

THE BOROUGH THAT CARES STRATEGIC FRAMEWORK 2022-25

Creating a carer friendly Rotherham



CARER (NOUN)

(1) Cares (unpaid) for family or friends who have a disability, illness or who need support in later life:

Washing them. And their laundry. And their dishes. Keeping appointments. And records. And tempers. Giving medicine. And time. And hugs. Filling forms. And fridges. And silences. Dealing with doctors. And nurses. And pharmacists. And social workers. And benefits agencies. And care workers. And a lack of sleep.

(2) Needs support to manage a life of their own

Source: Carers UK



FOREWORD

The Rotherham Health and Wellbeing Board set off a vision for Rotherham to be a carer friendly borough. More than 30,000 of us are providing unpaid care in Rotherham, often alongside work or education, for someone who otherwise couldn't manage without our help due to illness, disability, addiction or mental ill health. This care is often invisible.

The COVID-19 crisis has emphasised the fundamental importance of taking action to improve the way unpaid carers are identified, recognised and supported. As carers have been disproportionately affected during the pandemic, both socially and economically, creating a borough that cares for its carers is more important than ever.

This strategic framework will be achieved through strong partnership approaches to ensure carers in Rotherham stay mentally and physically healthy, and economically active, for longer.

This Strategy has been developed in partnership with colleagues across the Council, Health and the voluntary sector. The document not only sets out our single vision for working with and supporting carers, it also provides an action focused road map for how we will achieve this change together directly with carers. Over the next three years, we will work to deliver the actions, and will continue to put carers at the heart of this process through their direct involvement in the Borough That Cares Strategic Group.

This strategy can't come at a more pertinent time and shows our commitment to working together as a team to identify, acknowledge and support our carers in Rotherham.



Councillor David Roche

Cabinet Member for Adult Social Care and Health



THE BOROUGH THAT CARES: Creating a carer friendly Rotherham

The purpose of this strategic framework is to ensure carers can live well, be active and have fulfilled lives. It recognises that carrying out an unpaid carer role can be rewarding and life affirming; that being a carer means you are in a position of unwavering trust and sometimes this can be overwhelming.

Our carer organisations in Rotherham know being a carer can be isolating, tiring and confusing. They also know if we all work together the support on offer for carers will be maximised and make a bigger impact on our carer communities.

We are working together to create a borough that cares about its carers.

This framework defines how we will create a carer friendly borough; setting out three areas of focus that will be delivered over the next three years. It acknowledges the impact of the pandemic on services and how time is needed to recover and reflect on the things we paused, stopped, started and paused again!

After many conversations, workshops and planning sessions we can now share what will happen and when. You will see a road map that lays out the actions and outputs that will move us to reach our overall aim of creating a social movement that is created by carers for carers.

This document is a live and dynamic working document; it is not intended to be a statement of intent only to be resigned to sitting on a shelf. It is a starting point, a regrouping of creative minds from well-regarded services / organisations with the aim of providing carers with a voice and the resources they need in the places they live. It's a calling to and from carer communities to show the strengths carers have and to showcase the importance of the role they fulfil.

"It will only make a difference if value is placed on the importance of looking at an individual's situation and needs and working from there, rather than trying to fit everyone into the same strategy."

