

# THE BOROUGH THAT CARES STRATEGIC FRAMEWORK 2022-25

Creating a carer friendly Rotherham



*Overview January 2022*

[www.rotherham.gov.uk](http://www.rotherham.gov.uk)

Rotherham  
Metropolitan  
Borough Council 

## Background – *Creating a carer friendly Rotherham*

**The Rotherham Health and Wellbeing Board set off a vision for Rotherham to be a carer friendly Borough.**

More than 30,000 of us are providing unpaid care in Rotherham, often alongside work or education, for someone who otherwise couldn't manage without our help due to illness, disability, addiction or mental ill health. This care is often invisible.

The COVID-19 crisis has emphasised the fundamental importance of taking action to improve the way unpaid carers are identified, recognised and supported.

As carers have been disproportionately affected during the pandemic, both socially and economically, creating a Borough that carers for its carers is more important than ever.



*“It will only make a difference if value is placed on the importance of looking at an individual’s situation and needs and working from there, rather than trying to fit everyone into the same strategy.”* **Rotherham Carers Forum**

**The purpose of this strategic framework is to ensure carers can live well, be active and have fulfilled lives.**

It recognises that carrying out an unpaid carer role can be rewarding and life affirming; that being a carer means you are in a position of unwavering trust and sometimes this can be overwhelming.

The framework defines how we will create a carer friendly borough; setting out three areas of focus that will be delivered over the next three years.

It acknowledges the impact of the pandemic on services and how time is needed to recover and reflect on the things we paused, stopped, started and paused again!

## Our Carers – working as a network

*“An unpaid carer is somebody who provides care in any form but does not receive an hourly rate of pay. (An unpaid carer could be in receipt of carers allowance or working whilst still caring)”* **Rotherham Parent Carer Forum**

Being a carer often means a person is providing support out of love or friendship for the individual they are caring for.

Caring roles vary and anyone can become a carer at any time, so it is important to recognise when a typical relationship develops the added dimension of one person taking on a caring role for another.

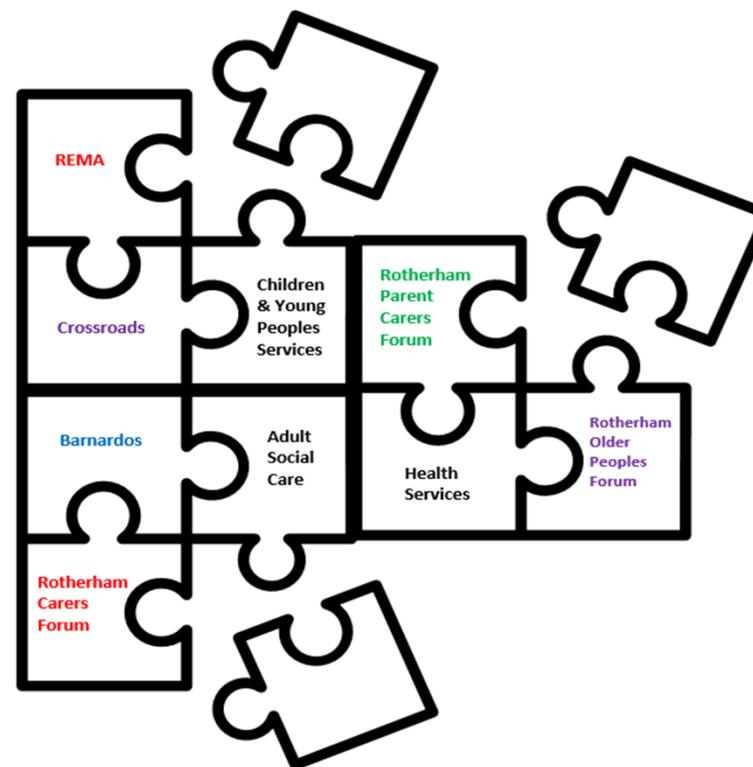
**Carers can be adults caring for other adults, parents caring for children who are ill or have a disability, or young carers caring for a parent, sibling, relative or friend.**

Carer organisations came together in May 2020 to ensure a joined-up response to the Covid 19 Pandemic. The Unpaid Carers Group formed to support the emergency response work and this ensured the carer partnership was as strong as it could be in the most extreme of circumstances.

These organisations remained connected and through 2021 shaped the strategic framework for 2022-2025

We now have a Brough That Cares Strategic Group in place consisting of people from health, social care, the voluntary sector and crucially people with lived experience.

