

IMPACT REPORT



ANNUAL REVIEW AND REPORT ON THE PROGRESS MADE FOR CARERS DURING 2010/11



Welcome from our Patron

‘This year we have heard a great deal about the Big Society and it always seems to me that carers are the absolute epitome of this idea. They are the people who contribute hugely to our society for reasons of love or duty or a combination of both. Though we all face difficulties in times of economic stringency, we simply must ensure that carers continue to be recognised and supported. So the work of Herefordshire Carers is more important than ever and I wish the organisation well in the challenging year ahead.’

Baroness Jill Pitkeathley
Patron



FOREWORD FROM THE DIRECTOR AND CHAIR OF TRUSTEES

It has been critical through this year to stress the importance of the contribution made by Carers at local and national levels. Maintaining services to Carers is not only a moral issue but makes sound economic sense, and we have endeavoured to keep up the profile of Carers and the need to provide support options to help maintain their caring responsibilities. We have also continued our 'I Count' campaign to increase the numbers of Carers registered with us to remind and demonstrate to policy makers and service providers of the demand for services and show Carers that they are not alone in their Caring role. By being in touch with our registered Carers we can be more sure that we are helping to determine the types of services that best meets needs. Successful links with schools and other practitioners in childrens' services has helped to identify and make contact with Young Carers and our registrations have increased as a result, as they also have with Parent Carers.

The views of Carers have been heard through their inclusion in almost all of the significant service strategies, including the Advisory Board for the new Integrated Care Organisation who have agreed to undertake with us the drafting of a Carers Charter that will determine the standards that Carers can expect of the future services, and the Parent Carer Forum was instrumental in the building of the new inclusive playground in Hereford.

Our survey of Carers at the end of last year has shown that Carers continue to appreciate the information that we provide through the newsletter and website and value the support from the team both on an individual and group basis. In these challenging economic times we will continue to keep the Voice of Carers on the political landscape and actively seek for the involvement of Carers in policy and planning, so that their value to the economic and social fabric of Herefordshire is understood, and we hope that you will welcome this report of the progress made this year towards these aims.

HCS sadly said goodbye to Diane Jones who stepped down from the Board in March 2011. Diane has been the Chair of Trustees for 3 years and has steered the organisation through some difficult times. Her energy and enthusiasm in raising the awareness of issues facing Carers will be greatly missed. She will be continuing to use her skills and experience within her local area, where she has joined several Project Boards.

Janet Fellows succeeded to the Chair in April 2011. Janet has extensive experience of working in the field of disability and has held senior management positions nationally and locally. She has been a Carer since 2004.



Jacqui Bremner
Director



Janet Fellows
Chair of Trustees

What we said we would do:

1. Continue with the recognition and early identification of Carers
2. Help Carers find the right information at the right time
3. Make the difference between a Carer struggling alone and receiving their entitlements by ensuring that Carers' voices are heard.
4. Ensure that Carers can share their experiences with others.
5. Ensure that the services understand and respond to the needs of Carers through the 'think family' approach.
6. Help Carers remain at work for as long as possible and ensure their needs are understood in the workplace.

What we have done this year:

816 new carers were registered during the year.

The HCS team have presented to numerous practitioners in a variety of services across the Health and Social Care community, attended events hosted by other organisations such as the AI's Café run by the Alzheimers Society, open days for Age UK. talks to the Hospice, Macmillan nurses and Parkinsons Disease Society.

We have added 50 professional contacts to the database which has resulted in a more diverse range of referral sources. The Signposting Scheme, Community Equipment Store and the Community Alarm Scheme have all started to refer Carers and at much earlier stages of the caring role. We worked jointly with the Welfare Rights Team and mailed out to over 500 potential carers to check that they were in receipt of the correct benefits and that they were aware of the services that we could offer them. This resulted in the registration of nearly 40 new Carers who might not have known about HCS without the introduction to us.

*Adult Carer:
"We are newly arrived
in Leominster. We are
surprised and grateful for
the speed at which you have
responded."*

We have worked with staff in Children Centres and conducted a mystery shopping exercise on behalf of Herefordshire Children Service to assess how Parent Carers are received.

We promoted the need to identify Young Carers with schools using the schools policy and posters that we have developed. We have regularly attended the new multi agency groups (MAGS) and participated in the CAF meetings to advocate on behalf of Young Carers and Parent Carers and for the services to be better known.



The 'I Count Card' was launched in Oct 2010 when we registered over 200 new Carers in the following two months. We will continue to secure discounts for Carers to encourage them to register and become owners of an 'I Count Card'.