Rotherham Carers Forum



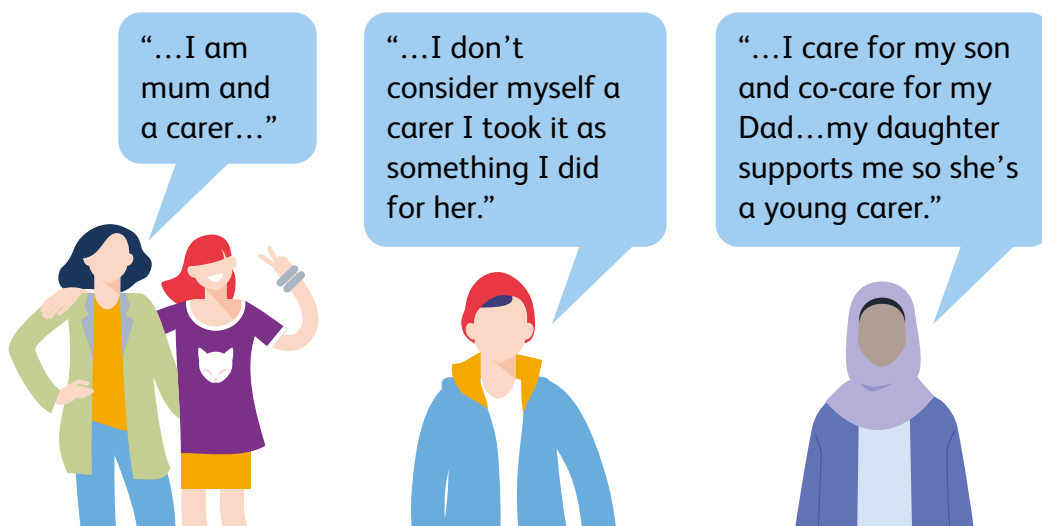
OUR CARERS

“An unpaid carer is somebody who provides care in any form but does not receive an hourly rate of pay. (An unpaid carer could be in receipt of carers allowance or working whilst still caring).”

Rotherham Parent Carer Forum

Being a carer often means a person is providing support out of love or friendship for the individual they are caring for. Caring roles vary and anyone can become a carer at any time, so it is important to recognise when a typical relationship develops the added dimension of one person taking on a caring role for another.

Carers can be adults caring for other adults, parents caring for children who are ill or have a disability, or young carers caring for a parent, sibling, relative or friend.



According to the Census figures in 2011 Rotherham had 31,001 carers.

The 2001 Census stated Rotherham had 30,284 carers meaning our number of carers increased by 2 per cent in the 10-year period.

The 2021 Census figures will be available late in the spring of 2022 – assuming another 2 per cent increase the number of carers in Rotherham will be over 31,500 meaning **12 per cent of people living in Rotherham fulfil an unpaid caring role.**

Findings from Carers UK July 2021 suggested there have been 4.5 million new carers since the start of the pandemic. Analysis showed that almost half of carers providing 20+ hours of care per week during the second wave of the pandemic were not previously providing care (45%). Making a local assumption using this as a benchmark that would push our Rotherham number well over 45,000.

OUR CARING NETWORK

Carer organisations came together in May 2020 to ensure a joined-up response to the Covid-19 Pandemic. The Unpaid Carers Group formed to support the emergency response work and this ensured the carer partnership was as strong as it could be in the most extreme of circumstances. The aim of all the organisations involved in the partnership conversations was to support carers through the pandemic.

These organisations remained connected and through 2021 shaped and created our Strategic Framework for 2022-2025.

