



BUSINESS PLAN 2021 - 2023



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Executive summary

A carer is anyone who cares, unpaid, for a friend or family member who due to illness, disability, a mental health condition or an addiction, cannot cope without carers' support.

Since the pandemic, nearly 25% of the UK population are carers and while the population of carers has grown exponentially, the amount of support available for carers has shrunk.¹ Carers are facing additional pressures and have more problems to resolve. Many carers have not had a break from their caring role and many are at breaking point.² Our call of duty is more urgent than ever before.

Since our last Business Plan 2017–2020, we have incorporated new ways of working to overcome challenges, improved the range of support services and activities available to carers. We have secured funding from the Local Authority, Carers Trust and the European Social Fund.

Camden Carers have registered over 1000 new carers. We have completed the NCVO Trusted Charity Mark Level 2 and moved our headquarters to the Centre for Independent Living in Kentish Town.

Our vision is to make Camden a borough where all carers are able to reach their full potential, have support, advice and respite when they need it and feel free to care in a way that is individual to them and their needs.

Our strategic aims for the next two years are:

-  Identify and reach more carers
-  Lead on shaping carers services
-  Secure the long-term sustainability of our services
-  Fulfil the health needs of carers, including putting mental wellbeing at the core of our purpose

4099





carers are
registered with us

1. Carers UK (2020)
Caring behind closed doors

2. Carers Week (2020)
The rise in the number of unpaid carers during the coronavirus (Covid-19) outbreak

Our achievements

We set ourselves four objectives in our previous Business Plan. These were:

-  Reach hidden carers
-  Continue support and advice for carers
-  Enable carers to maintain balance in their lives
-  Maintain carer health and wellbeing (physical, mental and social)

Since then, we have developed and strengthened our support and wellbeing service, our counselling service and the range of activities available to carers. Our health and wellbeing checks have improved and now include follow-up discussions and we have worked closely with the Local Authority to ensure that our carers conversations support carers.¹

We have secured seven years of continuous funding from the Local Authority. Our Working for Carers programme has helped us secure financing through Carers Trust and the European Social Fund. Our headquarters have moved to the well-respected Centre for Independent Living in Kentish Town. We have completed NCVO Trusted Charity Mark Level 2 and we were part of a trial unit to look at quality in partnership work.

We adapted to the pandemic and continued to support carers remotely. We are aware that many carers miss having a physical space to form connections and interact with others. We are proud to maintain the continuity of our services through the upheavals of Covid -19, and will continue to stand strong for the community that reopens in the aftermath. So, as the lockdown restrictions lift and we return to the office, we believe that incorporating digital and face-to-face services will bolster our support for carers.

Results from a survey when we asked carers what is most important to them?

55%
Mental health

51%
Fulfilling caring role

43%
Physical health



1. Carers Conversations were previously known as Carers Assessments

CEO's message

Dear reader

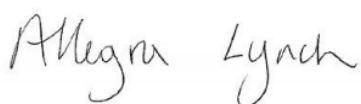
We crafted our last Business Plan at a time when the world was a different place. In 2020, Covid-19 placed the globe into lockdown and we quickly adapted to new ways of working. In May 2020, the Black Lives Matter movement brought about a reawakening of the many inequalities black and Asian people face daily.

The previous census identified 17,300 carers in Camden and we expect this number to rise in the 2021 census due to our ageing population and the impact of Covid -19. It is estimated that there are an additional 4.5 million carers in the UK due to the pandemic.¹

Our call of duty is more urgent than ever before. One of our pressing priorities is to reach carers across all communities in the borough. We need to support those starting their carer journey and those who have experience in their caring role. We aim to engage with carers and ensure they have access to advice and support when they need it. Carers have told us directly that their mental and physical health has declined significantly during the pandemic. Nearly 60% of our responders highlighted that their mental health has deteriorated. This aligns with data released by the Office for National Statistics.²

Camden Carers is a flexible, professional and dedicated carers service. As the population of carers increases, we must engage and involve them to better understand how we can support them. We must work hard to reach people who do not identify as a carer and ensure that they have access to the support they need.

