining staff, enhancing training and development opportunities and fostering collaboration to drive the necessary transformative changes across the sector.

Ageing workforce challenges in the UK's home care sector

In the UK, the average age of the social care workforce is [48 years](#), only 3% are under aged 25 and a staggering 34% are aged 55 plus. Whilst this segment of the workforce has much to offer, the industry must be mindful of its ageing workforce and the challenges that this brings to the table both now and in the near future. Consequently, as the home care sector is seeing year-on-year growth of the age of its workforce it is clear that there are those who are looking to retire in their roles.

Average age of a worker:



Attracting a demographically representative and diverse workforce in the home care market is an uphill struggle, fraught with real concerns and questions as to why community care is an unattractive employment option for younger members of our communities.

As the number of older citizens continues to rise at an unprecedented rate, so does the demand for home care services and consequently the pressure to recruit and train more highly skilled care workers is a challenge. The industry has been playing a 'generation game' where typically Gen Z (those born between 1996 and 2010) have historically seen caring roles as a short term option. However, [research](#) indicates that the landscape is poised for transformation following the 2020 Covid-19 pandemic. This shift is expected to impact not just the perception of social care as a career choice but also the strategies employed in promoting social care careers.

Change through innovation and education with providers spearheading new and dynamic strategies in a bid to attract long term employees is critical in attracting a diverse workforce, one that offers realistic career progression with industry specific training.

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Skills For Care reports that Gen Z can be attracted to the industry with certain criteria at the forefront of their decision making:

- Work/life balance
- Variety
- Doing good
- Doing what they love
- Progression

Crucially, the sector needs to attract and retain a stable workforce through supporting home care providers in a meaningful way. Key is raising awareness and the promotion of the many career opportunities that are available.

Skills For Care gives valuable insights into [job roles](#) including:

- Direct roles
- Managerial roles
- Social care support roles

In addition, [career progression](#) insights include:

- Qualifications and training opportunities
- Senior roles
- Leadership and management roles
- Specialising in your career

Social care - workforce data

Significantly, providers are clear that the perception of care workers as being low-paid and unskilled workers must change as this is leading to stagnation within the industry. [The Adult Social Care Workforce Data Set \(ASC-WDS\) 2023-2024](#), published by Skills For Care, highlights:

The adult social care workforce in England grew to 1.71 million filled posts in 2023-2024, an increase of 4.2% or 77,000 posts from the previous year. This marks the second consecutive year of workforce growth.

Although there is a positive trend in terms of growth, the turnover of staff, especially in the independent sector, remains notably high and presents a significant challenge.

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[The Kings Fund](#) and Skills For Care research shows that historic turnover is continuing to impact the sector. The number of posts filled by individuals with British nationality has fallen by [70,000](#) over the past two years with pay remaining a significant [factor](#), with care workers often able to earn as much in retail roles or more in similar NHS positions

Key findings from Skills For Care: The size and structure of the adult social care sector and workforce in England: Workforce supply and demand trends 2023/2024

- The total number of adult social care posts was 1.84m in 2023/24 (an increase of 2.6% from 2022/23)
- Between 2022/23 and 2023/24 the number of posts that were filled increased by 4.2% to 1.705m (an increase of 70,000 filled posts)
- The number of vacant posts decreased by 22,000 vacant posts (-14.6%) to 131,000 over the same period
- International recruitment was the main driver behind the increase in filled posts and the decrease in vacant posts. An estimated 105,000 people arrived in the UK in 2023/24 and started direct care providing roles in the independent sector. This was an increase of 25,000 from 2022/23, when the estimated number was 80,000
- The number of posts filled by people with a British nationality decreased by 30,000 in 2023/24 (a decrease of 3%), after decreasing by 40,000 in 2022/23



International recruitment

International recruitment has proven to be efficient in tackling immediate shortages; however, it is not considered a sustainable long-term solution. Stakeholders highlight the importance of implementing sustainable long-term strategies to enhance domestic recruitment, retention rates, and the overall working environment within the industry. According to reports from Skills For Care:

