



# **Your Workforce, Your Success:**

Finding the Right People to  
Improve Care



| Training Caregivers for Global  
| Opportunities.

[www.ed2careers.co.uk](http://www.ed2careers.co.uk)

# Your trusted Partner

## Looking for Recruitment Solutions?

The social care sector is a crucial pillar of our society – there's no doubt about it. But with so many moving parts, one of the biggest challenges care homes face is staffing. We all know that the quality of care depends on the quality of the team. However, recruiting and retaining the right people to deliver high-quality, person-centred care is no easy feat. This is where Ed2Careers steps in.



## The Challenge

The social care sector has the challenge of recruiting and retaining qualified staff. According to Skills for Care (2024), in 2022/2023 the vacancy rate was 9.9% (152,000) and the attrition rate was 28.3%. In the same year, 390,000 care workers left their roles (Skills for Care, 2024). According to Care England (2024) because of staff shortages in 2023, over half (54 %) of care providers increased agency use, 44% turned down new admissions and 18% had to close services altogether.

We hear this from so many in the sector! If you can't get the right staff, it impacts every part of the business. You're left battling to maintain the high standards your community deserves, with no real solution in sight.

## The Ed2Careers Solution

Led by Geetanjali and Amanda Alamshah, we do more than just placing candidates. We take a holistic approach to truly understand the company's culture and needs. This isn't just about filling vacancies; it's about building a team aligned with their values and ethos. At Ed2Careers, we know that the success of your care home depends on the seamless integration of skilled, empathetic carers into your team. Our tailored approach ensures that we address the critical challenges UK employers face when hiring international talent. Through a meticulous vetting, training, and support process, we equip our carers to not only fit into your organization but to thrive, becoming key contributors to your care home's goals, reputation & compliances.

Our goal is to find the right people. The right people for the right role, who aren't just qualified but who will excel in the social care environment.

# Effective Solutions

## Overcoming Objections:

*"But, international recruitment is too risky..."*

*"Will they struggle with language and accent barriers, making communication difficult?"*

*"Will they integrate into my care home's culture, or just stick to their own groups?"*

*"I've seen immigrant carers who hesitate to take on leadership roles... Will they be open to growth?"*

We get it! Venturing into international recruitment might seem daunting. Many businesses think, "Isn't it too complicated? Too risky?" The truth is, with the right partner, it's anything but. Our partnerships show that. By focusing on the upskilling and professional development of Indian nationals, we were able to place dedicated, well-trained staff who were ready to hit the ground running. Working with the recruitment agencies in the UK, Ed2Careers are able to help fill staffing gaps with qualified professionals who share their passion for care.

Results You Can't Ignore!

They speak volumes. We found solutions to staffing crisis, which revitalised teams and enabled you to get back to doing what you do best – to provide exceptional care.

