

Appendix B – Consultation approach for developing a place based, All Age Carers Strategy

Section 1: Approach

The approach to consult on the proposed All Age Carers Strategy 2024 – 2029 has been undertaken with due regard to the Public Sector Equality Duty of the S149 Equality Act 2010

Aims of the consultation

The aims of this consultation are to:

- Communicate clearly to carers, residents and stakeholders, of the draft All Age Carers Strategy.
- Ensure any person, resident or stakeholder living in Telford and Wrekin, who wishes to comment on the draft All Age Carers Strategy, has the opportunity to do so.
- Allow participants to propose alternative suggestions for consideration which they feel could achieve the objectives of the All Age Carers Strategy in a different way.
- Ensure that the results of the consultation are analysed in a meaningful, timely fashion, so that feedback is taken into account to produce the final versions of the All Age Carers Strategy 2024-2029 for Telford and Wrekin.

Proposed Timeline

The proposed consultation timeline is:

- Consultation is open for 9 weeks (18 April 2024 to 21 June 2024)
- Responses analysed and appropriate amendments made to the All Age Carers Strategy document – July 2024
- Strategy action plan to be created – July 2024
- Presentation of consultation findings, any subsequent changes to the strategy and the draft strategy implementation action plan to Simon Froud - Director of Adult Social Care, Darren Knibbs - Director of Children's Safeguarding and Family Support and Cllr Paul Watling - Cabinet Member: Adult Social Care & Health Systems (proposed delegated authority from Cabinet) by July 2024
- Approval by Carers Network – July 2024
- Publication of the All Age Carers Strategy – August 2024
- Ongoing monitoring and delivery of action plan through Carers Network – August 2024 onwards

Consultation stakeholders

Stakeholders are defined as people/groups who have an interest in the area and can affect, or be affected, by the draft strategy.

The proposed consultation on the draft All Age Carers Strategy will be targeted at those specifically affected by it, but the consultation will also engage the wider community. The following table highlights the initial stakeholder list (this will continue to evolve through the consultation period).

Stakeholders include:

Family and those with caring responsibilities for people who are currently in receipt of care and support.	
Unpaid carers and young carers	
Influencers of all age carers	
Advocates for carers who are currently in receipt/ not in receipt of care and support and lack capacity	
Co-production / Involvement Groups, including but not limited to: <ul style="list-style-type: none"> • Telford and Wrekin CVS/ Carers Centre • Carers Network • Adults Learning Disability parent carers working together • Making it Real Board • Independent Living Centre (ILC) and Technology Enabled Care (TEC) Experts by Experience • Experts by Experience on place based partnerships • Healthwatch 	
All residents	Voluntary Sector Organisations
Providers of care and support services	Interfaith Council
Elected members	Parish and Town Councils
Community Hubs and Centres	Children's Safeguarding and Family Support
Adult Social Care Service	Advocacy Services
SEND team	NHS organisations
Wellbeing Independence and Partnership	Integrated Care Board
Place Based health and social care partnerships	Other Telford & Wrekin Council Services

Consultation methodology

The consultation will be undertaken through a variety of methods to ensure people are able to have their say (and in accordance with the Public Sector Equality Duty and the Adult Social Care Accessible Information Standards).

These will include:

- Paper copy of survey (with free return envelope)
- Easy read version of paper copy of survey and consultation document (with free return envelope)
- Online survey
- Drop in face to face sessions in community settings
- Virtual sessions
- Stakeholder meetings (e.g. Making it Real Board, Ageing Well Partnership, Carers Network...etc)

Supporting communication channels

A communication plan is in place and for each target audience the most appropriate and effective communication channels will be used. This includes, but not limited to:

- Website landing page which will include the draft All Age Carers Strategy
- CVS website
- Council's Newsroom
- Media platforms via Council and CVS channels
- Social media channels (e.g. Instagram, TikTok, Facebook)

- Newsletter to relevant subscriber groups (e.g. Council Leader News)
- Printed flyers displayed in Council locations (e.g. Independent Living Centre)
- Collaborate (Integrated Care System newsletter)
- Internal Council communication streams
- Promotion through stakeholder sessions and communication methods through:
 - various partnerships including but not limited to the Making it Real Board,
 - Carers Network...etc.
 - Various voluntary, community and social enterprise sector groups, including but not limited to Community Wellbeing Hubs
- Communication and consultation methods will also be available in accessible formats and different languages as appropriate.

