



Love Care
Recruitment



**LOVE CARE
RECRUITMENT PULSE
SURVEY 2022**

Introduction

Welcome to the 'Pulse Survey 2022' data presentation.

Aim: Through outreach to staff working in delivery roles across the childcare industry (teachers, coaches, play workers, nursery practitioners etc.), we are hoping to better understand why people work in the industry, what attracted them to a career working with children, their decisions relating to leaving roles, or staying in roles longer, and give them an opportunity to share their thoughts on the future of the industry.

We had over 200 completions from the childcare industry. The following questions were asked:

1. How many years have you worked in the childcare/teaching/coaching sector?
2. Which of these most closely represents your role?
3. What is your highest qualification?
4. What are your career goals?
5. What was the reason you joined the industry?
6. What do you like most about the working in the sector?
7. When looking for a new role what do you look for in an employer?
8. Within the longest childcare role you have had, what was the key reason you stayed there?
9. What should organisations do to retain staff?
10. Do you feel your answers have been impacted by Covid, Lockdowns and current cost of living crisis?
11. Do you feel the childcare industry offers a realistic long-term career?
12. What would you put off applying for a role?
13. Where would you look for a new role?



We hope this insight will allow us to specifically support our clients and partners, and all organisations operating in the sector, with their recruitment processes and employee packages to ensure they're building for the future.



We asked our own database first but also from our own socials, LinkedIn, leading job boards, operator's own staff and from job applications. Experience levels, backgrounds and locations varied considerably, and we feel that although sample sizes can always be bigger, we have a large enough size to reveal some really interesting and reliable insights.



For each question we have highlighted some key data and given our perspective on it, pulling out some key messages and tips where appropriate. We would love to hear your feedback and thoughts on the results.



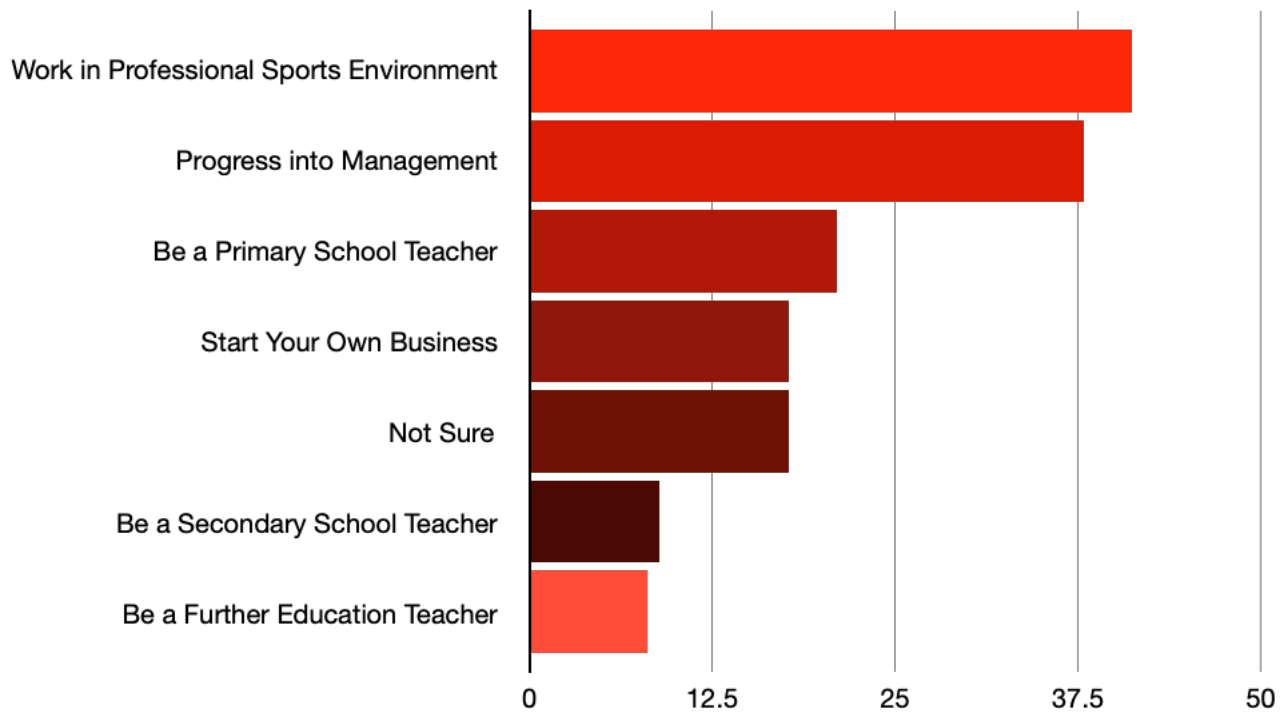
Thank you & if you need anything from team or myself just reach out.

