

PROFESSIONAL CARE WORKERS' WEEK

For More Info

thecareworkerscharity.org.uk/professional-care-workers-week-2025/

12th - 19th
September 2025

Programme



Casson Consulting
Encouraging innovation in social care

Sponsoring 'What's Next for Adult Social Care?' on 19th September 2025 at 10am



FREETHS

Sponsoring 'Migrant Care Worker Rights' on 18th September 2025 at 12pm

Sponsoring 'The Legal Rights of Care Workers' on 18th September 2025 at 2pm



Sponsoring 'The Future of Care: Why Ethics, Sustainability and Governance Matters' on 15th September 2025 at 2pm

Sponsoring 'Physical Wellbeing' on 16th September 2025 at 2pm



Sponsoring 'Looking Ahead: The Future of Adult Social Care' on 15th September 2025 at 12pm

Sponsoring 'Promoting Wellbeing in Care: Looking After Yourself While Supporting Others' on 16th September 2025 at 10am

PROFESSIONAL CARE WORKERS' WEEK

Friday 12th to Friday 19th September



FRI
12

ALL DAY

Afternoon Tea with The CWC

**2025
Schedule**

MON
15

10AM-11AM

The Role of AI and Technology in the Evolving Landscape of Care

12PM-1PM

Looking Ahead: The Future of Adult Social Care

2PM-3PM

The Future of Care: Why Environmental, Sustainability and Governance (ESG) Matters

TUE
16

10AM-11AM

Promoting Wellbeing in Care: Looking After Yourself While Supporting Others

12PM-1PM

Financial Wellbeing in Care: What Needs to Change?

2PM-3PM

Caring for Care Workers: What Does Good Physical Wellbeing Look Like?

THU
18

10AM-11AM

Sexual Safety in the Workplace

12PM-1PM

Migrant Care Worker Rights

2PM-3PM

The Legal Rights of Care Workers

For more information visit

www.thecareworkerscharity.org.uk/professional-care-workers-week-2025/

FRI
19

10AM-12PM

What's Next for Adult Social Care?

ALL DAY

Wear It Orange Day



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Julie Burton



Head of Operations at Twinglobe Care Limited, with over 22 years of leadership in driving sustainable growth and innovation in the care sector. Awarded Influential Business Woman 2024, she is a passionate advocate for purposeful, values-led leadership. With a master's degree and a legacy of impact, she brings insight, experience, and inspiration to the conversation on sustainability in care.

Graham Harper

Graham Harper has been involved in the funding of the Health and Social Care Sector for over 15 years. He is a Senior Director working within the Virgin Money Health and Social Care Team and is also responsible for the Midlands team. During this time he has provided funding for a range of health and social care sub sectors including elderly and specialist care, including both adult and children. Graham along with Virgin Money continues to have an appetite to fund the development of new care home assets, refinances and strategic bolt on acquisitions.



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Steven Fergus

Steve joined Barclays in 2019 and was appointed Head of Healthcare in 2020. With 20 years' experience within Corporate Banking, he has undertaken roles ranging from leverage finance to client coverage with his focus being purely on Healthcare over the past 10 years. Steve was awarded Capital Provider of the Year in 2021, 2023 and 2024 by Health Investor.

Peter Humphreys

As Head of Customer Engagement for Adult Social Care at Flourish, Peter Humphreys brings nearly a decade of experience in supporting social care providers with online learning solutions across the UK.

Peter is passionate about helping make training truly relevant, accessible, and impactful for those delivering care on the front line. He works closely with providers to ensure that digital solutions are more than just tick-box exercises – that they work in real settings, meet the needs of real care teams, and ultimately improve outcomes for the people receiving care.

More than just delivering training or tools, Peter is driven by a mission: to help ensure everyone delivers the highest quality care.



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Omatule Ameh

Over the past three years, I have worked as a care support worker. The joy of seeing people smile and giving life sense is my driving force. Inclusivity and independence are my pillars. I chose to be a support worker to be one of the many good hearts that bring happiness to other people's lives. I am dependable and empathetic. With my experience, I am looking forward to continuing to help people as much as possible.



Aaron White

Aaron has over 15 years' experience in care operations and project delivery, with a previous career in hospitality and a BSc. Environmental Management.

He is passionate about the environment and believes strongly that all businesses must do their part to move the sector to a more sustainable way of working. Aaron also believes that being more sustainable has a wide range of business benefits, and that being 'Green' is crucial as we move forward.

