



Transforming Services Together

Research into perceptions of the social care sector in East London

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Research undertaken by Ali Rusbridge (Skills for Care) and Rukshana Ahmed (London Borough of Newham) on behalf of the Transforming Services Together (TST) workforce workgroup



Research into perceptions of the social care sector in East London

This research project was undertaken to explore perceptions of working in the care sector, particularly social care, in East London. Anecdotal assumptions that social care is less attractive than health care needed testing. This research was intended to provide local evidence that can be used to compare with research already undertaken in health and other existing data and evidence.

The recommendations and actions are intended to help frame the next stages of the project 'Marketing and Promotion of New and Existing Roles in Care in East London'

Key research findings

The research used a variety of methods including paper and online surveys and focus groups and involved 210 participants. A detailed summary of each aspect of the research followed by conclusions and suggested actions is given below. The key findings of the research can be summarised as:

1. There are not enough work experience opportunities for young people to find out more about what a variety of work in social care involves

Young people on health and social care courses which require a placement didn't all have placements and childcare was the most common setting (as opportunities were more readily available.) Placements were valued by young people and those who did have relevant placements were far more aware of what the work would involve. The influence of a placement went beyond the individual to the whole group as they shared their experiences. Their choices of future job roles / sector seemed also to be influenced by their placement experience.

2. Young people (even when on health and social care courses) have very limited knowledge of the roles available, what they involve and the entry requirements

Some roles such as social work and nursing are well known about but many of the roles with the highest numbers of jobs associated aren't widely understood. Young people had unrealistic expectations about jobs they could go onto from their course, were unaware of entry requirements and were influenced by assumptions and stereotypes about many roles.

3. Teachers and careers advisors are very influential but may not be linked enough to existing resources, employers or local opportunities

Young people get their information primarily from teachers, careers advisors and the family. This relies on there being a good knowledge about the sector by these groups of influential people. However, not many teachers will have had opportunities to update their knowledge and experience of the sector, use of resources and links

with employers were not as strong as they could be and unless a young person has a family member working in the sector they may be influenced more by assumptions.

4. Health care and child care are better known about than social care

Social care is not well known about or understood and therefore not seen as attractive in comparison to health care or child care. The NHS is very well known about and so jobs in the NHS are seen as more attractive and having status. There aren't enough role models of local people in care jobs who can promote them to others

5. Information about local careers in care isn't easily available

Information about health and care roles is in different places and there isn't a single point of local information. Young people said that a careers website would be very valuable. Information about progression options and local job opportunities was requested - this would help promote local opportunities, as people want to work near where they live.

6. Many people are put off working in health and social care because of pay and conditions.

A perception of poor pay for a responsible job puts people off many roles and they may feel it's not worth what are seen as the extra hurdles required getting care jobs. In addition shift work, variable hour's contracts and anti-social hours are things that drive many people away from the sector. Having more information about the range of work patterns, roles, progression opportunities and average pay / variations in pay may help motivate people to start and stay in the sector as the variety of the work and possibility of moving to different types of jobs in care is attractive to many.

7. Health and social care roles aren't suitable for everyone

The main reason people enter care careers is because of a desire to work with and support others – it's a hard sell to anyone not motivated by this. This suggests the need for targeted promotion and using values based recruitment methodologies.

8. Routes into and through the sector need building

Apprenticeships were hardly mentioned suggesting they aren't known about or are not seen as an attractive employment or career development option. Given the focus and funding available for apprenticeships, this suggests more promotion is needed. Similarly there are a large number of organisations trying to recruit and very many job seekers in the area suggesting a lot more should be done to bring employers and job brokers together.

9. East London is attractive because of its diversity and variety of opportunities available

Those working in East London agree on what makes it an attractive place to work, which may help attract others to consider jobs in the area

Summary of research findings

This research consisted of 4 elements (numbers involved in each aspect are in brackets)

- A. Focus groups with year 12 health and social care students (3 groups of 25)
- B. Paper surveys with school / college learners on health and social care courses (3 groups - 102 responses)
- C. Survey of newly employed care workers via survey monkey (18 responses)
- D. Focus group with Job Centre Plus (JCP) employment advisors and work coaches (15 participated)

The results of each aspect are summarised below

Focus groups with young people

A total of 75 young people in year 12 studying on either a level 2 or level 3 health and social care course took part in sessions run in 3 colleges / schools in Tower Hamlets, Newham and Waltham Forest. All 3 run substantial Health and Social Care (HSC) programmes. All but one participant in the focus groups was female. The sessions were run in an interactive way with young people completing sheets and adding post it notes or stickers onto flip charts.

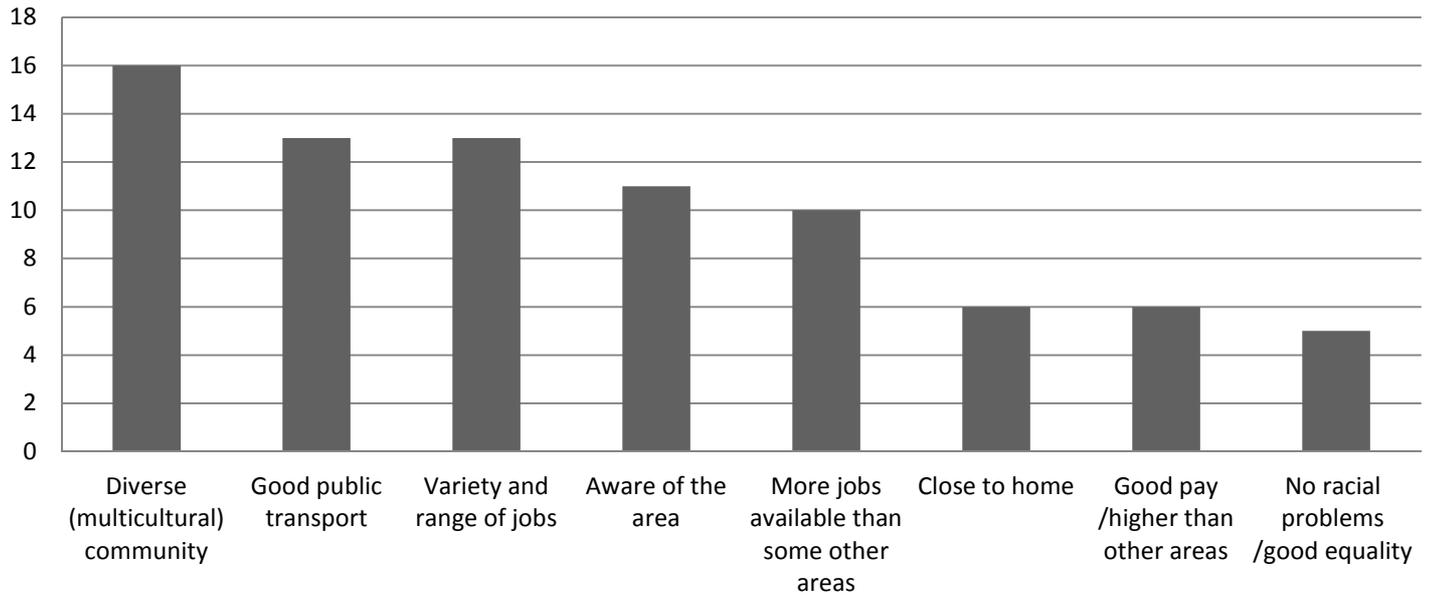
1. Why young people choose to do a health and social care course

Reasons were varied with the most positive being that the course opens up careers in different sectors and gives them lots of options to pursue a variety of jobs in careers involving helping and caring for people. More negative reasons given were because they couldn't get on their chosen course, their grades weren't good enough to do what they really wanted to and the course didn't have exams and was seen as easy to do

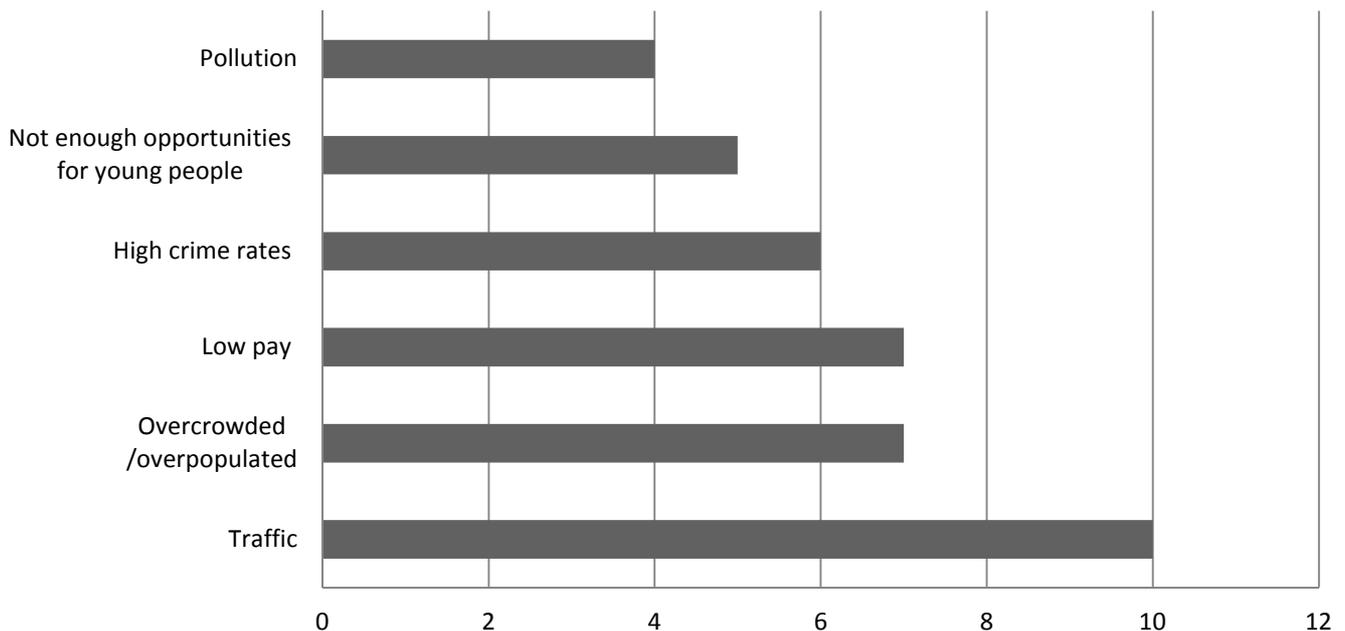
2. Attitudes to working in East London

The young people in the focus groups came up with more negatives than positives about East London. The charts below show the most mentioned positives and negatives. It should be noted that many young people found it initially quite difficult to think about what might attract someone else to the area as their views were mainly based on having grown up and living there, rather than as a workplace. They also felt strongly that there weren't enough opportunities for young people – which correlates with the request to know what they could do locally after their course

