Careers in social care events 2014
Evaluation

Final Report

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Written by Danielle Teahan and Jeanine Willoughby: Project Officers – Research and Evaluation
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Executive summary

Background: In 2012/13 Skills for Care organised a series of free events aimed at careers advisors, entitled ‘Careers in Social Care,’ to highlight different job roles in adult social care and the resources available to encourage people to think about a career in the sector.

Due to these events increasing awareness of careers in social care and positively changing careers advisors’ perceptions of the sector, the events were repeated again in 2014. This evaluation explores the effectiveness and impact of the eight Careers in Social Care events held in April and May 2014, attended by 365 careers advice professionals.

Method and response: The evaluation involved administering an online survey prior to each event, an Optivote questionnaire during the event and a post event paper survey directly following the events. The eight events were attended by 365 attendees and survey response rates were high; with 206 attendees completing the pre-event questionnaire (56%), 231 attendees participating in the Optivote session at the event (63%) and 226 attendees completing the post event survey (62%).

Feedback on the events overall: Looking at the overall ratings for the events, this was clearly a very successful series of events with the majority of participants (95%) rating the events overall as either ‘good’ or ‘excellent’. This was closely followed by 91% rating resources used on the day as either ‘good’ or ‘excellent’, 89% rating usefulness of information provided for their day to day role as either ‘good’ or ‘excellent’ and 87% rating the pitch either ‘good’ or ‘excellent’.

Feedback on the individual events: Each individual event had differing numbers of post event survey responses, varying from 15 through to 39. Due to the relatively low sample size, results for individual events cannot be considered robust, and should be seen as indicative only. For this reason they have been included in Appendix A, rather than in the main report.

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1 The 2013 ‘Careers in Social Care’ events evaluation is available [here](#).

2 Optivote is a powerful tool for research and evaluation. You can learn what attendees at an event understand about particular issues by asking participants to vote using voting pads. The responses are then collated in real time and a graph showing the data is generated through PowerPoint. Reports detailing the results can be generated from the data for further analysis.
**Awareness of careers in social care**: The awareness of careers in social care was improved as a result of the events, across all four measures used in the evaluation. Following the events, careers advisers who attended were significantly more likely than before to say that:

- they had a good understanding of the range of jobs available in the adult social care sector
- they knew the number and type of vacancies in their local sector
- they knew what types of Apprenticeship were available in the adult social care sector
- they were aware of pre-employment training routes to recommend for people considering the adult social care sector.

The highest impact was in relation to attendees’ understanding of the range of jobs available in the sector. Prior to the event 71% said they had good understanding of the sector, this rose to 99%.

Awareness of pre-employment training routes also increased substantially. However, following the events, over a third of respondents (34%) still did not agree that they were aware of local vacancies in the sector, a third of participants (30%) did not agree that they had an understanding of the different types of apprenticeships and almost half of respondents (44%) did not agree that ‘the adult social care sector would suit most young people they work with.’

**Perception of careers in social care**: There was a positive shift in attitudes regarding the perception of careers in social care from prior to the event to after the event on all but one measure used. Following the events, careers advisers were significantly more likely to say that they:

- encouraged men to apply for jobs in the sector
- believed that the care sector offers good progression opportunities
- felt confident describing the sector to potential candidates than before
- agreed that social care jobs offer more reward than similarly paid vacancies in other sectors.

The highest impact was in relation to attendees’ confidence in describing the adult social care sector to potential candidates, where prior to the event 60% said they were confident, rising to 98% following the events. Attendees’ feelings about the career potential offered by the care sector also changed substantially. Just 51% believed that the care sector offered good career progression opportunities prior to the event, rising to 79% after.
However, almost half of respondents (44%) did not agree that ‘the adult social care sector would suit most young people they work with’ following the events. And, respondents were slightly less likely to say they ‘often advise people to consider a job in adult social care’ after the events, as 78% agreed prior to the events compared to 66% following the events. The reasons for this were not clear and could be explored further in a future evaluation. It could be interpreted either negatively or positively, for example, it could be that following the events careers advisors recognised that certain values and attributes are required to work in the sector and they are being more selective about who they recommend a career in social care to. It should also be noted that the effect was slight and is not statistically significant.

**Increased website traffic**

Google analytics suggest that the Careers Events resulted in around a 30% increase in visits to the Skills for Care social care careers web page.

**Conclusions and Recommendations:** Overall the series of events were successful in increasing awareness and enhancing the perception of a career in social care, among careers professionals who attended. An overview of key successes, weakness and recommendations are given below.

**Successes:**

- Paper post-evaluation surveys increased the survey response rate
- Excellent overall satisfaction ratings for the events and significant impacts achieved in relation to shifting awareness and perception of the social care sector
- Appetite for future similar events

**Weaknesses**

- Time allotted to networking was rated poorly
- Lack of information on the programme prior to the events
- Limited diversity of organisations at the events

**Recommendations:**

- Encourage further engagement at a local level to raise awareness of the number and type of vacancies in the areas.
- Promote understanding of Apprenticeships and the different types available.
- Provide participants with more information regarding the programme and the workshops prior to the events.
1 Introduction and background

1.1 The purpose of the events and evaluation
The adult social care sector is one of the few sectors able to offer sustainable job vacancies in the current economic climate. In 2012/13 Skills for Care organised a series of free events, entitled ‘Careers in Social Care’, to highlight different job roles in adult social care and the resources available to encourage people to think about a career in the sector. Due to these events increasing awareness of careers in social care and positively changing careers advisor’s perceptions of the sector, the events were repeated again in 2014.³

The events were aimed at those who provide frontline career and employment guidance, as well as those involved in employment support initiatives and gave Skills for Care the opportunity to:

- raise awareness of the range of opportunities available in the sector
- raise awareness of the range of resources available to support careers and employment advisors in their work
- raise awareness of the various routes into working in adult social care available
- build stronger working relationships with Job Centre Plus staff
- increase area networks of careers and employment advisors.

An evaluation was undertaken to determine the effectiveness of eight ‘Careers in social care’ events held between April and May 2014.

1.2 Attendance at the events
The following table gives an overview of the eight event locations, venues, dates and the number of attendees at each event.

<table>
<thead>
<tr>
<th>Event location</th>
<th>Venue</th>
<th>Date</th>
<th>No. Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>South West</td>
<td>Hyde Park Rugby Club, Taunton</td>
<td>2 April 2014</td>
<td>15</td>
</tr>
<tr>
<td>North West</td>
<td>Orford Neighbourhood Hub, Warrington</td>
<td>29 April 2014</td>
<td>50</td>
</tr>
<tr>
<td>West Midlands</td>
<td>Village Hotel, Walsall</td>
<td>29 April 2014</td>
<td>52</td>
</tr>
</tbody>
</table>

³ Skills for Care (2013) Careers Events Evaluation is available here
In total, 365 individuals attended an event. The following chart details the breakdown of attendees who attended each event with the information taken from the event registers.

