












## Forward Carers Impact Review 2021

# Creating Carer Friendly™ Communities

	<a href="#">CEO Welcome</a>	<a href="#">p2</a>		<a href="#">Ageing Better in Birmingham</a>	<a href="#">p4</a>		<a href="#">Supporting Dementia Carers</a>	<a href="#">p6</a>
	<a href="#">Who We Support</a>	<a href="#">p2</a>		<a href="#">Birmingham Carers Hub</a>	<a href="#">p5</a>		<a href="#">Making an Impact</a>	<a href="#">p7</a>
	<a href="#">Highlights of 2021</a>	<a href="#">p3</a>		<a href="#">Specialist Carer Projects</a>	<a href="#">p6</a>		<a href="#">Get Involved</a>	<a href="#">p8</a>

## CEO Welcome

2021 has been another busy year for Carers, and for us, as we have all learnt to live, and care, with Covid-19.

In this annual report, you can see how we've worked with our not-for-profit partners to continue providing services continuously throughout the lockdowns. Our hybrid support and extensive portfolio of services meets Carers wherever they are in life.

You can also read how our Carer Friendly Communities programme is achieving our mission to help Carers to thrive in all areas of their lives – by raising public awareness and understanding of Carers, helping Employers support staff juggling work and care, working with the healthcare sector and helping Carers to connect with others.

As an impact-driven organisation we measure the difference we make to the lives of Carers

and to the social care sector – this year, for every £1 invested in Forward Carers, we saved the social care sector £11.67!

This was achieved by improving Carer wellbeing and preventing Carers reaching crisis point. We're proud to have been recognised as one of the top 100 Social Enterprises in the UK, as well as winning awards for our innovative Carer Friendly ID and Discount Card and our work supporting Carers during the pandemic. Find out more **here**.

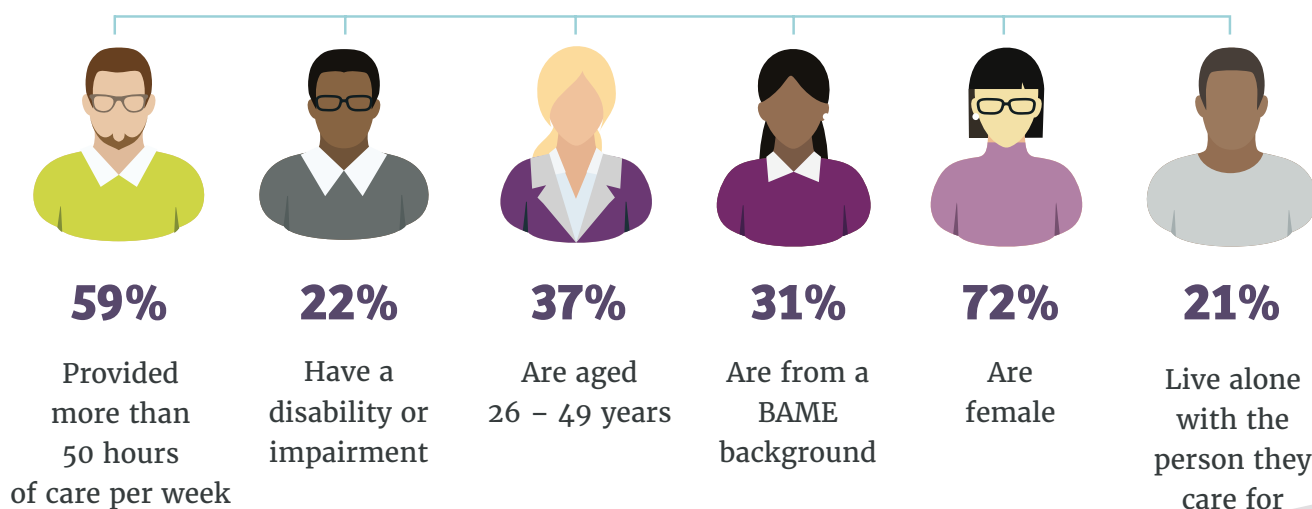
As ever, I want to thank all our partners and the incredible Carers who inspire us to keep innovating and delivering.