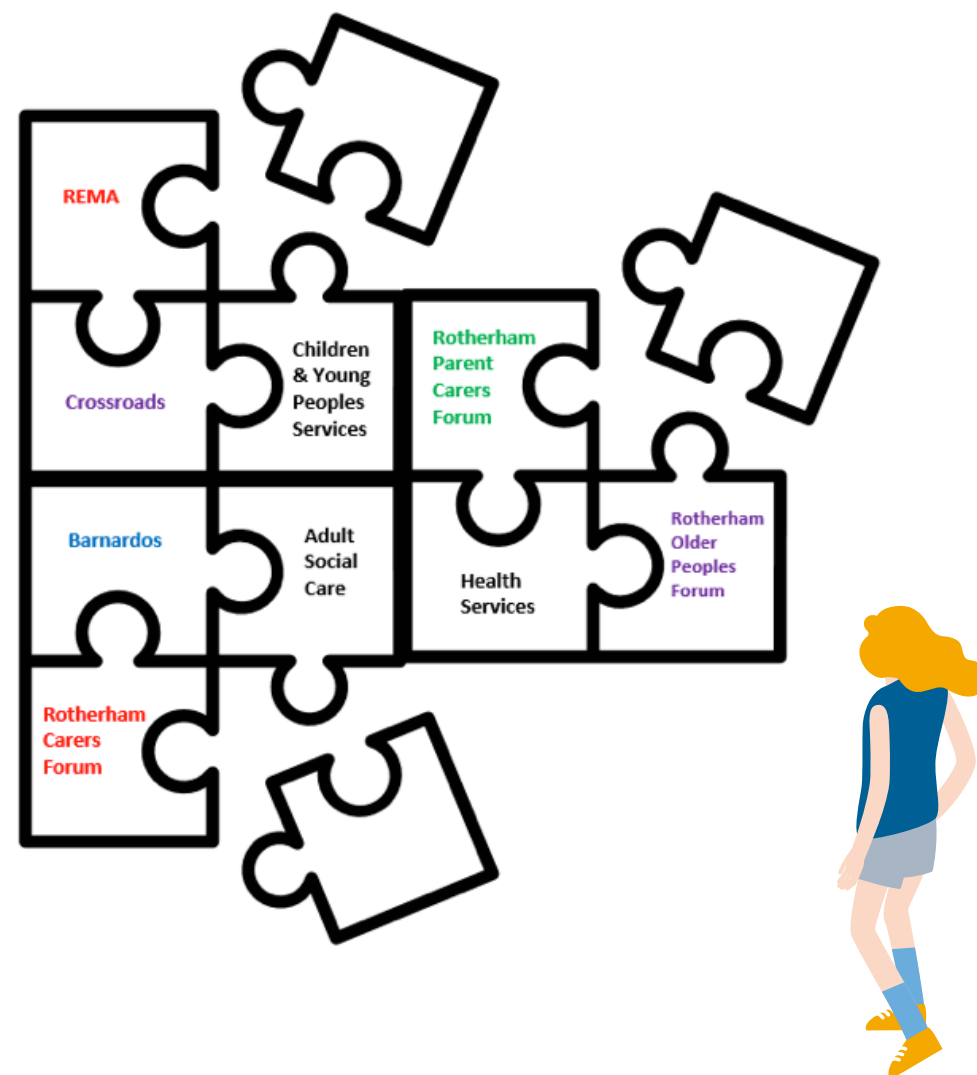
“We know there are lots of groups across Rotherham who support carers and work will continue over the next 12 months to grow our carer network.

The Borough That Cares Strategic Group is in place and the real work is set to commence from April 2022 and this will be our way of connecting organisations, services and most importantly carers so we create a carer friendly Rotherham “

Ian Spicer – Strategic Director Adult Care, Housing & Public Health

Our Borough That Cares Strategic Group consists of people from health, social care, the voluntary sector and crucially people with lived experience. To create a carer friendly borough we need to ensure carers are involved in making key decisions about action plans and the delivery of services. Our work will focus on what everyone agrees is important not just the priorities of one group. Everyone will be involved all the way through the work – from planning to delivering to evaluating.

This is about real-life impact and change for carers; we have created a strategic framework from the individual stories of the people who know best about caring – our carers.



A COMMUNITY OF CARERS

The impact of COVID-19 has led to further increases in the numbers of carers as well as carers taking on responsibility for more intensive levels of care. Evidence suggests that many carers feel isolated, under-valued, taken for granted and overlooked. This combination further impacts upon the physical, mental and economic health and wellbeing already experienced by many carers.

Carer services across the borough understand that carers have a range of needs and by working together as a caring community, we aim to ensure all our groups, organisations, staff teams and volunteers find flexible ways to meet the needs of individual carers.

"We need to check the basics – carers don't need to feel like it is a fight to get the right support."