We worked more closely with GP surgeries and have increased the number of registrations by 10.8%. We recruited Volunteers to be linked to almost all the surgeries to keep them supplied with up to date information and we will continue to offer this. This is an area of work that continues to challenge us but it is becoming ever more important that we get alongside the Practices to show them the value of putting Carers in touch with our service.



Pat Stokes receives a cheque from Mansell Lacy Soap Box Derby on behalf of HCS.

We were the chosen Charity for the Mansell Lacy Soap Box Derby this year which gave us the opportunity to advertise the services to a large group of people who might not have otherwise known about us.

We won a Nat West award which also gave us some publicity in another field of activity. We have 'advertised' in the local papers on a regular basis and placed Carers' stories before a wide audience to try and connect with Carers who might be reluctant to identify themselves and engage with us,

We have attended events that have been focused on the needs of people from minority ethnic groups where Carers are harder to reach and have placed translated materials into schools and community venues to try and encourage Carers to contact us. This is an area of work that we will be developing during next year.

2. To help Carers find the right information at the right time

Our website has been updated and now includes a short breaks data base for Parent Carers to find information on leisure activities for their children and young people.

We have also developed an equipment database which allows Carers to advertise equipment that is no longer used on a free database. This gives Carers looking for equipment the opportunity to get it very cheaply or at no cost, for example one Carer was able to source a stair lift for free.

We place all our reports and events on the website and other organisations have linked to it. This has helped to widen the scope of the information available and make it easier to access. A parent carer forum has been added so that parents can be in touch with each other and share their information and experiences.

Website traffic continues to grow. In the month of March 2010 we had 201 and in March 2011 we had 683. There is also the facility to register on line and this has become a more popular way of getting in touch.

We have worked with the County Hospital in Hereford on improving the information available in the hospital particularly on admission and discharge. This is an important area of work and we will continue to work with the new Integrated Care Organisation (ICO), of which the hospital is a part, to improve services to Carers. HCS has been a member of the Advisory Board for the new ICO, who have willingly agreed to create a Carers Charter with the support of Carers in HCS to publicise the standards that Carers can expect of the new services within the ICO.

We conducted a survey of Carers at the end of 2010 and asked registered Carers about the services that HCS have provided. Carers endorsed that our written information was useful and that they would like HCS to maintain the newsletter. They have found the telephone advice very useful for signposting to services. We helped 112 Carers through this one off enquiry line during this year and helped to put them in touch with the right people.

Carers indicated they would like us to develop more specific briefing sessions around financial support and

*Parent Carer:
“..words cannot describe how grateful I am that by providing support for *cared for* to be able to broaden his experiences of different activities... this has enabled me to have some “me-time” to recharge and be able to do things which I would not be able to do.. “me-time” is just so important it gives you a bit of life outside of my caring responsibilities.”*



the benefits system, advertise the helpline for general queries and develop a 'brokerage' type service that can help them find the right services for their circumstances.

We produced 4 editions of the newsletter 'Keeping in Touch' which was distributed to over 2,500 Carers on the database and 377 professional contacts. The Parent Carer Forum produced a 'handy services list' which we send out to newly registered Parents.

We held training sessions on safe handling, first aid, telecare, confidentiality, wills and probate, and stress busting techniques. For Young Carers we held sessions on improving self esteem, cooking, sexual health, anger management and confidence building.



We held a conference in December that was attended by over 70 Carers, despite the dreadful weather. It gave Carers information about the new Integrated Care Organisation, telecare services and an update on the National Carers Strategy.

In partnership with the Children Service we organised a conference on the theme of 'Think Family' to promote the whole family assessment model and the bringing together of the children's and adult services with the family at the centre.



We have worked with the Healthy Schools Team to promote Young Carers services within schools and encourage them to take up Young Carers as their target group for the Healthy Schools Programme. New links have been forged with the 6th Form College and there is now a 'drop in' service for the Young Adult Carers.

The Young Carers, in conjunction with Hereford Rural Media, produced a DVD about the life of a Young Carer which won a top award at the National Film Festival.

HCS has hosted throughout the year 'Carers Hub' meetings which have brought together a range of organisations to keep them up to date on what is happening for Carers, to share good practice and resolve issues that have arisen amongst and between agencies.

Above: The Carers Rights Day Event in Hereford in December. Top: Baroness Jill Pitkeathley opening the event; Centre; Jim Ellem speaking on Telecare and bottom: Chris Bull, CEO of Hereford Council closed the proceedings.