Tom

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What are your career goals? (Pick your top 2)



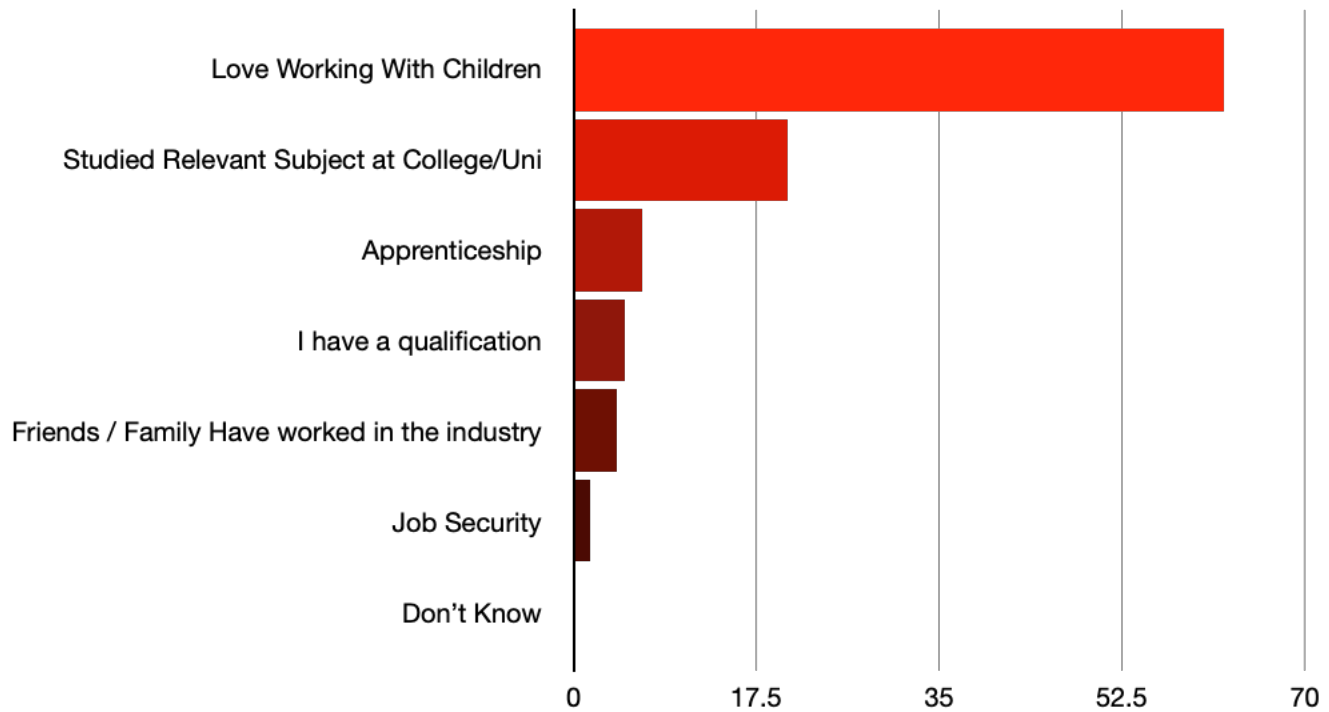
Answer Choices	Responses (in %)
Work in Professional Sports Environment	41.13
Progress into Management	37.90
Be a Primary School Teacher	20.97
Start Your Own Business	17.74
Not Sure	17.74
Be a Secondary School Teacher	8.87
Be a Further Education Teacher	8.06

Comment

We asked for people to name their top two career goals. This is to better understand how our organisations can accommodate those goals and help with staff retention. The two most resounding answers are "Pro Sports Environment" and "Progress into management".

Love Care Tip: Have a clear progression plan in place that your staff are aware of. Offer additional training that may support staff career goals and their development into senior positions. Staff wishing to move into professional sports environments might simply want exposure or an opportunity to work in a competitive environment – do you offer this?

What was the reason you joined the industry?



