

A summary of the adult social care sector and workforce in Croydon

2023/24



Skills for Care is the strategic workforce development and planning body for adult social care in England. We work with employers, Government, and partners to ensure social care has the right people, skills, and support required to deliver the highest quality care and support, now and in the future. Our role is to respond and adapt to the emerging trends and needs within social care, using data and evidence to drive forward widescale change.

Across England, the vacancy rate has decreased compared to last year and the number of filled posts has increased. During this period international recruitment increased which has impacted these trends.

Workers in Croydon had on average 8.7 years of experience in the sector and 69% of the workforce had been working in the sector for at least three years.

We have many resources and tools available to help. Please visit our [values-based recruitment](#) page for more information. Skills for Care have also collaborated with the adult social care sector and people who draw on care and support to develop a [Workforce Strategy](#), which includes [attraction recommendations and commitments](#).

Employment information

We estimate Croydon had 12,000 adult social care filled posts in the local authority and independent sectors. These included 1,000 managerial roles, 500 regulated profession roles, 9,300 direct care (including 8,000 care workers), and 1,300 other-non-care proving roles.

The average number of sickness days taken in the last year in Croydon was 2.5, (4.2 in London and 5.3 across England). With an estimated directly employed workforce of 10,500, this means employers in Croydon lost approximately 27,000 days to sickness in 2023/24.

Around two thirds of the workforce (69%) usually worked full-time hours in Croydon and 31% were part-time.

Around a third (28%) of the workforce were on zero-hours contracts.

Chart 1. Proportion of workers on zero hours contracts by area



Workforce demographics

The majority (71%) of the workforce in Croydon were female, and the average age was 44.1 years old. Workers aged under 25 made up 6% of the workforce and workers aged 55 and above represented 26%. Given this age profile approximately 3,100 posts will be reaching retirement age in the next 10 years.

Across England 73% of the workforce identified as British, while in the London region this was 54%. An estimated 43% of the workforce in Croydon identified as British, 48% identified as of a non-EU nationality and 9% identified as of an EU nationality, therefore there was a higher reliance on non-EU than EU workers.

Pay

Table 1 shows the full-time equivalent annual or hourly pay rate of selected job roles in Croydon (area), London (region) and England. All figures represent the independent sector as at March 2024, except social workers which represent the local authority sector as at September 2023. At the time of analysis, the National Living Wage was £10.42.

Table 1. Average pay rate of selected job roles by area

	England	Region	Area
Full-time equivalent annual pay			
Social Worker**	£41,500	£48,700	£50,500
Registered nurse	£39,500	£40,800	£39,500
Hourly pay			
National Living Wage	£10.42	£10.42	£10.42
Senior care worker	£12.04	£12.28	£12.66
Care worker	£11.23	£11.54	£11.24
Support and outreach	£11.11	£11.55	£11.07

**Local authority social workers only.

Qualifications, training and skills
