

**BIGMOTIVE**

**NISCC:**

*Social Care Frontline Engagement*

Further Research Findings:  
Attitudes, Expectations and Motivations

March 2023

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..Part 2: Learning and Career Development.....

..Part 3: The CIP Framework.....

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Part 1

# The Social Care Profession

## The social care profession

### Motivation

1

*SCWs enter the profession motivated to help others*

Participants enter into the role with a desire to make a difference in people's lives. Many participants expressed previous experience of caring for a relative or friend which motivated them to join the profession.

- *I was looked after by my father, when he passed away I applied to become a carer - I was lost without him"*
- *"I've always looked after my Nanny and Grandpa."*
- *"I had to be a carer from a very young age and I just continued"*
- *"A job came up and I'd been looking after my wife who passed away. A friend suggested it."*

## The social care profession

### Motivation

2

*Some SCWs want to leave the profession*

Some participants described using the role to prepare for other career aspirations like nursing. Others expressed considering leaving the role due to inadequate management and increasing job stress.

- *“[I want to] hopefully be a proper carer (in nursing) hopefully earning money”*
- *“I want to leave role after 17 years - so much more is expected from you, there's more stress and McDonalds workers get paid more”*
- *“People do the training available and then leave”*

## The social care profession

Expectation

3

***SCWs have concerns about the future of the workforce***

Participants expressed that they stay in the role for the rapport they have built with service users.

- *“It’s like you’re going to visit family”*
- *“It’s a privilege to work with young people. They call me and let me know if things are going well or not.”*

However, some expressed concerns that less experienced SCWs will not get to develop similar rapps because of present pressures within the role.

- *“the way things are now, the young people aren’t going to have the same experience [staff retention and rapport with service users]”*

## The social care profession

### Expectation

4

### *SCWs want to see changes in their sector*

Participants proactively shared challenges facing the social care profession and expressed the need to see change in their sector. Many explained that their role has become more difficult.

- *“Expectations have changed, you do more covering shifts, they're so short staffed, there have been lot of complaints and no change”*
- *“The job has got harder, it's a lot to deal with, [it's] mentally and physically challenging”*
- *“I don't think any things is going to change if they don't sort the pay and working schedules. I could be doing 60 or 70 hours a week, but I want to do it when it suits”*

## The social care profession

Attitude

5

***SCWs feel overworked and under pressure***

Participants feel that the workforce is understaffed, which adds to increasing pressures and responsibilities. Many participants described working excess shifts to cover for this insufficiency. Many also expressed that the quality of care for the service user has reduced as a result.

- *“With the trust you get paid for block amount of hours - agency would get paid per call so you could spend time with people. We weren't rushed or overworked before and now the quality of care has gone down.”*
- *“The expectations have changed. you do more covering shifts, they're so short staffed.”*



## The social care profession

Attitude

6

***SCWs feel underappreciated***

Participants described feeling overworked and underappreciated, with staff morale being significantly impacted. Participants said that pay does not reflect the work accurately.

- *“I get no positive feedback from my job, I would like to feel like they don't want to lose me, recognition would nice”*
- *“There's a big problem with retention - they are loosing care staff hand over foot - there are no incentives”*
- *“Low pay emphasizes the feeling of under skilled work”*
- *The past years have been horrendous, I would have left during covid but users needed us- we took the brunt of it - they should have told us that we did a good job”*

## The social care profession

Attitude

7

***SCWs feel that management are disconnected***

Participants described feeling unsupported by management and described management as disconnected from the increasing pressures 'on the ground'.

- *"I think there is a lack of support when there's incidents etc - like when you get hit you're just supposed to deal with it."*
- *"People in management are detached from workers on the ground."*
- *"Management don't listen."*

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# Learning and Career Development

## Learning & career progression

Motivation

1

*Learning opportunities are accessible & motivating to some*

Some participants described feeling supported in accessing learning opportunities within their employment. Some described feeling hopeful to progress in their role through learning opportunities.

- *“My work would be good to let you off to do a course, they would support you in it. You wouldn’t have to do it on annual leave or anything - they’re great.”*
- *“If you ask - they send you out links for training”*
- *“I would love to progress in my field and get a higher position like management because I know how the staff feel and we can make improvements”*

## Learning & career progression

### Motivation

2

***Key drivers for learning are to look after service users and meet requirements***

The majority of participants described that they undertake learning and development to be able to look after their users better and to meet requirements and regulations.

