



PROVIDING HIGHLY SPECIALISED STAFF FOR A HIGH-PROFILE CLIENT

Case Study by Marcus Burns

CLIENT OVERVIEW:

Our client, a mental health secure services provider, is renowned for the quality of its safe inpatient care within the UK. Tasked with the responsibility of supporting a diverse array of patients, our client is dependent upon a team of knowledgeable and resilient professionals who can deliver highly personalised care solutions for hundreds of patients.



PROJECT COMMENCEMENT:

Our engagement with the organisation dates back to 2017, marking the start of a collaborative effort aimed at addressing their staffing needs with precision and reliability.

PROJECT OVERVIEW:

Our partnership with this provider is centred on our ability to reliably identify and build relationships with highly specialised social workers, many of whom have skillsets that are not evenly distributed across the UK's social services workforce.

These professionals lead the charge in providing holistic care in what is a complex domain.

OVERCOMING CHALLENGES:

Delivering effective recruitment outcomes for our client posed challenges that aren't present in common social work settings. The absence of widespread homeworking opportunities required new approaches to engage qualified talent. Also, the client's remuneration rates were low relative to organisations in neighbouring areas, which presented an additional challenge.

In response, we deployed a strategy to spotlight the unique range of benefits available to social workers joining the client's workforce. These included robust training initiatives, along with manageable caseloads that are conducive to quality care provision and work-life balance. Other notable benefits include extended contractual commitments, which provide employees with financial security, and access to state-of-the-art facilities.

A notable hurdle emerged when the NHS, following its assumption of social worker management from local authorities, initially sought to channel talent acquisition through their preferred supplier list, excluding Charles Hunter Associates. After realising no other agency could provide the same calibre of staff consistently, they promptly invited us to supply our services off-contract.

CLIENT OUTCOME:

Charles Hunter Associates has cemented its position as the organisation's most trusted staffing partner. Over the course of our collaboration, we have delivered 12 placements – a substantial portion of their social work cohort – ensuring optimal staffing levels and seamless continuity of care.

Through building strong lines of communication with the client's management team, we cultivated a partnership marked by mutual trust and reliability.

ADDITIONAL INSIGHTS:

Our collaboration with this client highlights our adaptability in serving organisations with atypical requirements and distinct staffing challenges.

This project serves as a particular highlight of our experiences in going above client expectations and delivering tangible outcomes that resonate across the social work spectrum.



A word from Jonathan Wadsworth, Managing Director, Charles Hunter Associates:

I'm deeply proud of the instrumental role we play in ensuring the success of critical institutions. Our dedication to meeting the specialised workforce needs of our clients is central to our ethos.

This is observable in how Marcus guided our client through various recruitment obstacles and achieved real results for the organisation. Well done, Marcus!

For more information on how we delivered this project, or to work with us **GET IN TOUCH WITH OUR TEAM TODAY!**

