

Profile: Health & Social care

Alignment to strategic priorities:

National Hampshire CC Surrey CC Coast to Capital Enterprise M3

<p>120,068</p> <p>Jobs (2019)</p> <p>2% below National average</p>	<p>-0.6%</p> <p>% Change (2019 - 2022)</p> <p>Nation: +6.1%</p>	<p>5,011</p> <p>businesses (2021)</p> <p>46% have 1-4 employees</p>	<p>£25.5k</p> <p>Average wages per job:</p> <p>LSIP = £31.0k South East = £30.5k Nation = £30.4k</p>
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Source: Lightcast

TOP ONLINE POSTED OCCUPATIONS:

1. Care workers and home carers
2. Nurses
3. Nursing auxiliaries and assistants
4. Medical practitioners
5. Nursery nurses and assistants

TOP SPECIALISED SKILLS:

1. Nursing
2. Personal care
3. Mental health
4. Auditing
5. Midwifery

TOP SOFT SKILLS:

1. Communications
2. Management
3. Teaching
4. Leadership
5. Customer service

JOB POSTINGS REGIONAL BREAKDOWN:

1. Guildford
2. Basingstoke and Deane
3. Reigate and Banstead
4. Epsom and Ewell
5. Winchester

Data are for January 2019 – December 2022 | Source: Lightcast

Additional insights and intelligence

There are significant challenges with the recruitment and retention of people working in social care. Among online job postings for the LSIP area between January 2020 and November 2022¹, *Care Workers and Home Carers* appeared as the top occupation in demand.

In adult social care, although the starter rate was 30.8% in 2021-22, turnover was 29% resulting in fewer people replacing those who are leaving². Local authorities have seen demand for social care support increasing; the numbers of staff directly employed by them decreasing and their vacancies continuing to rise³.

Low pay also remains an issue⁴ not just for the cost of living, but especially for those in domiciliary care where travel time and fuel costs erode actual take home pay to below the statutory minimum wage.

Education providers report an increase in enquiries and applications for Health and Social Care courses⁵. The sector would welcome these individuals but highlights competition from healthcare training pathways (e.g. nursing). Employers also cite noticeable declines in candidates from Eastern Europe post Brexit; struggling to attract older and experienced candidates such as parents wanting to return to the paid workforce; the requirement to drive a car (for domiciliary care roles) and competition with other care providers in the sector⁶.

The sector would welcome a rumoured boost to funding for adult care apprenticeships⁷, but also cites difficulty in releasing staff for training⁸. Although there were high numbers of apprenticeship starts in the area in 2020-21⁹, it's not possible to isolate those linked specifically to social care. However, national data shows starts on the adult social care apprenticeship in 2021/22 was 15% lower than in 2020/21 in contrast to a 9% rise across all apprenticeships¹⁰.

Alongside the need for Nurses, as one of the biggest employers in the world¹¹ and with over 350 different careers¹², the NHS is committed to digitise the majority of health and social care services by 2025¹³. However, there is recognition that many Trusts are far from this goal, and they can struggle to offer competitive salaries for key roles compared to the private sector¹⁴.

To help address skills challenges, the NHS have created 'job carve' opportunities¹⁵ – a technique used to create a role that best matches the skills of the employee, such as someone with a disability. Other feedback from local employers in the health and social care sector include requests for a range of skills from basic admin and technical to leadership and management¹⁶.

NHS trusts have been swift to create industrial placement opportunities for local T Level provision (e.g. with Farnborough College of Technology and Guildford College) but they also welcome additional support to make these and other forms of work experience work better – particularly to ensure learners get valuable experiences¹⁷. It will be interesting to see how these T Level figures impact on the vocational FE achievement statistics for the Health, public services and care sector subject area which continues to dominate – particularly at level 2¹⁸.

CASE STUDY: Students and healthcare professionals are benefiting from using the latest high-tech immersive technology to learn how to handle real-life health emergencies, thanks to the **Care Skills Training Centre** at Activate Learning, Guildford College campus¹⁹.

The facility was designed in partnership with Royal Surrey County Hospital NHS Foundation Trust, Health Education England and Skills for Care. The Centre has attracted interest from local care providers such as Home Counties Carers who are now offering work experience and job opportunities to current health and social care students.
