



UNFAIR TO CARE

Understanding the social care
pay gap and how to close it

Summary Report

Community
Integrated
Care

HELLO AND WELCOME



COMMUNITY INTEGRATED CARE IS PROUD TO HAVE COMMISSIONED THE FIRST EVER INDEPENDENT EVALUATION OF THE FRONTLINE SOCIAL CARE SUPPORT WORKER ROLE.

In our report - **'Unfair To Care: Understanding The Social Care Pay Gap and How To Close It'** - we provide empirical evidence that frontline carers receive an unfair deal in comparison to other publicly-funded roles and we break the stereotype that social care is a 'low-skilled' sector.

This groundbreaking research demonstrates the true financial value of a frontline care worker. Illustrating that many frontline social care workers would be **paid 39% more - nearly £7000 per year - in equivalent positions within the NHS, local authorities and other public funded industries**, the roots of the social care crisis are laid bare.

This is an issue that affects not only the entire care sector but society at large too. It can only be changed with progressive reform and focus from central government. Social care is funded by local authorities who are stretched to breaking point. These same challenges, in turn, are passed on to care providers, families and the people we support.

Change is needed. We hope that this research gives fresh impetus to support this.

➤ A National Crisis

Adult social care has more than 112,000 vacancies on any given day. Every year we lose 34%¹ of our workforce. At the heart of this is the issue of poverty and low pay. We are losing talented people with the unique vocational gift of changing lives because they cannot sustain the demands of working in an under-funded, under-supported sector.

'Unfair to Care' uses independent research by **Korn Ferry**, the global experts in job evaluation. Their world-leading methodology for evaluating the complexity, content and remuneration of roles provides a robust and measurable system to compare roles across sectors.

This reveals that far from being low-skilled, **the Support Worker role is proven to be technically, emotionally, and physically demanding**, and requiring the application of a wide range of innate and technical skills.

Highlighted in the full report are the devastating consequences of living below the poverty line, with heartbreaking individual crises showing the true impact of this injustice - such as homelessness, mental and physical health crises, family poverty and deprivation.

Those who need our support are deeply affected too, losing valued caring relationships as high quality colleagues leave the sector, facing them with uncertainty in their support.

➤ Change Is Possible

We believe that this is one of the biggest challenges facing the nation, but one that can be fixed. Firstly, by recognising the **£46bn² economic contribution that social care makes annually in the UK**, and also delivering progressive reforms that improve efficiency and quality of life through delivering joined-up services, reducing the burden on family carers and embracing innovations. All evidence points to overwhelming public support for investment in the sector.

This is an issue of strategy and focus, not of possibility.

Finally, our thanks go to the many providers and partner agencies who have shown their support for this research. Community Integrated Care is proud to have conceived and commissioned this analysis, but we know that progress will only happen through wider collaboration.

Whatever role you play - as an organisation or an individual - we hope that you can join our charity and everyone connected to the social care sector in championing the need for investment in change. Of course, if you want to find out more about this issue or explore opportunities for joint-working, please do not hesitate to get in touch with me.

Best wishes,

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To read the full report and case studies, visit www.UnfairToCare.co.uk

¹ The state of the adult social care sector and workforce in England (skillsforcare.org.uk), October 2020

² The state of the adult social care sector and workforce in England (skillsforcare.org.uk), October 2020

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FOREWORD FROM PHIL HOPE, CO-CHAIR OF THE FUTURE SOCIAL CARE COALITION.



**FUTURE
SOCIAL CARE
COALITION**
TIME FOR A FAIR DEAL

Unfair to Care provides essential evidence in the case for urgent investment in the social care sector, to deliver workforce reform and fair pay.

It proves in black and white what millions of people connected to the sector have always known: **social care is not low skilled and deserves greater respect, governmental support, and fair pay.**

For the first time, we have access to objective data, developed using independent and world-class methods, that analyses and benchmarks the frontline Support Worker role across sectors.

This report by Community Integrated Care demonstrates that frontline colleagues could receive 39% higher salaries if they delivered equivalent positions in other publicly-funded sectors.

This is an injustice and cannot be ignored.

The economic case for social care workforce reform is incontrovertible. The sector is worth £46 billion to the economy annually and employs 6% of the entire workforce. There is huge potential for growth, with estimates that employees will need to increase by 520,000 in the next 15 years to meet the increasing demand for social care.

