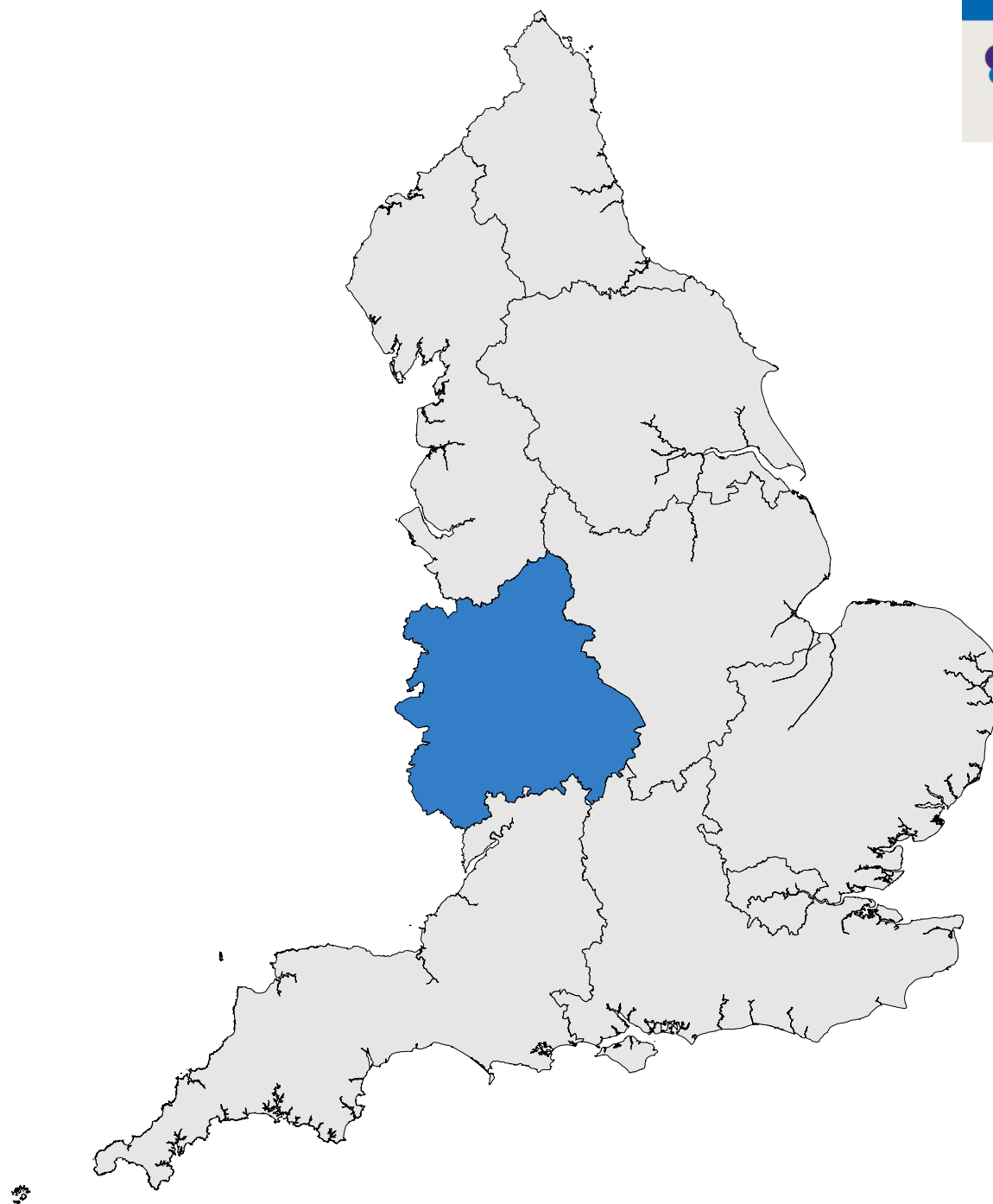




A summary of the adult social care sector and workforce in West Midlands

2024/25

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Skills for Care is the strategic workforce development and planning body for adult social care in England. We work with employers, Government, and partners to ensure social care has the right people, skills, and support required to deliver the highest quality care and support, now and in the future. Our role is to respond and adapt to the emerging trends and needs within social care, using data and evidence to drive forward wide scale change.

