

OUR IMPACT

Every unpaid carer to be valued and empowered and to have access to personalised and high-quality support, living in carer friendly communities.



2024 - 2025

WORCESTERSHIRE
ASSOCIATION OF
CARERS

A Year at a Glance

01. Inputs

Referrals Numbers in **2048**
Helpline calls in **5343**

Referrals in **851**

Referrals in **156**

Top 3 referral reasons are:

General Advice/Support **88**

Coping/ Resilience Strategies **38**

Stress Management **13**

Shop Volunteer Hours **1346**

Hub Volunteers Hours **190**

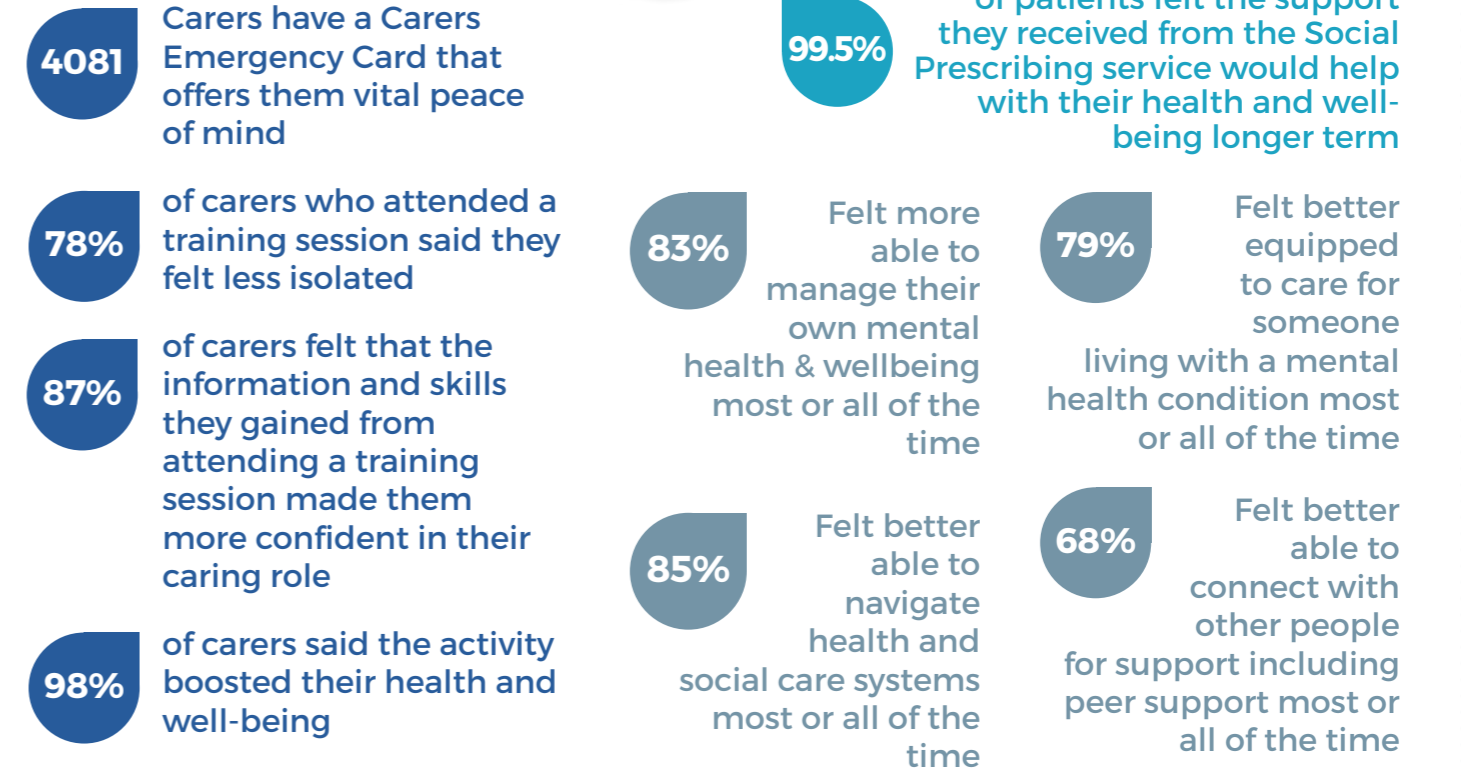
Carer Voice Hours **231**

02. Outcomes



1299 Signposts and referrals into other community support services that offer specialist advice and support.

03. The difference we have made



04. Our Reach

28% which is an increase in **1%** from previous year

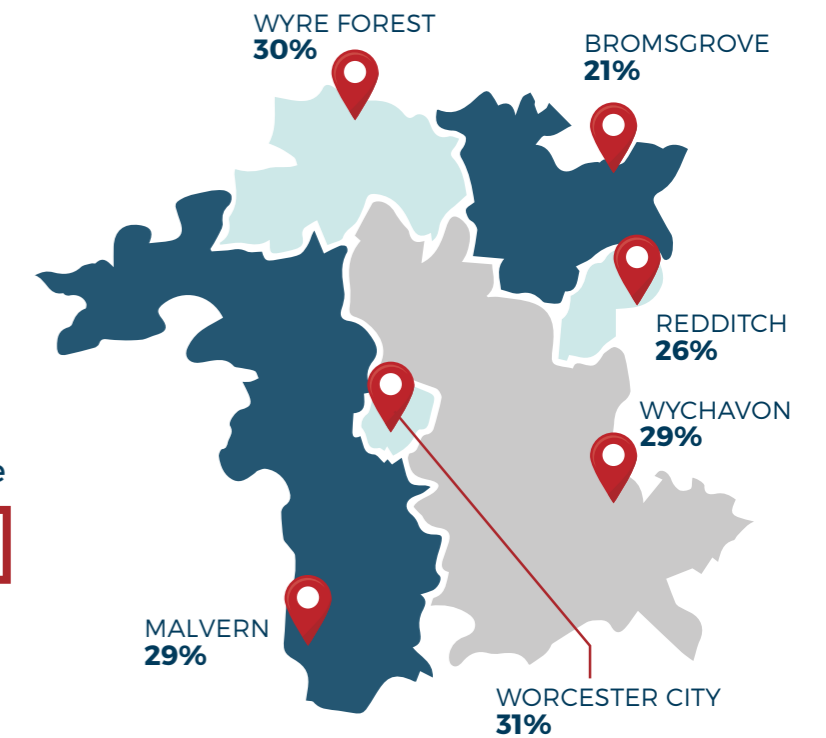
26% Total North Worcestershire

Total South Worcestershire **29%**

Social Media Followers:

f 2319 **X** 4562 **@** 1469

www **129000** Website Hits



1572 previously unknown carers registered and are now connected to receive support

COLOUR KEY CODE FOR SERVICES :

● Carers Hub ● Social Prescribing ● Community Mental Health Team ● Volunteers

What people say about our support

Carers Hub Outcomes:

Our reviews are based on the outcomes in the All Age Carers Strategy [LINK HERE](#). These outcomes are being Recognised and Valued. Being Supported with Physical and Mental Wellbeing and Caring Safely. Following support and during review, the following outcomes for carers were recorded:

Of those asked, **98%** of Carers would recommend our service to another Carer.

