



**Carers**   
**in bedfordshire**  
Moving Forward

October 2020

# OUR STORY SO FAR

## OUR VISION

For carers to feel confident,  
supported and included

## OUR MISSION

To give carers access to the  
knowledge, skills and support  
that enables them to remain in a  
caring role for as long as they  
choose.

## OUR VALUES

We put carers at the centre of every  
decision we make

We are transparent

We work with integrity

We are open

We are resilient

Since we were constituted in June 2004, Carers in Bedfordshire has expanded rapidly to meet ever-increasing demand. Originating from the Eve Project, the name **Carers in Bedfordshire** came into use in 2006 and with it, the expansion of services across all of Bedfordshire with over 700 carers accessing our services by 2008.

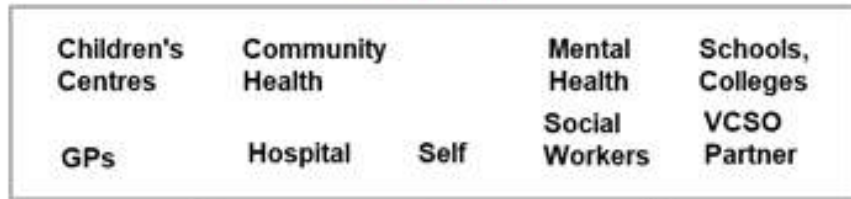
The next twelve years saw exponential growth; working in partnership with the NHS and the local authorities, service delivery continued to grow year on year and today we have over 7,000 carers registered with us.

OVER  
**7,000**  
CARERS ACCESS SUPPORT  
FROM US EACH YEAR

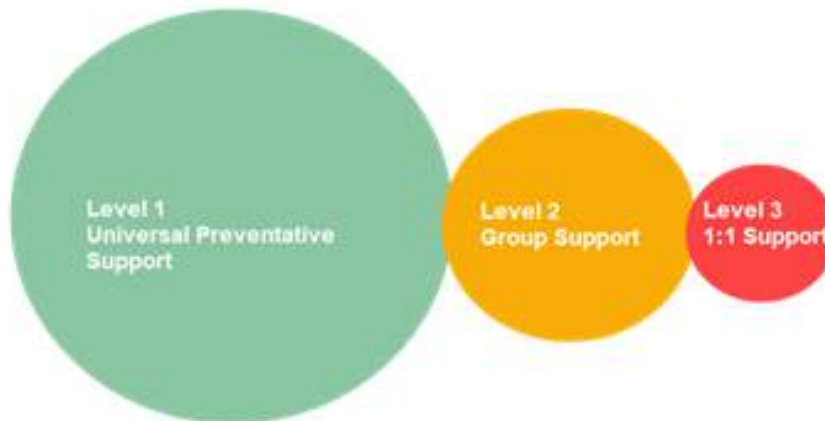


# How we make a difference...

## Referrals



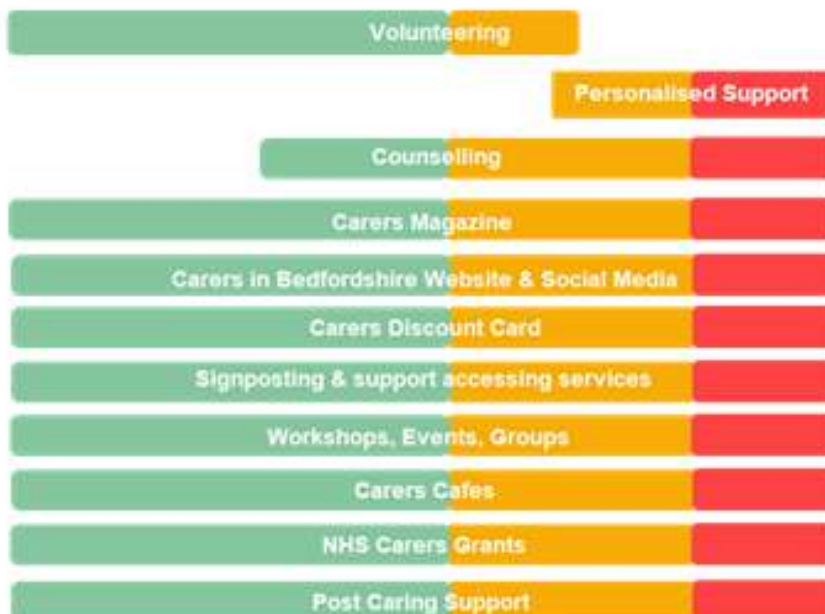
## Carer Contacted & Support Level Allocated



