

# Welcome to our webinar

We will start soon



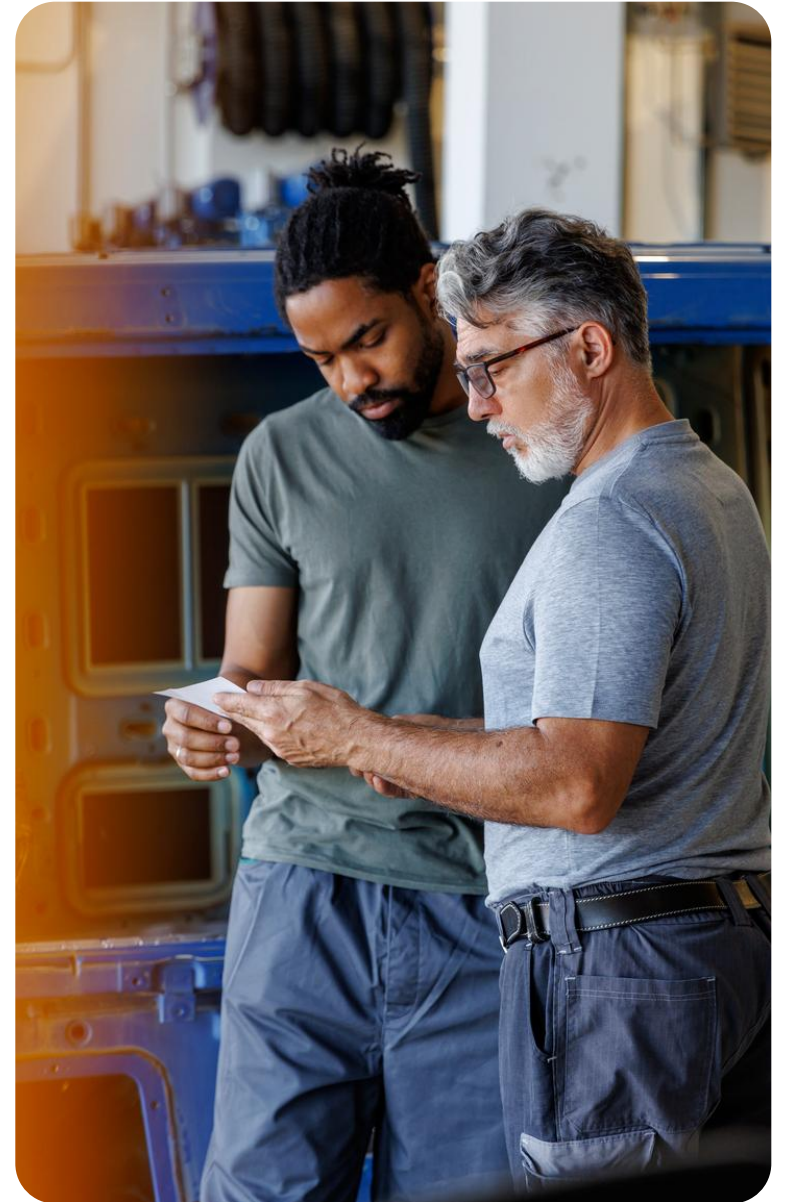
Write in the chat



Ask your questions in the Q&A box

# The Care Talent

*Securing the workforce via **skills**,  
wellbeing, and smart benefits*



# Today's topics

#1 The state of Social Care in 2026

#2 The foundation – Financial & mental wellbeing

#3 The Attraction – Closing the "dealbreaker" gap

