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WORKBOOK

Tuesday 3rd March 2026 | The Kia Oval Cricket Ground



Machani Robotics



Rayne
Foundation

WELCOME TO WHO CARES WINS

Welcome to Who Cares Wins – a day created by people working in social care to inspire the next generation of carers, innovators and leaders.

Social care supports people of all ages. That includes older people in care homes, people supported in their own homes, adults with learning disabilities, and those experiencing mental health challenges. It happens in communities across the UK – and it's growing fast.

And here's something many people don't realise: **whatever your skills are, they may be exactly what this sector needs.**

Social care isn't just frontline care. The sector also needs people in technology, hospitality, marketing, finance, leadership, wellbeing and more.

At Championing Social Care, we shine a light on the incredible work happening across the sector and the opportunities within it. It's a privilege to welcome you and share that world with you today.

Today is about helping you see where you might fit.

“Social care supports people at every stage of life.”



“This definitely made me more positive about a career in care.”

- Student

WHAT IS SOCIAL CARE?

The UK needs more care professionals now, than ever before. With an ageing population and increasing demand for support, over 750,000 new jobs are expected to appear in social care over the next decade.

And here's the bit many people don't realise - social care isn't just about frontline care roles.

The sector also needs people skilled in:

- Technology & digital innovation
- Hospitality & wellbeing
- Finance & business
- HR, marketing & communications
- Leadership, operations & management

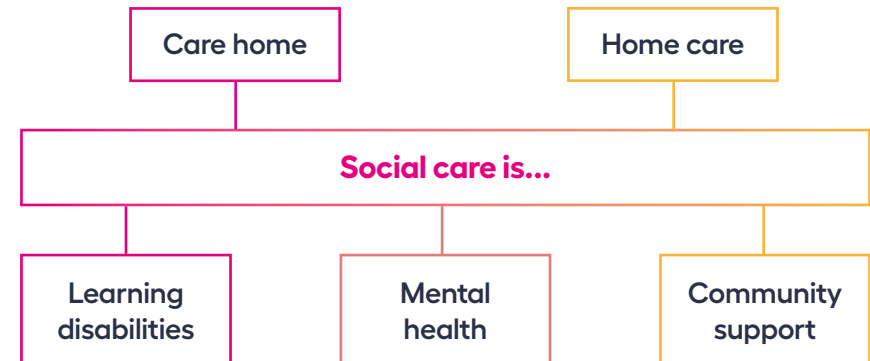
If you're curious, ambitious, and want work that actually matters, social care offers real career progression, responsibility early on, and meaningful work from day one.

Too often, social care is misunderstood. It's seen as "not a proper career" or "just one type of job" — and that couldn't be further from the truth.

That's exactly why Who Cares Wins exists.

DID YOU KNOW?

You can earn, train, progress and lead in social care - often faster than in other sectors.



“I came here today with my students who are all studying health and social care. I've seen them remember why they're studying their subjects in care, and I think they're really inspired!”

- Teacher

WHAT YOU'LL SEE...

...AND HEAR TODAY

MORNING	
Welcome Address Founder of BeGreatFitness, who created his company when he was 17 and has become a force for change in the care sector.	Bailey Greetham
Happiness Workshop Rediscover the power of internal happiness, fire walking and board breaking, with the fastest growing personal development coach.	Jemaine Harris
Q&A Panel Hear from young experts from across the sector, from marketing to hospitality, tech and more.	Lily Patrick, Molly Blackburn, Alysha Wallace, & MORE
Real Story from a Care Sector CEO Who attended this event in 2024 and walked away with a new employee...	Fatima Zaman
Entrepreneurship in Social Care Founder and Chair of award-winning care home group Hallmark Care Homes, entrepreneur and philanthropist.	Avnish Goyal CBE
The Future of Social Care Brought to Who Cares Wins by the Machani Group, this is a unique opportunity to meet and engage with RIA.	Ria

LUNCH	
AFTERNOON	
Breakout One Your Journey into a Career in Care	Panel session, hosted by Roxy Potts & Jemaine Harris
Breakout Two Why Should I Care?	Upfront Theatre Company & Dementia Friends
Final Session & Closing	Bailey Greetham & Anita Goyal MBE

GOT A QUESTION?

Scan here and ask us.



MAP OF THE VENUE



“We have some brilliant exhibitors here today and your future employer could be in this room! So please do go ahead and introduce yourself.”

Not Sure What to Say? Try These...



