

A summary of the adult social care sector and workforce in Norfolk

2020/21

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 widescale change.

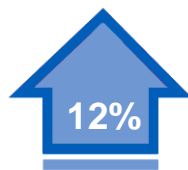
The information within this summary has been produced by Skills for Care using the Adult Social Care Workforce Data Set (ASC-WDS). We use the data collected by the ASC-WDS to create workforce models that, in turn, allow for estimates of the whole adult social care workforce and its characteristics to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

Size and structure of the workforce

In 2020/21 the adult social care sector in England had an estimated 17,700 organisations with 39,000 care-providing locations and a workforce of around 1.67 million jobs. In Norfolk there were an estimated **27,000** jobs in adult social care, split between local authorities (**12%**), independent sector providers (**78%**) and jobs working for direct payment recipients (**11%**). As at March 2021, Norfolk contained 496 CQC-regulated services; of these, 345 were residential and 151 were non-residential services.



Adult social care is a growing sector. Across England it has increased by 12% since 2012, and in the Eastern region it increased by 12% over the same period.



If the workforce grows proportionally to the projected number of people aged 65 and over then the number of adult social care jobs in the Eastern region will increase by 31% (from 179,000 to 234,000 jobs) between 2020 and 2035.

From here on, the figures in this report refer to the 24,500 jobs in the independent sector and local authority in Norfolk. Jobs working for direct payment recipients are not included.

The information in this report was provided by local authorities as at September 2020 and by independent sector employers as at March 2021.

For information about changes in the workforce since the start of the COVID-19 pandemic, using Skills for Care's weighted whole sector data collected between 2019/20 and 2020/21 and qualitative information and evidence gathered from employers to add context to the statistics, please see our Workforce Intelligence website¹.

Recruitment and retention

Skills for Care estimates that the **staff turnover rate** in Norfolk was 33.9%, which was similar to the region average of 30.9% and similar to England, at 29.5%. Not all turnover results in workers leaving the sector, around two thirds (63%) 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 experience.



¹ www.skillsforcare.org.uk/adult-social-care-workforce-data/Workforce-intelligence/publications/Topics/COVID-19

Adult social care has an experienced ‘core’ of workers. Workers in Norfolk had on average **9.3 years of experience in the sector** and 80% of the workforce had been working in the sector for at least three years.

Using both workforce intelligence evidence and our links with employers and stakeholders across England, we know that recruitment and retention is one of the largest issues faced by employers. We have many resources and tools available to help, for example the ‘Values-based recruitment and retention toolkit’² and ‘Seeing potential: widen your talent pool’.³ For more information please visit: www.skillsforcare.org.uk/recruitment-retention

Employment information

We estimate Norfolk had **24,500** adult social care jobs employed in the local authority and independent sectors. These included 1,700 managerial roles, 950 regulated professionals, 17,000 direct care (including 14,500 care workers), and 4,900 other-non-care proving roles.

The average number of **sickness days** taken in the last year in Norfolk was 8.4, (9.1 in Eastern and 9.5 across England). With an estimated directly employed workforce of 23,000, this would mean employers in Norfolk lost approximately **193,000 days to sickness in 2020/21**. In England levels of staff sickness have nearly doubled over the course of the pandemic between 2019/20 and 2020/21, in total around 6 million extra days were lost to sickness than in the year before.

Less than a quarter (17%) of the workforce in Norfolk were on zero-hours contracts. Around a half (51%) of the workforce usually worked full-time hours and 49% were part-time.

Chart 1. Proportion of workers on zero hours contracts by area



Workforce demographics

The majority (81%) of the workforce in Norfolk were female, and the average age was 43.8 years old.



Workers aged 24 and under made up 10% of the workforce and workers aged over 55 represented 27%. Given this age profile approximately 6,700 people will be reaching retirement age in the next 10 years.