3. Making the difference between Carers struggling alone and receiving their entitlements by ensuring that their voice is heard

HCS have contributed the voice and views of Carers to various strategic groups, Hidden Harm for Young Carers, Palliative Care services for adults and children, LINK Management Board (Chair of the Young Peoples Group) Dignity in Care, Transitions Strategic Group, Think Family Group, Early Support Group, Telecare Steering Group, Maximising Independence workstream, the Health and Wellbeing Board, Valuing People Board and the Advisory Board for the Integrated Care Organisation.

The Older Peoples Forum contributed to the Dementia Strategy and the Parent Carer Forum had a major influence on the Review of Services for Children with Disabilities. They also helped to secure a large capital grant from Aiming High to ensure that the playground at King George V Playing Fields was developed to be able to include disabled children. There have been several consultation events including contributing to the Transitions and Inclusion policies. Herefordshire Carers Support also participated in the Ofsted Inspection of Hereford Children's Services which noted that the Young Carer services were good.

Some of the support groups within the service have talked with their local Councillors and MPs in Herefordshire to inform them of what life is like for Carers.



Right: One of the many Parent Carer Forum meetings which took place throughout the year.

4. Ensure that Carers can share their experiences with others in the same situation

202 Carers were supported through the Groups that met throughout the year in the market towns and Hereford. A new Young Carer group was started in Ledbury and the YC worker visited 57 YCs for an initial assessment of their circumstances.

The Carer Support Workers visited 182 families for individual support planning sessions and to help get the services that were needed. We ran several consultation events where Parent Carers shared their experiences with service managers and planners and training courses where Carers were helped to find ways to get their message across to practitioners. We hope that during 2011 we will set up a training group of parents who will be able to offer courses to providers, sharing their knowledge to improve accessibility in the services.

Parent Connect is a parent befriending service where parents who have received training offer one to one support to another parent. This service has received 15 referrals and we have started to expand the size and scope of the group so that we are able to offer the support to families where there is a chronically sick child.

*Adult Carer:
“...to thank you for the
Emergency Cards. The
system will give us both
piece of mind and we look
forward to having the panic
button in case [the cared
for] falls when I am out of
the house.”*

We have worked with a group of families who are working together as a ‘commissioning’ group to share their knowledge and skills to support their children and young people and share resources.

We conducted a Telecare pilot with 10 Carers and asked them to evaluate their experiences which was shared with other Carers to help them make decisions about what might be helpful to them.

*Pamper day at Carers
Week in Hereford.*



5. Ensure that the services understand and respond to the needs of Carers through the 'Think Family' approach

We managed a large grant from the Big Lottery and developed a holiday programme for disabled children that enabled the whole family to take part in activities where this was what the family requested.

We developed from the information gained about the providers families used during this programme, a short breaks database which is now available on the HCS website. We also worked with families to help them think about their plans for the future, in providing their families with leisure breaks and not just for the summer period. As a result some families have taken up personal budgets to meet their support needs.

We have been exploring methods of how best to advise families who want to create their family support themselves and this maybe without the help of formal health and social care services. We have worked with a group of families known as the 'WYE Plan' to devise a family assessment tool, which leads into a support plan and 'circles of support'. We hope to develop this further and work with more families to share their experience and knowledge with each other.

We worked with Children services to deliver a conference on 'Think Family' models and promoted the national protocols that outline good working practice between children and adult services. This is particularly important for our work with Young Carers, where the community care assessment for the person they care for, needs to take account of the needs, capacity and contribution of the Young Carer.

6. To help Carers remain at work for as long as possible and ensure their needs are recognised in the workplace

HCS has worked with the Job Centre Advisors at Regional level and in the local Job Centres to make sure that information is available to Carers through this route. We tried to ensure that the advisors were well briefed and they attended some training sessions about the needs of Carers.

We will be working with the new ICO on their Carers polices for staff and we placed an article in the staff newsletter for Herefordshire Council staff, advising and encouraging them to make sure that if they have caring responsibilities they need to discuss this with their managers and that we can help people to do this.

7. Organisational Development

We were reaccredited with the ACQUA quality assurance scheme.

We have amended and added to the finance and procedures documents as a result of an internal assessment against the new Charity Commission Standards.

All our policies have been reviewed and updated/amended where necessary.

There were no complaints during the year and we received over 50 comments of thanks and compliments.

HCS Patron Baroness Jill Pitkeathley discusses cares issues raised in the House of Lords in the Hansard report with Jacqui Bremner after the conference in June.





A very successful art and craft exhibition was held at St Peter's Church in Hereford with exhibits provided by carers.

