

Committee Name and Date of Committee Meeting

Health and Wellbeing Board – 21 September 2022

Report Title

Carers Strategy – Status Update September 2022

Is this a Key Decision and has it been included on the Forward Plan?

Yes

Strategic Director Approving Submission of the Report

Ian Spicer, Strategic Director of Adult Care, Housing and Public Health

Report Author(s)

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Ward(s) Affected

Borough-Wide

Report Summary

On 26 January 2022 the Health and Wellbeing Board noted the progress made by The Borough That Carers - Strategic Group and endorsed the draft Carers Strategy. The board requested a further update to take account of their feedback given at the meeting and for the final version of the Carers Strategy document, known as *The Borough That Carers – Strategic Framework 2022-2025 Creating a carer friendly Rotherham* to be considered by other relevant boards/forums and organisations prior to coming back to the Health & Wellbeing Board for final endorsement.

This report reflects the progress made in relation to the request of the Health and Wellbeing Board and details the steps taken to develop the attached final Carers Strategy document through extensive co-production with carers and carers organisations. *The Borough That Carers – Strategic Framework 2022-2025 Creating a carer friendly Rotherham* is designed to provide a focal point for the delivery of the priorities relating to unpaid carers under the Health & Wellbeing Board Aim 3 *All Rotherham people live well for longer*. The specific milestones contained within Aim 3 (3.1 - 3.7) have a focus on ensuring support is in place for carers from April 2022 onwards.

The completion of the Carers Strategy is the first step. To deliver the tangible improvements to demonstrate full milestone attainment, within the specified delivery dates, a detailed action plan with agreed owners, and performance measures is recommended to sit underneath the strategy document. In the spirit of the development of the Carers Strategy, further co-production is required with carers, carers organisations and other key stakeholders making up the Borough That Cares – Strategic Group to detail the agreed and fully endorsed action plan. This activity must be concluded within financial year 2022/3 to meet the requirements of Aim 3.

Recommendations

1. The Health and Wellbeing Board note the progress made in relation to their requests made in January 2022 and agree to the publication of the final version of *The Borough That Carers – Strategic Framework 2022-2025 Creating a carer friendly Rotherham* attached in Appendix 1.
2. The Health and Wellbeing Board approve the recommendation contained in section 2 of this report to commence a further co-production exercise as a mechanism for development of the action plan to sit underneath the Carers Strategy that will deliver the Aim 3 milestones.
3. The Health and Wellbeing Board receive a report detailing the outcome of the co-production exercise with recommendations aligned to the completed action plan prior to April 2023.

List of Appendices Included

Appendix 1: *The Borough That Carers – Strategic Framework 2022-2025 Creating a carer friendly Rotherham*

Appendix 2: Unpaid Carers in Rotherham Data

Background Papers

Health and Wellbeing Board, 26 January 2022 – Agenda Item 11

Consideration by any other Council Committee, Scrutiny or Advisory Panel

Health Select Commission – 28 July 2022

Council Approval Required

No

Exempt from the Press and Public

No

Carers Strategy – Status Update September 2022

1. Background

- 1.1 It is estimated that more than 31,000 carers 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.
- 1.2 Unpaid carers form the backbone of the social care system, which would not be able to function without their support. Caring for a loved one can be a positive and rewarding experience, but carers need support to continue their vital role. Devoting significant time to unpaid care can not only lead to a downturn in carers' health, but it can also make it difficult for them to maintain social relationships and to keep working or learning, which can affect their financial security. More people are caring for a loved one than ever before, and organisations within Rotherham remain committed to helping carers.
- 1.3 The Carers Strategy - *The Borough That Carers – Strategic Framework 2022-2025 Creating a carer friendly Rotherham* has been developed in partnership with colleagues across the Council, Health and the Voluntary and Community Sector and most critically, people with lived experience. The strategy sets out a vision for working with and supporting carers, it provides a road map for how change will be facilitated directly with carers. Over the next three years, the Council and partners will work to deliver the actions and will continue to put carers at the heart of this process through their direct involvement in The Borough That Cares - Strategic Group.
- 1.4 *The Borough That Cares – Carers Strategic Framework* has three areas of focus:

		Key Objective
Area of Focus 1	Carer Cornerstones	Consolidating a community offer for carers – ensuring 3rd sector organisations are stabilised
Area of Focus 2	Creating Communities of Support	Ensure organisations work together to provide services that are flexible and accessible throughout the borough.
Area of Focus 3	Carer Friendly Borough	Carers feel their role is understood and valued by their community.

