



Proposal for Local Authorities and Government

The Continuous Provision of Consistent and Uninterrupted Care



Netli is seeking to engage with Local Authorities throughout the UK to help with the continuous provision of consistent and uninterrupted care.

The Institute for Fiscal Studies predicts that the care workforce must grow by 2.2% per year to keep up with the ageing population¹. However, with 150,000 vacancies and growth at just 1.2%, care provision has reached crisis point².

The Care Quality Commission acknowledges that “health and social care have seen demand for services rising, combined with greater complexity of people’s needs. Staffing shortages can further increase the strain on the workforce”³.

Even the highest performing Local Authorities struggle to plan to meet UK’s needs when the care sector is impacted by instability, inconsistency and interruption. In partnership with Local Authorities, Netli proposes to address these problems by delivering in 4 key areas:

1. Data: Having continual access to workforce data

2. Recruitment: Attracting applicants to the care sector

3. Retention: Improving staff retention and building upon care as a career

4. Risk: Mitigating the risk of provider failure, lost revenue and unmet needs

We invite Government and Local Authorities to open communications with us to discuss how we may address this challenge together.



Angus Hay

Chief Commercial Officer

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1: Source: IFS “[Funding health and social care to the 2030s](#)” page 110

2: Source: Skills for Care “[The state of the adult social care sector](#)” page 32

3: Source: CQC “[The state of health care and adult social care](#)” page 26

How many of these questions can you answer?

- › What is the workforce growth rate in your local area?
- › How many care workers are needed to fill unmet care needs?
- › How many care vacancies are available within your local area?
- › How many care workers will retain their right to work after Brexit?
- › What is the average length of service of care workers?
- › What are the staff turnover rates across your care providers?
- › How does the local care workforce compare against other regions?

Netli's proposal enables you to get answers to these questions (and many more) within a matter of seconds.

1. DATA

Providing Local Authorities with continual access to workforce data

Gathering workforce data across the local health and social care sector is a notoriously difficult challenge¹ for Local Authorities, with the Royal College of Nurses agreeing that “there is a lack of robust data”².

Netli proposes a software system to be utilised by care providers which actively gathers workforce data for Local Authorities on a local, regional and national level.

This data is available to Local Authorities via a real-time dashboard and a detailed monthly report, helping with:

Current and future workforce planning

Identifying risks and threats within the industry

Comparing and benchmarking against regional and national data

Identifying the necessary supports for care providers

Our software has been developed in conjunction with advice and consultation from multiple industry organisations, such as the CQC, UKHCA, Disclosure and Barring Service, the Home Office, NCA, NCF, CPA and various Local Authorities throughout the UK.

1 Source: The Kings Fund [“Developing a strategy for the health and care workforce”](#)

2 Source: RCN [“MP briefing for nursing shortages”](#)

Our software has been split across 3 integrated solutions to cover the entire lifecycle of the care workforce:

