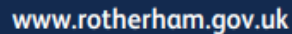


2026-2031



Health & Wellbeing Board

28 January 2026

Katy Lewis
Carers Strategy Manager
katy.lewis@rotherham.gov.uk

What will be covered

- Summary of achievements of The Borough That Cares Strategic Framework 2022-2025
- Engagement activity in Spring/Summer 2025
- Commitments for the next five years
- Next steps.

Looking back

The Borough That Cares Strategic Framework 2022 – 2025

Achievements:

- Improved access to information – created the Council Carers Information Hub, Carers Directory and Carers Newsletter
- Information Navigators integrated to support carers who are digitally excluded
- Expanded community support through a small grant programme
- Strengthened carer voice and influence - establishing The Borough That Cares Strategic Network as a voice, influence and engagement group.

THE BOROUGH THAT CARES
ALL-AGE CARERS STRATEGY
2026-2031



The Borough That Cares Strategic Framework 2022 – 2025

Achievements cont.:

- Established a Multi-Agency Strategic Group to drive change within organisations
- Increased Carers Assessment capacity through the employment of Carers Link Officers
- Celebrated carers - Carers Week and Carers Rights Day are now recognised community events in the Borough.

THE BOROUGH THAT CARES
ALL-AGE CARERS STRATEGY
2026-2031



www.rotherham.gov.uk

Rotherham
Metropolitan
Borough Council

Looking forward

Engagement – to inform the Strategy

- A programme of engagement took place between March and August 2025 to gather the views of carers and a range of other stakeholders
- 23 engagement events took place
- 399 participants engaged
- Participants included carers and young carers, the people they care for, social care and health professionals, care providers and the voluntary and community sector
- A facilitated engagement session was undertaken with young carers and their families in July 2025
- Researched best practice and utilised national and local data.

Our Five Commitments

Five themes emerged from the engagement which translated into commitments:

1. Identification and Early Intervention
2. Support Carers and Ensure Their Voice is Heard
3. Support Carers Through Times of Change
4. Work in Partnership
5. Co-Design a Responsive Support Offer for Carers.

1. Identification and Early Intervention

- Identify carers, including young carers, earlier in their journey and ensure timely access to advice, support, and preventative services, before needs escalate into crisis
- Provide clear, practical guidance on the carers' service offer and how to navigate it, ensuring carers are aware of available support through clear, multi-channel communication
- Explore flexible support options for carers in employment, including better workplace awareness, access to low-level interventions and improved links with employers
- Promote carer friendly health services that recognise the barriers carers face in accessing care for themselves, and ensure carers are supported to prioritise their own health.

2. Support Carers & Ensure Their Voice is Heard

- Ensure carers are routinely provided with clear, timely information during key health and social care service interactions
- Develop clearer pathways for carers, especially at the point of diagnosis, so they are easily connected to the right services and support
- Recognise the value of shared experiences and increase opportunities for carers to connect with and support each other
- Work with schools, youth services, and family support teams to identify and support young carers earlier, ensuring their emotional wellbeing and family stability are prioritised.

2. Support Carers & Ensure Their Voice is Heard cont.

- Provide training and resources to frontline staff across health and social care to improve recognition of carers and ensure they are treated as partners in care
- Continue to involve carers in shaping services and monitoring progress, ensuring their voices remain central to everything we do.

3. Support Carers Through Times of Change

- Support carers through key transitions and ensure that health and social care professionals provide carers with timely, updated information when the condition of the person they care for changes, not just at the point of diagnosis
- Empower carers to plan for the future, providing structured support to develop contingency plans and long-term care arrangements, when they are no longer able to provide care
- Support professionals to have sensitive, timely conversations with carers about deterioration and end-of-life care, helping carers feel more prepared and informed
- Raise awareness of the support available during end-of-life care and bereavement, and ensure this information is accessible, clear, and shared proactively with carers.

4. Work in Partnership

- Improve joint working across education, health and social care, particularly to identify carers at key contact points such as hospital discharge, ensuring carers are included in planning and decision making
- Develop clearer, more joined-up pathways, digital tools and Carer Champions to help carers navigate complex systems
- Develop a shared understanding of personalised care across all services, so that when multiple agencies are involved, the carer and the person they care for experience joined-up, person-centred support.

5. Co-Design a Responsive Support Offer for Carers

- Regularly analyse feedback and data to understand carers' experiences and outcomes and identify gaps between assessed needs and actual support received
- Provide a clear and easy-to-understand overview of available services, and create flexible ways for people to access support without always needing a Carers Assessment
- Increase practitioner confidence in supporting carers to access advice, information and support, utilising universal services, the VCSE sector and commissioned services to meet need and achieve identified outcomes.

5. Co-Design a Responsive Support Offer for Carers cont.

- Evaluate the success of existing services and co-design new services or information with carers
- Involve carers in shaping training to ensure it is relevant and include carers' voices through stories, videos or lived experience contributions
- Improve ways to track satisfaction, uptake and wellbeing outcomes to inform ongoing service development.

Next Steps

- January 2026 – Communication Plan developed
- January to February 2026 – engagement with carers and other stakeholders to develop the first-year delivery plan
- March 2026 – Communication Plan implemented
- April 2026 – Strategy launched and delivery plan commences, with ongoing monitoring.

Thank you

Any questions?