96.3% of carers who attended training sessions rated them as excellent.

81.4% Felt confident that there is support available.

82.3% Felt able to care safely.

83.6% Felt they understood how to access support.

79.7% Felt confident to fulfil my role as a carer.

92.1% Felt able to maintain a dignified relationship with the person they care for.

78.4% Felt recognised & respected in my role as a carer.

79.4% Felt they knew how to make the most of income available and were not forced into financial hardship.

78.6% Felt they could remain in (suitable) employment if they wished to.

Social Prescribing Service:

99.8% of patients rated social prescribing 5 out of 5

Your knowledge surpassed others knowledge and helped me to restore faith in human nature.

The link worker went above and beyond my expectations. I felt supported and at ease, throughout my support.

Sadly, my father-in-law, of whom I had the privilege of supporting for many years, died earlier this year.

I can't thank you enough for the opportunities I was able to take up and enjoy, and for the incredible support and information that have been a source of opening doors to such things as benefits, and helpful pathways to deepen understanding and inform support.

My heartfelt thanks - and many good wishes - to you all.

Can't thank you enough for the sessions. I have recommended them to all the carers I know.

I have found this journey a life changer for me.

Great distraction from 24/7 caring. Learn a new skill that can be taken up at home. Meeting new faces / people, talking about our sketching.

