



Great Care Employer

BUILD A REWARDING CAREER IN
CARE WITH A TRUSTED EMPLOYER

TAKING THE STRESS OUT OF
RECRUITMENT AND RETENTION

Jon Borthwick
Quality Assurance and
Market Support Lead,
WSCC



What is the Great Care Employer scheme?

A scheme to promote working in Adult Social Care as a viable and attractive CAREER path for people entering the workforce.

A scheme to support Adult Social Care Providers in evidencing the support they offer to staff and volunteer wellbeing, welfare and development.

A scheme to help people at the centre of care and support have confidence that they are supported by skilled workers, who are committed to providing the best quality care and support.



What is the Great Care Employer scheme?

We support care employers across West Sussex recruit the RIGHT staff ONCE and KEEP THEM working for you.

We're here to help local people find rewarding jobs in adult social care, finding a role that is right for them, with the TRAINING, DEVELOPMENT, and FULFILLMENT they want

Our aim is to spread the word about the benefits of working in adult social care and dispel some of the myths about care work.



STAFF DON'T STAY FOR ONE REASON — THEY STAY BECAUSE THEY FEEL SUPPORTED, VALUED, AND PART OF SOMETHING BIGGER

The word cloud features the following terms in various sizes and colors (green, blue, purple, yellow):

- Supported (largest, green)
- Part of the Family (large, green)
- Teamwork (large, blue)
- Feeling Valued (large, blue)
- Training & Development (large, blue)
- Regular Contact (large, blue)
- Celebrate Success (medium, green)
- Wellbeing Support (medium, green)
- Recognition & Awards (medium, blue)
- Fair Pay (medium, purple)
- Career Opportunities (medium, green)
- Appreciation (medium, yellow)
- Approachable Leadership (medium, green)
- Listening Culture (medium, yellow)
- Open & Transparent Culture (medium, yellow)
- Flexibility (medium, green)
- Camaraderie (medium, yellow)
- Personality & Belonging (small, green)

Feeling Supported

Staff retention increases when employees receive emotional support, approachable leadership, and regular wellbeing check-ins.

Feeling Valued

Recognition, appreciation, and celebration of achievements create pride and motivation that sustain staff engagement.

Sense of Belonging

Strong team bonds and a values-driven community make staff feel part of a supportive family and increase loyalty.

Training and Development

Opportunities for learning and growth signal organisational commitment and build long-term staff loyalty.



How does it work?

Registration is easy:

- Focussed 1:1 conversation with a member of the QAMS team
- Completion of a quick self-check toolkit
- Identification of quick wins, strengths to celebrate and actions to compliment your existing practice.

You also receive:

- A kitemark to show you are a Great Care Employer
- Ongoing support and signposting
- Engagement, Improvement and check-ins





Employee Wellbeing



Give employees the tools they need to improve their physical, mental, social and financial health, through wellbeing education and managerial support.



Employees who feel valued and challenged to progress are more likely to stick to their role and grow within a business.



Ensure staff maintain a healthy work life balance by showing compassion and flexibility. This can prevent burn out, long term sickness, or them leaving the job altogether.



Making sure your staff take regular breaks and have space to take time out from work during the day is so important.

“Take care of your employees and they’ll take care of your business” Sir Richard Branson

What Did You Have to Say?

“It’s important to support staff to fully understand the role you are inducting them into so that they can decide if the role is right for them and as an employer we can decide if they are right for the role i.e., have the right attitude, are caring and can work as part of a team.”

Registered Manager – Residential Home, Worthing



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What Did You Have to Say?

“I think it’s essential that a company has a transparent structure, and all staff know the skills, knowledge and behaviours that allow progression and career development. I’d like to think that staff can be supported in developing a 5-year plan that includes additional qualifications, specialist knowledge areas, additional responsibilities and pay that reflects their progression.”

Director – Care at home agency, Chichester



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If you have any questions or want to speak to a member of the Quality Assurance and Market Support Team, please contact us via our email address:

Email: qualityassuranceandmarketsupport@westsussex.gov.uk