The information within this summary has been produced by Skills for Care using the Adult Social Care Workforce Data Set (ASC-WDS). We use the data collected by the ASC-WDS to create workforce models that, in turn, allow for estimates of the whole adult social care workforce and its characteristics to be produced. The * notation indicates a figure has been suppressed.

Throughout this report, charts and tables will display rounded whole numbers and percentages. Therefore, it should be noted that charts and tables may not always total to 100%.

The independent sector information in this report was collected between April 2024 and March 2025, local authority information dates from September 2024 and direct payment recipients data was collected in February 2025.

Shirley Way, Head of area:

I'm pleased to present this comprehensive regional analysis of the adult social care workforce, with a focus on West Midlands.

High-quality workforce data is essential to support the sector's ongoing transformation—driven by national and regional priorities. This report provides critical insights into the size, shape, and skills of the workforce, including trends in vacancies, turnover, demographics, pay, and qualifications. It enables social care and health systems to plan more effectively, allocate resources strategically, and respond to the evolving needs and expectations of citizens.

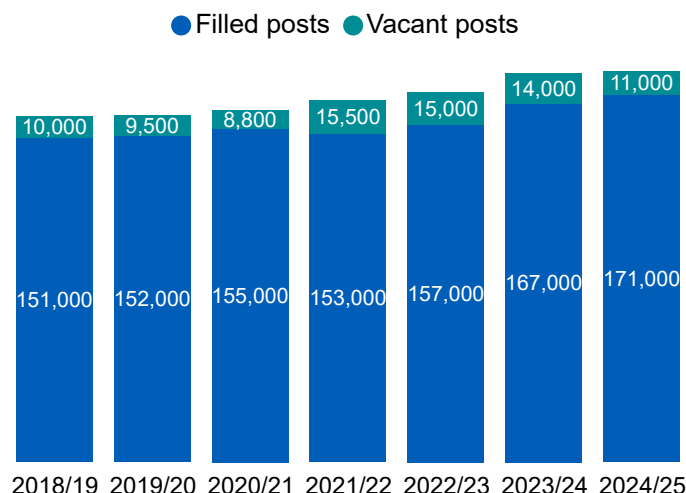
While recent national data shows positive signs—such as an increase in filled posts and to the contribution to the economy of England, a reduction in vacancies and turnover — we continue to face significant challenges. The care and health landscape is undergoing systemic change, with a shift from sickness to prevention, hospital to home, and analogue to digital. This makes local and regional workforce intelligence more important than ever to ensure sustainable and effective care systems. I would like to sincerely thank all care providers and local authority colleagues who have contributed their workforce data to Skills for Care. Your continued collaboration makes this valuable analysis possible.

A summary of the adult social care sector and workforce in West Midlands, 2024/25

In 2024/25, the adult social care sector in the West Midlands region had an estimated **2,000** organisations with **4,400** care-providing locations. The total number of posts was **183,000**, an increase of 1.3 % since 2023/24. Of these posts **171,000** were currently filled by a person, called 'filled posts' (an increase of 2.8 % since 2023/24) and **11,000** vacant posts (vacancies) that employers were actively seeking to recruit somebody into (a decrease of -18.8 % since 2023/24).

In the West Midlands region, there were an estimated **171,000** filled posts. There were **10,600** filled posts in local authorities, **150,000** in the independent sector and **11,000** filled posts working for direct payment recipients.

Number of posts from 2018/19 to 2024/25 (all sectors)



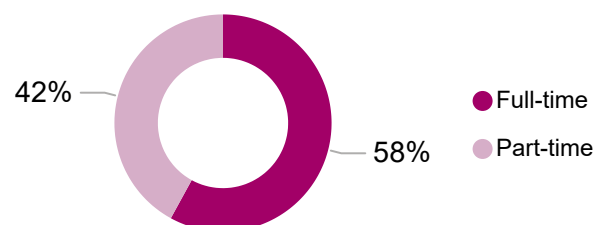
From this point, the figures in this report refer to the **160,000** filled posts in local authorities and the independent sector in the region. Filled posts for those working for direct payment recipients are not included.