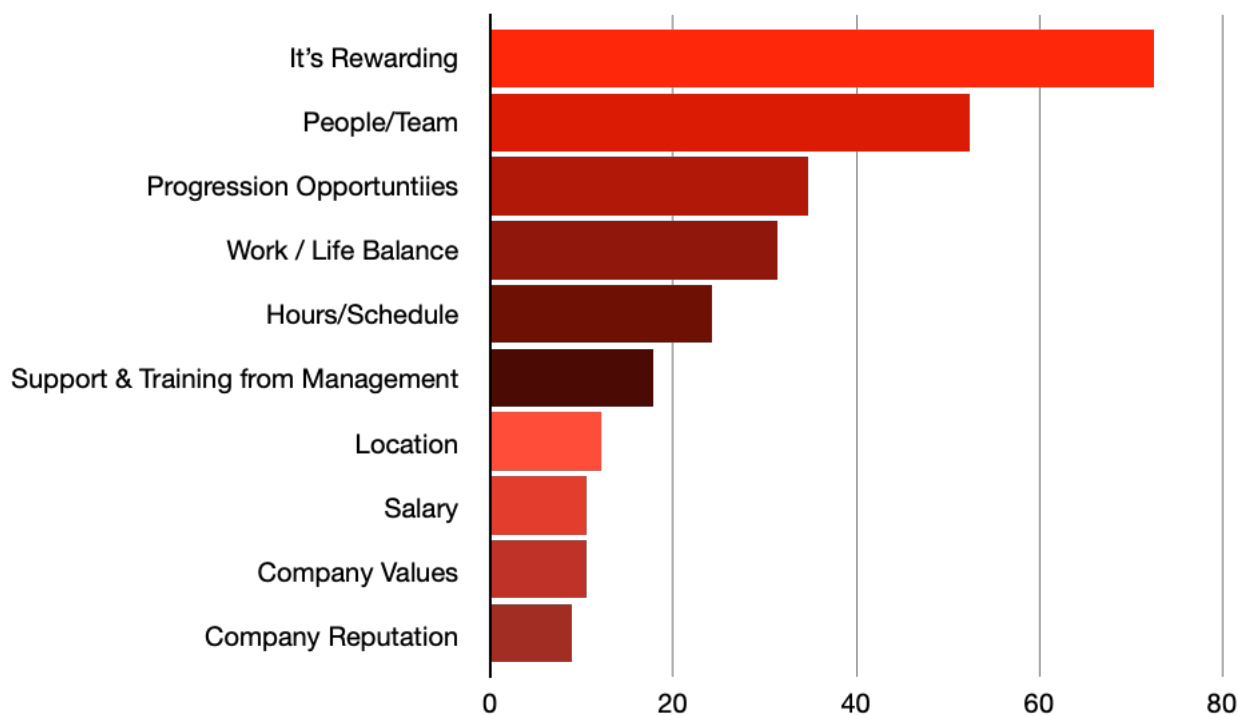
Answer Choices	Responses (in %)
Love Working With Children	62.30
Studied Relevant Subject at College/Uni	20.49
Apprenticeship	6.56
I have a qualification	4.92
Friends / Family Have worked in the industry	4.10
Job Security	1.64
Don't Know	0.00

Comment

We asked this question to make sure we were in sync with why people joined the industry. No surprises from this one. Ultimately, we are in this industry to improve the lives of children so its great to see our employees are aligned with this.

Love Care Tip: Try to ensure that you do not lose sight of this. Linked to the previous question – staff want progression opportunities into management opportunities and this can often lead to time away from the children. If it does, engage with your staff and ensure they still feel they have the right balance in their role.

What do you like most about working in the sector? (pick your top 3)