Below: The I Count Card launch





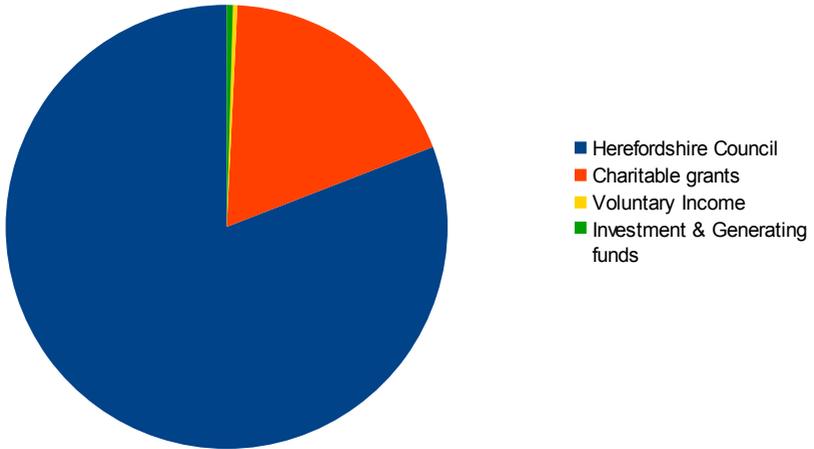
Above: Just a few of the Young Carer activities



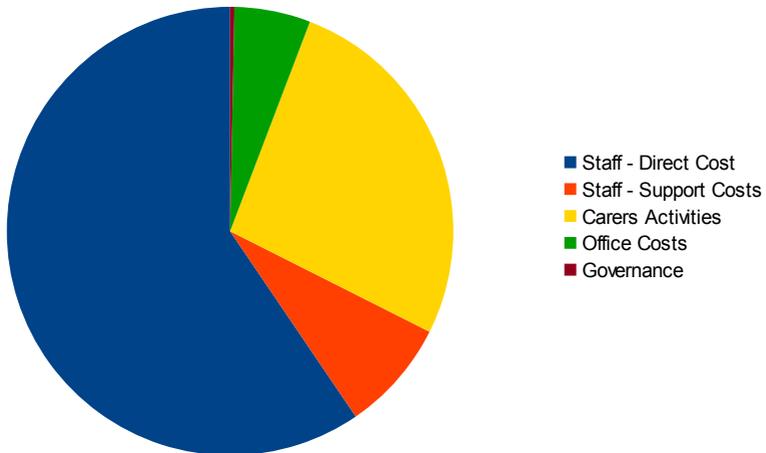
Part of the Carers Rights week in Hereford Town Hall

Financial

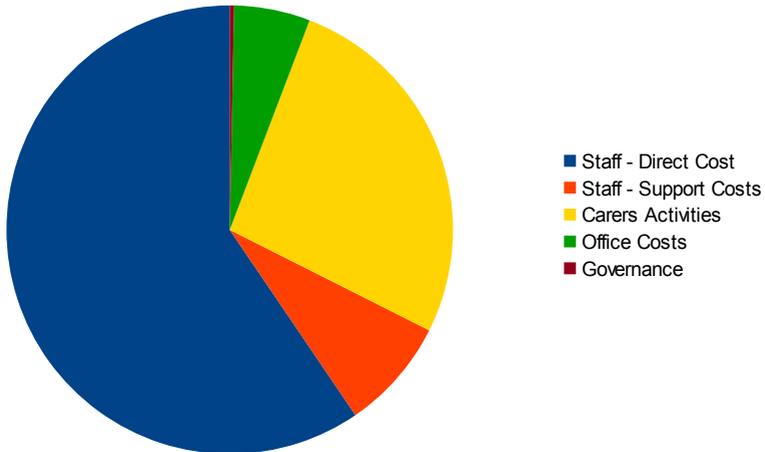
Incoming Resources £436,006



Resources Expended £406,035



Funds £265,359



Incoming Resources

Herefordshire Council	352,571	
Charitable Grants	80,058	
Voluntary Income	1,383	
Investment & Generating Funds	1,1994	
		436 006

Resources Expended

Staff - Direct Cost	241,668	
Staff - Support Costs	32,756	
Carers Activities	107,972	
Office Costs	22,351	
Governance	1,288	
		406,035

Funds

Allocated for computer equipment	20,000	
Allocated for Carers Centre	30,000	
Allocated for breaks/therapies	11,007	
Restricted for purpose of grant	55,996	
Designated for project activity	3,386	
Current contingency reserve	145,000	
		265,359



**Herefordshire
Carers Support**



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