

Social Care

2023

HAYS UK SALARY
& RECRUITING TRENDS
SALARIES

hays.co.uk



ABOUT HAYS

To help you meet ever-changing customer demands, we bring the people, the technology and the partnership you need to achieve your goals, now and in the future.

In order to provide the right support, care and protection for society's most vulnerable people, it's important to be able to easily access the right social care and social work professionals. We understand the staffing pressures the industry is facing, and are on-hand to find the skilled, qualified professionals your organisation needs to make a real difference to people's lives.

Using a customer-first and insight-led approach to meet your business needs, we make it easy for you to deliver against the complex talent and recruitment landscape you need to navigate.

At Hays we're **working for your tomorrow** to help your business succeed.

It's not just people we provide – whatever your hiring needs, we're always challenging the status quo, so our suite of services delivers the right outcomes for your organisation.

Our core services

Permanent recruitment ▶

- Find passionate people to transform your business
- Fill positions to meet both immediate and future skills needs

Outsourced permanent recruitment ▶

- Reduce time-to-hire with access to ready-made, quality talent pools through Recruitment Process Outsourcing (RPO)
- Leverage progressive talent strategies and mechanisms to ensure you have the right talent in place – for today, and tomorrow

Executive recruitment ▶

- Navigate organisational change and steer your organisation to success by finding those inspirational leaders
- Build success through diversity with bespoke job ads and transparent interview processes

Temporary recruitment ▶

- Achieve instant impact and access niche skillsets with quick hires and reduce long-term costs
- Cut out lengthy admin and processes with externally managed pay and timesheets

Fully managed temporary recruitment ▶

- Gain clarity and control over your contingent headcount through a Managed Services Programme (MSP)
- Combine expertise and insights with proved processes to shape the future of your workforce

Our advisory services

Assessment & Development ▶

- Acquire the right skills for your business needs
- Accelerate time-to-hire with tailored end-to-end support
- Cut costs with bespoke selection solutions

Salary Benchmarking ▶

- Use real-time data to have that competitive edge
- Be insight-led for relevant remuneration strategies
- Gain long-term cost savings

Career Transition Services ▶

- Give your employees the right outplacement and transitional support
- Deliver safe spaces to employees for those honest and open conversations
- Manage restructuring processes with effectiveness, agility and speed

Employer Branding ▶

- Stand out as a top employer brand with a proven USP
- Leverage engaging employer branded recruitment solutions
- Enhance your Employer Value Proposition with a people-first approach

To speak to your local recruiting expert, find your nearest at hays.co.uk/offices

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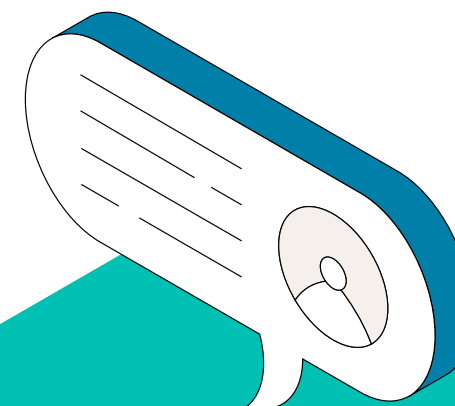
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Methodology

The salary data has been compiled using information gathered during 2023 from Hays offices across the UK. It is based on job listings, job offers and candidate registrations.



SOCIAL CARE ADULTS

LONDON	£ Range	£ Typical
Operations Manager/Director	65,000-85,000	80,000
Area Manager	50,000-65,000	55,000
Service Manager	33,000-47,000	45,000
Registered Manager	35,000-50,000	45,000
Deputy Manager	32,000-37,000	34,000
Recovery Worker	25,000-30,000	28,500
Senior Support Worker	26,000-27,000	26,500
Senior Care Worker	26,000-27,000	26,500
Support Worker	24,000-26,000	25,000
Care Worker	22,000-24,000	23,000