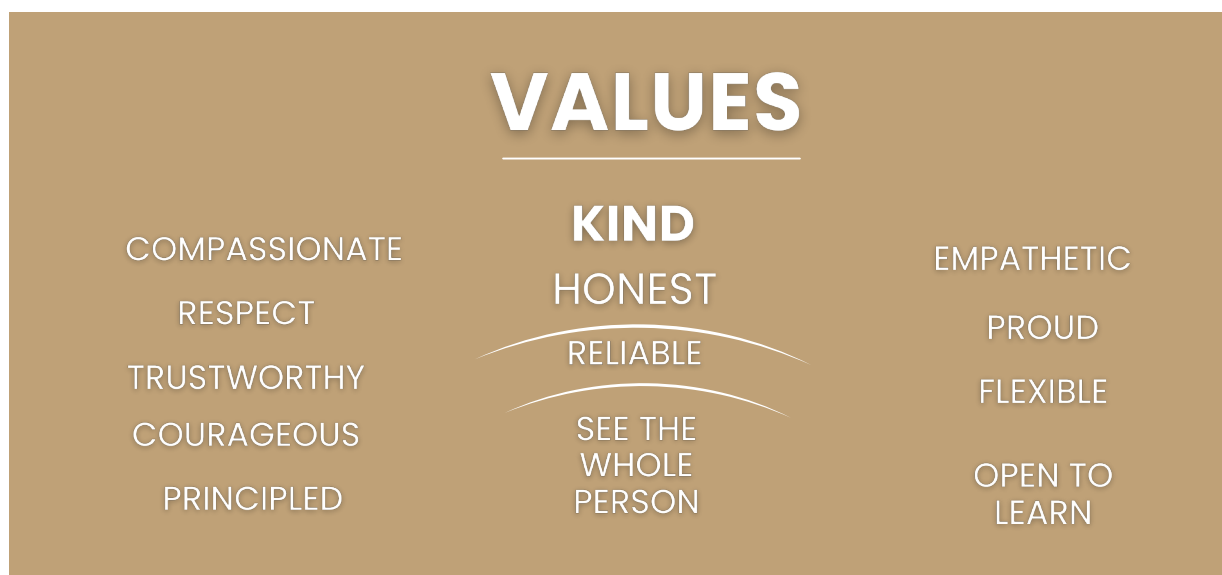
## Closing the Deal

If you're facing similar challenges, don't settle for recruitment services that over-promise and under-deliver. Ed2Careers has the experience, the partnerships and the dedication to help you build the team your care home deserves. We're not just filling roles! We are creating long-term solutions that help businesses like yours thrive.

Let's collaborate to solve your staffing challenges. Get in touch with Ed2Careers and let's make your vision a reality.



# Values and Behaviours That Matter



Key behaviours...	Expectations of this behaviour...
<b>Professionalism</b>	Act in an ethical and professional manner in their workplace, always.
<b>Teamwork</b>	Build and maintain positive relationships with their colleagues and adults in a care setting.
<b>Work Ethic</b>	Take an organised and methodical approach to complete their duties in a timely manner.
<b>Continually Improving</b>	Take personal responsibility for developing knowledge and skills and continually seek to improve their performance.
<b>Resilience</b>	Seek to develop strategies to overcome challenges in the face of adversity.
<b>Wellbeing</b>	Actively seek opportunities to support their well-being.
<b>Environmental Responsibility</b>	Strengthen sustainable practices and the confidence to challenge unsustainable practices.
<b>Inclusive Practice</b>	Support an open culture where everyone is treated with dignity and respect and fairly, without prejudice, bias or discrimination.
<b>Reflective</b>	Reflect on ways in which they show compassion to individuals in an adult social care setting.

# Why Ed2Careers Carers Are Different

Our candidates are highly vetted and come from a wide range of cultural and educational backgrounds. Whether they hold short-term diplomas or advanced nursing degrees, they are prepared for the challenges of a caregiving role in the UK. What sets our carers apart is their resilience, ability to learn, and passion for the care profession.

We train them to work not just with their hands but with their hearts, providing holistic care that aligns with your care home's objectives. Their adaptability, empathy, and leadership potential ensure they can integrate seamlessly into your team, helping you maintain and elevate the quality of care for your residents. **Meet our qualified, certified and compassionate care workers!**



## Belinda Parker

Belinda Parker is a highly motivated and compassionate Registered Nurse Assistant Preventive with a strong background in reproductive and child health, public health, and HIV care. Her extensive clinical experience, combined with her meticulous attention to detail, enables her to deliver patient-centered care with empathy and precision. Belinda's ability to adapt to various healthcare settings, along with her excellent communication and organizational skills, positions her well for a successful career in healthcare.



## Tenzin Desel

Tenzin is a highly motivated and adaptable nurse who is looking to move into a care setting. Through attending courses looking at caring for those with conditions such as TB and HIV while caring for people with long term heart conditions, Tenzin realised her passion lies in empathetic relationship building rather than working in a purely acute setting. Her personal desire to help those in need meant Tenzin stepped up to volunteer during the Covid-19 epidemic.