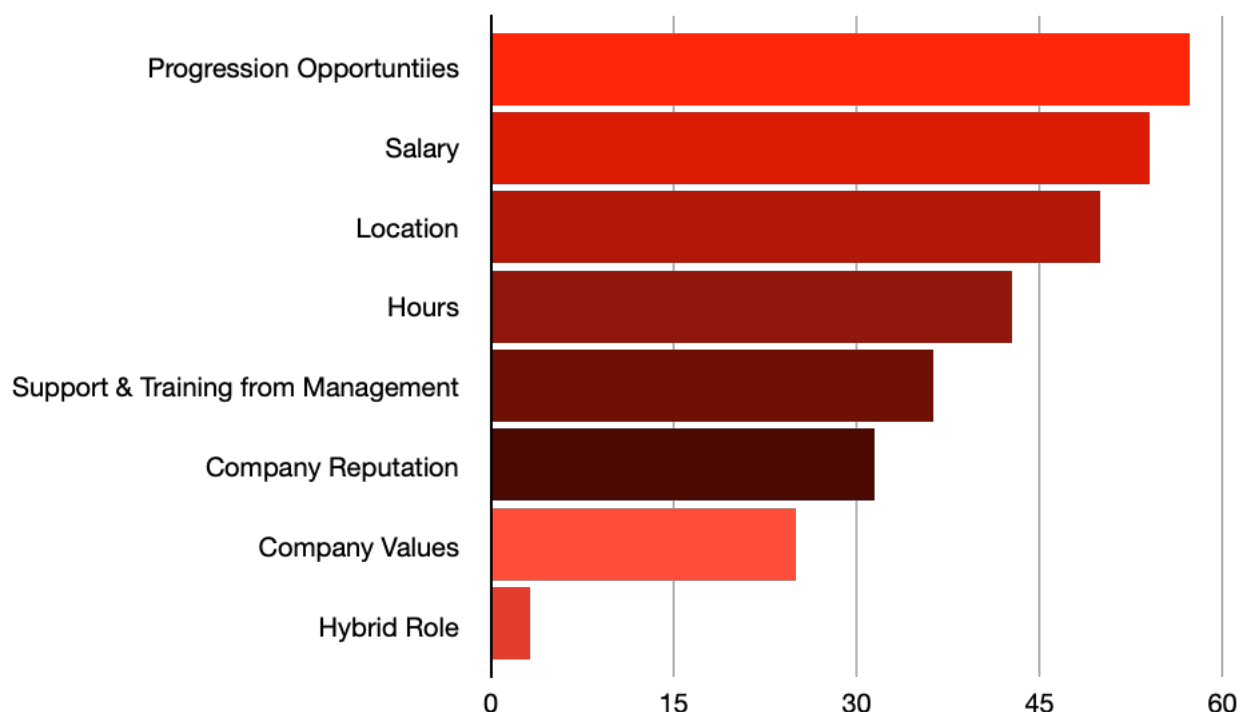


Answer Choices	Responses (in %)
It's Rewarding	72.58
People/Team	52.42
Progression Opportunities	34.68
Work / Life Balance	31.45
Hours/Schedule	24.19
Support & Training from Management	17.74
Location	12.10
Salary	10.48
Company Values	10.48
Company Reputation	8.87

Comment

We asked staff/candidates what they liked most about the sector. We wanted to know what made people get up and go to work everyday. As expected, the rewards that working with children, families, and whole communities can have stands above the others with over 50% of respondents also saying the people/team they work with have a huge impact. Interestingly, only 1 in 10 people stated that salary was a major factor in what they enjoy about working in the industry.

When looking for a new role what do you look for in an employer? (Pick your top 3)



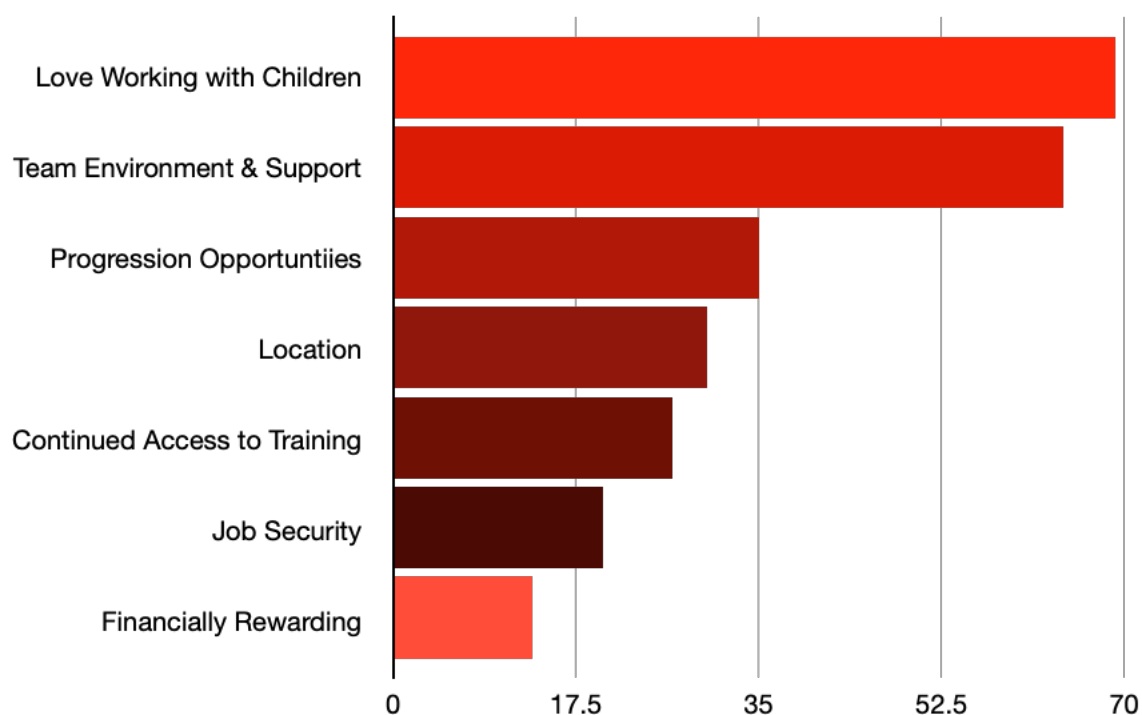
Answer Choices	Responses (in %)
Progression Opportunities	57.26
Salary	54.03
Location	50.00
Hours	42.74
Support & Training from Management	36.29
Company Reputation	31.45
Company Values	25.00
Hybrid Role	3.23

Comment

We asked candidates to pick their top 3 priorities when looking for a new role. Interestingly "progression opportunities" came in number 1, higher than salary.