Carer Story

*names have been changed

Daisey is caring for her adult son, who has multiple and complex long term health conditions. Her son has significant high-level caring needs due to the nature of these conditions. Daisey has to date been unable to find a care provider to meet her son's complex needs.

The family home has been adapted to provide a suitable caring and comfortable environment for her son. Daisey is concerned about the future and what might happen if there comes a time when she is no longer able to care. A carer advisor explored some of the options with Daisey and she has decided to find out more about Supported Living. She has taken up the offer to attend to a Legal and Financial training session to get more information and advice to help her plan for the future.

To help with some of the day-to-day challenges Daisey has booked on to a moving with confidence session to help increase her confidence in manual handling. She has also signed up for a Carers Emergency Card for herself and her husband and have both been registered as carers with their GP Surgery.

Thank you for your time and thoughtful comments on our call this afternoon, I really appreciated your advice and will follow through with your suggestions.

We are now having to face the reality that we cannot look after our son alone indefinitely. It was good to have someone outside of our household acknowledge the need for a plan for his long-term care and that there are avenues to explore.

Today is the first time in twenty years I have been able to paint again. All because you put me in touch with Men in Sheds

I really enjoyed the Well-being retreat - I met other carers who have similar experiences, the massage and mindfulness activities were very relaxing.

I felt valued, listened to and empowered to continue in my caring role after receiving support and relevant information.

I have recently turned the grand old age of 80 years old and I'm astonished as I have over 20 birthday cards on my mantelpiece, and it's been fantastic. I attribute a lot of this to my social prescriber as they introduced me to Dial a Ride and a number of other things and it's all bearing fruit. This time last year I had 2 cards only. I am so grateful to you; I can't tell you.

Key Drivers & Strategies

We work with partners across the system with the aim of getting better outcomes for carers and patients.

Here are some of the key drivers, strategies and policies that inform our work as an organisation:

- Worcestershire All age Carers Strategy
- Worcestershire Acute Hospitals NHS Trust Carers Policy
- Herefordshire and Worcestershire Health and Care Trust Carer Policy
- NICE Guidance
- NHS Ten Year Plan
- Worcestershire County Council Public Health Joint Strategic Needs Assessment
- Herefordshire and Worcestershire Integrated Care Board Commitment to Carers

“Making every carer connection count.”

Key Facts

- 1 in 4 people will experience a mental health problem of some kind each year in England.
- The economic value of the support provided by unpaid carers in England and Wales is an estimated **£162 billion per year, 29% more in real terms than in 2011.**
- **Nearly half (49%) of unpaid carers reported that at least one adverse health effect from providing unpaid care.**

[MIND : LINK HERE](#)

[ONS ANALYSIS : LINK HERE](#)

[CENTRE OF CARE : LINK HERE](#)

& Figures : Carers, Patients & Communities

- An estimated £5.3 billion has been wiped from the economy in lost earnings due to people who have dropped out of work to take on caring responsibilities. Analysis, Age UK.
- Many carers find their personal relationships are impacted by their caring role. **50% of carers felt lonely.**

[STATE OF CARING 2023 REPORT : LINK HERE](#)

- Some carers feel unable to prioritise their own health and wellbeing.
- **44% of carers said they had put off their own treatment because of their caring role.**
- **73% said they continued providing care even though they felt they were at breaking point.** State of Caring 2023.

“Social Services and the NHS rely on carers’ willingness and ability to provide care. Without the support of unpaid carers, these systems would collapse.” Carers UK.

12,000 people become carers every day and 65% of people in the UK will provide care in their adult life.

How WE make a Difference

A snapshot of Outcomes, Value and Impact



Community Mental Health Team

82% of carers asked, advised that the Crisis Plan tool prevented a call to the Crisis Intervention Team.

Worcestershire Community Mental Health Team advised estimated cost of a call to the Crisis team is **£585.57.**



Carer Training

78% of carers asked, advised that they feel less isolated after attending a training session.

Estimated System Savings - **£1,504** per carer (SROI Network Database)

Total Estimated System Savings for 24/25 **£1,025,728**



Social Prescribing

96% of patients said they had not returned to their GP or health practitioner about their mental health & wellbeing concern since using the Social Prescribing Service

NHS England cost of a 8 min GP appointment - **£42.**



Carer Wellbeing Sessions

98% of carers asked, advised that the activity/event boosted their wellbeing.