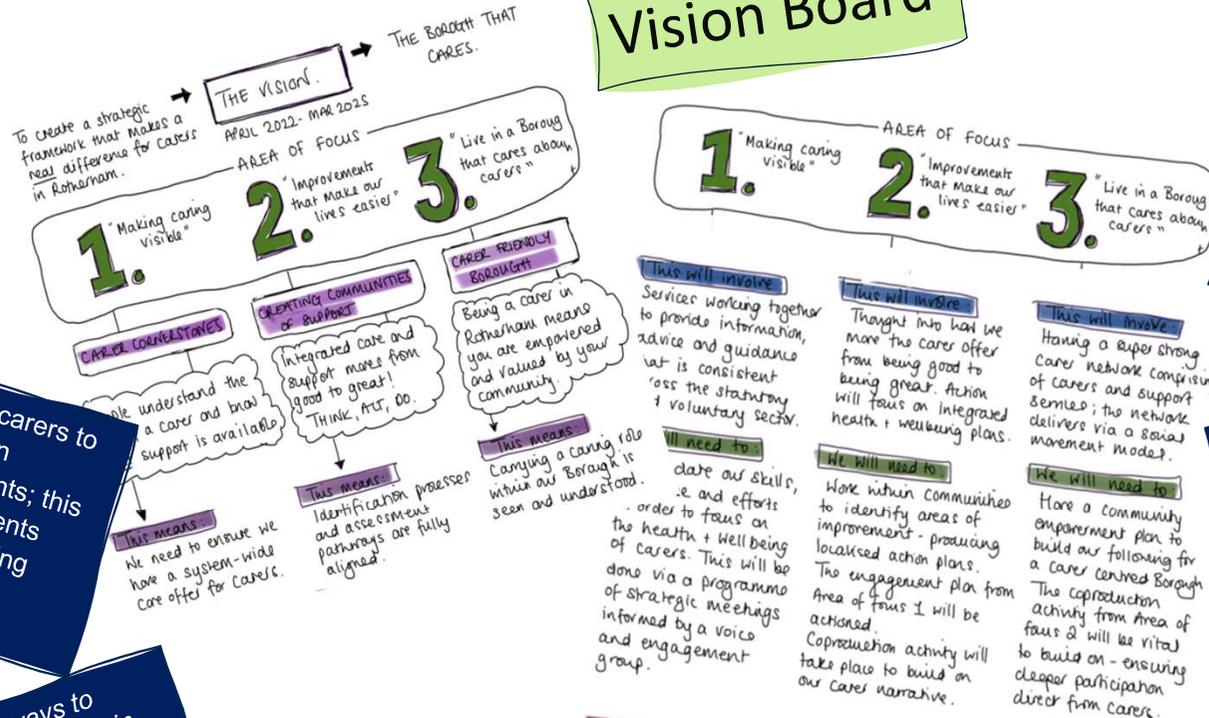
Everyone will be involved all the way through the work – from planning to delivering to evaluating.



# How we created the framework

Focus group sessions with partners suggested that a new strategic approach “kept it all simple” but allowed work programmes to evolve and grow.

## Vision Board



The need for carers to take the lead in organising events; this in relation to events such as performing arts festivals.

"Find better ways to engage communities in terms of their needs." REMA

"Carers need a one stop shop so they know where to go for support." Crossroads Care

"Services need to have time to build around an individual - we need a holistic approach" Rotherham Parent Carer Forum

"We should provide a bespoke offer for our communities- make our work meaningful for all the different parts of the Borough"

"young carers can fly once they are identified, and support is in place" Barnardo's

**Key outputs:**  
 Carers newsletter  
 System-wide carer narrative agreed  
 Engagement plan  
 Face to face spaces established across the Borough.

**Key outputs:**  
 Carer pathway evaluated + improvement activity takes place.  
 Engagement work takes place within communities to ensure carer stories and strategy work aligns.

**Key outputs:**  
 Community based navigators in place to support on the ground action.  
 All channels are used to share the carer narrative and we have a infrastructure in place to sustain our carer friendly Borough.

# Recovery & Reflection

Over the last two years a lot of time and energy has been taken up by adapting to the constraints and restrictions of the C19 Pandemic.

Our services and organisations have flexed and worked in diverse and different ways.

Some ways of working have stopped, some elements of our services are paused and workplaces no longer look and feel like they did pre-pandemic.

Therefore, it is important we take a little time to consider how all of these changes have impacted on our front-facing services for carers.

A Recovery Plan has been adapted from the ADASS regional carers group. It has six quality marker themes and each theme has a range of statements. It provides an opportunity for all partners to:

- **reflect on current practice**
- **identify areas where improvements can be made**
- **demonstrate progress and achievement**

## Recovery & Reflection Plan:

Issued January 2022.

Quality Markers addressed by March 2022



## OUTPUTS:

The Borough That Cares – Position Statement

Recovery & Reflection Plan - Shared Impact Measures

# Strategic Framework 2022 - 2025

Since May 2020 there have been regular conversations, workshops, meetings and task groups all of which focused on creating a new carer strategic framework.

Throughout all the talking a key statement recurred; the need for “something different” to help make a real impact for carers.