#4 The potential – The "hidden" skills premium

#5 The "triple lock" checklist

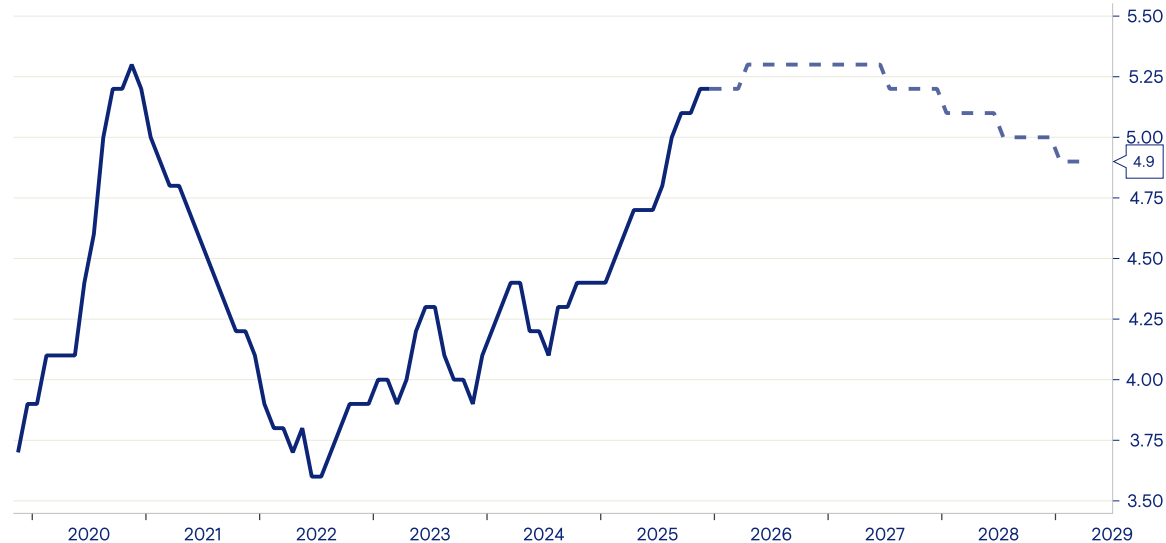
#6 Q&A session

# The Market Overview

# Navigating a **changing labour market**

- The unemployment rate has increased to 5.2%
- Payroll employment has declined by about 100k since mid-2024 – both global uncertainty plus domestic policies are playing a role (minimum wage, taxes)