Best things about working in East London



Worst things about working in East London



3. Reactions to different roles

The young people in the focus groups were asked which roles they would consider and which they were not interested in or didn't know about. It was clear in discussions after the exercise that a great number of the roles (particularly in adult social care) weren't known about but young people said they wouldn't consider them (rather than indicating they didn't know). There also seemed to be an element of participants being influenced by what others had put.

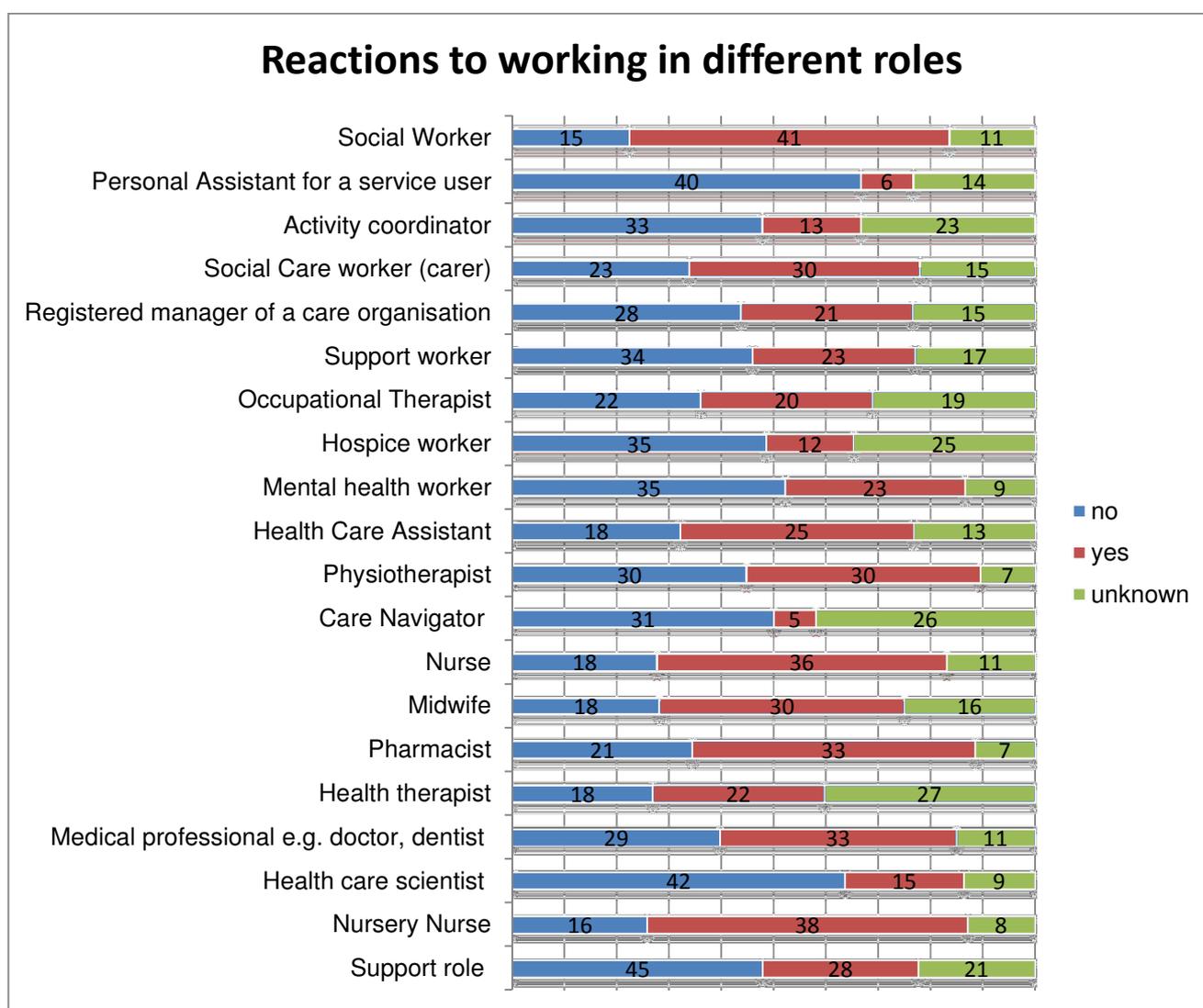
There was however, quite a correlation between what was said by all three groups.

The most popular roles (number choosing) were

1. Social worker (41)
2. Nursery nurse (38)
3. Nurse (36)
4. Medical professional, pharmacist (33)
5. Midwife, physiotherapist and social care worker (30)

The least popular roles were:

1. Support role (45)
2. Healthcare scientist (42)
3. Personal assistant (40)
4. Hospice worker, mental health worker (35)

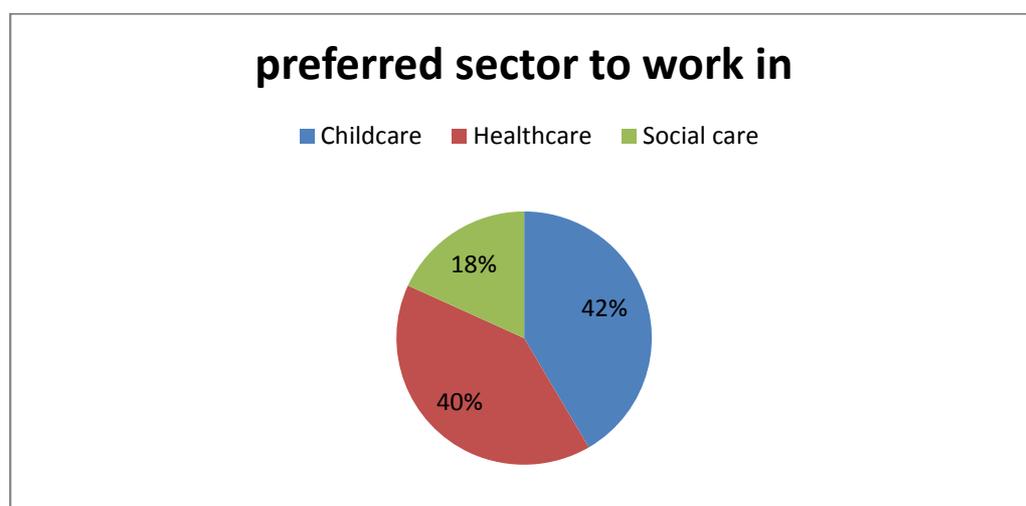


4. Which sector young people are interested in and why

When asked which sector the young people participating in the focus groups would like to work in the results showed a fairly even split between childcare and health care with social care not at all popular.

Reasons given were varied but seemed to relate to the roles they knew about the most. Some didn't understand the idea of a sector and said they wanted to do childcare but put in under health and some of the health ones seemed to relate more to social care. Many of the students were unaware of the range of social care jobs available therefore assumed there were fewer jobs. The majority of the students were put off by personal care (with some saying they didn't mind dealing with children's bodily functions but not adults!) Some did say they would be interested in social care as they enjoy listening to people's problems and thought it to be therapeutic work. However, most were unsure about the pay in social care and worried about long hours, having to work and get involved with family members of the service user, shift work, a lot of travelling between seeing clients and the emotional impact / the fact that it would be too difficult.

The health sector is seen as higher status and offering more money than the others and the NHS is well known about and attractive. Some were put off nursing and midwifery due to having to deal with blood and other bodily fluids.



5. Attitudes to placements

It was clear that the experience of having been on placement was very influential in what they said about the roles they were interested in. Many of those involved in the focus groups had not yet had a relevant placement and some had only been on a placement in a nursery or school. Although many were unsure about the value of their placement, most seemed to appreciate the opportunities given. It seems that where someone had a placement which made a big impact it had a wider effect on their whole group - e.g. a girl who'd been on a placement in a maternity ward came

back really enthusiastic about being a midwife. That and 'Call the Midwife' on TV meant that 2/3rds of the group said they wanted to be a Midwife. Similarly where the group had only experienced placements in a nursery, over half wanted to go into childcare. One group all had placements arranged in a care home setting and these enabled the learners to talk more knowledgably about some of the roles and they said what they liked about the placements was: it was nice to meet residents and the staff working within the sector; it was a welcoming environment and a useful experience. The negative points were saying good bye to the residents and staff, heart-breaking to watch residents unable to look after themselves.