- *“I really appreciate the training my company provides but I think it pitched more at covering their backs - making sure that no one sues us. Not for our own development”*
- *“When I worked in private - training was just a tick box”*
- *“I’m not adverse to qualifications along the way to improve things for my service users”*

## Learning & career progression

Motivation

3

*Key drivers for learning are to look after service users and meet requirements*

### Why do you want to continue to learn and develop in your role? (Select all that apply)

<u>Response</u>	<u>Number</u>	<u>Percent</u>
I would like to be considered for promotion	50	33.8
I would like to increase my salary	68	45.9
I would like to improve how I work	87	58.8
I would like to improve the care I provide	93	62.8
I would like more responsibility	37	25.0
I do not want to continue to learn and develop in my role	14	9.5

## Learning & career progression

Expectation

3

*Many SCWs don't know how to progress in their career*

Many participants described not understanding how/ what role they could progress into within the workforce. Some expressed a lack of guidance.

- *"I don't know whether I'm coming or going. I'm 49 now and now sure what I want to do"*
- *"I don't know where to go to to develop my career."*
- *"I have no idea how to pursue a higher level - how do I move from the bottom?"*

## Learning & career progression

Attitude

4

*Many SCWs feel that learning opportunities are inaccessible*

Many individuals expressed barriers to learning opportunities; paying for qualifications, not having time and not getting paid for learning time, were prominent themes.

- *“I’m on level 2 and I couldn’t progress to level 3 because it’d cost me over a £1000”*
- *“[...] like being told there’s no staff - we need you in work and cancelling your training.”*
- *There’s never time for training. I’d have to do it on my days off or annual leave. We work really long shifts.”*



## Learning & career progression

Attitude

5

*Many SCWs feel unsupported in learning opportunities*

Many participants expressed that they felt unsupported in accessing and completing learning opportunities. As a result, some participants expressed distrust in the communication of opportunities.

- *“You're setting people up to fail if there's no guidance or support”*
- *“My manager told me about going for level 4 and I said I wanted to last year but nothing ever came from it”*
- *“The way training is given has changed- tutors even seem more stressed, so you feel guilty contacting them.”*
- *“There's certain things that change for the client e.g. peg feeding which means you need trained in that. I said to management but they said i'd have to pay for it myself and do it in my own time.”*

## Learning & career progression

Attitude

6

***Many SCWs feel that career progression is undesirable***

Participants expressed lack of desire to progress. Reasons included wanting to remain with their service users, stress and pressures already exacerbated in their current role and lack of opportunities.

- *“Goals and progression aren't appealing. Even the senior role there's a lot of pressure and paperwork. I make up care plans and people don't follow them”*
- *“[...] you have to go above and beyond and there's no reward for that”*
- *“I was offered a senior role but I already work 7 days a week sometimes and if you had staffing issues, you'd be on call 24/7 to go out and do the job as well as the admin.”*

## Learning & career progression

Attitude

7

***Many SCWs feel that career progression is unobtainable***

A lack of opportunities to progress in the workforce was raised by many participants. Participants described observing others staying in the same role for years because of no opportunities to progress.

- *“feels like management level is only accessible through a social care degree”*
- *“There's progression in other industries not in caring”*
- *“When I first started you had opportunity of being a senior in your position. That would be a band higher. That's not the case now- you're never going to go higher than band 3”*

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# The CIP Framework

# The CIP Framework

## Motivation

1

***SCWs feel motivated  
for role & career  
progression with the  
framework***

Participants described that having an understanding of potential pathways would help them with progression. Many participants described an appetite for continually learning and qualifications for bettering the care of the service user.

- *“People have access to basic training but not free enhanced training (e.g. autism) - so learning pathways would be great”*
- *“Feels like a pathway would be a good guide to see potential career progression laid out. You generally just learn about progression within the job, it's not laid out.”*
- *“It'd be good for young ones. if they can see a pathway they may want to stay. Otherwise you're not going to progress because manager's don't know anything”*

# The CIP Framework

Motivation

1

*SCWs feel motivated  
for role & career  
progression with the  
framework*

## Relevant Survey Results

Would this framework motivate you to progress in your career?		
<u>Response</u>	<u>Number</u>	<u>Percent</u>
Yes	106	71.6
No	42	28.4
Would this framework support your learning and development?		
<u>Response</u>	<u>Number</u>	<u>Percent</u>
Yes	126	85.1
No	22	14.9
Would this framework encourage you to stay in social care?		
<u>Response</u>	<u>Number</u>	<u>Percent</u>
Yes	110	74.3
No	38	25.7

# The CIP Framework

## Expectation

2

***SCWs feel that the framework would help them feel valued & protected***

Some participants expressed that accessing the framework would help them to feel valued in their roles. Others also described how gaining access to knowledge could protect them when on duty.