- The sector still had 131,000 vacancies in 2023-24 despite welcoming 105,000 international recruits
- There are concerns about the sector's reliance on overseas workers, given global competition for these workers
- The number of posts filled by individuals with British nationality has fallen by 70,000 over the past two years, indicating a need to improve domestic recruitment and retention

The Adult Social Care Workforce Data Set (ASC-WDS) 2023-2024 showed a huge uplift in international recruitment which led to workforce changes:

- There were 105,000 international recruits in 2023-2024, an increase of 25,000 from the previous year
- Between March 2022 and March 2023, around 70,000 people started direct care roles after arriving in the UK from abroad
- This increase in international staff was the main driver of the growth in filled posts and the reduction in vacancies

The effect on vacancies was considerable due to international recruitment being an attractive option for both applicants and care providers at that time. However the government turnaround on international recruitment has exacerbated the recruitment crisis with international recruitment significantly decreasing.

Government intervention influencing international recruitment processes

In March 2024, the UK government introduced new [immigration regulations](#) that impact international recruitment in the social care sector. Care workers and senior care workers are now prohibited from bringing their dependents (spouses, partners, children) to the UK on their work visas.

Currently, it is too early to gather meaningful and comprehensive data on how this has impacted on the sector, it's clear that there has been a noticeable decrease in the number of applications for care worker visas since the rule change. Some care providers report a 50-70% drop in applications from international candidates.

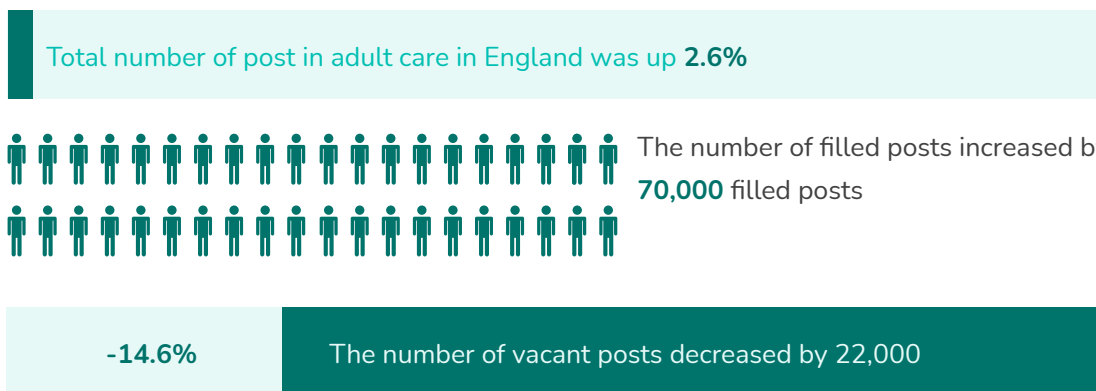
Challenging times for candidates

Health and social care job vacancies in crisis

Persistent high inflation and the cost of living crisis has led to challenges for workers staying in the industry due to uncompetitive pay and conditions. Consequently, vacancies in health and social care are consistently high, indicating ongoing demand for workers in these areas.

Total number of posts

Change from previous year:



The sector is continuously pressing for a commitment to boost the workforce in the short term, however, long term improvement in workforce outcomes is paramount in addressing this ongoing problem, one that seems to be here to stay for the foreseeable future. The issues across the industry are widespread and not specific to residential, home care and other parts of the sector. Wages and housing are also challenging areas that must be addressed to allow people working in the industry to enjoy local and affordable

Wage comparisons across home care and social care

The recent wage increase implemented for health and social care workers is expected to contribute to retaining some employees.

