



## Carer Friendly Communities

The total package

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



Creating Carer Friendly Communities



Forward Carers CIC:  
We're an award-winning, not-for-profit Social Enterprise, here to empower unpaid Carers.



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# Our mission is to create Carer Friendly Communities across England, so unpaid Carers can thrive in all areas of life and work

## Our Values shape everything we do



### Fulfilling-potential

We create Carer Friendly Communities, places where Carers can achieve their potential in all areas of their life and work



### Family-centred

We place Carers, families and their networks at the heart of what we do, involving them and listening to their feedback.



### Impact-driven

We measure the impact of our support, so we know that our services are effective and valued.



### Trusted-partner

We believe the best outcomes for Carers are achieved by working in partnership that can meet the varied needs of our diverse communities.



### Socially-responsible

We seek to reduce inequality and through our work, we will leave the community and our planet in a better place



## The Health and Wellbeing Impact of Caring

As the number of Carers increases and the amount of hours dedicated to the caring role grows, Carers are at increased risk of reaching crisis point. 59% of the Carers we support across our partnerships provide over 50 hours of care each week.

It is common for Carers to prioritise the needs of their loved ones over their own, impacting their own health and wellbeing. Without significant emotional, practical, financial and workplace support, Carers would reach breaking point, rupturing families and risking our health and social care system.

That's why we developed Carer Friendly Communities, a whole life approach to ensuring Carers are at the heart of every community, workplace and health care provider.



# Steps we're taking to create Carer Friendly Communities



## For Carers and Communities



Carer Friendly ID and Discount Card - A England wide scheme that helps Carers self identify, access financial benefits, and raise awareness.



Carer Friendly Online Community – A safe space for carers to gain peer-to-peer support.



Making a Difference

Carer Friendly Business Awards - A annual celebration event and opportunity to engage with local businesses.

## For Businesses



Carer Friendly Workplace Programme – Includes the Carer Friendly Employer Commitment Mark and Carer Champion training.

## For Health Providers



Helping Hospitals and GP practices to understand the importance of recognising Carers as essential partners in ensuring the wellness and wellbeing of both the Carer and Cared For.

# Recognition for Carers



We introduced the Carer Friendly ID and Discount scheme, along with online support in February 2021, it is award-winning and offers the following;

## For Carers

- Proof of caring role
- Access to online and high street discounts
- Peace of mind (ICE details)



We offer a wider range of support online to Carers. Carers can access a whole range of information and support 24/7 by;

- Accessing our online resource library
- Joining our Facebook Carers group or
- Attend one of our Carers Chill and Chat online relaxation and support group.

All our card holders are verified as unpaid carers, we know one of the barriers to accessing services is identification, Carers have to carry around multiple forms and documentation and we are working hard to overcome this.

By having a verification process this means that we can be trusted by businesses and organisations that benefits are going direct to Carers and by offering a service, they are supporting this community.

## For Businesses

- We work with local businesses to help them understand how a small change can have a significant impact in an unpaid Carers life.
- Businesses can offer incentives such as;
  - Discounts
  - having a quiet area
  - giving access to staff
- Access to our Annual Carer Friendly Business Awards;
  - Nominations are made by Carers and Organisations providing excellent support and services to Carers.

## The purpose of Carer Friendly ID Cards

- Provide a physical and digital Photo ID card and supporting information such as website, and printed material.
- Identify and highlight local and national opportunities to Carers for discounts and concessions
- Provide a means of Carer Identification
- Recruit local businesses to participate in the scheme
- Provide access to opportunities to improve Carers wellbeing, physical and mental health
- Promote personal development and participation of Carers in social activities
- Enhance the Carers quality of life and maximise choice and opportunity

## The Outcomes - Carer Friendly ID Cards



- For Carers to feel recognised and valued
- For Carers to maintain their physical and mental health and emotional well being
- To enable Carers to continue in their caring role
- To have a wide range of businesses, both local and national as members of the scheme
- To enhance Carers abilities to access opportunities and benefits
- To reduce isolation and loneliness of Carers
- For Carers to widen their network of support

## Packages and costs



### Cards and Online Support

Our Carer Friendly ID and Discount scheme is available across England. Introducing the Carer Friendly scheme into your area will enable Carers to benefit from local/ high street offers alongside our national offer. Meaning Carers will be able to take advantage of Carer Friendly support anywhere in the country, something they have been asking us for, for a long time.