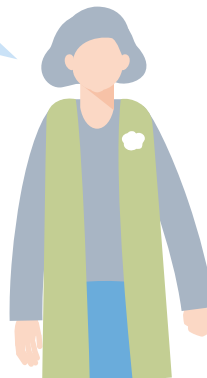
Rotherham Carers Forum

"you to know that I don't like asking for help as it may look like I don't have the ability to care."



"To be listened to."

"You to understand that I often neglect myself and my needs."



"To tell my story once."

"To be empowered."

"To know what support is available so I don't sit in silence."

"Professionals that can really connect and stay with me – I need a name and a face."



"You to see that I get tired."

"My knowledge, experience and culture to be taken into account and understood."

"You to understand that I can often feel isolated."

"Services to work together when I reach out."



RECOVERY AND REFLECTION

During the pandemic our services and organisations flexed and worked in diverse and different ways. Some ways of working stopped; some elements of our services paused. Therefore, we had to take time to consider how all of these changes impacted on our front-facing services for carers.

During March 2022 – June 2022 recovery conversations occurred and focused on the six quality marker themes from the ADASS Regional Carers Group. It provided an opportunity for all partners to; **reflect on current practice, identify areas where improvements can be made and demonstrate progress and achievement.**

This self-assessment helped to create a strategic position and strengthened our aim of wanting carers in Rotherham to feel assured that support services are of the highest quality with consistent carer centred delivery.



“Carers are empowered to make choices about their caring role and access appropriate services and support for them and the person they look after. Carers will be respected and listened to as expert care partners and will be actively involved in planning shared decision-making and reviewing.”

Crossroads Care

STRATEGIC FRAMEWORK 2022-2025

Since May 2020 there have been regular conversations, workshops, meetings and task groups all of which focused on creating a new carer strategic framework. Throughout all the talking a key statement recurred; the need for “something different” to help make a real impact for carers.

Partners were aware of the previous carer strategy and the complex and extensive delivery plan. It was difficult to show the “on the ground impact” and resources often ended up going into evidencing and quantifying activity rather than championing and celebrating positive people-centred outcomes.

Focus group sessions with partners suggested that a new strategic approach “kept it all simple” but allowed work programmes to evolve and grow. Strategy fatigue was evident in the conversations and organisations wanted more than workshops, consultation, a strategy with a delivery plan and key performance indicators.

They wanted a dynamic way of working together; a framework that would nurture the organisational relationships; a collaborative workspace for carers to share their lived-in experience; **and it needed to encompass all the caring roles:**

I care from a distance

I find myself looking after my relative, who lives in another town.

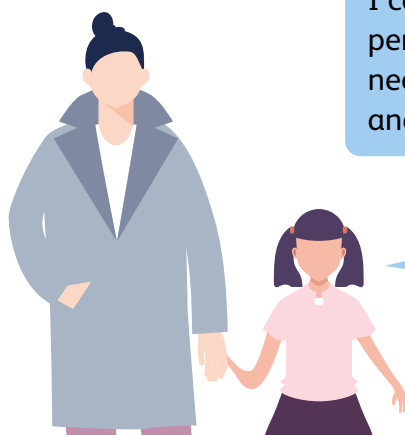
I am a **parent carer** because I care for my child who has additional needs such as a physical disability or a learning difficulty (disability).

I care for a loved one who has **dementia**.

I care for a person who has **mental health issues**.



I care for a **spouse or partner**. I could be caring for a spouse or partner who has become ill or disabled or frail. In some cases, this can mean that I must take on all the responsibilities that were previously dealt with by my partner.



I have a **dual caring role**; I care for more than one person with very different needs; an elderly parent and a young child.

I am a **young carer**
I look after my Mum.



I am also a **parent carer** because I care for my adult son or daughter, who has additional needs such as a physical disability or a learning difficulty (disability).