Carejob.co

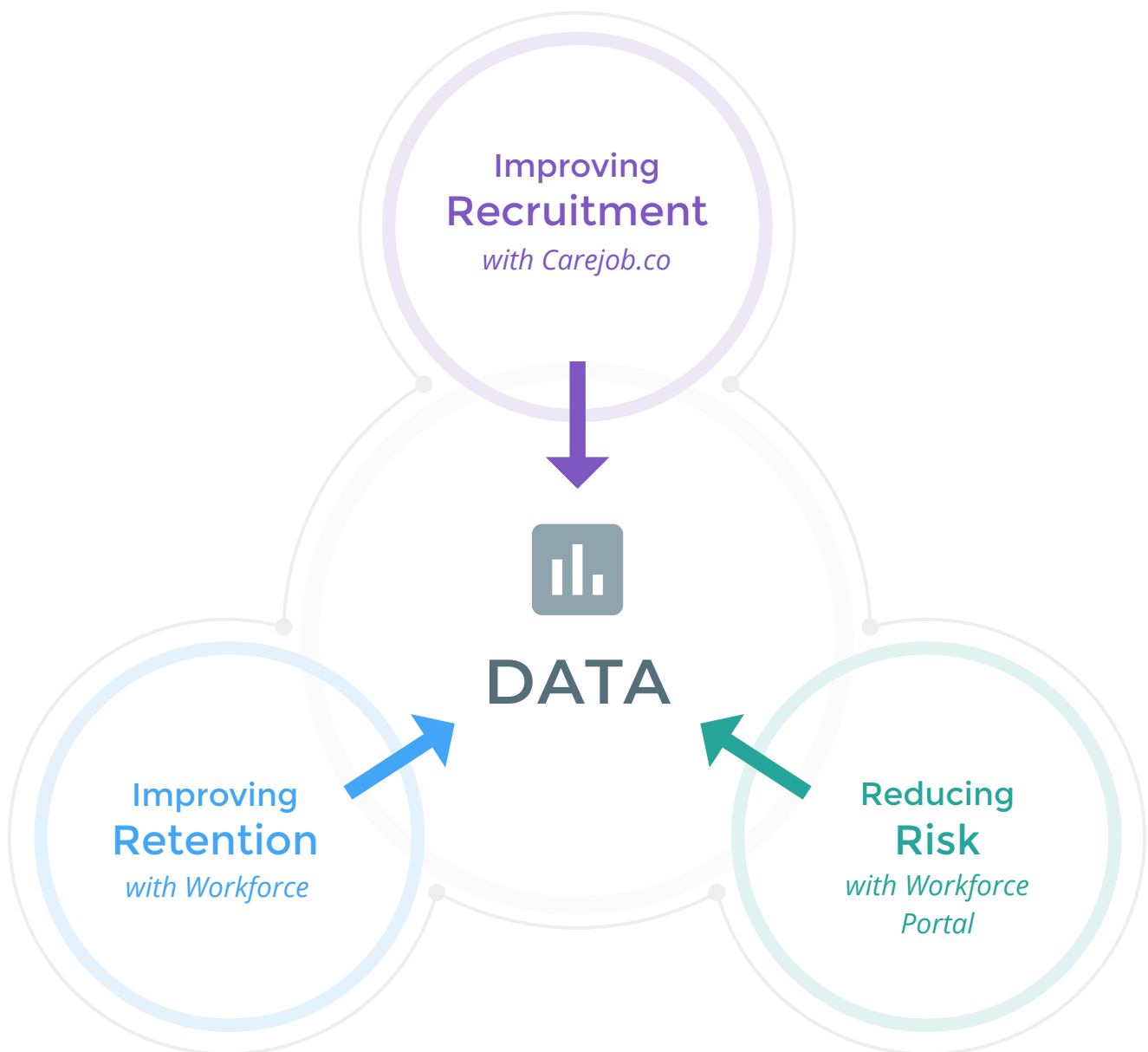
A job board specific to vacancies in care, which works as a marketing tool to drive applicants into the sector.

Workforce

An end-to-end recruitment and HR system built specifically to improve staff recruitment and retention for care providers.

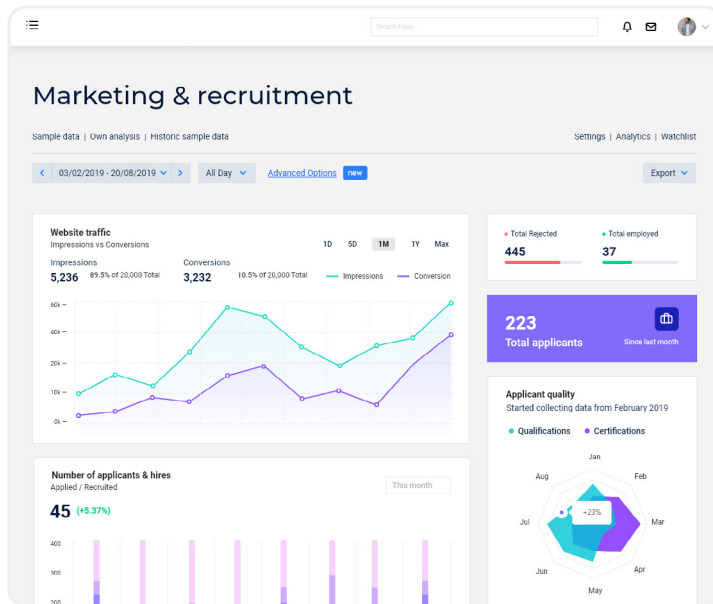
Workforce Portal

A database of available care workers, giving care providers 24/7 access to a permanent pool of staff to reduce the risk of staff shortage.



