

Cheshire and Warrington Labour Market - Care Pathway

The Cheshire and Warrington Data and Labour Market Steering Group have commissioned this work which takes the qualification pathways that have been developed by the Institute for Apprenticeships and Technical Education, mapping different occupations against them and contextualising them for the Cheshire and Warrington economy.

Other Pathways include:

- Care Route
- Construction – Building Services Engineering Pathway
- Construction – Design, Surveying & Planning Pathway
- Construction – Onsite Construction Pathway
- Digital Route
- Logistics Pathway
- Science Pathway
- Transport Pathway

The pathways will be updated as necessary and, by the end of October, all the draft pathways will be posted on the LEP website.

Cheshire and Warrington Briefing: Care Occupations

Introduction

This briefing covers some key facts about Care occupations in Cheshire and Warrington:

- What sort of jobs are there?
- How many jobs are there and what do these jobs pay?
- Which employers are recruiting and where are jobs being advertised?
- What sort of skills are employers looking for?
- What sort of apprenticeships are available?
- What sort of courses can young people and adults do?

Care Occupations Description

The types of jobs in Care are:

- Adult Care Worker
- Children, Young People and Families Worker
- Adult Care Manager
- Children, Young People and Families Manager
- Advice, Guidance & Advocacy Practitioner
- Care Services Professional

A fuller description of the occupations in the Care Route¹ can be found at Annex 1

Care jobs wages in Cheshire and Warrington

The table below sets out details on job numbers and the median wages that different occupations that fall into the Care route attract in Cheshire and Warrington.

Job numbers and median wages of Care occupations in Cheshire and Warrington		
	2021 Jobs	Median Wages
Social Services Managers and Directors	284	£42,803
Residential, Day and Domiciliary Care Managers & Proprietors	725	£34,878
Therapy Professionals n.e.c.	191	£25,756
Social Workers	700	£35,399
Clergy	428	£28,021
Welfare Professionals n.e.c.	277	£32,959
Youth and Community Workers	809	£20,175
Child and Early Years Officers	520	£25,792
Counsellors	218	£16,926
Welfare and Housing Associate Professionals n.e.c.	1,399	£20,186
Playworkers	343	£5,378
Houseparents and Residential Wardens	504	£21,062
Care Workers and Home Carers	11,480	£15,526
Senior Care Workers	1,084	£20,628

¹ This is the Care Route as described in the Institute for Apprenticeships and Technical Education (IFATE) Occupational Maps <https://www.instituteforapprenticeships.org/occupational-maps/>