- 1.5 The Carers Strategy will support the strategic priorities set out by the Health and Wellbeing Board pertaining to Aim 3: *All Rotherham people live well for longer*. The specific milestones contained within Aim 3 (3.1 - 3.7) have a focus on ensuring support is in place for carers from April 2022 onwards
- 1.6 On 26 January 2022 the Health and Wellbeing Board noted the progress made by The Borough That Carers - Strategic Group and endorsed the draft Carers Strategic Framework. The board requested a further update to take account of their feedback given at the meeting and for the final version of the Carers Strategy document, known as *The Borough That Carers – Strategic Framework 2022-2025 Creating a carer friendly Rotherham* to be considered by other

relevant boards/forums and organisations prior to coming back to the Health & Wellbeing Board for final endorsement.

1.7 Since the January 2022 Health and Wellbeing Board meeting, The Borough That Carers - Strategic Group have continued to meet and further refresh the Carers Strategy. A final working draft was given a soft launch in national Carers Week 6-12 June 2022. This was to test the effectiveness of the draft and to elicit final feedback to inform the version to be published. Running alongside the soft launch, a range of events facilitated by the Council and Crossroads Care were held to mark Carers Week.

1.8 The main event took place on 7 June 2022, from 10am to 3pm, in an outside stall next to the Crossroads Care Rotherham office in All Saints Square, Rotherham; information leaflets from the above agencies were on display, and staff were available to answer any questions or queries. For those who wished to make a one-to-one appointment with a member of staff, the Crossroads Care training room was made available throughout the day, and there was also the opportunity for carers to arrange telephone appointments for a later date. Between all the partners, over one hundred contacts with unpaid carers were recorded.

1.9 The carers event coincided with the Queen's platinum jubilee celebration, and both the Mayor of Rotherham and the Cabinet Member for Adult Care and Integration were in attendance to speak with carers.

1.10 As per the recommendation of the Health and Wellbeing Board, the draft Carers Strategy, along with a covering report detailing the young carers offer in Rotherham, was taken to the Health Select Commission on 28 July 2022. The report was well received by the Commission who recognised the co-production activity that has driven the content of the all-age strategy, noting the role of carers, carers organisations and people with lived experience who had shaped the content. The Health Select Commission did not make any specific recommendation regarding the Carers Strategy content, but they did make a series of recommendations to further enhance the carers offer in the borough.

1.11 The recommendations of the Health Select Commission were that officers of the Council should:

- consider the feedback from carers to refine and improve the care and support offer.
- include provision for urgent respite care within any future commissioned service offer.
- include strong evidence of co-production and assurances that the perspectives of young carers are being heard in future reports pertaining to young carers.
- prioritise provision of leisure and culture activities for respite for young carers.

1.12 The Health Select Commission recommendations align with the ambitions of the Carers Strategy. Given that these are specific in terms of activity, they can be considered in terms of the detailed action plan that needs to now be developed to deliver the Aim 3 milestones.

2. Key Issues

2.1 *The Borough That Carers – Strategic Framework 2022-2025 Creating a carer friendly Rotherham* final content has now been concluded following the co-production process. A copy of the final draft is attached in Appendix 1 of the report. The final version has considered any further comments and feedback received since the soft launch in June 2022.