## Ayushi Christian

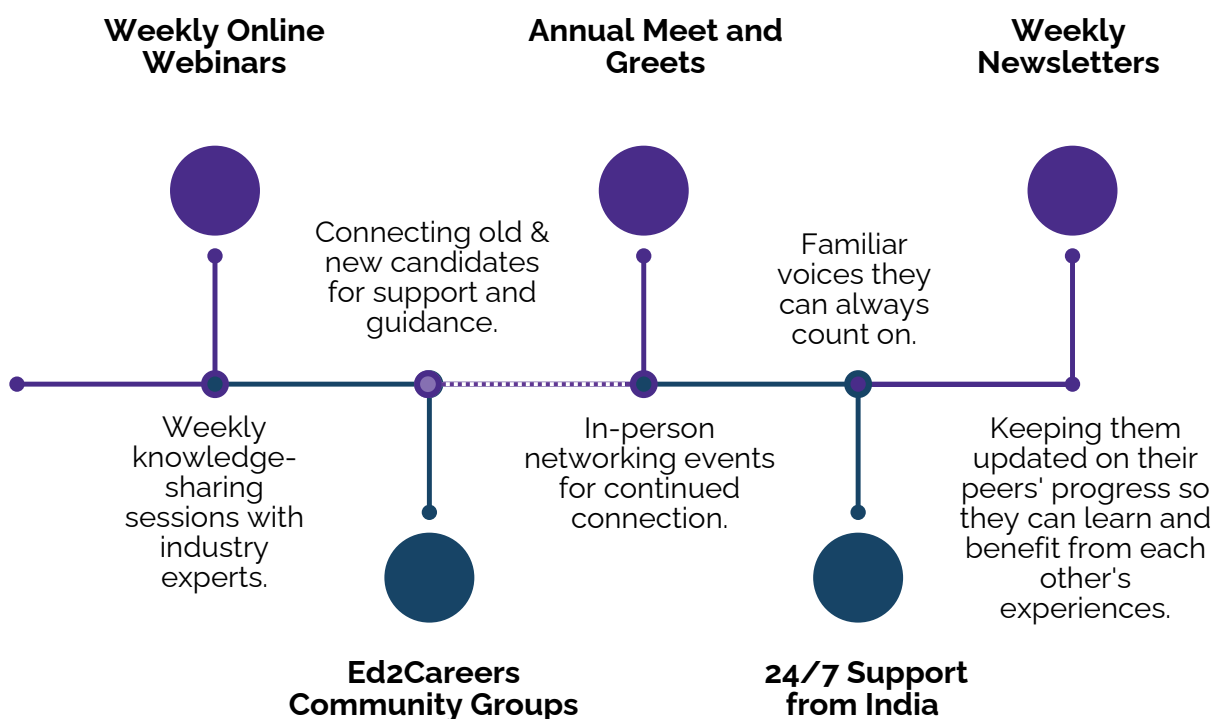
Ayushi Christian is a dedicated and compassionate professional with a background in nursing and community health. She has a proven track record of resilience and adaptability, with a keen eye for detail, particularly in challenging-behaviour settings. Ayushi's experience in managing paperwork and building trusting relationships is a testament to her strong interpersonal and organisational skills. Ayushi's experience combined with her natural empathy and understanding stand her in good stead for a career in care.

# Ongoing Support

Our commitment to both candidates and employers extends well beyond the recruitment process. Ed2Careers Support Community ensures that once your carer arrives in the UK, they continue to grow and adapt:

- Webinars, social media groups, and annual meet-ups keep our carers connected and supported.
- Our team and network of previously placed candidates are always available to help, ensuring a smooth transition into the care home environment.

By partnering with Ed2Careers, you not only receive a highly skilled and well-prepared carer, but also peace of mind that they are supported by a community that nurtures their professional development long after they've started working for you.





# Testimonials



What attracted us to work with ED2Careers was their behaviours-based attraction methodology which has resulted in cohorts of staff arriving that have added immediate value based not only their technical abilities but have fitted into the framework of our communities. This cultural fit has resulted in an improvement in quality and reduction in costs on the delivery of care.

We have been able to recruit overseas candidates who have completed the New Entrant Course; they've added to the quality of our organisation with their knowledge and willingness to share new learnings and as result they have become an integral part of our team.

We could not be happier and look forward to working more with them in the future!

**Rebecca Cox – HR and Training Lead**  
Evolve Care Group



“Our international recruits have been a tremendous asset to the home. Their strong work ethic and dedication have made it possible for us to ensure the high-quality care that would not have been achievable without the support of our overseas staff. The recruits from India, in particular, who undergo the Indago Development training, have integrated seamlessly into our teams. This training equips them with a solid foundation of knowledge and skills, which we can further develop to boost their self-confidence and support their career growth.”

**Ashley Ryder – Manager**  
Hatherleigh Nursing Home, Devon



“Since we have had our international recruits there's been more stability within the home. During COVID, there was a huge demand on agencies. Even without COVID agencies have been a huge part of the care home. International recruits have given us more stability as we know they are staying. They get to know the family members and they build a bond with other team members. They go through a fantastic training process which is evident when they arrive, so we aren't spending lots of time going over things. They already come with a good standard of knowledge, so we aren't teaching them completely new things.”

**Versity Walmsley – Manager**  
Gibraltar House Nursing Home, Monmouth



We welcome you to join our  
**Care Community.**



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