Oakland Care have been committed to sustainability since 2020 - they have been carbon neutral since 2021 and are actively evolving to Net Zero.

Aaron has developed a strategy and team within Oakland Care that has led to engagement across all levels of the organisation, with tangible results. They are leaders in sustainability with multiple accreditations and awards to their name.



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Kirsty Simmonds

Kirsty is the National Specialist Sector Lead for Health and Social Care Apprenticeships.

Kirsty uses her 25 years' experience working in the Health and Social Care Sector leading on curriculum and resource design for all Health and Social Care Apprenticeships. Kirsty tailors these for the sector to ensure the impact is felt by apprentices and employers, with a positive experience for those using the service. She has worked in the training industry for many years and in a variety of roles holding many qualifications in teaching, learning and development.

Kirsty's considerable and diverse experience in the Health and Social Care Sector has included Elderly care, Elderly Mental Health, Dementia Care and supporting adults with a learning disability. Kirsty has a keen interest in how the sector is supported at management levels and is passionate about the Lead Practitioner and Leader in Adult Care Standards after managing a variety of services herself.

On a personal level Kirsty lives on a farm and supports animal rescue. She is a writer and enjoys nothing more than a good book.



Nathan Jones

Nathan is the Senior Policy and External Affairs Lead at the National Care Forum, the membership body for not-for-profit care and support providers. He has previously worked in local government and the third sector on a range of issues including social care, housing and homelessness."

Dr Donald Macaskill

Donald has worked for many years in the health and social care sectors across the United Kingdom. A particular professional focus has been issues related to dementia, bereavement, palliative care and individual human rights.

He is the CEO of Scottish Care, the representative body for care providers in the independent sector in Scotland, namely private, charitable, and employee-owned care organisations which includes care home and home care organisations.

He serves on several Scottish, UK and international charities and boards related to health and social care including at present as a Director of the Global Ageing Network. A weekly blogger, podcaster and public speaker he is an active campaigner for older person rights.

X: @DrDMacaskill



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Daniel Casson

Co-founder of the Oxford Project: The Responsible Use of Generative AI in Care and consultant in innovation in care. I work with tech companies, local authorities, care providers, care workers and with people who draw on care and support to evaluate the effectiveness of the use of technology in care. With the Oxford Project I specialise in how AI has the potential to change care.

I set up Casson Consulting in April 2019 to work with the care community on innovation and digital transformation. Like any good project it has taken on a life of its own, and I have developed a niche of bringing together people from all parts of the social care community to share ideas and create new ways of working. I work with care organisations, health and local authorities, care umbrella bodies, care workers tech companies and people with lived and living experience on how they are innovating for better quality of life for people.



Professor Martin Green OBE

Chief Executive: Care England
DHSC: Independent Sector Dementia Champion
Commissioner: Royal Hospital Chelsea



Martin Green has had an extensive career in NGO development, both in the UK and internationally, and is the Chief Executive of Care England, the largest representative body for independent social care services in the UK. A Trustee of the National Centre for Creative Health (NCCH), Vice President of The Care Workers Charity, Champion of The National Aids Trust and Commissioner of the Royal Hospital Chelsea.

In 2013 he was appointed Visiting Professor of Social Care at Buckinghamshire New University.

In 2012, in his role as Department of Health and Social Care Independent Sector Dementia Champion, he led the development of the Dementia Care and Support Compact for The Prime Minister's Challenge on Dementia.

In 2008 he was named care personality of the year and was awarded an OBE for Services to Social Care in the 2012 Queen's Birthday Honours List. In 2019 he was presented with the Health Investor Outstanding Contribution Award.

Martin Green writes and broadcasts extensively on social care issues and is on the Editorial Board of Community Care Market News and Care Talk magazine.

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Jacob Hurtley - ESG Director



Jacob is responsible for embedding ESG and sustainability across Elevation's operations and assets, working in collaboration with operating partners to implement our ESG strategy. Prior to joining Elevation, Jacob spent five years working in the healthcare real estate business line at Octopus Real Estate, working with operating partners to evolve ESG in the assets and within their organisations, in addition to a focus on property management. Jacob holds a BA (Hons) in Geography and an MSc in Real Estate Management.

Katie Thorn

Katie Thorn is the Digital Projects Lead for the Digital Care Hub. For social care providers, by social care providers, the Digital Care Hub provides free guidance and support to care organisations on technology, data protection and cyber security.