They wanted a dynamic way of working together; a framework that would nurture the organisational relationships; a collaborative workspace for carers to share their lived-in experience; **and it needed to encompass all the caring roles:**

I am a **parent carer** because I care for my child who has additional needs such as a physical disability or a learning difficulty (disability).

I care for a person who has **mental health issues**

I **care from a distance** I find myself looking after my relative, who lives in another town

I care for a **spouse or partner** I could be caring for a spouse or partner who has become ill or disabled or frail. In some cases, this can mean that I must take on all the responsibilities that were previously dealt with by my partner.

I care for a loved one who has **dementia**.

I have a **dual caring role**; I care for more than one person with very different needs; an elderly parent and a young child.

I am also a **parent carer** because I care for my adult son or daughter, who has additional needs such as a physical disability or a learning difficulty (disability).

I am a **young carer** I look after my Mum



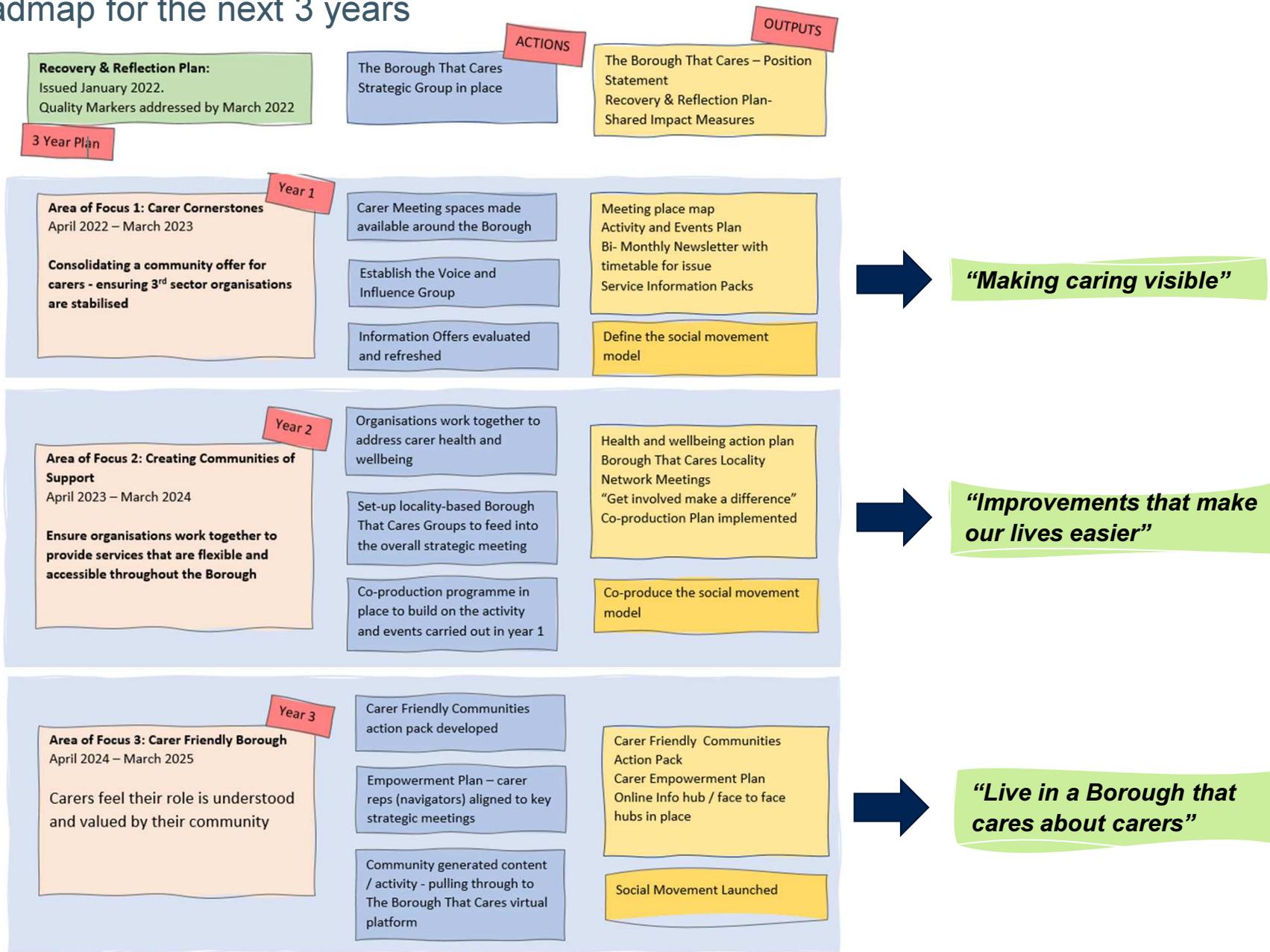
"...I am mum and a carer..."

