



PA Summit 2025 Recap

13th November 2025

Promoting the PA Workforce

Welcome to the summary for the PA Summit 2025. This short report will give you the headlines, highlights and happenings from the Summit.

Like what you see? [Email us](#) and we'll add you to the mailing list for next year.

And take a look at the 'Features' section on the last page and [email us](#) to connect you with anyone featured.

 EmployPAs@sheffield.gov.uk

Spoken Word Finale:

Kate Jenkinson's powerful poetry is the perfect summary for those who prefer to listen, rather than read.

[Watch the video.](#)



Calling all...

Social Care Leaders
PA Providers
PA Employers
PAs
Social Care Workforce Leads



Join us at the
Third Annual
PA Summit

#PAandProud

Thurs 13th Nov
10:00 - 14:30
Free & Online

Find out more and
book your place:



<https://shorturl.at/EuX6m>

Keynote:

Kyla Harris, Writer and Star of BBC's 'We're going to regret this' shared her experiences creating the drama and employing PAs



Watch the show [on iPlayer.](#)

"It has been amazing to listen and meet with the various people today, it will influence my work professionally and personally."

Donna Jones, National Workforce Capability Lead, Care Workforce Pathway, Skills for Care.

"It was so refreshing to see direct payments and the PA role depicted on mainstream national TV."

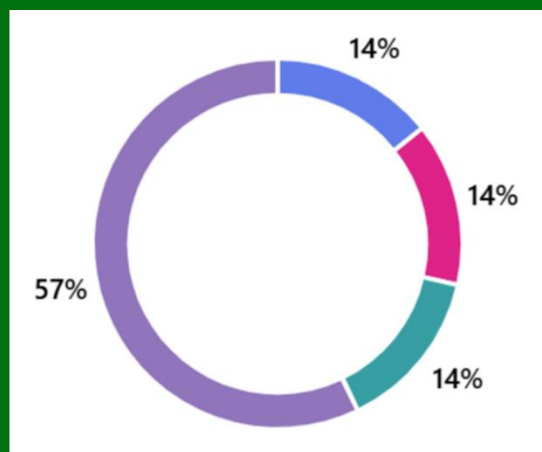
Clare Besant.

True collaboration:

102 Attendees

Up to 75 on each session

21 different local authorities



- Personal Assistants
- Individual Employers
- Local Authorities
- Other interest groups

13th November

National PA Awareness Day



The PA Summit 2025 took place on the first ever National PA Awareness Day.

Participants wore a hat during the event, to celebrate the many different hats that PAs wear in the diverse jobs they do.

Join us every November 13th by wearing a hat yourself and sharing your picture and support online, using the hashtags:

#NationalPADay #EmployPAs #PASummit



“I will promote the PA role loudly and proudly!”

Hannah Kerr, PA Champion in Sheffield and South Yorkshire

Some Headlines from the discussions...

PAs are a career, not a job

Schools, colleges and job centres should know about this option for people’s futures

Individual organisations have produced guidance, but a national platform or app would help with confidence

National consistency is needed – approval for PAs to be self-employed and paid above minimum wage

Update from DHSC and Skills for Care:

We’ve worked hard to make sure we get the updates our audience needs! Sincere thanks to Katie Weeks and Donna Jones for taking the time to share their knowledge and answer our questions.



Meet the Experts




Thanks to our Comms, PR and Marketing experts who gave us some tips to promote the role of Personal Assistants.



A sample of the tips:


- Use 'social proof' - show that people in your target audience have become PAs and find it enjoyable and rewarding.
- Celebrate PAs loudly, visibly and consistently - this will create belonging and great content to attract other people.
- Tell human stories - connecting with people's hearts is the best way to engage them.
- Focus on the big idea - think about what you want to get across and how it is different to what your audience already knows.

Reach out to our experts to find out more:

Kat Garbutt
Marketing Strategist

 kat@big-butterfly.com
 big-butterfly.com
 in/kat-garbutt/



Lee Mullin - Managing Director

lee@buildarc.co
(+44) 7980 312955
buildarc.co



Anna Caig
Freelance communications consultant and trainer




Former Local Authority Head of Communications, Combined Authority Head of News and Media, and MA Journalism tutor

AnnaCaig.co.uk
annacaig@annacaigcomms.co.uk
[@AnnaCaig on Instagram](#) or [LinkedIn](#)



Wenjing Li

Founder of Early Mornings
-A wellness Brand Inspired by Traditional Chinese Healing Wisdom



Storytelling & Cultural Insights
www.linkedin.com/in/wenjing-li-1a61062ab

“Features”

Want to be on a podcast as a guest? Contact Madeline Close, Disabled people’s Voice:
madeline@dpv.org.uk

Support available for self-employed PAs
Contact James Ritchie (QCAS)
james@qcas.org.uk

Support available for locality managers
Contact Zoe Thomas, Skills for Care South Yorkshire
Zoe.thomas@skillsforcare.org.uk


Looking to collaborate and explore raising awareness of PAs in rural areas around Sheffield and Barnsley
To help, contact Seirian Davies, PA Champion Sheffield
s.davies@championsheffield.org.uk

Self-Employed Care Summit
January 19-21 2026
You’re all invited!

CareMatch.com is a PA matching platform
Contact Patrick Perry
Patrick.perry@carematch.ltd

Looking to promote the PA role in colleges, schools, job centres and communities centres.
To help, contact Hannah Kerr, PA Champion Sheffield
h.kerr@championsheffield.org.uk

Training available for PAs and PA Employers
Speaking Opportunities available
Contact Sam Cornelius-Light, Pathfinders Neuromuscular Alliance
sam@pathfindersalliance.org.uk

Want to be kept informed in 2026? Email us to be added to the mailing list:  EmployPAs@sheffield.gov.uk