Given there are already an estimated 112,000 vacancies in social care and staff turnover rates are high, it makes economic sense for the Government to act now and commit to levelling-up the social care workforce.

It is time for the Government to respect, reward and regulate to support all those working on the 'forgotten frontline', the social care workforce. It has never been clearer that they warrant and deserve a fair deal.

The Future Social Care Coalition has put forward a Social Care People's Plan Framework. This reflects many of the important principles and findings outlined in Unfair to Care. There is a clear consensus across health, social care, society and politics that change is supported and must happen.

Our thanks go to Community Integrated Care and their frontline teams for conceiving and delivering this research. We hope that it makes a real impact in the fight for fair pay.

**Phil Hope,
Co-Chair, Future Social Care Coalition**

COMMENT FROM OONAGH SMYTH, CEO OF SKILLS FOR CARE.

"Community Integrated Care have brought together a wide range of data and thinking, including from our Adult Social Care Workforce Data Set, to make the clear case that our 1.5 million workforce are highly skilled professionals, who deserve to be recognised as such as we enter a period of promised reform.

We believe that policies to reform adult social care will not be successful unless they address the needs of the workforce, through a social care people plan and comprehensive workforce planning, underpinned by data and an understanding of our workforce now and in the future."

Oonagh Smyth, CEO, Skills for Care

COMMUNITY INTEGRATED CARE IS ONE OF BRITAIN'S BIGGEST AND MOST SUCCESSFUL SOCIAL CARE CHARITIES. WE HAVE COMMISSIONED GLOBAL JOB EVALUATION EXPERTS, KORN FERRY, TO DELIVER THIS LANDMARK REPORT WHICH FOR THE FIRST TIME, INDEPENDENTLY EVALUATES THE ISSUE OF FAIR PAY FOR FRONTLINE SOCIAL CARE WORKERS.

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OVERVIEW

'Unfair to Care' reveals, for the first time ever, an objective salary rate that many frontline social care workers could receive in other publicly-funded sectors. It shockingly demonstrates that many Support Workers would receive up to 39% higher pay if they held roles with the equivalent level of accountability, responsibility, and skill within other publicly-funded industries – including the NHS.

Our collaborator in this research is **Korn Ferry**. They have developed the globally leading method of job-evaluation, the **'Korn Ferry Hay Guide Chart - Profile Method'**. This is the world's most widely used and accepted platform for role analysis. It has been used by thousands of organisations across all industry sectors to create effective job evaluation frameworks.

This methodology brings clarity, objectivity and consistency to understanding roles. Essentially, it enables organisations to accurately compare against other job designs. With Korn Ferry having a wealth of insight and data on the UK job market, **their analysis offers a game-changing revelation into the extent of the disparity of pay across sectors.**

Their independent research unequivocally proves that, far from being low-skilled, **the role of a Support Worker requires a wide range of skills and competencies, whilst being both physically and emotionally demanding.**

This benchmarking indicates that the work of a frontline Support Worker is comparable to, and can often exceed, the demands of many other respected professions, such as **healthcare assistants, police community support officers and teaching assistants.**

**THE SUPPORT WORKER
ROLE IS DEMONSTRABLY
TECHNICALLY, EMOTIONALLY,
AND PHYSICALLY DEMANDING**





FOR TOO LONG, SOCIAL CARE HAS BEEN TREATED AS BASIC AND LOW-SKILLED BY POLICY MAKERS.

This prejudice and misunderstanding has enabled incredibly gifted and dedicated people, who have the rare talent of being able to change lives, to be afforded the lowest salaries in society. Many who have a vocation for care simply cannot sustain a career in the sector they love.

Social care is engulfed in a workforce crisis. Every year, 34% of our workforce exits the sector – more than twice the average attrition rate across UK industries. There are presently 112,000 unfilled jobs. So long as people can access easier and less responsible work for more money, it will be impossible to close the recruitment gap in the sector.

With both entry level commercial sector roles and positions in our peer industry of the NHS so significantly exceeding pay rates within social care, we are on the cusp of entering an even greater crisis.

We are seeing the early impact of Brexit and increased competition across sectors for candidates, as the economy restarts post-pandemic. The recruitment bounce provided by the pandemic will end as people return to their previous sectors, and this gap is likely to grow.