The events of 2020-21 will leave a lasting impact. Camden Carers will ensure that the way we work and the services we deliver reflect on these significant issues. We will continue to work with carers, staff, volunteers, trustees and other stakeholders to advise us on how to improve our services. We will ensure that we remain an anti-racist organisation and that we offer the best support to all carers who reside, work, study or deliver care in the borough of Camden.



Allegra Lynch
CHIEF EXECUTIVE



1. Carers UK (2020)
Caring behind closed doors

2. Office of National Statistics (2020)
Coronavirus and the impact on caring



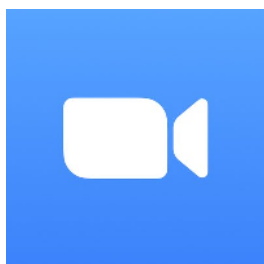
Successful virtual art group



Set up and implemented a virtual support service for carers



Successfully moved premises



Developed ZOOM based groups and activities



Met our Health and Lifestyle consultation targets



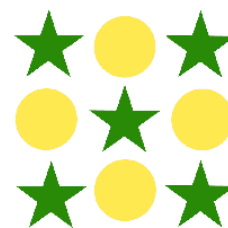
New telephone service for carers who are not connected digitally



Video collaboration with Mobilise



Secured a Year Here Fellow and funding for two Kickstart students



Carers met with Keir Starmer during Covid-19



Appointed two apprentices



Changed to a virtual telephony system



Set up Black Carers Collective

Our vision

Camden Carers exists for an explicit social purpose. Our vision is:

To make Camden a borough where all carers are able to reach their full potential, have support, advice, respite when they need it and feel free to care in a way that is individual to them and their needs.

Our mission

Camden Carers' mission is:

To give carers a voice, deliver innovative services to the highest standards and support carers to understand their rights and choices.

Equality and diversity

Camden Carers proactively embraces equality and diversity at the very core of what we do, throughout the organisation. Our commitment to equality, diversity and anti-racism is to ensure that all carers have equal access in accordance with their individual needs to our services, no matter their background, belief, sexual orientation, disability, gender, or ethnicity. We cannot hope to fulfil our mission without this commitment.

We will focus on reaching unpaid carers whose caring role and living standards have been disadvantaged by social and financial discrimination or made more difficult by Covid -19.

Change also starts in the heart of our organisation. We are proud to be an equal opportunities employer that does not tolerate any form of discrimination in our workplace.

The Equality Act 2010



Age



Disability



Gender Reassignment



Race



Religion or Belief



Sex (Gender)



