

**HAYS** Recruiting experts  
in Social Care

Social Care

# 2021

**HAYS SOCIAL CARE SALARY  
& RECRUITING TRENDS**  
**HIRING INCREASES AMID  
ACUTE SKILLS SHORTAGES**

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## About us

Hays Social Care works to the principle that people are the biggest asset to any organisation, especially when your business is caring for others. Hiring the right person, with the right skills at the right time is a lasting challenge, and in a market where social care professionals are in constant demand, we can help to find the support and expertise you need.

We have a dedicated team working across various UK locations and overseas. They specialise in placing social care professionals into temporary, interim and permanent jobs across all grades and client groups, from support workers and care workers to registered managers and directors of service.

Ensuring that the people we place are fully safeguarded and compliant is central to what we do, which is why our independent compliance and audit team ensures all checks completed meet and exceed legislative standards.

To ensure continuing high quality, we also carry out ongoing feedback surveys with employers and undertake regular on-site visits, meeting with managers and staff to review performance and identify any training needs to support your staff in their future development.

We also provide a range of support to help you provide consistent care, including maternity and sickness cover, fixed-term contracts, interim cover or DBS interim-period cover – as well as an out-of-hours service which is always on hand to provide emergency cover. This service is managed centrally by social care specialists who are available 24 hours a day, 7 days a week, 365 days a year.

## Methodology

The salary data has been compiled using information gathered during 2020 from Hays offices across the UK. It is based on job listings, job offers and candidate registrations. The recruiting trends and benefits data is based on a survey conducted in October and November 2020. Over 23,000 professionals completed the survey from across the UK, including over 570 social care and social work employees and employers from organisations of all sizes and sectors.

We would like to express our gratitude to all of the professionals and organisations who participated in the collection of data. Your contribution allows us to produce this comprehensive guide, which provides invaluable insight into social care salaries, benefits and recruiting trends.

# INTRODUCTION

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Welcome to our annual Hays Social Care Salary & Recruiting Trends guide. The unprecedented challenge of the Covid-19 pandemic has placed intense pressure on services that were already beset by soaring activity levels and acute skills shortages. The challenge for social care employers now will be to recruit the talent with the skills and experience required to deliver a consistently high standard of care against a continuously uncertain backdrop.

With activity levels expected to remain high, and almost half of employers experiencing moderate or severe skills shortages in the past year, it is unsurprising that the vast majority of employers plan to recruit staff in the coming 12 months, and hiring plans have seen an uptick on the previous year.

Although the social care sector has benefited from more positive public sentiment towards the value that care professionals bring, the challenging reality of the nature of care work during the pandemic has also been more visible, and this negative perception is highlighted as a key driver of skills shortages currently impacting the profession. The negative effects of these skills shortages are also being acutely felt, with nearly a third saying the shortages are contributing to absenteeism due to stress, and over half believing they are negatively impacting employee morale.

Despite certain specialist skillsets seeing greater employer demand, fewer social care professionals moved roles last year, and plans to change jobs this year are also more tempered. Attracting the talent required to meet demand, therefore, will prove additionally challenging, and employers must carefully evaluate their candidate attraction strategies in order to encourage professionals to consider new roles. In the absence of more competitive remuneration, it is particularly important that attention is paid to promoting the career progression opportunities on offer. A lack of career development is the main reason professionals give for wanting to leave their current role.

“ Promoting the social care profession as a viable and rewarding one is particularly important in light of the ongoing impact of the Covid-19 crisis. ”



**Brendan Ryan, Director, Hays Social Care**

Promoting the social care profession as a viable and rewarding one is particularly important in light of the ongoing impact of the Covid-19 crisis. Almost half of professionals are considering making changes to their career as a result of the pandemic and nearly a quarter are planning to follow a completely different career path. Work-life balance should be a significant area of focus when looking to attract new talent and retain existing staff, as it has been negatively impacted by the pandemic and is also something that social care professionals prize highly.