**Simon Fenton, CEO**



## Who are the Carers we support?

Of the 22,126 Carers we support:



# Creating Carer Friendly™ Communities

Our mission is to create Carer Friendly Communities, places that open their eyes and hearts to the lives and needs of Carers, so Carers can thrive in all areas of their life and work.

We achieve our mission by delivering Carer services in partnership with other non-profits, providing innovative support direct to Carers – including our award-winning Carer Friendly ID Card, and empowering others to make simple changes that make a big difference to Carers' lives. You can read about the impact of our Carer Friendly Business awards [here](#).

In 2021 we managed a partnership of 20 non-profits and invested over £2.3 million in direct Carer support provision.

*Click on the headings below to find out more about our services and impact*

## Creating Caring Communities



**45** organisations joined our Carer Friendly Community



**378** Carers have peace of mind with their Carer Friendly ID Card and Discount Card and App



**4,704** supported across 22 online activities during Carers Week

## Supporting Carers



**10,423** Carers were directly supported across our partnership



**6,497** Carers brought together in 838 online and in-person social, wellbeing and support groups



**917** Carers attended 309 specialist Carer training sessions

## Impacting Carer Wellbeing



**£11.67** was saved by the social care sector, for every £1 invested in Forward Carers



**1,174** of the Carers we assisted showed a significant improvement



**97%** of Carers rated their Carers assessment experience as good or very good

## Online support for Carers



**776** online training, wellbeing and support groups took place



**2499** Carers received online advice and support



**59,683** Carers visited our website, 8,202 Carers received monthly info-mails

We believe great things happen when communities come together.

Contact [carerfriendly@forwardcarers.org.uk](mailto:carerfriendly@forwardcarers.org.uk) to find out how you can join the **Carer Friendly Community**.



# Ageing Better in Birmingham

Ageing Better in Birmingham, funded by The National Lottery Community Fund, is a programme to bring together the Birmingham community and help those over 50 years to overcome isolation.

Over the past seven years, the Ageing Better Fund has supported citizens of all ages to empower people over 50 to make contributions to their community, by starting Ageing Better Groups. The Fund offers grants of up to £2,000 to empower people to set up groups and activities that help end isolation for older people. In 2021, As a result of the impact of Covid-19 and due to our previous fantastic work supporting residents, the Ageing Better Fund was extended by one year to help people reconnect after such a difficult period.



**11 new**  
community  
groups  
launched  
**36 new**  
activities



**We helped**  
Carers to access  
**£24,815.55**  
grant funding  
to set up new  
groups



**119 people**  
newly identified  
and brought  
together to  
reduce the risk  
of isolation



**98 people**  
were over  
50 and  
also lonely  
and/or  
isolated



**16 Ageing Better**  
community  
groups  
supported  
to continue  
connecting

The groups were as unique as the people who attended them, ranging from lunch clubs, exercise classes, craft sessions, workshops, memory making groups, knitting (pictured right), and much more – but they all had one common theme, attendees came together to smile and make lasting memories.



## The Ageing Better Fund in Action: The Welcome Table

A group of churchgoing friends from the Erdington area who had been unable to get out since the pandemic were thrilled to access Ageing Better funding to hold the lovely-named The Welcome Table, an online virtual lunch club. Their funding allowed them to have a facilitator to lead fun and engaging activity sessions on exercise, singing, storytelling and more.

Many of the members were initially supported to get online by friends and family members as meeting online in the virtual world was a completely new experience. A happy side-effect was that friends and family stayed for the sessions, reuniting families online and bringing much happiness to all. Many of the Welcome Table attendees are housebound or find it difficult to travel, so moving to online meetings has removed some of the barriers to joining and the groups intends to remain online, empowering attendees to continue experiencing the benefits of fun, social activities together.

# Birmingham Carers Hub: Empowering Carers, Helping Families Stay Together for Longer

Forward Carers CIC manages the Birmingham Carers Hub partnership. Together we provide information, advice, support and wellbeing services to Carers across Birmingham, so that families stay healthier and happier together, for longer.