6. Where young people go to for information

It was clear that young people wanted to get advice directly from someone they trusted such as a teacher or careers advisor. The influence of family was also very strong. Perhaps unexpectedly social media did not come out strongly as young people said there were too many scams and it couldn't be trusted. Also "Facebook is for older people". Online research was mentioned by many and when asked to prioritise, the majority said a careers website would be useful. However the emphasis on getting information from teachers and careers advisors can't be ignored. It seemed that those teachers and careers advisors involved in focus groups hadn't been using the Skills for Care information available on e.g. roles in care

A. Surveys with school learners

1. Year 9 surveys

20 year 9 pupils at a school in Tower Hamlets completed short paper surveys asking if they were interested in careers in health and social care. The responses showed:

- 45% said they hadn't heard about health and social care courses and careers. Of those who said they had heard 95% did not know what health and social care involved (most answered I've heard of it but am not clear what it is) only 1 person's answer suggested they knew what it was because a relative was working in social care.
- Less than 30% had any idea what they wanted to do as a future career
- In answer to where they would go for careers advice and support 85% mentioned parent, sibling or extended family compared with 50% mentioning school and 25% the internet

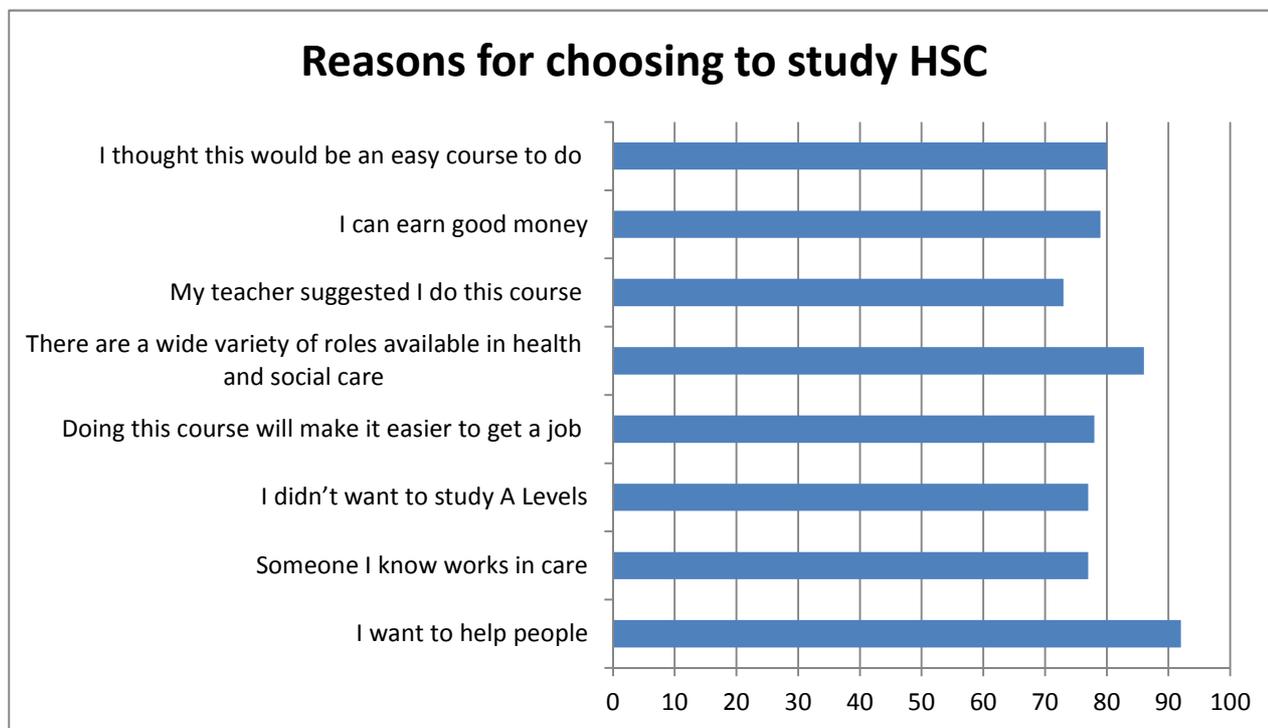
2. Surveys with young people on health and social care courses

A total of 102 young people studying on either a level 2 or 3 health and social care course at 3 schools or colleges in Waltham Forest and Tower Hamlets completed

paper surveys (This included one college not involved in the focus groups.) Results largely tallied with the focus groups

a) Why they chose a health and social care course

There was a fairly even spread of responses but the largest proportion chose the course because of a desire to help others

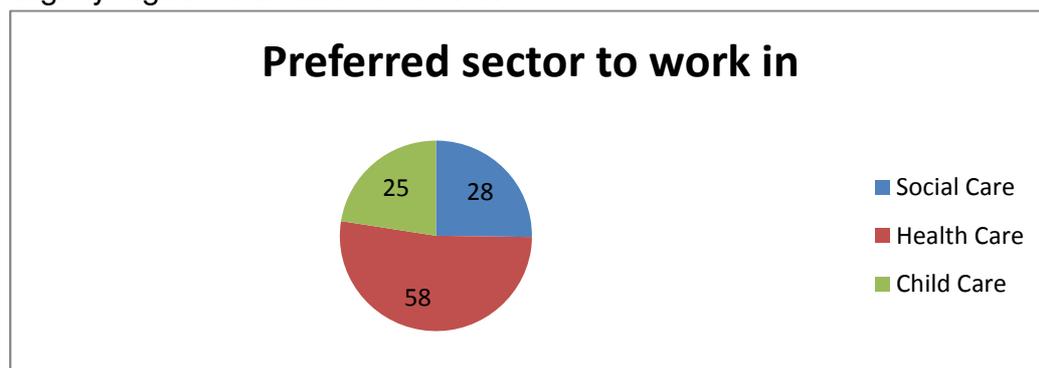


b) Work placements

Only 3/4 of the respondents had been on a work placement. The settings for these were 22% social care, 25% health care and 38% childcare. 81% of those who'd done placements said they enjoyed it with 40% saying they'd like to do another placement in a similar setting. 9% said the placement wasn't relevant and a similar percentage found it boring or said it had put them off a career in the sector.

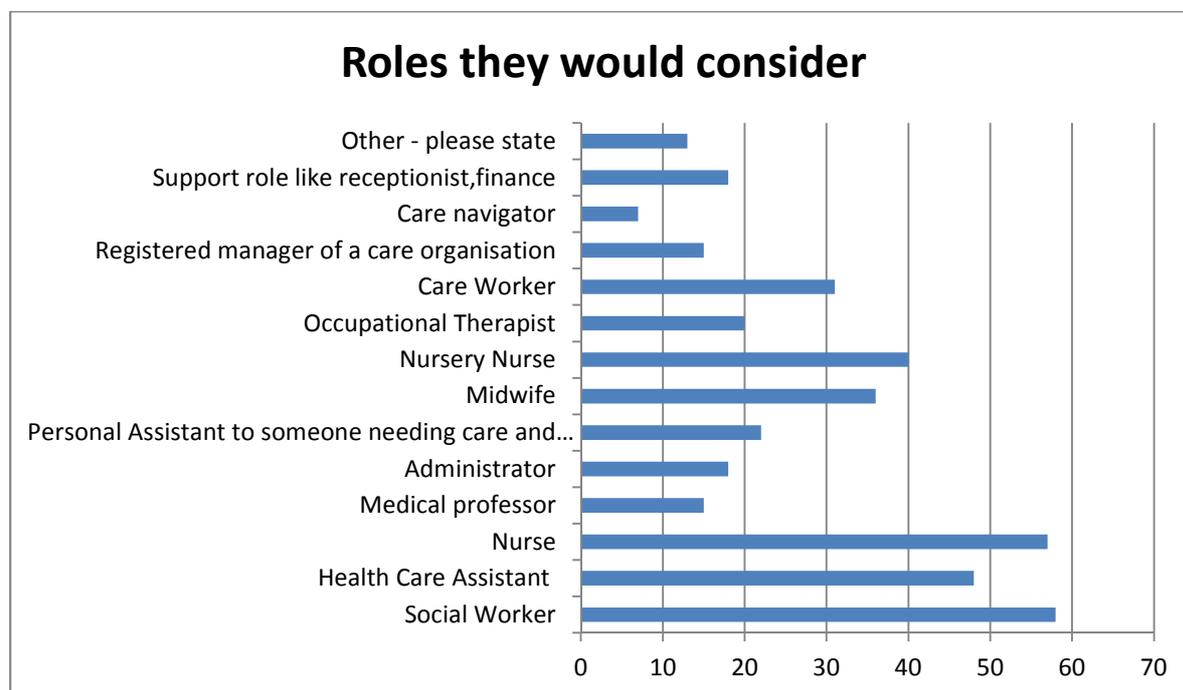
c) Preferred sector to work in

A higher proportion chose health care than in the focus groups, with social care slightly higher and childcare lower.



