



WAGS
WOMEN ACHIEVING GREATNESS
IN SOCIAL CARE

2026

IN ASSOCIATION WITH



**SPONSORSHIP
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About WAGS



programme of networking and social events WAGS will bring together women leaders who work in social care, providing a platform for support, empowerment and real change for the sector. This unique initiative will culminate in a Gala Awards which will celebrate the achievements of women in social care.

Over 85% of the social care workforce is female. Many of these hard working, dedicated and talented women juggle the challenges of family life with their career. The purpose of the WAGS is to promote gender equity, campaign for parity of esteem with our male counterparts and promote and celebrate the incredible achievements of our female workforce.



"Through conversations with our readers there is an overwhelming message that recognising the role of women leaders in social care at all levels should be part of a national agenda. Many of our women leaders have risen through the ranks from a frontline care role, going on to lead managers of the future through experience, and by example. The value of having worked on the frontline cannot be underestimated and is a key driver in continuing to achieve great things at leadership level."

Lisa Carr, Editor, Care Talk



"Many female inspirational leaders have, during the last two very challenging years, remained the key operational manager within their respective organisations, often donning a uniform and PPE to cover shifts and work on the frontline with staff. WAGS provides a unique opportunity to come together to support one another and share the experience and challenges of achieving great things as a woman in social care. Let's celebrate the positive things that have arisen as a result of the pandemic – and being better together as women is a great start!"

Ann Taylor, Chair, Kent Integrated Care Alliance (KICA)

Care Talk magazine and Kent Integrated Care Alliance (KICA) are delighted to announce an exciting new collaboration. Women Achieving Greatness in Social Care (WAGS). The value of women coming together cannot be underestimated. The purpose of WAGS is to create an informal forum of women leaders from all areas of social care. Through campaigns and a



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Networking events

A programme of events has been specifically designed to support women leaders in social care. You can expect to be invited to a series of bespoke networking and social events; including round table discussions, race days, wine tastings, an afternoon tea and much more. Organised by women for women, the aim of these events is to build a network of like-minded women from across the sector and an informal platform for sharing best practice, empowerment, innovation, support – and most of all fun! The events programme will culminate in a gala awards ceremony to formally recognise great leadership from women in social care.

About the awards

The awards will recognise accomplishments at all levels of leadership and from across the whole of the social care sector; including services for older people, people with learning disabilities and/or autism and children, young people and families. There are a variety of categories available for nomination that represents all areas of the workforce – all with the common thread of elevating the role of leadership, innovation and responsibility in women.

Why nominate?

By nominating a member of staff or a colleague, you will be supporting their talent, innovation, excellence and commitment whilst also helping to raise the profile of professional women leaders in social care. Nominations can be made online at www.thewags.co.uk An independent panel of judges will shortlist for each category and from here all finalists will be invited to attend the gala awards.

Who should apply?

The awards represent all areas social care from the independent and voluntary sectors; including residential and nursing homes, home care, housing with care, learning disabilities & autism services, children & young people services and suppliers of products and services to the sector.

The gala awards event

Nominations are now open and all the finalists will be invited to purchase a table at a Gala Awards hosted by an inspirational female celebrity.

To book a table

For more information on booking a table, email: kirsty@care-awards.co.uk



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Recognition of women leaders in social care should be part of a national agenda.

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So, don't miss out on your chance to pay tribute to incredible women who really do make a difference to the sector, their colleagues and the people in receipt of social care.

FROM CARE WORKER TO DEPUTY PRIME MINISTER



Labour

"Before I was elected to Parliament, I was a home care worker. My time was mostly spent providing one-to-one care to elderly people in their own homes, which was incredibly rewarding and fulfilling. It was the best job!"

"Social care workers are heroes, and the women social care workers I worked with during my time remain some of the most dedicated, talented and hard-working people I have ever met. Over the pandemic this really showed. Day-in-day out care workers came out to do what they do best, care for the most vulnerable in our society. It made me so proud of my old profession."

"Thank you to Care Talk magazine for starting Women Achieving Greatness in Social Care and for celebrating the wonderful women of this sector. They are role-models to us all."

Rt. Hon Angela Rayner MP

British Politician

WHAT THE SECTOR SAYS...



Homecare Association

"Women at all levels are at the heart of social care, representing over four-fifths of the workforce. It is important to have an informal forum of women leaders from all areas of social care, providing a platform for mentoring, support, empowerment and real change for the sector. I look forward to celebrating the many and varied contributions of women in social care at the Gala Awards."

Jane Townson OBE

CEO,
Homecare Association



Lincolnshire Care Association

"The Lincolnshire Care Association is delighted to support the Women Achieving Greatness in Social Care Awards. Women are the beating heart of the care sector – with 82% of Lincolnshire's care force being female, it's crucial to recognise and raise awareness of their contributions. These awards will inspire women to look to their future and see what they can achieve in care."

Melanie Weatherley MBE

Chair,
Lincolnshire Care Association

The Categories

The Business Woman of the Year Award

This award will be awarded to business owners who have achieved outstanding success in their business. Candidates must be able to demonstrate vision, growth, profitability, innovation and quality and serve as an inspiration to other women in the sector. This award is open to leaders from across the social care sector, including: Care and Nursing Homes, Home Care, Learning Disabilities & Autism Services and Children & Young People Services.