Section 2: Consultation Questions

Introduction

Every year ordinary people take on the exceptional responsibility for caring for someone as the number of people with chronic and life limiting and long-term illness increases.

Telford & Wrekin Council and partner organisations are committed to improving the support for carers in the borough. We want to work with carers to influence, share and design the support that they need throughout their caring journey. The draft All Age Carers Strategy has used previous consultations and feedback from carers to identify the areas for focus for the next 5 years.

We would appreciate you taking the time to answer our survey. The information you provide will be used to help shape the final strategy and most importantly the areas of focus that will be worked on in partnership with carers over the next 5 years. The aim is to publish the final version of the strategy in Summer 2024.

Part 1:

Do you consider yourself a carer?

1. Yes / No / Don't know

If yes, are you registered as a carer with (select all that apply)

- Telford & Wrekin Council
- Carers Centre
- Your local GP
- Other – please state

2. How did you find out about this survey? (please select all that apply)

- Carers Centre communication
- Through a community forum
- Search engine
- Social Media
- Council newsletters
- Partner newsletters

- Through a professional who is supporting me
- Through my employer
- Other: box for them to complete

Part 2:

3. Do you think the strategy will improve support for carers in Telford and Wrekin?

- Yes
- No
- Don't know

Please explain your answer (free text)

4. How easy to read and understand do you find the draft strategy?

- Very Easy
- Easy
- Neither easy or hard
- Hard
- Very hard

5. On a scale of 1 to 5 (where 1 is the lowest and 5 is the greatest), to what extent do you feel the proposed areas of focus are the right ones for the All-Age Carers Strategy?

- Further develop the all age approach to supporting carers across the borough
- Empower and co-produce with carers to drive change across the borough
- Support Carers to have good physical, mental health and well-being
- Work in partnership with carers and the wider community to promote a carer friendly borough

6. Do you feel there is anything else missing from the strategy?

- Yes
- No
- Don't know
- If yes, please tell us what they are?

7. If you could change one thing to improve the experiences of carers living in Telford and Wrekin what would it be?

Free text - character limit 300 words

Part 3:

To help us further understand what support carers are aware of in Telford and Wrekin, and what is being used, we would value you answering a few further questions.

8. Are you aware of the following support available to carers in the borough? (select all that apply)

- Telford and Wrekin Carers Centre
- Young Carers services
- In-betweeners provision for young adults 18-25
- Carers Emergency Response Service
- Personalised Carer support - 25 hours
- Telford & Wrekin Council Carers Wellbeing guide
- Independent Living Centre
- Live Well Telford
- Carers Counselling Service through Mind
- Carer's Wellbeing groups across the borough (e.g. Hadley Wellbeing Group)
- Admiral Nurses
- Telford Loyalty Card
- Telford Aspirations Membership Concession
- Telford Ice Rink
- Digital Libraries and Home Library services
- Telford Theatre – Essential Companion Scheme
- Other – please state
- I am not aware of any support available for carers in Telford and Wrekin

9. Which of the following forms of Carer support, if any, do you currently access? (select all that apply)

- Telford and Wrekin Carers Centre
- Young Carers services
- In-betweeners provision for young adults 18-25
- Carers Emergency Response Service
- Personalised Carer support - 25 hours
- Telford & Wrekin Council Carers Wellbeing guide
- Independent Living Centre
- Live Well Telford
- Carers Counselling Service through Mind
- Carer's Wellbeing groups across the borough (e.g. Shawbirch Wellbeing Group)
- Admiral Nurses
- Other – please state
- I am not aware of any support available for carers in Telford and Wrekin

10. Would you like to be contacted by the [Carers Centre](#), part of Telford and Wrekin CVS, to discuss the support opportunities available for carers in Telford and Wrekin?

- Yes
- No

If yes, please provide the best way to contact you and one of their team will be in touch within 7 working days

11. Would you like to be contacted by the [Carers Centre](#) to join a mailing list for updates on the local offer for carers?

- Yes
- No

If yes, please provide the best way to contact you and one of their team will be in touch within 7 working days

12. Would you like to get involved further in the implementation of this strategy and help shape the development of carer's support available in Telford and Wrekin?

- Yes
- No

If yes would you prefer to be contacted by:

Email –

Text –

Phone call -

If yes, the Council will provide your contact details to the Carers Centre and one of the team will be in touch within 7 working days.