Katie has played a significant role in advocating for and implementing digital solutions in social care and is the co-convenor of the [Oxford Project on the Responsible Use of Generative AI in Adult Social Care](#). Her work focuses on ensuring that digital innovations in social care are used ethically and effectively.

Her background includes working in nursing homes as both a carer and in operations.

Katie has been recognised for her work supporting care providers by receiving The Woman in Tech award at the Women Achieving Greatness in Social Care (WAGS) awards (2022) and the NHS England Award in the Public Service Category of the National Cyber Awards (2023).



Clementina Odih Okozi

Clementina Odih Okozi, is an experienced care professional with a strong background in providing compassionate care to diverse populations, including the elderly, adults, young children, and individuals with mental health challenges. With extensive experience in various healthcare settings, including home care, hospitals, and community health initiatives, she has honed her skills in personalized care, safeguarding, and maintaining patient dignity and confidentiality.



Clementina's career spans over a decade, during which she has demonstrated a commitment to excellence in patient care. Her recent roles at Nationwide Care Services and Priory Hospital have seen her take on key responsibilities, such as administering medication, assisting with mobility, and providing emotional support to service users. She is adept at maintaining accurate records, documenting care plans, and ensuring compliance with safeguarding procedures.

Her dedication to her profession has been recognized through multiple accolades, including being named Employee of the Month in April 2021 and Outstanding Caregiver of the Year in 2022. These awards reflect her exceptional work ethic, empathy, and ability to deliver personalized care that exceeds expectations.

Clementina's educational background includes an MBA in Business Administration and a Bachelor of Science in Education. She holds various care qualifications, including certifications in health and social care, dementia awareness, and safeguarding vulnerable adults, which further enhance her ability to deliver high-quality care. As a self-motivated team player with strong analytical and problem-solving skills, she continues to make a positive impact in the healthcare field.

Dr Zoe Wyrko

Dr Zoe Wyrko is Wellbeing and Quality Director at Riverstone Living. She joined the business in March 2021 after over 20 years in the NHS, latterly as a Consultant Geriatrician and Medical Director. She is a healthcare systems strategist who successfully designs and implements system based services to improve the lives of older people. These have ranged from specialised wards and areas within hospital environments, to working with system partners to develop the integration of health and social care across Birmingham and Solihull. She's now responsible for overseeing Riverstone's approach to wellbeing, which includes supporting the holistic physical and mental health of residents by making sure they can access the best available health and care providers, and ensuring that the latest scientific evidence in the rapidly growing field of healthy ageing research is kept at the forefront of what Riverstone do.

Dr Wyrko has previously held officer roles within the British Geriatric Society. She is passionate about changing the way society views ageing, from the negative language used to the way health and care systems are often set up around institutions rather than people. She was a subject matter expert for the multi-award winning Channel 4 programme Old People's Home for 4 Year Olds



Nadra Ahmed CBE



Executive Co-Chairman, National Care Association

Last chair of the Care Provider Alliance

Nadra has been Chairman of NCA since 2001. She has been involved in the field of social care for over 40 years and until 2005 was the Registered Manager of two private care homes for older people, having developed and run services since 1981 which included a homecare service.

Nadra has served on numerous government taskforces and continues to do so. Through Covid she became recognised as the respected voice of social care. Nadra has served as the Vice Chairman of Skills for Care for 11 years having been appointed at its inception: she was also a trustee of Parkinson's UK and continues to support various charities as a trustee/patron or president, despite her tight schedule; these include the veterans charity RBLI and a small disabilities charity Spadeworks.

Nadra is the Deputy Lord Lieutenant of Kent and a Kent Ambassador and served as the High Sheriff of Kent in 2023/24 which is a royal appointment.

In 2006 she was awarded the OBE for her services to Social Care. She is a regular contributor to journals and speaks regularly at national and international conferences throughout the world. Nadra is regularly called upon by the major media networks to represent the views of social care providers on some of the most challenging issues facing social care.

Nadra is driven by a desire to ensure the delivery of quality services to the most vulnerable members of our society. She works across a number of government departments which have an impact on the social care world giving evidence and expert advice to parliamentarians.

Nadra has been recognised by her peers receiving awards and has been listed as an influencer in numerous polls and magazines. Her continued passion for social care saw her being awarded the CBE for her services to Social Care.