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Average hourly pay

Service

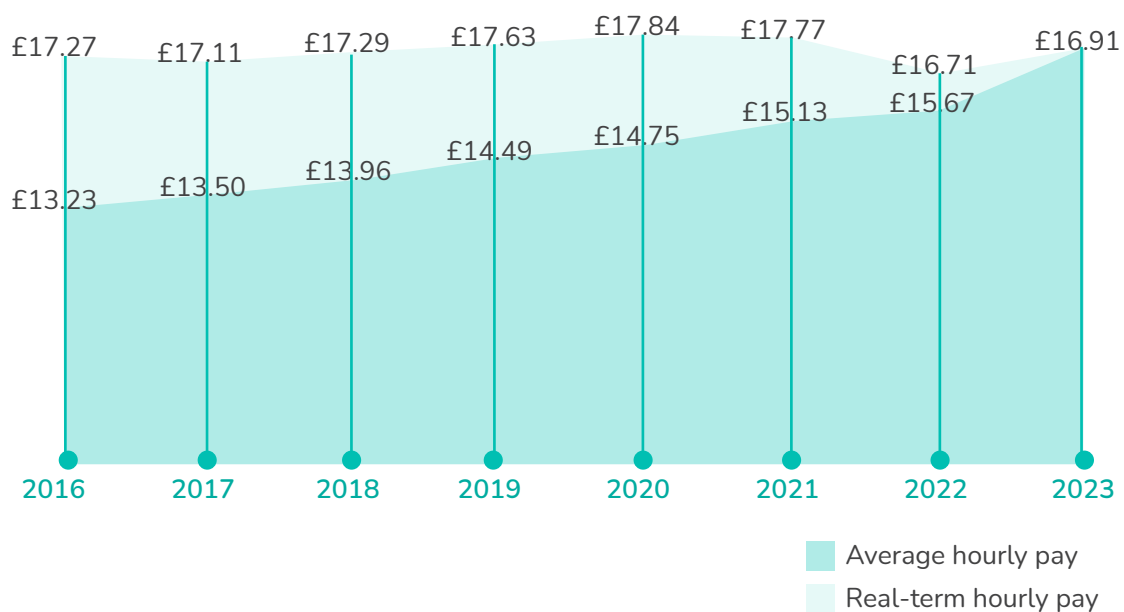


Average hourly pay

Job role



Average hourly pay (nominal and real-term)



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Wage comparisons across aged care, home care and social care

There are several barriers to housing for care workers in the UK:

- The lack of significant pay rises and low wages, combined with the rising cost of living, has made it challenging for care workers to secure affordable housing
- Low-hour contracts or zero-hour contracts, along with budget constraints, pose challenges in providing long-term contracts to care workers. The resulting job insecurity can hinder care workers from securing mortgages or long-term rental agreements. Moreover, the high cost of housing, as highlighted by the [Personal Social Services Research Unit](#), may be unaffordable for care workers
- There is a noticeable absence of dedicated housing initiatives or programs tailored for low-paid health and social care workers in the UK. This situation is influenced by competition from other industries that offer higher wages, which could lure care workers away from the social care sector. This, in turn, has the potential to worsen housing affordability challenges for those who continue to work in the care sector

Location

The geographic location of services can impact on care workers sourcing affordable housing. This mismatch can create challenges for care workers in finding affordable housing close to their workplaces. One respondent of our recruitment and retention survey put it in a nutshell:

“Don’t be fooled by large towns full of wealthy elderly people. Be aware that carers can’t afford to live in those towns and with fewer of them driving, getting them to your client group is very challenging. Look at where the carers live and base the business there.”

Affordable housing

Finding affordable rentals can pose a challenge for numerous individuals working in the health and social care sector. Key workers encounter notable difficulties in securing rental accommodation, with care workers being particularly affected. On a national scale, a slight majority of care workers and home carers opt for renting over home ownership. In London, [70%](#) of care workers rent their homes.

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Irregular work schedules can significantly impact care workers' ability to secure long-term leases in several ways:

- Income instability
- Difficulty meeting rental requirements
- Inability to plan financially
- Increased risk of housing insecurity
- Landlord preference
- Reduced ability to commit long-term
- Challenges in meeting lease obligations

Carers recruited from overseas need tailored support from employers

Sponsoring workers from overseas requires genuine commitment from organisations to support people, this means not only a financial commitment but equally important is supporting people from the outset. It's naïve to expect overseas candidates to integrate into another culture without difficulties. A full induction which introduces successful candidates to understanding practicalities e.g. driving, shopping, banking, language differences, culture and customs of the country is critical in supporting them to succeed. This support must be ongoing and regularly monitored and reviewed to ensure the well-being of new staff.

