



Borough of Telford and Wrekin

Cabinet

Thursday 7 November 2024

All Age Carers Strategy

Cabinet Member:	Cllr Paul Watling – Cabinet Member: Adult Social Care & Health Systems Cllr Kelly Middleton – Healthy, Safer & Stronger Communities & Partnerships Cllr Shirley A W Reynolds – Early Years, Children & Young People, Education, Employment & Skills	
Lead Director:	Simon Froud – Director: Adult Social Care Darren Knibbs – Director: Children’s Safeguarding & Family Support	
Service Area:	Adult Social Care and Children’s Safeguarding and Family Support	
Report Author:	Amanda Benton, Service Delivery Manager: Learning Disability, Autism, Mental Health and Carers Lead Leeona Marsh, Commissioning Specialist, Adult Social Care Angela Causton, Commissioning Officer, Adult Social Care	
Officer Contact Details:	Tel:	Email:
	01952 383147	Amanda.Benton@telford.gov.uk
	01952 383448	Leeona.Marsh@telford.gov.uk
	01952 381870	Angela.Causton@telford.gov.uk
Wards Affected:	All Wards	
Key Decision:	Key Decision	
Forward Plan:	Yes - 9 August 2024	

Report considered by: SMT – 24 September 2024
Business Briefing – 3 October 2024
Cabinet – 7 November 2024

1.0 Recommendations for Decision/Noting:

It is recommended that Cabinet:

- 1.1 Approves Telford and Wrekin All Age Carers Strategy 2024 – 2029 for publication **(Appendix A)**;
- 1.2 Agrees to delegate authority to the Director of Adult Social Care in consultation with the Cabinet Member: Adult Social Care and Health Systems to implement a five-year action plan.

2.0 Purpose of Report

- 2.1 This report introduces the **finalised** All Age Carers Strategy for Telford and Wrekin 2024-2029. A draft version has previously been shared with Cabinet.
- 2.2 Following consultation on the draft strategy, a series of amendments have been made to produce the finalised version.
- 2.3 The Council has a statutory duty under the Care Act 2014 to provide services to address carers needs for care and support. The Council has a duty to provide information and advice, to promote wellbeing and, where possible, to prevent carers from needing support.



Protect, care and invest
to create a better borough



Supporting Carers in Telford and Wrekin All Age Carers Strategy 2024-2029

3.0 Summary of Main Proposals

3.1 The main purpose of the 2024-2029 All Age Carer Strategy is to provide a clear framework to the provision of services that will support carers of all ages to:

- Identify as a carer,
- Maintain their own health and wellbeing,
- Plan for their future,
- Participate in family and community life.

3.2 The strategy seeks to address local issues and strengthen integration of health, social and voluntary services to enable the priorities to be achieved to improve the lives of carers. Additionally, it sets out a plan on how we will maintain our progress and enhance those areas where we need to improve over the next 5 years.

3.3 Our vision remains and continues to be, that carers are recognised, thanked and valued by the wider community and statutory agencies, for the significant inform support and care they provide to vulnerable adults, children and young people. We know that carers are essential in supporting the wider health and care system and preventing, reducing and delays access to service.

3.4 As cited within the All Age Carers Strategy, the Council is aware that:

- 45% (8,214 people) said that they provide unpaid care for 19 hours or less per week
- 22% (3,913 people) provide unpaid care for between 20 and 49 hours per week
- 33% (5,899 people) provide unpaid care for over 50 hours per week

It is recognised that carers offer a lot of their time and energy to provide the support that they do at no cost to the Council, demonstrating cost avoidance through the provision of their support. Carers are often not in receipt of financial support or receive a small amount of financial support through carers allowance. The Council does provide support to carers of all ages, through a number of ways (not exhaustive), including:

- Commissioned arrangements with the voluntary sector
- Information, advice and guidance
- Through statutory duty to undertake carers assessments which may include provision of carers support plans.
- Where eligibility is assessed, the Council may commission arrangements with the private sector, including respite and short breaks.

3.5 The All Age Carers Strategy links to the Telford and Wrekin Health and Wellbeing Strategy, in particular through a health inequalities focus. Similarly, this strategy will also support the implementation of the Shropshire, Telford and Wrekin Integrated Care Strategy.

3.6 Consultation feedback highlights that the strategy has been received well. Of those who responded to the strategy consultation, at least 75.8% strongly agreed

that the strategy aims would support carers to have good physical, mental health and well-being.