Ask an employer or exhibitor:

“What’s a good first step into care?”

“What skills do you look for in young people?”

“What training do you offer when someone starts?”

“What made you choose this career?”



“I treat illness and injury.”

Focus:
Treating illness & injury

Goal:
Getting people medically better

- Hospitals & clinics
- Doctors & nurses
- Diagnosis & treatment
- Medication
- Short-term interventions
- Medical procedures
- Acute care
- Recovery & discharge
- NHS settings
- Clinical expertise

HEALTHCARE

“I support people to live well.”

Focus:
Supporting everyday life

Goal:
Helping people live independently

- Community & care homes
- Building relationships
- Long-term support
- Independence & dignity
- Daily living support
- Emotional wellbeing
- Problem-solving
- Advocacy & empowerment
- Choice & control
- Life-long impact



SOCIAL CARE

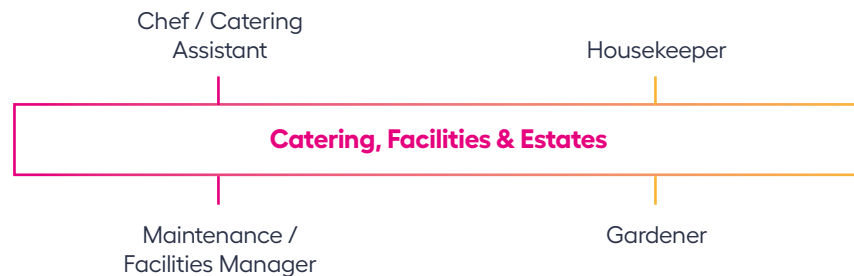
SOCIAL CARE ISN'T ONE JOB.

It's a network of careers - connected, flexible, and full of opportunity. Wherever you start, there's a route that fits you.

Take a look at the diagram and:

1. Circle roles that interest you
2. Draw an arrow to where you think you could start
3. Put a question mark next to anything you want to ask an employer today





“You don’t need a degree to start.”

Many people begin in entry-level roles and **train, specialise or lead as they go.**

“People tend to be quite narrow-minded about Health & Social Care. This event was really eye-opening for the sector and gave me more confidence in pursuing a career in it.”

- Student, 2023 Attendee

“Social care showed me that who you are matters more than where you start.”

- Roxy Potts, Chief Partnerships Officer, Hallmark Foundation

CREATING A HAPPY LIFE

01

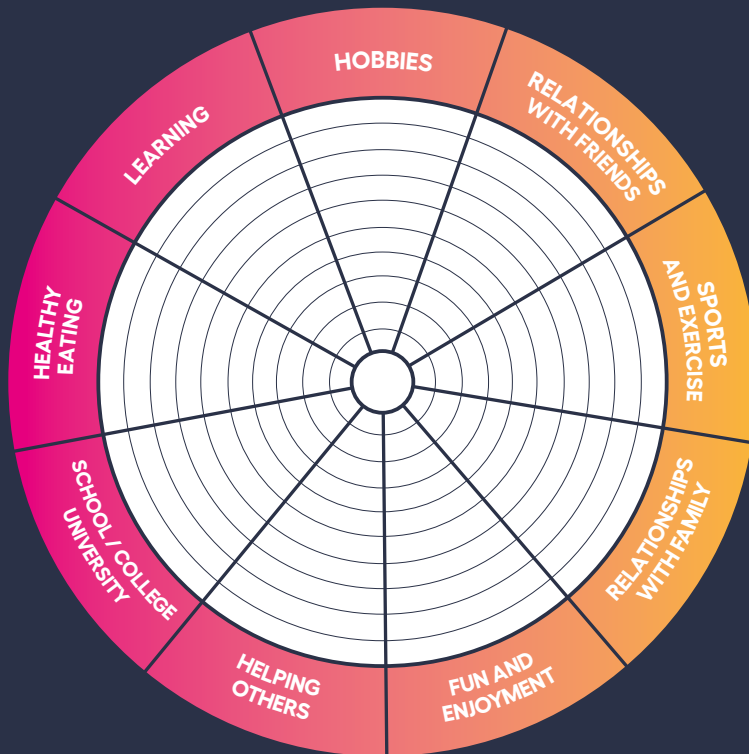
Colour each section based on how strong you feel it is right now

02

Pick ONE area you'd like to improve this year

03

Write one small action you could take



What do I want to improve in my life?

Why do I want this area of my life to improve?

What action can I take?