The Government needs to act now.

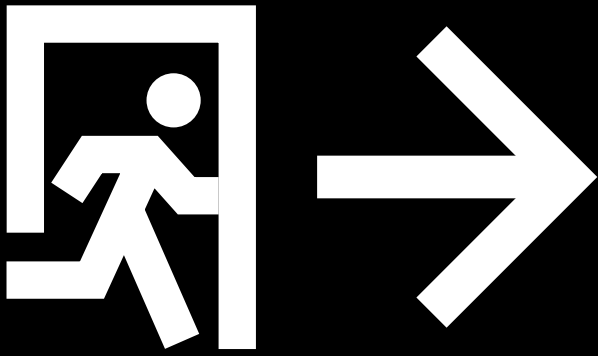
Social care workers deserve greater respect but even more importantly, they also need fair pay. The evidence of their worth is clear, and we are calling on the Government to take immediate steps to end this injustice.

Social care is an incredibly rewarding and satisfying career, but this does not offset the need for fair and liveable pay. It is immoral that many of society's most essential workers are experiencing the devastating consequences of poverty, from the risk of homelessness to avoidable mental health challenges.

The social care sector needs investment and progressive reform, which must include a commitment to fair and equitable pay in comparison our public sector and NHS peers.

This is an issue that affects everyone – not just people who work, provide or access care. Put simply, the funding and workforce crisis within social care is one of the biggest issues for society today.

**WE URGE YOU TO JOIN US
IN CALLING UPON THE
GOVERNMENT TO SHOW THAT
IT CAN BE FAIR TO CARE.**



**EVERY YEAR, 34% OF
OUR WORKFORCE EXITS
THE SECTOR – TWICE
THE AVERAGE ATTRITION
RATE ACROSS UK
INDUSTRIES. THERE ARE
PRESENTLY 112,000
UNFILLED JOBS.**

3 BACKGROUND

THE CURRENT POSITION:



£17,695

The average pay rate for a Support Worker working in a standard Supported Living service is, typically, c. £17,695.³

(N.B. Supported Living is a typical model of care where people receive ongoing and regular support to live independently in their own homes.)



INSECURITY

Funding limitations mean that most care workers lack additional employee benefits, such as a robust pension and sickness entitlements.

MOST ARE PAID HOURLY, WITH THE AVERAGE RATE OF £9.05 WITHIN THE NOT-FOR-PROFIT CARE SECTOR. THIS IS SIGNIFICANTLY BELOW THE REAL LIVING WAGE (PRESENTLY £9.50, OUTSIDE OF LONDON).

NOT-FOR-PROFIT
CARE SECTOR



REAL LIVING
WAGE



³ Based upon average of NCF pay benchmark data, 2020.

WHY IS LOW PAY AN ISSUE?

1.65M

Social care is one of the UK's biggest employment sectors, with a 1.6m large workforce. This means that the effects of this low pay are felt on a vast scale across society.

112K

There are 112,000 vacancies currently within social care. This impacts virtually all aspects of the sector – including recruitment, retention, service delivery and employee wellbeing.

34%

The sector faces an annual turnover rate of 34%⁴, as workers burn-out and turn to less stressful, better paying roles. The careers site Monster.co.uk states that the average turnover rate in UK industries is 15%, meaning that social care has more than double the attrition rate of typical sectors.

CRISIS

Many social care workers are experiencing almost unbearable financial problems in their everyday lives, with mounting debts and the challenge of juggling the costs of basic living, which are barely covered by their monthly pay cheque. Care providers see the entire gamut of consequences of a personal financial crisis – homelessness, mental ill-health, deprived circumstances, childhood poverty, endless working to keep debts at bay.

IMPACT

A lack of stability and security in support can have an incredible impact on the people who access support and their loved ones. Analysis demonstrates that for some people who access social care support, the breakdown in their closest support worker relationships can be akin to a bereavement.

FALSE

Low pay is a false economy. It creates additional pressures and costs across the whole care sector. This includes the need to access temporary agency workers, who are typically 30% more expensive than in-house colleagues. It can also result in a lack of social care capacity, which means that people have no option but to draw upon less appropriate and more expensive public services, such as healthcare within NHS hospitals.

