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**Generation Care**

One of the UK’s largest care providers has seen website visits by under 34’s ALMOST DOUBLE since the Coronavirus pandemic.

[Ambient](http://www.ambient.org.uk) are a UK care provider that employs over 1,400 people providing care across Mental Health, Learning Disability and Older People settings in over 130 locations.

Their website data shows that **visits by the 18-34 age group have increased by 97% in the last month,** compared with pre Covid-19 data.

Furthermore, visits to the **jobs page from the same age group are up by a staggering 61%.**

**Mark Milton, Ambient CEO is hugely encouraged and says:**

“During this crisis, the spotlight has been placed on care workers with the entire nation recognising their outstanding contribution and commitment to caring for the most vulnerable in our society. This increased interest gives me encouragement and hope that the younger generation are being inspired to a career in social care and we must do all we can to feed this interest to deliver the best continued quality care in the future.”

However, Mark warns that care providers need to be able to properly reward people that work tirelessly without the recognition they so rightly deserve. Mark continues:

“Whilst the Government has released funds to support social care organisations during the crisis, this funding does not allow for increases in staff pay.

We would hope that the Government continues to recognise the outstanding contribution that social care organisations like ours makes, with additional funding to the sector that allow providers to increase staff pay – which will further entice people to a career in social care.”

Whilst life is on hold for many young people, Sarah Daniels, HR Manager at Ambient believes that they are being inspired by what they have seen: I believe that many young people have been inspired to contemplate a career in social care as what they have seen on in the news and on social media has shocked them. The lack of funding and essential equipment, the impossible conditions in caring for the most vulnerable in our society during this crisis. It’s got to change- and the younger generation want to be a part of that change.”

*From Support Worker to CEO*

Mark Milton started life as a Support Worker in 1988 and became a Registered Manager within 3 years. In a bid to capture the interest and passion to care for others, Ambient have published ‘career pathways’ to clearly demonstrate the outstanding career development opportunities on their site. <https://www.ambient.org.uk/jobs/career-pathways/>.

There will be many reasons why young people may be considering a career in social care- from derailment of carefully considered life plans, to a change inspired by what they are seeing and feeling. But the interest is there, and must be captured, concludes Mark:

“Amidst this crisis lies hope and opportunity. We will do all we can as an organisation to inspire people to a career in social care, and we hope the Government seize the opportunity and address the under-value and under-funding issues. The future of quality care is dependent on people being appropriately rewarded for their sterling work and the vulnerable in our society getting the quality of care they deserve.”

During the crisis Mark praises the entire Ambient team for their unwavering passion and efforts to support those they care for in both domiciliary and independent settings.

“Our team have gone above and beyond and proven that a passion to care knows no limits. I urge anyone with an interest in the care sector to take the step and find out more, because it genuinely is one of the most rewarding professions out there.”

For more information or interview with CEO Mark Milton please contact Christina Wright chrissie@pr4.com +44 7957 383070

**About Ambient Support:** [www.ambient.org.uk](http://www.ambient.org.uk)

* One of the Top 20 generic Not-For-Profit Health & Social Care Providers in the UK Ambient Support (formerly known as Heritage Care and Community Options) is a registered UK charity with over 25 years’ experience
* They deliver services that meet the needs of some of the most vulnerable adults in our society. Operating in over 130 locations, they provide over 30 thousand hours of care to people on a weekly basis to support a range of needs due to the ageing process, learning disability or mental illness
* Their wide range of quality specialist services are delivered by dedicated, professional, and passionate staff and their success is built on supporting people to live a full and meaningful life.
* Ambient currently employs around 1,400 people across the UK in a number of settings
* Ambient can also help young adults who are transitioning from Children’s to Adult Learning Disability Services
* The Charity has an above industry average with 88% Registered Services rated as GOOD by CQC.