

Adult Unpaid Carers Strategy 2025-2030

VISION

To ensure every carer receives individualised support, helping them achieve and sustain a healthy balance between their caregiving duties and personal well-being.



EAST RIDING
OF YORKSHIRE COUNCIL

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Executive Summary

East Riding Carers Vision

To ensure every carer receives individualised support, helping them achieve and sustain a healthy balance between their caregiving duties and personal well-being.

Introduction

The purpose of this strategy is to outline East Riding’s vision, priorities, and commitment to supporting carers, with a particular focus on adult unpaid carers. These carers play a crucial role in preventing individuals from entering care facilities by providing essential support and assistance, enabling them to remain in their own homes and communities. The strategy acknowledges the challenges and difficulties of caregiving, especially when balancing work, family, and caregiving responsibilities, but also recognizes the rewarding and fulfilling aspects of the role. It highlights the significant impact caregiving can have on the carer’s mental health and well-being. This strategy has been developed by the local authority in collaboration with partners, stakeholders, and carers.

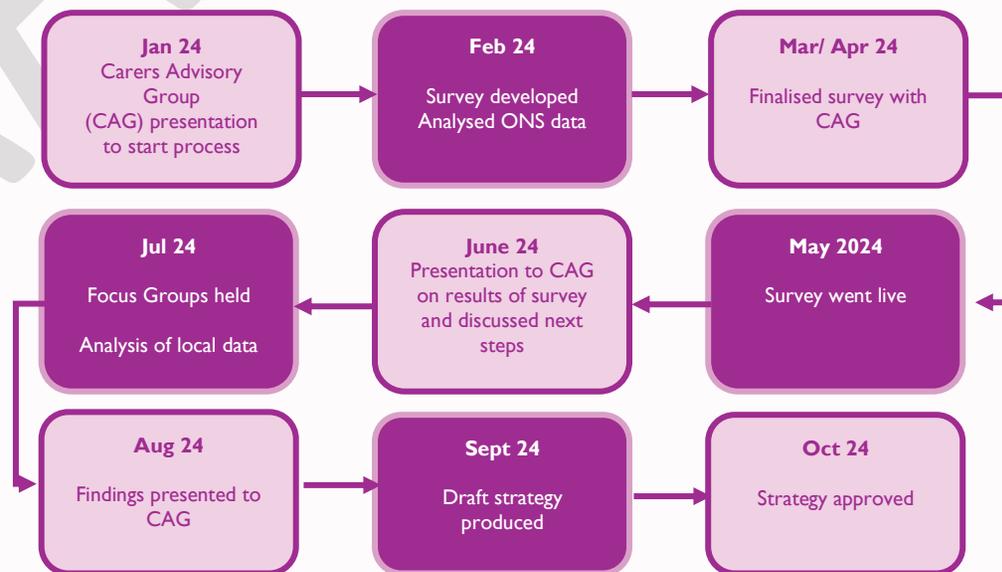
This document puts the carer at the heart of the strategy. We gathered insights from carers through surveys, focus groups, and meetings to understand the daily challenges they face, as well as their experiences and perspectives. This feedback has been instrumental in identifying and shaping our future priorities and outcomes. It allows carers to have a voice in what may or may not work in practice as they

are the experts by experience. It also brings partners and stakeholders together in supporting carers across the health and care system. This strategy is a dynamic document that will be overseen and evaluated by the Carers Advisory Group (CAG). It will undergo annual reviews to ensure its continued relevance and to track progress.

Challenges

Unpaid carers face numerous challenges, which were exacerbated during the COVID-19 pandemic and have been further intensified by the recent cost of living crisis. Key issues include increased stress and responsibility; the impact on physical and mental health; feelings of isolation and loneliness; financial strain; balancing employment, family, etc and caregiving; and accessing services and support. These challenges highlight the need for better support systems and recognition for unpaid carers.

Development timeline



Identified priorities

The five priorities outlined below were identified through collaboration with carers, stakeholders, and partners.



In addition to the above, there is also the ambition to work more closely with Children's carers particularly in relation to transition and community awareness. By working together, it can create a more cohesive and supportive network for young carers, ensuring that the young person is appropriately supported into adulthood.