4.0 Background

4.1 The population of the borough continues to grow at above national rates – driven by the expansion of the local economy and record levels of housing growth. As the population grows, it has continued to change, with the population becoming more diverse and ageing.

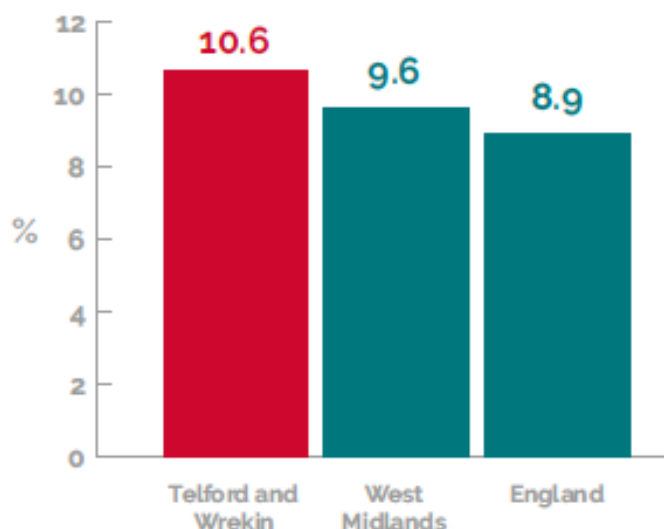
4.2 A carer is someone of any age who provides unpaid support to a family member, or a friend, who would not manage without their support. A carer may be in receipt of carers allowance.

4.3 The role of carers continues to be not only vital to the whole health and social care system, but also and our wider communities. Carers provide significant support to the people they care for, enabling people to live within their own communities for longer. In order to support carers in a way that is impactful and meaningful we need to ensure our local systems are all working together.



4.4 In Telford and Wrekin, 1 in 10 of the borough’s population reported that they were providing unpaid care in 2021 (18,026 people). This was greater than the proportion (8.9%) for England and the West Midlands (9.6%). Of the carers: 18,026

% of population who provide unpaid care (age standardised) 2021 Census



for England and the West (9.6%). Of the carers:

- 33% (5,899 people) provide unpaid care for over 50 hours per week.
- 66 individuals under 16 were providing 50 or more hours of unpaid care per week, which equates to 46.5% of those under 16 providing unpaid care.
- 45% (8,214 people) said that they provide unpaid care for 19 hours or less per week.

4.5 The development of this finalised strategy has been informed by consulting with carers across Telford and Wrekin. Consultation took place between April and July 2024 with 649 responses received from all age carers.

5.0 Summary of Key Achievements to Date

5.1 Partners and organisations across Telford and Wrekin continue to demonstrate our commitment to carers. Key achievements to date include:

- Commissioning delivery of a combined young carers and adult carer service
 - Regular links and profile raising with wider organisations to raise awareness of the role and support organisations to learn from experts with lived experience
- Positive examples of where this has been delivered are:
- Within the Princess Royal Hospital
 - GP practices
 - Schools
 - Youth clubs
- Developed our offer to carers, including accessibility to:
 - Admiral nurses
 - Specialist counselling services
 - Replacement care support (25 hours of support)
 - Emergency carers response service
 - Raised the profile of carers across the Integrated Care System
 - Improved our information advice and guidance available to carers, including publication of the Carers Wellbeing Guide, a comprehensive wellbeing guide of local services
 - Worked closely with our commissioned service, the Carers Centre, to develop and diversify the nature of the support provided
 - Provided young carer links and identification within schools, including awareness of training of young carers to teachers, primary and secondary aged children.

6.0 Draft Strategy Consultation Outcomes (April – July 2024)

6.1 To promote engagement within the consultation, a wide range of communication methods were used, including promotion through the Carers Centre and other partners communication routes. The routes utilised directly include:

All Age Carers Strategy

- Press Releases
- Social Media platforms – Telford & Wrekin Council and Live Well Telford
- Newsletters
- Community News
- Partner in Care Newsletter
- Telford & Wrekin Council Staff News
- Adult Social Care Newsletter
- Weekly updates from the Leader
- ICS Collaborate newsletter
- Education Noticeboard
- Online questionnaire
- Postal survey to all registered carers with Telford and Wrekin CVS (with free return envelope)
- Creative consultations held at youth clubs for young carers
- An accessible/ easy read questionnaire
- Face to face engagement sessions across the borough
- Engagement sessions
- Social media
Facebook



communication i.e.

