

The Close Care Home is an Outstanding rated service in Oxfordshire. Sanjay Dhrona, who is also a Director of The Outstanding Society, shares his experience of recruiting more men into his service.

Just 18% of our sector's workforce is made up of men, many of whom will be in head office, management, and ancillary or business service roles, meaning that the number of men directly delivering care is fewer than that.

It's time for a change. We need a new perspective and new ideas to attract more men to work

When I joined the social care sector in 2015, the residents we had were primarily women. Now, we have around 50/50 male to female residents.

Delivering outstanding care means we need to have the right people in the right places. For me, having men working in social care is vital to providing person-centered care and support.

We want to see diversity in our teams to reflect the residents we care for. Unfortunately, some males don't consider a role in care.

There's many ideas about why this may be the case, but my experience from discussions with sector bodies such as the Department of Health and Social Care is that males felt men "couldn't" work in social care, men weren't allowed to deliver care, they didn't see themselves in the industry, and they didn't have the "experience" to support residents.

We found raising awareness about the benefits of working in care and building knowledge about what care roles involve is an important factor in attracting men to work in adult social care.



We need to highlight the flexible working patterns available, the training opportunities, the options for career progression and the stability and longevity that a career in care provides.

We found candidates were attracted to roles where they would be empowered,