UK unemployment rate with BoE forecast



Source: ONS, BoE via Macrobond created on 4/1/2026

Payroll Employment

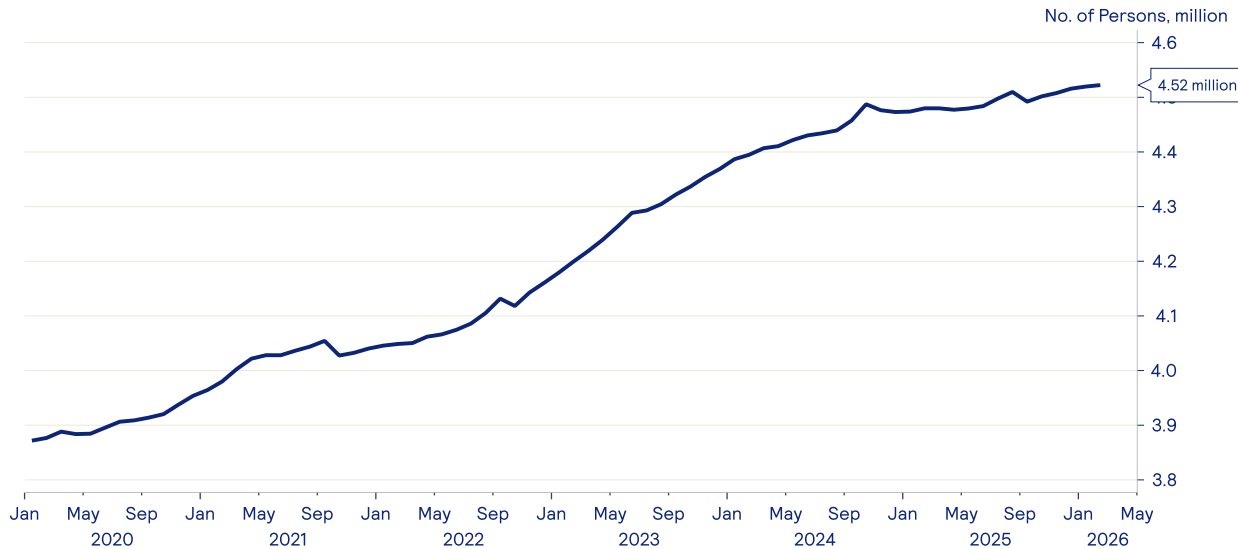


Source: ONS via Macrobond created on 4/1/2026

# Healthcare continues to be the largest engine of job creation

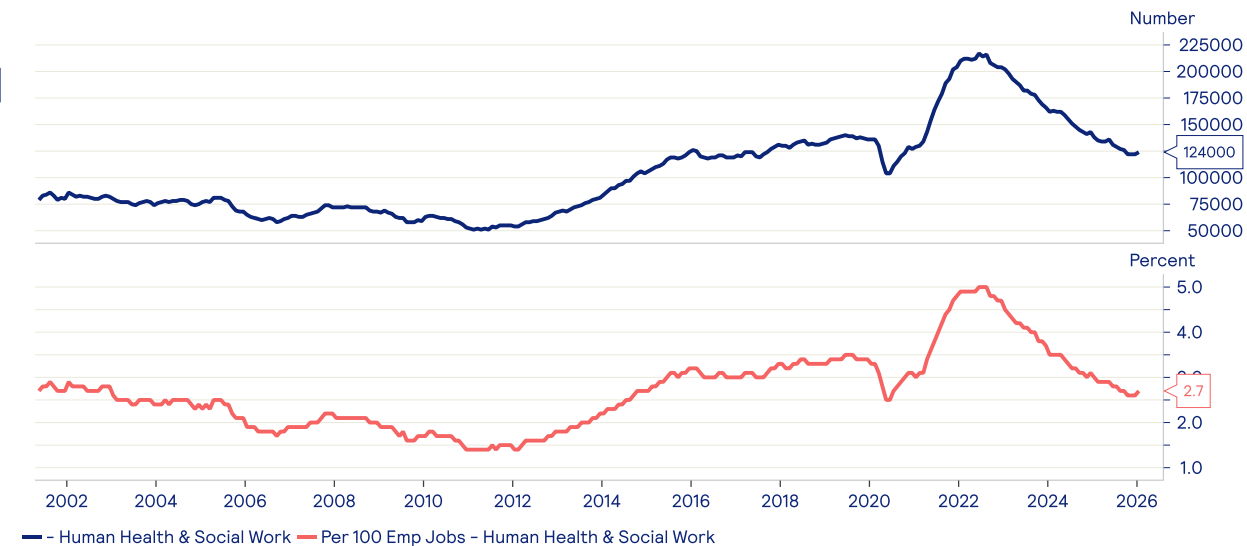
- Healthcare has been one of the main engines of job creation since 2020 (+600k, approximately 45% of all jobs being created since then)
- Vacancies have declined substantially since the hiring peak in 2022 but by less than in other sectors