2.2 The carers voice is embedded into the Carers Strategy, as is role of young carers. From the co-production activity carers have articulated that there is a need to keep the plan simple, to make it readily accessible. The focus should be on things that make a real difference to carers. By taking a community development approach balanced with preventative practices the aim is to support carers to flourish and therefore protect precious formal support resources for when a carer hits a crisis point. The main premise of the Strategy is that *“We are working together to create a borough that cares about its carers.”*

2.3 *The Borough That Cares – Carers Strategic Framework* has three areas of focus:

		Key Objective
Area of Focus 1	Carer Cornerstones	Consolidating a community offer for carers – ensuring 3rd sector organisations are stabilised
Area of Focus 2	Creating Communities of Support	Ensure organisations work together to provide services that are flexible and accessible throughout the borough.
Area of Focus 3	Carer Friendly Borough	Carers feel their role is understood and valued by their community.

2.4 The Carers Strategy will be the key overarching document to support the strategic priorities set out by the Health and Wellbeing Board pertaining to Aim 3: *All Rotherham people live well for longer*. The specific milestones contained within Aim 3 (3.1 - 3.7) are ensuring support is in place for carers from April 2022 onwards. They are:

Priority	#	Milestones	Timescale
Ensure support is in place for carers.	3.1	Refresh the information, advice and guidance available to carers, including the launch of the carers newsletter	April 2022 – March 2023 (as part of delivery of area of focus 1 of strategic framework)
	3.2	Take an integrated approach to identifying and supporting carer health and wellbeing	April 2023 – March 2024 (as part of delivery of area of focus 2 of

		through working with partners to develop a carers health and wellbeing action plan.	strategic framework)
	3.3	Establish locality specific carer partnership / network groups	April 2023 – March 2024 (as part of delivery of area of focus 2 of strategic framework)
	3.4	Introduce co-production programme with communities to build our carer friendly Borough	April 2023 – March 2024 (as part of delivery of area of focus 2 of strategic framework)
	3.5	Introduce an assurance process for all published Information, Advice and Guidance to ensure the relevance, accuracy and accessibility	April 2023 – March 2024 (as part of delivery of area of focus 2 of strategic framework)
	3.6	Ensure carers feel their role is understood and valued by their community Develop Carer friendly communities action pack Empowerment Plan – align carers representatives to key strategic meetings Pull community generated content through to The Borough That Cares virtual platform	April 2024 – March 2025 (as part of delivery of area of focus 3 of strategic framework)
	3.7	Delivery of Carers emergency services	March 2023

2.5 By applying the areas of focus from the Carers Strategy and having oversight from The Borough That Cares – Strategic Group, there is the clear vision and mandate to carry out the required activity to deliver the Aim 3 milestones.

2.6 However, the completion of the Carers Strategy is the first step. To deliver the tangible improvements to demonstrate full milestone attainment, within the specified delivery dates, a detailed action plan with agreed owners, and performance measures is recommended to sit underneath the strategy document. In the spirit of the development of the Carers Strategy, further co-production is required with carers, carers organisations and other key stakeholders making up the Borough That Cares – Strategic Group to detail the agreed and fully endorsed action plan. This activity must be concluded within financial year 2022/3 to meet the requirements of Aim 3.

2.7

To fund the necessary investments required to underpin *The Borough That Cares – Strategic Framework 2022-2025 Creating a carer friendly Rotherham*, it is proposed that the Better Care Fund (BCF) is utilised. This provides a total of £600,000 to commission or deliver support to a range of unpaid carers support services. There are plans that the BCF funding will be reinvested 2022/23 to provide support to carers as per the requirements of the Care Act duties and the BCF Planning Requirements 2022/23 which present new requirements to demonstrate system support for unpaid carers.

2.8

It is proposed that this BCF investment is realigned to the priorities identified from further co-production exercises with The Borough That Cares – Strategic Group.

3. Options considered and recommended proposal

3.1 On 26 January 2022 the Health and Wellbeing Board noted the progress made by The Borough That Cares - Strategic Group and endorsed the draft Carers Strategy. The board requested a further update to take account of their feedback given at the meeting and for the final version of the Carers Strategy document, known as *The Borough That Cares – Strategic Framework 2022-2025 Creating a carer friendly Rotherham* to be considered by other relevant boards/forums and organisations prior to coming back to the Health & Wellbeing Board for final endorsement. This activity has now concluded, and a final version of the Carers Strategy document is attached at Appendix 1 of the report for approval.

