

# Labour market participation in the social care sector: Opportunities and challenges for young adults

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# What is social care

- All interventions provided or funded by statutory and/or independent agencies which support older people, younger adults and children in their daily lives, and provide service which they are unable to provide for themselves, or which it is not possible for family members to provide without additional support. They can be provided at home, in day centres or on a residential basis, including substitute family care and care homes. (Social Care Institute for Excellence, no date).

# What do social care workers do?

- Work with users with different needs and at different age groups
- In care homes, peoples own homes, the community
- Broad range of job roles including professional roles such as social work, nursing and occupational therapy
  - Also advocacy and counseling
- The majority provide hands on care, other group are ancillary staff such as cooks, gardeners, drivers, technicians etc.

# A bit about the sector

- An expanding demand needs an expanding diverse workforce
  - The ONS projects the number of people in England aged 85 or over will increase from 1.24 million in 2013 to 2.3 million by 2030.
  - Increasing need for both permanent and temporary staff
- The social care workforce constitutes between 5-7% of the total UK workforce.
- Gendered workforce (80% women)
- Very large presence of migrant workers
- Provision linked to local funding; sensitive to austerity measures
- New ways of services' provision creating niche markets
  - Especially for men and young people

# Why do people work in social care?

- Mainly because they 'want to make a difference'
  - High job satisfaction and personal rewards
- Flexibility of work
  - Fits in with other responsibilities
- Availability of jobs
- Potential career opportunities in social care, social work or sister sector 'the NHS'
- Attractive to certain groups especially migrants

# Recruitment and retention issues

With a huge demand for workers, plenty of opportunities for progression and a job in which 96% of workers said they feel their work makes a difference, adult social care has lots to offer. Think social care is for you?

- (From Skills for Care website)
- Increase in recruitment via agencies
- Recent trends towards self-employment or recruitment through managing companies

# Current recruitment strategies

- Tapping into 'traditional' pools
- Tapping into 'new pools'
  - Attracting young people
  - A number of government initiatives targeting younger adults
    - Care First
    - Care Ambassador schemes
    - Social Care advertisements
    - Lowering age requirement for the new social work degree
- Efforts to improve qualifications and career path opportunities