**Chart 1: Attendance by location**

The London and Durham events were the highest attended with 20% and 15% of the total respondents respectively. The lowest attended event was the Taunton event with 4%.
1.3 Method and response

An evaluation of the careers in social care events was conducted via an online survey prior to the event, an Optivote questionnaire during the event and a post event paper survey directly following the event. Due to the low response rates of the post evaluation survey last year, it was decided that attendees should complete a paper copy of the evaluation form at the end of each event to maximise the response rate. This method was effective as the response rate was 62% for the post event survey compared to 9% last year.

The table below compares the response rate at each stage of the evaluation.

Table 2: Evaluation response rates

<table>
<thead>
<tr>
<th>Evaluation stage</th>
<th>No. of attendees</th>
<th>No. of completed surveys</th>
<th>% of attendees completing the survey</th>
<th>Matched responses</th>
<th>% of match responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-event survey</td>
<td>365</td>
<td>206</td>
<td>56%</td>
<td>88</td>
<td>43%</td>
</tr>
<tr>
<td>Optivote</td>
<td>365</td>
<td>231</td>
<td>63%</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Post event survey</td>
<td>365</td>
<td>226</td>
<td>62%</td>
<td>88</td>
<td>39%</td>
</tr>
</tbody>
</table>

The response rates for the pre and post survey and Optivote were high; with 206 attendees completing the pre-event questionnaire (56%), 226 completed the post questionnaire (62%) and 231 attendees (63%) participating in the Optivote session at the event. One of the limitations to Optivote is that it is not compulsory to respond and it was not used at all of the events, so this would account for the reason all attendees did not participate.

1.4 Comparing pre and post surveys

To compare the pre and post survey responses a panel approach was adopted, where only those participants who responded to both the pre and post survey were included in the sample. This was to ensure that any shift in attitudes and awareness could be

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4 Optivote was used at six of the eight events and three of those events conducted morning and afternoon sessions. The number of responses is based on the six events that used Optivote and an average was taken for those that conducted two sessions.
attributed directly to the events, and did not occur by chance or as a result of different respondents taking part in each wave, as the same group of people answered the questions in the pre and post surveys.

Table 2 shows that 88 responses were matched from the 206 pre and 226 post survey results. This is a match rate of 43% and 39% of the total number of completed surveys for pre and post surveys respectively. The whole pre or post survey data set was used for those questions where a shift in awareness was not measured and therefore exact comparisons were not required.

1.5 Comparing 2013 and 2014 results
A closer look at how the two datasets compared based on profiling questions, revealed that respondents of the 2013 and 2014 evaluation survey questions differed considerably. Thus datasets from 2013 and 2014 cannot be compared to determine whether this year’s attendees experienced a similar shift in attitudes and knowledge as a result of attending an event. This is based on the data taken from Charts 2 and 3 below.

Chart 3 provides a breakdown of attendees by their place of work for 2013 and 2014 events. This information was taken from the pre event survey, as this question was not asked on the post event survey. The rest of the profiling questions are contained in section Appendix B.
Almost three-fifths of attendees were from Jobcentre Plus (58%) compared to a third last year (33%). Last year 16% were from FE colleges careers departments, 14% were secondary school career department attendees and 6% were careers advisors from the national careers service. However, this year those figures fell to 6%, 2% and 3%. A quarter of respondents selected ‘other’ (25%) as their response, but as there was no option to give more details this group cannot be broken down further.

The following report forms a more detailed analysis of the survey questions followed by conclusions and recommendations.
2 Feedback on the events overall

Attendees were asked a series of questions at the end of each event to determine their overall feedback on the events.

Summary:
- The events overall were very well received with 95% of respondents agreeing they were either ‘good’ or ‘excellent’.
- The networking opportunities aspect scored lower than the other aspects (80% rated this as ‘good’ or ‘excellent’).
- The vast majority of respondents (92%) who completed the post-event survey stated that they would find it useful to attend a similar event in the future.

2.1 Overall ratings of the events
The following tables give a breakdown of how the events were received by respondents.

Chart 3: Tell us how you would rate the following aspects of the event:

Looking at the overall ratings in chart 4, this was clearly a very successful series of events with the majority of respondents (in excess of 80% across all five aspects) rating
each aspect either ‘good’ or ‘excellent’. The events overall were very well received with 95% of respondents agreeing they were either ‘good’ or ‘excellent’. This was closely followed by 91% rating resources used on the day as either ‘good’ or ‘excellent’, 89% rating usefulness of information provided for their day to day role as either ‘good’ or ‘excellent’ and 87% rating the level of delivery pitched at appropriate knowledge either ‘good’ or ‘excellent’.

The networking opportunities aspect was scored lower than the other aspects (80% rated this as ‘good’ or ‘excellent’). Whilst this is an improvement of 6% from last year, event organisers should reflect upon whether further time should be allotted to networking at future events.

### 2.2 Attendance at future events

Chart 4: Would you find it useful to attend a similar event in the future?

![Chart showing 92% response of Yes and 8% response of No, N=216](image)

Chart 5 above shows that the vast majority of respondents who completed the post-event survey stated that they would find it useful to attend a similar event in the future. This demonstrates the value of careers-themed events and identifies a definite need to continue to offer guidance and support to the sector in this area of interest.
2.3 Additional event feedback
Attendees were asked for additional comments and feedback on the event and 92 attendees responded. Most of the feedback was positive:

‘Thank you for a very enjoyable and interesting event. Made some interesting and excellent links with people. As a training provider this is just the type of event we have been waiting for. Well done.’

The full details of the comments are available in Appendix C. Table 3 details the themes of the feedback provided by participants and how many respondents mentioned each theme.

Table 3: Additional feedback from attendees\(^5\)

<table>
<thead>
<tr>
<th>Themes</th>
<th>Positive</th>
<th>Neutral</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event overall</td>
<td>31</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Event learning</td>
<td>12</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Resources and website</td>
<td>11</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Networking</td>
<td>9</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Care Ambassadors</td>
<td>8</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Presentations</td>
<td>5</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Programme</td>
<td>3</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Technology</td>
<td>1</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Attendees</td>
<td>0</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>Slides requested</td>
<td>0</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>Info</td>
<td>0</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Venue and lunch</td>
<td>0</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Barriers to SC</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Engagement</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Workshops</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

N=92

Attendees appreciated the event overall (31 mentions) and the learning gained from the event (12 mentions). Positive statements included:

\(^5\) The responses were split by theme and categorised as positive, negative or neutral. Positive statements gave reassuring feedback, neutral statements made suggestions for improvements and negative statements gave criticism.
• ‘Fantastic event and very well delivered.’
• ‘I have been on various career events over my time working for the Job Centre. I found this as one of the most informative that I have been on.’
• ‘Really useful session. Thank you :) I am interested in further events.’
• ‘Very informative, lots of ideas that I want to take back to Local JCP offices to improve understanding of the sector - which would enable them to promote it to a wider variety of unemployed customers.’