We hope you find this guide informative and useful. We look forward to discussing what these findings mean for your organisation, and how we can help you navigate this challenging landscape and prepare for the year ahead.

A handwritten signature in black ink that reads "B. Ryan". The signature is stylized and fluid.

**Brendan Ryan**  
Director, Hays Social Care





# SOCIAL CARE HIRING INCREASES AMID ACUTE SKILLS SHORTAGES

The ongoing impact of the Covid-19 pandemic has presented an unprecedented challenge to a sector already beset by soaring demand for services and skills shortages are continuing to have a detrimental effect on employee morale.

## Optimism about long-term opportunities has risen

The overwhelming majority (94%) of social care employers expect organisational activity levels to either stay the same or increase in 2021. The number of people who predict an increase, however, has decreased, with 55% anticipating activity levels will go up in 2021 in comparison to the 65% who thought activity levels would increase in 2020.

As a result of the Covid-19 pandemic, positive sentiment towards the social care profession has risen considerably this year, and with it, longer term optimism amongst social care employers. 41% say they are optimistic about the wider economic climate and the opportunities it may create within the next 2-5 years, in comparison to 33% who said the same last year. This optimism is not felt by employees however, with 67% expressing concern around the longer term economic landscape in comparison to 57% who were concerned last year.

**2.0%** Average salary increase over the last year

## Temp hiring an ongoing challenge

Most social care employers (77%) experienced some form of skills shortages within the past year, with nearly half (48%) citing moderate or extreme skills shortages. A further 66% said they had experienced difficulties hiring permanent staff, and over half (53%) had challenges recruiting temporary workers, higher than the 37% UK average. Although ongoing lockdown restrictions have slightly increased the difficulty of hiring temporary workers, being able to access temps at volume has enabled services hit by Covid-19 outbreaks to remain open. In addition to this, hiring plans have seen a small increase on the previous year, with 84% intending to recruit new staff over the next 12 months in comparison to the 81% who planned to hire last year.

Engaging staff with the right skills and experience to deliver complex care needs will continue to present a challenge for organisations. Talent shortages are predicted to significantly impact employers this coming year, with almost two thirds (64%) expecting a shortage of suitable applicants to be their biggest hiring challenge. A further 54% expect to encounter competition from other employers, higher than last year's figure (49%).

## Skills shortages attributed to negative stereotypes of social care work

The top reason for the skills shortages in social care currently is believed to be negative perceptions or stereotypes of the industry (45%), a higher figure than last year (35%). Over half (56%) of social care employers took action to address these skills shortages in 2020 by hiring temp workers, whilst over a third (36%) increased their recruitment budget.

The negative effects from these skill shortages are being acutely felt. Over half (57%) believe they are having a negative impact on employee morale, and almost a third (30%) say they are causing absenteeism due to stress, significantly higher than the UK average (16%).

Furthermore, the caring responsibilities associated with social care work mean that soft skills continue to be integral, with communication (65%), emotional intelligence (57%) and flexibility (56%) highly sought after by employers.

### Top specialist skills (non-clinical/caring roles) in demand:

Managerial/leadership

19%

Operations

18%

Administration

13%

### Top soft skills in demand:

Communication

65%

Emotional intelligence

57%

Flexibility

56%

# SOCIAL CARE HIRING INCREASES AMID ACUTE SKILLS SHORTAGES

## More employers increased salaries than expected last year

61% of social care employers increased their salaries over the past year, which is higher than the number who predicted they would last year (54%). Social care salaries increased on average by 2% in 2020, driven largely by increases to the national minimum wage, and almost half (47%) of employers expect them to increase again in 2021.

Pay transparency is highly valued by social care professionals, with 76% deeming it important, higher than the UK average (70%). Despite the importance employees attribute to this, almost a quarter (23%) of social care employers don't believe that their organisation is consistently transparent with all employees about how pay levels and pay rises are set. An even greater proportion of employees do not believe their organisation is transparent (43%). Salary satisfaction also continues to be lower than average amongst social care professionals, although this gap has closed on last year. 58% say they are satisfied with their salary, which is higher than last year (53%), but still below the UK average (62%).