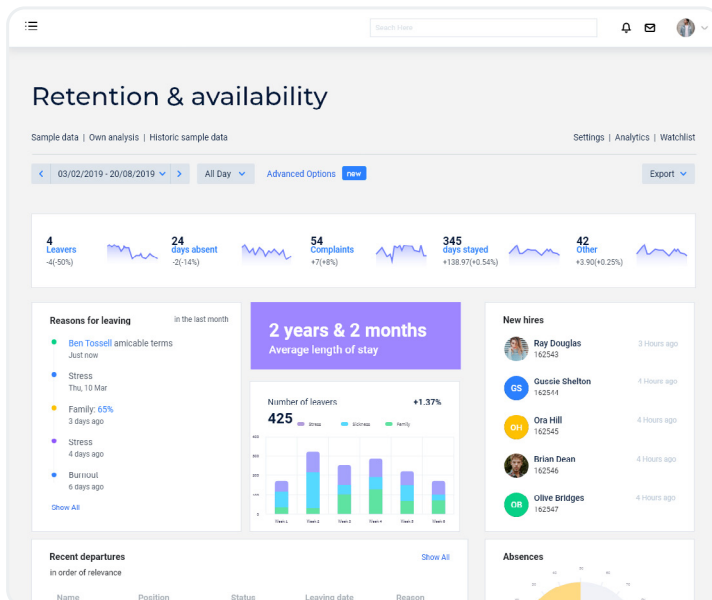
Example data sets

Bespoke sets of local, regional and national data can be made available to Local Authorities and government through a real-time dashboard and a monthly detailed report. Examples of how this data can be reported are below:



Marketing & recruitment

- Audience size
- Impressions
- Search volumes
- Website traffic
- Number of applicants
- Number of hires
- Applicant quality
- Average time to hire
- Demographics
- Rejection reasons



Retention & availability

- Number of staff
- Absences
- Number of leavers
- Reason for leaving
- Average length of stay
- Staff movement
- Database size
- Database quality
- Average waiting time

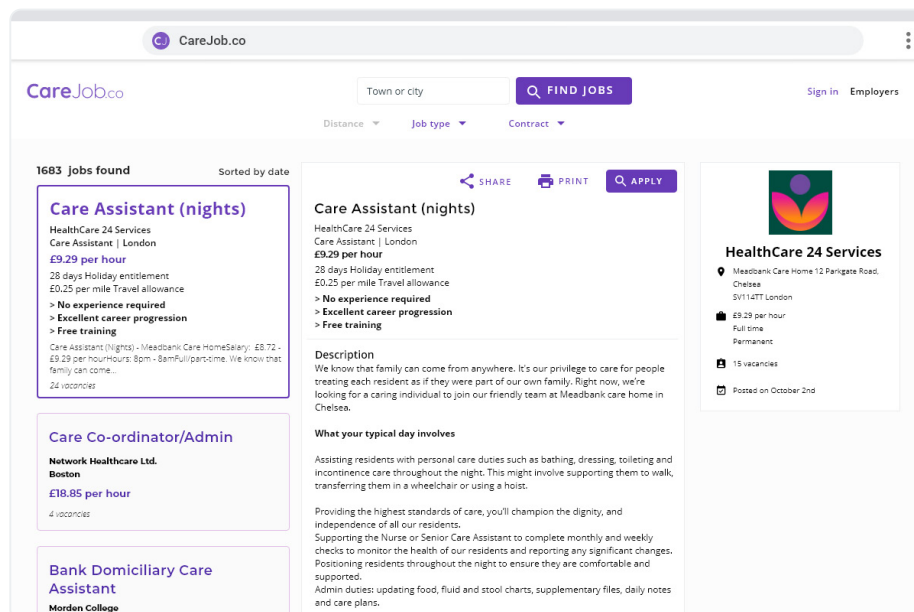
2. RECRUITMENT

Attracting applicants to the care sector

Throughout the UK, one of the most difficult challenges faced by care providers is with attracting new staff¹ to maintain a healthy workforce².

Netli's **CareJob.co** is a job board specific to the care sector, creating the opportunity to promote careers in care to a local, regional or national audience and drive a steady flow of applicants directly to care providers. This allows Local Authorities to easily maintain the recruitment activity within their local area and enables government to integrate **CareJob.co** with their existing campaigns.

CareJob.co sets itself apart from traditional job boards by promoting job vacancies based on the values and culture of an organisation rather than the hourly rate of pay, which ensures that care providers no longer need to compete for staff based on the highest pay and can instead focus on improving their working culture and environment.



