

HOW CAN RECRUITERS SUPPORT WORKERS WITH CARING RESPONSIBILITIES



According to figures published by Carers UK, there are an estimated five million unpaid carers in England and Wales, the equivalent of around nine percent of people providing unpaid care. So how can recruitment leaders support people in their workforce who are caring for a loved one as well as working?

Over half (51%) of employees in the UK say their career has been negatively impacted by caring responsibilities, according to a report, published last month (July) by healthcare company Bupa. This also shows that 68% of employees want more support from their employer for managing their caring responsibilities as well as their own health and wellbeing.

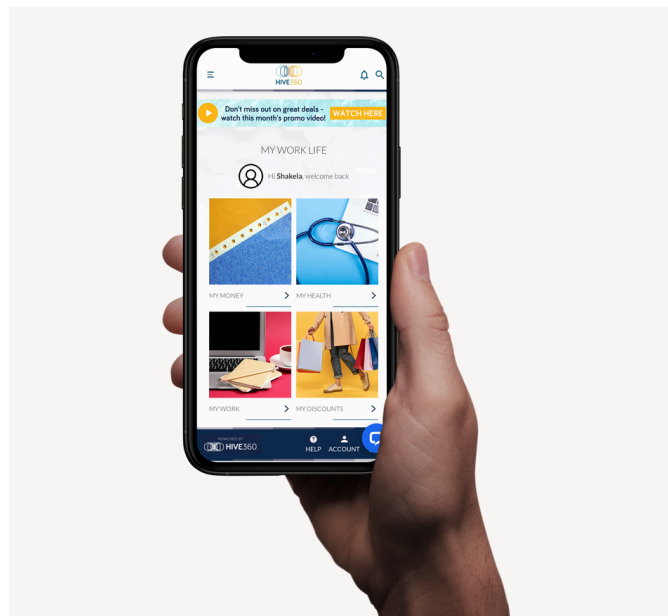
Recruitment agencies providing a temporary workforce for clients know all too well the challenge of engaging with a workforce that is both dynamic and remote, and Bupa's research confirms the findings of other research investigating what workers – whether temporary or employed – really want from the businesses and organisations they work for. They need support with their work:life balance, as well as their mental, physical and financial health and wellbeing.

Mobile tech makes maximising engagement with the workforce possible, together with providing the type of support workers truly need right now.

For instance, the cost of living crisis is not only affecting workers' pockets, it is also having a detrimental effect on their mental and sometimes physical health and wellbeing too. Research by Mind has shown that nearly half of people say their mental health has been impacted by the crisis, and that more than one in five are feeling stressed, anxious or depressed.

The same is true for workers with caring responsibilities, which can affect people of all ages, male and female, and often at short notice. Carers often feel isolated, overwhelmed, and exhausted mentally and physically. Unsurprising that the impact of care responsibilities on attendance and productivity in the workplace makes it something employers simply cannot ignore.

And mobile tech delivers on so many levels, giving workers support, resources and benefits quite literally in their hands and when and where they need it. However, with multiple platforms and apps, engagement can be pretty low.



Not so for Engage, HIVE360's own benefits app. This is provided FOC to every recruitment client working with HIVE360 to provide their payroll and pension services. What's more, Engage records upwards of 90% engagement every month.

With Engage, recruiters can deliver a fully branded wellbeing and benefits app to their own temporary workforce, it's a powerful unified mobile platform for worker wellbeing, benefits, training and communication. Engage is packed full of wellbeing support, mental health services, valuable discounts and savings on everyday spending, online training for upskilling, reward and recognition, not to mention real-time pay and pensions information.

At this highly competitive time, recruiters providing this level of value-added support to their temporary workforce gain a much needed edge over the competition. Of course a recruiter's relationships are key, but by offering tangible added value to temporary workers, and investing in the company's brand with a mobile platform that has the scope to really engage with a remote workforce, is really helping recruiters to strengthen their relationship with workers and clients alike, and potentially trigger recommendations and referrals.

For the millions of workers balancing work with caring responsibilities at home, immediate access to specialist advice and resources for carers, wellbeing support, and financial savings on essential items for them and the people they are caring for, are a sign of a supportive recruiter that values and supports their workforce. Indeed, the most forward-thinking that recognise that these workers, properly supported, can be a real asset to the business because they are organised, compassionate, resilient, and have many life skills, make them good candidates for progression and development. The alternative is to run the risk that these individuals feel left with no other choice but to give up work to provide unpaid care – estimated at around 40% of carers according to a report published by Carers UK in November 2023.

To find out what successes HIVE360's agency clients are achieving and more about HIVE360, Engage, the Engagement Hub, and how we're breaking the mould to empower recruitment businesses to accelerate growth, contact us [here](#) or call us at 0121 661 4851.

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