Attendees also make positive comments about resources shared at the event (11 mentions) and the opportunity to network with other attendees (nine mentions). Positive statements included:

• ‘Will use the Skills for Care website (recruitment tool & self-assessment)’
• ‘Very informative and found the marketing literature very good.’
• ‘Thank you for a very enjoyable and interesting event. Made some interesting and excellent links with people. As a training provider this is just the type of event we have been waiting for. Well done.’
• ‘The networking opportunities were excellent’

Although networking received nine positive, it should be noted that there were four neutral comments where participants suggested areas for improvement. Comments included:

• ‘More opportunities for discussion/networking at the tables would have been beneficial.’
• ‘Would have preferred companies’ representatives to be on different tables for better networking (i.e. seating plan)’
• ‘Networking was not encouraged and the day was oversubscribed to be able to freely move around the room to chat to others. Might have been good to cluster people on tables of similar roles to engage in networking:

This supporting the findings in chart 4 that shows some participants would prefer to have more time allocated to networking at future events.

Attendees gave five positive comments on the presentations in general, but particular attention was given to the Care Ambassadors presentations which received eight mentions. Feedback included:

• ‘Good event with excellent presentations/speakers.’
‘Very inspired by the apprentice and Sandy care house manager’
‘Your last speaker was excellent (the employer of PA’s),’
‘Excellent presentations from each of the I Care Ambassadors’
‘Valuable to me in my role as an ambassador also I was re-enthused by the positive speaking of the two guests for I Care Ambassadors.’
‘I Care Ambassadors - brilliant!’

Neutral feedback, where attendees suggested areas for improvement, included the range of attendees (nine mentions) and the programme (four mentions). Feedback included:

‘I expected more employers at the event. It would have been more beneficial to hear their views.’
‘A DWP [Department of Work and Pensions] speaker would have been good to hear support’.
‘Would have been useful if delegates could have shared contact details.’
‘More things aimed at employers rather than job centres.’
‘Perhaps it would be better to have one event focused on job centre staff as they seemed to need the information.’

It is recommended that attendees are asked for permission to share their contact details with other attendees at future events. A seating plan with name plates detailing job descriptions could also be considered, so attendees could locate individuals they are interesting in networking with.

Although the events were aimed primarily at careers advisors, there is evidence to suggest it would be beneficial to invite employers to future events or host two separate events or workshops for employers and Jobcentre Plus staff.

There were limited negative comments from participants, but attendees made reference to issues with the programme (six mentions) and problems with technology (three mentions). Comments included:

‘Could an agenda be sent out beforehand? This would ensure we know what to expect from the event.’
‘I would like more detail pre-event about the program of the workshop.’
‘Overall an interesting day albeit some aspects a bit dry and at times delivery resulted in others having to rush their presentation.’
‘Sessions were too long without comfort break, need shorter punctual sessions with more engagement.’

It is recommended that participants are given more information regarding the programme and the workshops prior to the events.

There were two comments relating to barriers to careers in social care; including zero hours contracts, low pay and poor training. One attendee felt that barriers were not addressed adequately at the events, so this could be considered as a topic for future programmes.

2.4 Individual event feedback

The responses to the questions regarding the overall success of the events can be broken down further to determine feedback on individual events. The number of attendees at each event who also responded to the survey varied between 15 and 39. This information is important in view of further analysis of the individual events. The robustness of the data is dependent on the actual number of responses received and number of attendees at each event. Events which had a good attendance/response therefore provide a more robust evidence base for analysis. The graphs detailing the overall feedback for each event are available in Appendix A.
3. Impact of the events on awareness of careers in social care

Attendees were asked to respond to four attitudinal statements regarding awareness of careers in the sector before and after the events. The following charts detail attendees’ shift in awareness for each statement prior to the event and after the event.

Summary:
- The events were successful in raising awareness of careers in social care, across all four measures used in the evaluation. Following the events, careers advisers who attended were significantly more likely than before to say that:
  - they had a good understanding of the range of jobs available in the adult social care sector
  - they knew the number and type of vacancies in their local sector
  - they knew what types of Apprenticeship were available in the adult social care sector
  - they were aware of pre-employment training routes to recommend for people considering the adult social care sector.
- Awareness of careers in social care was improved as a result of the events. The highest impact was in relation to attendees’ understanding of the range of jobs available in the sector.
- Following the events, awareness of pre-employment training routes increased substantially.
- However, over a third of respondents (34%) still did not agree that they were aware of local vacancies in the sector.

3.1 Shift in awareness of careers in social care\(^6\)

Chart 5 shows that following the event, careers advisers were significantly more likely to say they had a good understanding of the range of jobs available in the adult social care sector than before.

\(^6\) Responses marked with an asterisk (*) have been reversed from negative to positive statements to facilitate easy comparison.
Chart 5: I have a good understanding of the range of jobs available in the adult social care sector:

![Chart 5](chart5.png)

Careers advisers who attended the events were also significantly more likely to say that they know the number and type of adult social care vacancies currently available in their local area, after the event than before (Chart 6).

Chart 6: I know the number and type of adult social care vacancies currently available in my local area:

![Chart 6](chart6.png)

Chart 7 shows that following the events, careers advisers were significantly more likely to say that they knew what types of Apprenticeship were available in the adult social care sector.
Chart 7: I know what type of apprenticeships are available in adult social care:

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre</td>
<td>11%</td>
<td>33%</td>
<td>20%</td>
<td>32%</td>
<td>5%</td>
</tr>
<tr>
<td>Post</td>
<td>19%</td>
<td>52%</td>
<td>18%</td>
<td>8%</td>
<td>4%</td>
</tr>
</tbody>
</table>

N=87

Careers advisers were also significantly more likely to say they were aware of the apt pre-employment training routes (Chart 8), after the events, compared to before.

Chart 8: I am aware of the pre-employment training routes available to individuals considering employment in adult social care:

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre</td>
<td>13%</td>
<td>35%</td>
<td>28%</td>
<td>23%</td>
<td>1%</td>
</tr>
<tr>
<td>Post</td>
<td>21%</td>
<td>62%</td>
<td>15%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

N=87

3.2 Summary of shift in awareness of careers in social care

The highest impact was on attendees’ understanding of the range of jobs available in the social care sector. Prior to the event, 71% of attendees said that they understood the range of jobs available, which rose to 99% after the event.
The impact on awareness of pre-employment training routes was also significant. Over four-fifths of respondents (83%) said that they were aware of pre-employment training after the event compared to 48% prior to the event. However, there were still over a third of respondents (34%) who did not agree that they were aware of local vacancies in the sector. Further engagement is needed at a local level to raise awareness of the number and type of vacancies in the areas, which could be addressed at future events.