## A lack of future opportunity driving employee movement

Over a third (39%) of social care professionals moved roles in 2020, a decrease on 2019 when it was almost half (48%). Of those who left their job, 18% said this was due to a lack of job security, and 17% attributed it to a poor work-life balance. Concerns around career development are a key driver of employee movement currently, with a lack of future opportunities (22%) the most commonly cited reason for professionals wanting to leave their current role.

Despite certain specialist skillsets being in greater demand from employers, fewer professionals are actively seeking new positions. Plans to move jobs are more tempered this year, with just over half (53%) of social care professionals looking to move roles in 2021, lower than the number who said they intended to in 2020 (58%). However, for those who are not intending to change job in 2021, 40% would still be tempted to if they were offered the right salary and benefits package.

### Top three reasons employees want to leave their current role:

Lack of future opportunities

22%

Location

17%

The work itself

17%

### Top three factors that would tempt employees to move job:

Better salary and/or benefits package

40%

Future opportunities

15%

The work itself

14%

“ Plans to move jobs are more tempered this year, with just over half of social care professionals looking to move roles in the next 12 months. ”

### Social care employers risk losing talent as a result of Covid-19

Almost half (46%) of social care professionals are considering making changes to their career in 2021 as a result of Covid-19. While 24% plan to upskill within their current profession in the year ahead, a further quarter (25%) plan to upskill in a different profession to their current one, higher than the UK average (20%). Furthermore, 22% are planning to follow a completely different career path, which is also higher than the UK average of 17%.

A significant proportion of social care professionals also plan to make changes to their working hours, with almost a quarter (24%) intending to reduce them in light of the Covid-19 pandemic.

### The pandemic worsened work-life balance

The specific benefits that social care professionals value most in a role are over 28 days of paid annual leave (48%), pension provision above the legal minimum (39%) and training and/or professional certification support (37%). This is higher than the UK average (33%), demonstrating the importance that social care professionals attribute to certified professional development.

Work-life balance is also something that social care professionals prize highly, with over a third (36%) saying that they consider it the most important factor when they consider a new position. Over a third (37%) of social care professionals say their work-life balance has worsened as a result of the Covid-19 pandemic, higher than the UK average of 29%.

### Top three benefits most important to employees when considering a new role:

Over 28 days paid annual leave

48%

Pension provision above the legal minimum

39%

Training and/or professional certification support

37%

### Survey highlights for social care

#### Employers

94% expect their organisation's activity levels to increase or stay the same over the next 12 months

77% experienced skills shortages in the last 12 months

84% plan on recruiting staff over the next 12 months

42% have reviewed or intend to review their benefits offering due to the Covid-19 pandemic

#### Employees

40% would be tempted to change role due to the salary or benefits package on offer

31% feel there is no scope for progression within their organisation

48% give their work-life balance a positive rating

48% would like additional days off for wellbeing due to the Covid-19 pandemic

# SOCIAL CARE ADULTS

London	£ Range	£ Typical
Operations Manager/Director	50,000-80,000	70,000
Area Manager	40,000-60,000	50,000
Service Manager	30,000-45,000	40,000
Registered Manager	32,000-47,000	37,000
Deputy Manager	24,000-30,000	26,000
Recovery Worker	22,000-26,000	25,000
Senior Support Worker	20,000-25,000	22,500
Senior Care Worker	18,000-21,000	20,000
Support Worker	18,000-22,000	19,500
Care Worker	18,000-19,000	18,500