3. WHAT AM I ALREADY GOOD AT?



“Everyone has strengths - even if they don’t always see them.”

Prompt: Tick what sounds most like you:

- | | |
|---|---|
| <input type="checkbox"/> I’m good at listening | <input type="checkbox"/> I’m organised |
| <input type="checkbox"/> I enjoy helping others | <input type="checkbox"/> I enjoy working in a team |
| <input type="checkbox"/> I like solving problems | <input type="checkbox"/> I’m creative |
| <input type="checkbox"/> I stay calm under pressure | <input type="checkbox"/> I like taking responsibility |

Write one example of when you’ve shown this:

Reflection

These strengths are useful in social care because:

“These are the qualities social care employers look for - even if you have no experience.”



10 THINGS SOCIAL CARE EMPLOYERS LOOK FOR

Even if you have no experience

1. Kindness and respect

How you treat people matters more than your grades. Employers want people who are patient, understanding, and respectful.

2. Reliability

Turning up on time, doing what you say you'll do, and being consistent is a huge green flag.

3. Willingness to learn

You don't need to know everything - but you do need to be open to learning, training, and feedback.

4. Good communication

Being able to listen, explain things clearly, and ask for help when you need it is essential in care roles.

5. A positive attitude

Care work can be challenging. Employers look for people who stay calm, try their best, and don't give up easily.

6. Honesty

It's ok not to know something. Employers value people who are truthful and ask questions rather than pretending.

7. Teamwork

Care is never a solo job. Being able to work well with others and support your team really matters.

8. Respect for others' differences

Social care supports people from all backgrounds. Employers want people who are open-minded and inclusive.

9. Real-life experience counts

Helping at home, caring for someone, part-time work, volunteering or being responsible at school all matter — talk about them.

10. Motivation to make a difference

Employers want to know why you care. A genuine reason is more important than a perfect CV.



THOUGHTS OF THE DAY

My questions for today

One answer that surprised me

If I Worked in Care, I Could...

One role I'd like to explore

One strength I would bring



I want to personally say a heartfelt thank you to every single student who attended the Who Cares Wins conference. Your energy, curiosity and willingness to explore careers in social care are exactly why we do this. You are the future of this sector, and seeing you engage so openly gives me real hope.

My deepest gratitude also goes to the incredible team at Championing Social Care. This conference is powered by passion, belief and a shared commitment to changing perceptions - and I am so proud of what we are building together.

Thank you to our Lead Partners - Hallmark Foundation, Rayne Foundation and Machani Robotics - for your vision and continued support in helping us inspire the next generation.

To our outstanding speakers and contributors - Bailey Greetham Clark, Jermaine Harris, Avnish Goyal CBE, Ria the Robot, Fatima Zaman, our inspirational young panel, Alzheimer's Society, Upfront Theatre Company - thank you for sharing your stories, your honesty and your expertise.

To all our sector partners, ambassadors, exhibitors, performers, facilitators Roxy Potts and Michael Bateman, and every volunteer who gave their time and heart - we simply could not do this without you.

Together, we are not just hosting a conference. We are shifting mindsets, opening doors and shining a light on the incredible opportunities within social care.

With gratitude
Anita Goyal MBE



THANK YOU



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For bookings, enquiries and information contact us at:



information@zing-hub.co.uk
www.zing-hub.co.uk



07518 257609
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SCAN ME

*“Clients love the fun and the banter, and nobody feels that they are exercising but of course they are -”
Mary - Dementia hub leader*

CARE TECHNOLOGISTS

the future of care



A new role

A Care Technologist is a new kind of professional in adult social care. They use technology to help people live independently, make choices, and stay connected. Care technologists will be at the heart of innovation, bridging the gap between human care and modern technology.



Make an impact

Care Technologists help people find the right technology and create personalised plans. They provide hands-on help with installing and using tech solutions. They advocate and inspire. And finally, they **make a real impact by empowering individuals**, reducing loneliness, and easing care burdens for families.

National Care Forum

The National Care Forum (NCF) is the **voice of the not-for-profit care** and support sector in England and has created a new training programme to equip people with the skills and confidence for this role. Scan the QR code to find out more

VISIT THE NATIONAL CARE FORUM STAND TO PLAY THE CARE TECH CHALLENGE!



training@nationalcareforum.org.uk



#nationalcareforum #ncf

Creating meaningful and fulfilled lives through personalised care, support and education.



Discover more!