- 6.2 The consultation included approximately 50 face to face engagement sessions across the borough, receiving feedback from carers, young carers, family members and organisations.
- 6.3 The public consultation received a total of 649 responses. This included 124 online responses, 37 young carer responses and 488 engagement responses on social media.

All Age Carers Strategy

- 6.4 Five young carer engagement sessions were held over the duration of the consultation. Sessions were conducted creatively using either written/verbal or creating a leaf for the chatty tree.
- 6.5 Outside of the young carer engagement, the greatest proportion of respondents were people aged between 55 - 64 and the lowest from ages 25 – 34. The majority of people who responded came from a White British background 84% and 8% from Asian British background.
- 6.6 The findings of the consultation highlight:
- At least **75.8%** of respondents strongly agreed that the aims of the strategy would support carers to have good physical, mental health and well-being.
 - At least **58.9%** of the respondents strongly agreed that it was a key area of focus to develop the all age approach to supporting carers across the Borough.
 - At least **71%** of the respondents strongly agreed that it was a key area of focus to work with carers and the wider community to promote a carer borough.
 - At least **58.9%** of the respondents strongly agreed that a key area of focus would be to empower and drive change across the borough.
- 6.7 The consultation identified a need to make amendments to the draft strategy, to incorporate the feedback gathered and ensure the voice of the carer was represented throughout the strategy (see 7.0).
- 6.8 The consultation has also informed several outcome measures to identify implementation and successes of the strategy, which will be identified within the action plan to deliver the strategy (see 8.0).
- 6.9 The feedback to the draft strategy was positive throughout, however, much of the response received were that individuals felt they were not able to agree on its effectiveness or purpose until implemented.



7.0 You Said, We Did

7.1 The below identifies and summarises the key feedback from the consultation and identifies how this has been captured within the strategy amendments.

<p>People told us:</p> <ul style="list-style-type: none">• <i>Carers were recognised in the strategy but not thanked</i>• <i>'I am not a carer, as I receive carers allowance'</i>• <i>'I support my partner, so I am not carer'</i>• <i>Young carers are not represented within the strategy</i>• <i>Young carers did not feel education was referenced within the strategy</i>• <i>'I do not know what support is available to me, particularly when my caring role changes'</i>• <i>Information, advice and guidance is not of high quality</i>• <i>'I do not know what training is available to me as a carer'</i>• <i>'I want to be supported by professionals who are aware of the challenges carers face'</i>• <i>'I can't understand what happens next or how the strategy will come to life'</i>	<p>We did:</p> <ul style="list-style-type: none">• Amended our foreword to thank our carers• Amended the term of carers to include those in receipt of carers allowance• Amended description of a carer to be clearer• Added to engagement with our work undertaken throughout April and July• Worked closely with children's commissioning colleagues and children's services and education to ensure Young Carers narrative was added into the strategy• Updated areas of the strategy that highlight 'Carers told us'• Strengthened our commitment to improve our information, advice and guidance available, particularly when there is a change to a carers' role• Added in a commitment to work with local organisations to develop and improve the carers training offer• Added in a commitment to ensure staff amongst partnership organisations understood the challenges carers face and raise awareness of the role of carers across the sector• Added a simple flow diagram to advise the next steps following the strategy publication
---	---

8.0 Implementation and Monitoring

8.1 The Council currently has a Carers Network, referenced within page 12 of the strategy as a key achievement.

8.2 The Council is in the process of formally launching a Carers Partnership Board, which will replace and refresh the existing Carers Network. Under its new identity as a Partnership Board, the Board will align to other existing Partnership Boards across Adult Social Care.

All Age Carers Strategy

- 8.3 A recruitment campaign is underway to diversify and improve representation of carers as experts with lived experience to become involved with the Partnership Board.
- 8.4 The Carers Partnership Board will oversee the implementation of the strategy through an agreed action plan. Reporting and escalation will be through the Making It Real Board, Telford & Wrekin Integrated Place Partnership (TWIPP) and Health and Wellbeing Board as appropriate.
- 8.5 A initial high level and brief draft action plan has been produced, however, this will be further developed and co-produced with the Carers Partnership Board.