UNFAIR

Social care can be an exceptionally rewarding, exciting, and fulfilling career. Much of the social care workforce has an innate passion for changing lives and a genuine vocational attachment to the sector. However, this sense of satisfaction is fundamentally undermined by the issues of it being a low-paid role.


4 THE RESEARCH



WHAT KORN FERRY FOUND



- Korn Ferry audited the Support Worker role within Supported Living services in Community Integrated Care. This is the charity's most common position and is replicated across thousands of care providers, so is representative of the common core position for most adult social care organisations.

39% 

- Korn Ferry's assessment found that the median annual salary for equivalent roles in other public sector industries (such as NHS and within local authorities) could be £24,602.

Therefore, these Support Workers being paid the current sector average of £17,695 p/a would need a 39% pay increase to be on equal terms with their other publicly-funded counterparts.



- If the NHS is used as the measure, this would be an NHS Pay Band 3 position. The average annual take home pay for colleagues in these roles is £25,142, with these positions enjoying significant benefits that are not typically available within social care – such as enhanced pay for unsociable hours.

In fact, on average, roles in this pay band have a total package value of £30,092, when factoring in other benefits and entitlements.

WHY WAS IT SCORED SO HIGHLY?

Far from being low-skilled, the Support Worker role was found to have exceeded the skills needed in fields such as police community support work, experienced teaching assisting and healthcare assistance.

Korn Ferry's analysis clearly distilled the general experiences and expectations of this position:

- **Know-how:** "Role requires some specialist, practical skills in management of specific healthcare needs. Post holders need at least three months to understand emotional triggers and behaviour specific to each individual in order to respond appropriately to their needs, as well as a high degree of empathy, which goes beyond common courtesy, to provide the appropriate level of care required."
- **Problem solving:** "The role works according to routine procedures. However, there is a requirement to adapt to 'in the moment' situational change and to the unique needs of the individual being supported."
- **Accountability:** "The role is constrained by clearly defined operating procedures and regulations. Most of the work will be undertaken without close supervision and whilst routine in nature, there will be freedom to decide when and if to change routines in accordance with circumstance. Impact is measured to reflect the delivery of care which is tailored to the needs of the individual without the immediate support of others."



The themes of Korn Ferry's analysis

- **Practical/Technical Knowledge**
- **Planning, Organising and Integrating Knowledge**
- **Communicating and Influencing Skills**



- **Thinking Environment**
- **Thinking Challenge**



- **Freedom to Act**
- **Impact**
- **Magnitude**



TOTAL JOB SIZE

Furthermore, the Korn Ferry data pointed to social care requiring innate personal gifts, which cannot simply be trained or acquired, but rather relate to fixed personal values and mindset. It also highlighted that low pay, naturally, means that social care will struggle to attract and keep talent, and the very real consequences this can have on individuals who depend upon support.

It states, “Whilst it is acknowledged that the basic technical skills for care work can be acquired after 12 weeks, the technical competence and desire to understand individual client triggers and how to manage them is a much higher level of skill, requiring resilience empathy and humility. Without these attributes, the level of care provided is inadequate.”

The Support Workers interviewed as part of this work clearly demonstrated these attributes and viewed their work as vocational. However, the current level of pay, already significantly lower than comparable roles in the external marketplace will also attract applicants seeking a job only to pay the bills.

The exposure to change and therefore disruption is also significant. Changes to the physical environment, or the presence of new people and/or absence of familiar ones are, for many of the clients in care, extremely difficult to cope with.”



WHAT ELSE VALIDATES THIS DATA?

There is considerable additional evidence to validate this data. As an example, Support Workers can be required to handle medication, including oral, nasal, ear, eye and invasive administration, intradermal administration and subcutaneous administration. They are required to have a high level of competence in providing comfort and personal care, providing vital support such as aiding breathing, and occasionally handling terminal sedation and verification of death.

The role of the frontline Support Worker has always been challenging. However, within the past decade it has changed substantially as local authority social care is largely available only to people who have the most complex needs. The King’s Fund states “underfunding has forced local authorities to restrict eligibility to those with the most substantial care needs only”.⁵

This has fundamentally transformed the working responsibilities of colleagues in the social care sector. However, frontline pay has not kept pace with this evolution of role, and it has remained rooted as one of the lowest paying positions in society.