In a recent interview CareLineLive undertook with international recruitment specialist Rachael Crook of Lifted Talent based in the UK, Rachael was keen to share the benefits of international recruitment. The company prides itself on the ethical recruitment of people from overseas. Rachael is clear that international recruitment is not without its challenges, however it is a permanent way of shoring up localised recruitment and the statistics speak for themselves. Retention of care workers from overseas now working in the UK is 95%. It's important to say that the attraction of a new life and the possibility of dependents being able to reside in a new country is a prospect that is attractive to many overseas applicants. The calibre of successful candidates is high, with many being incredibly talented with lots of caring experience and additionally many are educated to a high standard with some having 'multiple university

At the end of 2023, nominated carer Jaspinder Singh won CareLineLive's Star Carer of the Year Award. He's a care worker from overseas, read his interview [here](#).

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Lots of new colleagues joined the company in the last year and they shadow me. It's quite hard because you're telling the new carers everything about what's important for each person using the service and showing them where things are in each home. It's amazing and a good experience for me. When I came to the UK the main thing is that the company gave me accommodation in the company house so I had time to look for my own place. They help us a lot, it's not easy when you come to a strange country. We have overseas staff meetings and mentors where we all meet up informally and chat about any difficulties and we can share our experiences. It's really supportive and you really need that when you come from another country.

Some of the cultural differences are challenging, for example, the differences in the way I speak English compared to the British English and the speed that people talk is very fast and often words are cut short. Like slang words as well.

CareLineLive 2023 

Long term strategies for better recruitment and retention

Providers must rethink their approaches to recruitment and retention. Consequently, developing and promoting health and social care as a viable career option is critical. Stepping up the pace and being innovative and inspirational is key. This means thinking outside the box way before the formal recruitment process takes place.

[CareLineLive](#) customer [New Age Care](#), based in Warwickshire, was established in March 2021 as a provider of live-in and domiciliary care services. Over a short period, it has expanded significantly, now employing 50 staff members who operate throughout the UK. Samantha Whittaker, the founder, attributes this rapid growth to the company's commitment to caring for and valuing its caregivers.

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Peaking the interest in health and social care as a career choice can only be beneficial. There are many opportunities to do this within community outreach programmes, job fairs, school and higher education career information days and workshops. The value of such strategies are that unless providers are involved in outreach work, the negative perceptions of the industry will continue to influence potential candidates. The reality is that there is despondency and resistance from candidates to venture into the industry. Some providers experience candidates accepting roles as a 'stop gap', until they find 'something better'. However, some people find that they thoroughly enjoy the sector and become fully invested in what it has to offer.

CareLineLive's research on recruitment and retention

As part of our extensive research into recruitment and retention we surveyed our customers. The data obtained shows us that there are huge efforts being made to improve recruitment and retention.

Many reported that recruitment was a problem particularly when the skills required were more complex.

Recruitment challenges:

- Lack of interest in working in health and social care
- An ageing workforce particularly in the aged care sector
- A younger demographic being drawn to other areas of the sector
- Management dissatisfaction leading to low morale and resignations
- Competition from other providers
- Lower numbers of applicants
- No shows at interview
- Apathy, job not as expected, wrong person for the role
- Staff unwilling/unable to work the hours that the business required

Our research has shown that unwillingness to work the hours that the business requires can be due to:

- A younger demographic of carer workers who are often single parents for whom working flexible and unsocial hours is a challenge
- Increasing numbers of carer workers who do not drive which means that travelling between locations can be tricky particularly in rural areas

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Recruitment wins:

It is clear that numerous providers excel in recruiting and retaining staff for extended periods, primarily when this aspect is a central focus of the business. Our 2023 study on recruitment and retention, featured in CareLineLive's well-received eBook [Home Care Business 101: Setting Up For Success](#), highlights the significance of innovation and thinking creatively to tackle recruitment challenges.