Employment overview

The majority (**90 %**) of the workforce in the West Midlands region were employed on permanent contracts. Over half of the workforce (**58 %**) usually worked full-time hours and **42 %** were part-time.

Around **22 %** (or **35,000** filled posts) of the workforce were recorded as being employed on a zero-hours contract.

Working time status

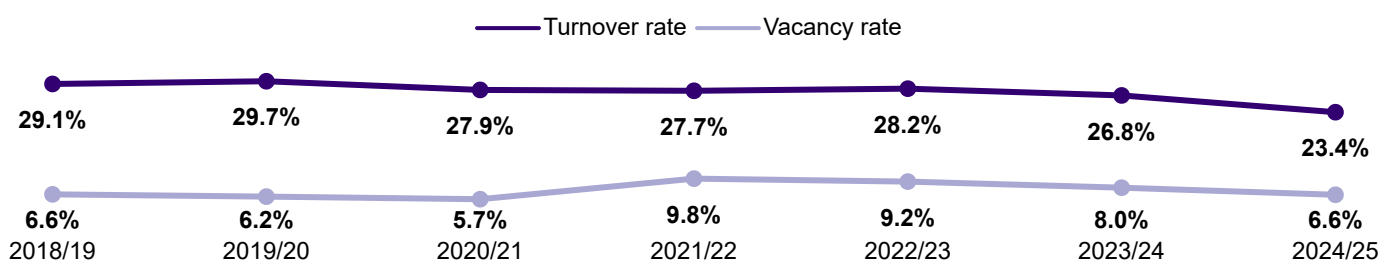


The full-time equivalent (FTE) ratio in the region was 0.79, which was lower than the England average of **0.80**.

Recruitment and retention

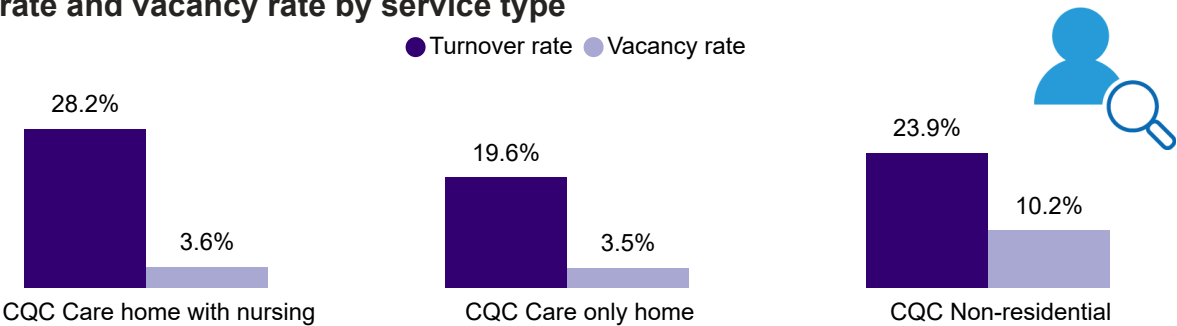
Skills for Care estimate that the staff turnover rate in the West Midlands region was **23.4 %**. Not all turnover resulted in workers leaving the sector, since **53 %** of starters were recruited from within the adult social care sector. Therefore although employers need to recruit to these posts, the sector retains their skills and experiences.

Turnover and vacancy rate trends



Turnover and vacancy rates varied between service type in 2024/25, as shown in the chart below.

Turnover rate and vacancy rate by service type



The starters rate in the West Midlands region between 2023/24 and 2024/25 changed by **-3.0** percentage points from **29.9 %** to **26.9 %**.

4.5
average sickness days taken

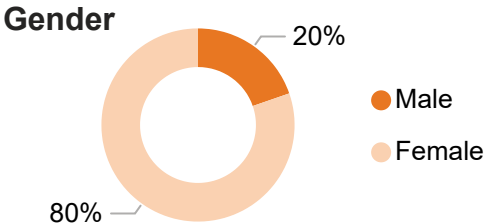
The West Midlands region had an estimated sickness rate of **4.5** days per employee. This was **0.3** days lower than the England rate of **4.8** sickness days.