East of England	£ Range	£ Typical
Operations Manager/Director	50,000-70,000	60,000
Area Manager	35,000-50,000	42,000
Service Manager	30,000-55,000	37,000
Registered Manager	28,000-45,000	32,000
Deputy Manager	22,000-28,000	26,000
Recovery Worker	21,000-26,000	23,000
Senior Support Worker	18,000-22,000	19,500
Senior Care Worker	17,500-21,000	19,500
Support Worker	17,000-19,000	18,000
Care Worker	17,000-19,000	17,000

South East England	£ Range	£ Typical
Operations Manager/Director	50,000-60,000	55,000
Area Manager	40,000-50,000	45,000
Service Manager	33,000-45,000	39,000
Registered Manager	28,000-42,000	35,000
Deputy Manager	22,000-30,000	25,000
Recovery Worker	21,000-25,000	22,000
Senior Support Worker	19,000-22,000	21,000
Senior Care Worker	18,000-21,000	19,500
Support Worker	18,000-21,000	19,000
Care Worker	17,000-19,000	17,500

Wales	£ Range	£ Typical
Operations Manager/Director	50,000-60,000	57,000
Area Manager	32,000-45,000	39,000
Service Manager	29,000-35,000	33,000
Registered Manager	29,000-35,000	33,000
Deputy Manager	21,000-25,000	23,000
Recovery Worker	17,500-20,500	20,000
Senior Support Worker	19,500-22,500	21,500
Senior Care Worker	19,000-22,000	20,700
Support Worker	16,000-18,000	17,000
Care Worker	16,000-18,000	17,000

South West England	£ Range	£ Typical
Operations Manager/Director	50,000-60,000	55,000
Area Manager	40,000-50,000	45,000
Service Manager	30,000-45,000	32,000
Registered Manager	28,000-42,000	31,000
Deputy Manager	22,000-30,000	24,000
Recovery Worker	21,000-25,000	23,000
Senior Support Worker	19,000-22,000	20,000
Senior Care Worker	19,000-22,000	20,000
Support Worker	17,000-21,000	17,500
Care Worker	17,000-21,000	17,000

West Midlands	£ Range	£ Typical
Operations Manager/Director	45,000-65,000	52,000
Area Manager	35,000-55,000	44,000
Service Manager	32,000-40,000	33,000
Registered Manager	25,000-35,000	29,000
Deputy Manager	22,000-26,000	23,000
Recovery Worker	20,000-25,000	21,500
Senior Support Worker	18,000-22,000	19,000
Senior Care Worker	17,500-19,000	19,000
Support Worker	17,000-19,000	17,000
Care Worker	17,000-19,000	17,000



East Midlands	£ Range	£ Typical
Operations Manager/Director	45,000-70,000	60,000
Area Manager	40,000-60,000	45,000
Service Manager	32,000-40,000	33,000
Registered Manager	25,000-35,000	29,000
Deputy Manager	22,000-26,000	23,000
Recovery Worker	20,000-25,000	21,500
Senior Support Worker	18,000-22,000	18,500
Senior Care Worker	17,500-19,000	18,500
Support Worker	17,000-19,000	17,500
Care Worker	17,000-19,000	17,000

North West England	£ Range	£ Typical
Operations Manager/Director	50,000-68,000	57,000
Area Manager	25,000-50,000	42,000
Service Manager	26,000-50,000	36,500
Registered Manager	24,000-40,000	29,000
Deputy Manager	22,000-27,000	24,000
Recovery Worker	22,000-28,000	24,000
Senior Support Worker	17,500-22,000	19,000
Senior Care Worker	17,000-19,000	18,000
Support Worker	17,000-18,500	17,000
Care Worker	17,000-18,000	17,000

Yorkshire and the Humber	£ Range	£ Typical
Operations Manager/Director	50,000-65,000	58,000
Area Manager	32,000-45,000	40,000
Service Manager	24,000-32,000	26,000
Registered Manager	26,000-40,000	30,000
Deputy Manager	18,000-23,000	22,000
Recovery Worker	17,000-22,000	19,500
Senior Support Worker	17,000-19,000	17,500
Senior Care Worker	17,000-18,000	17,000
Support Worker	17,000-18,000	17,000
Care Worker	17,000-17,500	17,000