You may wish to fund cards (with your logo) for your registered Carers, or to signpost Carers to buy direct from us. We can work flexibly so the offer works for you.

- We would manage the process of producing and issuing the cards in-house.
- Key branding would consistent to Carer Friendly Communities which is trademarked.

Costs for 3000 cards (valid for 2 years) £45,000 plus VAT

Carer Friendly Cards package if block purchasing.

- Physical Card including the app based card,
- Verification process,
- Access to the discount offers via webpage and app,
- A portal for your website for applications and,
- Inclusion of your logo on physical card,
- Welcome letter/email to card holders.
- Access to our online support and community



# What is Carer Friendly Workplaces



We can help employers to create a Carer Friendly workplace that empowers staff to balance work and care and helps you retain your best staff. With the right support, working Carers will be happier, healthier and more engaged.

We do this by delivering;

- **Carer Friendly Employer Commitment Mark** - The Commitment Mark certification is awarded to organisations who achieve or evidence they are working towards the five standards.
- **Carer Friendly Workplace Champion Training** - We recommend all organisations have a trained Carer Friendly Workplace Champion to support colleagues who are balancing work and an unpaid caring role.
- **Carer Friendly Workplace Consultancy** - We offer bespoke support to help you to create the culture and practices that will help working Carers thrive.

## Stats

- On average in the UK 1 in 7 workers also provides unpaid care for a loved-one.
- Without support, around 250,000 employees each year leave work due to the challenges of juggling work and care.
- With the average age of taking on caring responsibilities 45 – 64 years, it's likely these are some of the most valued and senior staff.
- Leaving work can have huge implications on a Carers health and wellbeing as well as the financial impacts and potential need to depend on benefits.
- By ensuring workplaces are more Carer Friendly, we can support ensure Carers are able to balance work and care, and remain in work for longer.

## The purpose of Carer Friendly Workplaces

- Raises awareness of the caring role within the workplace
- Allows Carers to maintain work as a central part of their life, and to retain their sense of self, feel fulfilled and achieve their ambitions.
- Raises awareness of the realities of juggling work and care and boost team morale.
- Enables Carers to access flexible work practices to support the person they care for to attend important appointments or help with short term additional needs.
- Provides opportunities for staff in a caring role to access support, peer to peer support to maintain a work-life balance.
- Reduces the businesses costs on recruitment and helps retain experienced and loyal staff members.

## The Outcomes - Carer Friendly Workplaces



- For Carers to feel recognised and valued within the workplace
- For Carers to maintain their physical and mental health and emotional well being
- Have a life of their own alongside their caring role
- Remain in, or return to, work if they want (or need) to
- To enable Carers to maintain financial independence
- To ensure Carers are able to maintain their own dreams and aspirations.

## Packages and costs



### Workplace Package

Introducing the Carer Friendly scheme into your area will enable Carers to benefit from support from employers.

We can help you create Carer Friendly workplaces across your communities that empowers staff to balance work and care and helps you retain your best staff. With the right support, working Carers will be happier, healthier and more engaged.

We will help you implement this scheme and give ongoing support where required

- Key branding would consistent to Carer Friendly Communities which is trademarked.

### Carer Friendly Workplace Package

- Implementation of the Carer Friendly Scheme including training your staff/volunteers to deliver the Carer Friendly Employers Commitment Mark and how to get businesses signed up to offer discounts would be around 5 days (TBC), this could be a mixture of both online and face to face delivery  
£3,000 plus VAT.
- We would have an annual licence fee of the trademarked logos and use of branding of £1,500 plus VAT.



Get in touch to find out how we can work together.

Whether you want to make your area Carer Friendly, wish to block purchase the Carer Friendly ID card for registered Carers or run annual Carer Friendly Business Awards.

Let's talk about how we can create communities that make life better for unpaid Carers.

Email either Chantell or Anna at  
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