Priority one: Further develop the all age approach to supporting carers across the borough

Priority area	Actions to deliver Priority	Timescale for delivery	Success criteria (to be agreed by Partnership Board)	Proposed Lead
Further develop the all age approach to supporting carers across the borough	Develop a carers offer that is responsive and compliments the carers role.			Carers Partnership Board Carers Centre TWC
	Ensure Information is available to raise awareness of the carers role on Live Well Telford and the SEND Local offer, General Practices, Pharmacy's, Health and Social Care Staff and providers.			Carers Partnership Board Carers Centre TWC ICB VCSE
	Continue to raise awareness of the carers offer within the borough.			Carers Partnership Board
	Encourage positive choice taking.			Carers Partnership Board
	Support access to assistive and digital technologies to support carers and those they provide care to.			Carers Partnership Board Ageing Well PB Age UK Carers Centre Forum 50+
	Provide accessible information, advice and support for carers of All Ages in Telford and Wrekin.			Carers Partnership Board Carers Centre TWC
	Enable Young Carers to co-produce how they would like their school to support them.			Carers Centre PODS SEND All schools in Telford and Wrekin Children's Commissioning

- 8.6 The Carers Partnership Board will also agree the respective leads on the action plan.
- 8.7 Please refer to **Appendix B** for the initial action plan.

9 Key Risks

- 9.1. Not having an All Age Carers Strategy would mean that the Council would adversely affect its ability to support carers of all ages living in Telford and Wrekin which could potentially result in people requiring assessed care and support.

10 Council Priorities

- 10.1 This strategy will build on existing initiatives and links closely to the themes of Telford & Wrekin Council's plan to protect, care and invest to create a better borough with the priorities:

All Age Carers Strategy

- All neighbourhoods are a great place to live in
- A community-focussed, innovative Council providing efficient, effective, and quality services
- Everyone benefits from a thriving economy
- Our natural environment is protected, and the Council has a leading role in addressing the climate emergency
- Every child, young person, and adult lives well in their community

10.2 The strategy also links closely with the priorities identified in the Shropshire, Telford and Wrekin Integrated Care Strategy and 5-year Joint Forward Plan.

11 Financial Implications

11.1 Services delivered to Carers are currently included within the Council's base budget. Adult Carer's services are funded from within the Better Care Fund Pooled arrangement with the NHS. Adopting the recommendations of this report will not have a financial impact on the Council. However, should the strategy give rise to actions requiring new financial resources, then consideration will be given to the allocation of resources through the Council's Medium-Term Financial Strategy process and where appropriate the ICB.

12 Legal and HR Implications

12.1 The Department of Health and Social Care have published a 10 year vision 'People at the Heart of Care' white paper. This paper has a significant emphasis on how carers play a vital role in all our communities. It is a vision that:

- offers people choice and control over the care they receive
- promotes independence and enables people to live well as part of a community
- properly values our exemplary and committed social care workforce, enabling them to deliver the outstanding quality care that they want to provide
- recognises unpaid carers for their contribution and treats them fairly

12.2 This report sets out that the proposed consultation and development of the draft strategy will be delivered using existing resources, in respect of Human Resources implications. Furthermore, Care Act 2014 duties upon the local authority in respect of carers specifically and Equality Act 2010 implications around discrimination are addressed within this strategy.

13.0 Ward Implications

13.1 All wards will be impacted upon by these proposals.

14.0 Health, Social and Economic Implications

14.1 It is intended that this programme of work will contribute to improve health and wellbeing outcomes within the borough.

15.0 Equality and Diversity Implications

- 15.1 The Strategy has a specific requirement to demonstrate its focus on reducing inequalities and disparities including protected characteristics within the local population and priorities under the Equality Act 2010.
- 15.2 The All Age Carers Strategy and action plan will be targeted at all age carers living in Telford and Wrekin but will also engage the wider community, aiming to raise the profile and awareness of carers. The Carers Partnership Board and action plan will be accessible 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).
- 15.3 The Council in conjunction with Telford & Wrekin CVS will be undertaking a media campaign to recruit carers and experts with lived experience to ensure diversity and representation across the Partnership Board.
- 15.4 Please refer to **Appendix B** for details on the proposed action plan, with consideration however that this will be populated with the Carers Partnership Board to ensure co-production.

16.0 Climate Change and Environmental Implication

- 16.1 This report has no direct climate change or environmental impact.

17.0 Background Papers

N/A

18.0 Appendices

- A All Age Carers Strategy 2024-2029
B Draft Action Plan

19.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Finance	17/09/2024	19/09/2024	RP
Legal	17/09/2024	18/09/2024	ON
Director	17/09/2024	25/09/2024	SF