



Carers Link Lancashire

Strategy & Operational Objectives

2021 -2024



Carers Link
Lancashire
IMPROVING LIFE FOR CARERS



Introduction

Carers Link Lancashire's Strategy and Operational Plan 2021 - 2024 captures the long term direction, future and goals of the organisation to ensure it is meeting the changing needs of its beneficiaries and is sustainable both in the immediate and long term.

This document defines the five new strategic objectives and priorities for the organisation over the coming years, alongside outlining the courses of action and allocation of resources that will be deployed in ensuring that these strategic objectives are successfully achieved. This document has been carefully developed by the Board of Trustees, CEO and the Senior Management Team and is realistic and achievable, taking into consideration the current financial climate of the statutory and third sector and maximising the support and services that are available to unpaid carers through our charity.

This strategy underpins the overall values of the organisation and ensures that the focus of its work centres on addressing the needs and issues of unpaid carers, providing them with positive outcomes and improved lives, which in turn enables them to continue to care and support the people they care for.

According to the 2011 census, there are over 43,000 unpaid adult carers in East Lancashire, of which 63% are caring for between 1-19 hours per week, 13% are caring for 20-49 hours per week and 24% are caring for 50 hours or more per week. provided levels of unpaid care, of which, a huge proportion are estimated to relate to children and young people under the age of 18.

"There are over 6.5 million carers in the UK, a rise of over 10% over the past 10 years"

The 2011 census also identified there were 3499 children and young people across East Lancashire aged under 25 years that provided levels of unpaid care, of which, a huge proportion are estimated to relate to children and young people under the age of 18.

Of the identified young carers, 924 (26%) were aged 0-15 years and 2575 (74%) aged 16-24 years. Of these, 72% were identified as undertaking between 1-19 hours of caring per week, 16% were undertaking between 20-49 hours of caring per week and 12% were undertaking over 50 hours of caring per week.

The census demonstrated that those providing 50+ hours of care per week were 5 times more likely to report their general health as 'not good'. Recent research from the Carers Trust reported that out of 77 school aged carers, 38% of young carers were suffering from mental health problems.



The definition of a Carer

'A Carer is someone who provides unpaid, often intensive, support to family or friends who could not manage without that support. This could be caring for a relative, partner, friend or neighbour who is ill, frail, disabled or has mental health or substance misuse problems.'

'A Young Carer is a person under 18 years of age, who is significantly affected by caring for a person with a long-term illness or disability - including mental health issues and substance misuse.' substance misuse problems.'



‘A parent carer provides help and support to a child under the age of 18 who has a disability or illness, for who you have parental responsibility’

Over the years, the definition of a carer has often become misunderstood, with the care sector referring to ‘paid care workers’ as ‘carers’. This has led to the recognition, status and rights of carers often being confused. It has been suggested that the words ‘care worker’, ‘support worker’ or ‘personal assistant’ are used in any documentation that refer to paid staff.



Purpose

Carers Link Lancashire's purpose is to provide person centred and holistic support and services to unpaid carers and indirectly the people they care for, across Burnley, Pendle, Rossendale, Hyndburn, Ribble Valley and areas of Lancashire by provision of information, training and support and to raise public awareness in all aspects relating to carers and caring.

Vision

To be a values and outcomes driven organisation that enables:

- Carers to feel valued as individuals and recognised for their contribution to society
- Carers to lead happy, fulfilling lives with access to good quality person centred support and services
- Carers to improve their overall physical and mental health and wellbeing
- Carers to continue with their caring role preventing them from reaching crisis point

Mission

Our mission is to make a positive difference to the lives of carers and the people they care for by offering tailored support that is professional, respectful, non-judgemental and meets individual need.



Strategic Objectives

Ensure that carers are recognised and supported

1. Actively seek to engage with hard to reach and underrepresented groups in particularly BAME communities
2. Undertake a wide range of outreach and training to raise awareness of carers and caring
3. Overcome barriers to our services and ensure we are visible in the local communities
4. Ensure we offer integrated and accessible services for all
5. Work collaboratively with statutory, private and third sector organisations to raise awareness of carers
6. Develop effective IT platforms which engage with carers
7. Sharing local intelligence, data and lobbying commissioners and funders to ensure carers issues, needs and rights are recognised and acted upon
8. Identify carers needs, trends and gaps in provision through our practices to shape our future services
9. Encourage, engage and support carers and / or former carers to become actively involved in the organisation.

Develop a marketing plan which recognises changes in the current and future environment

1. Develop and implement a marketing plan which actively promotes the charity and raises awareness of the services available
2. Understand the changing and emerging social, economic and healthcare environment
3. Develop a range of platforms which markets the organisation, its services and achievements
4. Regularly review the effectiveness of social media and digital platforms
5. Developing innovative methods for carers to acknowledge and recognise their caring roles enabling engagement with the service



Strategic Objectives

Deliver high quality services and support for carers and the people they care for

1. Regularly monitor and evaluate services and provision available to carers and former carers
2. Provide regular opportunities for respite and breaks from caring roles
3. Adapt services and delivery to meet carers needs and barriers to services
4. Strive to further achieve a higher quality standard mark of PQASSO L2 or equivalent and other recognised standards
5. By treating everyone we come into contact with as an individual
6. Being compliant with the Care Act 2014 and the Children and Families Act 2014
7. Provide specific and relevant training for carers
8. Develop services for carers which recognise changes in environment and which meets need
9. Review current support for parent carers actively engaging with this group to implement more targeted services
10. Providing greater opportunities around respite for carers with specific needs and requirements e.g. a person with a disability

Establishing and maintaining effective partnerships

1. Develop and maintain partnerships where there is a mutual identified mission, benefit and outcome
2. Working collaboratively with partners to identify and meet gaps in local service provision
3. Establish a range of formal and informal partnerships including voluntary, private, corporate and local government
4. Work with health and social care providers to establish joint working objectives
5. Adapt a multi-agency approach to achieve specific outcomes for carers



Strategic Objectives

Ensure our charity is sustainable

1. Ensure our charity is reputable and is recognised locally for its support and services for beneficiaries
2. Undertake more profitable fundraising practices including legacy giving and gift aid
3. Ensure we have a robust board of Trustees and staff team with the relevant knowledge and skills to drive the organisation forward
4. Ensure the charity diversifies income streams being less reliant on government funding
5. Maintaining and reviewing the charity's governance framework
6. Identify new and innovative ways of utilising existing building space to introduce wider usage opportunities e.g. meetings / conferences / training etc
7. Seek local support through businesses and champions
8. Opening a 2nd charity shop and information and support hub

“Carers unselfishly give their care and commitment to looking after their loved ones. They really are unsung heroes and deserve the greatest appause”



Carers Link Lancashire

54-56 Blackburn Road, Accrington, BB5 1LE

01254 38744

info@carerslinklancashire.co.uk / www.carerslinklancashire.co.uk

Registered Charity: 1156275 / Company Limited by Guarantee: 08584591