The Corporate Leader Award

This award recognises the achievements of an outstanding leader from the independent sector. The winner of this award will be dedicated to leading and supporting women at work and raising the profile of social care as a professional career. Examples of developing a strong and dynamic organisation, great leadership, innovation and mentoring is essential. This award is open to leaders from across the social care sector, including: Care and Nursing Homes, Home Care, Learning Disabilities & Autism Services and Children & Young People Services.

The Third Sector Leader Award

This award recognises the achievements of outstanding Third Sector leaders. The winner of this award will be dedicated to leading and supporting women at work and raising the profile of social care as a professional career. Examples of developing a strong and dynamic organisation, great leadership, innovation and mentoring is essential. This award is open to leaders from across the social care sector, including: Care and Nursing Homes, Home Care, Learning Disabilities & Autism Services and Children & Young People Services.

The New Business Award

This award recognises dynamic women who have set up a business or service in the last 12 months which has made a real impact to their sector. The judges will be looking for examples of vision, leadership and an entrepreneurial flair.

The Girl Power Award

The power of women supporting women cannot be underestimated. This award will be given to a team for their outstanding support for one another, recognising each other's skills and knowledge, which have had a real impact for their organisation.

The Woman in Tech Award

This award will recognise a woman who has harnessed the power of technology resulting in outstanding results and improved outcomes for people who use services.

The Outstanding Partner Award

This award recognises exceptional women who are dedicated to providing quality products/and or services to the sector. The judges will be looking for a proven track record in customer service, quality, innovation and partnership working which have had positive outcomes for the customer.



The Categories

The Rising Star Award

This award recognises the achievements of women in the early stages of their career. Judges will be looking for examples of leadership and innovation and the potential to become trailblazers of the future.

The Talent Development Award

This award recognises motivational individuals or organisations who inspire and push boundaries to develop a highly motivated and skilled workforce. This award is open to people from inside or outside the sector.

The Communications Guru Award

This award recognises the power of impactful campaigns and influential communications. This award is open to anyone working in a marketing, public relations, social media or any other role that may have made a positive impression in the sector.

The HR and Recruiter Award

This award recognises outstanding women with a track record in innovative HR or Recruitment. The winning individual will have delivered a recruitment and retention strategy that has a positive impact for women at work, the business and positive outcomes for people in receipt of services.

The Social Change Agent Award

This award recognises women that have positively influenced change, leading to a meaningful impact for the sector and/or for people in receipt of services, either at a local or national level.

The Equality and Diversity Award

This award recognises women who have made a significant impact in the workplace through strategies of diversity, equality and inclusion, with proven outcomes for staff and people in receipt of services.

The Wellbeing at Work Award

This award recognises women who have made a significant contribution to supporting colleagues in the workplace, that have had a real impact on mental wellbeing and the challenges of juggling work and families.

The Social Care Superwoman Award

This award will be given to a woman who has achieved outstanding results in the face of adversity. Judges will be looking for examples of going above and beyond to promote positive outcomes for staff, people in receipt of services or their community.

The Inspirational Volunteer Award

This award will celebrate inspirational women for their impactful volunteer work in the sector, either at grassroots or a national level.

The Lifetime Achievement Award

This award recognises an inspirational woman who has clearly demonstrated throughout their career, a passion, expertise and the drive to improve services. This is an opportunity to honour a colleague who has dedicated their life to improving outcomes for people who use social care.



FOR
SPONSORSHIP
OPPORTUNITIES
CONTACT:
**kitty@
caretalk
.co.uk**

Sponsorship Opportunities

Branding Sponsorship

Package to include:

- 2 places at the gala dinner
- Logo on the website and branding on the night
- Full page advert in souvenir programme

Price

£2,000 + VAT

Category Sponsorship

Package to include:

- 10 places at the gala dinner
- Logo on the website and branding on the night
- PR announcing your support on the website and via X
- Full page advert in souvenir programme
- Invitation to sit on the judging panel
- The opportunity to present the award to your category winner
- 1 full page advert/editorial in Care Talk

Price

£5,000 + VAT

All packages can be amended to suit budgets and requirements, and can also include additional adverts and editorial in Care Talk magazine.

Other options are available such as champagne reception sponsorship, entertainment or gift sponsorship and programme sponsorship.

Headline Sponsorship

Package to include:

- Full table of 10 at the gala dinner
- Press announcement
- Logo on the website and branding on the night
- Branding on all pre and post event publicity material
- 4 full page adverts plus 4 full pages of editorial in Care Talk magazine
- 2 categories of your choice
- Prominent logo on the website and branding on the night
- Logo on place cards and table plan
- Full page advert in souvenir programme
- Full page welcome message in souvenir programme
- Branding on awards trophies
- Copy of the guest list prior to the event (company and lead name only)
- Invitation to sit on the judging panel
- Opportunity to present the award on the night
- Invitation to networking dinner (if applicable)
- Complimentary stand at the pre-awards exhibition (if applicable)

Price

£15,000 + VAT



Contact information



For more information about The WAGS and more about sponsorship opportunities:

Visit:

www.thewags.co.uk

Email:

kitty@care-awards.co.uk

If you require more or less places at the dinner, a package can be tailored to suit your requirements.

To find out more about these, please email

kitty@care-awards.co.uk

www.thewags.co.uk

Care Talk
The voice of excellence in social care

Care Talk Business
Sharing business excellence in social care

Great British Care Awards

The Learning Disabilities & Autism Awards

The National Children & Young People Awards

WAGS
WOMEN ACHIEVING GREATNESS IN SOCIAL CARE

Making the right impression!

Average monthly X impressions 300K+	Average monthly unique visitor numbers 105K+	Social media followers 30K+
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