



Press Release

Immediate Release

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Southampton Care Manager Highlights Social Care Superpowers

A SOCIAL care manager from Southampton 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.

Pete Kirby is the Manager of Devon Lodge, on Hedge End, Southampton, a specialist residential service for adults with autism and learning disabilities, who may have behaviours that challenge. He started working in social care 14 years ago.

He described his superpower as having X-ray vision. He explained:

“As a manager, you are pulled in all different directions. My superpower is being able to see through all of that and focus on the people living in the home. I am able to ensure that the decisions I make is for the benefit of our residents, not anybody else.

“A career in social care is more than helping people get dressed and cleaning up after people. It is about enriching lives.

“In order to have a fulfilled life, you have to have something that makes you feel like you’ve done something. That’s what social care is. You understand that when you turn up, when you are present and engage, it is about making someone’s life better.

“Very few jobs offer that.”

Pete said an often overlooked superpower needed to thrive in social care is a sense of fun.

He added: “You have to have that spirit of fun and kindness. If you can have that desire to enjoy your day and take that with you when you are supporting residents, you will make the lives of the people you support better.”

Cygnet’s 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.

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

Gareth Williams is the CEO of Cygnet 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.”

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

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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.