- *“Continuous training could protect you from making mistakes”*
- *“You don't have to have academics. If you have training, it gives you more confidence- makes you feel more valued”*
- *“Professionalising the profession is the way forward.”*
- *“I think employers would welcome the pathway. It protects them as much as the individual”*

## The CIP Framework

### Expectation

# 3

***SCWs feel that greater support is needed for the framework***

Participants described that employers would need to be engaged with the framework if it is to be successful. Many participants also described that support when engaging in the framework would also be needed e.g. CIP Champion.

- *“There would need to be a go to person”*
- *“Need to have tutors who are actually there - a support network within each company for people like myself who find things tough”*
- *“It would be good to have a good professional to support you- show you what you have to do.”*
- *“I want to continue but you also need proper support in terms of management.”*



# The CIP Framework

Expectation

4

*SCWs want to know how the framework could impact their careers & development*

Many participants questioned aspects of the framework, stating that greater understanding of potential progression would need to be communicated clearly. Necessary relatability to the framework was highlighted.

- *“It shows a framework for development but not what you would get from it. You'd be doing the same role and getting the same money”*
- *“Needs a focus on how L&D can improve care for service user”*
- *“There's a lot to read there - it looks too complicated”*
- *“I think this a good idea - but it depends how long it takes (family / stress / life). younger people would see this different.”*

# The CIP Framework

Expectation

5

***SCWs feel that the timing of the framework's delivery is important***

Many participants stated that the Framework would be particularly beneficial to individuals beginning the SCW careers.

- *"I got my induction but i don't know what happens after all the induction stuff. It would be good motivation for people to see that their progressing up the ladder."*
- *"It's like most communication - nothings fed down. manager's wouldn't have a clue how to help us progress."*
- *"I think career support was missed when i started. it wasn't explained. it was explained to me by another girl who had done the princes trust and they do a lot of degree stuff. It would be good to understand potential goals from the beginning"*

## The CIP Framework

### Expectation

6

***SCWs are concerned that the framework could have negative impacts***

Some participants stated that the framework was insufficient to the scope of the professions problems. Some expressed feeling wary that individuals could use the framework to progress in a different career.

- *“Pathway is like a plaster to the bigger problem - they need to go deeper than that”*
- *“New people will see this as stepping stones and then leave”*
- *“You'd just be doing the exact same work - I know a woman who did this, there was no rewards at the end and she was in the same role”*
- *“[ I have] cynicism - it's all very good in the theory but in practice very difficult*



## Please explain your thoughts behind those three words

*"Didn't realise was so much more I can do with my qualifications. I thought level 3 was all I could get"*

*"There is a clear line of progression, a sensible structure, usefully expressed."*

*"It would motivate myself to become more apart of training/development and progress this through the key training course provided . This would also give myself more professionalism and know what the next stages are"*

*"The CIP Framework could help me learn and help me progress to doing a leadership and management course which will help promote my work and enhance the value of the workforce."*

*"The knowledge gained through continuous learning, support of a mentor and chances for progression and specialisation are very encouraging "*

*"It's too hard to understand and explain it"*

*"An absolute maze of stuff"*

# Relevant Survey Results

## To what extent do you understand the CIP framework?

<u>Response</u>	<u>Number</u>	<u>Percent</u>
I completely understand it	55	37.2
I understand most of it	62	41.9
I understand a small amount of it	23	15.5
I don't understand it at all	8	5.4

## How would you feel about your job title changing to "Social Care Practitioner", instead of the task -focus titles that currently exist (e.g. Domiciliary Care Worker, Residential Care Worker etc.)