EAST OF ENGLAND	£ Range	£ Typical
Operations Manager/Director	50,000-80,000	60,000
Area Manager	34,000-57,000	45,000
Service Manager	28,000-47,000	40,000
Registered Manager	30,000-55,000	40,000
Deputy Manager	25,000-32,000	28,000
Recovery Worker	22,500-28,000	26,000
Senior Support Worker	21,000-24,500	23,000
Senior Care Worker	20,500-24,000	21,500
Support Worker	18,550-21,500	20,500
Care Worker	18,550-20,500	19,500

EAST MIDLANDS	£ Range	£ Typical
Operations Manager/Director	55,000-70,000	61,000
Area Manager	42,000-60,000	52,000
Service Manager	32,000-39,000	36,000
Registered Manager	30,000-37,000	34,000
Deputy Manager	25,000-30,000	28,000
Recovery Worker	24,000-27,000	25,000
Senior Support Worker	22,000-26,000	23,500
Senior Care Worker	21,000-25,000	23,500
Support Worker	19,000-23,000	20,000
Care Worker	19,700-24,000	20,000

NORTH WEST ENGLAND	£ Range	£ Typical
Operations Manager/Director	48,000-74,000	62,000
Area Manager	35,000-55,000	45,000
Service Manager	28,000-50,000	40,000
Registered Manager	27,000-40,000	33,000
Deputy Manager	25,000-35,000	28,000
Recovery Worker	19,000-27,000	24,000
Senior Support Worker	21,000-25,000	23,000
Senior Care Worker	20,000-24,000	23,000
Support Worker	19,000-22,000	19,500
Care Worker	18,500-21,000	19,000

SOUTH EAST ENGLAND	£ Range	£ Typical
Operations Manager/Director	50,000-70,000	65,000
Area Manager	45,000-60,000	52,000
Service Manager	35,000-50,000	45,000
Registered Manager	34,000-48,000	38,000
Deputy Manager	26,000-32,000	28,000
Recovery Worker	24,000-30,000	27,000
Senior Support Worker	22,000-26,000	24,000
Senior Care Worker	21,500-25,500	23,000
Support Worker	20,200-24,000	22,000
Care Worker	20,200-23,000	21,000

WALES	£ Range	£ Typical
Operations Manager/Director	55,000-70,000	61,500
Area Manager	35,000-45,000	42,500
Service Manager	30,000-35,000	33,000
Registered Manager	28,000-40,000	33,500
Deputy Manager	21,500-25,000	24,000
Recovery Worker	19,300-21,800	20,200
Senior Support Worker	21,400-23,100	22,500
Senior Care Worker	21,400-23,100	22,500
Support Worker	19,300-21,800	19,700
Care Worker	19,300-21,800	19,700

YORKSHIRE AND THE HUMBER	£ Range	£ Typical
Operations Manager/Director	50,000-70,000	60,000
Area Manager	35,000-58,000	42,000
Service Manager	26,000-42,000	34,000
Registered Manager	29,500-48,000	33,000
Deputy Manager	24,000-30,000	25,000
Recovery Worker	20,500-27,000	22,500
Senior Support Worker	19,500-25,000	21,000
Senior Care Worker	21,000-22,000	21,000
Support Worker	18,500-22,000	19,500
Care Worker	19,000-20,500	19,000

NORTHERN IRELAND	£ Range	£ Typical
Operations Manager/Director	50,000-70,000	60,000
Area Manager	45,000-52,000	49,000
Service Manager	30,000-40,000	36,000
Registered Manager	30,000-55,000	35,000
Deputy Manager	28,000-32,000	28,500
Recovery Worker	21,000-28,000	24,500
Senior Support Worker	26,000-28,000	26,000
Senior Care Worker	19,400-23,300	23,000
Support Worker	18,700-23,000	21,000
Care Worker	18,500-20,400	18,500