Love Care Tip: Make sure you have a clear progression plan in place. Shout about case studies and examples of employees in your business that have taken that step. Talk about your progression routes on your website, in your interviews, and highlight them in job adverts so they're clear for current and potential employees

Within the longest childcare role you have had, what was the key reason you stayed there? (pick your top 3)



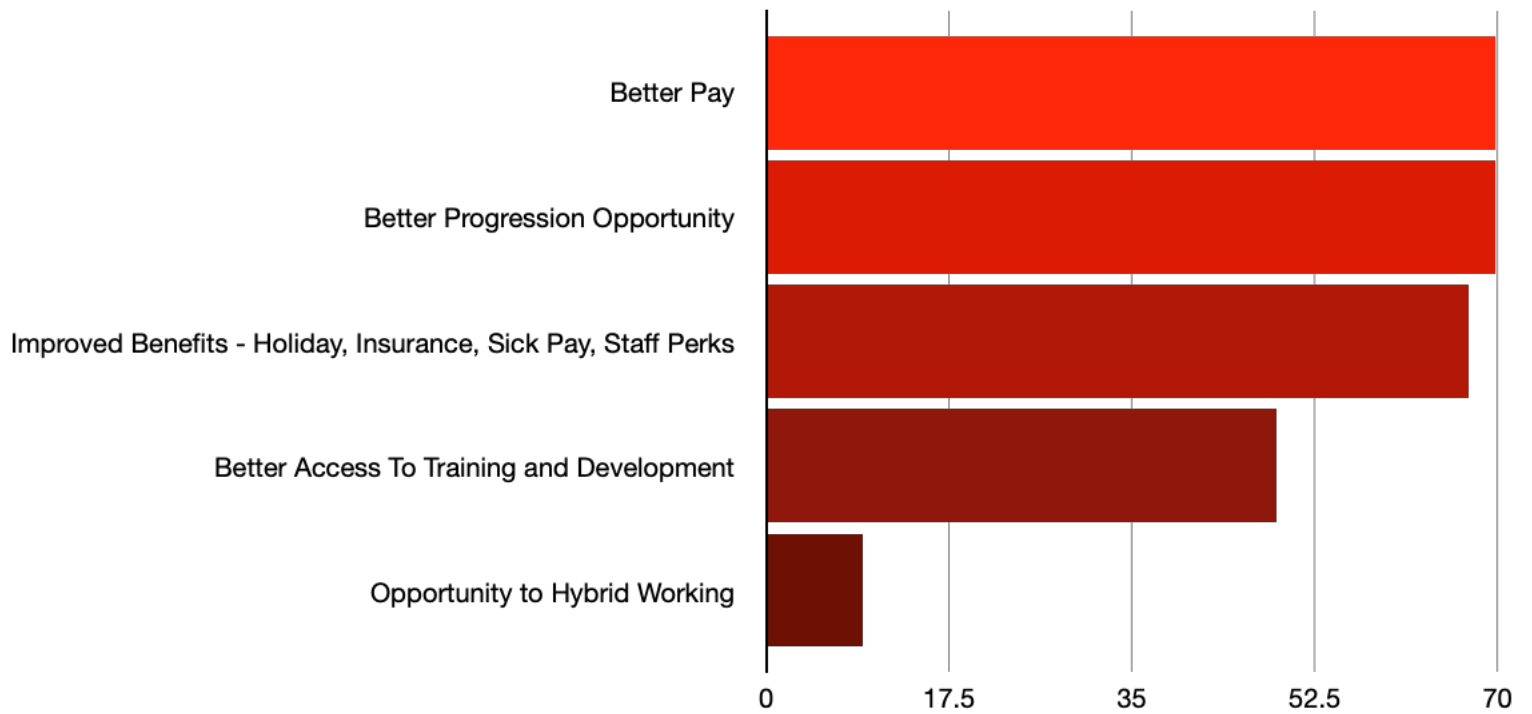
Answer Choices	Responses (in %)
Love Working with Children	69.17
Team Environment & Support	64.17
Progression Opportunities	35.00
Location	30.00
Continued Access to Training	26.67
Job Security	20.00
Financially Rewarding	13.33

Comment

It is often said that people do not work in the industry to be millionaires and our results show this to be true. It also further highlights that working with children is a key priority with 'team environment & support' being almost as important to staff retention.

