

Caritas Case Study – Brent Council

YPO | Ref: 1165 | Framework for London in Permanent Children's Social Work Recruitment (FLiP)



Following the consultation released by the DfE, it was anticipated there would be an abundance of permanent opportunities within the social work sector. This presented a great opportunity for Caritas and our ever-growing database of candidates looking for permanent work to directly support London Local Authorities to effectively recruit and stabilise their workforce. It became imperative to be able to engage effectively and consistently with our London Local Authority clients to ascertain local need, recognising that every Local Authority works differently.

The introduction of the FLiP framework launched by the Association of London

Directors of Children's Services (ALDCS) in partnership with YPO, London Councils & the London Innovation and Improvement Alliance (LIIA) was warmly welcomed, as it allowed us a clear and compliant route to market to support Local Authorities within London.

Following successfully securing a place on the framework, Caritas was awarded a project with Brent Council to supply 6 Looked After Children (LAC) Social Workers. Brent Council was in a position to engage our services without delay via FLiP and, as a result, engaging with Brent was straight forward. The terms had already been agreed as part our

initial bid, reducing the implementation phase significantly and allowing us to commence work without delay.

The challenge

Our challenge was to source the right calibre of candidate who were available and interested to take up a permanent role. The most prominent challenge we encountered was candidate availability vs suitability. Throughout our campaign, we engaged with a number of candidates with the right experience however we found that a high proportion often wanted to explore a different service area. Conversely the candidates that were available at times lacked the right level of experience.

The outcome

Due to the above challenges, we needed to come up with innovative ways to attract the right calibre of candidate for our roles. We organised a webinar to achieve this. This was open to all social work professionals to join. We advertised the details of our webinar on all our social media platforms and invites were also sent through to our candidate database. The recruiting managers and HR manager for Brent were on the webinar panel as well the account managers from Caritas. This event was central to our engagement of candidates that were undecided on permanent work and gave them an opportunity to hear directly from the Brent panel on their journey as a permanent member of staff. The feedback from our attendees was extremely positive with many quoting that webinar was ‘very insightful’. The conversion from sourced candidates to submitted increased by 30%. This greatly assisted us in completing our full quota of vacancies.

Client Testimonial - Service Manager - LAC and Head of Service - LAC

- **Challenges Brent faced with recruitment which led to you using this route to market.**

We have been using locum staff for a significant period of time and although there has been active recruitment, we have not been able to get suitable candidates through our typical approach, often finding applicants do not have the relevant qualifications, which is only identified at the shortlisting stage, and results in a high rate of people we cannot interview. Working via FLiP with Caritas meant that there would be tailored recruitment and vetting which gave us confidence that all shortlisted candidates would have all the requirements for the roles. This saved a lot of time and made for more lucrative shortlisting or candidates being progressed to interview stage.

- **Overall experience of working with Caritas**

I have found the experience to be positive and the team have been extremely helpful in responding to any concerns or queries efficiently. I have also found them to be open and willing to explore and rectify any issues raised.

- **Professionalism**

This was over and above and nothing was ever too much trouble for them;

they were polite, helpful, courteous, and transparent when issues were explored. For example, if there was a gap in experience and we required more information they were quick to revisit and come back to us.

- **Knowledge of the market**

The team were able to bring their knowledge of the market which was particularly valuable in the initial stages when we were getting to know the company and the service they provide us. From the conversations and the webinar that we took part in, they demonstrated good knowledge of the market and sector.

- **Calibre of candidates**

The calibre of the candidates were good and came with a wealth of experience and skills that matched the needs of our service and when there were candidates who did not meet our requirements, the team accepted the feedback and took this learning forward.



Sabine can help!

This framework agreement is available to all Local Authorities in London.

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