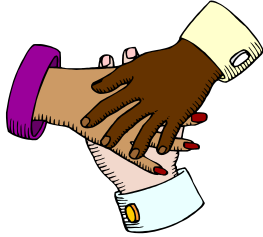


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| MID WALES SOCIAL CARE PARTNERSHIP | | |

Contracting Farming Incomes

The past ten years have seen a significant fall in farming incomes and although the trend is now more positive, there is still significant variations in the income from different types of enterprise.¹ The recent delays in payment of grants/subsidies have increased the difficulty of making ends meet for many rural families. It is not surprising therefore that farming families are seeking additional income sources, either from employment outside the agricultural sector or through new business diversification opportunities.

Social Care - An Expanding Sector

The Health & Social Care Sector is an expanding sector of the Welsh economy generating more than 4% of Wales' GDP and featuring in the top 10 of the Welsh Assembly Government's priority service areas. The sector currently employs over 70,000 people, some 5% of the total Welsh workforce. Over 150,000 people in Wales are currently in receipt of social care support and service demand in Mid Wales is forecasted to increase because of the needs of an increasingly aged population. The number of people aged 75 and over is projected to rise by 64.8% by 2023 in Mid Wales – a much higher percentage than in other regions of Wales, whilst mortality rates are forecasted to reduce dramatically for both sexes.²

Local Authorities, the largest commissioners of care services in Mid Wales, are leading on initiatives to support vulnerable people to retain their independence and remain in their own homes and in their own communities. As a result of this policy, there will be a requirement to develop a community-based workforce and to promote new local businesses to deliver community-based services alongside the existing service providers. As a result of many clients preferring to communicate through the Welsh Language, we are seeking to increase the number of Welsh speaking employees within the overall social care workforce.

Continued...

¹ Figures above courtesy of The Farm Business Survey, University of Wales, Aberystwyth website: <http://www.irs.aber.ac.uk/fbs/incomes0304.asp>

² Government Actuary's National and Sub-national Population Projections 2003

What makes social care an exciting opportunity for farming/rural families?

- ❖ Flexible Working Arrangements
- ❖ Valued work in your own community
- ❖ Traditionally farming families have been involved with their local community organisations, appreciating cultural values and relationships.
- ❖ Opportunities to work independently or as part of a team.
- ❖ Many service users would prefer a Welsh speaker to support them
- ❖ An expanding market in which to diversify, using existing land and farm buildings for social care enterprises.

About this Information Pack

The purpose of this information pack is to introduce the Social Care sector both as a career and a business diversification opportunity to the farming/rural communities of Mid Wales.

Included in this pack you will find:

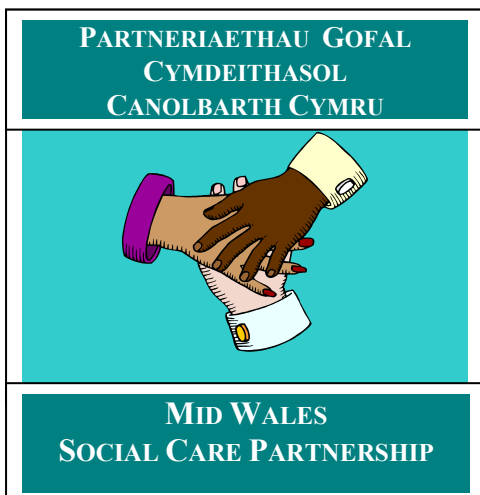
- ❖ Contact form and envelope to complete and return for more information
- ❖ Five ‘*real-life*’ Case Studies
- ❖ Careers in Social Care Brochures
- ❖ Examples of Business Diversification Opportunities
- ❖ Examples of Employment Opportunities

If you would like further help and advice on either working in social care or starting up your own social care business, then please complete the contact form and return it in the envelope provided to:

**PROJECT CO-ORDINATOR
MID WALES SOCIAL CARE PARTNERSHIP
MINAERON, RHIW GOCH,
ABERAERON, CEREDIGION, SA46 0DY**

Useful Contacts:

| | |
|---|--|
| Care Council for Wales Tel: 0800 3169602 Website: www.ccwales.org.uk/careers | Farming Connect Tel: 0845 6000813 Website: www.wales.gov.uk/farmingconnect |
| Business Eye Tel: 0845 7969798 Website: www.busesseye.org.uk | Job Centre Plus Tel: 0845 6060234 Website: www.jobcentreplus.gov.uk |
| Careers Wales West Tel: 0800 100 900 Website: www.careerswaleswest.co.uk | ELWa Tel: 0845 088066 Website: www.elwa.org.uk |



CONTACT FORM

For more information or just an informal chat, please complete the form below and return it to the **Project Co-ordinator**,
Mid Wales Social Care Partnership,
Minaeron, Rhiw Goch, Aberaeron, Ceredigion, SA46 0DY.

Name:.....

Address:.....

.....

.....

Postcode:.....

Telephone No:.....

Email Address:.....

Language Skills: Welsh English

Other

I would like more information about:

(Please tick as appropriate)

(a) careers and employment opportunities

(b) Business Diversification Opportunities

CAREER / EMPLOYMENT AND BUSINESS DIVERSIFICATION OPPORTUNITIES

Below are just some of the many opportunities available within the sector:

Who could I be helping?

Children and young people

People with physical and/or mental disabilities

Older People

Carers

People who have recently been discharged from Hospital

Young offenders

What sort of Jobs are Available?

Social Workers – Intervenes to safeguard individuals at risk, assessing the needs and putting together a package of support services.

Community Care Assistants/Support Workers – Working directly with the service user and supporting people in their home. Specialist Care Assistants work with people with specific disabilities as part of the care team.

Personal Care Assistants/Support Workers – Delivering direct services within residential settings.

Residential Home Manager – Managing a residential facility. May be working with children, youth offending, people with special needs or older people.

Assistant Assessors/Assessor Care Managers – Working as part of the Social Work Team, visiting service users and assessing their requirements. Liaising with service providers to provide an appropriate care package.

Day Centre Organisers – Working within a day centre with service users organising activities and day trips. Often working with those with special needs either physical or mental, or with older people.

Respite Carers – Providing support to carers or families of a service user. This may involve staying and chatting with the service user while the carer goes out or taking the service user out of the family environment to allow other family members to do things together.

Occupational, Speech Therapists and Physiotherapist – Work either directly with service users or with their Care Assistants/Carers to provide specialist support often following discharge from hospital but also with those people who have longer term needs.

Nurses – Usually working within the residential/nursing home location with both children and young people or with older people.

Advocacy – Articulating the part of the service user, usually within a legal framework, often for people with disabilities or with minors.

Support Workers – Cooks, drivers, gardeners, maintenance/caretakers, administrators, financial controllers.

Examples of Business Diversifications

Community day centres for older people, children or those with disabilities

Childminding/Creches/Nurseries

Home Care Services including personal care, befriending, respite care.

Home maintenance and gardening services

Provision and maintenance of assistive technology equipment and services.

Provision and maintenance of tele-care services.

Activities for older people and those with disabilities.

Shopping and Delivery Services

Laundry Services

