

# Changing the narrative around working in social care

## Context

Dimensions supports the [#Socialcarefuture](#) campaign which is challenging all those who work in social care to change the way we portray it.

As Dimensions' own CEO has said, [social care can be a joyful career](#). But if all we ever talk about is crisis, that is what we'll get.

Here, we present new research headlines that challenge entrenched attitudes.



## Care workers are amongst the happiest in their jobs according to Dimensions' survey of over 500 staff

This Dimensions survey is a small part of a growing effort to challenge and improve perceptions of working in social care.

Skills for Care data shows that nationally, **30.4%** of care staff left their jobs last year. This is a tough starting point but through much effort and organisational change, the equivalent figure at Dimensions now stands at **13.6%**.

We hope that by sharing the findings below widely, we can encourage sector leaders to believe that it is possible to recruit, and keep, good care workers. Together, we can change the established narrative around social care. We can build the sector's positive reputation. And we can increase staff retention across the sector.

## Key Research Findings

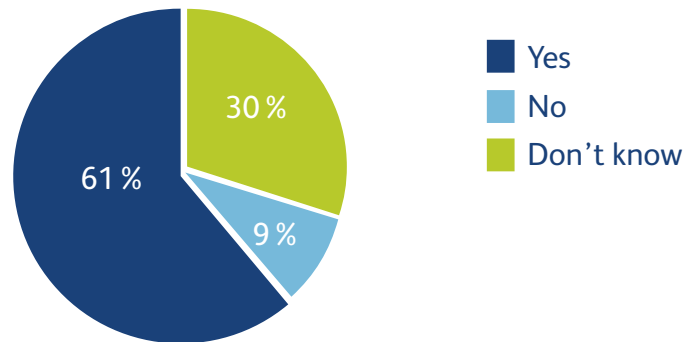
- 77 % of Dimensions support staff are **happy** in their roles, most of the time
- Overwhelmingly, support workers **prefer their current job at Dimensions to their previous work** in other sectors
- 88 % of Dimensions support workers told us they're more skilled than people think.

## The case for action

61 % of respondents felt that support work has an undeserved bad reputation. Just 9 % disagree.

The case for changing the narrative has never been stronger:

### Does support work have an undeserved bad reputation?



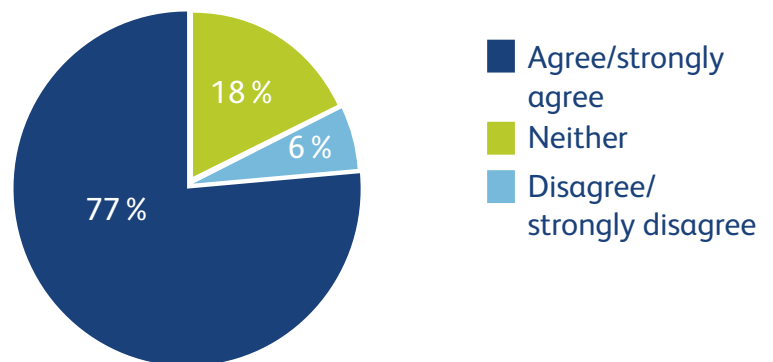
## On happiness

77 % of respondents said they felt **happy** in their job most of the time (6 % disagree).

Respondents particularly cited:

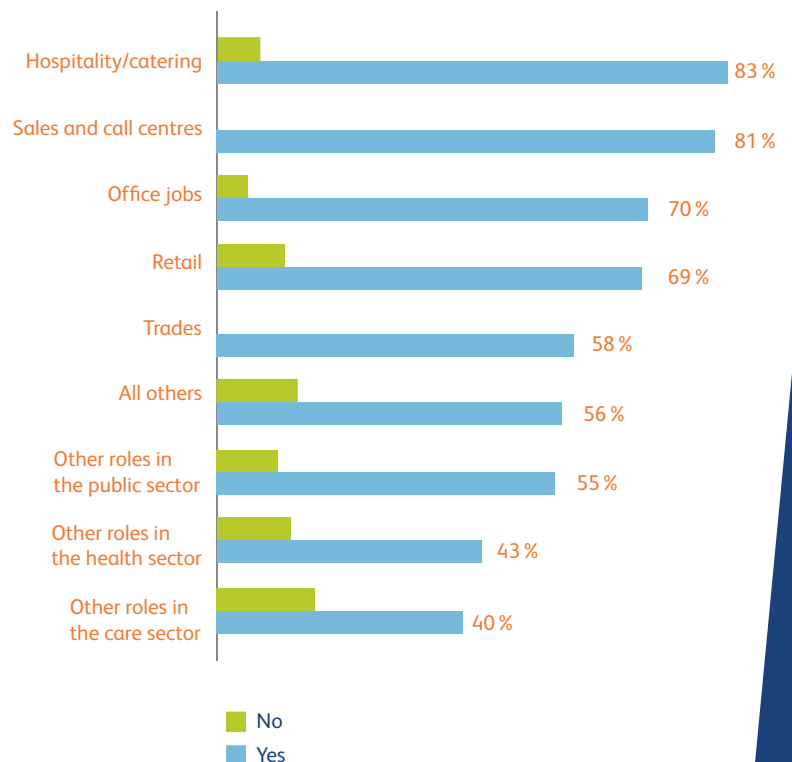
- feeling **valued** by the people we support and their colleagues
- the **variety** in their roles
- the potential for the job to help their **work-life balance**.