Nationality varied by region, in England 83% of the workforce identified as British, while in the Eastern region this was 82%. An estimated 89% of the workforce in Norfolk identified as British, 7% identified as of an EU nationality and 4% a non-EU nationality, therefore there was a higher reliance on EU than non-EU workers.

Pay



Table 1 shows the full-time equivalent annual or hourly pay rate of selected job roles in Norfolk (area), Eastern (region) and England. All figures represent the independent sector as at March 2021, except social workers which represent the local authority sector as at September 2020. At the time of analysis, the National Living Wage was £8.72.

Table 1. Average pay rate of selected job roles by area

	England	Region	Area
Full-time equivalent annual pay			
Social Worker [†]	£37,100	£34,500	£35,000
Registered nurse	£33,600	£33,000	£32,900
Hourly pay			
National Living Wage	£8.72	£8.72	£8.72
Senior care worker	£10.00	£10.02	£9.73
Care worker	£9.29	£9.23	£9.15
Support and outreach	£9.53	£9.37	£9.42

[†]Local authority social workers only.

Please note that pay varies by sector, with local authority pay generally being higher than independent sector pay.

² www.skillsforcare.org.uk/vba

³ www.skillsforcare.org.uk/seeingpotential

Qualifications, training and skills

Skills for Care believes that everyone working in adult social care should be able to take part in learning and development so that they can carry out their role effectively. This helps to develop the right skills and knowledge to enable them to provide high quality care and support.

Skills for Care estimates show that 40% of the direct care providing workforce in Norfolk hold a *relevant* adult social care qualification (43% in Eastern and 46% in England).

Raw data from the ASC-WDS showed, of those workers without a relevant adult social care qualification recorded, 44% had five or more years of experience in the adult social care sector, 63% had engaged with the Care Certificate and 86% had completed training.

Factors affecting turnover

Together with a data science specialist, we used ASC-WDS information to create machine learning models that were used to assess which variables had an effect on adult social care workers' propensity to leave their jobs.

Across England, variables that influence the likelihood of a worker leaving their role were:

- Workers who travelled further were more likely to leave.
- Those under 25, and over 60 years old, were more likely to leave their posts.
- Turnover decreased with higher levels of experience working in the sector.
- Likelihood of leaving decreased as pay levels increased.
- Likelihood of leaving decreased with higher levels of experience in role.
- Likelihood of leaving decreased if workers had more training.
- Turnover decreased if workers had a higher number of contracted hours.
- Likelihood of leaving decreased if workers had fewer sickness days.
- Workers on zero-hours contracts were more likely to leave their posts.
- Likelihood of high turnover rates increased if the establishment had high turnover historically.

For more information please see Chapter 8 of 'The State of the adult social care sector and workforce, 2021' available at:

www.skillsforcare.org.uk/Stateof

Analytical service and relevant resources

Our analysis team provides an external analysis service which is able to produce a range of in-depth reports, tailored to your specific requirements.

You can commission us to help you:

- Partner with us to draw on our adult social care data and expertise to win bids and tenders.
- Provide a detailed analysis of a geographic area, including analysis below local authority level.
- Draw on our data science capabilities - discover how key outcomes (such as CQC scores, turnover rates and vacancy rates) can be improved.
- Provide trends back to 2012/13 and forecasts for how the workforce could look like in the future.
- Request a feed of data to enhance or improve a product or service.

Skills for Care provides outstanding workforce intelligence relied upon by the sector to make decisions about adult social care planning and service delivery. To read more publications, including the 'State of the adult social care sector and workforce in Eastern' and key workforce topic areas please see:

www.skillsforcare.org.uk/WIpublications

For more detail about the methodology used to create these estimates please see:

www.skillsforcare.org.uk/workforceestimates

Interactive visualisations

Two interactive visualisations have been created at an LA level, to enable you to see and understand your workforce intelligence in a more visual and interactive way. One allows you to see your LA area in more detail and another to compare LA areas. To access the visualisations, please see

www.skillsforcare.org.uk/lasummaries

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