## Contact Frequency



## Services Available



# The challenges we face...

## **GROWING DEMAND**

The number of unpaid carers has grown by a third since 2011 with an estimated one in six adults now taking on a caring role. We do not anticipate this growth rate will decline, resulting in increased demand for our interventions. (Carers UK)

## **COMPLEX NEEDS**

Carers are experiencing significant declines in their own health as a result of doing what they do. 72% of carers say they have suffered mental ill health as a result of caring – we believe this number will grow as a result of Covid-19 alongside an increased complexity of carers needs.

## **CARERS SELF IDENTIFYING**

There are an estimated 40,000 unpaid carers in Bedfordshire yet many of those do not identify with that term. This can delay carers accessing our support at critical times. Communicating our message in an age of mass information is difficult, yet crucial if we are to break down the barriers to accessing our support.

## **CHANGING WAY OF ACCESSING SUPPORT**

Accessing information and support through digital channels has become the norm since Covid-19 and many carers will prefer to access support in this way going forward. To be successful we need a digital infrastructure that will support growth.

## **FUNDING**

We have worked hard to have a progressive relationship with the local authorities and the NHS who provide around 75% of our total income. Yet, with ever increasing pressure on public finances we do not anticipate this income will grow in line with demand. In order to support more carers, we need to increase the income we receive from other sources by approximately £300,000 by 2024.

# Moving forward

We are living, working and caring in a world that is very different from just a year ago and whilst there are many uncertainties we know that standing still is not an option.

Building on our values, mission and vision and with due consideration to the challenges we face we have set five overarching objectives to act as the framework for CiB's development;

REACH  
MORE  
CARERS

WORK IN  
PARTNERSHIP

BE TRANSPARENT,  
EFFICIENT AND EFFECTIVE

INVEST IN  
HIGH  
QUALITY  
SUPPORT

ADVOCATE  
ON BEHALF  
OF CARERS



# REACH MORE CARERS

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WE WANT EVERY CARER IN  
BEDFORDSHIRE TO BE ABLE TO  
ACCESS THE SUPPORT THEY NEED,  
WHEN THEY NEED IT.  
WE PLAN TO DOUBLE THE NUMBER  
OF CARERS WHO ACCESS  
OUR SUPPORT BY 2024.

# HOW WILL WE REACH MORE CARERS?

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## **We will reduce the barriers to accessing our services**

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We know that if a carer registers with us they are more likely to reach out for support before they reach crisis point. However, in an age of mass information and increasing demands on carers' time we need to provide frictionless entry to our services. Over the next five years we will make accessing our support straight forward, hassle free and, where possible, joined up with other organisations.



## **We will support carers to access condition specific information and training**

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Supporting carers to become experts in the condition they are caring for is crucial to appropriate care, informed decision making and carer confidence. Over the next 5 years we will increase the number of condition specific courses we deliver and support carers who are caring for a rare condition to access this knowledge.



## **We will increase our support to carers who are transitioning out of a caring role**

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Often the most difficult part of a carer's role is when the person they are caring for passes away or moves into residential care. Over the next five years we will grow our service offer to support carers in coming to terms with their loss and rebuilding their lives.