SOUTH WEST ENGLAND	£ Range	£ Typical
Operations Manager/Director	50,000-65,000	60,000
Area Manager	45,000-55,000	48,000
Service Manager	35,000-45,000	40,000
Registered Manager	35,000-45,000	38,000
Deputy Manager	26,000-31,000	28,500
Recovery Worker	24,000-28,000	24,000
Senior Support Worker	22,000-26,000	24,000
Senior Care Worker	21,000-24,000	23,000
Support Worker	21,000-23,000	21,000
Care Worker	21,000-23,000	21,000

WEST MIDLANDS	£ Range	£ Typical
Operations Manager/Director	45,000-60,000	55,000
Area Manager	35,000-58,000	47,000
Service Manager	28,500-45,000	35,500
Registered Manager	32,000-35,000	33,000
Deputy Manager	24,000-28,000	25,000
Recovery Worker	20,500-25,000	23,000
Senior Support Worker	19,000-24,000	21,500
Senior Care Worker	19,000-23,000	21,000
Support Worker	18,600-23,000	19,500
Care Worker	18,500-22,000	19,000

NORTH EAST ENGLAND	£ Range	£ Typical
Operations Manager/Director	50,000-75,000	60,000
Area Manager	35,000-55,000	42,000
Service Manager	25,000-40,000	34,000
Registered Manager	25,000-40,000	33,000
Deputy Manager	24,000-32,000	26,000
Recovery Worker	20,000-28,000	22,000
Senior Support Worker	20,000-24,000	20,000
Senior Care Worker	20,000-23,000	20,000
Support Worker	18,500-22,500	19,500
Care Worker	18,500-21,000	19,000

SCOTLAND	£ Range	£ Typical
Operations Manager/Director	65,000-85,000	75,000
Area Manager	45,000-55,000	50,000
Service Manager	36,000-38,000	36,000
Registered Manager	35,000-45,000	40,000
Deputy Manager	28,000-29,000	29,000
Recovery Worker	22,000-25,000	24,000
Senior Support Worker	23,000-25,000	23,500
Senior Care Worker	22,000-23,500	22,500
Support Worker	20,000-21,500	21,000
Care Worker	19,000-21,000	20,500

SOCIAL CARE CHILDREN

LONDON	£ Range	£ Typical
Operations Manager/Director	60,000-95,000	72,000
Area Manager	42,000-62,000	55,000
Service Manager	45,000-50,000	48,000
Registered Manager	45,000-60,000	50,000
Deputy Manager	33,000-40,000	35,000
Senior Support Worker	28,000-32,000	29,000
Senior Care Worker	25,000-30,000	26,000
Family Support Worker	25,000-32,000	27,000
Residential Support Worker	23,000-28,000	26,000
Support Worker	23,000-26,500	24,000
Care Worker	21,000-23,500	23,000

SOUTH EAST ENGLAND	£ Range	£ Typical
Operations Manager/Director	60,000-80,000	70,000
Area Manager	55,000-70,000	60,000
Service Manager	48,000-63,000	53,000
Registered Manager	40,000-55,000	47,000
Deputy Manager	28,000-38,000	32,000
Senior Support Worker	24,000-32,000	28,000
Senior Care Worker	24,000-32,000	28,000
Family Support Worker	23,000-30,000	26,000
Residential Support Worker	23,000-30,000	26,000
Support Worker	22,000-29,000	24,000
Care Worker	22,000-29,000	24,000

SOUTH WEST ENGLAND	£ Range	£ Typical
Operations Manager/Director	50,000-70,000	65,000
Area Manager	50,000-58,000	53,000
Service Manager	37,000-52,000	45,000
Registered Manager	36,000-45,000	42,000
Deputy Manager	28,000-35,000	31,000
Senior Support Worker	24,000-30,000	27,000
Senior Care Worker	24,000-30,000	27,000
Family Support Worker	23,000-25,500	24,000
Residential Support Worker	23,000-25,500	24,000
Support Worker	20,000-25,000	23,000
Care Worker	20,000-24,000	22,000