Estimated System Savings - **£1493** per carer (Early Intervention CAF Process)

Total Estimated System Savings for 24/25 **£1,279,501**



Carer Pathway

83.6% of carers advised following support that they felt they understood how to access support available.

Estimated System Saving or information and advice and confidence in accessing support - **£1,400** per carer (SROI Network Database).

Total Estimated System Savings for 24/25 **£3,437,000.**

* Numbers are estimated based on the Social Value Engine tool.

Key Achievements

Carer Support Carers Hub, funded by Worcestershire County Council

Our carer support service commenced a transformation process incorporating a triage system.

This ensures that carers needs are met more swiftly. Carers are having their needs met at the point of triage in many cases by advice and guidance, providing information and onward referrals/signposting. When a carer has no needs identified and wants to register with the Hub as a carer, they are offered a place on our Carers Essential session which includes information on Carers Assessments, Carers Allowance, Carers Emergency Card, Datalink pot, Jointly app and other information that is beneficial to carers.

Impact

- More efficient for carers
- Carers getting the support they need when they need it

Carers Assessments

Our Carers Assessments are person-centred and solution focused.

This enables carers to be recognised and valued for all that they give and to focus on their well-being and their plans for the future..

Impact

- Avoiding Crisis
- Continuing in Caring Role
- Recognised and Valued
- Sustainability through planning
- Maintaining own health and wellbeing

Household Support Fund

The Household Support Fund is continuing for 2025-2026 with the same eligibility as we have had previously. This can allow us to request up to £300 per household supporting carers out of poverty.

Impact

- 1,033 Carer grants totalling - £151,125

Working with GPs and Carer Champions

We have been working with GP Practices and Carer Champions across Worcestershire, to promote and improve early recognition of carers in primary care. We have developed a GP Carer Toolkit, full of resources to support GP practices in the identification and support of carers.

Impact

- More carers receive information from their GP Practice and receive support in their caring role.

Carer Engagement and Involvement

To ensure carers' experiences inform local strategies, carers have been involved with several boards, influencing strategies, policies, and procedures.

Carer reps and carers have been involved in a workshop to design a new carers Direct Payment Agreement through Worcestershire County Council for carers who receive direct payments.

Carers have been involved in the Worcestershire County Council website redesign, to ensure information is easily accessible for carers.

Carers have been involved in the coproduction of the Safeguarding Adult Reviews Leaflet.

Carers have been involved in the coproduction of the Right Support for Carers action plan, carer voice plan and safeguarding reference action plan.

Impact

- Inform and influence local strategies
- Decision making improving outcomes for them
- Carer friendly and more accessible for carers

CFEN

We have enabled employers to support unpaid carers in the workplace.

We have re-branded and re-launched CFEN with new resources for both the employer and the employee.

We have also developed a range of additional inputs to be delivered to working carers across the workplace. CFEN ran a carer ID campaign last Carers Week with a suite of 'I am Carer posters' resulting in increased carer recognition.

Some CFEN members have attended our Carer Essentials session to develop their awareness and understanding.

Impact

- Improved in the experience for working carers
- Carers feel more able to stay in work.

Community Mental Health Link Worker Service - Report

The service was commissioned by the **VCSE Alliance** to undertake an evidence-based report on the Mental Health Link Workers to gain insight about carer identification in Mental Health services. Carer feedback was gained via a carer questionnaire and reported in the:

Improving Carer Outcomes - Timely Identification and Support in Community Mental Health settings report.

Recommendations from the report include:

- The implementation of the Integrated Care Board Commitment to Carers by early identification
- To ensure carer referrals are proportionate to patient referral levels
- To implement an action plan of induction for new NHS Mental Health staff to include specific carer awareness training
- Increase the provision of 1:1 support for carers

Impact

- Improved awareness of carers' needs
- Improved process for carers to

access support

- More carers getting the support they need

Social Prescribing

The service has made significant strides in enhancing community health and wellness through innovative initiatives and strong partnerships. From this collaboration the social prescribing team were able to organise the first health and wellness event hosted at the Redditch Mosque. This event was made possible through the strong relationship developed between the social prescribers and the local community.