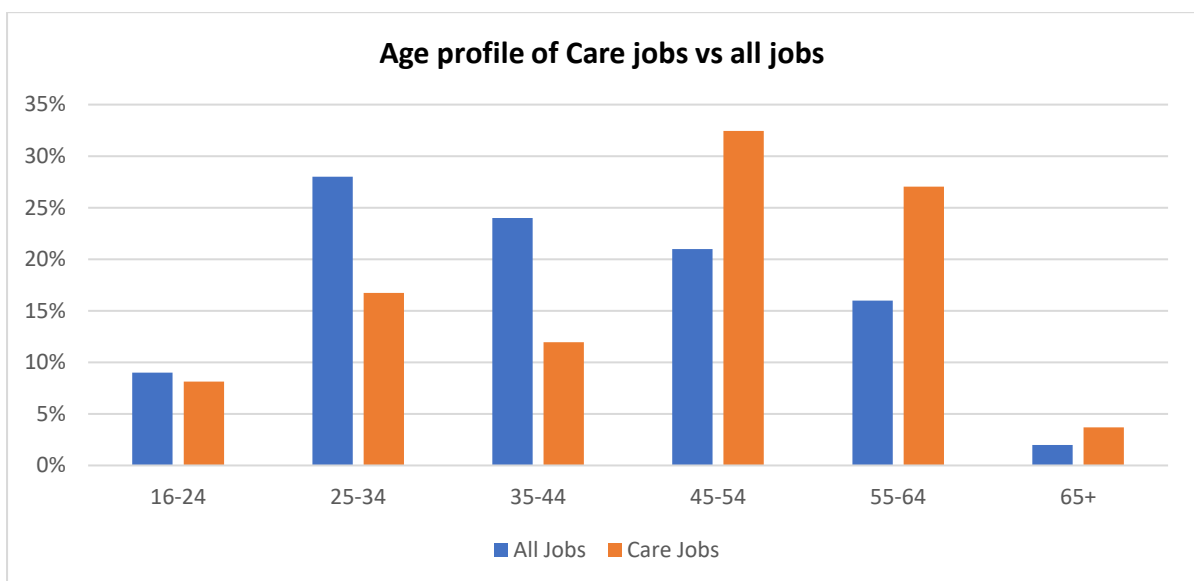
Source: EMSI Analyst

Care jobs in Cheshire and Warrington²

- In 2021, there were 19k of these jobs in Cheshire and Warrington³.
- About 12k of these jobs were at Level 2, about 3k required qualifications at Level 3 and about 4k were at Level 4+.
- Over the next ten years, over a third of these jobs will need to be filled by new entrants because of retirements and similar.
- All of these jobs are at very low risk of automation in the future.
- There are fewer jobs like this in Cheshire and Warrington than would be expected from the national average.

Age profile of Care jobs

The age profile of employees in the Care route is older than is the case for all jobs.



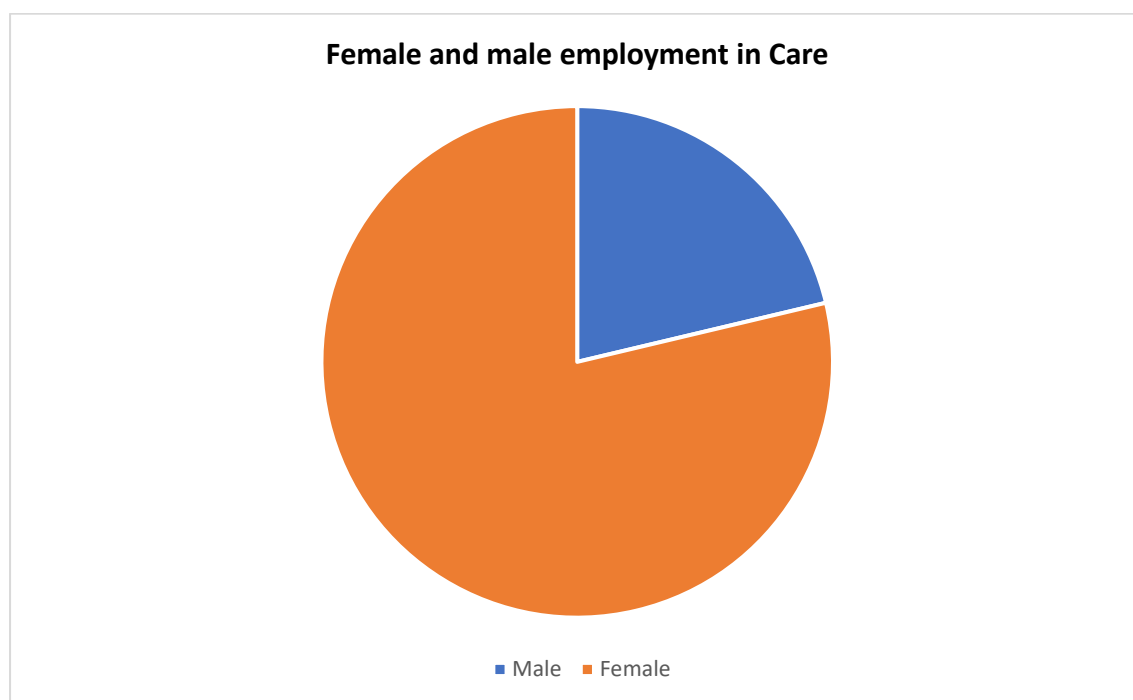
Source: EMSI Analyst

² For mapping of the Institute for Apprenticeships and Technical Education (IFATE) Care route to 4-digit SOC codes see Annex 2.

³ Data in this section from EMSI Analyst.