Proud to partner with The King's Trust to support your people into meaningful careers.

Wildly Beyond Your Imagination.



At Hallmark Luxury Care Homes, we're renowned for our award-winning care but here, care isn't just one job, it is many.

Care is delivered by creative chefs, attentive gardeners, welcoming hosts, meticulous housekeepers, skilled nurses, and vibrant lifestyles teams - all working together to create something extraordinary.

It's teamwork. It's dedication. It's making a difference.



And it's wildly different from what you imagine.





glassdoor 4.6 | ★★★★★

the Good Caregroup

Join The Good Care Group

Make a difference. Build a future. Grow with us.

At The Good Care Group, you can build a real career - whether you want to work directly with people or support our teams behind the scenes.

Head office careers

Care isn't only delivered in the home. Join our growing office teams in roles such as:

- Recruitment & Talent
- HR & People
- Marketing
- Operations
- Training & Development
- Finance
- Sales
- IT



Come and talk to us today!
Scan the QR code to learn more



Majesticare
Luxury Care Homes



Rewarding Culture



Majesticare Team Building



Our Homes

Early Careers at Majesticare

Majesticare Luxury Care Homes is proud to be recognised as one of the UK's leading care providers, with beautiful homes offering residential, nursing, and dementia care across Worcestershire, Bedfordshire, Buckinghamshire and Somerset. As we prepare to open a new site in Buckinghamshire, we're excited to build a vibrant team across a variety of roles from administration and maintenance to care and hospitality. Explore more about a rewarding career with us, where long-term growth meets the satisfaction of making a difference at www.majesticare.co.uk.

Experience magical benefits working for Majesticare:

- Professional career guidance for personalised growth
- Training and development to support your ambitions
- Company trips & events for a bit of fun and bonding
- Long and short shifts to suit your lifestyle
- Family-Oriented culture where you feel truly valued
- Exclusive discounts with your very own Blue Light Card
- Real Living Wage because we value your hard work



Scan me for more information about Majesticare Careers





IMPACT is an implementation centre with the mission to improve adult social care across the UK, funded by the Economic and Social Research Council and the Health Foundation. IMPACT works in partnership with people who draw on care and support, carers, staff and people throughout adult social care - all committed to getting evidence of what works used practice to make a difference to services and to people's lives.

We believe "good support isn't just about 'services' – it's about having a life."



EVER CONSIDERED
what it might be like to
work in a Luxury Care Home?

STUDENT Opportunities

Whether you're looking for a student placement, part time job or a future career, get in contact with us through the careers site and chat to our team.

Our Values

We've built a business guided by three core values:

- Trust -**

We trust in our people to do the right thing, not just the expected thing.
- Initiative -**

We elevate skills, commit to residents and work with courage.
- Responsibility -**

We work with integrity and strive for the best quality.



Scan this QR Code to view our student opportunities on our Berkley Careers site.