Several participants had explored alternative sources in attracting candidates, CareLineLive's research included recent interviews with two home care providers who have recruited multiple overseas workers and, as well as finding them excellent employees, have found their retention rates are over 95% - well in excess of using local workers. In addition, responses to our research survey show that when seeking to attract the right candidates home care providers need to offer benefits that will appeal to a wide variety of people:

- Positive work culture
- Staff well-being and support
- Support for staff with a focus on having strategies
- Rewards and recognition
- Competitive pay rates
- Promotion of career development
- Offering positive benefits, terms and conditions
- Embedded recruitment practices that retain staff in the long term
- Robust training programmes and continual professional recruitment

Internal workforce stability

The good news is that some providers have taken the decision to explore different employment models, to make a career more attractive and indeed a viable proposition for a workforce that is built on the casual labour model. Offering permanent employment with good employee benefits, attractive salaries and a commitment to staff well-being and support is the first step.

Internal workforce stability will lead to better ways of working and positive organisational cultures where people feel valued, part of a cohesive team where there is a positive culture of learning, development and improvement. Empowering workforces means giving all stakeholders a voice to facilitate consistent and effective service delivery.

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Understanding the evolving expectations of the workforce is crucial for long-term workforce planning. Critical to this strategy is the development of innovative and deliverable strategies that will empower the workforce to see the home care sector as one that is a viable career option that will see people regularly upskilled to meet the diverse needs of people using services. Service providers must recognise that continual professional improvement is critical in workforce retention. Moreover, promoting sustainability through initiatives like offering permanent contracts and aligning pay grades with employees' skill levels and job duties is likely to enhance employee confidence and retention in the long term.

Recognising and valuing carers

Recognising and valuing carers is a key strategy for building stronger circles of care and stronger communities. If carers feel appreciated and supported, the circle of care will be strengthened and improved. From day one when [inducting](#) care workers it is critical to diligently set out your expectations and ensure that as an employer you are open, honest and transparent in imparting information on what your candidates can expect. The key to keeping your workforce happy is to demonstrate that you value them. This can be through rewarding great work and giving positive feedback.

When supervisions and appraisals take place the key person in this process is the employee and therefore it is critical that supervisors make time to ensure that a robust process is in place to discuss achievements, areas for improvement and desired goals. Every employee must be given the opportunity to discuss and develop detailed personalised career pathways which facilitate learning and further develop skills for success in their roles. Of course it's important to also say that your workforce will be diverse and that not everyone will be interested in progression.

Within home care there is a plethora of opportunity for all employees, it's fruitful to think outside the box and encourage your staff to do the same. In addition, be a succession planner without strategic workforce planning for the future you will find that you may come up against stagnation in your business when roles become vacant or when business needs change.

How to maximise recruitment

Recruitment is constant, and there is no getting away from it, there must be a continual focus on recruitment. In a perfect world, you will have a dedicated person/team for this task; unfortunately, this is a luxury that most small providers cannot afford. Visibility is key to being a recognised provider, and getting yourself and your company name 'out there' will promote you as a viable employer. Consider giving talks at colleges, universities, job fairs, local interest groups and local charities and build strong relationships with recruitment agencies. Engage with those who may be returning to work after a break for example parents and guardians and retirees.

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Advertising

Make the advert appealing and a cut above the other providers. Keep your advert copy concise and to the point; a long advert will lose its reader early on! Also, don't mislead your candidates. There are companies who when advertising, will 'sugar coat' exactly what the role entails. Being open, honest and transparent is paramount from the start, trust is a key element when employing people.

The process

The recruitment process must be easy and swift. Applicants become disillusioned and demoralised when waiting for recruitment communications. Use technology and social media to its maximum. Your applicant will almost certainly have applied to other providers, therefore, you need to act quickly and be responsive and attentive. Undertake screening calls, this way you will be able to decide who to invite for a more comprehensive interview. If they seem like a good fit, invite them for an interview as soon as possible.

Always confirm the interview by text or email directly after the call, and re-confirm the day before the interview. A nice touch is to text a photo of the team and the persons who will be interviewing the candidate.

The interview

You will have a set of values which are important and embedded into the culture of your organisation. For example: respect, dignity, transparency, integrity and diversity. Recruiting with a values-based approach is wise. Make a point of exploring each candidate's personal qualities, attributes, values and behaviours. This will help to determine if they are a good fit for the organisation.

Tailor the interview questions specifically for each role, be encouraging, and make sure you have read the candidate's CV. Be engaging and informative. Remember that not only are you interviewing candidates, but they are also interviewing you to make sure that you are a good and decent employer who will care about them and look after them.