d) Roles they would consider

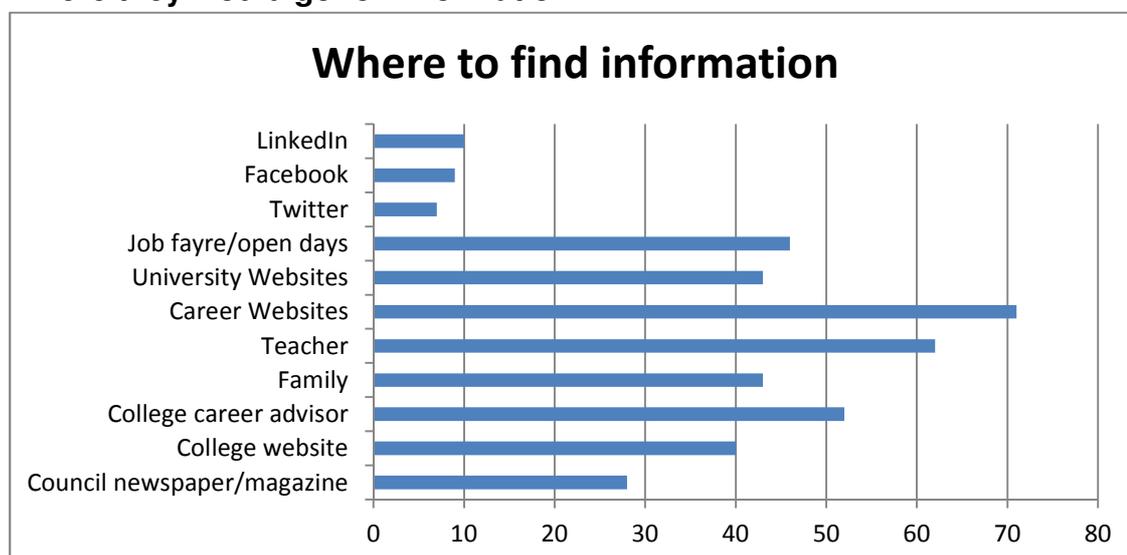
As with the focus groups the roles most known about were the ones that young people said they would consider. Other roles they listed included teacher, psychologist, lawyer and psychiatrist.



e) Information that would help them broaden knowledge about careers

Responses included: knowing what jobs they can apply for with the level of qualification they have / understanding what levels are needed for which jobs and which university courses; knowing where to find jobs – particularly which would employ a young person straight from school / college; access to experienced people giving advice; a map of all the roles available; more information on career pathways; opportunities to understand what the work involves – including work placements.

f) Where they would go for information



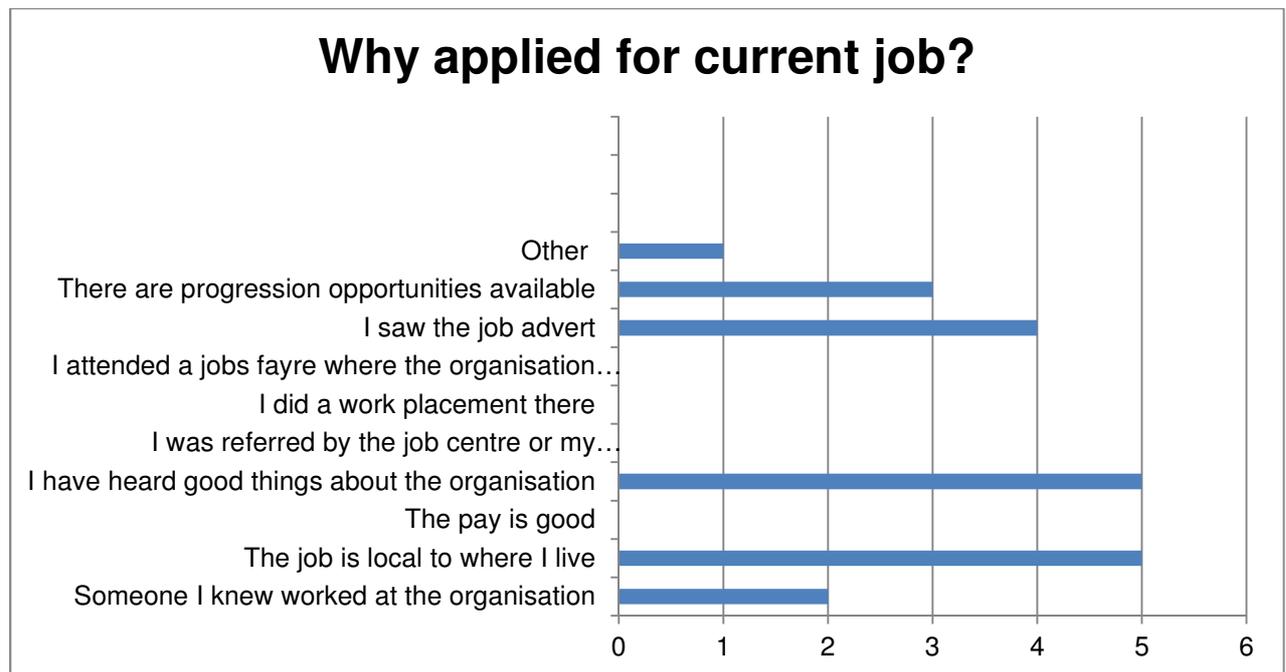
B. Online survey of newly employed care workers

The request for the survey to be forwarded to staff newly employed by their organisation (in the last 6 months) was sent out to over 500 local care contacts.

18 responses were received, of these 11 had worked in care before and 7 hadn't. Those who'd worked in care before had all worked for more than 3 years in the sector.

Why apply for their job in care?

When asked why they had applied for the current job the most common reasons stated were: The job is local to where I live and I have heard good things about the organisation



Reasons given for other were: I was working through an agency and allocated to the role temporarily - enjoyed the job and applied for the permanent role; I enjoy working with Learning disabilities; wanted a job in social care trying new things.

Why work in care?

When asked what attracted them to working in care

14 (77%) gave reasons to do with wanting to support / help people:

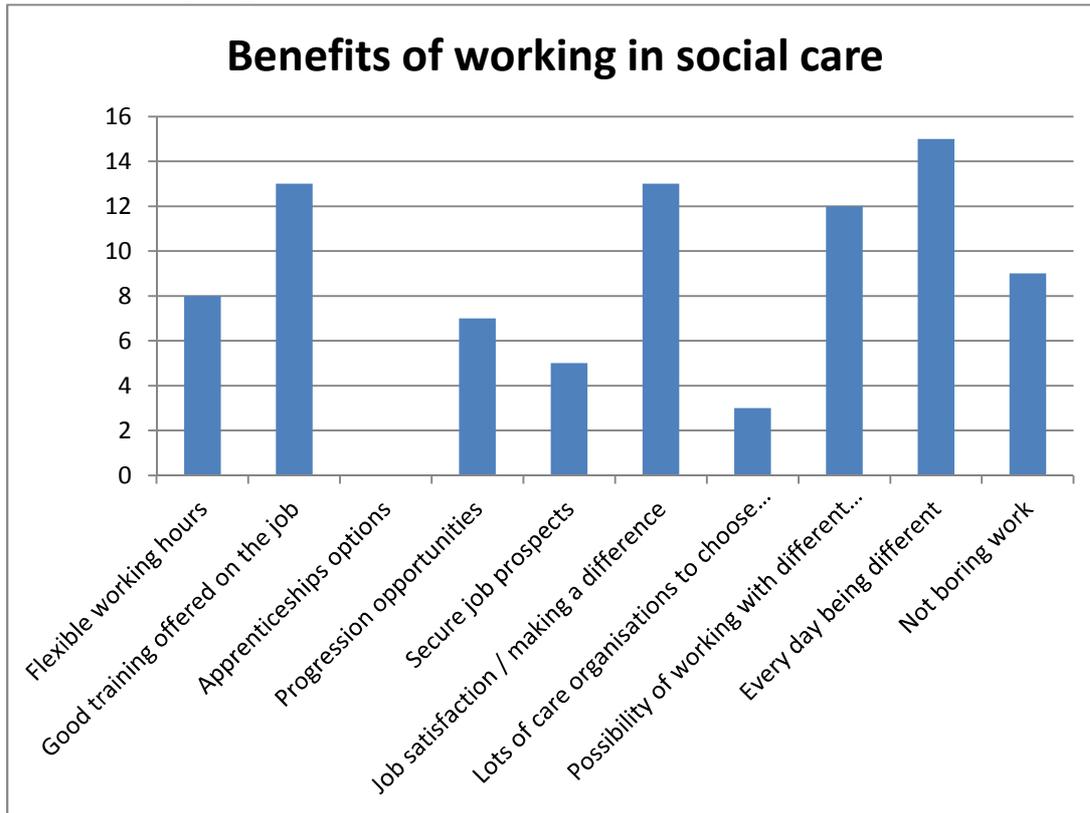
- Personal fulfilment and helping others
- Making a difference to people's lives.
- Helping others / Helping others to have a great quality of life (5)
- Providing Care for other people / I love to care (2)
- People facing, helping the community
- Working with people, understanding their differences and helping with their needs
- Supporting Vulnerable people

Other reasons were:

- I thought this sector made best use of my skills and interests.
- Wages
- The independence it immediately gave

Benefits of working in a social care role

The most popular reasons were every day being different followed by job satisfaction and good training offered on the job. The availability of apprenticeships was not mentioned by anyone.