Payrolled Employees: Health & Social Work



Source: ONS via Macrobond created on 4/1/2026

Vacancies: Human Health and Social Work

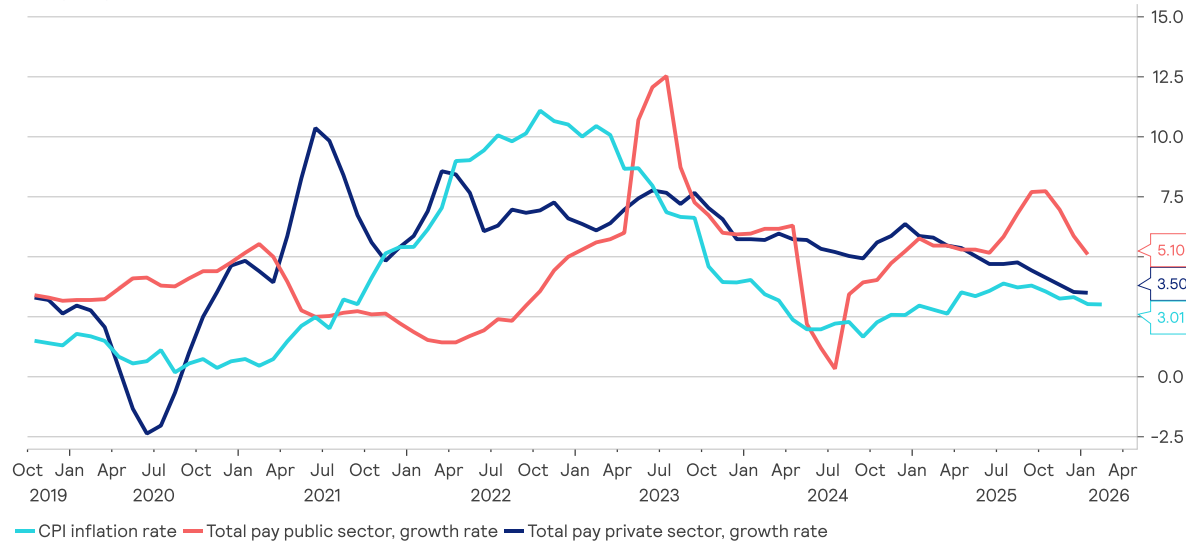


Source: ONS via Macrobond created on 4/1/2026

# Public sector wage growth now exceeds private sector pay

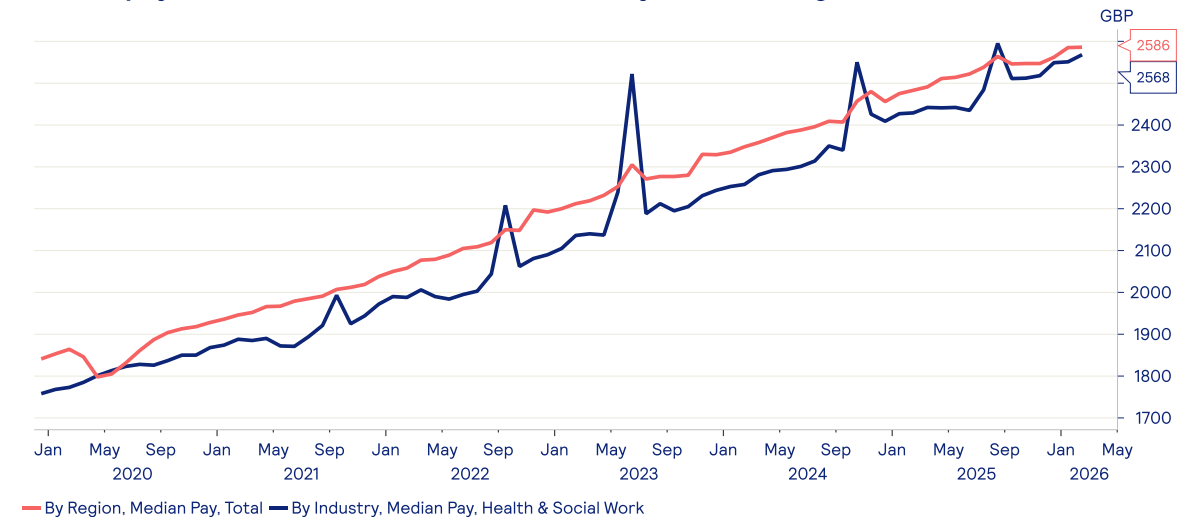
- Wage growth in the public sector remains above 6% while private sector pay has fallen by 3%
- While this is clearly unsustainable in the long-run, public sector pay had some catch-up to do
- Strong public sector wage growth might help sustain demand
- The minimum wage has increased pay for a lot of care jobs