Forward from the Chair of the Carers Advisory Group – David Howarth

As a society, we rely on unpaid Carers, and improving support for unpaid Carers must be at the heart of how we meet the needs of both our aging population and the demands on our health and social care systems. This is an issue that can affect any of us, the need to provide care for a friend, neighbour or loved one in our lifetime, often with very little or no time to plan. However, the impacts of being a Carer are wide ranging: it affects Carers' social and family lives, their mental and physical health, their education, work and income. Supporting Carers has never been more important, and now we have more unpaid carers in the East Riding of Yorkshire than ever before. This strategy sets out the practical steps that we are collectively going to take to recognise, involve, empower and support Carers, where the contribution of unpaid Carers of all ages is valued. You can be assured as Chair of the Carers Advisory Group (CAG), I along with my dedicated fellow members, will do all we can to ensure Carers rights and best interests are maintained throughout.



*David Howarth Chair,
Carers Advisory Group East Riding of Yorkshire.*

Forward from the Portfolio Holder – Cllr Owen

Caring for someone comes in many forms, from helping a friend with everyday tasks such as shopping or popping round for a cup of tea to a lonely neighbour, to looking after a loved one as they get older, or frailer, or suffer increasingly from dementia.

Becoming a carer can be gradual, or often happens without warning through illness, disability, or accident and can change family or personal life forever. Caring responsibilities can come with people of any age.

Only around ten percent of people caring are known to the authorities as the majority carry on their role seeing it as their duty, or not even realising that they are doing it!

The carers strategy is there to show that we all care for those in that position. That there is support, advice and help available, often formulated by those that have had firsthand experience themselves of caring and know better than all what support is most needed and valued.

Caring is often difficult, tiring, trying, tying and all-consuming and it is our role and hope that we can give the best advice and support we can and this strategy helps outline how we can hope to achieve that.

With a growing elderly population in the East Riding, many more will be requiring care and their carers requiring support over the coming years.

Please rest assured that you are not alone and support and advice is there.

Cllr Owen
Portfolio Holder



Carers

Definition of a Carer

Carers UK defines a carer as:

“People who provide unpaid care by looking after someone who is older, disabled or seriously ill. These people are called carers but they would probably say they were just “looking after someone”.

Identifying carers

Many people may not identify as carers because they view their role mainly as that of a partner, spouse, child, parent, grandparent, friend, or neighbour, simply doing what is needed to maintain a loved one’s quality of life. Hidden carers often encounter significant challenges in accessing support and recognition due to systemic barriers related to their equality, diversity and inclusion (EDI) status, including factors such as ethnicity, disability, and socio-economic background. This perception can prevent them from obtaining the appropriate support and becoming more involved in the care of the person they assist.

Role of a carer

The responsibilities of an unpaid carer can be diverse and extensive, depending on the needs of the person they care for, who may be unable to do daily tasks, and can include:

- **Personal care** – assisting with daily activities such as bathing, dressing and eating,

- **Emotional support** – offering companionship and emotional support such as keeping them company when they feel lonely or anxious.
- **Practical tasks** – handling household chores, preparing meals, managing finances, shopping, completing paperwork etc.
- **Medical assistance** – administering medication, taking and attending medical appointments, liaising with healthcare professionals.
- **Advocacy** – providing support to help the person express their views and wishes.

Impact on the carer

The impact on a carer can vary significantly depending on their relationship with the person they care for, along with the needs and abilities of the cared-for person, their location, their living arrangements etc.

Caring can be stressful and demanding, potentially affecting the carer’s wellbeing and health. Some carers may:

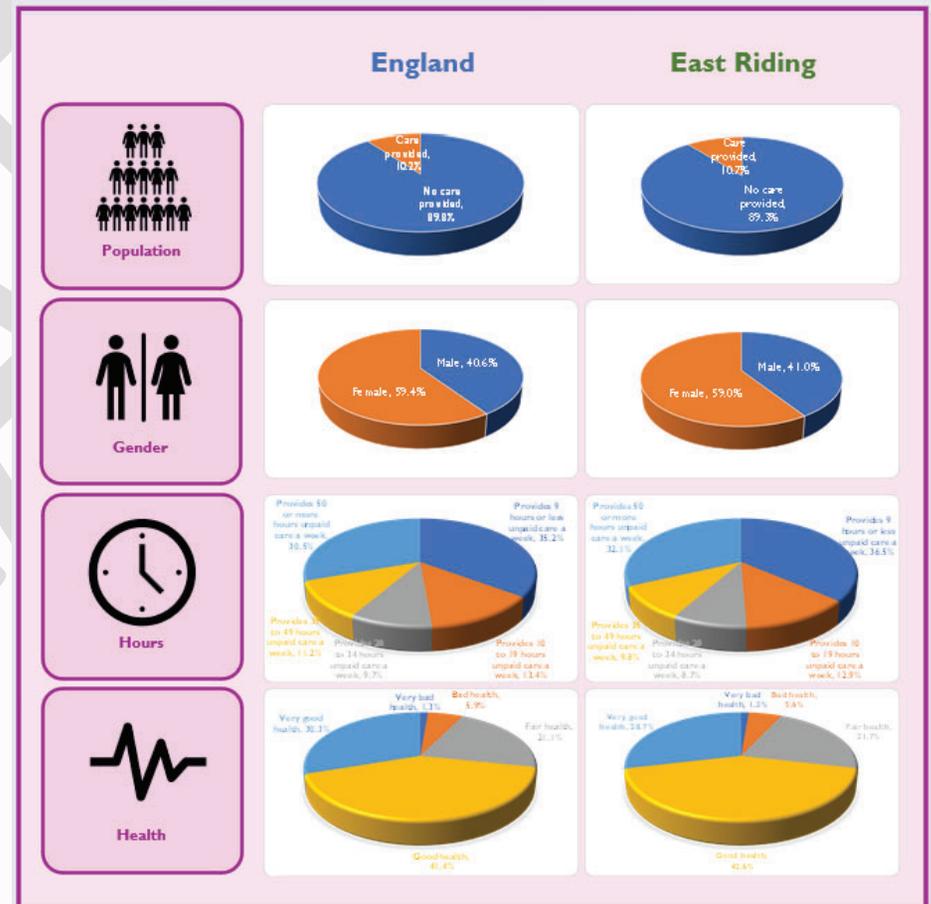
- Change their employment status, such as switching careers, reducing hours, giving up work, or retiring early.
- Relocate to be closer to the cared-for person or move in with them.
- Take on additional or different roles and responsibilities, not only for the cared-for person but also within their own household.

This can also affect the carer’s relationships with their family and friends, their finances, and their free time.

National Picture of Carers

Census 2021

The illustration below shows the results from the Census 2021. It fundamentally shows that Carers in the East Riding follow the national trend.



It should be noted that there has been a change from the previous Census, Office for National Statistics (ONS) suggest that reasons for the changes include:

- Covid restrictions limiting travel and mixing.
- Household mixing rules limited carers who previously shared responsibilities.
- A higher number of deaths than expected in the older population at the start of 2021.
- Changes in the wording between the 2011 and 2021 Census impacting self-reporting.

Carers UK

According to Carers UK, the national picture of carers is:

- 3 out of 5 people in the UK will become carers at some time in their lives.
- Over 8 million people are carers (around 13%).
- Over 1 million people care for more than one person.
- 5 million people juggle care with work, however, the significant demands of caring mean that 2 in 5 carers are forced to give up work altogether.
- 58% of carers are women and 42% are men.
- People providing high levels of care are twice as likely to be permanently sick or disabled themselves.

Support available for carers

There are many different benefits and credits available to carers depending on their circumstances along with information, advice and support. These include:

- **Benefits** – benefits calculators are available to see what carers are able to claim and how much they could receive for them and the cared for person.
- **Grants and discounts** – carers may be able to apply for extra money through grants and benevolent funds or get money off their tv licence or car tax.
- **Carer's allowance** – if a carer spends at least 35 hours a week caring, they may be able to claim carer's allowance.
- **Emergency financial support** – if a carer is struggling or in an urgent situation, they may be able to receive extra benefit payments through applying for hardship payments, advance payments, or receiving a budgeting loan or advance payment.
- **Health and care costs** – carers, and/or the person cared for, may be able to get help with health costs such as prescriptions, eye tests or receive a personal budget, direct payment or self-directed support through their local council.
- **Housing and heating costs** – extra help maybe available to pay towards housing and heating costs.

Information and advice are also available at a local level, see Carer Networks/ Groups below, or through charities and organisations.

Local Picture of Carers

Demographics

The following are key demographics of residents of the East Riding:

- **Population:** it is estimated that there are 350,119 residents in the East Riding.
- **Age distribution:** the overall population is balanced with 49% males and 51% females. Over a quarter (27%) of the estimated population are aged 65+. This is predicted to rise to 34% by 2043.
- **Households:** 30% are one person households.
- **Ethnicity:** The area is predominantly white, with 97.4% of the population identifying as this. The largest minority group is Asian, making up 1.1% of the population.
- **Rural vs Urban:** about 44% of the population live in rural areas.
- **Density:** the population density is low, with about 1.4 people per hectare.