When asked 'if you had to choose one benefit from the above list, which is the most important to you and why?' Responses were:

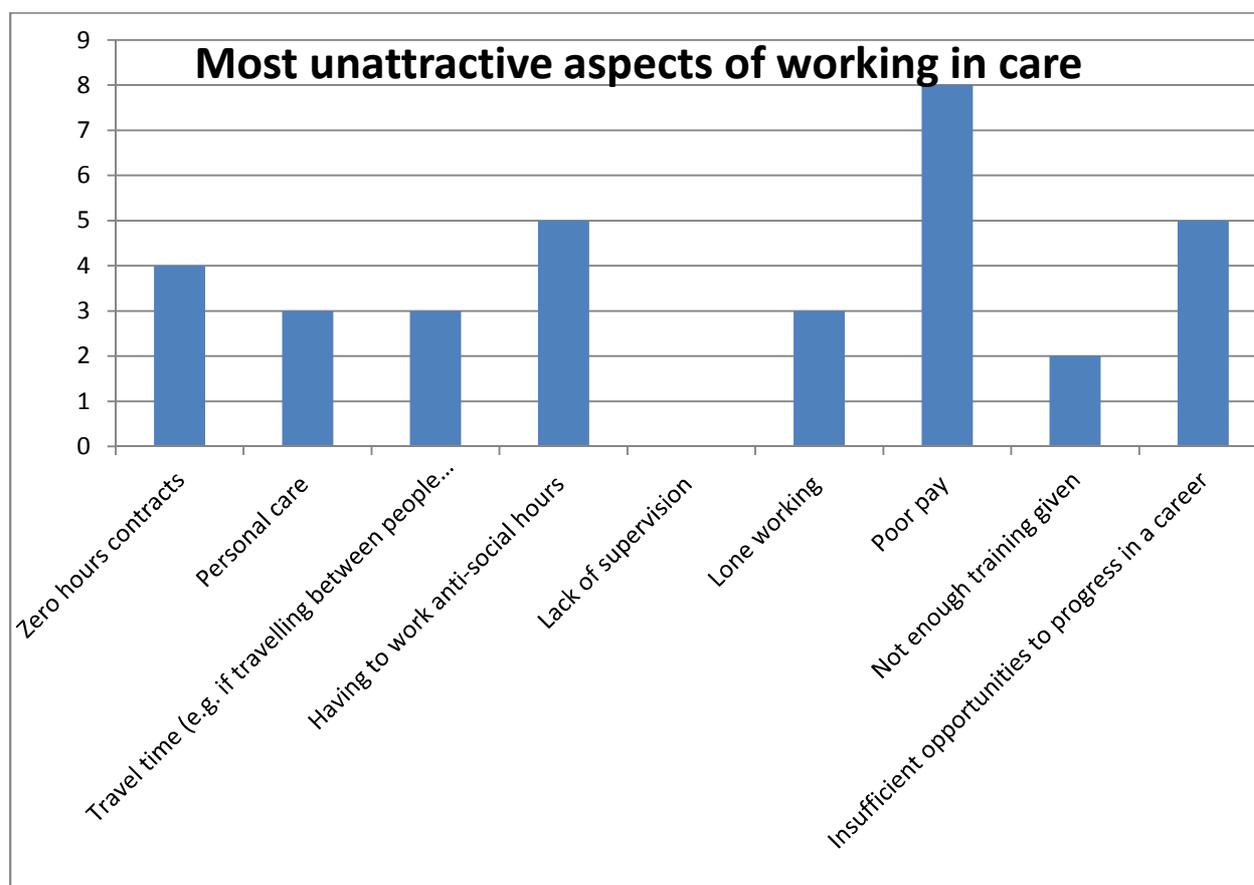
1. Making a difference / job satisfaction (mentioned by 8)
 - Making a difference because it's even better that we are getting paid to do something that makes you smile
 - I believe that job satisfaction is the most important as it allows you to put all your effort into the specific job role and to work within the company to the best of your ability.
2. Flexible hours (mentioned by 3)
 - Flexible hours as my wife is also working it helps for childcare
 - Flexible working hours, because I am currently studying for an MSc via distance learning and need time off for exams
3. Possibility of working with different types of people (mentioned by 2)
 - I am really interested in diversity and why we do things. My roles have helped me to have a better understanding of people and what their

differences can be. This has helped me to manage services and support them better

- different people, different needs
4. Every day being different (mentioned by 2)
 5. Not boring work because it is good to have something that motivates you mentally and understanding people and behaviours
 6. Progression opportunities

What things for you are the least attractive aspects of working in social care?

Poor pay was most often mentioned followed by anti-social hours and insufficient progression opportunities

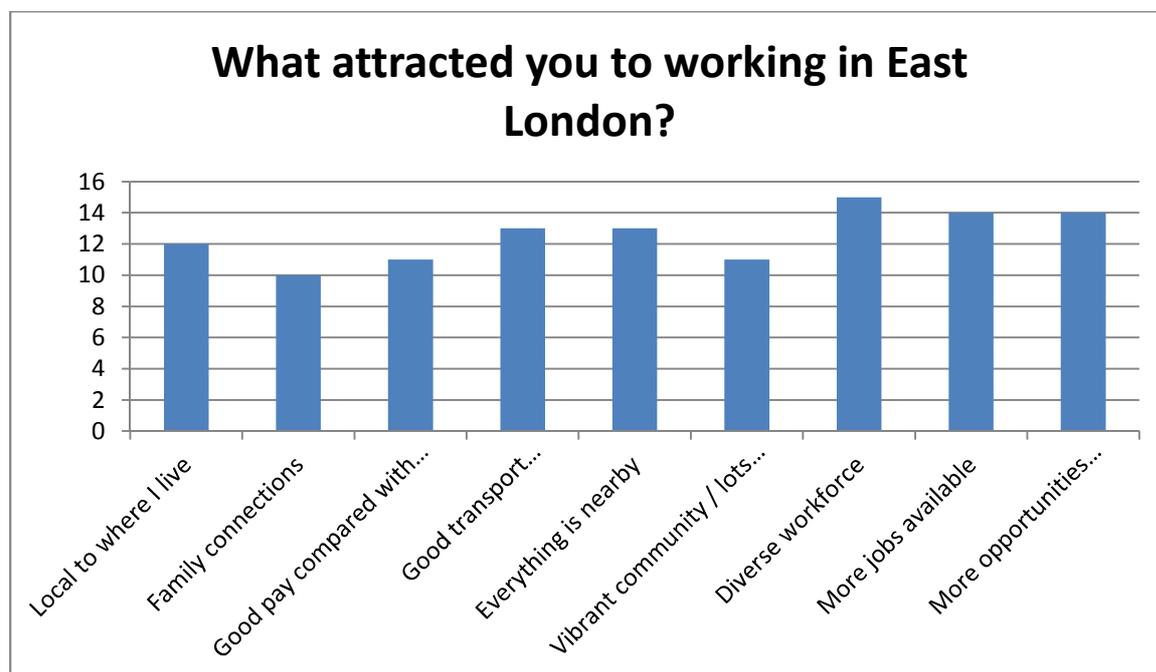


In answer to the question 'If you had to choose one least attractive aspect from the above list, which would this be and why?' Responses included:

1. Pay (mentioned by 5) - how can we attract more people when we pay same as Asda etc.
2. Working anti-social hours (mentioned by 3) -because you can't really have any kind of social life, which makes the standard of living lower
3. Other- Managing budget cuts by local authorities for the services we provide to the most vulnerable people in the community, and then justify it to their families and customers.
4. Being left alone on shift not knowing what to do
5. travel time

Attitudes to working in East London

Most factors scored similarly when compiled by priority order but diverse community was the most cited reason followed by more jobs and opportunities. Other comments made were – out of necessity and I've lived here all my life.



When asked whether they intended to stay working in East London 88% said yes with the main reason being it is local to where they live. Other reasons given for staying highlighted people's love of the area:

- Enjoy working in this vibrant area!
- I like East London and the variety of the work in the area
- Easy access, multi cultured community and colleagues
- Familiar with area and have good links with other health professionals, e.g. mental health team, social workers etc.
- Have a good experience of working in Tower Hamlets and know the profile of the area quite well
- Because East London is a great community and it is diverse
- I love it here

The 2 people who said they didn't want to stay in East London said it was because a) it was far from where they lived and b) they wanted a change.

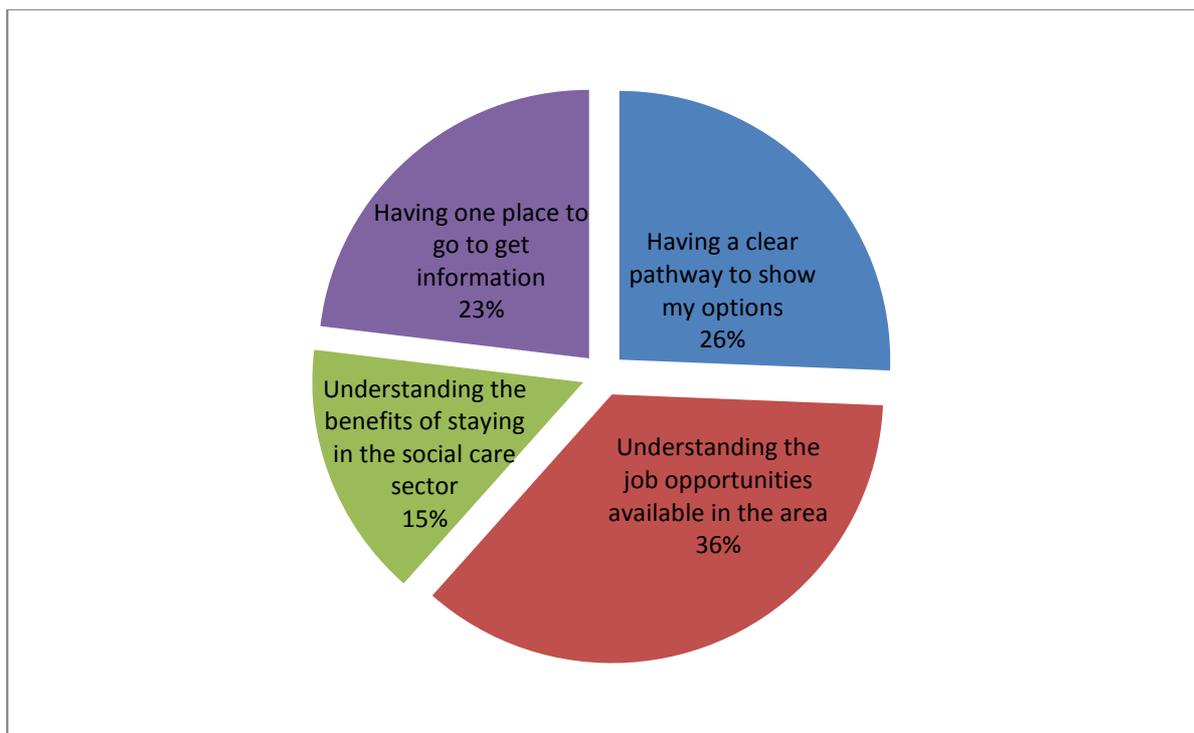
Progression plans

When asked if they had thought about their next steps 61% had with 11% saying no they hadn't thought about it, 16% saying they'd thought about it but didn't know and 11% saying they weren't sure what they could progress to.