Northern Ireland	£ Range	£ Typical
Operations Manager/Director	53,000-64,000	57,000
Area Manager	37,000-50,000	43,000
Service Manager	30,000-55,000	40,000
Registered Manager	28,000-45,000	32,000
Deputy Manager	24,000-30,000	26,000
Recovery Worker	19,000-25,000	21,000
Senior Support Worker	18,000-22,000	20,000
Senior Care Worker	19,000-22,000	20,000
Support Worker	17,000-19,000	18,000
Care Worker	16,500-17,500	17,000

North East England	£ Range	£ Typical
Operations Manager/Director	50,000-60,000	57,000
Area Manager	35,000-45,000	40,000
Service Manager	25,000-35,000	30,000
Registered Manager	23,000-38,000	28,000
Deputy Manager	20,000-27,000	21,000
Recovery Worker	17,500-25,000	20,000
Senior Support Worker	17,000-21,000	17,500
Senior Care Worker	17,000-19,000	17,500
Support Worker	17,000-19,000	17,000
Care Worker	17,000-19,000	17,000

Scotland	£ Range	£ Typical
Operations Manager/Director	50,000-65,000	55,000
Area Manager	38,000-55,000	47,000
Service Manager	28,000-35,000	33,000
Registered Manager	28,000-45,000	33,000
Deputy Manager	24,000-30,000	26,000
Recovery Worker	18,000-25,000	22,000
Senior Support Worker	18,500-26,000	20,000
Senior Care Worker	18,500-22,500	18,500
Support Worker	17,000-24,000	18,000
Care Worker	17,000-21,000	17,000

# SOCIAL CARE CHILDREN

London	£ Range	£ Typical
Operations Manager/Director	60,000-90,000	70,000
Area Manager	40,000-60,000	52,000
Service Manager	35,000-50,000	46,000
Registered Manager	35,000-50,000	40,000
Deputy Manager	24,000-35,000	31,000
Senior Support Worker	20,000-26,000	23,500
Senior Care Worker	19,000-22,000	21,000
Family Support Worker	25,000-30,000	28,500
Residential Support Worker	19,000-26,000	23,000
Support Worker	18,000-22,000	22,000
Care Worker	17,000-20,000	20,000

East of England	£ Range	£ Typical
Operations Manager/Director	45,000-70,000	52,000
Area Manager	38,000-55,000	43,000
Service Manager	36,000-56,000	42,000
Registered Manager	30,000-48,000	36,000
Deputy Manager	25,000-30,000	28,000
Senior Support Worker	19,000-26,500	23,000
Senior Care Worker	17,500-22,000	20,000
Family Support Worker	19,000-25,000	21,000
Residential Support Worker	18,500-25,000	21,500
Support Worker	17,000-20,000	18,000
Care Worker	17,000-18,500	17,000

South East England	£ Range	£ Typical
Operations Manager/Director	55,000-65,000	60,000
Area Manager	45,000-55,000	50,000
Service Manager	38,000-48,000	43,000
Registered Manager	35,000-45,000	40,000
Deputy Manager	24,000-33,000	28,000
Senior Support Worker	20,000-25,000	22,000
Senior Care Worker	18,500-23,000	20,000
Family Support Worker	19,500-22,000	21,000
Residential Support Worker	19,500-22,000	21,000
Support Worker	18,500-22,000	19,000
Care Worker	17,000-19,000	17,500

Wales	£ Range	£ Typical
Operations Manager/Director	50,000-65,000	57,500
Area Manager	35,000-45,000	40,500
Service Manager	30,000-40,000	31,000
Registered Manager	32,000-40,000	35,000
Deputy Manager	22,000-28,000	26,500
Senior Support Worker	19,000-22,500	21,000
Senior Care Worker	19,000-22,500	21,000
Family Support Worker	18,000-21,000	18,750
Residential Support Worker	17,500-21,000	19,000
Support Worker	16,000-18,500	18,250
Care Worker	16,000-18,500	18,250