Love Care Tip: Does your organisation regularly ask staff for feedback on their happiness at work? Do you offer staff events for staff to socialise and engage? When recruiting, do you ask questions about personality and values? – Is this person going to fit in or even enhance the team environment?

What should organisations do to retain staff? (pick your top 3)



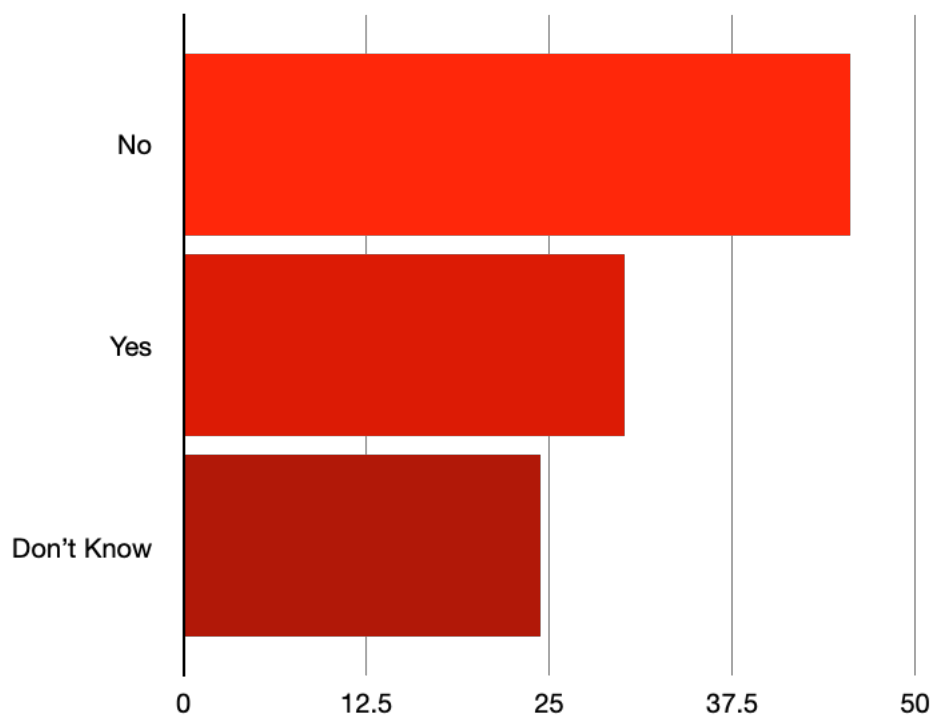
Answer Choices	Responses (in %)
Better Pay	69.75
Better Progression Opportunity	69.75
Improved Benefits - Holiday, Insurance, Sick Pay, Staff Perks	67.23
Better Access To Training and Development	48.74
Opportunity to Hybrid Working	9.24

Comment

From this question we wanted to gauge how employers could align with their employees needs and therefore minimise staff attrition. Salary and progression were top with improved benefits in a close third.

Love Care Tip: It's important to reflect on this and look at your offerings as an operator. Whilst it's not always possible to increase pay, make sure you offer strong progression routes in place and have an in-depth look at your benefits. Have honest conversations with your staff to see what they'd like introduced and be honest about what you can/cannot implement - staff will appreciate being listened to.

Do you feel your answers have been impacted by Covid, lockdowns, and the current cost of living crisis?