### Happy in role, most of the time



Overall 52 % of respondents feel that **working in support is better than their last job** before joining Dimensions. 11 % disagree:

- 83 % of people whose last job was in hospitality and catering say they prefer support work (7 % disagree)
- 81 % of people whose last job was in sales and call centres say they prefer support work (0 % disagree)
- 70 % of people whose last job was in an office say they prefer support work (5 % disagree)
- 69 % of people whose last job was in retail say they prefer support work (11 % disagree)
- 58 % of people whose last job was in the trades say they prefer support work with Dimensions (0 % disagree).

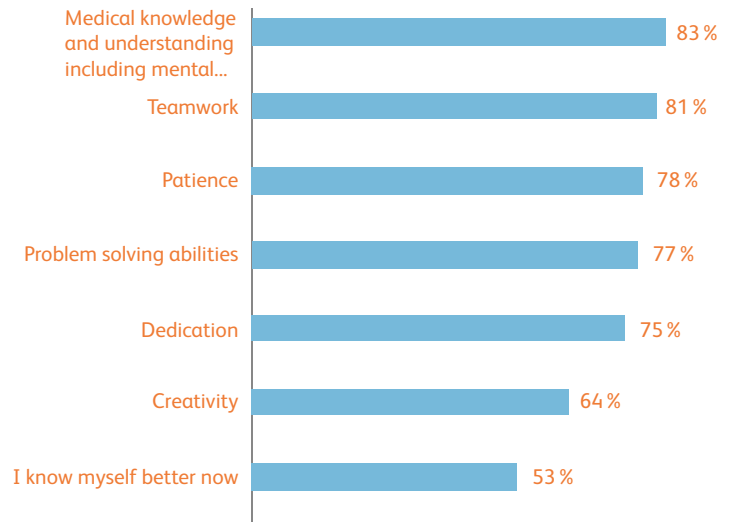


Over half even said that **they know themselves better** now.

## On skills

An overwhelming 88 % of our respondents believe that support workers are more skilled than people think. Just 2 % disagreed.

In fact, over three quarters said that their career had **given them new skills** in medical knowledge and understanding, teamwork, problem solving and dedication:

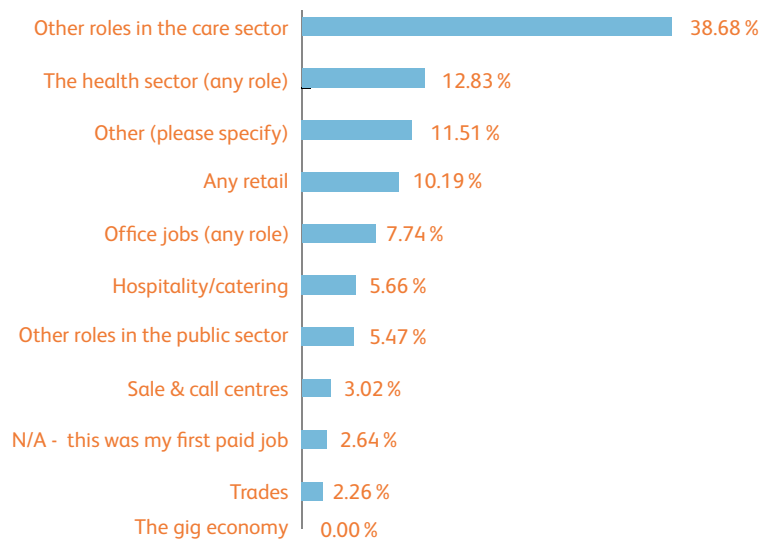


## About respondents

The 530 respondents were all current Dimensions staff members.

Respondents spanned a wide range of age groups and other characteristics. 25 % were men.

Over 97 % have worked elsewhere before joining Dimensions:



## Further resources

- Some of the statistics gathered through the survey can be found in [this helpful animation](#).
- [Some video responses - Dimensions care staff highlighting what a career in care is really like.](#)
- Contact [duncan.bell@dimensions-uk.org](mailto:duncan.bell@dimensions-uk.org) for further details on the survey.



# Proving life can get better

Dimensions provides evidence-based, outcomes-focused support including sector leading positive behaviour support for people with learning disabilities, autism and complex needs. We help the people we support to be actively involved in their communities.



Contact us to find out more:

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