EAST OF ENGLAND	£ Range	£ Typical
Operations Manager/Director	48,000-72,000	62,000
Area Manager	42,000-59,000	56,000
Service Manager	36,000-56,000	45,000
Registered Manager	35,000-48,000	42,000
Deputy Manager	26,000-33,000	30,000
Senior Support Worker	21,000-27,000	25,000
Senior Care Worker	22,000-29,000	24,500
Family Support Worker	22,000-25,000	24,000
Residential Support Worker	22,000-27,000	23,000
Support Worker	19,000-25,000	22,000
Care Worker	18,500-22,000	20,000

WALES	£ Range	£ Typical
Operations Manager/Director	50,000-70,000	65,000
Area Manager	35,000-50,000	43,500
Service Manager	34,000-42,000	36,000
Registered Manager	36,000-45,000	40,000
Deputy Manager	28,000-35,000	28,000
Senior Support Worker	26,000-30,000	27,500
Senior Care Worker	26,000-30,000	27,500
Family Support Worker	23,000-25,500	23,500
Residential Support Worker	23,000-25,500	23,500
Support Worker	23,000-25,500	23,500
Care Worker	23,000-25,500	23,500

WEST MIDLANDS	£ Range	£ Typical
Operations Manager/Director	55,000-90,000	60,000
Area Manager	38,000-60,000	52,000
Service Manager	36,000-62,000	45,500
Registered Manager	40,000-45,000	44,000
Deputy Manager	27,000-33,000	30,000
Senior Support Worker	25,000-28,000	26,500
Senior Care Worker	21,000-24,000	21,400
Family Support Worker	19,600-26,800	22,000
Residential Support Worker	20,100-25,600	23,500
Support Worker	19,600-23,000	21,100
Care Worker	19,000-20,500	19,800

EAST MIDLANDS	£ Range	£ Typical
Operations Manager/Director	60,000-80,000	62,000
Area Manager	43,000-62,000	48,000
Service Manager	45,000-55,000	45,000
Registered Manager	32,000-55,000	42,000
Deputy Manager	28,000-34,000	30,000
Senior Support Worker	23,000-28,500	26,000
Senior Care Worker	22,500-25,000	23,000
Family Support Worker	20,000-23,000	23,000
Residential Support Worker	19,700-26,000	24,000
Support Worker	19,500-21,500	20,500
Care Worker	19,000-21,000	20,000

YORKSHIRE AND THE HUMBER	£ Range	£ Typical
Operations Manager/Director	50,000-80,000	60,000
Area Manager	45,000-70,000	50,000
Service Manager	35,000-45,000	39,000
Registered Manager	32,000-55,000	38,000
Deputy Manager	25,000-35,000	29,000
Senior Support Worker	25,000-30,500	27,000
Senior Care Worker	20,000-24,000	21,000
Family Support Worker	19,000-26,500	24,000
Residential Support Worker	18,500-26,500	23,000
Support Worker	18,500-24,000	21,000
Care Worker	18,500-22,000	20,000

NORTH EAST ENGLAND	£ Range	£ Typical
Operations Manager/Director	55,000-80,000	60,000
Area Manager	40,000-60,000	48,000
Service Manager	35,000-50,000	40,000
Registered Manager	32,000-55,000	38,000
Deputy Manager	25,000-35,000	27,000
Senior Support Worker	22,000-30,000	24,000
Senior Care Worker	20,000-26,000	21,000
Family Support Worker	19,500-26,000	24,000
Residential Support Worker	21,000-28,000	23,000
Support Worker	20,000-24,000	20,000
Care Worker	19,000-24,000	20,000

NORTH WEST ENGLAND	£ Range	£ Typical
Operations Manager/Director	50,000-90,000	70,000
Area Manager	42,000-66,000	56,000
Service Manager	43,000-72,000	50,000
Registered Manager	37,000-50,000	42,000
Deputy Manager	28,000-36,000	32,000
Senior Support Worker	23,000-30,000	27,000
Senior Care Worker	23,000-30,000	27,000
Family Support Worker	21,000-26,000	24,500
Residential Support Worker	20,000-27,000	24,500
Support Worker	19,500-25,000	24,500
Care Worker	19,000-21,000	20,000