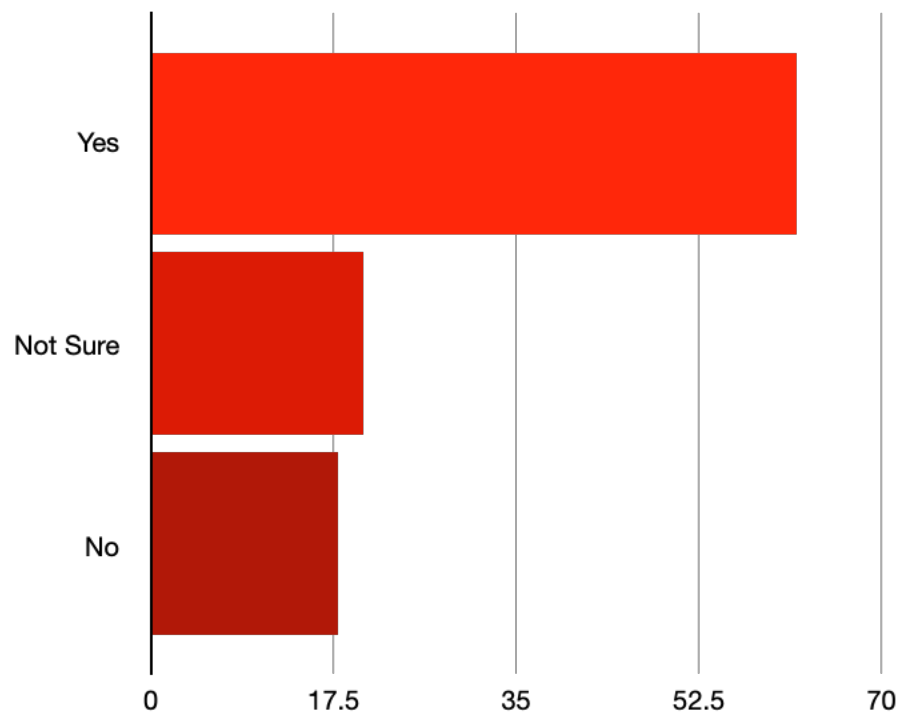


Answer Choices	Responses (in %)
No	45.53
Yes	30.08
Don't Know	24.39

Comment

We thought it was important to understand how much our recent challenges have impacted the way our employees/candidates are thinking. Interestingly 45% have said no, which would indicate that some of the issues in our industry existed before lockdown.

Do you feel the childcare industry offers a realistic long-term career?

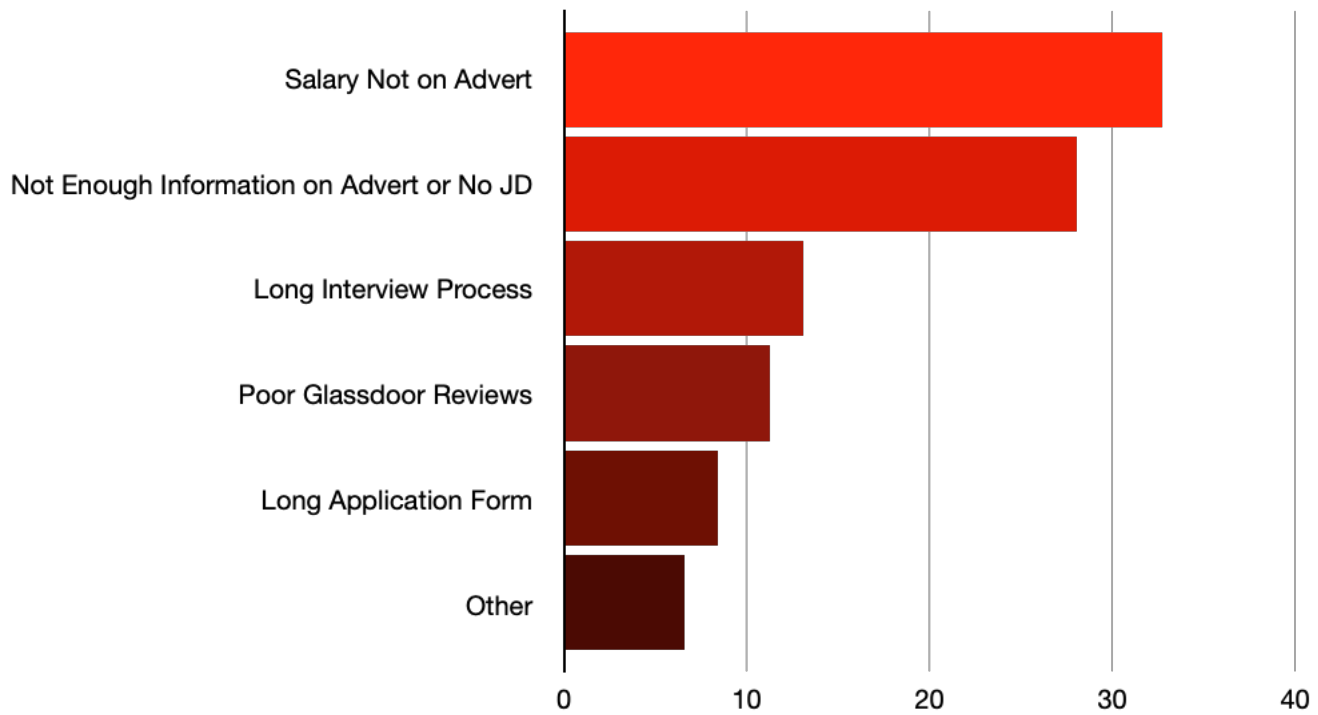


Answer Choices	Responses (in %)
Yes	61.79
Not Sure	20.33
No	17.89

Comment

We asked if our employees and candidates can see clear progression routes and long-term career potential within our industry. 61% said that they could, which is a strong number, but there is still work to do with 38% of people not being clear on their long-term opportunities.

What would put you off applying for a role?