Of the 17,977 Carers registered with us:



**5,721**

Carers supported  
by our partnership,  
including 806 young  
adult Carers



**3,246**

new Carers  
registered; 2353  
Carer's Assessments  
undertaken



**613**

Carers groups and  
training sessions  
brought 5213 Carers  
together



**1527**

Partner In Care ID  
and emergency contact  
detail cards distributed  
to Carers of patients



**1,156**

Carers registered  
for emergency  
support



**£552,000**

wellbeing grants helped  
Carers manage the  
impact of their caring  
role



**59,683**

Carers visited our  
website and covid  
info-hub



**8,202**

Carers received  
monthly Info-mails  
and Covid-19 updates

## In a Carer's Words:

Thank you very much for all your help and support to both my husband and myself throughout the last two years. We are sincerely grateful for the advice and also practical help we have received from you. Thank you for seeing me and for all your help and support. We hardly venture out now, I had a taxi to the café. Your quiet presence in our lives gives us confidence and encourages us to stay positive in these troubled times. You have to be tough to get old. Life is tough, but knowing you are there for us and willing to help us makes a huge difference to us. Thank you.

Birmingham Carers Hub is delivered by a partnership of grassroots, non-profit organisations in the communities they serve. Find out more on our new website, at [www.birminghamcarershub.org.uk](http://www.birminghamcarershub.org.uk)

# Specialist Support for Carers

We commission specialist Carer projects that address gaps in support for Carers across Birmingham. In 2021, we invested £300,000 to fund 16 new Carer projects. As a result, hundreds of unpaid Carers of all ages received services that met their needs and helped them manage the difficulties caused by the Pandemic.



**2,226**

Carers received a wide-range of support



**499**

social, support and wellbeing groups brought Carers together



**940**

1:1 sessions provided bespoke support



## In a Carer's Words:

I believe that as carers we play a very important role in the lives of our loved ones by providing them the much-needed priceless care service. Similarly, the Birmingham Mind Carers' Service plays an equally vital role by keeping us carers physically, mentally, emotionally and socially sound, healthy and happy. With the help of this service, we can continue fulfilling our duty of care most effectively which could not be possible otherwise with any amount of money.

Birmingham Mind provides one of our 16 commissioned specialist services for Birmingham Carers.

## Services for Dementia Carers



**1,923**

Dementia Carers supported



**521**

Carers attended 205 specialist training sessions

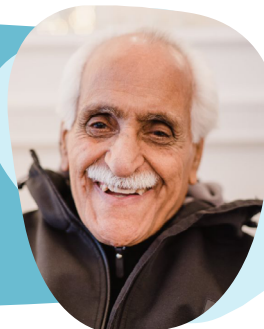


**437**

new Dementia Carers registered, **414** received a Carer's Assessment

## In a Carer's Words:

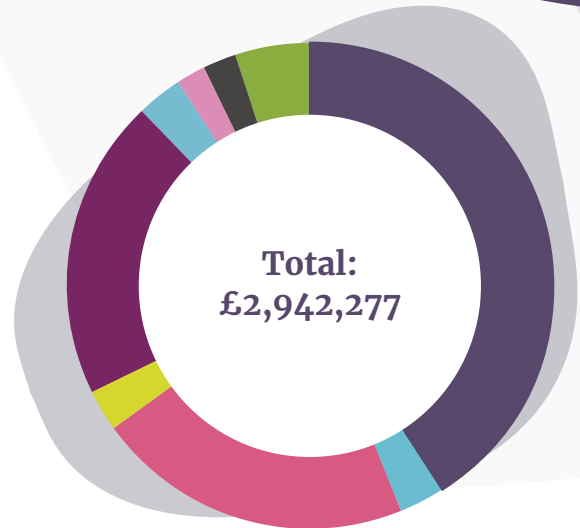
Despite the loneliness caring for my wife I pledge to do so until the end and will not allow anyone else to care for her. I'm delighted with the calls and look forward to them, it connects me to the outside world.