Adult social care has an experienced 'core' of workers. Workers in the West Midlands region had an average of **9.0** years of experience in the sector and **70 %** of the workforce had been working in the sector for at least 3 years.

For more information about changes in the workforce since March 2024 please see our [monthly trackers](#) on the Workforce Intelligence website.

Demographics

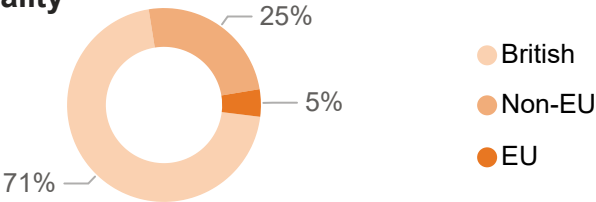
80 % of workers in the adult social care workforce identified as female in the West Midlands, compared to 48% of the economically active population in England (Census, 2021). Female workers were less likely to be in manager roles, especially senior management roles (**71 %**), compared to direct care providing roles (**80 %**).



For further information about this topic, including further detail of why 'other' gender is collected but not yet included in analysis, click to read the [Workforce Demographics](#) chapter in full.

The average age of the adult social care workforce in the region was **43.0**. Around **24 %** of adult social care workers were aged 55 and over, compared to 22% of the economically active population. From a workforce planning perspective, these workers may retire within the next ten years.

Nationality



In the West Midlands, around **71 %** of the adult social care workforce had a British nationality, **25 %** had a non-EU nationality, and **5 %** had a EU nationality.

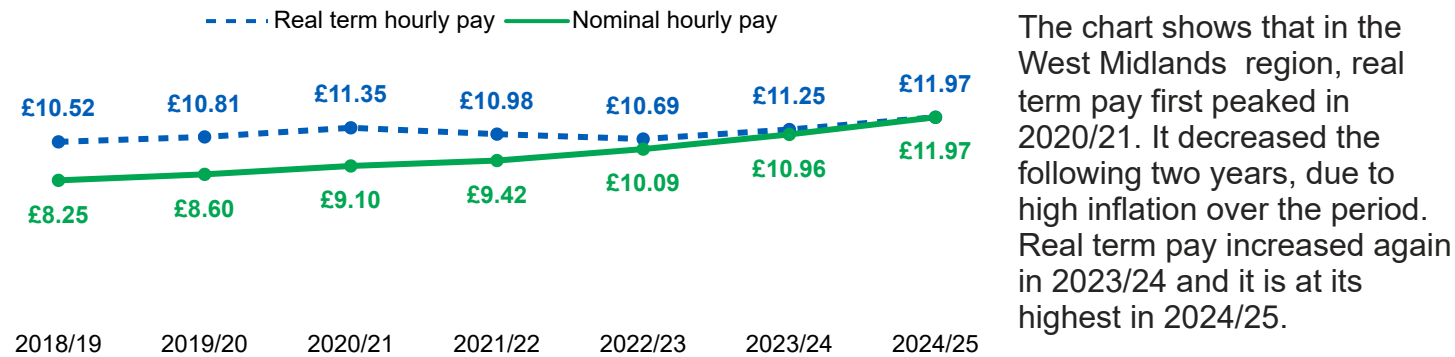
A total of **60 %** of the adult social care workforce in the region were people of White ethnicity. People of an Asian or Asian British ethnicity made up **14 %** of the workforce. People of Black, African, Caribbean or Black British ethnicity made up **23 %** of the workforce. Registered nurses remained one of the most ethnically diverse job roles, where **54 %** of workers were of Black, Asian or minority ethnicity. Senior managers and occupational therapists were among the least ethnically diverse job roles (where **22 %** and **23 %** respectively of people were of Black, Asian or minority ethnicity).

Pay

The National Living Wage (NLW) was **£11.44** per hour at the time the data was collected. For more information about the NLW, please see Chapter 5 of [‘The State of the adult social care sector and workforce, 2025’](#).

In April 2025, after the data in this report was analysed, the National Living Wage had increased to **£12.21**. Nominal pay shows pay rates as they were at the time, whereas real term rates are adjusted to take inflation into account. Hourly rates are expressed in 2024/25 prices.