Wage growth and inflation



Source: ONS via Macrobond created on 4/1/2026

Median pay: Health and social work vs economy-wide average



Source: ONS via Macrobond created on 4/1/2026

# The state of Social Care in 2026



# The Social Care talent challenge: **What workers need now**



## The “split” workforce

**41%** of “confident switchers”  
vs.  
**41%** of “risk-averse stayers”



## The satisfaction gap

Why Social Care has some of the  
**lowest satisfaction rates in the UK?**



## The goal

“Triple lock” strategy to secure talent: **Wellbeing, Smart Benefits, and Future Skills.**



# The foundation: Financial & mental wellbeing

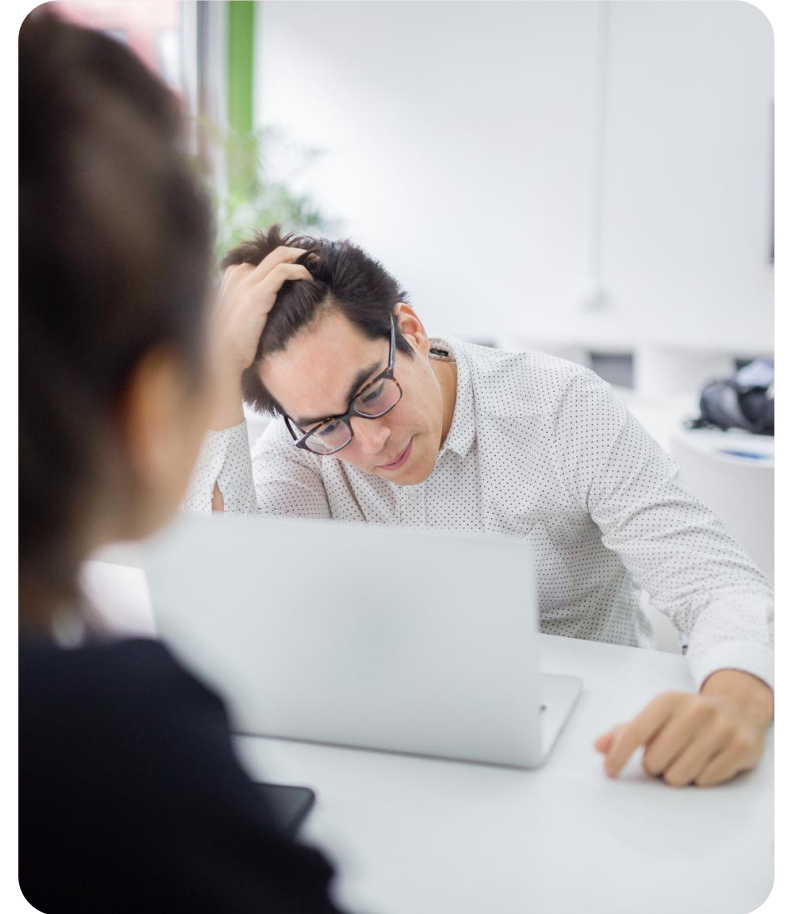
# The reality check

Despite pay rises, **32% of workers are cutting back on essentials.**



# The #1 driver

Unlike other sectors, **“reducing stress” (41%)** is the top career goal for Social Care workers, ranking higher than earning more money.