# The contribution of young adults to the sector

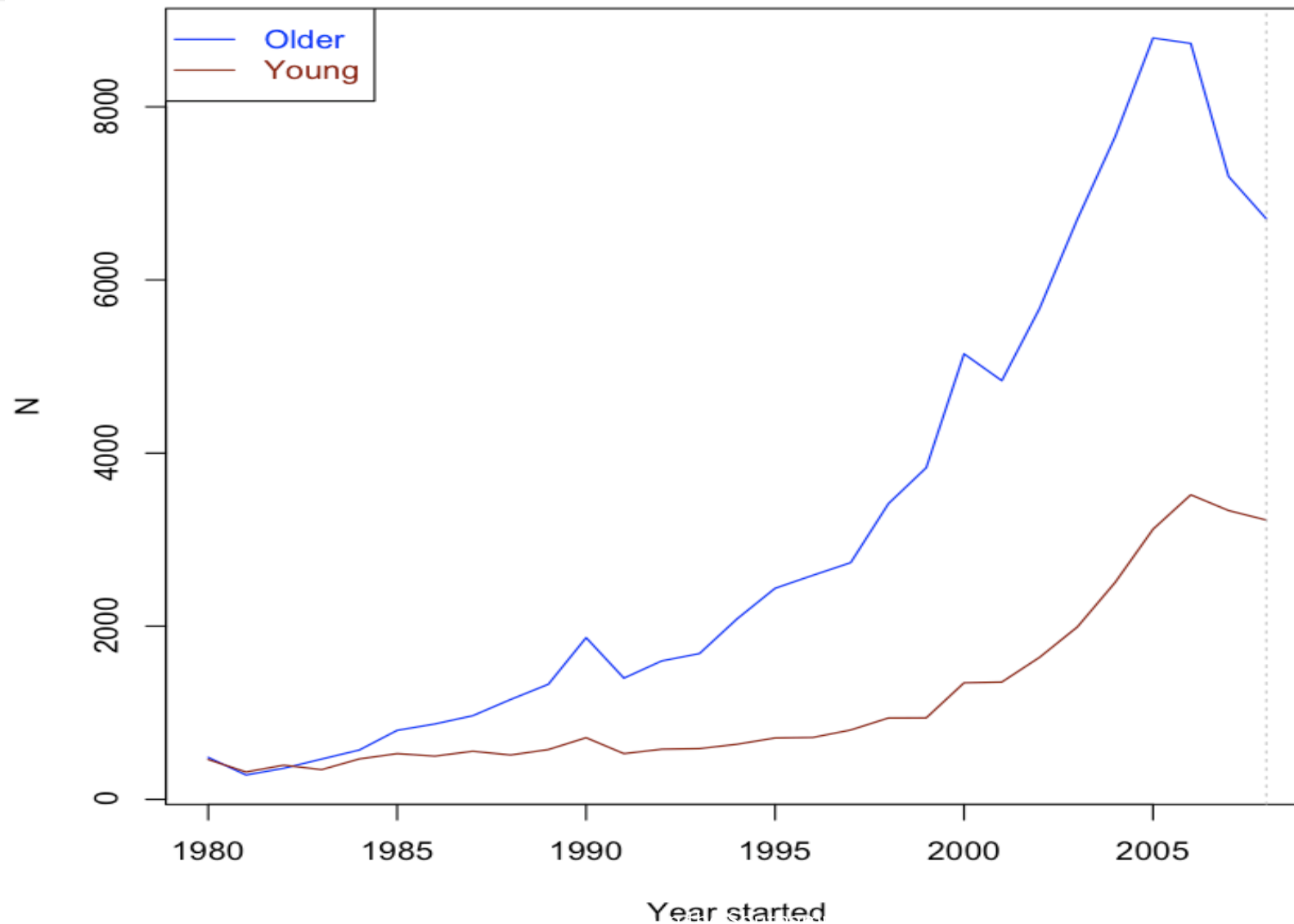




# What do we know: young workers' profile

- 18-25 year olds form 12% of the care workforce
- 85% are female
- 87% identified as white British
- 87% are direct care workers
- Under half (44%) are recruited from within the care sector (including placements)

# Time series plot of the number of new entrants to the social care sector by whether they are young (18-25) or older (26-75) workers



# How different are they from 'older' workers? logistic regression model

- Significantly more likely to be women (OR=1.2;  $p=0.002$ )
- Significantly less likely to be from Black and Minority Ethnic (BME) groups (OR=0.55;  $p<0.001$ )
- Significantly more likely to have low (only entry level) education (compared to level 2; OR=1.97,  $p<0.001$ )
- Significantly more likely to work in direct care jobs, full time and in the private sector
- They travel far shorter distances to work

# In a nutshell

- There is evidence of significant contribution of younger workers (18-25) to the care sector
- Indications of increasing trends of their contribution
- They are far less diverse in terms of gender and ethnicity than older workers.
- On average, they have lower educational attainment levels
- They tend to work very locally
- They work more in the private sector

# Why work in social care: 'Love' and 'vocation' ...

I think you've got to **love** what you do as well. Not just—money does come into it, but you've got to love what you do. If it's just for the money then you are in the wrong job. You've got to love what you do.

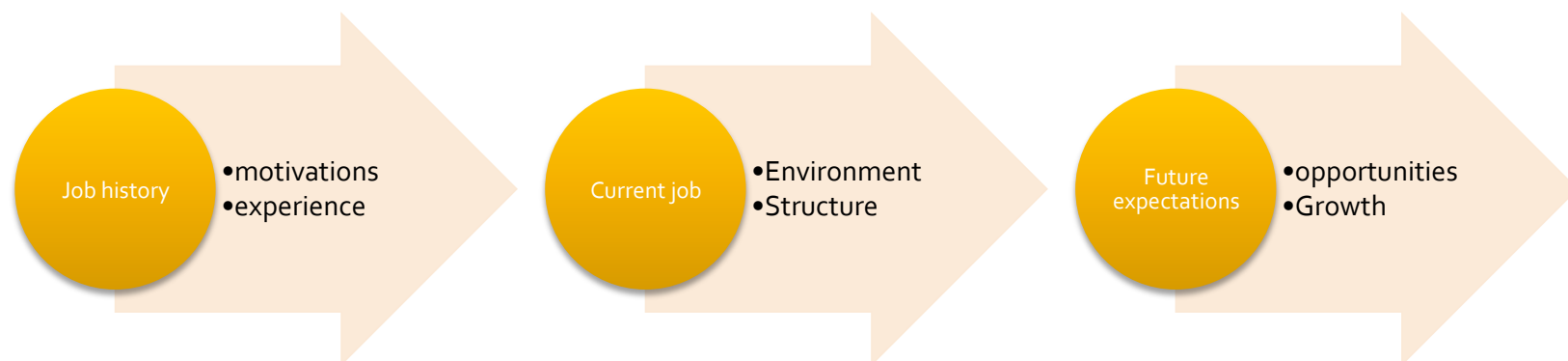
(Peter, care worker)