Care worker and support worker average pay by sector (independent sector)



Pay varies by sector as shown in the chart, local authority pay is generally higher than independent sector pay. Average care worker pay in the local authority sector was **£13.20**, **£1.22** more than in the independent sector.

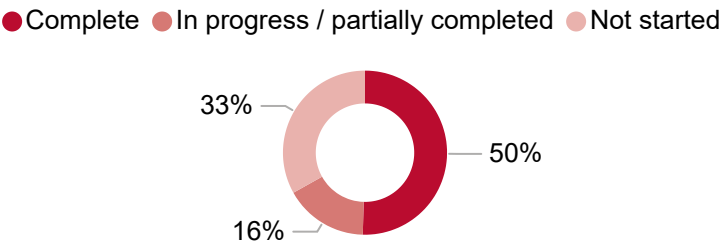
Care worker and support worker average pay by sector, 2024/25



Qualifications and training

Skills for Care believe that everyone working in adult social care should have access to learning and development so they can carry out their roles effectively and provide high-quality care and support.

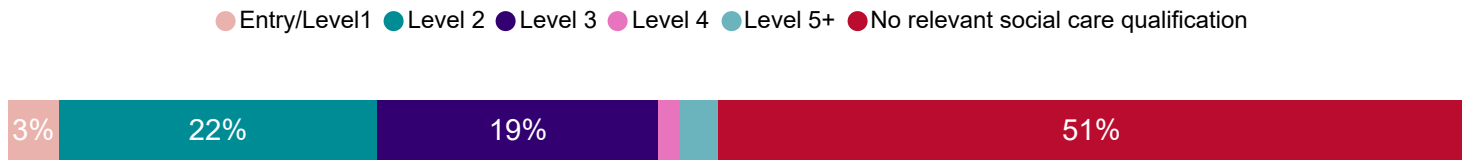
Direct care workers' Care Certificate standard status



In the West Midlands region, around **67 %** of direct care-providing staff had engaged with (achieved, partially completed, or were working towards) the Care Certificate.

Around **49 %** of direct care-providing staff held a relevant adult social care qualification in the West Midlands region. This was higher than the England average of 46 %.

Direct care workers' highest social care qualification held



Workforce projections

If the adult social care workforce grows proportionally to the number of people aged 65 and over in the population, the number of total posts needs to **increase by 24 %** (44,000 additional posts).

This would take the number of **total posts in 2040** to around **227,000**.

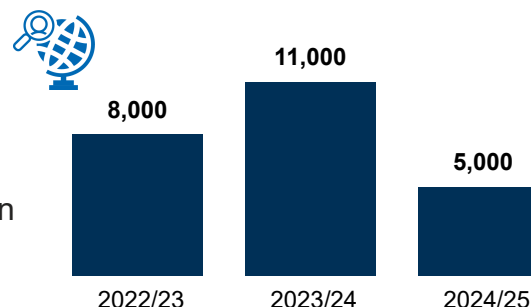
Current and projected required total posts



International recruitment

The chart shows data for direct care providing roles in the **independent sector** in the West Midlands region.

International recruitment increased since 2022/23, mostly due to care workers being added to the Shortage Occupation List in February 2022. In April 2024, this was replaced by the Immigration Salary List, with the same adult social care sector job roles eligible occupations on the skilled worker route.

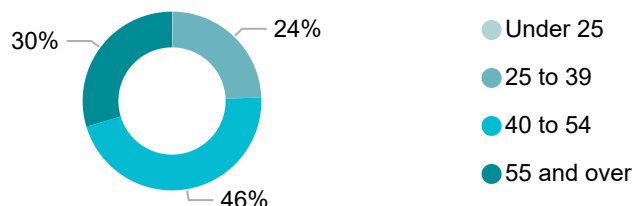


International recruitment continued to increase in 2023/24, before decreasing nationally in 2024/25. Across England in the first quarter of 2025/26, only **7,500** workers were recruited internationally compared with **12,000** workers recruited internationally per quarter in 2024/25.

For more information about quarterly international recruitment trends, please see our [international recruitment tracker](#) on the Workforce Intelligence website.