Gender profile of Care Jobs



Source: EMSI Analyst

Job postings⁴

- In the last five years, there have been about 23k unique job postings for this type of job in C&W (excluding staffing companies) with about 9k in Cheshire West and Chester, 9k in Cheshire East, and 4k in Warrington.
- These jobs were mainly advertised in Warrington (3,489); Chester (3,390); Northwich (2,083); Crewe (2,024); Macclesfield (1,886); Ellesmere Port (958); Congleton (718); Nantwich (711); Winsford (658); and Wilmslow (624).
- The average number of times a role like this gets advertised in Cheshire and Warrington has increased from about 5 to about 9 between 2016 and 2021, indicating that these roles may be becoming harder for employers to recruit to.
- Top recruiters in Cheshire and Warrington (excluding staffing agencies) include Maria Mallaband Care Group Ltd, Barchester Healthcare Ltd, HC-One Ltd, NHS, Allied Healthcare, Cheshire Centre for Independent Living, Home Instead Senior Care, Alternative Futures Group, and Sugarman Health and Wellbeing.
- The most frequently advertised job titles in Cheshire and Warrington are for Support Workers, Care Assistants, Health Care Assistants, Home Care Assistants, Care Workers, Assistant Night Managers, Carers, Residential Support Workers, Personal Care Assistants, and Night Assistants.

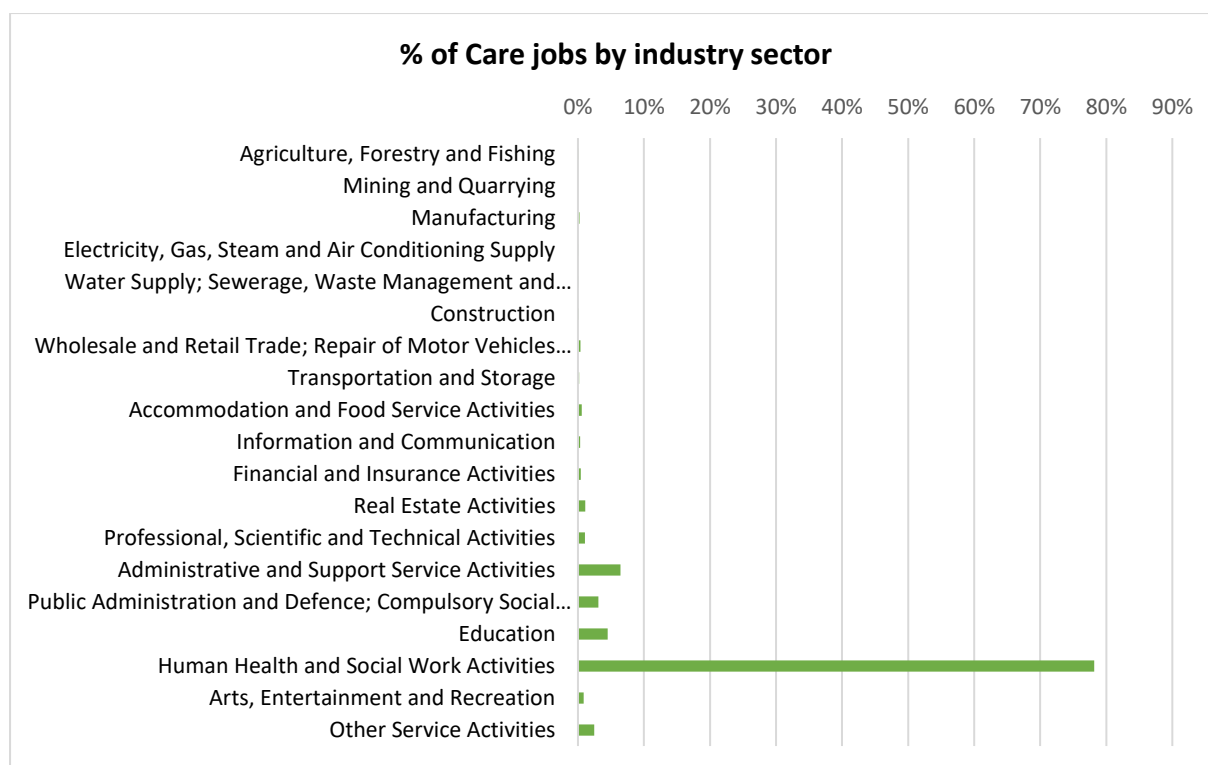
⁴ All data in this section and the next is from EMSI Analyst.