South West England	£ Range	£ Typical
Operations Manager/Director	55,000-65,000	60,000
Area Manager	45,000-55,000	50,000
Service Manager	38,000-48,000	40,000
Registered Manager	35,000-45,000	40,000
Deputy Manager	26,000-37,000	28,000
Senior Support Worker	23,000-27,000	25,000
Senior Care Worker	23,000-27,000	25,000
Family Support Worker	19,500-22,000	20,000
Residential Support Worker	19,500-22,000	20,000
Support Worker	18,500-22,000	19,000
Care Worker	18,500-22,000	19,000

West Midlands	£ Range	£ Typical
Operations Manager/Director	45,000-70,000	52,000
Area Manager	35,000-50,000	42,000
Service Manager	36,000-56,000	37,500
Registered Manager	30,000-45,000	35,000
Deputy Manager	25,000-30,000	27,000
Senior Support Worker	19,000-26,500	23,000
Senior Care Worker	17,500-22,000	19,500
Family Support Worker	18,500-25,000	20,000
Residential Support Worker	18,500-25,000	20,000
Support Worker	17,000-20,000	18,000
Care Worker	17,000-18,500	17,000

East Midlands	£ Range	£ Typical
Operations Manager/Director	45,000-70,000	52,000
Area Manager	38,000-55,000	40,000
Service Manager	36,000-56,000	37,500
Registered Manager	30,000-48,000	36,000
Deputy Manager	25,000-30,000	27,000
Senior Support Worker	19,000-26,500	23,000
Senior Care Worker	17,500-22,000	20,000
Family Support Worker	19,000-25,000	21,000
Residential Support Worker	18,500-25,000	21,500
Support Worker	18,000-20,000	18,500
Care Worker	17,000-18,500	17,000

North West England	£ Range	£ Typical
Operations Manager/Director	55,000-85,000	60,000
Area Manager	38,000-52,000	46,000
Service Manager	38,000-52,000	46,000
Registered Manager	30,000-48,000	38,000
Deputy Manager	23,000-30,000	27,000
Senior Support Worker	18,000-24,000	23,000
Senior Care Worker	18,000-22,000	20,000
Family Support Worker	18,500-25,000	24,000
Residential Support Worker	18,000-23,000	21,000
Support Worker	16,500-23,000	19,000
Care Worker	16,000-18,000	17,000

Yorkshire and the Humber	£ Range	£ Typical
Operations Manager/Director	50,000-65,000	57,000
Area Manager	30,000-50,000	45,000
Service Manager	35,000-45,000	37,500
Registered Manager	28,000-42,000	35,000
Deputy Manager	18,000-25,000	25,000
Senior Support Worker	18,000-21,500	19,500
Senior Care Worker	18,000-21,500	18,500
Family Support Worker	18,500-25,000	22,500
Residential Support Worker	17,000-23,000	19,000
Support Worker	17,000-18,000	17,000
Care Worker	17,000-18,000	17,000

Northern Ireland	£ Range	£ Typical
Operations Manager/Director	50,000-60,000	55,000
Area Manager	40,000-50,000	43,500
Service Manager	35,000-45,000	40,000
Registered Manager	26,000-34,000	33,500
Deputy Manager	24,000-30,000	27,250
Senior Support Worker	18,000-22,000	21,000
Senior Care Worker	18,500-22,000	21,000
Family Support Worker	19,000-22,000	20,300
Residential Support Worker	17,000-20,000	19,500
Support Worker	17,500-20,000	18,500
Care Worker	16,500-17,500	17,000