NORTHERN IRELAND	£ Range	£ Typical
Operations Manager/Director	50,000-70,000	60,000
Area Manager	45,000-52,000	49,000
Service Manager	30,000-40,000	36,000
Registered Manager	35,000-45,000	40,000
Deputy Manager	28,000-32,000	28,500
Senior Support Worker	21,000-28,000	24,500
Senior Care Worker	26,000-28,000	26,000
Family Support Worker	19,500-23,300	23,000
Residential Support Worker	18,700-23,000	21,000
Support Worker	18,700-23,000	21,000
Care Worker	18,500-20,400	18,500

SCOTLAND	£ Range	£ Typical
Operations Manager/Director	70,000-80,000	75,000
Area Manager	50,000-55,000	55,000
Service Manager	36,000-40,000	38,000
Registered Manager	38,000-42,000	40,000
Deputy Manager	26,000-32,000	30,000
Senior Support Worker	24,000-30,000	27,000
Senior Care Worker	23,000-25,000	25,000
Family Support Worker	22,000-26,000	25,000
Residential Support Worker	20,000-24,000	22,000
Support Worker	19,000-22,000	21,500
Care Worker	19,000-22,000	20,500

SOCIAL WORK ADULTS

LONDON	£ Range	£ Typical
Director of Service	124,000-172,000	146,000
Assistant Director of Service	97,000-122,000	111,000
Head of Service	70,000-90,000	73,000
Service Manager	55,000-72,000	62,000
Team Manager	46,000-62,000	59,000
Approved Mental Health Practitioner	40,000-56,000	50,000
Senior Practitioner	41,000-60,000	48,000
Qualified Social Worker - 4 years +	36,500-46,000	43,000
Qualified Social Worker - 2 years +	32,000-37,500	35,500
Newly Qualified Social Worker	30,000-36,000	32,500

MIDLANDS	£ Range	£ Typical
Director of Service	95,000-110,000	105,000
Assistant Director of Service	70,000-90,000	82,000
Head of Service	53,000-62,000	60,000
Service Manager	50,000-57,000	52,000
Team Manager	44,000-56,000	50,000
Approved Mental Health Practitioner	50,000-60,000	55,000
Senior Practitioner	45,000-55,000	52,000
Qualified Social Worker - 4 years +	35,000-45,000	40,000
Qualified Social Worker - 2 years +	30,000-40,000	32,500
Newly Qualified Social Worker	27,000-32,000	28,500

SOUTH EAST ENGLAND	£ Range	£ Typical
Director of Service	84,000-100,000	90,000
Assistant Director of Service	74,000-85,000	80,000
Head of Service	54,000-65,000	59,000
Service Manager	49,000-56,000	53,000
Team Manager	44,000-52,000	46,000
Approved Mental Health Practitioner	39,000-55,000	48,000
Senior Practitioner	37,000-45,000	41,000
Qualified Social Worker - 4 years +	35,000-41,000	37,000
Qualified Social Worker - 2 years +	32,000-37,000	35,000
Newly Qualified Social Worker	29,000-34,000	32,000

NORTH EAST ENGLAND	£ Range	£ Typical
Director of Service	84,000-118,000	99,000
Assistant Director of Service	72,000-94,000	82,000
Head of Service	55,000-72,000	58,000
Service Manager	50,000-57,000	52,000
Team Manager	42,500-55,000	47,000
Approved Mental Health Practitioner	38,500-50,000	44,000
Senior Practitioner	37,000-48,000	46,000
Qualified Social Worker - 4 years +	34,500-42,500	36,500
Qualified Social Worker - 2 years +	29,000-38,000	30,000
Newly Qualified Social Worker	25,000-35,500	26,000

EAST OF ENGLAND	£ Range	£ Typical
Director of Service	84,000-98,000	89,000
Assistant Director of Service	74,000-85,000	79,000
Head of Service	54,000-65,000	59,000
Service Manager	49,000-56,000	52,000
Team Manager	44,000-52,000	47,000
Approved Mental Health Practitioner	39,000-55,000	42,000
Senior Practitioner	37,000-45,000	39,000
Qualified Social Worker - 4 years +	35,000-41,000	37,000
Qualified Social Worker - 2 years +	32,000-37,000	34,000
Newly Qualified Social Worker	29,000-34,000	29,000