Commissioning funded projects is just one of the services Forward Carers excels at. To find out more about how we work in partnership to improve Carer outcomes, **click here**.

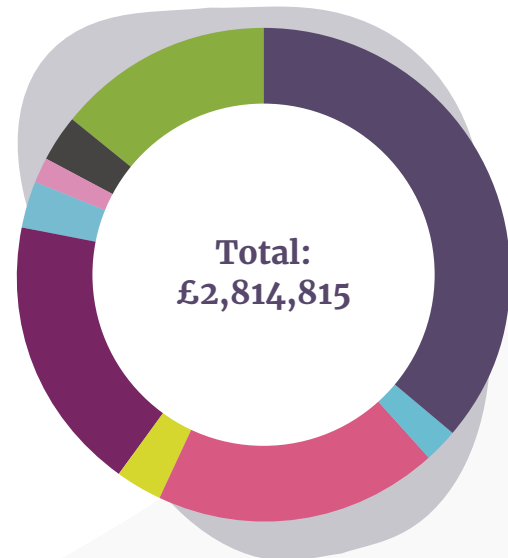
# Our Income in 2021

Core HUB Contract - 41% - £1,199,917  
Covid Relief - 3% - £78,347  
Carer Wellbeing Budget - 21% - £611,450  
Health Liaison - 3% - £100,000  
Carer Projects inc. Dementia - 20% - £601,650  
Young Adult Carers - 3% - £100,000  
Ageing Better in Birmingham - 2% - £53,562  
Other Income - 2% - £53,351  
Business Development - 5% - £144,000



## How We Spent Our Funds

Hub Service Delivery - 36% - £1,019,929  
Covid Response - 2% - £66,595  
Wellbeing Payments - 18% - £519,733  
NHS / GP Projects - 3% - £85,000  
Grant Funded Projects - 18% - £511,403  
Young Adult Carer Support - 3% - £85,000  
Ageing Better Projects - 2% - £45,528  
Business Development - 3% - £89,675  
Overheads & Marketing - 14% - £391,952



## The Impact of our work



For every £1 spent on Forward Carers,  
£11.67 is saved by the social care system\*

Without our support and services, many Carers would need extra help. Our package of Carer support contributes a substantial cost saving to the NHS, facilitates increased economic contributions from Carers who remain in work, and reduces statutory costs for funded care and support. And, most importantly, improving Carer wellbeing helps Carers continue in their valuable role, happily and healthily.

*\*based on Adass and Carers UK methodology. You can read more about this [here](#).*

**As a not-for-profit Community Interest Company, 100% of any surplus is reinvested into Carer support, helping us achieve our mission to create Carer Friendly Communities.**



Our mission is to create Carer Friendly Communities, places that open their eyes and hearts to the lives of unpaid Carers. Everything we do is shaped by our values to be carer-centred, impact-driven, socially responsible, to fulfil-potential and to be a trusted-partner in all our activities. You can find out more about our vision, mission and values on our website.

We'd love you to **Get Involved** and help us to turn achieve our Carer Friendly mission by empowering high streets, businesses and whole communities to become Carer Friendly. Find out how you can get involved by volunteering, fundraising or donating via our website, or contact us on the details below.

www

[forwardcarers.org.uk](http://forwardcarers.org.uk)

@

[info@forwardcarers.org.uk](mailto:info@forwardcarers.org.uk)



[@forwardcarers](https://twitter.com/forwardcarers)

in

[linkedin.com/company/forward-carers](https://linkedin.com/company/forward-carers)

Supported by



**Birmingham**  
City Council



the centre for voluntary action

**NHS**  
**Birmingham and Solihull**  
Clinical Commissioning Group



**BIRMINGHAM**  
**CHILDREN'S TRUST**



Proud member of  
**Greater Birmingham**  
Chambers  
of Commerce



**COMMUNITY**  
FUND



**SOCIAL**  
responsibility



Business Awards 2021  
Winner



2021 HIGHLY COMMENDED