



Academy Recruitment and Retention Toolkit

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What is The Academy?

The Academy is a platform with multiple uses. It is not just a place to track and monitor your staff training, but also a place where you can incentivise your staff and reward for choosing to work in care, and for their learning and development. Keep reading to see how you can utilise the Academy within your recruitment processes and staff retention plans.



Advertising your business



1. **Job Adverts** - Listing 'Care Professional Standards Academy Rewards and Benefits' in your job adverts shows jobseekers that you value and appreciate your staff. Go a step further and add that you will develop staff and provide ongoing training and support to reach higher rewards tiers



2. **Interviews** - At interview or when liaising with an applicant prior to interview you can explain how you as an employer will develop your staff member and the benefits of working for you. This is where you can explain the benefits of the Academy in more detail



3. **Website** - You can use the Care Professional Standards logo on your website and other communication platforms to show that you are part of professionalising Adult Social Care. If you need support with content about the Academy, view our marketing toolkit here.

Pre-employment Checks



1. **Validating certificates** – If a new employee has existing training certificates and qualifications, setting them up on your Provider Portal and uploading those certificates means they can be validated on your behalf, removing the concern and time of checking the certificate yourself.



2. **Providing rewards straight away** – If the new employee uploads all relevant certificates, or you do this on their behalf, they may reach the first or second tier meaning that they can access rewards straight away. Very appealing for a new starter!

Supervisions and Appraisals

- 1. Further development** – Alongside HCPA's STAN+ service detailed below, the staff training passport can be used as a glance at what training the individual has completed. Both you and the employee can bring this to discuss what further development is required to reach their career goals.
- 2. Promotion** – When a staff member is looking to progress, the training passport can again be used to discuss current accreditations and determine if their training, alongside their experience, means they are suitable, or to put development plans in place.
- 3. Development Plans** – If a staff member is not performing well you can use the training passport to look at what further support you need to provide. If you reach the stage of putting performance plans in place, the training passport will evidence that they have had the training and now they need to implement their skills into their work.



Staff Training and Needs Analysis

The STAN+ service is a valuable skills analysis service available through HCPA, to provide you with an insight into your staff competency and confidence with various aspects of their job role. This could be used alongside the Academy training passport in staff supervision and appraisals to ensure you are targeting the right areas for your staff development.

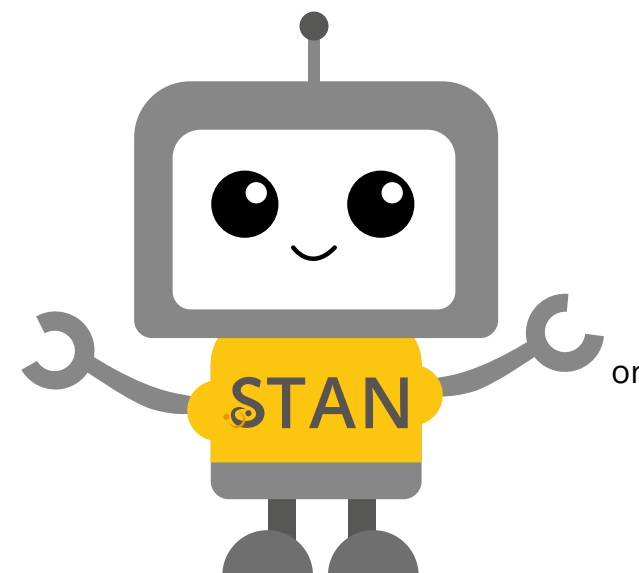
STAN+ also asks the staff how they feel about the service; whether they feel empowered, safe, and listened to, which can help you gauge the culture within your service and likelihood of retaining these staff members.

The service provides you with:

- A dashboard overview of the feedback
- A personal dashboard of feedback from individual staff members

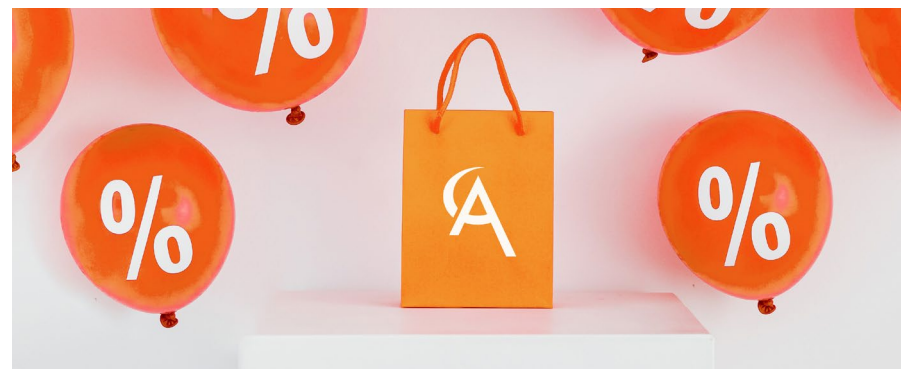
Survey questionnaires are electronic and simple to complete.

The STAN+ service is available at a cost of £100 per site. [Find out more here](#) or email businessdevelopment@hcpa.co.uk



Academy Rewards

The Academy Rewards are exclusive to care professionals, supporting the goal of professionalising the sector. We want a career in care to be an attractive prospect so spread the message with your current and future staff of what discounts and savings they can make by engaging with the Academy platform...



Tier 1

The employee benefits programme: Discounts and savings available at over 800 UK retailers.

Tier 2

The Academy Affiliate travel club: Take advantage of great value travel discounts on local bus travel, 10% off car and van rentals, low price car leasing deals, and more!

Tier 3

The exclusive student discount card: Enjoy access to over 200 UK discounts and 42,000 worldwide discounts!

Tier 4

Preferential rates only for Care Professionals: Receive preferential rates on essential workwear, household items and equipment, and massive savings on day experiences and gifts.

Tier 5

Special luxury deals and time-limited offers: All year-round including spa days, spa breaks, treatments, hotel stays and online retailers for lifestyle products including make-up, skincare, gym wear and cosmetics!

Not yet signed up to the Academy Provider Portal?
Click here to register now!

Resources

Printable materials and those you received in the post when you joined the Provider Portal can be used when promoting the rewards and development you provide your staff.

When your staff member reaches tier 1 they will also receive a welcome pack including information of the rewards tiers and their exclusive Academy Affiliate Pin to wear with pride on their lanyards or uniform!

Don't forget to download printable posters and leaflets by [clicking here](#).



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