## **We will imbed carer knowledge into more communities**

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We cannot reach all carers on our own. To reach more carers we need to work with voluntary organisations, community groups and employers to identify unpaid carers and signpost accordingly.



# BE TRANSPARENT, EFFICIENT AND EFFECTIVE

OUR HOSPITALS!  
instable - Milton Keynes  
oPrivatization

YMCA

www.animals

Carers in  
Bedfordshire

NHS  
70

TRANSPARENCY ISN'T JUST A BUZZ WORD; IT IS ONE OF OUR KEY VALUES. WE WANT EVERY PERSON WHO CONTRIBUTES TO OUR MISSION TO BE SECURE IN THE KNOWLEDGE THAT WE USE OUR FUNDS EFFECTIVELY, EFFICIENTLY AND TO THE BENEFIT OF FRONT-LINE SERVICES.



# HOW WILL WE BE TRANSPARENT, EFFICIENT AND EFFECTIVE?

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## **We will make our financial information accessible**

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We will publish how we spend our money in an accessible format and for all to see. This will detail how we receive income, how much is spent on front line services and the impact it has.



## **We will adhere to the highest fundraising standards**

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We will continue to be registered with the fundraising regulator, adhering to their code of practice to ensure we fundraise in an ethical manner.



## **We will work efficiently**

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Providing high quality support takes time and expertise. However, we continue to make great strides in improving our back office processes and we will continue to do so to direct more resource into our frontline services.



## **We will be governed appropriately**

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Responsible governance is paramount to ensuring we spend our income well and the decisions we take are in the best interests of the organisation. To maintain this high standard of oversight we will continue to invest time and money into our governance.

# WORK IN PARTNERSHIP



Call us on  
**0300  
111 1919**

**Do you look after  
someone who can't  
manage without you?  
If so, we're here  
to help you**

- One to One Support
- Carers Groups and Training
- Access to NHS Carers Grants
- Counselling and Relaxation Therapy
- Carers Discount Card
- Hospital Carers Lounges
- Carers Cafés



THERE ARE AN ESTIMATED  
40,000 CARERS IN  
BEDFORDSHIRE AND IF WE  
ARE TO REACH THEM, WE  
MUST WORK PARTNER  
ORGANISATIONS FROM  
THE STATUTORY, PROFIT  
AND NON-PROFIT SECTOR.



# HOW WILL WE WORK IN PARTNERSHIP?

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## **We will be innovative in how we design our services and how we work with partner organisations**

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Carers become frustrated with the continual telling of their situation for every service they may need to interact with. We will work to reduce this burden on carers by looking at our service design in a much wider context so that we minimise the 'administration' carers are often burdened with.



## **We will actively seek opportunities to work in collaboration with organisations whose purpose fits within our aims**

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Working in collaboration can mean reduced costs, a broader reach of services and better support for carers. We want to remain open to working much closer with organisations who share our vision.



## **Empowering statutory bodies to identify carers**

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One of our key challenges is supporting carers to identify themselves as such. We want to enhance our work with key professionals so that carers are identified early on and can access our support as early into their life as a carer as possible.



# INVEST IN HIGH QUALITY SUPPORT

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WE ARE AN ORGANISATION THAT  
IS BUILT UPON THE DEDICATION,  
KNOWLEDGE AND  
PROFESSIONALISM OF OUR STAFF  
AND VOLUNTEERS. AN  
INVESTMENT IN THEIR  
DEVELOPMENT IS AN INVESTMENT  
IN CIB'S FUTURE.

# HOW WILL WE INVEST IN HIGH QUALITY SUPPORT?

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## **We will value our staff and volunteers and support them to do their role well**

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Carers in Bedfordshire is built upon the compassion, expertise and talent of our staff and volunteers. We will increase investment in staff development to safeguard our quality of support during a period of growth and develop a comprehensive staff wellbeing programme.



## **We will invest in different ways of providing support**

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Support to carers can come in many different forms. Not all carers want to interact with services through traditional face to face or telephone services. In recognition of this and in anticipation of carers becoming increasingly digitally competent, we will invest in our digital support services.