VISIONING WORKSHOPS

"Young carers can fly once they are identified, and support is in place."
Barnardo's

"Services need to have time to build around an individual – we need a holistic approach."
Rotherham Parent Carer Forum

"Find better ways to engage communities in terms of their needs."
REMA

"We should provide a bespoke offer for our communities – make our work meaningful for all the different parts of the borough."
Rotherham Carers Forum

"Carers need a one stop shop so they know where to go for support."
Crossroads Care

"The need for carers to take the lead in organising events; this in relation to events such as performing arts festivals."
Rotherham Carers Forum



AREA OF FOCUS I: CARER CORNERSTONES

AIM: Organisations self-assess against the quality themes

April 2022 – March 2023

Key Objective: Consolidating a community offer for carers – ensuring 3rd sector organisations are stabilised

We will:

- A) Support the stabilisation of voluntary sector carer groups / services.
- B) Strengthen the unpaid carers group meetings – The Borough That Cares Strategic Group
- C) Establish a voice, influence and engagement task group with a focus on the health and wellbeing of carers.
- D) Refresh information, advice and guidance (IA&G) available to carers, including the launch of the carer's newsletter.

Measures of success

- ✓ Safe and friendly spaces are accessible so carers can enjoy themselves and meet others
- ✓ Carers are experts and their voice is heard via a Voice & Engagement Group
- ✓ Carers know where to go and who to ask for support and advice

To show we are making progress we will:

- ✓ Count the number of meeting places we have and make available for carers
- ✓ Record the number of activity and events that take place and gather case studies of positive outcomes for carers
- ✓ Record the audience numbers for our newsletter defining targets for reach and coverage
- ✓ Monitor information (pack) requests

AREA OF FOCUS 2: CREATING COMMUNITIES OF SUPPORT

AIM: Organisations self-assess against the quality themes

April 2023 – March 2024

Key Objective: Ensure organisations work together to provide services that are flexible and accessible throughout the borough.

We will:

A) Take an integrated approach to identifying and supporting carer health and wellbeing.

B) Establish locality specific carer partnership / network groups

C) Introduce a co-production programme with communities to build our carer friendly borough.

D) Introduce quality assured IAG processes to ensure the integrated planning and implementation of IA&G.

Measures of success

- ✓ Carer organisations can evidence how they collaborate to provide services supporting carer health and wellbeing
- ✓ A hub and spoke partnership model in place
- ✓ We can evidence how carer voice is embedded into coproduction plans
- ✓ Information offers demonstrate continuous improvement

To show we are making progress we will:

- ✓ Continue to record Area Focus 1 progress markers
- ✓ Count health and wellbeing checks / support interventions
- ✓ Record the number of meeting carer network meetings and attendance rates
- ✓ Monitor involvement in coproduction activity

AREA OF FOCUS 3: CARER FRIENDLY BOROUGH

AIM: Organisations self-assess against the quality themes

April 2024 – March 2025

Key Objective: Carers feel their role is understood and valued by their community.

We will:

- A) Have established carer friendly communities supporting carers to live well within our borough.
- B) Establish The Borough That Cares social movement.
- C) Create a community empowerment plan to ensure carers are involved in the decisions that affect their lives.
- D) Introduce community based navigators creating a dynamic and responsive approach to IA&G.