I left school at 15 with no qualifications at all. But erm, what brought me into this? I just like **helping people**. And it just fired my imagination. It's difficult to put my finger on exactly why. Yes. Money doesn't come into it for me.

(Steve, support worker)

# Job satisfaction '*Journey*'

- A function of what has happened and what is currently taking place as well as future opportunities
- Impacted upon by
  - personal characteristics/background
  - job environment
  - Overall social care status and general attitudes
- Not static, but a cumulative dynamic experience



# Job satisfaction

	General job sat.	Would advise a friend to take the job	Would you take this job again	How does it compare to expectations	Sat. with Emp. Conditions
Very satisfied/ Definitely yes/much better	24.9%	22.6%	47.5%	17.6%	28.3%
Satisfied/possibly yes/better	54%	56.3%	33.1%	35.3%	46.4%
Neither/not sure/ same	13.8%	N/A	9.4%	36.8%	20.8
Dissatisfied/ probably no/worse	2.9%	13.8%	5%	9.4%	3.6%
Very dissatisfied/ definitely no/much worse	2.3%	4.4%	2.3%	0.3%	0.9%

# Main motivations for current job

First	Second	Third
Good career prospects (21%)	Helping people to improve the quality of their lives (31%)	High job satisfaction (16%)
Personal ability to get on with people (17%)	Working in a team (14%)	Helping people to improve the quality of their lives (12%)
Helping people to improve the quality of their lives (15%)	High job satisfaction (11%)	Interesting, stimulating job (9%)

- Some motivations are likely to be affected by common latent variables
- Further data reduction techniques will be applied before further analysis



# Work environment and support in the workplace

- I would say for me, the times that I feel stressed and dejected from the work is never because of clients, it's because of management.
  - (Dave, care worker)
- In the last year, my elderly mother who she had pneumonia and she went into hospital and came to me to recover. Then she had food poisoning and then she had some problems with her nose, some haemorrhaging and now a fall, a terrible fall, which smashed her face up. Each time she has to come to me to recuperate and recover. In terms of time of work, I have had to have compassionate leave. ***It's a good thing about working for the council, I have to say. We can have up to five days a year compassionate leave. We still get paid.***
  - (Brian, care worker)

# Care work can be stressful but usually rewarding

- In actual fact, I have learned more in the last ten years about humanity, about life than I did in the time before that, because when I was working, when I had my business I used to go to work and I used to work in big country houses and stuff like that. I would be there on my own and have a radio on and I would be doing my job and go back home again. But since I have been doing this job, I've had to, you help people and you talk to people and you have got other people to think of and everything like that. I have thoroughly enjoyed it.

(Simon, Care worker)

# But there are always challenges

- Image and status
- Flat work hierarchy
- Low wages
- Impact of funding cuts
- Career path is not yet not very clear despite some efforts
- Expectations and aspiration of young adults
- Some difficult wage and working conditions
- Regulation and qualifications issues

# Some discussion points

- How to attract young adults in general and especially men and from diverse background?
- Improving care work's image and care work position in the labour market
- Society and family perceptions and support
- Peer-effects
- Addressing choices and identities
- Initial approach- volunteering, temporary work, trying it out ..
- Attracting from outside the sector and early on from education

# Acknowledgment and disclaimer

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# Contact and references

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