Sexual Orientation

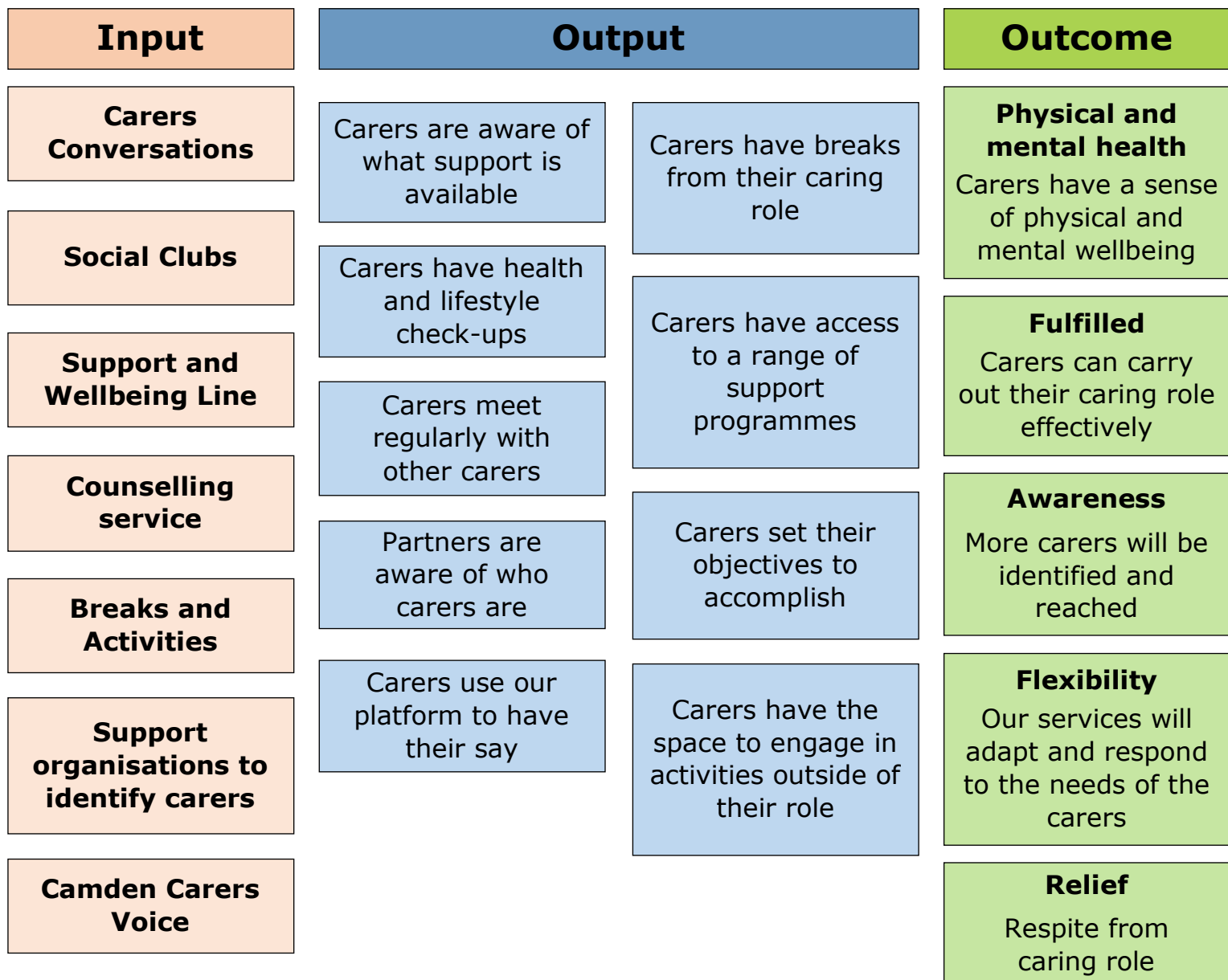


Pregnancy & Maternity



Marriage & Civil Partnership






Our theory of change - The way we work to make things better for carers



Providing high quality support

At Camden Carers, we strive to provide high levels of support for our adult carers. Our range of activities ensure that our carers have access to good quality support tailored to match their needs and requirements. To guide us, Camden Carers uses the five quality standards issued by National Institute for Health and Care Excellence and Carers Trust.

The five quality standards are:

-  Carers are offered supportive working arrangements by workplaces
-  Carers are identified by health and social care organisations and encouraged to recognise their role and rights
-  Carers are supported to actively participate in decision making and care planning for the person they care for
-  Carers are regularly given the opportunity to discuss with health and social care practitioners the value of having a break from caring and the options available to them
-  Carers having a carer's assessment are given the opportunity to discuss what matters most to them, including their own health, wellbeing and social care needs, and work, education, or training

Our strategic aims



Identify and reach more carers:

- Build a strong social media presence
- Work closely with a wide range of partners to increase awareness of carers
- Target underrepresented carers, including Young Adult Carers and LGBTQ+ carers
- Work with carers and organisations from Black and Asian communities to develop relevant services
- Identify and work with carers from Gypsy and Traveller communities

"I think being recognised is really important and makes a difference to other services taking you seriously"



Lead on shaping carers services:

- Address inequalities carers face in health, social care, employment access to services and to address poverty
- Work closely with Carers Trust to inform and influence excellent practice
- Ensure Camden Carers Voice are the 'go to' body to inform on local policy and decision making
- Align our priorities with key priorities in public health, Camden and North Central London Clinical Commissioning Group and nationally with NHS long-term plans and government priorities
- Use insight and information from key organisations such as Carers Trust and Carers UK to continually develop and improve our services

"Thanks for all you are doing as an organisation to support carers and to continue to listen"



Secure the long-term sustainability of our services:

- Increase our funding from other streams
- Ensure we have a range of relevant quality marks
- Work with carers to develop services that meet their needs
- Continue to develop our work with partners across health, social care, the third sector and businesses

"Keep up the great work, you are making a huge difference to carers lives, by just being there for them"



Fulfil the health needs of carers, including putting mental wellbeing at the core of our purpose:

- Identify and support carers impacted by Covid -19, with a focus on carers whose mental and physical health has deteriorated
- Develop a range of innovative services that support carers mental wellbeing
- Work holistically with carers to ensure their needs are met
- Ensure carers who are digitally excluded are not left behind

"It is only since my daughter got so unwell that she had to be hospitalised that I realised the extent to which supporting her had taken over my life"

Bibliography

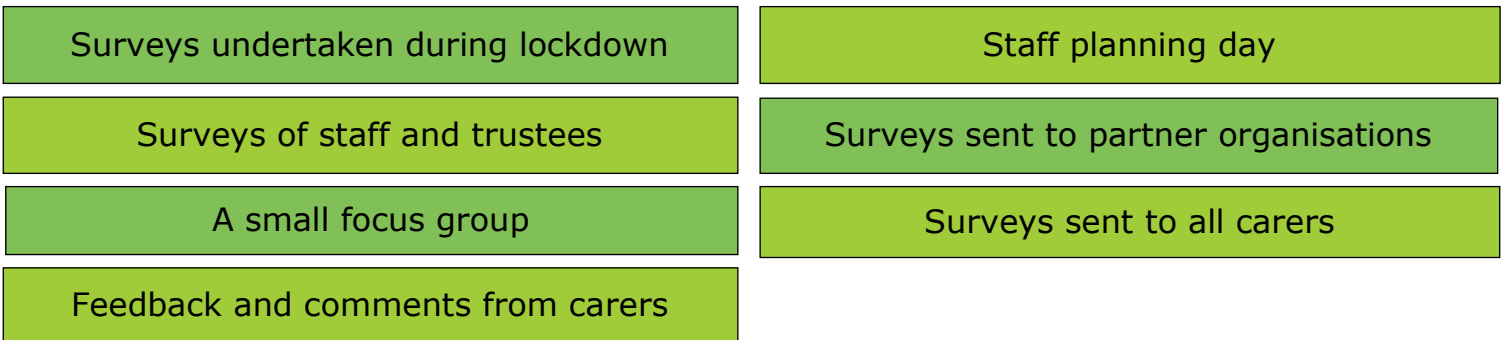


Identify and reach more carers:

- Carers UK (2020) Caring behind closed doors
- Carers Week (2020) The rise in the number of unpaid carers during the coronavirus (Covid-19) outbreak
- Office of National Statistics (2020) Coronavirus and the impact on caring

"The service provided by the centre is highly valued by myself. Being a carer is so difficult, carers need all the support, assistance and help that is available"