Data source: East Riding Intelligence Hub

Working with seldom heard groups

One of the ways that the carers support service engages with people representing seldom heard voices is through the local authority equality, diversity and inclusion (EDI) staff group which enables the service to connect with members representing different groups including those from the LGBT+ community. However, given the demography of the East Riding and under representation of those with seldom heard

voices, in carers groups, this gives a way for the service to connect the carers agenda with those with protected characteristics. The service recognises the need to build on this to ensure the service is accessible to and representative for all communities.

The carers support service also connects with the traveller community via the council's support worker.

Carers in the East Riding say

"I'm a husband/ wife, son/ daughter and it's my duty to care."

"I have no other option but to care"

"You do it because you love someone."

"I'm not a carer."

"I would rather work. I don't really like being a carer. I'd rather it be someone else's problem"

"It's your loved one, therefore, that's your job"

Carer Networks/ Groups – current offer of support

There are a number of different organisations, carer networks and groups in the East Riding that provide support to carers, these include:



Carers Support Service

The East Riding Carers Support Service supports carers and those caring for someone over the age of 18 who reside in the East Riding.

The support provided is for all informal carers; whether they are providing support for 1 hour per week or 24 hours per day to people with all long-term health conditions, physical disabilities, illnesses, mental health and substance misuse. This service offers an opportunity for the carer to talk about their experiences, give advice, information, and

practical problem solving as timely advice, support and information can prevent carer break down and crisis.

The team offer:

- Quarterly We Care newsletter containing articles, advice, telephone numbers, monthly locality support group dates.
- Carers card as an emergency contingency, form of proof of caring role, access to carer concessions at services.
- Emergency cover service via Community Support Team.
- Passport to leisure offering 50% discount at East Riding Leisure facilities.
- Monthly legal advice clinic.
- Referrals to other in-house services such as the Disability Resource Team (DRT), Your Money Team, Health Through Warmth etc.
- Carer short breaks - cottage at Sewerby Hall & Grounds, caravans at South Cliff, Bridlington.
- Carer Relief Sitting Service - for social sits provided by Community Support Team. Can only be accessed by those caring for someone with a memory impairment.
- Carer personal budgets - one off, ongoing or virtual. Budgets have included: lifeline, cleaning, access to educational courses, craft materials.
- One to one support - welfare support for carers who feel they would benefit from regular contact from a worker.
- External referrals - Humberside Fire & Rescue, DWP Home Visiting Team, charities in the community, Falls Team, Bladder and Bowel, Red Cross, Social Prescribing but to name a few!

- Carers UK digital platforms - both general Carers UK digital platform and Employers for Carers platform provide forums, e-learning, factsheets, advice, signposting for carers who are registered or not to access with our free code as part of ERYC membership. This also includes free code for Jointly app which allows people to share their caring responsibility tasks with other nominated persons (i.e. diary entries, medication, list of telephone numbers) for free with ERYC membership.

The offer also includes specialist staff in dementia (2x f/t roles + 1 admin) and mental health (2 p/t roles) offering advice, support, networking with partner agencies to raise awareness of carers and highlight issues. They also have an office open to the public that offers both face-to-face and telephone support for advice and information. This service is available to both registered individuals and those who are not registered but seek advice.

Specialist Support

Mental Health Carer Support Officer

If the carer is supporting someone who is experiencing mental health issues and would like to seek support for themselves, within the service they have an experienced Mental Health Carer Support Officer to provide specialist mental health support. This could be:

- One to one support
- Practical problem solving
- Information about mental health services
- Support when engaging with mental health services
- Contributing to the care plan
- Wellness recovery plans

Dementia Carer Support Officer

If they are caring for someone who has a diagnosis of dementia and would like to access specialist support, they also have Dementia Carer Support Officers situated within the team who can support with:

- Understanding diagnosis
- Emotional support
- Training courses
- Dementia specific support groups
- Information about health services
- Support when engaging with health services

Telephone: 01482 396500

Email: ERcarers@eastriding.gov.uk

Website: [Your Life, Your Way - Home \(yourlifeyourway.uk\)](http://YourLifeYourWay.org.uk)

Carers Advisory Group (CAG)

The Carers Advisory Group (CAG) was set up following the government's recognition of the valuable work that carers undertake, and the contribution carers make to the health and social care economy. CAG is made up of approximately 25% people from the voluntary sector, 25% professionals (local authority/health organisations) and 50% carers. They work in partnership with East Riding of Yorkshire Council and health organisations to improve services for carers and to ensure that their views are taken into consideration as widely as possible. CAG supports in developing strategies in collaboration with the Carers Support Service, to raise awareness of carers needs, identify hidden carers and working carers, and contribute to developments in services arising out of the multi-agency strategy for carers. As the number of

carers inevitably increases, they must all work together to recognise the role carers play in our society and proactively ensure that the support they need is available from all areas of the community and health professionals.