3.2 The following recommendations are for the Health and Wellbeing Board to:

1. Note the progress made in relation to their requests made in January 2022 and agree to the publication of the final version of *The Borough That Cares – Strategic Framework 2022-2025 Creating a carer friendly Rotherham* attached in Appendix 1.
2. To approve the recommendation contained in section 2 of this report to commence a further co-production exercise as a mechanism for development of the action plan to sit underneath the Carers Strategy that will deliver the Aim 3 milestones.
3. Receive a report detailing the outcome of the co-production exercise with recommendations aligned to the completed action plan prior to April 2023.

4. Consultation on proposal

4.1 The Council facilitated carers organisations coming 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 to effectively discharge the carers offer. This ensured the carer partnership was as strong as it could be in the most extreme of circumstances. The aim of all the organisations involved in the partnership conversations were to support carers through the pandemic.

4.2 These organisations remained connected following the easing of restrictions and the publication of the government's Living with Covid Strategy. The group developed a formal name and became The Borough That Cares – Strategic

Group. Through an extensive programme of co-production, facilitated through focus group sessions in 2021, the Strategic Group, along with other key stakeholders, including people with lived experience, shaped and created the Carers Strategy Strategic Framework for 2022-2025.

5. Timetable and Accountability for Implementing this Decision

5.1 *The Borough That Cares – Strategic Framework 2022-2025 Creating a carer friendly Rotherham* contained within Appendix 1 of the report is the final version of the Carers strategy document. This is ready for publication in October 2022, subject to Heath & Wellbeing Board approval.

5.2 Though there has been a soft launch of the Carers Strategy during national Carers Week in June 2022, it is proposed to develop the communication plan and facilitated event for a more formal launch of the Strategy in November/December 2022.

5.3 In the spirit of the development of the Carers Strategy, further co-production is required with carers, carers organisations and other key stakeholders making up the Borough That Cares – Strategic Group to detail the agreed and fully endorsed action plan. This activity must be concluded within financial year 2022/3 to meet the requirements of Aim 3. It is proposed to conclude this activity by March 2023.

5.4 *The Borough That Cares – Strategic Framework 2022-2025 Creating a carer friendly Rotherham* defines the three areas of focus that will be delivered over the next three years 2022 – 2025.

This is detailed below:



6. Financial and Procurement Advice and Implications

6.1 The funding associated with the proposals in this report are from existing investments. Officers will give proactive consideration to any subsequent

announcements from government pertaining to ring-fenced grant opportunities for investment in carers service or any other new funding opportunities arising from the implementation of the Health and Social Care Act 2022.

- 6.2 Existing investment is through the Better Care Fund (BCF). This provides a total of £600,000 to commission or deliver support to a range of unpaid carers support services. There are plans that the BCF funding will be reinvested 2022/23 to provide support to carers as per the requirements of the Care Act duties and the BCF Planning Requirements 2022/23 which present new requirements to demonstrate system support for unpaid carers. It is proposed that this investment is realigned to the priorities identified from further co-production exercises with The Borough That Cares – Strategic Group. It is imperative that any services procured meet the expectations of unpaid carers, achieve the outcome of sustaining them in their role, offer value for money and are aligned to *The Borough That Cares – Strategic Framework 2022-2025 Creating a carer friendly Rotherham*.
- 6.3 Proposed allocation of BCF will require the agreement of the BCF Executive Group. This comprises of Council officers and officers from the South Yorkshire Integrated Care Board and is chaired by the Cabinet Member for Adult Care and Public Health.

7. Legal Advice and Implications

- 7.1 The Care Act 2014 places a duty on the local authority to assess a carer's support needs (a carer caring for an adult) where there is the appearance of needs and to meet those needs where certain criteria are met. The Children and Families Act 2014 gives young carers and parent carers similar rights to assessment. The Care Act also places duties on the local authority to prevent and reduce potential needs by the provision of services, information and advice. The Carers' Strategy seeks to achieve those outcomes. There are anticipated future changes outlined in the Adult Social Care Reform White Paper (published on 1 December 2021) in which the government has detailed proposals and commitments to carers. It is noted that the Carers Strategy is a live and flexible document and so this will permit the Strategy to adapt to respond to any legislative change over time.

