BRIEFING NOTE

MOVING TOWARDS CARE

A local route from the Youth Guarantee into careers in adult social care

FOR	PURPOSE	DATE
MPs and their offices	**What care employers can offer local young people, and the support we are asking for**	**November 2026**

THE OPPORTUNITY

981,000 young people aged 16 to 24 were not in education, employment or training in April to June 2026 (ONS). The Youth Guarantee plans many more work experience places for them, but the focus too often falls on large national employers working with DWP at a strategic level. Care has a large number of smaller providers in communities across the country, and they are eager, and well placed, to play an important part. What they often lack is the infrastructure to join national schemes, and local jobcentre teams cannot easily reach them one by one. The Care Association Alliance paper *Towards a National Workforce Settlement* recommends a national care-sector pathway within the Youth Guarantee, built on this programme.

WHAT CARE EMPLOYERS CAN OFFER

Local care associations or care academies would deliver the programme with Skills for Care, local authorities, care employers and local further education providers. Each stage works alone, but together they give most young people the best chance of lasting success.

STAGE 1

PRE-PROGRAMME ENGAGEMENT

An introduction to adult social care and the careers it opens, delivered with DWP staff so that eligible customers can choose care. No limit on numbers.

STAGE 2

WORK EXPERIENCE

Cohorts of 10 to 15. A two-day induction (infection prevention and control, person-centred care, moving and handling, confidentiality and cyber security), then four part-day visits to residential, working-age adult, home care and specialist settings, in the late morning to early evening to avoid busy personal care times.

STAGE 3

SECTOR-BASED WORK ACADEMY (SWAP)

Personal Development for Employability at Level 1 or 2, sector skills mapped to the Level 2 Care Certificate, and Basic Life Support, Friends Against Scams and Dementia Friends. Six weeks in the workplace build from lunch and tea visits to a full shift working with service users. It ends with interviews with local providers who have vacancies.

STAGE 4

PROGRESSION INTO WORK

Employment supported by the Youth Grant or Job Guarantee, an apprenticeship, or full-time employment with no extra funding. School and college leavers who are not eligible for the Youth Grant can take part too.

RESOURCING

PRE-ENGAGEMENT AND WORK EXPERIENCE

Investment from local partnerships and employers.

SWAP

Funding requested from within existing Youth Guarantee funding: **£1,000 per delegate**, minimum £10,000 per cohort.

CO-ORDINATION

About **£2,500 per locality** to cover a series of programmes, sought from local partnerships and others.

WHAT WE ARE ASKING OF YOU

- **Write to your local jobcentre.** Introduce your local care association and ask the jobcentre to arrange for its job coaches to meet the association, hear what a career in care involves, and refer suitable young people. A template letter, and the association for each area, are at bridgeheadcommunications.com/caa/put-care-on-the-map.
- **Back the funding route.** Support our request that SWAP places for care are funded from existing Youth Guarantee money, so that no new spending is needed.

The first phase is engagement with local job coaches. Work experience places and SWAP cohorts follow once they are in place.