‘Together We Care’ Group

The group was established in 2017 by unpaid carers after it was discovered that existing carer groups only catered to unpaid carers and excluded the individuals they cared for. Together We Care group enables people to meet and form friendships with others in similar situations, including both the cared-for individuals and the unpaid carers. Members can share their knowledge and experiences in a supportive environment. The group has grown and now boasts nearly 100 members, comprising a mix of unpaid carers and the people they care for.

People from across the East Riding come and attend. They form a carers family who simply enjoy being together. Over the years, many enduring friendships have been created and nurtured. During meetings, members receive updates on the latest legislation or technology that could simplify their lives, participate in fun activities like quizzes and games, and have the opportunity to sit and chat. They also go on trips and enjoy meals out together.

They are a constituted charity with an excellent reputation. They fundraise through car boot sales, tabletop sales, and tombola’s, and also apply for local government grants.

The group meets twice a month at St John’s Methodist Church in Market Weighton, on the first and third Friday of each month. To get involved, please contact the Carers Support Service for more details.

Carers Support Groups

All support groups offer an opportunity to talk to and get to know other carers in a similar situation. Groups meet monthly and take place in the following areas:

- Pocklington
- Bridlington
- Withernsea
- Beverley
- Market Weighton
- Hessle
- Brough
- Stanford Bridge

Humber Teaching NHS Foundation Trust



The Trust recognises the importance of identifying and offering support to carers. It is necessary for staff to identify carers (somebody who the patient/service user/child or young person relies on for emotional support and/or to support with daily activities) and offer a carers assessment where needed.

There are a variety of different ways the trust involves and receives feedback from carers including:

- Patient and carer experience forums
- Experts by experience opportunity

- Carers stories
- Patient safety partners engagement forum
- Record keeping audit
- Workshops

Telephone: 01482 389167
Email: hnf-tr.patientandcarerexperience@nhs.net
Website: www.nhumber.nhs.uk

Healthwatch East Riding of Yorkshire

Healthwatch East Riding of Yorkshire is an independent organisation working with the NHS and local authority to improve standards of care for all. Healthwatch listen to people's experiences of health and social care services; this could be a GP service, dentist, hospital experience, care home, pharmacy, mental health service and much more. They work with service providers to improve care using your feedback.

They also provide a signposting service. Knowing which services are out there and how to access them can be difficult and confusing. They are available to help people get the support they need.

Telephone: 01482 665684
Email: enquiries@healthwatcheastridingofyorkshire.co.uk
Website: www.healthwatcheastridingofyorkshire.co.uk

Alzheimer's Society



The Alzheimer's Society is contracted by the local authority to provide dementia support to people living with dementia and their carers. Many of their service users are carers who advocate on behalf of their loved ones. They support them with dedicated support and information on a one-to-one basis, either face to face, via telephone or at GP practices in dedicated private spaces. They also offer community activity groups across the East Riding which are well attended by both carers and people living with dementia.

Telephone: 01482 211255
Email: hulleastriding@alzheimers.org.uk
Website: dementiaeastriding.org.uk

Hull and East Yorkshire Citizens Advice

Citizens Advice Hull and East Riding offer a range of support services for carers. They provide free, confidential, and impartial advice on various issues that carers might face, including:

- **Welfare Benefits:** helping carers understand and claim the benefits they are entitled to.
- **Debt Management:** offering advice on managing debts and negotiating with creditors.
- **Housing:** providing guidance on housing issues, including tenancy rights and housing benefits.
- **Employment Rights:** advising on employment rights, including flexible working arrangements for carers.
- **Health and Social Care:** information on accessing health and social care services for both carers and those they care for.

Telephone: 08082787981
Website: www.hullandeastridingcab.org.uk

HEY Smile Foundation



Smile's Community Development Team give free, practical help to the voluntary and community sector in the East Riding of Yorkshire.

They can support with:

- **Governance** – they offer advice on everything to do with managing a voluntary or community group, whether it's a new or an existing organisation.
- **Funding** – they help with managing finance, looking for grants and offering guidance with grant applications.