North East England	£ Range	£ Typical
Operations Manager/Director	50,000-70,000	57,000
Area Manager	35,000-50,000	38,000
Service Manager	32,000-45,000	38,000
Registered Manager	28,000-42,000	35,000
Deputy Manager	22,000-27,000	25,000
Senior Support Worker	18,000-25,000	19,000
Senior Care Worker	18,000-24,000	18,500
Family Support Worker	18,000-24,000	23,000
Residential Support Worker	17,000-23,000	18,500
Support Worker	17,000-18,000	17,000
Care Worker	17,000-18,000	17,000

Scotland	£ Range	£ Typical
Operations Manager/Director	60,000-75,000	68,000
Area Manager	45,000-55,000	50,000
Service Manager	32,000-42,000	37,000
Registered Manager	28,000-32,000	30,000
Deputy Manager	26,000-30,000	28,000
Senior Support Worker	22,000-27,000	26,000
Senior Care Worker	22,000-26,000	25,000
Family Support Worker	21,000-27,500	26,000
Residential Support Worker	19,500-24,000	22,000
Support Worker	19,000-23,000	21,000
Care Worker	18,500-21,000	20,000

# SOCIAL WORK ADULTS

London	£ Range	£ Typical
Director of Service	115,000-151,000	141,000
Assistant Director of Service	97,000-115,000	105,500
Head of Service	61,000-95,000	69,000
Service Manager	50,000-65,000	57,500
Team Manager	40,000-58,000	55,000
Approved Mental Health Practitioner	38,500-49,000	48,500
Senior Practitioner	40,000-58,000	43,000
Qualified Social Worker - 4 years +	35,000-45,000	41,000
Qualified Social Worker - 2 years +	32,000-36,000	34,500
Newly Qualified Social Worker	29,500-37,000	32,000

Midlands	£ Range	£ Typical
Director of Service	85,000-140,000	100,000
Assistant Director of Service	70,000-90,000	80,000
Head of Service	52,000-60,000	56,000
Service Manager	48,000-54,000	50,000
Team Manager	42,000-55,000	49,000
Approved Mental Health Practitioner	43,000-55,000	47,000
Senior Practitioner	42,000-55,000	46,000
Qualified Social Worker - 4 years +	34,000-43,000	35,000
Qualified Social Worker - 2 years +	26,000-34,000	27,000
Newly Qualified Social Worker	22,500-27,000	24,000

South East England	£ Range	£ Typical
Director of Service	83,000-93,000	88,000
Assistant Director of Service	73,000-83,000	78,000
Head of Service	53,500-58,500	57,500
Service Manager	48,500-54,500	51,500
Team Manager	43,500-49,500	45,500
Approved Mental Health Practitioner	41,500-49,500	48,500
Senior Practitioner	36,500-41,500	39,500
Qualified Social Worker - 4 years +	34,000-39,000	35,500
Qualified Social Worker - 2 years +	31,000-36,000	33,250
Newly Qualified Social Worker	29,000-34,000	31,250

North East England	£ Range	£ Typical
Director of Service	80,000-115,000	95,000
Assistant Director of Service	70,000-90,000	78,000
Head of Service	51,000-70,000	55,000
Service Manager	47,000-56,000	50,500
Team Manager	40,000-48,000	44,000
Approved Mental Health Practitioner	35,000-49,000	39,500
Senior Practitioner	39,000-47,000	44,000
Qualified Social Worker - 4 years +	26,500-40,000	34,500
Qualified Social Worker - 2 years +	26,000-30,000	26,500
Newly Qualified Social Worker	22,000-26,000	23,500

East of England	£ Range	£ Typical
Director of Service	82,000-92,000	88,500
Assistant Director of Service	72,000-82,000	77,000
Head of Service	53,000-58,000	58,000
Service Manager	48,000-54,000	51,000
Team Manager	41,500-49,000	44,500
Approved Mental Health Practitioner	37,000-42,000	38,000
Senior Practitioner	37,000-42,000	38,000
Qualified Social Worker - 4 years +	31,000-38,000	34,000
Qualified Social Worker - 2 years +	31,000-38,000	32,000
Newly Qualified Social Worker	26,000-33,000	28,000

