



Dimensions: demanding a better future for social care.



Challenge: The social care sector has been overlooked and undervalued for years, driving it to breaking point.

Solution: With Dimensions, we united the public and social care sector in a call for better, through [#SaveOurSocialCare](#). Together we commissioned new research that highlighted the public's support for increasing social worker pay, and launched a petition to drive change.

Key takeaway: Through the launch of an authentic campaign led by those at the heart of the issue, we captured hearts and empowered the public to join Dimensions' call for increasing social care sector pay, while positioning them as an employer of choice in the sector.

Key stats:

- Petition signatures: 78,000+ to date
- Media reach: 1.2 billion
- Number of media hits: 37
- Number of political parties supporting: 4
- Number of politicians supporting: 4
- 75,000 impressions and 3,500 engagements on social media

Understanding the opportunity

Insight was central to the campaign. Insight identified that in the past three years, a typical sales assistant has gone from earning 13p per hour less than a care and support worker to 21p more. This shift is having a huge impact on people's career choices, with 152,000 current job vacancies across social care – an unsustainable shortfall of workers across a vital sector. We paired this analysis with fresh research identifying that 80% of the public say social care is as important or deserves the same respect as the NHS.

Defining the gap

To achieve cut through, we needed a clear, tangible call for change that multiple audiences could support. Through [#SaveOurSocialCare](#), Dimensions calls on government to benchmark and fund minimum care worker pay at NHS Band 3 (currently £11.67 per hour).

Engaging audiences

To lead with 'heart' and ensure the views of those most impacted were heard, together we placed the social care workforce at the heart of this campaign. We empowered Dimensions' colleagues to act as spokespeople for the campaign and spread the word to gather more support.

Building value

We launched a [petition on change.org](#), encouraging the public and social care sector to back our call on government. Following huge traction and support, we then organised a march to 10 Downing St to deliver the petition signatures – attended by Dimensions' Chief Executive, Dimensions support workers, people supported by Dimensions and cross-party politicians. In doing so, we positioned

Dimensions as a champion of the social care sector as a solutions-focused provider, strengthening connections with changemakers in the process.