- **Volunteering** – they help with recruiting, training and supporting the right volunteers.
- **Training** – they help you finding and undertaking training.
- **Collaboration** – they help with making links and networking with other likeminded organisations.

Smile's Community Development offer is supported by East Riding of Yorkshire Council to help charities and volunteer groups succeed.

Telephone: 01482 590270
Email: hello@heysmilefoundation.org
Website: heysmilefoundation.org

Previous strategy key achievements and challenges

The previous carers strategy for 2019-2024, identified the following priorities, each of which had a variety of actions. The table below shows the key achievements during the last strategy period, however, it should be noted that some progress was slow or delayed due to the pandemic:

Priority 1 - Carers will be respected as expert care partners across the system, particularly when designing & delivering services	
Key achievements	Challenges
<ul style="list-style-type: none"> The Carers Support Service moved to a new more versatile and accessible building in July 2022. Training delivered to key services such as Community Wellbeing Teams, Community Mental Health teams, GP practices regarding the carer offer and how to identify hidden carers. Training also delivered to junior doctors at Hull Royal Infirmary and social care students at Hull University. Ongoing work with Harthill and Holderness Primary Care Network in creating a carer registration/ identification system within the practices. Carer champions identified. Available duty officer within Carers Support Service to support carers with any queries they may have such as registration with the service, signing posting and advice to other services, emotional support. Promotion of the Carers Support Service at various events and conferences across the East Riding. 	<ul style="list-style-type: none"> Supporting carers during the pandemic. Maintaining relationships with other partner agencies. Managing people's expectations. Carers to be an embedded partner of continuum of development. Health professionals to understand the challenges of being a carer and to be given the training of managing the cared for persons aftercare eg how to administer medication, how to use a catheter. How to access services and receive the help they require ensuring it is up to date and in one place. Services to be more available and flexible
Priority 2 - Carers will be supported across the system, to stay mentally and physical well and treated with dignity	
Key achievements	Challenges
<ul style="list-style-type: none"> Nationally carers are now able to access on-line support via the Carer UK Digital Platform. This platform provides advice and guidance outside of registration with Carers Support Service 	<ul style="list-style-type: none"> Many carers find it difficult to leave the cared for person so that they can have a break. There can be

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<ul style="list-style-type: none"> • East Riding of Yorkshire Council have a carers network of staff who meet on a monthly basis. Currently there are 25+ members. They have also developed a carers support and leave policy which will be available shortly. • The Employers for Carers Digital Platform was launched during 2022 which supported organisations across the East Riding providing guidance and support for their employees who are carers. • The Carers Support Service offer caring for carers emotional health training along with the ongoing support through Xyla and social prescribing. • Carers Support Groups continue to meet on a regular basis across the East Riding to share information and advice. • Together we care/ carers groups provide support to carers 	<p>a cost impact for care cover whilst away from home.</p> <ul style="list-style-type: none"> • Small changes can give a large impact on the carer if they receive a break. • Data access and information sharing. • Cost implications to be made clear
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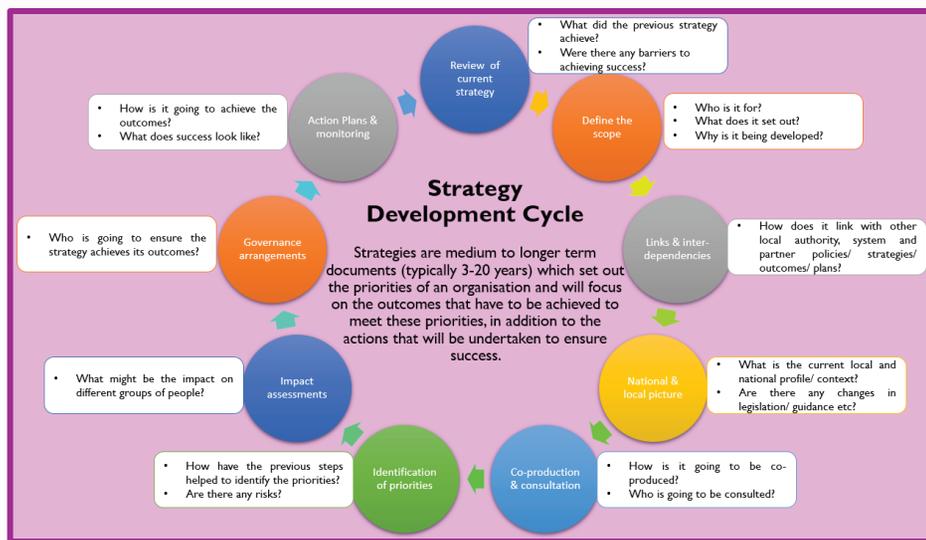
Priority 3 - Carers will have a good caring/life balance alongside their caring role