Those that did know what they wanted to do next said:

- Overtime, I would like to progress to working in a different environment. This would ideally be working with children with special needs or children in care. This kind of social care, I believe, is very important as understanding the needs of children can be quite challenging and I enjoy challenging myself and enjoy working with children.
- I would love to be in social work or care
- To meeting with right people and work in the good organisation
- I am studying counselling and intend to move into mental health sector
- Progress to manager
- I want to be a farmer. I feel this is really me.
- Higher level in my training
- I will qualify as a social worker and work in children and families settings
- I am satisfied as a home manager
- reduce working hours
- after I finish my masters, I would like to work as a psychologist
- I am expanding my knowledge of care services to support my progression for the future. Working in a diverse environment is supporting me to understand different needs

What information would help you know how to progress your career?



Other comments were:

- Attending training and forums with others in the same position in their career and services.
- I would like someone to contact me stating what I could do to get to where I want and to give step by step instructions on how to achieve my goal and where to go for it.

Why people would leave social care

When asked 'If you are not planning to stay working in social care please state your reasons for leaving' reasons given were:

- Pay and hours are not very desirable, although the work is very rewarding in itself - however it is difficult with rising rent costs etc.
- poor pay
- Career change
- Interested in other sectors

C. Focus group with Job Centre Plus (JCP) employment advisors and work coaches

The session with JCP staff highlighted how difficult they found recruitment into the care roles that came through them. However, these were almost all domiciliary care agency opportunities where recruitment was to a bank and the zero hours contracts and lack of security put many off. They cited the biggest barriers as being:

- The number of hurdles to getting a job including the need for DBS, lack of experience, need for references, employment status, the impact of criminal records and shifts available not matching people's needs
- The fact that social care is seen as very low status and there is a stigma attached to / assumptions made particularly about domiciliary care
- A distaste for personal care roles
- Only zero hours / bank work being available and this being poorly paid often with travel not paid and inconvenient shifts

Some JCP staff have developed a good relationship with local employers and have learned what approaches work however, more needs to be done to ensure that job seekers understand and are prepared for the work available (see conclusions)

Conclusions and recommendations

The research reinforced things already known about as well as providing some new insights. The conclusions have been divided into different aspects (not in any priority order) with recommendations for action at the end of each

1. To encourage young people to consider roles in care more needs to be done with teachers and careers advisors and to secure work experience

As teachers and careers advisors are key 'go to' people for those studying health and social care courses, enabling them to have as much information as possible about careers and local opportunities is essential. Placements are crucial in helping young people understand work options but many struggle to provide relevant placements

- a) Identify a key person in each school / college offering HSC courses and send them regular information and develop a local network which can be used to promote careers in care. Strengthen existing links
- b) Support the work experience link person in the schools and colleges to develop better links with employers (this will also involve working with employers to help them see the value of offering work experience opportunities) and to help consider different work experience formats
- c) Develop other opportunities such as project work or research in an employer's setting / shorter activities which may be easier for employers to engage with, could help link teachers and employers and be useful to young people pre-placements
- d) Ensure any website developed includes a list of care organisations offering work experience within each local area

2. To get younger people (year 9) to consider roles in care more needs to be done with parents and the community

As young people are most influenced by family members, raising the profile of care careers in the whole community is important. This has worked successfully in health e.g. the images of nurses from the local communities which were placed on bus stops

- a) Consider identifying local young people who have gone into care careers to be the poster role models for others as part of a wider promotional campaign
- b) Set up an I Care Ambassador scheme with local young people willing to be ambassadors (to run alongside health)
- c) Consider how to ensure family involvement in any careers or recruitment events arranged
- d) Strengthen information about health and social care courses and what they involve / where they can lead to encourage more to take up courses

3. A careers and jobs website would be useful

Both the young people and those starting jobs said that a website with information about careers and local opportunities would be useful. It was clear that the preference was for a website (rather than using social media as had been assumed)

- a) Call together a group of young people to help design the website and its content (12 volunteered during the focus groups)
- b) Ensure local employers know about the website and can promote jobs and other pre-employment opportunities through signposting from it
- c) Use signposting to existing information where possible with the main focus being to promote East London, the opportunities available locally in the range of health and care services 'caring for our people'

4. Apprenticeships need to be promoted more

Any mention of apprenticeships was absent in the survey of new staff. However with the Levy being introduced local large employers will be looking at this as a route into employment (as well as for career progression of existing staff)

- a) Use current or recently completed apprentices to promote the roles and opportunities to others
- b) Develop materials which help change the assumptions about apprenticeships being only for young people to encourage staff to use them to progress
- c) Involve young people in designing promotional materials to attract other young people

5. Information about the range of roles and progression opportunities is needed to encourage people to come into and stay in the sector

It is clear that even for those currently employed in care they may not be clear what they can progress to and how. For young people considering the sector they have very little knowledge of the range of roles available. Job seekers using JCP only seem aware of domiciliary care roles.

- a) Use the tool being developed by Skills for Care (funded via Ambition London) alongside similar information on health and organise sessions to explain the available resources to local careers, employment and JCP advisors
- b) Develop more case studies or pen pictures of the kinds of roles available and what they involve -e.g. using examples of someone receiving care and support showing all the roles around them and what they each do.
- c) Involve young people on HSC courses in e.g. videoing current workers talking about their roles

6. Pay is an issue

Poor pay was mentioned by all respondents and is a major factor why it is hard to attract people into the sector. Although this is a national issue and the funding available can't be addressed through the project it may be possible to influence local employers. JCP gave examples of employers who had increased salaries in order to attract the right people.

- a) Run events with local employers to feedback what is being said and discuss the recruitment issues they face and explore possible solutions
- b) Use data on pay variations to illustrate the range of opportunities

7. Health roles are better known about and seen as more attractive

Traditionally care has been afraid of losing people to health and this may have created different approaches to recruitment which don't promote the health and care sector as a whole. As the sectors come together more and social care roles are increasingly needed, it is important to enable potential employees to understand the range of different opportunities available

- a) Create an assessment tool (that can be used by advisors with potential employees) which helps identify which jobs may be most appropriate for someone both in the long and short term
- b) Ensure the website contains information about all the roles available in health and care
- c) Link any care and health ambassadors so sessions are run jointly and people are not lost if one sector is not appropriate or of interest to them

8. Job Centre Plus services are not being used by many employers

JCP advisors have access to all job seekers who are receiving benefits, but the range of employers using them is very limited. Better links with employers could be made to enable matching of those local people looking for work and those employers seeking local employees.

- a) Provide advisors with information on local area, local registered organisations, what other types of roles they offer, projected vacancies
- b) Develop questions to ask job seekers to help with assessing what jobs might be suitable for them (see assessment tool above)
- c) Develop a list of questions that job seekers can ask employers to ensure they are clear about things like the hours available each week
- d) Promote the importance of linking in with JCP to employers and help develop the links including those willing to offer visits to see what the work involves
- e) Bring together JCP and borough job brokers to develop coordinated approaches

9. Most people value the same things about East London

There was overwhelming consensus that the diversity and vibrancy of East London and the variety of jobs and opportunities attracts many to working here. These (and the other) selling points need to be used in any recruitment campaigns

- a) Develop some tag lines / word clouds to represent the best aspects of East London which can be used on the website and in any promotional activities.

10. People working or considering working in care, do it because they are motivated by supporting others, making a difference and the job satisfaction that brings.

This came across strongly from all participants. People's values and attitudes drive them. It is widely recognised that the roles are suited to some people and not others so assessing someone's suitability is key. Unfortunately some young people appeared to be doing health and social care because they couldn't do anything else.

- a) Promote values based recruitment to employers more and also consider how aspects of it can be used in deciding who does health and social care courses and with JCP

Appendices

Why young people choose to do a health and social care course

The reasons young people gave for choosing to do a health and social care course.