The modern frontline social care worker frequently supports people who have complex health and support needs within their communities. **Whilst supporting people who have challenging needs is a privilege and hugely rewarding, it naturally comes with significant emotional, social, and physical demands.** Social care workers have complex, intense and frequently high-stakes roles. Many tasks and accountabilities that would previously have been delivered within the NHS are now delivered in the community by social care workers.

5 King’s Fund – Adult Social Care Eligibility and Funding, 2021

THIS ANALYSIS PROVIDES A TRULY 360° VIEW OF FRONTLINE SOCIAL CARE WITHIN THE CHARITY

It not only reviewed know-how, problem solving and accountability, the key components of job size, but also the workplace factors that dictate the overall experience of any work:



PHYSICAL DEMANDS

The physical aspects of a role that may cause fatigue or strain.



ENVIRONMENTAL DEMANDS

Requirements of the role that may be unpleasant or cause discomfort due to exposure to variations in, or extremes of noise, moisture, dust, odours, noxious substances or temperature.



EMOTIONAL DEMANDS

Requirements of the role that might cause emotional strain due to traumatic circumstances, experiences or events, challenge from or confrontation with others, personal threat or a combination of these.

WHY IS THIS REPORT IMPORTANT?

THIS IS A GAME-CHANGING
FOR YEARS, THE SOCIAL CA
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ARITY TO THE ISSUE AND
HE GOVERNMENT TO FIX**

WHAT NEEDS TO HAPPEN TO FIX THIS CRISIS?

IT IS OUR CALL FOR THE GOVERNMENT TO:

PROVIDE AN IMMEDIATE AND FAIR PAY RISE TO ALL FRONTLINE SOCIAL CARE WORKERS, AS AN INITIAL STEP TOWARDS ACHIEVING EQUITY WITH THE PUBLIC SECTOR AND NHS.



We know that a full pay review will take time, but this cannot delay efforts to resolve this injustice.

The social care sector is falling way behind other sectors and we believe that it is on the cusp of an even greater workforce crisis, unless pay is imminently uplifted.

INSTRUCT AN EXPERT-LED SOCIAL CARE WORKFORCE REVIEW, WITH CROSS PARTY SUPPORT, TO DELIVER A SYSTEM OF FAIR AND OBJECTIVE PAY BENCHMARKS AND BANDINGS FOR ALL ROLES WITHIN SOCIAL CARE



This should deliver parity with the NHS and other publicly-funded sectors at the earliest opportunity.

CREATE A WIDER AND LONGER-TERM WORKFORCE STRATEGY TO MAKE SOCIAL CARE A VIABLE, RESPECTED, AND SUSTAINABLE CAREER.



This includes a greater focus on learning and development and qualifications, registration, the development of career pathways and improving the image of the sector.



WHY DOES SUPPORT NEED TO COME FROM CENTRAL GOVERNMENT?

Social care is funded and delivered through local authorities, who are largely dependent upon the funding that they can generate through local taxation. These local authorities are stretched to breaking point, working under exceptional financial challenges.

These same financial challenges are passed on to the care providers they commission.

- In 2018/19, 69% of local authority income was generated through council tax and business rates, with just 31% of income derived from central government grants.⁶ **Government funding for local authorities fell by 55% between 2010/11 and 2019/20, resulting in a 29% real-terms reduction in their spending power.**⁷

- The National Audit Office⁸ and Association of Directors of Adult Social Services (ADASS) both state that **social care accounts for an average 40% of local authority expenditure** – an exceptional proportion of their overall spend.

- This lack of funding means that 90% of local authorities limit publicly-funded services to those with ‘substantial’ or ‘critical’ needs, causing a **25% fall in the number of people able to access social care, from 1.7 million to 1.3 million.**⁹

- This does not just result in thousands of people going without what many would deem to be an essential service but means that this burden is felt by family carers too. **Carers UK estimates that family carers save the UK economy £132bn every year**¹⁰

- The National Audit Office report on local government finance during the pandemic found 94% of councils with social services responsibilities expected to reduce service budgets in 2021-22.⁹ **Over half (53%) said they did not expect their finances to recover to their pre-pandemic position until 2023-24.**¹¹