Key achievements	Challenges
<ul style="list-style-type: none"> • Promotion of the free app through the Carers UK platform which enables carers to organise and coordinate their care responsibilities more efficiently. • Representatives from the Carers Advisory Group (CAG) raise any concerns identified by their groups with the Carers Support Service. • The Carers Support Service secured funding to employ two dementia carer support officers. Their role is to support carers who are caring for someone with dementia. The service has also employed a mental health carer support officer who support carers who care for someone with severe mental health problems. • The Carers Support Service have administered and supported the Carers Conference until 2023. • The provision of carers short breaks was increased. • Ongoing exploration of assistive technology to support carers and those cared for. 	<ul style="list-style-type: none"> • There needs to be clear pathways. • Carers need to be respected as key partners as they provide the lived experience. • Political understanding of the needs of carers. • Findings ways of engaging with all carers including hidden carers.

Strategy Development

Development cycle

The diagram below shows how this strategy has been developed. Unpaid carers have been involved every step of the way either through the Carers Advisory Group (CAG), completing the on-line survey, attending focus groups and meetings, through individual calls and emails, to share their experiences, challenges and views.



Survey

The key findings from the survey included:

- Good health and wellbeing, and financial stability were the two most important things for carers.

- The majority of respondents said that they had people who cared about them such as family and friends, however, half felt that they couldn't do things that were important to them as they are unable to leave the cared for person without arrangements in place.
- They want to get the information and advice about how they can be healthy. Less than half knew about things that are happening in their area and the groups they could join.
- Many had family or friends that support them. However, only a few said that they meet other people who are in a similar situation to them.
- Only half of respondents knew who to contact and how to contact them if things went wrong or if they were feeling ill. With a small number having help to plan for any changes in their life that would impact on the cared for person.
- A number of respondents stated that it was hard to get hold of or speak with health professionals.
- Many respondents felt supported by people who valued them and know what they are good at and what's important to them. However, only a third felt recognised and valued in their role of a carer.
- A high number were not aware of additional support available to them such as carer breaks, maximising available benefits.

The main changes due to caring responsibilities included:

- Just over a third stated that there had been no change in their employment status due to their caring role, whilst a fifth stated that they had reduced their hours.

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- Three quarters of respondents stated that their mental health had been affected due to their caring role.
- 12% said that there had been no change to their finances due to their caring role.
- 2% respondents stated that there had been no change to their free time/ leisure activities due to their caring role. Whilst 90% stated that their time to their themselves had been reduced.

When asked about the most rewarding aspect of being a carer, most respondents highlighted the satisfaction of ensuring that someone is safe, happy, and well-provided for. However, they emphasised the importance of having clear and consistent information and advice to effectively support the person they care for.

When asked about what they thought the top priorities should be for this strategy, carers stated:

- Supporting carers to remain mentally and physically well.
- Ensuring carers can access the most appropriate information, advice and support at the time they need it, for themselves and the person they care for.
- Enabling carers to have a life outside their caring role.

Focus Group

Carers Focus Groups were held in July 2024. Carers shared their experiences and ideas. There were clear themes throughout their responses.

- Carers can still feel alone and struggle even when they have contact with services and even when support is in place.

- Carers time and energy often get used up before they prioritise their own needs.
- Carers can feel like the Health and Social Care system is not on their side (with barriers and bureaucracy “it’s not as easy as it should be or could be”).
- Carers can’t easily switch off from being a carer even when consistent support is available.
- Carers appreciate when their caring role and all its extra juggling and responsibilities are recognised (by work, family, friends, services).
- Carers value their independence.
- Carers are experts regarding the person (or people) they care for.

Carers Advisory Group reflected on these themes and highlighted key issues and shortfalls from priorities used in the 2019-2024 strategy:

- “Shortage of capacity [within services]” and “changes in ownership of services” and “outsourcing and sub-contracting of services.”
- “Lack of single, accessible ‘record of needs’” and “churn of staff.”
- “Assessments create expectations that are rarely met.”
- “Carers should be an embedded part of the continuum of development.”
- “Sporadic meetings and focus groups cannot constitute ‘listening’.”
- “Most carers find that their life becomes harder – they age and the cared-for gets more dependent.”