## **We will provide more carer facing staff members to reach growing demand**


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If we are to meet our ambitious plan to double the number of carers we support we need to increase our frontline staff team.



# ADVOCATE WITH CARERS

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WE WANT CARERS TO FEEL EMPOWERED  
IN THEIR ROLE YET WE KNOW THAT  
MANY BECOME BEWILDERED BY THE  
SYSTEMS THEY NEED TO  
NAVIGATE. CARERS NEED TO  
UNDERSTAND THE SYSTEM THEY ARE IN,  
HOW TO NAVIGATE IT AND HAVE  
A MECHANISM TO IMPROVE THOSE  
SERVICES IF THEY ARE NOT MEETING THE  
NEED. WE WILL SUPPORT CARERS TO DO  
THIS BY VISIBLY ADVOCATING ON THEIR  
BEHALF;



# HOW WILL WE ADVOCATE WITH CARERS?

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## **We will continue to advocate through our networks and share our progress**

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CiB continually advocates to decision makers about carers 'needs and wants. Often this work goes unnoticed but can be and has been a powerful vehicle for change. Moving forward we will proactively share what we are advocating for and what has happened as a result.



## **We will work with partners**

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The more voices you have, the louder you are. We will continue to work with partner organisations and statutory services to improve carer experience.



## **We will ask for your help**

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Whilst we have a good understanding of the challenges carers face we want to ensure we advocate with you where possible. One way we will do this is by holding advocacy forums to give carers a live feedback channel.

# HOW WILL WE KNOW IF WE'VE BEEN SUCCESSFUL?

I can access services at a time and place that suits me

I know my voice is being heard and used to improve carers' lives

I can find the information that I need quickly and in an accessible format

of any age or gender, I recognise a service offer for me

I can access the skills and knowledge that help me in my caring role

I know that CiB 'gets me' and is working on my behalf



**As a carer...**

I know who CiB are and what they can do for me

I can book and pay for events simply and easily

I can access information, support and services in a digital format from my own home

the information I receive from CiB is relevant to me

I can easily find and register for opportunities that interest me

I am confident that CiB's information and data is accurate

I am aware of CiB's activities and impact through engaging content

I can find the information that I need quickly and in an accessible format

I regularly use CiB's digital platforms to help me identify and support carers



I want to work with CiB first and foremost as they are at the cutting edge of service delivery

**As a professional ...**

I recognise CiB as the experts and speak highly of them to my colleagues

the information I receive from CiB is relevant to me

I value CiB's input into long term strategic projects

I consider CiB to be a digitally competent organisation



I am confident that CiB's information and data is accurate

I can easily make a donation and I am updated how my money has been spent

I can clearly see the value that my funding brings to CiB projects

I am confident that CiB is governed by appropriate controls and alerts

I want to fund CiB as they have a track record of trying new ideas

I can see evidence that CiB is digitally competent



**As a funder...**

I am aware of CiB's activities and impact through engaging content

I trust CiB with my brand

I want to fund CiB as they have an innovative service delivery model

I want to associate myself with CiB

I am confident that CiB's information and data is accurate

I understand CiB's brand, values and messages and am confident to speak about them

I know the communications channels that work with my audience

I am easily able to access information and resources that support me in my role

I am enabled to support the charity's mission in the best way I can

I am confident and competent working in an agile, digital environment.

**As a staff member or volunteer...**

I have access to training that will allow me to use the digital tools we have available

I have secure access to all the information and data that I need to make fully informed decisions promptly.

I can voice my opinion on how to improve services

I am encouraged to seek collaborative opportunities with partner organisations

I consider CiB to be a digitally competent organisation

## WHAT NOW?

At the end of the financial year we will publish an impact report that will detail how we have progressed against our objectives.

If you are not yet involved with CiB but would like to be, then please do get in touch.