1: Source: Kings Fund [“The healthcare workforce in England”](#) page 12

2: Source: Skills for Care [“Recruitment and retention in adult social care”](#)

3. RETENTION

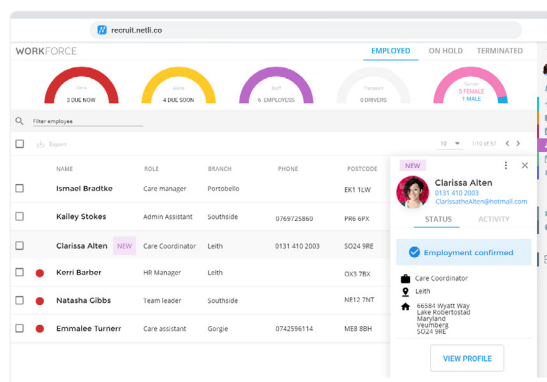
Improving staff retention for care providers

Beyond recruitment, care providers throughout the UK face notorious challenges with staff retention, with turnover rates as high as 44%¹ versus 15% in other sectors², resulting in significant backlogs to care provision.

Care UK estimates over 1.4 million people currently have unmet care needs, with delayed discharges due to the lack of social care costing the NHS more than £500 every minute³. NHS Employers recommends that employers should use data to inform and formulate their retention strategies and that a high standard of recruitment process can reduce the turnover of newly employed staff⁴.

Netli's **Workforce** is an end-to-end recruitment and HR system built specifically for health and social care providers. The software helps care providers to recruit high quality staff, efficiently manage their workforce and gain access to crucial workforce analytics.

Workforce's built-in recruitment process ensures that retention is improved across newly employed staff, while data is captured across every stage of the employee's lifecycle with the company, allowing care providers to quickly and easily see where retention issues may occur before they happen. This data can also help to inform Local Authorities on areas for improvement and support across their care providers.



1: Source: Skills for Care "[Workforce Intelligence Summary](#)" (2018/19)

2: Source: Monster "[Employee turnover rates](#)"

3: Source: Age UK "[Fill up the social care piggy bank now](#)"

4: Source: NHS Employers "[Improving staff retention](#)"

Reducing the risk of staff shortages

Netli's **Workforce Portal** is a searchable database of applicants which is accessible 24/7 to care providers allowing for quick searching of candidates who are available to work. The database consists of applicant profiles that have been created through **CareJob.co** and which have not yet found work.

Search Here

1,091 profiles found near Edinburgh

Full-time

Part-time

Zero-hour

Permanent

Fixed-term

Edinburgh (7)

NAME	LOCATION	DESIRED CRITERIA	MATCH ↑	JOINED
Grant Marshall	Edinburgh EH3		<div><div></div></div>	2 months ago
Pena Valdez	Kirkcaldy KY1		<div><div></div></div>	Today
Jessica Miles	Edinburgh EH8		<div><div></div></div>	Yesterday
Kerri Barber	Livingston EH47		<div><div></div></div>	3 days ago
Natasha Gamble	Edinburgh EH13		<div><div></div></div>	1 week ago
Michelle Castaneda	Livingston EH47		<div><div></div></div>	2 weeks ago
Ryan O'Hara	Edinburgh EH3		<div><div></div></div>	2 weeks ago
Meredith Hendricks	Kirkcaldy KY1		<div><div></div></div>	3 weeks ago
Carol Kelly	Edinburgh EH8		<div><div></div></div>	1 month ago
Barrera Ramsey	Livingston EH47		<div><div></div></div>	2 months ago
Jules Petersen	Edinburgh EH13		<div><div></div></div>	Today
Helsen Velazquez	Livingston EH47		<div><div></div></div>	Yesterday

Jessica Miles
Edinburgh EH3

INVITE TO APPLY

- Car & driving licence
- Disclosure Barring Service (DBS)
- Right to work in the UK
- 3 years work experience in care