Similarly, awareness of Apprenticeships could be further improved following the events as almost a third of participants (30%) did not agree that they had an understanding of the different types of Apprenticeships. Promoting understanding of Apprenticeships and the different types available is an area for future consideration.

3.3 Optivote

Attendees were asked to respond to five attitudinal statements regarding awareness of careers in the sector both in the morning and the afternoon of the events. Responses were collected using Optivote, which is an interactive software programme where attendees are asked a question and then choose a multiple choice answer using hand held devices. The results are then instantly presented in a bar chart and shown to the audience for discussion. It is a very useful interactive tool and works well at events to engage attendees, as well as capturing valuable feedback.

Six out of the eight events used Optivote, and out of those six events three events conducted a morning and afternoon session; London, Stansted and York. In order to measure the effectiveness of the events in increasing awareness of careers in social care, only those events that conducted a morning and afternoon session were included in the analysis.

When reviewing these results it should be considered that analysing information that was collected using multiple methods of data collection, in this case online survey and Optivote, subsequently means the results are not directly comparable. Although Optivote is a valuable evaluation tool, the limitations of the system should also be considered when reviewing the findings. Groups of respondents cannot be identified through profiling and it is therefore more difficult to make assumptions about particular audiences and to form recommendations. It is also not compulsory to participate, so not all attendees’ views are captured using Optivote. For these reasons, the Optivote results have been considered in isolation and not compared to the pre and post results.
The following charts detail an overview of the results from the London, Stansted and York events. As part of the analysis, mean scores were calculated for each aspect to facilitate comparison. The higher the mean score, the higher the aspect was rated by respondents. The pre and post mean scores which were calculated out of 5.0 are shown in charts 9 to 11.

Chart 9: London Optivote results - shift in awareness from the morning of the event to the afternoon

For the London event all aspects experienced a positive shift in awareness following the event, with an increase of between 0.4 and 1.7. All of the post event means scores can be considered good as they were all 4.1 or above. The highest shift was for the aspect regarding understanding of Skills for Care resources, which has a positive shift of 1.7 from 2.9 prior to the event and 4.6 following the event. The aspect concerning awareness of routes into the sector also received a pronounced positive shift of 1.1 following the event.

The aspect with the lowest shift was recommending jobs in the sector to students, which received a positive shift in awareness of 0.4 points following the event.
For the Stansted event all aspects experience a positive shift in awareness following the event, with an increase of between 0.4 and 1.3. All of the post event mean scores can be considered good as they were all 3.8 or above. The highest shift was again for the aspect regarding understanding of Skills for Care resources, which has a positive shift of 1.3 from 3.0 prior to the event and 4.3 following the event. Similarly, the aspect concerning awareness of routes into the sector also received a pronounced positive shift of 1.2 following the event.

The aspect with the lowest shift was recommending jobs in the sector to students again, which received a positive shift in awareness of 0.4 points following the event.
Chart 11: York Optivote results - shift in awareness from the morning of the event to the afternoon

For the York event all aspects experience a positive shift in awareness following the event, with an increase of between 0.4 and 1.7. All of the post event mean scores were excellent as they ranged from 4.1 to 4.7 and York had the highest post event mean scores of the three events.

For this event there was a positive shift of 1.7 for the top aspect regarding understanding of Skills for Care resources, the same score as the London event.

3.4 Comparing Optivote results from London, Stansted and York

The top two aspects with the highest positive shift were the same for all three events; understanding of Skills for Care resources followed by awareness of routes into the sector.
The aspect with the least positive shift overall was the same for each of the events; recommending working in the sector to students. However, for the London and York events they both had a high pre event score of 4.0 and 4.3 respectively, so this was an area that did not require as much development as the other aspects.
4. Impact of the events on attendees’ perceptions of careers in social care

Attendees were asked to respond to seven attitudinal statements regarding their perceptions of careers in social care before and after the events.

Summary:
- The findings show that the events successfully brought about a change in attitudes on most measures.
- Following the events, careers advisers were significantly more likely to say that they:
  - encouraged men to apply for jobs in the sector.
  - believed that the care sector offers good progression opportunities.
  - felt confident describing the sector to potential candidates than before.
  - agreed that social care jobs offer more reward than similarly paid vacancies in other sectors.
- Respondents were slightly less likely to advise people to consider a job in adult social care’ after the events; however this effect was not statistically significant. It is not known whether this result is due to better matching of candidates to vacancies.

4.1 Shift in perception of careers in social care

The charts below show the change in perceptions of careers in the social care sector, as evidenced by the data from the matched sample of pre- and post-event responses.

Chart 12, below, shows that, following the events, careers advisers were slightly less likely to advise people to consider a job in adult social care, than before. However the change is not statistically significant.

7 Responses marked with an asterisk (*) have been reversed from negative to positive statements to facilitate easy comparison.
Chart 12: I often advise people to consider a job in adult social care*

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre</td>
<td>26%</td>
<td>52%</td>
<td>16% 5%</td>
<td>1%</td>
</tr>
<tr>
<td>Post</td>
<td>19%</td>
<td>47%</td>
<td>22% 6%6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

N=87

Chart 13, below, shows that following the events, careers advisers were significantly more likely to agree that social care jobs offer more reward than similarly paid vacancies in other sectors.

Chart 13: Compared to similarly paid vacancies in other sectors, I think social care jobs offer more reward

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre</td>
<td>7%</td>
<td>43%</td>
<td>38% 11%</td>
<td>1%</td>
</tr>
<tr>
<td>Post</td>
<td>17%</td>
<td>53%</td>
<td>25% 3%1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

N=87

Chart 14, below, shows that following the events, careers advisers were much more likely to feel confident describing the sector to potential candidates than before.
Chart 14: I feel confident describing the adult social care sector to potential candidates:

<table>
<thead>
<tr>
<th></th>
<th>Pre</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>21%</td>
<td>39%</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>0%</td>
<td>50%</td>
<td>100%</td>
</tr>
</tbody>
</table>

N=87

Chart 15, below, shows that following the events, careers advisers were significantly more likely to believe that the care sector offers good progression opportunities.

Chart 15: I believe that the care sector offers good career progression opportunities*

<table>
<thead>
<tr>
<th></th>
<th>Pre</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6%</td>
<td>45%</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>17%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>0%</td>
<td>50%</td>
<td>100%</td>
</tr>
</tbody>
</table>

N=87

Chart 16 shows that following the events, careers advisers were slightly more likely to agree that the number of opportunities in the sector is growing fast. This change is not statistically significant however, since the proportion of attendees who already agreed with the statement was high.
Chart 16: I think the number of opportunities in the adult social care sector is growing fast*

Chart 17 shows that following the events, careers advisers were slightly (not significantly) more likely to agree that the adult social care sector would suit young people they worked with, though a large proportion still had reservations about this.