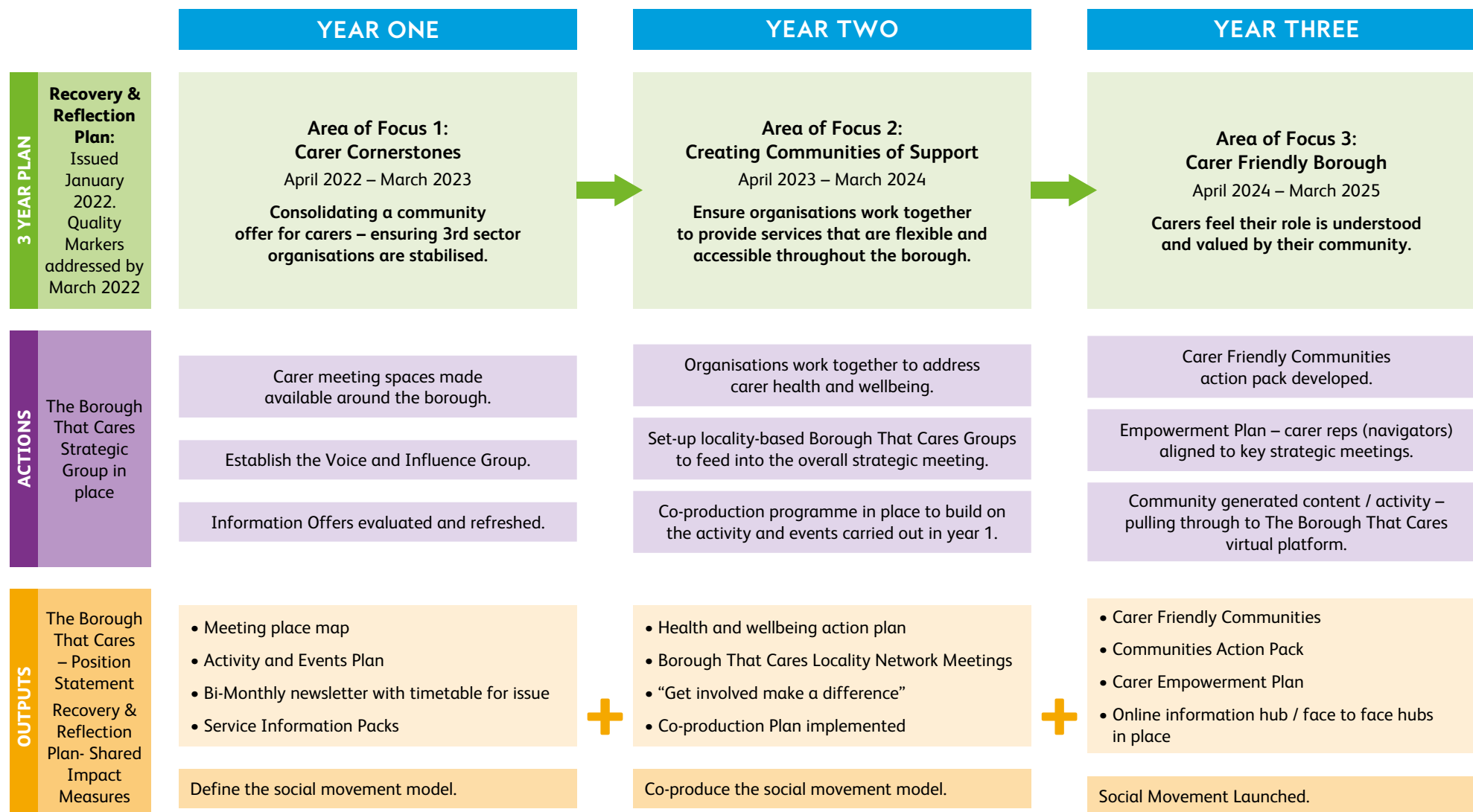
Measures of success

- ✓ The carer community is in the driving seat ready for the next programme of strategy development work
- ✓ We have resilient caring communities where people feel connected
- ✓ Organisations that collaborate by default to support carer resilience
- ✓ Services have prevention-led strategies in place to support the wellbeing of carers
- ✓ We can road map the social movement and evidence the impact

To show we are making progress we will:

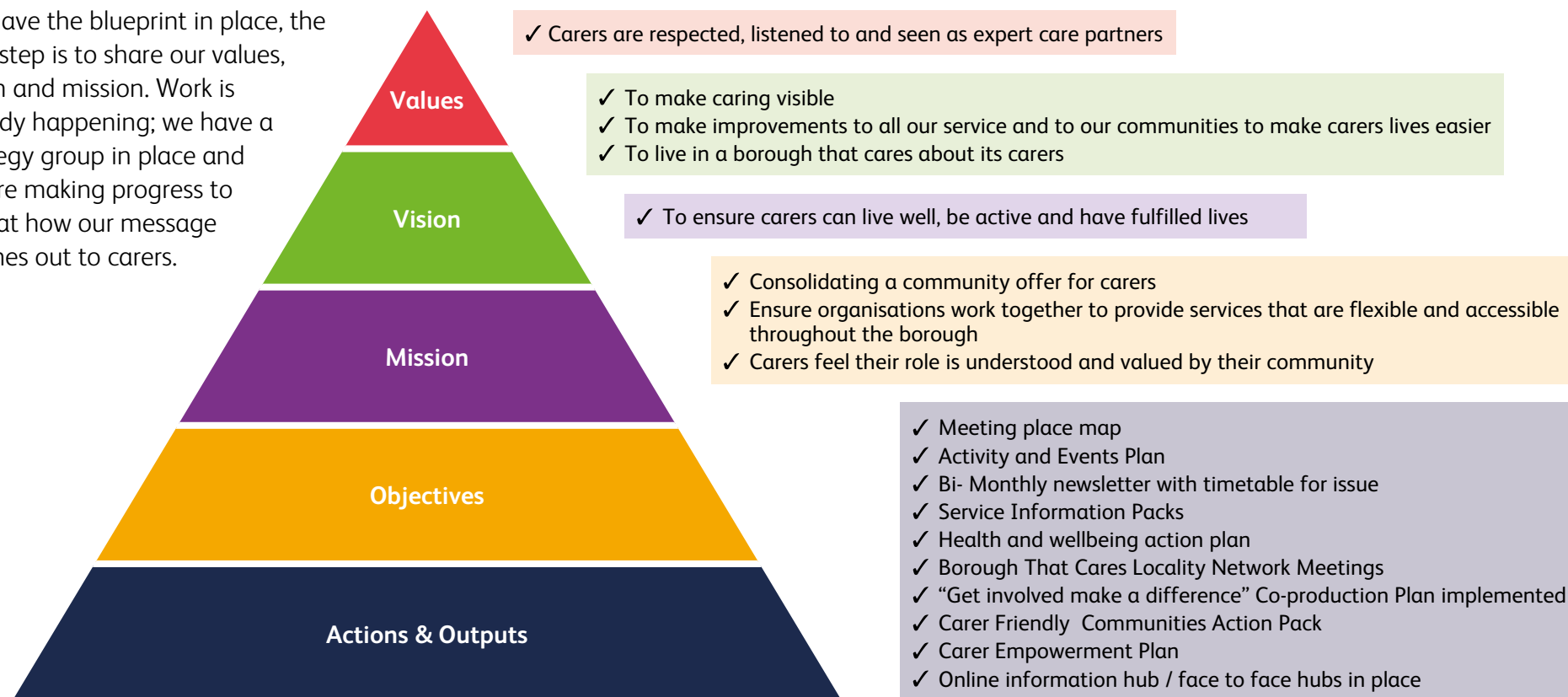
- ✓ Continue to record Area Focus 1 & 2 progress markers
- ✓ Analyse the metrics of online activity
- ✓ Count carer rep activity at strategic meetings

ROADMAP FOR THE NEXT 3 YEARS



SUMMARY

We have the blueprint in place, the next step is to share our values, vision and mission. Work is already happening; we have a strategy group in place and we are making progress to look at how our message reaches out to carers.



Our carers have told us that we need to keep the plan simple and focus on things that make a real difference to carers. By taking a community development approach balanced with preventative practices we aim to support carers to flourish and therefore protect precious formal support resources for when a carer hits a crisis point.

