



Gofal Cymdeithasol **Cymru**
Social Care **Wales**

Attract, recruit and retain people with the right values

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Go to <https://socialcare.wales/about-us/our-outcomes/impact-report-2022-to-2023/social-care-and-early-years-services-that-attract-recruit-and-retain-people-with-the-right-values-to-meet-the-needs-of-those-who-need-care-and-support> for the latest version.

Social care and early years services that attract, recruit and retain people with the right values to meet the needs of those who need care and support.

An overview of our progress against this outcome from our [strategic plan](#) during 2022 to 2023.

We continue to build on the WeCare Wales brand to attract, recruit and retain people in the social care and early years sector.

We've further developed our WeCare Wales national campaign and jobs portal, which is being valued and used by more providers. We've introduced a guaranteed interview scheme and have built on our partnership working to continuously improve our Introduction to social care and childcare programmes.

We have seen an increase in the volume of jobs being posted on our jobs portal and in the number of direct applications.

The jobs portal is an easy way for social care and early years employers to advertise their job vacancies and for people to see the vacancies available within their area.

WeCare Wales

In 2022 to 2023:

- WeCare Wales ran **5 campaigns** focusing on: social care, social workers, early years and childcare, apprenticeships and the Welsh language.
- **62,461,120 impressions** across all campaigns (the number of times the content was displayed)

- **37 per cent** told us they felt more positive about social care and early years after seeing a WeCare Wales advert
- **19 per cent** of people in Wales told us they were aware of WeCare Wales
- the WeCare Wales website had **139,779 visitors**
- **6,442 jobs** were posted on the WeCare Wales jobs portal.

600 people had completed the **Introduction to social care** programme by the end of March 2023.

Following the programme, **20 per cent** of people have found either employment or continued with their education.

More than **70 members** of Swansea's African Community Centre completed the programme and **35** have since gone on to work in social care.

116 people completed the **Introduction to Childcare** programme in the first **six months** after it was launched.

“As a result of this course I was considering a change in career. After 20 years at my current job, I have given in my notice to start a new career in childcare. Luckily, I have got a full-time job as a nursery nurse and start in two weeks, and I can't wait!”

- Introduction to childcare participant