Reason	Number of times mentioned
HSC leads to many careers / it opens so many pathways for my future career / it's an open tree where I can branch into a range of careers / it gives me many opportunities	12
I want to work in this setting / it relates to what I want to do in future	8
Because I love helping people and caring / I always want to help and care about other people and children /	6
Because I couldn't do the subjects I wanted to and there was no space on childcare	4
There are lots of jobs available	4
It's interesting	3
Because I want to work in a nursery or be a primary teacher	3
I have always been interested in healthcare and this is a good course / I wanted to learn more about the sector	2
Because it's easy to understand	2
Because my grades weren't good enough to do A levels / because I failed my A levels	2
If I did a childcare course I could only work with children but this course I can work with adults too	2
I did it at school so I decided to carry on at college	2
Because there are no exams and I can just do coursework to get into my career	
Because I want to become a midwife	
I love the course and am learning a lot	
Because I wanted to be a nurse but now I've changed and want to be a social worker	
Because I love to study human behaviour	
There was no space for science	
My sister did the course and recommended it	
My teacher recommended it	
You learn to communicate with different types of people	
Because I didn't pass Maths	

Attitudes to working in East London

Participants were asked in groups to list what they thought would be good about working in East London and what would be bad about it

The second column says how many times one thing was mentioned

Good things about working in East London		Bad things about working in East London	
Diverse (multicultural) community	16	Traffic	10
Good public transport	13	Overcrowded /overpopulated	7
Variety and range of jobs	13	Low pay	7
Aware of the area	11	High crime rates	6
More jobs available than some other areas	10	Not enough opportunities for young people to get experience which jobs require	5
Close to home	6	Pollution	4
Good pay /higher than other areas	6	Transport too packed	3
No racial problems /good equality	5	Cost of travel	3
Good variety of and cheap food	2	Age discrimination against young people (e.g. paid less, looked down on)	3
Good schools /education opportunities	2	Gangs	3
Good opportunities for young people	2	Not enough jobs	3
Lot of religious places available (mosques, churches etc)	2	Lower employment in area (lots claiming benefits)	2
Friends and family here	2	Poor / deprived area	2
Not much crime		Not enough jobs outside of HSC	2
Good social opportunities & clubs		A lot of competition	2
Opportunities for volunteering		Bad transport (Waltham Forest)	2
Tolerable		Racism	2
Cultures work together		Discrimination in workplace	
Friendly neighbours		Best jobs taken by professionals	
Free speech		Some not nice people	
Busy area lots happening		Not very diverse (Tower Hamlets)	
Crime (like stabbing) can mean there are more patients so more work		If stay don't get to experience new environments	
		Job centres not very good	
		Parking problems	
		Not many part time jobs	
		Smelly	
		Inequality between men & women	
		Too loud and noisy	
		Lack of facilities	
		Staff vacancies so jobs too hard	

Reactions to different roles

- R = Red - Not interested
- G = Green - Interested
- Y = Yellow - Not heard of role or not sure

Role	College A			College B			College C			Totals		
	R	G	Y	R	G	Y	R	G	Y	R	G	Y
Social Worker	4	19	2	5	12	6	6	10	3	15	41	11
Personal Assistant for a service user	14	0	9	13	4	4	13	2	1	40	6	14
Activity coordinator	13	4	13	8	7	6	12	2	4	33	13	23
Social Care worker (carer)	7	13	7	8	8	5	8	9	3	23	30	15
Registered manager of a care organisation	17	9	1	4	8	7	7	4	7	28	21	15
Support worker	13	8	9	11	8	5	10	7	3	34	23	17
Occupational Therapist	10	3	7	4	8	9	8	9	3	22	20	19
Hospice worker	13	4	7	7	6	11	15	2	7	35	12	25
Mental health worker	17	11	4	9	8	3	9	4	2	35	23	9
Health Care Assistant	5	9	4	5	10	5	8	6	4	18	25	13
Physiotherapist	15	11	3	6	11	2	9	8	2	30	30	7
Care navigator	9	1	9	8	3	11	14	1	6	31	5	26
Nurse	9	12	4	5	13	5	4	11	2	18	36	11
Midwife	5	12	7	11	4	5	2	14	4	18	30	16
Pharmacist	12	9	1	3	14	2	6	10	4	21	33	7
Health therapist	4	10	14	3	8	8	11	4	5	18	22	27
Medical professional e.g. doctor, dentist	14	4	8	7	13	2	8	16	1	29	33	11

	R	G	Y	R	G	Y	R	G	Y	R	G	Y
Health care scientist	14	7	3	19	2	1	9	6	5	42	15	9
Nursery Nurse	5	14	3	8	11	3	3	13	2	16	38	8
Support role like administrator, receptionist, finance	11	10	3	11	5	12	23	13	6	45	28	21

Which sector young people are interested in working in and their reasons

When asked to choose which sector the numbers choosing each were:

Sector	College A	College B	College C	Totals
Childcare	13	10	9	32
Healthcare	8	13	10	31
Social care	4	4	6	14

Reasons given for the choices are below with the number of times they were mentioned if given by more than one person

Childcare

I like children and enjoy working with them / I like taking care of children	14
I'm really good with kids	4
I already have experience through my work placements so I know what I need to do and how to work with children	4
I like the idea of helping start up someone's life / I always wanted to share my knowledge and help young children to succeed / like teaching children	4
I'd like to go onto be a primary school teacher	3
Less stress and more fun playing and helping children develop	2
Easy to find a job	2
It's always been my dream job / it's a job I'd love	2
I like kids and they're easy to handle	
Children are interesting to be with	
You would look forward to being with children more than working with the elderly	
I've got family who work with children	
I love seeing their development	
If you go into primary teaching there are lots of benefits like holidays	
Its good pay	
I don't know why	

Healthcare

I want to be a midwife to help mothers give birth and take care of their newborn baby / I want to be a midwife as it makes enough money, I love babies and family members do it / I love babies and you earn good money / I believe I have the caring nature to ease a mother in labour / I love helping adults and children and will be volunteering in a hospital soon / I love kids and babies	7
I want to go into nursing as I enjoy taking care of people / I like to help people who need it / I want to provide information and care for patients / I love helping the poorly / I have family members who are nurses	7
I want to be a children's nurse – I love working with children and	3

they're easier to handle / I can communicate with children – I'd like to be a nurse with children	
I'm interested in being a psychologist because mental health interests me and I want to help people facing these issues	2
I'd like to be a mental health nurse or psychologist as I like to know why people act the way they do and the developments	2
I'm interested in psychology as you look at the way people act in certain ways	
I want to be a health psychologist as I want to help others and it pays well	
There's more of a variety of jobs	
I want to aid people who have pain or disease	
I'm interested in physiotherapy	
I'm interested in the medical sector – I have a passion for science and its good money	
Healthcare worker as I want to help older people	
I'm interested in a career in the medical sector working and helping patients out in a hospital	
I've always wanted to have a job in healthcare I like helping people and think it's a good job	
Healthcare is more interesting	
Its good money	
Because it's a good job for me as I want to move to the USA	

Social care

I want to be a social worker (or probation worker) I know I can deliver the best advice and guidance to a client / the social worker job seems interesting and pays well / I want to be able to help people out	3
Because university isn't compulsory and I like to understand different people's lives / No need to go to uni and I want to help different people / I don't want to go to university – I'd like to be an advice worker	3
I like helping out people in the community by supporting them through their problems and finding a way to resolve them	
I would like to be a therapist as I like to help people think out their problems	
I'm interested in occupational therapy I want to help people come out of something – I like the idea of it	
I would want to be a care home manager because I can apply now to be a care worker in where I did a placement as they want to hire me	
Because I want to help people and no-one in my family has done it	
I want to work with young offenders	
I enjoy helping people who have person issues or need help	
Because you can have a 1:1 relationship with people	

Attitudes to placements

Placements and how they were seen

Participants were asked to state what type of placement and illustrate whether placements were good and useful or bad / not useful

- + = positive
- - = negative
- ? = ok /unsure

School / college	Placement	Positives or negatives
College A	Primary school	+ + +
	Hospital	+
	Day nursery	+ + + + -
	Pharmacy	+
	Elderly day care centre	+
College B	Day Care centre	+ + - -
	Pharmacy	+
	Care / Nursing Home	- ? ? - + - ? + - + ? + + + ? - + ? + - + + +
	Nursery	+ + + + + ? ? + + + + +
	Hospice	-
	Primary school	+ + + ? -
	Family Centre	+
College C	Nursery	+ + - +
	Special needs school	+
	Pharmacy	-
	Primary school	+
	Health clinic	+
	Mental health care home	-
	Care Home	-

Where would you choose to look or go to for information about health and social care careers?

Participants were asked to tick all the ones below they would use – the number of ticks each received is given below

Source of information	Number of times chosen
Teacher	46
Career websites	44
School / college career advisor	32
Family	27
School / college website	20
University websites	19
Job fayre / open days	12
LinkedIn	10
Council newspaper/magazine	6
Twitter	4
Facebook	3
Others added by participants:	
Google search	6
Online research	2
Friends	
Newspaper advertisements in e.g. evening standard, metro	
People doing jobs I want to do	
Instagram	
Indeed	
Gov.co.uk	
Participants were asked to choose which of the ones above do you think are the most useful sources of information about careers?	
Careers websites	12
Careers advisors	6
Teacher	5
University websites	3
Family	2
Online	2
Google	

Council newspaper	
Social media	
Reasons given for choosing the most useful:	
<ul style="list-style-type: none">• Family and careers websites because you get first-hand information on what jobs you might want to do• Talk to people who are doing the job you are interested in• University websites to know the entry requirements and UCAS points needed• College careers advisors are the most useful sources of information they help provide the information we need to know and help guide us along the career path we would like• Careers advisor gives face to face advice• Career websites gives more information about individual jobs• Teacher is the most useful source of information as they are more reliable, you can talk to them face to face informally and they know you very well	

Focus group with Job Centre Plus employment advisors & work coaches

Focus group with Job Centre Plus staff

15 attended and the group were a mixture of work coaches and employment advisors (EA) from East London JCP offices.