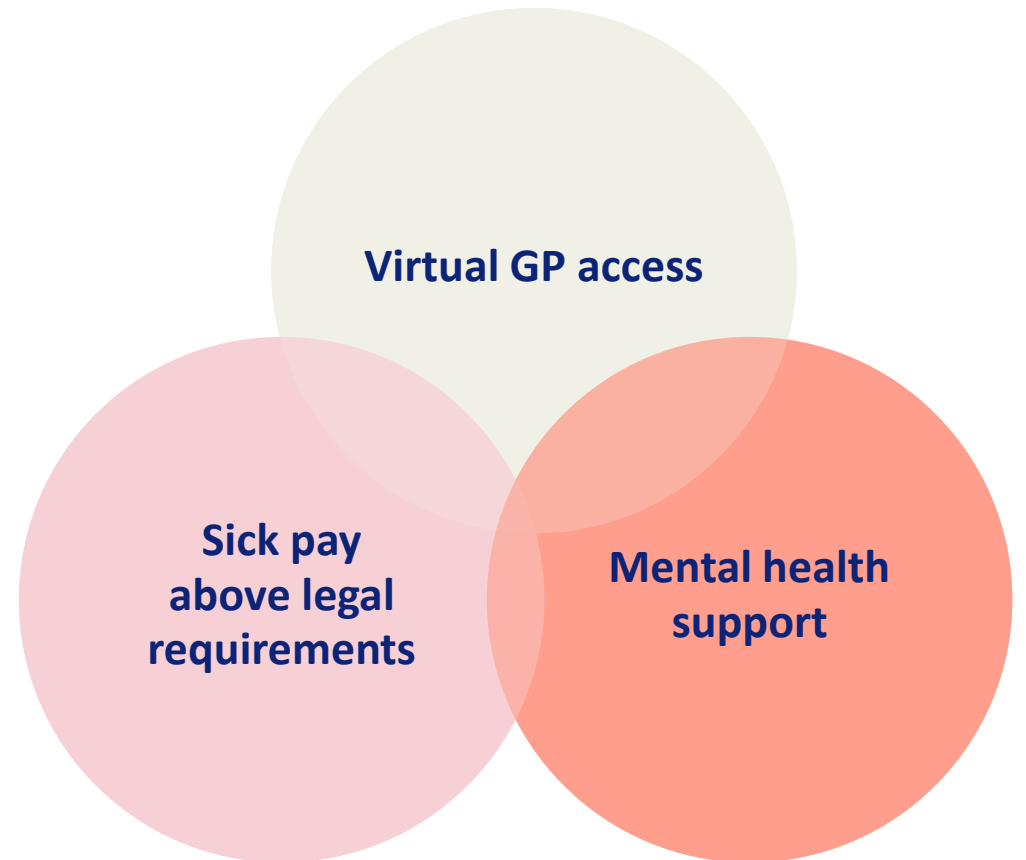


# Immediate relief Implementing **high-impact, low-cost benefits**

## Actionable Strategy

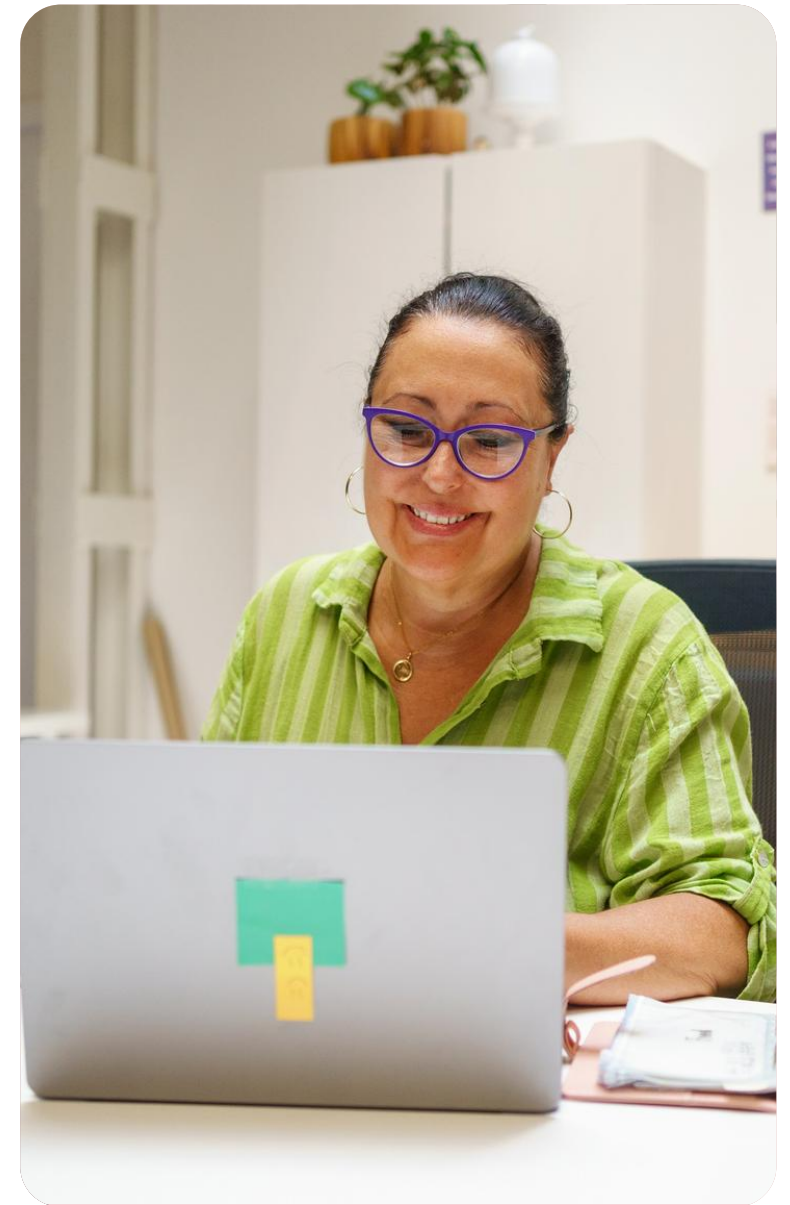
**Virtual GP access** and **Sick pay above legal requirements** to address financial anxiety.

**Mental health as a standard:** Moving mental health support from a "perk" to a core offering to reduce burnout (currently desired by **20%** of candidates).



# The attraction: Closing the "dealbreaker" gap

*Designing a competitive benefits package  
on a Social Care budget*



# Analysing the gap between what Care candidates want and what is advertised.

1

## The Flexibility Gap

Flexible working hours are the #1 desired benefit (46%) but appear in only 6% of Social Care job ads.

2

## The Career Ladder

53% of candidates view a lack of progression as a reason not to apply.