Support provided has covered issues such as:

- Debt, Money Worries and Finances (including Welfare Benefits)
- Loneliness and Social Isolation
- Specific Health Condition Support Groups and Services (Cancer, Dementia, Epilepsy, etc)
- Carers Services
- Finding Employment, Volunteering and Accessing Training
- Activities, Classes, Day Services and Hobby Groups
- Drug and Alcohol Misuse - Support will differ based on individual patient's circumstances
- Community Transport
- Bereavement Support
- Services for Veterans and Immediate Family Members of Domestic Abuse

The service successfully established a self-referral process. The main goal was to improve individuals' access to support services more easily. This initiative has improved patient engagement and streamlined the process for those seeking help for various health and social issues. The other big achievement is the social prescribing service involvement with the Macmillan Cancer Health Inequalities Project. Our collaboration has been pivotal in addressing healthcare disparities in the community. This partnership focused on raising awareness about cancer prevention support services, specifically targeting underserved populations.

The health and wellness event highlighted the successful collaboration between social prescribing and various professional services such as the health vans which were present on the day to

provide essential health screenings as well as raising awareness about the importance of regular health checks.

Solutions offered by the team:

- Access to person centred information
- Advice and support
- Accessing local communities
- Access to non-public schemes such as warmth on prescription
- Acting as a connector - connecting people via partnership working directly to services to have a quicker response for patients.
- Motivating patients to independently take control of their own health and wellness

Impact

- Improving social connections
- Accessing the correct support for physical and mental health
- Maintaining and improving overall health and wellbeing
- Improving financial circumstances
- Improving independency
- Giving patients the tools to take control of their own lives

ARF

Worcestershire County Council invited Worcestershire Association of Carers to project manage the Carers element of the Accelerating Reform Fund. The fund supports innovation & transforming care and support to Carers.

The work currently in progress in Worcestershire focuses on Carer experience of Hospital Discharge, supporting and empowering them through and beyond the hospital discharge process. Another focus is developing options around digital support to allow Carers to access information and advice in a manner that is helpful to them. Finally utilising data to better identify unpaid Carers, understand their needs and circumstances, providing real time intelligence to inform service development & impact.

Impact

- Building strong relationships with NHS & Social Care partners
- Increase awareness & importance of early carer identification
- Empowering carers to recognise their own needs and ask questions about the discharge process.

Hosted Services

Redditch District Collaborative Worcestershire Association of Carers hosts the RDC Programme Team.

The Collaborative aims to bring together collective resources across all sectors to reduce health inequalities in Redditch.

The priorities for Redditch in 2024-25 were based on population health data and were identified as:

Connecting partners and opportunities day to day, information sharing and maintaining an up-to-date overview of partner provision.

RDC has been proactively engaged in a number of ways, some of which include:

- Partnering with Redditch Library, The Shannon Trust and local hubs. Initial volunteer training will be taking place within the next few weeks.
- Providing a regular Local Partnership Network meeting to link community support organisations and Social Prescribing teams.
- Collaboratively working with BARN and The Bridge to provide and promote quarterly face to face network opportunities for Redditch.
- Engagement with the Healthy Worcestershire programme, including directly assisting in venue identification in Redditch and sharing their service information to partners and community.
- Ongoing engagement with the re-development of Worcestershire's Community Service Directory as part of the stakeholder group.

Worcestershire Parent Carer Forum

Worcestershire Association of Carers are fiscal hosts to Worcestershire Parent Carer Forum (formerly known as Families in Partnership).

The Forum is led by Parent Carers and uses parental voice to influence change through events, discussion groups and working groups. They gather the views of local families and work with the council, educational settings, health providers and other agencies to highlight where local services are working well, or challenge when changes or improvements need to be made.

[MORE INFO HERE](#)

A Message from Us

Unpaid carers are the invisible backbone of our health and care systems. Every day, they step in where formal services fall short - often at great personal cost. Whether it's their health, financial stability, or future opportunities, too many carers continue to sacrifice their own wellbeing to support someone else's. Over the past year, as living costs remained high and services continued to feel the strain, more carers are reaching crisis point - physically, emotionally and financially.

At the same time, there are reasons to be hopeful. Awareness of unpaid carers and the vital role they play is growing across society. From national conversations about Carer's Leave and workplace flexibility, to local employers stepping up through our Carer Friendly Employer Network, momentum is building.

