

A summary of the adult social care sector and workforce in Norfolk 2023/24



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 Norfolk had on average 9.6 years of experience in the sector and 74% 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 Norfolk had 24,500 adult social care filled posts in the local authority and independent sectors. These included 2,100 managerial roles, 950 regulated profession roles, 16,500 direct care (including 14,000 care workers), and 4,900 other-non-care proving roles.

The average number of sickness days taken in the last year in Norfolk was 5.5, (4.5 in Eastern and 5.3 across England). With an estimated directly employed workforce of 23,000, this means employers in Norfolk lost approximately 125,000 days to sickness in 2023/24.

Around half of the workforce (50%) usually worked full-time hours in Norfolk and 50% were part-time.

Less than a quarter (14%) of the workforce were on zero-hours contracts.

Workforce demographics

The majority (80%) of the workforce in Norfolk were female, and the average age was 44 years old.

Workers aged under 25 made up 9% of the workforce and workers aged 55 and above represented 28%. Given this age profile approximately 6,900 posts will be reaching retirement age in the next 10 years.

Across England 73% of the workforce identified as British, while in the Eastern region this was 70%. An estimated 81% of the workforce in Norfolk identified as British, 12% identified as of a non-EU nationality and 8% 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 Norfolk (area), Eastern (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	£39,400	£37,400
Registered nurse	£39,500	£39,100	£38,500