Chart 17: I think the adult social care sector would suit most young people I work with*

Chart 18 shows that following the events, careers advisers were significantly more likely to say that they encouraged men to apply for jobs in the sector.
### 4.2 Summary of shift in perception of careers in social care

The results demonstrate a positive shift in attitudes for most aspects from the pre event to post event surveys. The area with the most pronounced shift was careers advisers’ confidence in describing the adult social care sector to potential candidates which saw the proportion agreeing with the statement more than double from 60% prior to the event to 98% following the event.

The proportion of attendees’ feeling that the sector offers ‘good career progression opportunities’ also more than doubled following the events.

‘Encouraging men into the sector’, and thinking that social care jobs offer more reward compared to similarly paid vacancies in other sectors’ both demonstrated a positive shift (17% and 20% respectively) when comparing those who agreed with the statements prior to and after the event.

The one aspect which had a slight negative shift in perception, when comparing results before and after the event, was ‘I often advise people to consider a job in adult social care. Respondents were actually less likely to say they ‘often advise people to consider a job in adult social care’ after the events, as 78% agreed prior to the events compared to 66% following the events. This is an interesting finding, as although this would mean there are less candidates being put forward for social care vacancies, it could be interpreted that careers advisors now recognise that certain values and attributes are

---

**Chart 18: I encourage men to apply for jobs in the adult social care sector:**

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre</td>
<td>16%</td>
<td>59%</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>Post</td>
<td>39%</td>
<td>53%</td>
<td>7%</td>
<td>1%</td>
</tr>
</tbody>
</table>

N=87
required to work in the sector and they are being more selective about who they recommend a career in social care to. This area could be explored further at future events and evaluation.

Only a small positive shift (of 2%) was observed for the statement ‘I think the adult social care sector would suit most young people I work with’ following the events, but this is also a neutral result as not all young people are suited to a career in the sector and it is encouraging that careers advisors recognise this.

It should be noted that perceptions are usually not altered quickly and on the basis of attending one single event, but as the result of a longer term process. While the events are likely to have kick-started the process, there remains more work to be done.
5. Resources

Summary:
- Respondents were most aware of Skills for Care resources, with over half of respondents (55%) stating that they had used Skills for Care resources ‘frequently’ or ‘occasionally.’
- Respondents were least likely to be aware of and use was the ‘Think Care Careers (Career Pathways e-tool)’ with three fifths of participants (60%) having never heard of the resource and almost a quarter (23%) that had heard of it but never used it before.
- The number of unique visitors to relevant Skills for Care web pages did not show any significant change after the events.

5.1 Awareness of the resources

Chart 19: Tell us about your awareness and use of the following resources or sources of support

Skills for Care
- Have used a number of times or frequently: 31%
- Have used once or occasionally: 24%
- Have heard of but not used: 28%
- Have not heard of: 18%

Care Sector Routeway and level 1 Award in Preparing to Work in Adult Social Care
- Have used a number of times or frequently: 17%
- Have used once or occasionally: 11%
- Have heard of but not used: 39%
- Have not heard of: 33%

Think Care Careers (career pathways etool)
- Have used a number of times or frequently: 9%
- Have used once or occasionally: 23%
- Have heard of but not used: 60%
- Have not heard of: 0%

I Care...Ambassadors
- Have used a number of times or frequently: 10%
- Have used once or occasionally: 11%
- Have heard of but not used: 35%
- Have not heard of: 44%

N = 189

Skills for Care and Care Careers sum to 101% due to rounding.
Prior to the events, attendees were asked about their awareness and use of Skills for Care resources and sources of support. However, the post event survey did not ask participants to feedback on their awareness following the event, so the impact of showcasing the resources at the event cannot be measured. This may be an area to explore in future evaluations.

Chart 19 demonstrates that there was an overall lack of awareness and use of all the resources that were discussed at each event. Skills for Care resources had the most awareness with over half of respondents (55%) stating that they had used Skills for Care ‘frequently’ or ‘occasionally.’

The resource with least awareness and use was the ‘Think Care Careers (Career Pathways e-tool)’ with three fifths of participants (60%) having never heard of the resource and almost a quarter (23%) that had heard of it but never used it before.

5.2 Web hits on the Skills for Care careers pages

Google analytics were produced to calculate the number of hits on the careers web pages on the Skills for Care website. The events were held in March and April 2014, so web hits were obtained for three months prior to the events, two months during and two months afterwards. The table below details the findings.

<table>
<thead>
<tr>
<th>Webpage</th>
<th>Dec 13</th>
<th>Jan 14</th>
<th>Feb 14</th>
<th>Mar 14</th>
<th>Apr 14</th>
<th>May 14</th>
<th>Jun 14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Care careers home page</td>
<td>629</td>
<td>1883</td>
<td>1474</td>
<td>1361</td>
<td>1160</td>
<td>1352</td>
<td>1255</td>
</tr>
<tr>
<td>Starting a career in social care</td>
<td>1336</td>
<td>2877</td>
<td>2095</td>
<td>3355</td>
<td>3329</td>
<td>3408</td>
<td>3476</td>
</tr>
<tr>
<td>Careers pathway etool page</td>
<td>961</td>
<td>1743</td>
<td>1399</td>
<td>1799</td>
<td>1514</td>
<td>1697</td>
<td>1565</td>
</tr>
<tr>
<td>Think social care page</td>
<td>221</td>
<td>412</td>
<td>339</td>
<td>363</td>
<td>274</td>
<td>343</td>
<td>267</td>
</tr>
<tr>
<td>Total</td>
<td>3147</td>
<td>6915</td>
<td>5307</td>
<td>6878</td>
<td>6277</td>
<td>6800</td>
<td>6563</td>
</tr>
</tbody>
</table>

The following chart shows the information in a line graph to facilitate easy comparison of web pages and peaks and troughs in activity.
Looking at the total number of webpages hits, activity more than doubled from 3147 hits in December to 6195 in January, meaning a 120% increase in hits. As no promotional work was undertaken in January this may be attributed to a spike in activity following people returning to work after the Christmas holidays, but more research would be needed to evidence this.

Another spike in activity was in March where the total number of page hits increase from 5307 to 6878 meaning a 30% increase in hits to the careers pages. This increase in website activity could be attributed to the promotional work surrounding the events.

The total hits levels dip in April by 8% and then increases slightly in May, again by 8%. This makes it difficult to attribute movement to event participants viewing the pages following the events.

The ‘Starting a career in social care’ webpage was the most popular page with 3355 hits for the month of March. This page experienced a 60% increase in hits from February to March, again supporting the suggestion that the increase was a result of the promotional work that took place prior to the events.
6. Skills for Care offer

This section details whether attendees are aware of how to access support from Skills for Care and how they would like to receive that support.

Summary:
- Following the event, the vast majority of respondents knew how to contact their Area Officer (89%). This is an improvement on last year where the figure for this question was 77%.