"...I don't consider myself a carer I took it as something I did for her."

"...I care for my son and co-care for my Dad...my daughter supports me so she's a young carer."

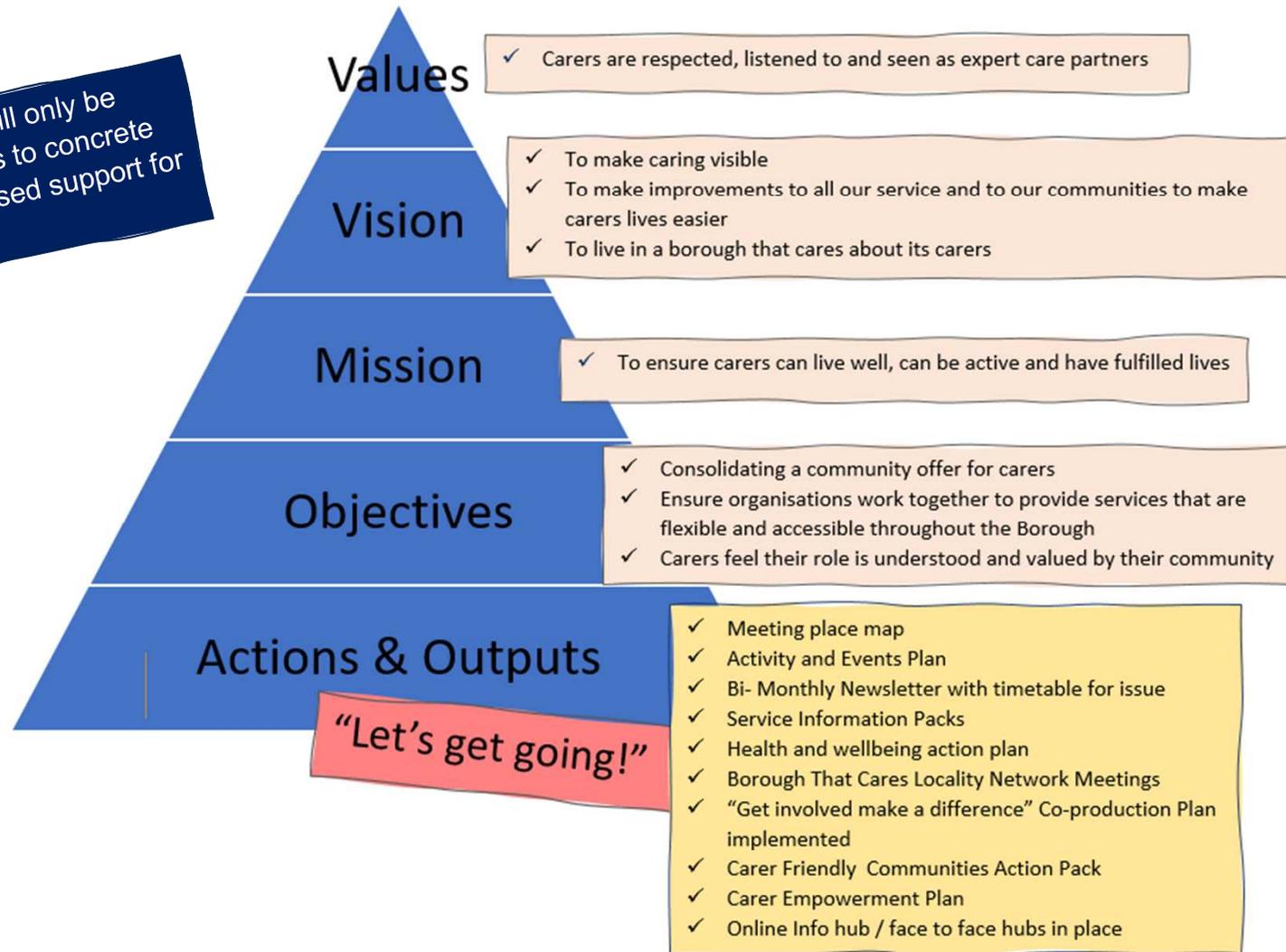


# Roadmap for the next 3 years



# Summary – Let's get going!

"The strategy will only be useful if it leads to concrete community-based support for carers"



We have the blueprint in place, the next step is to share our values, vision & mission. Work is already happening; we have a strategy group in place and we are making progress to look at how our message reaches out to carers



## The Borough That Cares Partners:



Come and join The Borough That Cares social movement!

### Definition:-

**social movement**, a loosely organised but sustained campaign in support of a social goal, typically either the implementation or the promotion of a change in society's structure or values.

A movement is a mixture of organisation and spontaneity. There is usually one or more organisations that give identity, leadership, and coordination to the movement, but the boundaries of the movement are never static.

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