<u>Response</u>	<u>Number</u>	<u>Percent</u>
I like this idea	93	62.8
I do not like this idea	12	8.1
I don't have any preference	43	29.1

# Relevant Survey Results

**What impact might the potential new entry level qualification have on new people coming into social care? (Select all that apply)**

<u>Response</u>	<u>Number</u>	<u>Percent</u>
It could help them to feel recognised and valued	105	70.9
It could improve the care and support they provide to service users	105	70.9
It could encourage more people to become a social carer worker	78	52.7
It could discourage some people from becoming a social care worker	34	23.0
None of these	5	3.4

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# The H&S Practice Certificate



# H&S Certificate

## Expectation

1

*The certificate would save time and energy*

Many participants described that the H&S Practice Certificate would increase flexibility in employment and save the need for repeated training.

- *“The certificate would help people not to feel trapped in one job”*
- *“It’s a good thing. even if you move between trusts you have to repeat training”*
- *“Feels like certificate would give the freedom to explore different types of work more easily to find what they like doing”*
- *“It would be helpful because a lot of community care workers change companies until they find the one that fits them”*

## H&S Certificate

### Expectation

2

*The certificate would help SCWs feel valued*

Participants described the potential impact of having the certificate as feeling credible, recognised, and trusted in their abilities and role.

- *“If you have to get retraining it makes you feel like they don't think you know what your doing”*
- *“It would make you feel like your skills are recognised. there's stigma around care that it's unskilled”*
- *“[...] would give me a bit of confidence. It would show they actually care who's doing the job and that you are capable”*
- *“You would feel like you've some sort of qualification to keep you in the job”*

## H&S Certificate

### Challenge

3

*The certificate may act as a barrier to role entry*

Some participants described that individuals who have low confidence in education may be deterred from entering the role if certificate is mandatory.

- *“I think it could act as a barrier. For people who might find it hard to do things like that”*
- *“My initial thought to this role was 'I can't do this'. Other people might need extra time or training for this”*
- *“Different modules for this certificate or training might be needed depending on the person's experience, if you were a newbie, this consolidated training might not be enough information.”*

## H&S Certificate

### Challenge

4

*The certificate is perceived as undesirable or unattainable by some*

Some participants stated that service pressures and confidence in education could be a barrier to completing the certificate in a timely manner. Others stated that it would detract from their previous experience/ qualifications.

- *“At the beginning of role, I wouldn't have had time to do the cert or level 2 because they're so understaffed”*
- *“The time frame for this isn't very long, different people learn differently”*
- *“[...] wouldn't feel overly proud to have certificate because of previous degrees”*
- *I don't think it would make any difference”*

# Relevant Survey Results

**What impact might the potential new entry level qualification have on new people coming into social care? (Select all that apply)**

<u>Response</u>	<u>Number</u>	<u>Percent</u>
It could help them to feel recognised and valued	105	70.9
It could improve the care and support they provide to service users	105	70.9
It could encourage more people to become a social carer worker	78	52.7
It could discourage some people from becoming a social care worker	34	23.0
None of these	5	3.4

**Which pathways on the framework would you like to use? (Select all that apply)**

<u>Response</u>	<u>Number</u>	<u>Percent</u>
The Continuous Professional Learning Framework	77	52.0
The Qualification Career Pathway	78	52.7
None of these	12	8.1
I don't know	21	14.2

# Please explain your thoughts behind those three words

*"I wish this had been available long ago"*

*"I would love to progress in my career and become a care manager, the framework would enable me to do this"*

*"If it does what it says its going to do, then why wouldn't it work. Time is of the essence here. Get it rolling ,get people listening, get them interested, back up what you propose and don't let us down. It has the potential to offer stability for future carers and the families they come into contact, with the clients in hospital who need to feel supported and cared for and it should,if implemented correctly, build the next generation of carers for all settings."*

*"I think if all social care organisations, big and small, got behind this framework and implemented this as a structure for every social care organisation induction process in Northern Ireland then it would be mandatory to engage with the framework."*

*"Time and Financial Responsibilities but with a flexible and affordable approach made available I would love to participate."*

*"It all looks too convoluted. You are dealing with basically care assistants and dressing the same job up to look fancier can't realistically be the answer. Proper pay, as recognition is the best solution as well as being valued by employers."*

*"Work /life balance can sometimes be tough with staff shortages and at times long work days I don't know if I would have time for additional study"*

*"Not enough support or required time off work from employers to complete the framework"*

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Thank you.