In 2024 Nadra founded the Providers Unite movement on behalf of National Care Association to unite the sector to fight for recognition of the impact of the Chancellors increase in National Insurance Contributions for employers. To date the letter wrote to the Chancellor has been signed by over 4000 provider organisations.

Annthea Corry



Annthea is the Head of Sales & Marketing for Sensio in the UK, a leading global care technology company. Annthea's journey in the social care sector started over 11 years ago. In that time she has held several roles all revolving around the customer and resident centric approach. Annthea is hugely passionate about co creation in technology and supporting care providers in their digital transformation journey. She sees technology playing a huge role in the evolving landscape of care and believes that it is vitally important to work collaboratively to fully maximise its benefits for residents, care workers and providers.

Dr Jane Townson OBE

Jane Townson is CEO of the Homecare Association. She has extensive experience in the social care, health, housing, and technology sectors. Formerly, she was Chair of the Care Provider Alliance; Chair of the Board of Kraydel; CEO Somerset Care Group; Chairman YourLife (JV with McCarthy & Stone); Vice Chair UKHCA; and Senior Independent Director of the Somerset Partnership NHS Foundation Trust. Jane spent the first 14 years of her career in international leadership roles in research and development at ICI, AstraZeneca, and Syngenta. At Syngenta, she held the position of Global Head of Bioscience Research. She then founded her own business, providing education and training on the link between lifestyle factors and long-term health.



X: @drjanetownson

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Jainika Patel

Jainika joined Freeths' employment team in May 2024, and is based in the Manchester office.

She has acted for a range of clients including those in the care, retail and hospitality sectors. Jainika's work largely consists of defending Employment Tribunal claims including conducting her own advocacy. She has over 9 years' experience in managing contentious matters and supports all her clients in a personable yet professional manner. Jainika also advises on all aspects of day-to-day employment and HR matters.



Emma Brooksbank

Emma is a recognised specialist in business immigration, advising a range of clients within the Care sector. She delivers strategic support to help organisations navigate the complexities of the UK immigration system, enabling them to attract and retain essential talent, helping them achieve their recruitment objectives. Emma works closely with her clients to create and implement robust strategies to ensure right to work compliance, mitigating any reputational risk and financial penalties.

Emma frequently challenges Home Office licence and right to work enforcement decisions and negotiates with the Home Office to secure excellent outcomes for her clients.

Emma is listed as a Recommended Lawyer in The Legal 500 (2024 edition) and is also recognised as a Leading Individual in Chambers & Partners (2025 edition).



Oliver Spratt

Olly is senior counsel in Akin's London office. He provides strategic advice to domestic and international clients on the full spectrum of contentious and non-contentious employment law issues.



Much of Olly's work involves advising international clients on cross-border employment matters, and he has significant experience working with local employment counsel to deliver commercial and pragmatic solutions to a broad range of multi-jurisdictional employment law issues.

Olly has an extensive employment advisory and contentious practice, which includes advising employers and employees on sensitive matters and he has represented employers in the Employment Tribunal, the Employment Appeal Tribunal and the Supreme Court, defending sensitive, high-value claims, such as unfair dismissal, discrimination, whistleblowing and breach of contract.

Throughout his career Olly has provided pro bono employment law advice to charities and individuals. He currently sits on the Royal Courts of Justice Citizens Advice Bureau's Service Delivery Committee and is a member of the Employment Lawyers' Association's Pastoral Committee. In 2024 Olly was awarded the Law Works Pro Bono Connect Award alongside Cloisters Chambers for their ongoing work representing the claimant on a pro bono basis in the landmark EAT appeal, *Dr Nigel MacLennan v The British Psychological Society* (with Protect and the Charity Commission intervening) [2024] EAT 166.

Phil Hitchcox



Phil is the Strategic Development Director at Flourish – responsible for ensuring that the training and workforce development programmes Flourish offer help carer workers gain the essential professional and person skills needed to develop rewarding and progressive careers in care. Phil and the team at Flourish work closely with thousands of care providers UK wide to raise the standards of care through engaging and impactful learning.

Halide Kalfaoglu

Halide Kalfaoglu is a welfare benefits specialist at Turn2us, with extensive experience in the welfare advice sector and in supporting digital tools. She works across several key platforms, including the Turn2us PIP Helper, Benefits Calculator and the charity's website. Halide is passionate about using digital innovation to raise awareness of income maximisation and help people access the support they are entitled to.



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