Reactions to care jobs being suggested

Responses to asking how people reacted when they had last suggested care jobs included:

- 'No way'
- Unpredictable shifts with sometimes long gaps in between.
- Zero hour contracts
- Even if they are interested the hours they can work aren't always on offer
- Issues with travel time and being unpaid for travel between people.
- Low pay with most private companies only paying about £7.20 per hour. Hassle and too many hurdles for that kind of money - would rather work in retail for £7.20, construction is also paying more with £10 per hour. Even warehouse work can pay better
- Some people would only consider working in social care if they had personal experience of looking after someone but others would be put off as the work would bring back bad memories of how grandparents or parents were in later life.

Barriers to getting people to consider jobs in care

JCP advisors mention wage top ups to support benefits and universal credit but this doesn't usually do enough to entice people into the available jobs. Barriers coaches have come across include:

- The type of social care employers recruiting through JCP can create a negative impression of the care sector, with a lot of agencies recruiting only bank staff and offering no security. Some agencies disappearing overnight or people employed by fly by night company then out of work.
- Employers are asking for DBS for each employment which is taking longer and costing more. Employers are not checking or trusting the portable DBS and some seem to be charging potential employees more than the actual price to get them done. Many charge the full price out of wages (others offer 50:50)
- There are too many hurdles to cross and the pay is not good enough to get a job in social care and therefore people would rather work in retail.
- Those who are interested in social care may have past criminal records which were a long time ago. Employers are often too risk averse and picky and won't take anyone with any record regardless of what, therefore coaches would not put forward those candidates for jobs.

- Clients lack experience and therefore cannot get the job.
- No status in social care roles - social care considered lower status compared to health jobs. It's only seen as an option for those who do not have any qualifications (this can then reduce status perceptions).
- Stigma around domiciliary care – seen as dirty, stressful and potentially damaging to health e.g. they think they'll get a bad back as a result of lifting and moving people
- Even if people are interested in care they may not like all the paperwork - 10 minutes of caring and 20 minutes of paperwork
- Bank roles offer no security and not knowing the working patterns mean they are not usually appropriate for people with families.
- The work is seen by many as quite saddening and so is the fact that there isn't enough money invested into the sector
- Some people are interested but lack the necessary basics like employment status and references

Hardest / easiest to fill roles

- Mainly domiciliary care jobs which come through to the job centre. There are a lot of these vacancies but they are always hard to fill. Better roles are advertised elsewhere and therefore there is no sense of the range of work available.
- Job vacancies in residential homes are easier to fill because they usually have guaranteed hours, although there are not a lot of residential homes employing through JCP.
- Personal care is a big put off for many people. Support worker / advocacy type roles are easier to fill. People would rather work with children who require personal care than older people
- Health sector seen as offering security and status as the NHS is known by everyone and such a large employer (however people are put off bank roles for health just like care)
- Healthcare assistants are often recruited with work experience and training offered so these positions are easier to fill
- Nurses are respected and people know what the role is – assumptions are made about what a care worker does and often these are based on hearsay or stereotypes

Identity Factors and attitudes to care work

- Young people aged 18 - 24 are not interested in care.
- Only young people who are interested in nursing may consider social care employment for a short period to gain experience.
- Harder to get men to consider the role (although there was a variation in views about this) some employers say they don't want men.
- Asian women are unlikely to work with men.
- Older women who have looked after their own families are more willing to work in care

- Afro Caribbean women are also likely to consider work in care due to cultural factors and personal experiences.

How people's suitability for care jobs is currently assessed

- Find out people's interests and gauge their passion for this type of work. Look at skills and hobbies to see if they relate and look at things like any volunteering
- Can tell by the way they talk to you
- Setting up group sessions for interested people to talk through and find out more

Things that have worked well to address issues

- Building relationships with local care employers
- Getting people to look for jobs with the help of an advisor rather than just through the universal job match
- Holding group sessions with clients and employers to promote social care roles / booking in clients to hear from employers
- Setting up a sector based work academy (one being considered at the moment)
- Community 10,000 - Staff have spent a day in a care home to observe and learn about the sector.
- Waltham Forest JCP has strong relationships with employers to address issues and barriers and have designated a month in the year to promote health and social care careers.
- EA staff are developing good employer links and going on look /see visits to local organisations – 'vetting' new employers
- There are some very good local employers who are trying hard – many have put up their rate of pay and others train people in their own language. Working with these employers is producing better results

Things that are not working so well

- Preferred way to look for vacancies and match people is 'Universal job match'. All clients have an account however any employer can upload a vacancy on the site and the care employers who use it may not be the best employers / don't offer guaranteed hours. JCP have very little control over it
- Many more domiciliary employers link with JCP than any other care organisations, which gives a skewed picture of the roles available
- At events which employers attend it tends to be the recruitment teams that come in rather than care workers who can talk directly about their role
- The information on care roles available via the knowledge hub is very generic and not about local opportunities
- Employers that attend are just looking for bank recruitment. They don't seem to use very good recruitment processes

the best employers don't need to use JCP as they advertise through word of mouth / reputation

- Not enough opportunities for young people to have visits to care organisations to see what the work would be like

Information and resources that would be helpful

- Easy to access information on local area, local registered organisations, what other types of roles they offer, projected vacancies
- Case studies or pen pictures of the kinds of roles available and what they involved for (but have to ensure they don't get the impression their work will be like that as roles are too varied)
- Some kind of questions to ask job seekers to help with assessing what jobs might be suitable for them
- A list of questions that job seekers can ask employers to ensure they are clear about things like the hours available each week
- Employers willing to offer visits to see what the work involves

Paper survey results and analysis

Q1- Why did you choose to study health and social care? 1 = most important 8 = least important	Number of students who selected each answer			
	College C	College A	College D	Totals
I want to help people	30	27	35	92
Someone I know works in care	29	24	24	77
I didn't want to study A Levels	28	26	23	77
Doing this course will make it easier to get a job	27	26	25	78
There are a wide variety of roles available in health and social care	31	28	27	86
My teacher suggested I do this course	27	24	22	73
I can earn good money	27	27	25	79
I thought this would be an easy course to do	24	33	23	80
Other (please state)		2	1	
Q2 - Have you completed any work placements for your course?	College C	College A	College D	Totals
Yes	27	30	19	76
No	5	0	21	26
Q3 - If yes, in which setting was your work placement?				
Social Care	3	10	10	23
Health Care	9	6	11	26
Child Care	18	17	4	39
Other				
Q4 - What did you think about the work placements for your course?				
I enjoyed it	21	21	20	62
I would like to do another placement in a similar place	9	15	7	31
It was boring	4	1	1	6
I wouldn't go back	3	2	1	6

It put me off having a career in health care or social care	1	2	3	6
It wasn't relevant to the course	2	1	4	7
Other - please state	1	1	0	2
Q5 - Which sector would you prefer to work in?				
Social Care	6	6	16	28
Health Care	18	9	31	58
Child Care	13	7	5	25

Q6 - Why have you chosen the above sector?

- Want to do midwifery
- Want to work with children
- Want to become a teacher
- Want to become a nurse
- I like social care
- I want to be a doctor
- Want to be a child nurse
- I like to care for people and identify their illness
- I want to go into safeguarding
- I like to look after people
- Would like more experience as I would like to become a primary school teacher
- Enjoy working with children and solving family problems
- Want to help people
- Enjoy it
- Would love to help and make an impact on society
- Because I know social care can be difficult and I can help young people
- Like to work with sick people or people who have some disability
- Enjoyed work experience
- Have experience in it

- Interested in midwifery
- To get a qualification
- Try something different
- Want to work in health
- Like working with children
- Support people in need and help vulnerable people
- More job opportunities
- Enjoy it
- Health is important to me and is a sector with a decline in staff

Q7 - Tick all the jobs you would be interested in as a career?	College C	College A	College D	Totals
Social Worker	13	19	26	58
Health Care Assistant	12	12	24	48
Nurse	18	12	27	57
Medical professor	5	5	5	15
Administrator	5	7	6	18
Personal Assistant to someone needing care and support	6	4	12	22
Midwife	14	6	16	36
Nursery Nurse	10	15	15	40
Occupational Therapist	8	4	8	20
Care Worker	9	8	14	31
Registered manager of a care organisation	3	2	10	15
Care navigator	2	0	5	7
Support role like administrator, receptionist, finance	4	8	6	18
Other - please state	10	3	0	13

Q8 - What information would help you or be useful to broaden your knowledge about careers in health and social care?

- Requirements for university to study preferred options

- Apprenticeships
- Experienced people to give advice
- More information about job roles that employ young people once they finish their course
- The jobs it can lead me to
- Career pathways and income
- Leaflets
- Different careers available
- I want to improve the wellbeing of others in health
- Enjoy helping the elderly
- The NHS website
- The qualifications required
- A colourful mind map highlighting different roles
- Leaflets
- Posters
- Work experience
- Voluntary work
- What qualifications are needed
- What roles are there?
- Career pathway
- Overview of the career I want to pursue
- Tips to understand how different professions work, to see what the job and place is like
- More insight into routine of nurses
- Internet
- Visit a care home and know more about it
- Where I can work?
- Which positions can I apply for with my level 2?
- Careers fair and websites
- Various Mental Health facilities
- Is A level the same as Level 4 in uni?

Q9 - Where would you choose to look or go for information about health and social care careers? Tick all that apply	College C	College A	College D	Totals
Council newspaper/magazine	3	5	20	28
College website	15	12	13	40
College career advisor	11	15	26	52
Family	15	18	10	43
Teacher	20	20	22	62
Career Websites	21	24	26	71
University Websites	17	16	10	43
Job fayre/open days	12	17	17	46
Twitter	3	2	2	7
Facebook	3	3	3	9
LinkedIn	3	4	3	10
Other - please state	1	1	2	4