North West England	£ Range	£ Typical
Director of Service	80,000-100,000	88,000
Assistant Director of Service	70,000-90,000	80,000
Head of Service	54,000-74,000	55,000
Service Manager	47,000-56,000	50,000
Team Manager	38,000-45,000	39,000
Approved Mental Health Practitioner	35,000-49,000	38,000
Senior Practitioner	39,000-47,000	42,500
Qualified Social Worker - 4 years +	26,500-40,000	30,500
Qualified Social Worker - 2 years +	26,000-30,000	27,000
Newly Qualified Social Worker	22,000-26,000	24,000



# SOCIAL WORK CHILDREN

London	£ Range	£ Typical
Director of Service	122,000-170,000	146,000
Assistant Director of Service	97,000-122,000	122,000
Head of Service	65,000-97,000	70,500
Service Manager	49,000-83,000	63,000
Team Manager	45,000-58,000	54,500
Senior Practitioner	40,000-55,000	45,500
Qualified Social Worker - 4 years +	36,500-45,000	41,000
Qualified Social Worker - 2 years +	32,000-37,000	33,500
New Qualified Social Worker	31,000-34,000	31,000

South East England	£ Range	£ Typical
Director of Service	100,000-155,000	135,000
Assistant Director of Service	73,000-83,000	81,000
Head of Service	54,000-67,000	58,000
Service Manager	49,000-60,000	54,000
Team Manager	43,000-51,000	46,000
Senior Practitioner	37,000-41,500	41,000
Qualified Social Worker - 4 years +	33,000-39,000	37,000
Qualified Social Worker - 2 years +	31,500-37,000	35,000
New Qualified Social Worker	29,500-34,000	32,000

East of England	£ Range	£ Typical
Director of Service	119,000-130,000	119,000
Assistant Director of Service	72,000-98,000	89,000
Head of Service	58,000-68,000	60,000
Service Manager	48,000-60,000	57,000
Team Manager	41,500-52,000	50,000
Senior Practitioner	37,000-48,000	43,500
Qualified Social Worker - 4 years +	31,000-40,000	37,000
Qualified Social Worker - 2 years +	31,000-40,000	34,500
New Qualified Social Worker	26,000-33,000	26,500

Midlands	£ Range	£ Typical
Director of Service	90,000-140,000	100,000
Assistant Director of Service	70,000-90,000	81,000
Head of Service	52,000-60,000	56,000
Service Manager	48,000-53,000	50,000
Team Manager	42,000-49,000	46,000
Senior Practitioner	40,000-46,000	43,000
Qualified Social Worker - 4 years +	30,000-39,000	35,000
Qualified Social Worker - 2 years +	25,000-29,000	26,500
New Qualified Social Worker	21,000-25,000	23,500

North East England	£ Range	£ Typical
Director of Service	86,000-140,000	98,000
Assistant Director of Service	65,000-90,000	80,000
Head of Service	50,000-70,000	54,500
Service Manager	47,000-55,000	50,000
Team Manager	38,000-50,000	44,000
Senior Practitioner	39,000-45,000	42,000
Qualified Social Worker - 4 years +	28,000-40,000	35,000
Qualified Social Worker - 2 years +	26,000-28,000	27,000
New Qualified Social Worker	20,000-26,000	24,500

North West England	£ Range	£ Typical
Director of Service	86,000-140,000	98,000
Assistant Director of Service	65,000-90,000	80,000
Head of Service	50,000-70,000	56,000
Service Manager	47,000-55,000	52,500
Team Manager	38,000-50,000	42,000
Senior Practitioner	39,000-45,000	43,000
Qualified Social Worker - 4 years +	28,000-40,000	34,000
Qualified Social Worker - 2 years +	26,000-28,000	27,000
New Qualified Social Worker	20,000-26,000	25,000

# CONTACT US

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