

## **CRUNCH TIME!**

Traditionally jobs in social housing have been relatively shielded from adverse economic conditions and for the majority of roles within housing providers, specifically those that are providing front line services to residents/customers, that may continue to be the case, however, with organisations looking at their financial exposure there will be a renewed drive for great efficiency and potentially organisational change. Initial data being received by Insight suggests that labour turnover across the sector has slowed markedly. Not surprising given that staff do not want to move for a new job in a depressed housing market where selling to move may be very difficult. We also sense that staff who believe that their existing organisations are financially stable and well regarded are not looking to move but do recognise that within organisations the status quo is not an option.

That said, there is still some turnover. Staff who apply for positions are rightly being very discerning and asking searching questions about the short and medium term future for the role and the organisation. Those jobs for which until recently there have been market shortages, such as surveyors, are seeing a reverse as the private sector's short term needs diminish. RSL's have always seen movement between the not for profit and private sectors for some roles and have struggled to retain some disciplines when the market has become more buoyant. The challenge of being able to offer innovative and creative employment packages to attract (when the majority of staff really doesn't want to move) and retain quality employees has therefore never been greater.

**Richard Purchase**  
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**Insight**