How we collected data

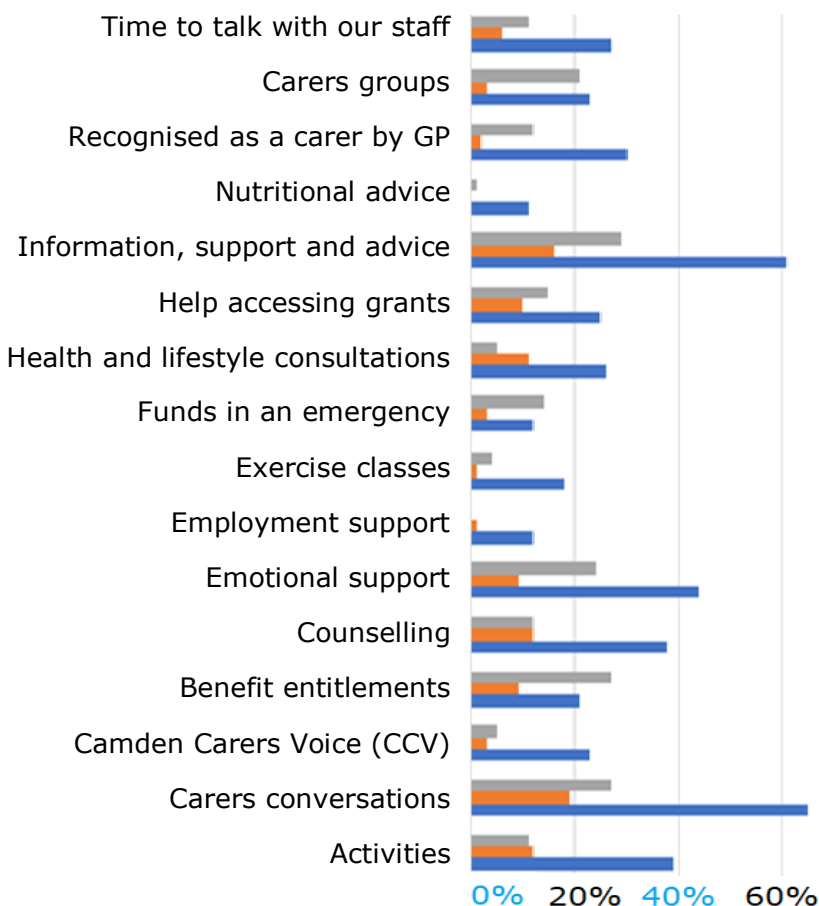


Due to lockdown we could not run the range of face-to-face sessions that we wanted to.

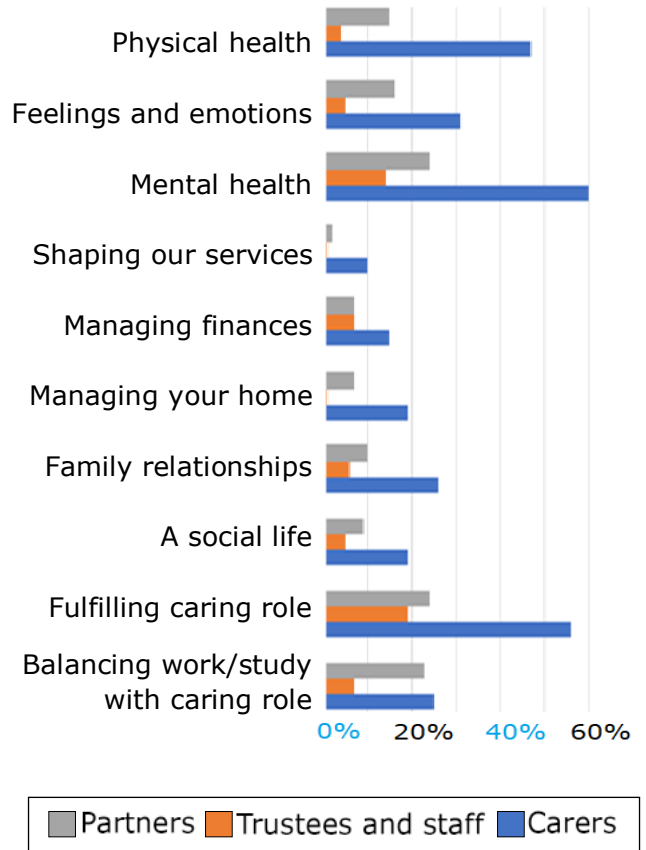
We would have liked more replies from carers who don't use our services currently.

