



Press Release

Immediate Release

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Stevenage Social Care Manager Highlights Social Care Superpowers

A SOCIAL care manager from Stevenage 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.

Jamil Ali is the service manager at Walkern Lodge, a residential home on Walkern Road, Stevenage, which provides care for adults with learning disabilities, who may have behaviours that challenge and complex needs. He has been working in social care for 17 years, after he previously found a career in retail "unfulfilling".

"It was my partner who encouraged me to seek a career in social care because of my natural caring side," he explained. "It was the best decision I made."

Jamil described his social care superpower as "empathy". He said:

“There is nothing more rewarding than ensuring service users receive what they need and have the best outcome in our care. We need to be there as a voice for them.

“I often think about what life might be like for me if I had a learning disability or autism. I like to put myself in their shoes and imagine the care I would like to receive for myself. Then I put that into action.”

On the qualities needed to succeed in social care, Jamil said people needed to be caring, patient and have a good sense of humour.

“Social care is more needed than ever,” he added. “Every day gives me a sense of satisfaction. Small things you do can be big things for somebody else and it's an incredibly rewarding career.”

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 Jamil 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 campaign 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.