Registered managers

Registered manager age bands



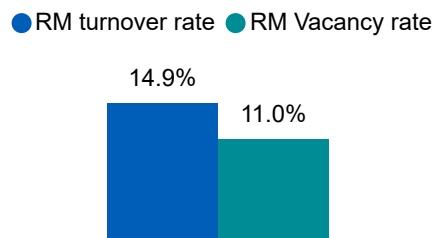
In the West Midlands region, the proportion of registered managers that were aged 55 and above was **30 %**. From a workforce planning perspective, these workers are close to retirement age.

The proportion of registered managers in the West Midlands region with a Level 5 or above qualification was **67 %**.

The vacancy rate of registered managers changed from **8.7%** in 2023/24 to **11.0%** in 2024/25, lower than the England rate of **11.4%**.

The turnover rate of registered managers changed from **18.8%** in 2023/24 to **14.9%** in 2024/25, lower than the England rate of **17.0%**.

Registered manager turnover & vacancy rate



Click to find out more information about [registered managers](#) on our topic page. Skills for Care also **provide support** for registered managers. You can follow the links below to find out more.

[Registered manager networks](#)



[Developing new managers and deputies](#)



[Membership for registered managers](#)



Factors affecting turnover

Using ASC-WDS information, we assessed which variables influenced adult social care workers' propensity to leave their posts. From this, key variables were identified that could be compared to turnover rates. The information below shows the relationship between these key variables and turnover between March 2024 and March 2025.

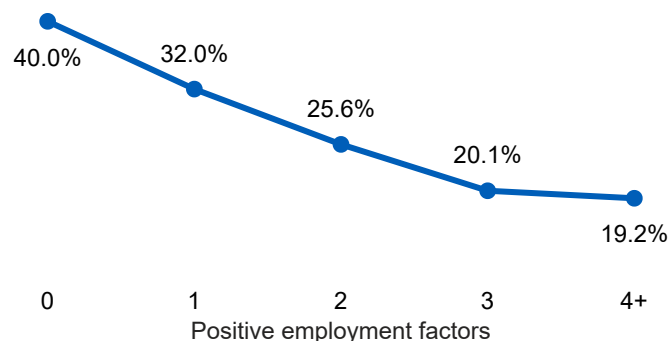
Care workers in a role with several positive employment factors were more likely to remain in post than care workers in a post that did not. Five of the variables which affect turnover were analysed to observe their combined effect.

These variables were:

- Pay up to 30% below the local authority average
- Not being on a zero-hours contract
- Receiving training
- Having a qualification relevant to social care
- Working full-time

For more information please see Chapter 9 of '[The State of the adult social care sector and workforce, 2025](#)'.

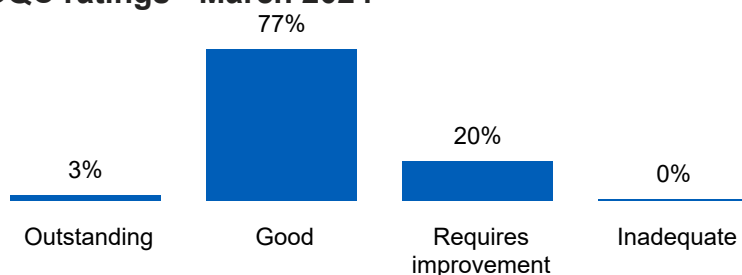
Care worker turnover rate by number of positive employment factors



CQC ratings

As at March 2025, the West Midlands region contained **3,409** CQC-regulated locations.

CQC ratings - March 2024



In the West Midlands region, the majority (**77%**) of CQC ratings were reported as **good**. This was similar to across England, where **81%** of CQC-regulated services were recorded as **good**.

Further Resources

National level data

The state of the adult social care sector and workforce data visualisation and report can also be found on our website. This allows you to understand the adult social care sector at a national level.

Local level data

Interactive visualisations have been created at local levels, to enable you to see and understand your workforce intelligence in a more visual way. One allows you to see your area in more detail and another to compare areas.

Commission our services

Beyond the wealth of information already available publicly on our website you can commission the services of the Workforce Intelligence team to produce bespoke reports and analysis for your organisation or area.

For more information please email analysis@skillsforcare.org.uk