These themes, issues and challenges have been reflected in the priorities and aims for the 2025-2030 strategy.

Local data

The information below relates to carers who have contacted East Riding of Yorkshire Council, Adult Social Care and Health department during April 2022 to March 2024.

Carers conversations

There have been over 3,700 contacts with the Carers Support Services team during the last two financial years (2022/23 – 1,859 and 2023/24 - 1,912). These include contacts that received more than one action for instance someone may have called the service and progressed to a carer's assessment or had carers relief/ emergency cover or were signposted to another service or provided with information and advice.

Carers Assessments

During 2023/24 there were 421 completed carers assessment which was a slight decrease (3%) on the previous financial year which had 434. Over two thirds were for females and a third for males.

A third of completed carers assessments were for people aged between 75-84, with nearly three quarters of completed carers assessments were for people aged between 55-84.

Carers Reviews

In contrast to completed carers assessments, there has been a 20% increase in carers reviews from 383 during 2022/23 to 458 in 2023/24.

Again, similar to assessments, the split by gender was two thirds female and a third male.

Over two thirds of reviews were for people aged 55-84, however, there was an even split between the highest age ranges.

Carers Newsletter

The carers newsletter is delivered to over 4,000 people each quarter, with 36% of recipients not having any contact with the council in the last three years and another 36% only having a contact or my conversation – no assessment or review.

Identified Priorities

There are many challenges which just don't affect unpaid carers but the wider community. However, with that been said, below are the priorities along with the key outcomes which have been identified from the survey, focus groups, meetings and the data.

Priority 1

Remain mentally and physically well



Key Outcomes:

- Services and community partners effectively promote and support healthy lifestyles including accessible community activity to support with social, emotional and physical wellbeing.
- Carers have a clear and accessible pathway for scheduled healthcare, including scans, surgery, and procedures, leading to timely and effective medical care.
- Increased awareness and uptake for existing discount schemes.

Priority 2

Access to information and support



Key Outcomes:

- Have clear, consistent, easily available information and advice.
- Develop a carers manual, to include local support and information. guidance on lasting powers of attorney, Johns campaign etc.
- Non-professional support is readily accessible.
- Meet with other carers to share/ exchange experiences
- Have clear service pathways for health and social care.
- Ensure equitable access to hard-to-reach groups.

Priority 4

Personalised and coordinated support



Key Outcomes:

- “Tell us once” equivalent for giving updates to adult social care.
- Promote “Making every contact count”
- Contingency plans in place to ensure continuity of care if the primary carer is unavailable.
- Employers actively recognise and support the needs of carers
- Carers receive appropriate training to enhance their skills.
- Carers have access to professionals, like Care Navigators, for guidance through the health and care system, financial matters, and legal processes such as lasting power of attorney (LPA).
- Carers in crisis can access timely and effective support.

Priority 3

Life outside caring role



Key Outcomes:

- Carers are supported to take breaks from their caregiving responsibilities and have their wellbeing needs met whenever possible.
- Have a better caring/ life balance.
- Reduce feelings of isolation from others eg families, friends.
- Know what local groups are available in the local area.
- All roles, such as partner, wife, mother, son, friend, colleague and carer, are acknowledged and valued.

Priority 5

Identify as carer, recognising contribution



Key Outcomes:

- Residents recognise and understand the role of carers, enabling hidden carers to self-identify and access support.
- Train professionals to better identify and support carers.
- Promote the carers passport to support people to identify as a carer and provide the necessary support and resource.
- Recognise and respect carers as experts regarding the person/ people they care for.
- Identify and develop innovative methods to “listen” and understand the challenges carers encounter, including those from under-represented groups, to shape effective strategies, develop services etc.

Appendix

Links to other strategies

- Adult Social Care and Health vision and strategy
- Joint Health and Wellbeing strategy
- Learning Disability Strategy
- Mental Health Strategy
- Dementia Strategy

Impact Assessments

- Armed Forces Covenant Duty Analysis
- Equality Analysis
- Health Impact Assessment

Governance arrangements

The local authority, partners and stakeholders, in collaboration with the Carers Advisory Group (CAG), will develop a roadmap and action plan to address the key priorities. CAG will be a critical friend playing a vital role by providing objective, constructive feedback and insights. CAG will be responsible for overseeing and assessing the impact of this strategy.

It is not just one organisations responsibility to deliver the outcomes from this strategy, but it is a collective. If something cannot be achieved this needs to be brought to CAG to establish if anyone else can assist or support.