

Navigating Pay: Regional Pay Themes to Attract and Retain Care Staff

Introduction

With staff recruitment and retention challenges, understanding the job market and being competitive is crucial. This poster explores regional pay rate themes to help set competitive rates and leverage other elements to attract and retain staff.

Methodology

- 1 Using data from **CarePayHub**, we analysed support worker pay on local, regional, and national levels.
- 2 We compared broader average pay rates with care rates to identify areas with above or below average care role competitiveness, controlling for regional differences.
- 3 We also considered population density and other factors used to differentiate roles. We generated localised base rates = entry level non-complex care role pay rate

Case Study Regions

Exploring two examples that show the importance of a localised view and the factors that make them differ.

Cumbria: Low supply & high demand for staff results in high base rates

- Unusually **high base rates** (9% above UK average) despite being in the North
- This is driven by **high demand for care staff** due to an increasingly elderly population and high competition from the NHS as a major employer
- A **shortage in staff** is also factors, as housing is expensive, talent drains to BAE Systems and there is a general decline in the working age population
- One would **struggle to both attract and retain** staff in this location if using the rule of thumb of lower pay rates in the North, **other benefits** such as sign on bonuses or paid mileage are be utilised to attract candidates in this area.

Colchester: Low incomes levels lead to low base care rates (without notable demand or supply influences)

- Base rates **7.5% below UK average** despite being in the South and relatively close to London
- Low general income levels due to a predominantly service-based industry in the local area pushes average base rates down in all sectors, **including care**
- **Overpaying in this area could attract the wrong type of candidate** who is not committed to the role or client and is simply pursuing an attractive pay rate



Conclusions

Look beyond 'North vs South' and consider local pay rates to attract and retain care staff, offer a competitive package tailored to local norms that makes your role the most appealing choice for candidates



References: Reilly, P. (2004) 'Pay and Location: What are the Key Issues for Employers?', Institute for Employment Studies Northern Powerhouse Publication (2022) 'Persistent Wage Gap between North and South' [Online] Available at <https://www.northernpowerhousepartnership.co.uk/persistent-wage-gap-between-north-and-south/> (Accessed on 14 May 2024)

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