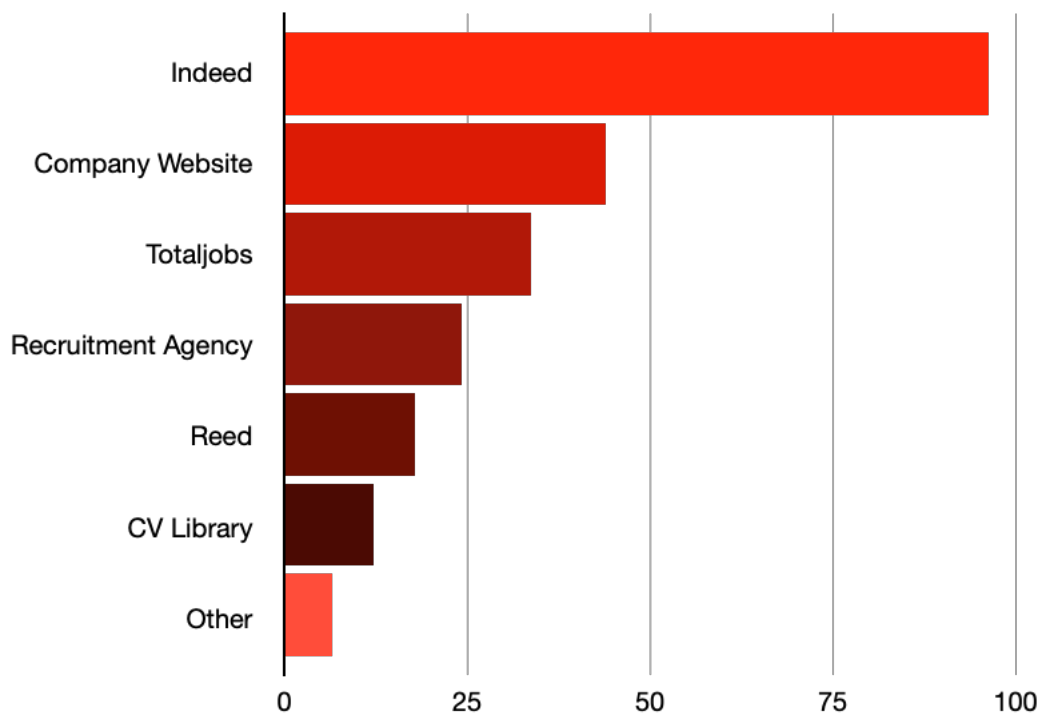
Answer Choices	Responses (in %)
Salary Not on Advert	32.71
Not Enough Information on Advert or No JD	28.04
Long Interview Process	13.08
Poor Glassdoor Reviews	11.21
Long Application Form	8.41
Other	6.54

Comment

We know good applications are few and far between currently, which magnifies the importance of having as smooth an application process as possible! Interestingly, salary not being on an advert and not enough information being provided were by far the most worrying for candidates with over 60% saying they'd be reluctant to apply for a role without this information.

Love Care Tip: Don't advertise with "competitive salary". Be proud of what you are offering. It's not always possible to compete on salary so what else can you offer? We have already seen that great benefit packages and progression routes are important. Make sure you are shouting about your USPs in your adverts!

Where would you look for a new role? (choose 3)



Answer Choices	Responses (in %)
Indeed	96.26
Company Website	43.93
Totaljobs	33.64
Recruitment Agency	24.30
Reed	17.76
CV Library	12.15
Other	6.54

Comment

We wanted to know where most candidates go to apply for roles so we can focus our time in the right areas. No surprises that Indeed was a stand-out option but notably, company website came in second.

Love Care Tip: Make sure your adverts are up to scratch for indeed. Take the candidate journey by applying through your site and understanding their experience. Make sure it's a smooth, engaging process, and as easy as possible to apply.

Final Words

We have to recognise that we are currently in a candidate market, how that impacts our business and how we adapt to these challenges. I hope you found this survey useful and would appreciate any of your thoughts and feedback.

In my opinion, the survey's results has highlighted the following questions that all employers should look to answering moving into 2023.

Here are my three key takeaways:

1. Progression – Time and again, having opportunities to progress or lack of progression routes topped the results. Make sure you have a clear progression structure and shout about it everywhere you can!
2. Benefits – These are as attractive as improved salaries. What do your's look like? Are they competitive and stand out from others? Take your time to get these right. Speak to your employees and understand what they'd like to see.
3. USP's – Are we shouting about what our amazing industry can offer candidates and employees. Be clear on these within your business. Shout about them everywhere you can!

We are in a unique position where we have an insight in to what a candidate is looking for. It is now up to us to adapt to these results and challenges that face us in the industry!

I hope you've enjoyed reading and you have taken something away from this. I would love to hear your thoughts and feedback.

Thanks for reading.

Tom

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