6.1 Contacting Skills for Care officers

Chart 21: Do you know how to contact your local Skills for Care Area Officer?
7. Recommendations and conclusions

7.1 Response rate of post event survey
226 attendees (62%) completed the post event survey compared to 216 attendees (56%) who completed the pre event questionnaire. Last year, post event survey completion was much lower than pre event. As a result, an alternative approach was taken and attendees were asked to complete the post event survey before leaving the event (apart from London event where online surveys were sent out following the event). This has proven to be a successful approach, ensuring a larger sample size and robust results, which can be used as a sound basis for recommendations.

7.2 Feedback on the event
Looking at the overall ratings for the events, this was clearly a very popular series of events with the majority of participants (95%) rating the events overall as either ‘good’ or ‘excellent’. This was closely followed by 91% rating resources used on the day as either ‘good’ or ‘excellent’, 89% rating usefulness of information provided for their day to day role as either ‘good’ or ‘excellent’ and 87% rating the level of delivery pitched at appropriate knowledge either ‘good’ or ‘excellent’. This is strong evidence to support that the series of events were popular and it is recommended that a similar type of event is offered to the sector again next year.

7.3 Networking opportunities
When attendees were asked to evaluate aspects of the events overall, almost one-fifth of respondents (19%) stated they felt the time allocated to networking was either ‘fair’ or ‘poor.’ Although 80% of participants rated this aspect ‘excellent’ or ‘good’, further time could be allotted to networking at future events to satisfy those requiring more time.

Participants stated they would like to review the attendee list prior to the event to improve networking opportunities. It is recommended that attendees are asked for permission to share their contact details with other attendees at future events. A seating plan with name plates detailing job descriptions could also be considered, so attendees could locate individuals there are interesting in networking with.

7.4 Programme
When attendees were asked for overall feedback on the event, there were several comments regarding lack of information on the programme prior to the event. It is
recommended that participants are given more information regarding the programme and the workshops prior to the events to set their expectations.

7.5 Future events
The vast majority of respondents who completed the post event survey (92%) felt that it would be beneficial to attend a similar event in future. This demonstrates the value of careers-themed events and identifies a definite need to continue to offer guidance and support to the sector in this area of interest.

7.6 Awareness of careers in social care
The events were successful in raising awareness of careers in social care, across all four measures used in the evaluation. Following the events, careers advisers who attended were significantly more likely than before to say that:

- they had a good understanding of the range of jobs available in the adult social care sector
- they knew the number and type of vacancies in their local sector
- they knew what types of Apprenticeship were available in the adult social care sector
- they were aware of pre-employment training routes to recommend for people considering the adult social care sector.

The highest impact was on attendees’ understanding of the range of jobs available in the social care sector. Prior to the event, 71% of attendees said that they understood the range of jobs available, which rose to 99% after the event. The impact on awareness of pre-employment training routes was also significant. Over four-fifths of respondents (83%) said that they were aware of pre-employment training after the event compared to 48% prior to the event.

Post event, 34% of respondents remained impartial or ‘disagreed that they were aware of local vacancies in the sector. Further engagement is needed at a local level to raise awareness of the number and type of vacancies in the areas, which could be addressed at future events. Similarly, awareness of Apprenticeships could be further improved following the events as almost a third of participants (30%) were either impartial or disagreed that they had an understanding of the different types of apprenticeships. Promoting understanding of Apprenticeships and the different types available is an area for future consideration.
7.7 Perceptions of careers in social care
The events were successful in changing perceptions of social care on all but one measure used in the evaluation. Following the events, careers advisers were significantly more likely to say that they:

- encouraged men to apply for jobs in the sector.
- believed that the care sector offers good progression opportunities
- felt confident describing the sector to potential candidates than before
- agreed that social care jobs offer more reward than similarly paid vacancies in other sectors.

The aspect with the most pronounced shift was ‘I feel confident describing the adult social care sector to potential candidates’ which saw an increase of 38% of respondents agreeing with the statement from 60% prior to the event to 98% following the event. The perception that the sector offers ‘good career progression opportunities’ saw an increase of 28% of people agreeing with the statement following the events.

Respondents were slightly (but not significantly) less likely to say they ‘often advise people to consider a job in adult social care’ after the events, as 78% agreed prior to the events compared to 66% following the events. This is an interesting finding, as although this would mean there are less social care candidates put forward, it could be interpreted that careers advisors now recognise that certain values and attributes are required to work in the sector and they are being more selective about who they recommend a career in social care to. This area could be explored further at future events.

7.8 Care Sector Routeway, Think Care Careers and I Care…Ambassadors resources
A large percentage (60%) of respondents have not heard of the ‘Think Care Careers’ resource. This resource was previously known as the ‘Career Pathways e-tool’ and consideration should be given as to whether the new name has affected awareness of the resource. There are still a substantial number of participants who have not yet used any of the resources; 83% in total have not used ‘Think Care Careers’, 79% have not used ‘I Care…Ambassadors’ and 72% have not used the ‘Care Sector Routeway.’ It is recommended that future events should consider ways of increasing the use of these resources or explore barriers to their use. A further recommendation would be to include the question surrounding awareness and use of resources in future post event surveys, so that the success of the events in raising awareness amongst event attendees can be gauged.
7.9 Contacting Area Officers
Following the event, almost nine out of ten respondents (89%) knew how to contact their area officer. 12% are still unaware of how to make contact - work needs to be undertaken to ensure that Skills for Care Area Officer contact details are accessible to all.

7.10 Organisations represented by attendees
Almost three-fifths of attendees were from Jobcentre Plus (58%) compared to a quarter last year (27%). Last year a fifth were from FE colleges careers departments (22%), 15% were secondary school career department attendees and 12% were careers advisors from the national careers service. However, this year those figures fell to 6%, 2% and 3%. A quarter of respondents selected ‘other’ (25%) as their response, but as there was no option to give more details this group cannot be broken down further. Skills for Care should work to increase engagement with those stakeholders who have not fully engaged in the events, such as HEI careers departments (1%) and Independent Careers Advisors (1%).

When attendees were asked for additional feedback on the event, a few participants mentioned they would have like to have seen more employers at the event or more conversely more focus on Jobcentre Plus. Although the events were aimed primarily at careers advisors, there is evidence to support it would be beneficial to invite employers to future events or hosting two separate events or workshops for employers and Jobcentre Plus staff.

7.11 Services offered by attendees
Over a third of respondents (34%) do not offer frontline employment support services to young people or adults and over two-fifths (42%) do not offer frontline careers advice/guidance or information. Further work can be undertaken to ascertain the reasons behind this and whether they could potentially increase their offer to young people or adults. This information will be useful when tailoring the programme to specific audiences at future events.
Appendix A: Feedback on the individual events

The following charts detail the overall feedback on the eight individual events

South West: Hyde Park Rugby Club, Taunton

Chart 21: How would you rate the following aspects of the event?