Hard Skills sought by employers

Hard skills sought by employers for Care jobs in C&W	
Skill	Frequency in Postings
Personal Care	26%
Learning Disabilities	10%
Nursing	9%
Mental Health	9%
Home Care	8%
Dementia	7%
Companionship	6%
Autism Spectrum Disorders	6%
Medication Administration	5%
Meal Planning and Preparation	4%
Social Work	4%
Social Support	4%
Dementia Care	4%
Cooking	4%
Risk Analysis	3%
Care Planning	3%
Disabilities	3%
Working With Children	2%
Elderly Care	2%
Nursing Care	2%

Which industry sectors in Cheshire and Warrington employ people in Care jobs?



Source: EMSI Analyst



Apprenticeships

In the past five years, there have been 136 apprenticeships advertised in Care occupations in Cheshire and Warrington. Most of these were for care workers and home carers.

In the academic year 2019/20, 632 residents of Cheshire and Warrington started an apprenticeship in Care occupations. Hundreds of opportunities were available at across all Levels (Level 2 to Level 4+). The three occupations with the highest number of apprenticeship starts were Adult Care Worker (Level 2), Lead Adult Care Worker (Level 3), and Care Leadership and Management (Level 4+).

Care Apprenticeships Starts 2019/20				
Row Labels	Level 2	Level 3	Level 4+	Total
Adult Care Worker	231			231
Care Leadership and Management			64	64
Children, Young People and Families Manager			25	25
Children, Young People and Families Practitioner			50	50
Health and Social Care	7	20		27
Lead Adult Care Worker		210		210
Leader in Adult Care			15	15
Social Worker (integrated degree)			10	10
<i>Source: ESFA localities data cube (residency) 2019/20</i>				

College Courses

There were a lot of classroom-based health and social care learning opportunities for young people in Cheshire and Warrington in 2019/20, with almost 80% of those being at Level 3.



Learning aim starts by Cheshire and Warrington residents aged 16-18 in Health and Social Care in 2019/20				
16-18	Below Level 2	Level 2	Level 3	Total
BTEC First Extended Certificate in Health and Social Care		27		27
BTEC National Extended Certificate in Health and Social Care			17	17
BTEC National Extended Diploma in Health and Social Care			11	11
Cambridge Technical Certificate in Health and Social Care			34	34
Cambridge Technical Diploma in Health and Social Care		18		18
Cambridge Technical Diploma in Health and Social Care (VRQ)			33	33
Cambridge Technical Extended Certificate in Health and Social Care			60	60
Cambridge Technical Extended Diploma in Health and Social Care			15	15
Cambridge Technical Foundation Diploma in Health and Social Care (VRQ)			19	19
Certificate in Health and Social Care (VRQ)			153	153
Certificate in Introduction to Health, Social Care and Children's and Young People's Settings	15			15
Diploma in Health and Social Care (QCF)			18	18
Diploma in Introduction to Health, Social Care and Children's and Young People's Settings	12			12
Extended Diploma in Health and Social Care		114	1	115
Extended Diploma in Health and Social Care (QCF)			109	109
Extended Diploma in Health and Social Care (VRQ)			89	89
Subsidiary Diploma in Health and Social Care (QCF)			99	99
Total	27	159	658	844
Source: ESFA localities datacube 2019/20 (residency)				

There were also many opportunities for adults in Cheshire and Warrington in 2019/20, many of these being professional updating short courses designed for people already working in the sector. Most of these were at level 2 but there were also opportunities at Level 3 and Level 4+.