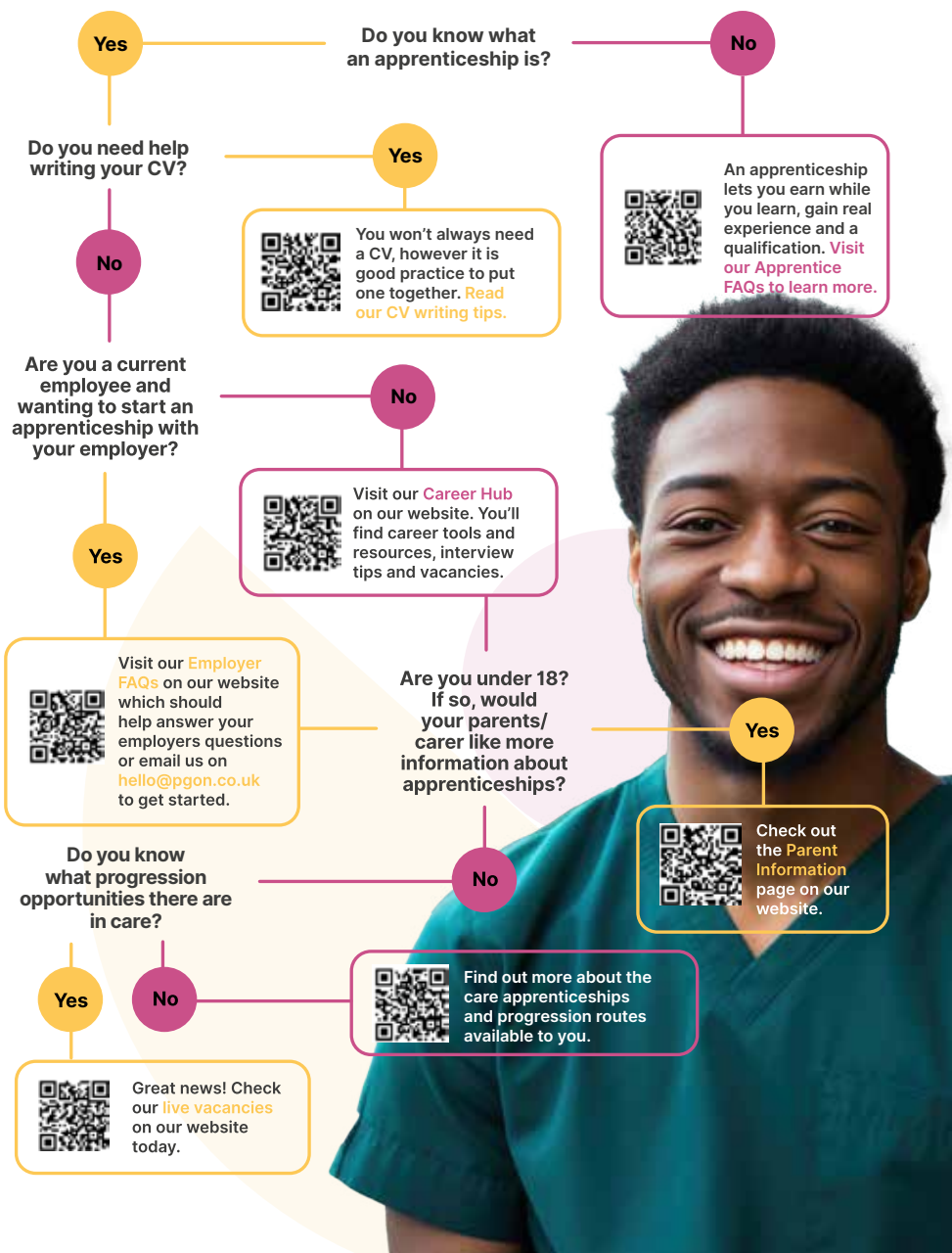
A TOP EMPLOYER

For the third year running, Berkley Care Group is the only UK luxury care home provider to be recognised in this year's Top Employer Awards for going above and beyond when it comes to employee well-being and development.



Thinking of starting an apprenticeship?

Our guide on what you need to do to get started



Machani Robotics



Meet RIA. Better care, Better careers.

At Machani Robotics, we don't just build machines — we build companions. We believe that the most advanced technology in the world should be used for the most human of reasons: to care. Our mission is to design social robots that support healthcare heroes, comfort the lonely, and help people live more independent, joyful lives. Technology should serve humanity, making social care more connected, efficient, and compassionate.

Not sure what to say to RIA?
Try one of these:

1. RIA, if you could have one human sense for a day, which one would you pick and why?
2. People say Gen Z is the loneliest generation—can a robot actually fix that?
3. RIA, what's one thing you can do for a patient that a human doctor can't?
4. What's the hardest part about being a robot in a human world?
5. RIA, in 5 years, will you be my boss, my co-worker, or my friend?

Think you can stump a humanoid? Come find us at the booth and try to catch RIA off guard.



www.machanirobotics.com

Mind Of The Student



MOTS supports young people wherever they are - in school, at home and in the wider community. We work with teachers, parents and local organisations to make mental health easier to understand and easier to talk about.

My Distraction Toolkit

What to put in a distraction toolbox?

It's recommended to have a range of sensory things and something to focus your mind on. You could include something to smell, something to touch, something to look at and maybe even something to taste.

Touch

Visual

Smell/Taste

Sound

Location of Distraction Toolkit:



Find out more | mots.org.uk

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You are the future of care

We want to create a Britain where everyone can age well, every step of the way. Our focus is on improving care and ageing well by engaging people of all ages.

We look forward to working with Championing Social Care on developing the third national event, bringing together young people with care and education providers.

WHO CARES WINS!

Hallmark Foundation is proud to host the second national care careers conference and exhibition for school and college students.



For more information visit www.hallmarkfoundation.org.uk



WHO CARES WINS!

We welcome your feedback on todays event,
scan the code below to share your thoughts.



Hosted by



championingsocialcare.org.uk/who-cares-wins