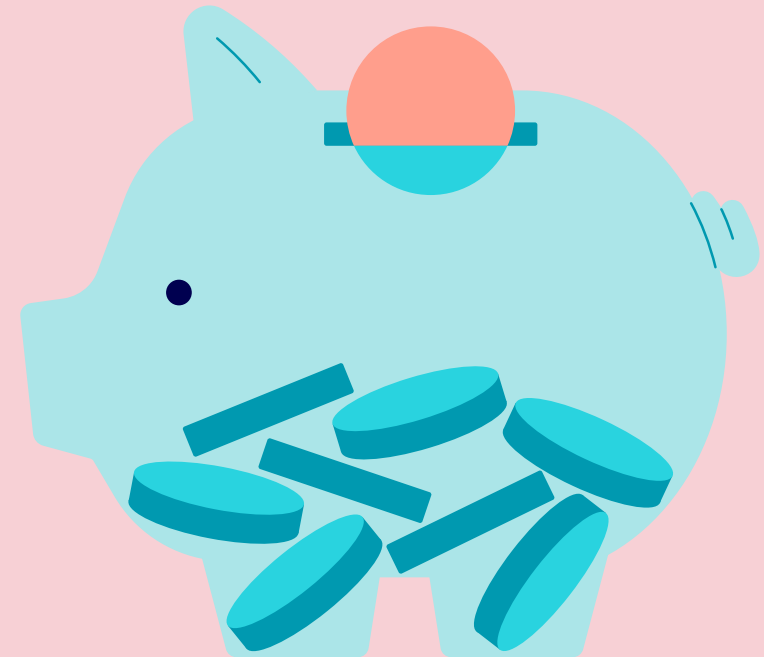
# The transparency mandate

1

**80% of candidates** avoid roles that do not disclose salary.

2

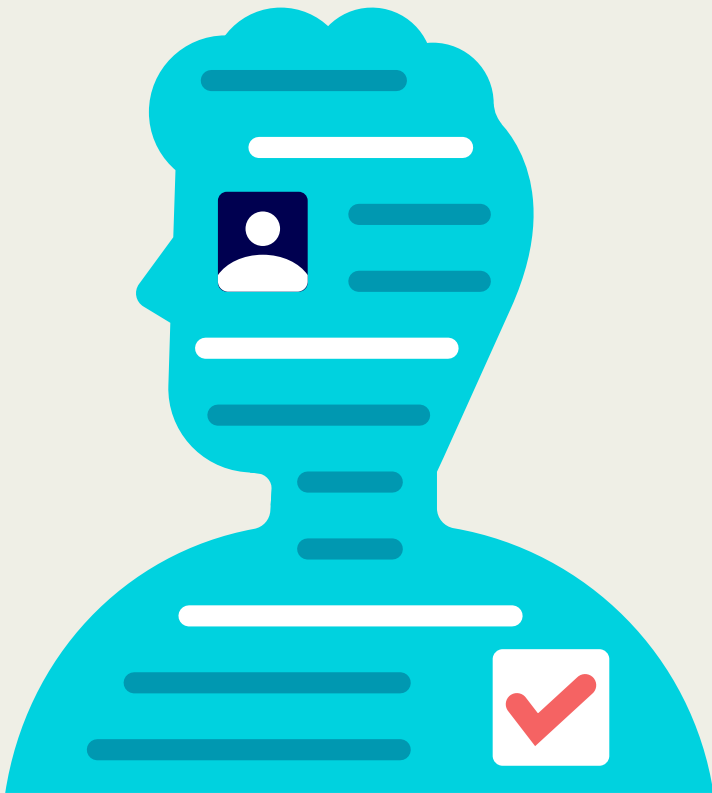
**53% of Social Care ads** include salary info, beating the national average, but **leaving nearly half the market "hidden"**.



# Actionable strategy

It is important to rewrite job descriptions to **explicitly market flexibility and clear pathways from "Caregiver" to "Management"**, showcasing career progression.





# The potential: the "hidden" skills premium

*Beyond the resume: Hiring for potential  
over history*

# The **most advertised** role is **Caregiver** where competition for experienced staff is fiercest.

1

Caregiver

2

Support worker

3

Home care staff

4

Senior care staff

5

Waking night support worker

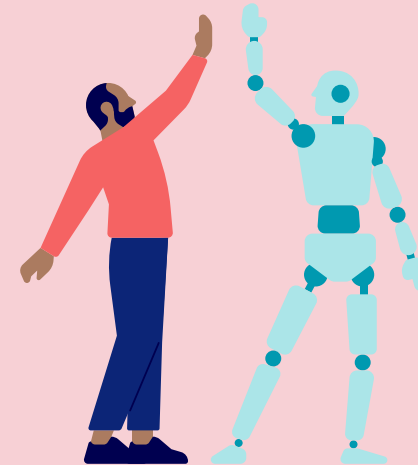


# The Skills Shift: **Moving to competency-based hiring** to tap into new talent pools.



## Soft skills premium

Valuing **resilience, leadership, and emotional intelligence** over tenure.



## Tech Readiness

Identifying **candidates with technical adaptability**, as the sector digitises.

# Actionable Strategy

## Interview for potential

How to interview for  
"potential" and train for  
specific care skills later.



# The "triple lock" checklist

In a sector with a low median salary (£28,870), you win by offering the "dealbreakers" others ignore.

1

**Stabilise** the workforce with financial/mental wellbeing support.

2

**Attract** the passive candidate with flexibility and transparency.

3

**Future-proof** by hiring for resilience and tech-readiness



# Questions & Answers



# Thank you for being with us today.

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