Learning aim starts by residents of Cheshire and Warrington aged 19+ in 2019/20 in Health and Social Care

	Below Level 2	Level 2	Level 3	Level 4+	Total
Certificate in Understanding Children and Young People's Mental Health		254			254
Certificate in Counselling Skills		157	55		212
Certificate in Understanding Autism		200			200
Certificate in Understanding the Safe Handling of Medication in Health and Social Care		183			183
Certificate in Awareness of Mental Health Problems		170			170
Certificate in Understanding Behaviour that Challenges		115			115
Award in Counselling Concepts		95			95
Award in Stroke Awareness		74			74
Award in Emergency First Aid at Work (RQF)			70		70
Certificate in Understanding Mental Health First Aid and Mental Health Advocacy in the Workplace		69			69
Certificate in Understanding Children and Young People's Mental Health (RQF)		61			61
Certificate in Behaviour that Challenges in Children (RQF)		56			56
Certificate in Understanding Nutrition and Health		56			56
Award in Mental Health Awareness	46	1			47
Diploma in Adult Care			45		45
Certificate in Understanding Autism (RQF)		40	3		43
Certificate in Information, Advice or Guidance		41			41
Access to HE Diploma (Health and Social Care Professions)			37		37
Certificate in Awareness of Mental Health Problems (RQF)		37			37
Certificate in the Principles of Dementia Care		36			36
Award in Stress Awareness	31				31
Certificate in Counselling Skills (RQF)		30			30
Diploma in Therapeutic Counselling (RQF)				29	29
FdA in Children and Young People - Derby College				25	25
Certificate in Understanding the Care and Management of Diabetes		24			24
Certificate in Counselling Studies (RQF)			21		21
Certificate in the Principles of End of Life Care		21			21
Diploma in Therapeutic Counselling				21	21
Certificate in Understanding Specific Learning Difficulties (RQF)		20			20
Source: ESFA localities datacube 2019/20 (residency)					



Annex 1: Care Route

<p>Adult Care Worker</p> <p>Assess, review, and deliver support services to meet the needs of clients under the direct guidance of professional leadership.</p> <p>Adult Care Worker (L2) Lead Adult Care Worker (L3)</p>	<p>Adult Care Manager</p> <p>Lead, coach, guide team members to deliver care to clients and client groups whilst also seeking to achieve a high level of self-development usually based on a care specialism.</p> <p>Counsellor Lead Practitioner in Adult Care (L4) Leader in Adult Care (L5)</p>	<p>Care Services Professional</p> <p>Lead, manage and deliver a whole care process to support clients including their assurance and improvement often requiring specialist care expertise.</p> <p>Church Minister (degree) (L6) Play Therapist (L7) Social Worker (degree) (L6) Youth Worker (L6)</p>
<p>Children, Young People and Families Worker</p> <p>Assess, review and deliver services to support and meet the needs of clients under the direct guidance of professional leadership.</p> <p>Playworker (L2) Youth Support Worker (L3)</p>	<p>Children, Young People and Families Manager</p> <p>Achieve a positive and lasting change in the status of client's lives and seek to raise the effectiveness of the services provided through regular reviews assisted by supervision</p> <p>Children, Young People & Families Manager (L5)</p> <ul style="list-style-type: none"> • Children, Young People & Families Manager within the Community • Manager in Children's Residential Care <p>Children, Young People & Families Practitioner (L4)</p> <ul style="list-style-type: none"> • Children, Young People & Families Practitioner within the Community • Practitioner in Children's Residential Care <p>Domestic Violence & Abuse Advocate (L4) Early Intervention (L4)</p>	
	<p>Advice, Guidance & Advocacy Practitioner</p> <p>Support clients to make decisions about their care, access information and ensure their rights are upheld.</p> <p>Advocacy Worker Personal Advisor (Care Leavers)</p>	



Annex 2 Mapping of SOC 2010 codes to the Care Route

There is no simple mapping of the IFATE Occupational Maps to 4-digit SOC codes. The codes below will contain the occupations included in the Care Route but may also include others.

SOC Code	Occupation Description
1184	Social services managers and directors
1242	Residential, day and domiciliary care managers and proprietors
2229	Therapy professionals n.e.c.
2442	Social workers
2444	Clergy
2449	Welfare professionals n.e.c.
3231	Youth and community workers
3233	Child and early years officers
3235	Counsellors
3239	Welfare and housing associate professionals n.e.c.
6123	Playworkers
6144	Houseparents and residential wardens
6145	Care workers and home carers
6146	Senior care workers