NORTH WEST ENGLAND	£ Range	£ Typical
Director of Service	80,000-100,000	94,000
Assistant Director of Service	70,000-92,000	80,000
Head of Service	55,000-75,000	58,000
Service Manager	47,000-58,000	52,000
Team Manager	38,000-47,000	40,500
Approved Mental Health Practitioner	36,000-49,000	41,000
Senior Practitioner	39,000-49,000	45,250
Qualified Social Worker - 4 years +	32,000-39,000	36,250
Qualified Social Worker - 2 years +	27,000-38,000	29,000
Newly Qualified Social Worker	23,000-34,000	25,000

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	65,000-98,000	72,000
Service Manager	50,000-85,000	65,000
Team Manager	50,000-62,000	59,000
Senior Practitioner	40,000-57,000	50,000
Qualified Social Worker - 4 years +	37,000-46,500	43,000
Qualified Social Worker - 2 years +	33,000-38,000	36,000
Newly Qualified Social Worker	32,000-35,000	33,000

MIDLANDS	£ Range	£ Typical
Director of Service	90,000-140,000	105,000
Assistant Director of Service	70,000-95,000	86,000
Head of Service	52,000-65,000	60,000
Service Manager	50,000-55,000	54,000
Team Manager	45,000-53,000	50,000
Senior Practitioner	42,000-50,000	46,500
Qualified Social Worker - 4 years +	33,000-42,000	38,000
Qualified Social Worker - 2 years +	26,000-35,000	29,000
Newly Qualified Social Worker	24,000-30,000	27,000

SOUTH EAST ENGLAND	£ Range	£ Typical
Director of Service	100,000-160,000	140,000
Assistant Director of Service	74,000-85,000	85,000
Head of Service	55,000-70,000	62,000
Service Manager	50,000-65,000	56,000
Team Manager	45,000-54,000	48,000
Senior Practitioner	38,000-45,000	41,000
Qualified Social Worker - 4 years +	34,000-40,000	37,000
Qualified Social Worker - 2 years +	33,000-38,000	36,000
Newly Qualified Social Worker	29,500-34,500	33,000

NORTH EAST ENGLAND	£ Range	£ Typical
Director of Service	85,000-135,000	103,000
Assistant Director of Service	67,000-90,000	85,000
Head of Service	50,000-74,000	56,000
Service Manager	49,000-58,000	51,000
Team Manager	38,000-50,000	47,000
Senior Practitioner	40,000-45,000	44,000
Qualified Social Worker - 4 years +	35,000-40,000	37,000
Qualified Social Worker - 2 years +	29,000-37,000	30,000
Newly Qualified Social Worker	27,000-32,000	27,000

EAST OF ENGLAND	£ Range	£ Typical
Director of Service	120,000-145,000	124,000
Assistant Director of Service	74,000-100,000	91,000
Head of Service	59,000-72,000	65,000
Service Manager	49,000-61,000	59,000
Team Manager	42,000-54,000	50,000
Senior Practitioner	37,000-50,000	46,000
Qualified Social Worker - 4 years +	32,000-43,000	40,000
Qualified Social Worker - 2 years +	31,000-41,000	38,000
Newly Qualified Social Worker	27,000-34,000	28,000

NORTH WEST ENGLAND	£ Range	£ Typical
Director of Service	90,000-110,000	102,000
Assistant Director of Service	65,000-92,000	85,000
Head of Service	48,500-72,000	59,500
Service Manager	48,000-56,000	54,000
Team Manager	38,000-50,000	46,000
Senior Practitioner	42,000-50,000	48,000
Qualified Social Worker - 4 years +	30,000-42,500	37,000
Qualified Social Worker - 2 years +	27,000-36,300	30,500
Newly Qualified Social Worker	23,000-28,000	27,000