We've also seen the positive ripple effects of our social prescribing and community initiatives, helping to create

more connected, resilient communities - something that benefits both carers and those they care for.

Our impact report provides a snapshot of how targeted, early intervention can prevent escalation and reduce demand on statutory services. We can improve carers' wellbeing, strengthen their resilience and enable them to sustain their caring roles safely and for longer.

Our approach reflects the principles of co-production and innovation. By working collaboratively we've advanced services that not only support carers but also contribute to the broader goals for the All-Age Carers Strategy. Our work also aligns with public health priorities around prevention, community resilience and reducing health inequalities. Initiatives like social prescribing and carer - inclusive employment are delivering measurable outcomes - both for

individual carers and the wider system.

We are proud to be a trusted local partner delivering impact where it's needed most. Continued collaboration and investment will be essential to ensuring this work continues and that carers receive help not just to survive, but to thrive. We know it's possible.

And thanks to the commitment of our staff, volunteers, local partners, and funders, we're proud to share the progress we've made together.



Karen Edwards
CEO



We extend our heartfelt thanks to the organisations and individuals who, even with budgets stretched, choose to support us so generously and stand alongside us in helping those who need help most.

What our partners tell us...

Our Shop

Our busy, boutique shop in Droitwich provides a selection of good quality household items, toys, books and clothing alongside unique finds such as rare Doc Martens boots and bagpipes!

Staff and volunteers have also been reaching out into the local area to increase awareness of carers by providing shopping experiences for people living in local care homes.

Thank you to everyone who has, and continues to donate items to our shop. Your generosity directly helps carers and the wider community.



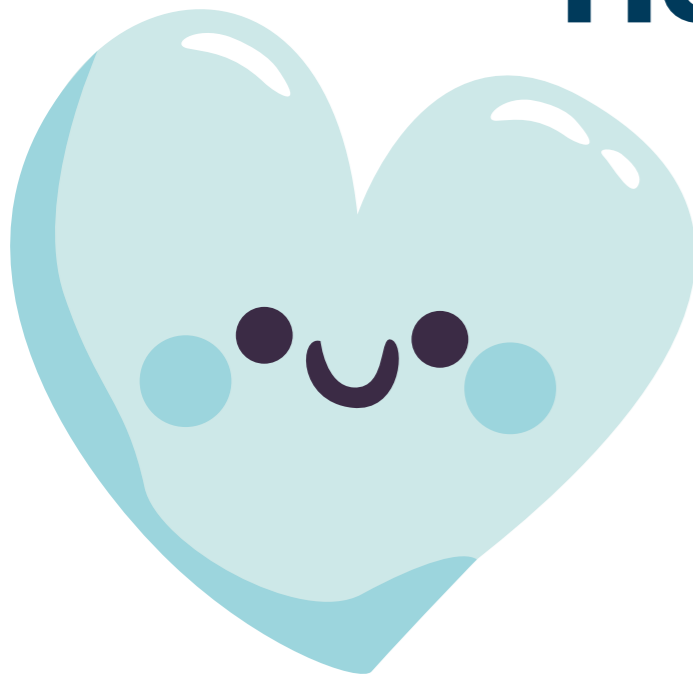
Over the last year, effective partnership working through Worcestershire Association of Carers' involvement in Worcestershire's Learning Disability Partnership has enabled Theme 7 of the Learning Disability Strategy - the Right Support for Family Carers - to be progressed.

WAC has facilitated meetings of the Right Support for Carers sub-group and partners have worked together to deliver outcomes important to people with Learning Disabilities and their families, such as that there is reliable and good quality support in place to enable carers to carry out their caring role, and that carers are able to access good quality information, advice and guidance.

Fran Kelsey
Lead Commissioner
Adult Services Commissioning Unit

How you help us make a difference

If you're considering supporting our work, know that every contribution - no matter the size - makes a real difference. By joining us, you become part of a compassionate community committed to delivering meaningful help where it's needed most.



HOW TO GET IN TOUCH



Here are ways you can keep connected with us.



Find out how to support our work :
www.carersworcs.org.uk/about-us



Email us at :
mail@carersworcs.org.uk



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#DONATE

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We THANK YOU for your support.