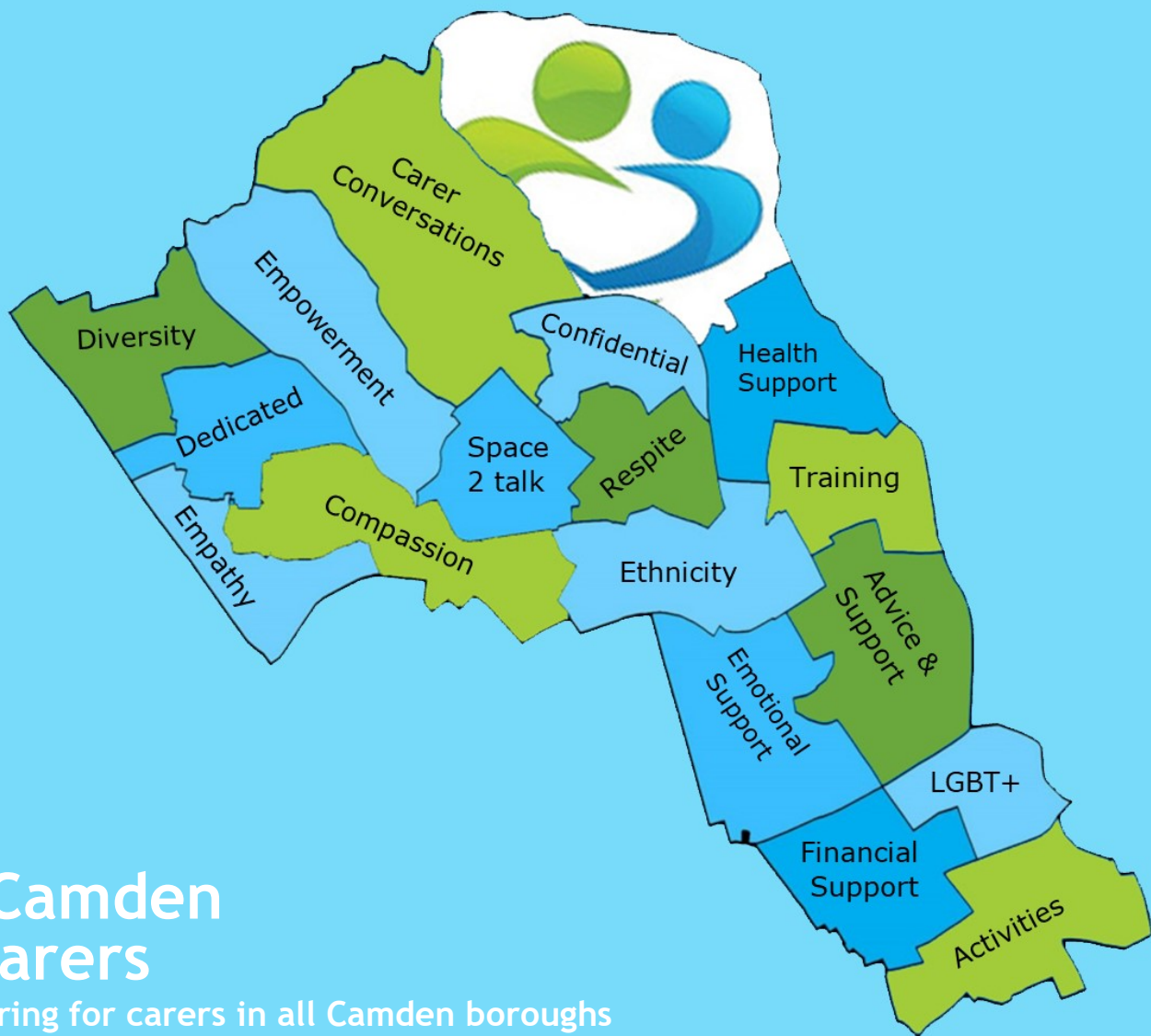
Survey data

Which services do you find most helpful?



What is most important to you as a carer?





Thanks and acknowledgements

This document was a collaboration between many different people. We would like to thank everyone who took part in the surveys and consultations including:

- Carers
- Funders
- External stakeholders
- Camden Carers staff
- Camden Carers trustees
- Camden Carers volunteers

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