



Press Release

Immediate Release

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Cygnet Highlights Social Care Superpowers

A SOCIAL care manager from Essex has taken part in a campaign by leading health and social care Cygnet to encourage social care workers to share their 'superpowers' and highlight the unique skills these workers possess in order to change lives for the better.

The social care superpower campaign is being run by the Cygnet Social Care division and aims to highlight the ordinary people with extraordinary skills who bring unique qualities to their social care services and make a valuable, positive difference to the lives of some of the most vulnerable people in society.

Recognising the challenges faced by the social care industry in terms of recruitment, it is hoped the campaign may work to encourage more people to consider a career in social care to give residents and patients the care they deserve.

As part of the campaign, six members of Cygnet Social Care staff shared inspirational stories about their careers in social care, why they love the job they do and, what they consider their social care superpower to be.

Ollie White has worked in social care for more than 10 years, starting his career as a support worker and successfully climbing the career ladder to become the Registered Manager of The Orchards, a Cygnet Social Care service in Thorrington, Essex which supports men with a learning disability or complex needs.

He said the most rewarding part of his job was helping people succeed. Describing the qualities needed for a successful career in social care, he said people needed to be "bubbly, fun and able to have a laugh."

He added: "My social care superpower is being as least restrictive as possible.

"I give residents choices to make decisions for their wellbeing and their health, and don't put so many boundaries in the way. It is about making sure we're taking positive risks for our residents.

"I would encourage anyone to consider a career in social care. You get to help people, support them and be part of a team which changes lives."

WATCH OLLIE's VIDEO: <https://vimeo.com/840004814/45f0cffaca?share=copy>

Cygnets expert and highly dedicated social care team of 2945 employees empower 694 individuals across 67 residential, supported living and day services to consistently make a positive difference to their lives.

Cygnets Social Care is part of the Cygnets Group which also provides healthcare services for young people and adults in England, Scotland and Wales.

Gareth Williams is the CEO of Cygnets Social Care. He said: "I am so proud this campaign will highlight the incredible people like Hailey who work across our social care services and who strive every day to make a positive difference to those in need of support.

"The campaign is true to its words; those who work in social care are all super heroes armed with incredible super powers. Working in social care is both challenging and hugely rewarding. The work we do is pivotal, looking after the most vulnerable people in our society. Which is why it takes a special person, with special skills, traits and attributes to do it.

"This campaigns aims to highlight those unique qualities each of us bring to a career in social work. By shining a light on the emotional rewards of the role, we may even inspire more people to consider a job in social care."

Cygnets are asking social care workers to share your support for #SocialCareSuperpower by posting your superpower online, using the hashtag and tagging in @CygnetsGroup.

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Notes to Editors:

For more information, please contact Gemma Attew, External Communications Manager, on gemmaattew@cygnethealth.co.uk or 07718 244811.