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of delivery pitched at appropriate knowledge</td>
<td>47%</td>
<td>40%</td>
<td>7%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Networking opportunities</td>
<td>40%</td>
<td>53%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resources used on the day, e.g. presentations</td>
<td>67%</td>
<td>27%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Usefulness of information for your day-to-day role</td>
<td>47%</td>
<td>53%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The event overall</td>
<td>53%</td>
<td>40%</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

N=15
North West: Orford Neighbourhood Hub, Warrington

Chart 22: How would you rate the following aspects of the event?

[Bar chart showing the percentage of responses for various aspects of the event, such as Level of delivery pitched at appropriate knowledge, Networking opportunities, Resources used on the day, e.g. presentations, Usefulness of information for your day-to-day role, and The event overall.]

West Midlands: Village Hotel, Walsall

Chart 23: How would you rate the following aspects of the event?

[Bar chart showing the percentage of responses for various aspects of the event, such as Level of delivery pitched at appropriate knowledge, Networking opportunities, Resources used on the day, e.g. presentations, Usefulness of information for your day-to-day role, and The event overall.]
Eastern: Stansted Hilton, Stansted

Chart 24: How would you rate the following aspects of the event?

- Level of delivery pitched at appropriate knowledge
  - Excellent: 36%
  - Good: 49%
  - Fair: 13%
  - Poor: 3%

- Networking opportunities
  - Excellent: 21%
  - Good: 51%
  - Fair: 28%

- Resources used on the day, e.g. presentations
  - Excellent: 28%
  - Good: 59%
  - Fair: 10%

- Usefulness of information for your day-to-day role
  - Excellent: 33%
  - Good: 49%
  - Fair: 15%

- The event overall
  - Excellent: 38%
  - Good: 60%
  - Fair: 3%

N=39

East Midlands: Holiday Inn, Leicester

Chart 25: How would you rate the following aspects of the event?

- Level of delivery pitched at appropriate knowledge
  - Excellent: 30%
  - Good: 50%
  - Fair: 20%

- Networking opportunities
  - Excellent: 11%
  - Good: 63%
  - Fair: 21%
  - Poor: 5%

- Resources used on the day, e.g. presentations
  - Excellent: 30%
  - Good: 60%
  - Fair: 10%

- Usefulness of information for your day-to-day role
  - Excellent: 21%
  - Good: 58%
  - Fair: 21%

- The event overall
  - Excellent: 29%
  - Good: 67%
  - Fair: 5%

N=20
London and South East: Lynton House, London

Chart 26: How would you rate the following aspects of the event?

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of delivery pitched at</td>
<td>25%</td>
<td>50%</td>
<td>25%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>appropriate knowledge</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Networking opportunities</td>
<td>21%</td>
<td>50%</td>
<td>29%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resources used on the day, e.g.</td>
<td>21%</td>
<td>71%</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>presentations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Usefulness of information for your</td>
<td>21%</td>
<td>63%</td>
<td>17%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>day-to-day role</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The event overall</td>
<td>25%</td>
<td>63%</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

N=24

North East Hardwick Hall, Sedgefield, Co. Durham

Chart 27: How would you rate the following aspects of the event?

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of delivery pitched at</td>
<td>40%</td>
<td>47%</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>appropriate knowledge</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Networking opportunities</td>
<td>40%</td>
<td>47%</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resources used on the day, e.g.</td>
<td>20%</td>
<td>70%</td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>presentations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Usefulness of information for your</td>
<td>43%</td>
<td>57%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>day-to-day role</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The event overall</td>
<td>47%</td>
<td>50%</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

N=30
Yorkshire & the Humber: Royal York Hotel, York

Chart 28: How would you rate the following aspects of the event?

- Taunton (SW) – of the 15 responses, no-one rated any aspect of the event as ‘poor’. 100% of attendees rated the usefulness of information for their day to day role as either ‘good’ or ‘excellent’.
- Orford (NW) – of the 26 responses, no-one rated any aspect of the event as ‘poor’. 100% of attendees rated the level of delivery pitched at appropriate knowledge as either ‘good’ or ‘excellent’.
- Walsall (West Mids) – of the 39 responses, no-one rated any aspect of the event as ‘poor’. 92% of respondents rated the event overall as either ‘good’ or ‘excellent’.
- Stansted (Eastern) – of the 39 responses, 98% of respondents rated the event overall as either ‘good’ or ‘excellent’.
- Leicester (East Mids) – of the 20 responses, 95% of respondents rated the event overall as either ‘good’ or ‘excellent’.
- Lynton House (London & SE) – of the 24 responses, no-one rated any aspect of the event as ‘poor’. 94% rated the resources used on the day as ‘good’ or excellent’.
- Sedgefield (NE) – of the 30 responses, no-one rated any aspect of the event as ‘poor’. 100% of attendees rated the usefulness of information for their day to day role as either ‘good’ or ‘excellent’.
- York (Y&H) – of the 26 responses, no-one rated any aspect of the event as ‘poor’. 100% of respondents rated the event overall as either ‘good’ or ‘excellent’.
Appendix B: Results of profiling questions from the pre-event survey

Offer to young people or adults as part of day to day work

Chart 28: Do you offer the following to young people or adults as a key part of your day to work

Prior to the events, attendees were also asked whether they offer front-line careers advice/ guidance/ information or front-line employment support services to young people or adults as a key part of day to day work.

Chart 28 shows that approximately two-thirds (66%) of respondents do offer frontline employment support services and just under two-thirds (58%) offer front-line careers advice/ guidance and information.
Appendix C: Answers to open ended questions

(NB: Comments have been reproduced exactly as submitted on the survey).

Question 12. Do you have and further comments about the event?

