



Press Release

Immediate Release

3 July 2023

Colchester Care Manager Highlights Social Care Superpowers

A SOCIAL care manager from Colchester has taken part in a campaign by leading health and social care Cygnets 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 Cygnets 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 Cygnets 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.

Sophie Clements is the registered manager of The Gables, a residential home on Ipswich Road, Colchester, which supports up to seven adults with learning disabilities and complex needs.

Having climbed the career ladder from a support worker, to a team manager, deputy manager and now registered manager, she described her social care superpower as "leadership". She explained:

"The purpose of my job is setting an example to everyone else. The team at Gables are focused on ensuring that residents are part of their local community and can access various opportunities to meet their needs. I make

sure my staff understand that consistency and continuity of care is important for the individuals we care for.

"I'm always hands on and I like to support the staff team whenever they need it. I would never ask a member of my team to do something that I wouldn't do myself.

"Seeing a difference on a daily basis, watching the residents progress and meet their goals is the best thing about a career in social care."

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 Pete 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.

Ends

Notes to Editors:

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