8. Human Resources Advice and Implications

- 8.1 There are no identified direct human resource issues for the Council as the Carers Strategy relates primarily to externally commissioned activity or services delivered by external partner organisations.

9. Implications for Children and Young People and Vulnerable Adults

- 9.1 *The Borough That Cares – Strategic Framework 2022-2025 Creating a carer friendly Rotherham* is an all-age strategy. This approach ensures a joined-up offer across the life course, meaning that all unpaid carers are recognised for their contribution and can benefit from the Aim 3 focus on ensuring support is in place for carers from April 2022 onwards.
- 9.2 Representatives from Children and Young People's Services in the Council and Barnardo's are members of The Borough That Cares - Strategic Group ensuring

that the Strategy maintains an all-age approach and meets the needs of Young Carers.

10. Equalities and Human Rights Advice and Implications

10.1 Details of the data break-down of unpaid carers in Rotherham is provided in Appendix 2 of the report.

10.2 Though unpaid carers are not formally a group with protected characteristics under the Equality Act 2010, the Council considers them to be a priority group for consideration of equality impacts. *The Borough That Cares – Strategic Framework 2022-2025 Creating a carer friendly Rotherham* is an all-age strategy that recognises the invaluable role carers play within the borough. The Strategy is designed to deliver the Aim 3 focus on ensuring support is in place for carers from April 2022 onwards. This is a positive development and unpaid carers have been central to the co-production of the document.

11. Implications for CO₂ Emissions and Climate Change

11.1 There are no anticipated implications for CO₂ Emissions and Climate Change resulting directly from *The Borough That Cares – Strategic Framework 2022-2025 Creating a carer friendly Rotherham*.

12. Implications for Partners

12.1 The Borough That Cares - Strategic Group consists of people from health, social care, the voluntary sector and crucially people with lived experience. The group meets monthly with the overarching aim to create a carer friendly borough.

12.2 Proposed investment of the Better Care Fund to support the aims of the Carers Strategy to support unpaid carers will require the agreement of the Executive Group. The BCF includes investment from the South Yorkshire Integrated Care Board, and they will need to agree and support the proposals through their representatives on the BCF Executive Group.

13. Risks and Mitigation

13.1 Risk: Co-production takes time and organisations are balancing operational duties with strategic conversations – this can mean that timelines are often subject to change.

Mitigation: the proposed timeline for the next phase of co-production to develop a detailed action plan with agreed owners, and performance measures to sit underneath the strategy document has a reasonably long delivery date to enable the activity to be genuinely co-produced. Activity will be concluded at an appropriate pace to ensure inclusion and maximum levels of participation.

13.2 Risk: Investments proposed under the Better Care Fund of up to £600,000 to support unpaid carers are not agreed by the BCF Executive Group due to conflicting priority investment commitments.

Mitigation: Evidence of investment in services to support unpaid carers in Rotherham is a requirement for the submission of the Rotherham BCF to be approved by NHS England.

14. Accountable Officer(s)

Nathan Atkinson – Assistant Director, Strategic Commissioning
01709 255878 or nathan.atkinson@rotherham.gov.uk

14.1 Approvals obtained on behalf of:

	Name	Date
Chief Executive		Click here to enter a date.
Strategic Director of Finance & Customer Services (S.151 Officer)	Named officer	Click here to enter a date.
Assistant Director of Legal Services (Monitoring Officer)	Named officer	Click here to enter a date.
Assistant Director of Human Resources (if appropriate)		Click here to enter a date.
Head of Human Resources (if appropriate)		Click here to enter a date.
The Strategic Director with responsibility for this report	Please select the relevant Strategic Director	Click here to enter a date.
Consultation undertaken with the relevant Cabinet Member	Please select the relevant Cabinet Member	Click here to enter a date.

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