6 Local government funding in England | The Institute for Government, March 2020

7 Social care 360: expenditure | The King’s Fund ([kingsfund.org.uk](https://www.kingsfund.org.uk)), May 2021

8 National Audit Office - The adult social care market in England, Department of Health & Social Care, 2021

9 How serious are the pressures in social care? | The King’s Fund ([kingsfund.org.uk](https://www.kingsfund.org.uk))

10 Facts and figures - Carers UK

11 Local government finance in the pandemic - National Audit Office (NAO) Report, March 2021

12 Local government finance in the pandemic - National Audit Office (NAO) Report, March 2021

So, in a context where local authorities are facing enormous financial pressures and growing demand, and families are called upon to provide support that many would expect to see assisted through the state – often with devastating consequences to their personal health and wellbeing - it is not surprising that fair pay for social care workers remains off the agenda.

Unlike central government, which funds the NHS, local authorities cannot borrow to finance day-to-day spending, and so they must either run balanced budgets or draw down reserves. **So long as social care is delivered by local authorities working within these constraints, change seems unlikely.**

Unfortunately, and inevitably, care providers operate within the same narrow parameters as the local authorities that generally fund them.

➤ It is a regular occurrence for social care providers to deliver services at a deficit – in essence, subsidising local authorities. ADASS reported that in the first six months of 2019, 80 local authorities experienced domiciliary care providers handing back their contract.¹³ The BBC’s You and Yours stated that the home care sector has combined debts of £100 million, and 715 of 2,731 (26%) home care operators are in danger of closure.¹⁴

➤ In a March 2021 survey, 56% of providers reported they were either in deficit, with costs exceeding funding, or that their surplus had decreased slightly or significantly.

➤ 79% of organisations say rising wage bills are their main cost pressure and have been so for the past three years (at 95%, 88% and 94% in 2019, 2018 and 2017, respectively).¹⁵

➤ 62% of care providers have had to cancel unsustainable contracts

Change can only happen with support and action from central government.



13 ADASS member survey, 2019

14 Quarter of UK home care operators face going bust - BBC News, November 2020

15 HFT Sector Pulse Check, March 2021

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THE HOME CARE SECTOR HAS COMBINED DEBTS OF £100 MILLION. 715 HOME CARE OPERATORS ARE IN DANGER OF CLOSURE. 79% OF ORGANISATIONS SAY RISING WAGE BILLS ARE THEIR MAIN COST PRESSURE. 62% OF CARE PROVIDERS HAVE HAD TO CANCEL CONTRACTS. CHANGE CAN ONLY HAPPEN WITH SUPPORT AND ACTION FROM CENTRAL GOVERNMENT.

5 THE ARGUMENT FOR CHANGE

FROM AN ECONOMIC PERSPECTIVE

By recognising the economic contribution of social care and identifying the opportunities to save public money by investing in innovations and approaches that are more efficient, we can see that there is clear justification and headroom for investment.

- **Social care contributes £46bn to the UK economy.**¹⁶ This is a legitimate reason to better value its workforce and ensure that some of this economic contribution is reflected back in equitable pay.
- **Social care workers are rooted in local communities, creating a virtuous circle of localised spending.** Any investment in the sector, by proxy, also supports other local industries.
- **The sector stimulates several other industries,** providing significant purchasing of goods such as cleaning products and services, food and drink, building maintenance services, utilities, financial services, education and training, furniture and household goods, medical supplies, transport services and fuel.
- There are many examples of how public money can be saved in the long-term by **developing a new funding and investment strategy for social care.** Models of care and technology exist that promote greater independence yet reduce long-term public spending.
- **There are considerable savings to be found by better organising the integration between the NHS and social care.** As just one example, the UK National Audit Office estimates that 2.7 million hospital bed days between 2014 and 2015 were occupied by older adults unable to be discharged due to the poor availability of care home placements or homecare packages, with a cost to the NHS of £820,000,000.
- With proper funding, the sector can help avert the crisis that has seen nearly half a million people leave the employment market in the past two years to care for family members.
- **Social care can play a role in the efforts to reboot the economy, post-pandemic.**

The March 2021 Office for National Statistics Labour Market Overview shows that young people account for two thirds of the job losses during the pandemic. Long-term unemployment has risen by 40% since the start of the pandemic, with 215,000 young people out of work for six months or more. Of all 16-24-year-olds who are currently unemployed, 74% have been unemployed for at least six months.¹⁷ Social care is a natural employer of young people and is seeking fresh talent across all age groups.