- A better overall expectation of I Care Needed. Probably didn’t need 2 ambassadors giving presentations.
- A bit heavy on statistics. Would have been useful to have more employers attending the event. Like the website.
- A programme for the day’s schedule would have been useful
- A really useful and informative event. The networking opportunities were excellent. One of the main things I learnt, from the event, was how disadvantaged our JCP is, in terms of our relationship with our LA (they have their own agenda, i.e. they have their own work programme provider, which they promote) and with our local college who also have their own agenda, i.e. they have a job shop and promote apprenticeships/jobs to their own students which leaves our unemployed youngsters behind. This is an area that, as a JCP, we need to work on, and I have passed this information on to our partnership manager, hoping that this might encourage them to work more closely with us. Thank you for the invite.
- A well organised and informative event
- Answers were based on knowledge prior to this event. Lunch was not very good
- Breakout room too small. It issues with videos. Timings and content would have been appreciated along with ample comfort breaks
- Can I have a copy of the slides please?
- Care Ambassadors really brought it to life
- Could an agenda be sent put beforehand? This would ensure we know what to expect from the event.
- Could do with something other than sandwiches at lunch
- Could I have a copy of the slides from the event please?
- Email slideshow, more leaflets for office - job roles etc.
- Enjoyed auto vote
- Enjoyed the event, very informative.
- Enjoyed the training, made good networking and good understanding of new resources.
- Exactly right pace, having attended event previously last year.
- excellent day - more of the same please
• Excellent delivery - better understanding on how I can link with I Care Ambassador to deliver on DWP objectives.
• Excellent delivery. I particularly liked the 'Ambassadors' takes
• excellent event and good resources available
• Excellent event. Very comprehensive information provided. Will be very useful in my job role.
• Excellent information day. many thanks
• Excellent informative event
• excellent presentations from each of the I Care Ambassadors
• Fantastic event and very well delivered. I have learnt a great deal today and will be using the knowledge I have gained to support my customers brilliant day, thank you
• Good presentation and awareness of care in West Midlands and what resources are available. It would be useful to have care studies of employers/organisations who have used tool kit and different processes. Great Opportunity to network.
• Good provision of materials to take away. Upstairs workshop was discriminant, downstairs workshop was a little vague. Thank you
• Great event. Met some lovely people fab for networking. Will use the Skills For Care website (recruitment tool & self-assessment).
• I Care Ambassadors - brilliant!
• I care Ambassadors was brilliant!
• I enjoyed the event but the technology was very poor and ruined some of the presentations. The mic was fine but some people weren't using it and I missed what they said. Also the videos were a bit pointless without the sound! Give people the mic to speak into in the Q&A.
• I expected more employers at the event. It would have been more beneficial to hear their views. Traineeships - AGE mentioned (£1500) employer could be eligible instead for wage incentive (£2275) youth contact details of the growth of the industry was of value.
• I feel the barriers that were raised were not properly addressed. It is a problem in my area and although as a Jobcentre we are trying to address them, we do need support from external organisations that can influence. Domiciliary care is the area causing the most problems, with low pay, transport requirement and poor training. My area is affluent and other job opportunities in other sectors are far more attractive than Social Care, despite the job satisfaction of the roles. It would have been nice to see HR teams from various companies at the event.
• I have been on various career events over my time working for the Job Centre. I found this as one of the most informative that I have been on.
• I think the session from Ozzie was extremely informative and useful. I think the presentations were good and offered good advice but unfortunately until the wage issue is seriously addressed and zero hour contracts are removed it is still an incredibly difficult sector to encourage people to work in and it doesn’t matter how many of these events are arranged you will not attract people to this industry because they can't afford to live. The wage and responsibility warrants a higher wage and I think there should be a total reform and care un-privatised so that there is greater control and influence over wages, training, opportunities and hours.

• I would like more detail pre-event about the program of the workshop. I gained a lot from the first half of the workshop but was not concerned with the traineeships/apprenticeships due to my organisation.

• I would like the details, PowerPoint presentations sent to my email address so I can show their researchers info with colleagues.

• Information well worth participating in.

• Interesting and relevant mix of employers and presentations including up to date IT resources. Excellent for recruiters and informative for employers in the care and welfare sector.

• It was great to hear about the I care ambassadors but I would have liked to have heard more about their role as ambassadors. There was a lot of talk about how they got to where they are today and it was very interesting and inspiring so I don't want to give the impression I wasn't interested, however, more information on the role of the I care ambassador would be good.

• It was helpful for me to come along even if I was aware of a variety of the opportunities available. Perhaps it would be better to have one event focused on job centre staff as they seemed to need the information.

• It would be beneficial for more employers to attend the event to hear about successful sector based activity and give honest feedback on what works for them. A DWP speaker would have been good to hear support. Great overall event.

• More info on grants and funding for employers/employees.

• More opportunities for discussion/networking at the tables would have been beneficial.

• More tea and coffee  more things aimed at employers rather than jobcentres

• Much of the information and resources had already been covered at the annual conference and regional event but always useful to be reminded. Always an excellent opportunity to network too.

• Need more employers for networking.
Overall an interesting day albeit some aspects a bit dry and at times delivery was seen resulting in others having to rush their presentation. Good ideas to take back to my workplace.

Overall is very good, fast moving agenda.

Please also include these email addresses: nmarton@pursuittraining.co.uk tleahy@pursuittraining.co.uk

Please can I have a copy of the slides?

Please could we have an agenda so we know where we should be especially after London.

Please could you send the slides from today's session.

Please send me the slides.

Plenty of information on various topics.

Questions 4 and 5 are unanswered as this is my second day within the job. I shall be learning and progressing on the job.

Really enjoyed it and found it useful. Made some good contacts.

Really good and informative day Thank you!

Really informative event

Really useful session. Thank you :) am interested in further events.

Really useful thank you.

Sessions were too long without comfort break need shorter punctual sessions with more engaging.

Sorry did not complete pre-event survey.

Thank you for a very enjoyable and interesting event. Made some interesting and excellent links with people. As a training provider this is just the type of event we have been waiting for. Well done.

The event venue was good but I felt the room was trying to accommodate too many people.

The online tools I fell will be a great value.

The only reason this session wasn't very applicable to me was that I have followed a social care route into my role now so I had first-hand experience of what the session was trying to get across to the JCP advisors.

The survey was only really aimed at employment advisors really at not at the other areas interested in this topic.

Thoroughly enjoyable - informative - well done.

Unable to hear some of the questions and responses during the Q&A.

Valuable to me in my role as an ambassador also I was re-enthused by the positive speaking of the 2 guests for I Care Ambassadors.
- Very good chance to network - would have liked a list of attendees. Discussions highlight there is a need for Skills for Care to do more activities with Jobcentres.
- Very good event, networking was not encouraged and the day was oversubscribed to be able to freely move around the room to chat to others. Might have been good to cluster people on tables of similar roles to engage in networking.
- Very good I Care presentation. Great presentation from Sandy regarding Baylham.
- Very informative and found the marketing literature very good.
- Very informative event. Thank you.
- Very informative thank you.
- Very informative, learnt a lot thank you.
- Very informative, lots of ideas that I want to take back to Local JCP offices to improve understanding of the sector - which would enable them to promote it to a wider variety of unemployed customers.
- Very inspired by the apprentice and Sandy care house manager.
- Would be great for the audience to get information on DWP opportunities alongside Apprenticeships as this is not the only route to pre-train, provide work experience or recruit unemployed people.
- Would be very interested in maintaining contact with this group.
- Would have been useful if delegates could have shared contact details.
- Would have been useful to have a Care Ambassador speaking and someone recently recruited to the Care Sector.
- Would have liked more information about recruitment and retention for social workers but am aware this maybe not the correct event for this. Good event with excellent presentations/speakers.
- Would have preferred companies representatives to be on different tables for netter networking (ie: seating plan).
- Would love to deliver a presentation on Developing Workforce, in working with change and cultures - Developing values and personal qualities.
Appendix D: Pre and post event questionnaires

See questionnaires below.