Living and learning through the last two years has taught us that wonderful things can appear out of difficult circumstances and we now need to look at how we flip the learning into action. Resources are tight, services are stretched, demand for support is high and we know we need to work together to find creative people-centred solutions. It's time to create a social movement to make our borough a carer friendly place to live.

“WHO CARES WHAT A CARER GOES THROUGH?”

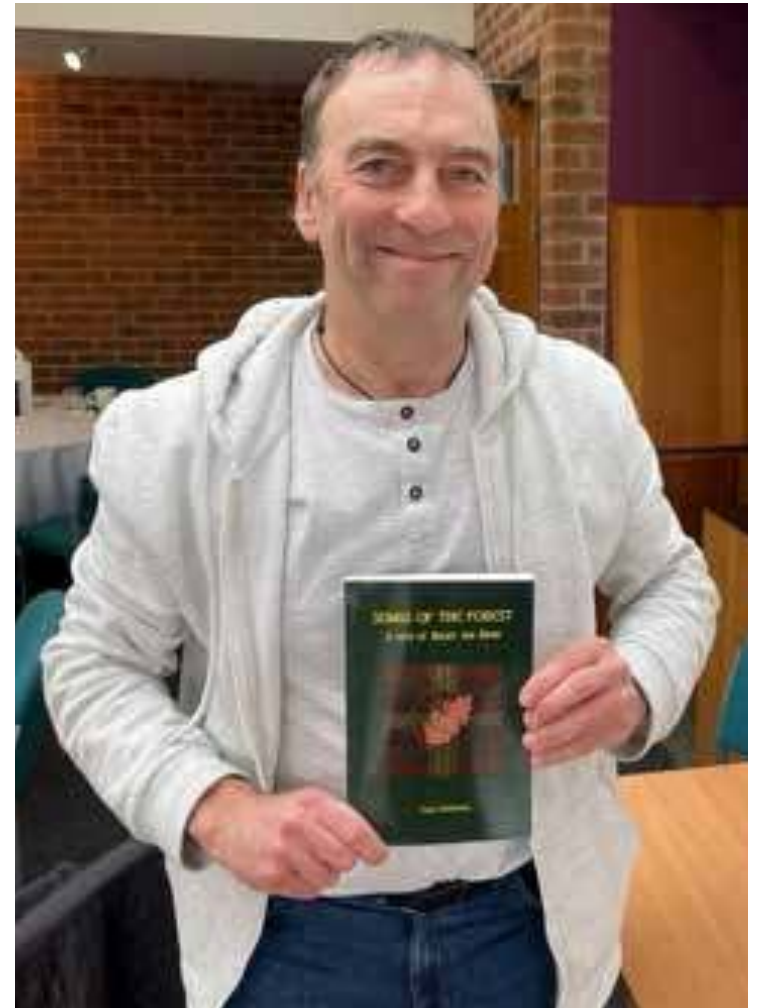
*Cooking, ironing, washing, tidying,
If a loved one can't manage a carer then will,
Shopping, lifting, medication giving,
Arranging appointments and paying the bills....*

*Who knows but a carer,
Who cares what a carer goes through,
Who knows but a carer,
Who knows what a carer may do.*

*Prescriptions, supervising and collecting,
Sorting out, administering,
And practical tasks,
Hospitals, doctors, dentists appointments,
Answering all the questions that a caree may ask.*

*Who knows but a carer,
Who cares what a carer goes through,
Who knows but a carer,
Who knows what a carer may do.*

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Paul Andrews
Carer & Poet

THE BOROUGH THAT CARES PARTNERS:



Come and join The Borough That Cares social movement!

Definition:

Social movement, a loosely organised but sustained campaign in support of a social goal, typically either the implementation or the promotion of a change in society's structure or values.

A movement is a mixture of organisation and spontaneity. There is usually one or more organisations that give identity, leadership, and coordination to the movement, but the boundaries of the movement are never static.