Many of the investments that social care will need to deliver long term efficiencies, are in sectors such as housing, technology, education and green energy, are all sectors that the government will likely be seeking to stimulate.



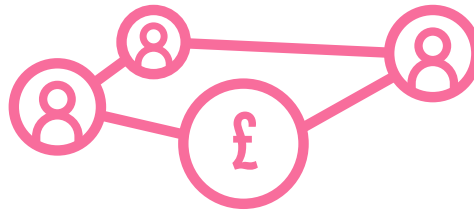
¹⁶ The state of the adult social care sector and workforce in England (skillsforcare.org.uk), October 2020

¹⁷ Labour market overview, UK - Office for National Statistics (ons.gov.uk) March 2021

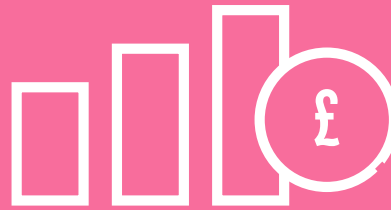
**SOCIAL CARE
CONTRIBUTES £46BN
TO THE UK ECONOMY**

£46BN

**SOCIAL CARE WORKERS
CREATE A VIRTUOUS CIRCLE
OF LOCALISED SPENDING**



**THE SECTOR
STIMULATES SEVERAL
OTHER SECTORS**



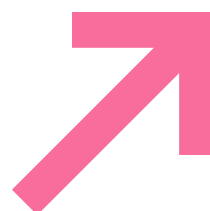
**PUBLIC MONEY CAN BE SAVED IN THE LONG-
TERM BY DEVELOPING A NEW FUNDING AND
INVESTMENT STRATEGY FOR SOCIAL CARE**



**NEARLY HALF A MILLION PEOPLE HAVE EXITED
EMPLOYMENT TO CARE FOR FAMILY MEMBERS,
IN JUST TWO YEARS.**

500K

**SOCIAL CARE CAN PLAY A ROLE
IN THE EFFORTS TO REBOOT THE
ECONOMY, POST-PANDEMIC**



FROM A SOCIAL PERSPECTIVE

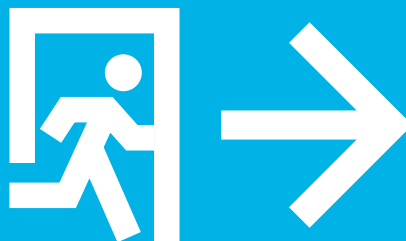
- In 2020, social care was categorised by Home Secretary Priti Patel as 'low skilled'. Korn Ferry's analysis has in fact demonstrated that many Support Workers have the same or a greater level of responsibility, skill and accountability as professions, such as healthcare assistants, police community support officers and teaching assistants.

The Government must accept that this categorisation, and the overall funding solution for social care is unjust. Any injustice that is felt across society and is so objectively unfair should be an immediate priority to resolve.

- Appreciation and understanding of social care has transformed as a result of the Coronavirus pandemic. Opinion poll data from October 2020 shows that 82% of the public would agree with government investment in social care to fund a pay increase for social care workers.¹⁸
- Whilst social care is a vocationally rewarding career, the impacts of low pay are unavoidable. Countless social care workers experience the devastating consequences of poverty, including homelessness, relationship breakdowns and mental health challenges.



Low pay also creates terrible consequences for people who access social care and their loved ones with the breakdown of trusted, caring relationships, as people exit the sector for financial reasons. We cannot give people the standard of support that they deserve, nor make social care a stable and sustainable career choice, without ambitious reform.



¹⁸ Polling conducted by Survation for Citizens UK, with fieldwork undertaken between 8th-12th October. Total sample size 2300 UK-based adults, aged 18+

THIS IS AN ISSUE THAT AFFECTS EVERYONE – NOT JUST PEOPLE WHO WORK, PROVIDE OR ACCESS CARE. PUT SIMPLY, THE FUNDING AND WORKFORCE CRISIS WITHIN SOCIAL CARE IS ONE OF THE BIGGEST PRIORITIES FOR SOCIETY TODAY.

UNFAIR TO CARE

Understanding the social care
pay gap and how to close it

Published July 2021

To find out more and to read the full report, visit:

www.UnfairToCare.co.uk

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