Be open at the interview stage, tell candidates what a great opportunity this is for them. A great selling point is showcasing how you will invest in their future. Actively promoting professional development and career progression ignites interest and excitement in employees. Give interviewees examples of how people have progressed within your company. In this sense, think about how important professionally recognised qualifications are, people will see the benefit of working with you if they know that career progression is a reality.

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Workforce engagement

Care workers can often feel undervalued or unsupported. The reality of lone working for many home care workers is that they may become disconnected from their colleagues. For some, they may not connect face-to-face with their fellow team members for days, weeks or even months at a time. This can lead to dissatisfaction and rejection of what can be a rewarding career with many opportunities for advancement. The impact of a disengaged and fractured workforce certainly disrupts continuity of care for people using services and greatly interrupts the [circle of care](#).

CareLineLive's research shows that investing in carers and building stronger circles of care can create a society that values and supports the needs of vulnerable people. It is essential that both government and care providers are supporting and investing in carers, providing them with all the tools they need to do their job to the best of their ability. Happy employees are an asset and the impact on client welfare is considerable.

Building positive working relationships within the service is vital for team cohesiveness and building confidence within their roles. There is no need to have a hierarchy within your teams; leading with transparency, openness and kindness works very well. Naturally, there have to be set boundaries and clear processes and ways of working for the smooth running of the office and business. But being visible and approachable pays dividends.





The impact of technology supporting workforce planning

There is an increasing acknowledgement of the need for adoption of market specific software which meets the very specific needs of service providers. Transitioning to technology will undoubtedly alleviate labour intensive and time consuming [workforce and capacity planning](#) across services as with the right choice of platforms it will increase capacity and drive efficiency without additional recruitment.

We identified stumbling blocks with some providers being discontented with their current IT platforms, it is imperative to ensure the right technology is in place. If this is not the case, it's inevitable that managing multiple inefficient systems will be just as time consuming as not having one at all. CareLineLive's case study with [South Eastern Health and Social Care Trust](#) in Northern Ireland explains just how CareLineLive's home care software saves time by having one always accessible source of care planning, notes and service management in one place which increases efficiencies.

Capacity planning is crucial to ensure that supply meets demand, which is currently compromised for several reasons. The lack of digitisation of processes is a significant factor that cannot be ignored as it affects service stability, continuity of care and staff monitoring.

Conclusion

What we have established is that recruitment and retention in the sector is demanding and is not without its challenges. However, people using services will enjoy the benefits of a well-trained and dedicated team who work tirelessly to provide person-centred care. Staff will enjoy working within a company where they have a voice and where the positive ethos, culture and values of the company are embedded and intrinsic to the well-being of staff and people using services alike.

We would like to thank the many CareLineLive customers who have been involved in helping us document the historic and current recruitment challenges faced by aged home care services. The team at CareLineLive are passionate about promoting health and social care as a viable career for care workers, a career with real prospects for progression. The team are available with any questions regarding how [CareLineLive](#) can help with the employee recruitment and training journey and additionally, how the reviewing and auditing features can give valuable insights to facilitate and support workforce and capacity planning.

You can also gain insights, hints and tips about starting or improving a home care business in our popular [eBook](#).

Our award winning all-in-one system is constantly evolving, visit carelinelive.com to check



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[Quality Home Care in the Midlands | New Age Care](#)

[Free eBook: Home Care Business 101: Setting Up For Success](#)

[Improving home care recruitment with better induction processes](#)

[Our unsung heroes: Recognising carers in home care](#)

[Job roles in adult social](#)

[Career progression](#)

Better systems

mean better care

About CareLineLive

CareLineLive is award-winning, all-in-one cloud-based home care management software for home care providers. It improves efficiency, capacity and compliance by digitising workflows and automating processes such as rostering and payroll.

We'd love to hear from you

Thank you for taking the time to read this whitepaper. We'd love to talk to you about your challenges and offer you a short, no obligation demo.

If you would like to discover what CareLineLive can offer your home care business, please contact us:

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Or visit our website: carelinelive.com

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