

Focus on Care

Oxfordshire Labour Market Information, Winter 2016
Produced by Oxfordshire Local Enterprise Partnership



Skills for Care have estimated there are currently 14,250 jobs in adult social care in Oxfordshire¹, with a total of 1.6 million adult social care workers² in the UK – when combined with the health sector of 2.1 million workers this equates to being the largest sector in the UK in employment terms³.

Growth in this sector is very real. It is predicted that to 2026, in Oxfordshire alone, up to **750 additional care workers** will be required **each year** to meet the “demand for services brought about by demographic and social change including population growth, the ageing population, lifestyle choices that are injurious to health and declining social cohesion”⁴

***The Oxfordshire workforce:** 82 per cent of direct care jobs are currently filled by women. Nearly half of the workforce are aged between 35 and 54 years old and 22 per cent are 55 or over. Half work part-time. A quarter of the social care workforce was born overseas. 16 per cent were born outside the European Economic Area (EEA).*

Most jobs in adult social care (63%) are with a private sector care provider, voluntary or independent sector organisation. Only 10 per cent are roles working for directly for Oxfordshire County Council.

¹ Skills for Care projection with adjusted OCC estimate defined at <https://www.nmds-sc-online.org.uk/reportengine/GuestDashboard.aspx?type=WorkforceEstimates>

² While this bulletin focuses on roles in ‘adult social care’, it recognises the close interface with the health care workforce.

³ Business Register Employment Survey, 2013

⁴ UKCES Sector skills insights: Health and social care evidence report 52, 2012, p43.

An ageing population

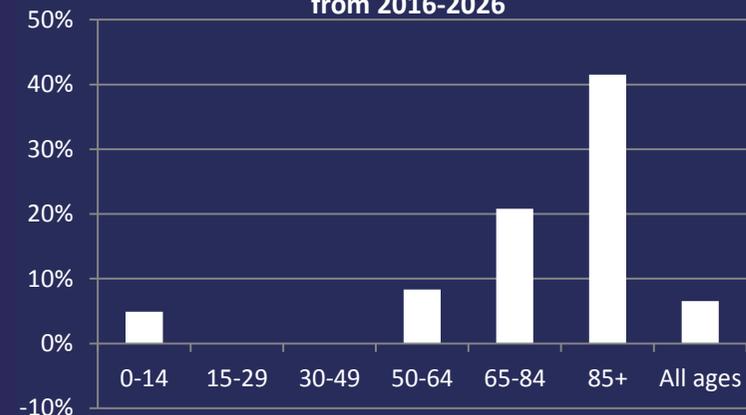
Oxfordshire's total population is projected to increase from 684,000 in 2016 to 728,000 by 2026 with each older age group increasing substantially.

The largest increase is for people aged over 85 which is expected to increase by 41 per cent between now, 2016, and 2026 from 17,000 to 24,000, while the 65-84 age group increases by 22,000 (up 21%).

By 2026, 21 per cent of the population are projected to be over 65 compared to 18 per cent in 2016.

Source: ONS Sub-national Population projections, 2016

**Oxfordshire population percentage difference
from 2016-2026**



Higher skills will be required across the sector. Managers will be required to improve financial and patient care and more use of technology will become the norm through genomics and assistive technology. It is estimated, in the UK, a further 234,000 employees in the care sector will be required to be qualified to first degree level or higher⁴⁴.

Adult social care offers and will continue to offer a variety of different and hugely worthwhile job roles and opportunities which can make massive, life-changing differences to people who need care and support. In the future, more people's care and support needs will be met in their own homes, including those of people who might previously have been cared for in a hospital or care home.

Why work in Adult Social Care?

It is rewarding and challenging.

It gives you the chance to make a difference to people's lives.

You get to meet people from all walks of life.

It offers great career prospects - you could move on to more senior or specialist roles in social and health care.

It offers opportunities for learning and to gain qualifications.

To meet this growth the sector needs to recruit more young people with the right values and behaviours to work in adult social care roles placing an emphasis on soft skills where caring values match behaviours. Personal attributes are as important as training and qualifications.

One route into caring roles is via apprenticeships. Oxfordshire has seen a fourfold increase in starts between 2009 and 2014, levelling out thereafter. In 2016, 52 per cent of apprenticeships in care in Oxfordshire are at Intermediate level (equivalent to five GCSEs grades A*-C), 38 per cent at Advanced level (equivalent to gaining two A-level passes) and ten per cent were Higher (from Foundation degree to Masters degree) level. This growth far exceeds that for all other sectors.⁵

The Oxford University Hospitals NHS Trust and Outcomes First Group are the biggest social care employers in Oxfordshire. Care jobs may be posted via recruitment consultants such as 'Completely Care' and 'Wellbeing Healthcare' recruiting to some of the 102 support and care at home providers in Oxfordshire. These offer services to people in their own homes.

Each Oxfordshire district has an average of 28 residential care homes where an average of half of these homes in each district offer nursing care. Four Seasons Health Care and Barchester Healthcare and The Order of St John Care Trust are independent health care providers recruiting carers and also big employers in Oxfordshire in 2014.

Care posts most in demand in Oxfordshire are for care workers, managers in residential, day and domiciliary care homes and Social Workers.

Social care careers guidance can be found at:

<http://217.30.114.26/careerpathwaysdev/WhatIsAdultSocialCare/WhatIsadultsocialcare.aspx>

⁵ Oxfordshire Apprenticeship Starts, Skills Funding Agency 2015/16

Personal attributes for carers:

Enjoyment in working with people ... and in doing a job that really matters. You need to be reliable, responsible, and well-organised.

Good listening and communicating skills are important plus values and beliefs that everyone has a right to dignity and privacy.

You must have a commitment to quality care and support.

Vacancies 2016, Oxfordshire	
Care workers and home carers	985
Residential, day and domiciliary care managers and proprietors	222
Social Workers	176
Senior care workers	134
Welfare and Housing associate professionals	113
Houseparents and residential wardens	34

Care workers / assistants

Care workers are essentially involved in looking after others, attending to their specific needs, and assisting them with their daily tasks in their own homes, sheltered housing, at day centres or in places like nursing homes. Other skills include meal preparation, toileting, patient bathing, infection control and report writing. No formal qualifications are required and training is usually on the job. Starting salary is usually £14,000, usually rising to around £19,000 with experience. Senior carers earn £22,000+. The advertised mean salary in Oxfordshire is £21,000 for Care workers and £27,000 for Senior Care workers.

Domiciliary care and home manager

Domiciliary care managers provide overall day to day management of service delivery, ensuring that goals are achieved through effective management practices and staff are motivated and supported to build strategic, long term and sustainable customer service relationships. You would work closely with other departmental managers and the finance team to ensure that cost data is current and that bench marks are in place to develop and grow the business by actively. Starting salary £25,000. The advertised mean salary in Oxfordshire is £42,000.

Social Workers

Social work seeks to improve the quality of life and subjective well-being of individuals, families, couples, groups, and communities through research, policy, community organizing, direct practice, crisis intervention, and teaching for the benefit of those affected by social disadvantages. The profession is dedicated to social justice and the well-being of oppressed and marginalized individuals and communities. To be fully qualified you must hold a Bachelors or Masters degree in social work. Starting salary is £28,000 and £44,000 with experience. The advertised mean salary is £40,400 in Oxfordshire. Senior positions could exceed £50,000 per annum.