Care worker (P/T) Manager
Care Service 365
Feb 2010 - May 2013

Responsibilities
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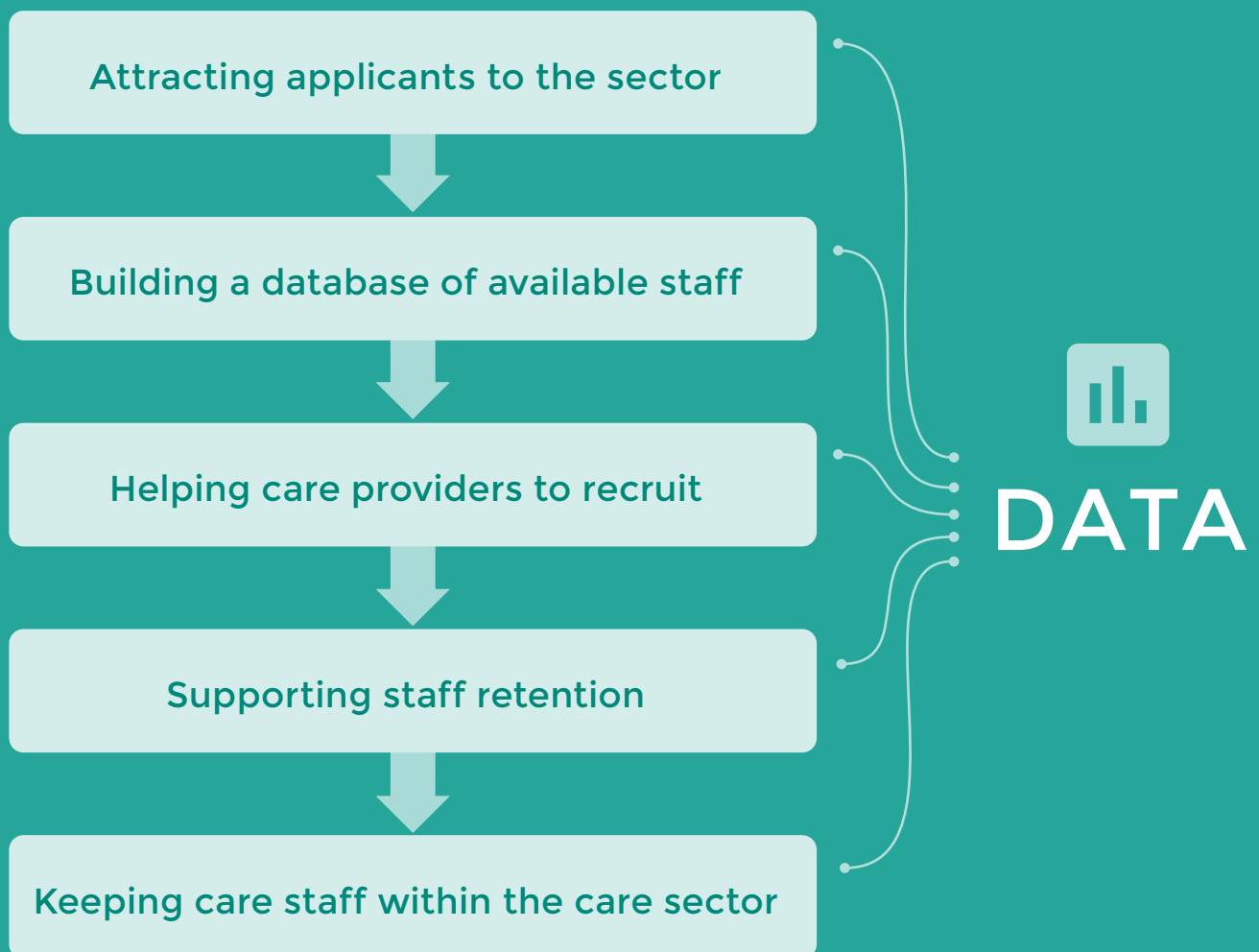
Certificate related qualification

CERTIFICATE OF HIGHER EDUCATION

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SUMMARY

Netli's software provides a solution for the workforce challenges faced by care providers and the challenges of obtaining accurate, real-time workforce data faced by Local Authorities.



Our complete solution covers the entire workforce lifecycle within the health and social care sector, helping Local Authorities and government to deliver the continuous provision of consistent and uninterrupted care.

About Netli

Netli was founded by care industry experts with the aim of tackling some of the largest issues within health and social care. Ranging from consulting to software development, our solutions are tailor-made specifically for the needs of the care sector. Our diverse and growing team come from a wide range of professional backgrounds; ranging from health and care right through to commercial and technical.

Our management team

Stephen Wilson *CEO*

Stephen brings a rich range of experience having worked in the care sector for over 30 years. Stephen started by managing care homes before transitioning to become a Care Inspectorate manager and finally owning a home care business. Stephen now keeps an eye on developments across the sector while formulating structure and advice on how we are best placed to ensure clients remain on the best foot forward.



Angus Hay *CCO*

With 15 years of experience in consulting on growth, strategy and development for start-ups and SMEs, Angus began to specialise in providing services and solutions to the care sector in 2013. Since this time, he has been closely involved with numerous industry projects and the development of multiple individual companies in the sector.



Simeon Grigorovic *CTO*

Simeon has 10+ years in high-end development and project management. After working with Universal Studios, M&S, Costa Coffee, Broadbean, John Lewis, Heinz and Manchester United, Simeon joined Netli to lead the way for the development team.





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