

# Carers Strategy Implementation plan



# Background

Brent Council has recently developed a Carers Strategy that outlines a vision for Brent to be a place for people who provide unpaid care are:

- Seen and heard when accessing services
- Supported as individuals, with more opportunities to be themselves
- Valued for the care they provide

We are currently developing an implementation plan to ensure that the strategy is effectively executed, and the commitments made to carers and young are delivered. This is very much a working document and will be finalised in the coming weeks.

As there are around 30 activities identified in the strategy, a prioritisation exercise has also taken place involving engagement with Carers as well as lead officers, in order to help inform its design.

A more detailed plan is also in development which will include key milestones, actions, and resources required for each of the activities, as well as associated timelines. It will also incorporate project management tools such as a risk register, and will ensure accountability by indicating how the impact associated with each activity will be evaluated.

# Implementation Engagement

The strategy was developed alongside significant engagement with carers and young carers. Over 150 conversations took place, via 1:1s, group sessions, and workshops. These conversations were shaped by a core group of carers who coproduced the strategy (who would later become founding members of the Brent Carers Board). So the commitments and activities identified in the strategy and implementation plan have been directly shaped by carers and young carers, but we wanted to do one more round of engagement to give people the opportunity to tell us what we should prioritise.

## Young Carers

- We attended two young carers events (with the support of Brent Carers Centre) that were attended by around 80 young people
- **Our key takeaway is that young people want to live their best life** and it is Brent's duty to do what it can to support them to do so – things that were important to them are important to every young person.
- Young Carers told us that they valued the support provided to them by their friends and families, that fun activities such as playing football or listening to music helped them, and that they wanted to contribute to their local communities

## Listening event and survey

- We also attended a Mental Health listening event where we update Carers about the strategy and asked them what they thought we should prioritise, as well as producing and sharing a survey.
- The top 5 activities that Carers prioritised are (so far):
  - Continually listen to the challenges that carers tell us they are facing and aim to develop services and resources that will make real, long-lasting differences to their lives.
  - Create a single carers resource, that brings together information from health, social care and Brent's communities in one place
  - Improving access to Local Authority Carers Assessments
  - Improve our training offer for health and social care staff
  - Create a local offer for carers in Brent



Our ambition is to ensure that we are hosting an ongoing two-way conversation with carers and young carers, and a number of activities that have been identified in the strategy and implementation plan will support us to do this

# Our six key commitments



Based on the vision in the strategy, we have crafted **6 key commitments**, which we intend to implement in the next 3 years.

Brent Council's commitments are based around the following themes:

Access to information

Partnership working

Supporting wellbeing

Carer awareness

Reaching into communities

Supporting young carers at the start of their caring journey

# Implementation plan: Access to information

6	Next 6 months
6-12	6-12 months
12+	12 months+

Area	RAG	What we will be doing	How will we know we're fulfilling these commitments?
<b>Create a single carers resource</b> , that brings together information from health, social care and Brent's communities in one place.	6	<ul style="list-style-type: none"> <li>• Desk-based research into understanding what resources and services are currently available.</li> <li>• Working with our community partners to further gather information and advice.</li> <li>• Collating all the information into one helpful resource, which can be accessed via more than one medium, i.e. online and printed copies.</li> <li>• ICP has produced a resource, that needs printing.</li> <li>• Directory has been progressed.</li> </ul>	<ul style="list-style-type: none"> <li>• Carers can get information and advice about their health and how they can be as well as possible physically, mentally and emotionally.</li> </ul>
<b>Promote how and where information can be accessed</b> in a wide range of health settings, such as community buildings, libraries, and places of worship.	6	<ul style="list-style-type: none"> <li>• Production of communication material appropriate to each of the settings.</li> <li>• Create online materials for wide distribution</li> </ul>	<ul style="list-style-type: none"> <li>• Every public building and community space will have a poster that promotes the carers resource. Carers will as a result know where to access information to support themselves physically, mentally and emotionally.</li> </ul>
<b>Hire a carers engagement officer</b> within the council's Adult Social Care team	3-6	<ul style="list-style-type: none"> <li>• Development of a job description for the role.</li> <li>• Advertisement, interview and evaluation of applicants.</li> </ul>	<ul style="list-style-type: none"> <li>• We'll have a new member on the team focussed on engaging with carers and responsible for coordinating the resources available to carers and strengthening the community-based offer for them.</li> </ul>
<b>Support the maintenance of carer hubs</b> , including young carer hubs spread broadly across Brent	6	<ul style="list-style-type: none"> <li>• Commissioned Carers service: Brent Carers Centre(BCC) provides outreach and information stalls at community events around the borough.</li> <li>• BCC operate 5 x weekly Outreach Advice Surgeries in Brent hubs.</li> </ul>	<ul style="list-style-type: none"> <li>• Our Carers' hub and universal information, advice and guidance will be accessed by carers from a wide range of backgrounds.</li> <li>• Carers will tell us that information is easier to find and more helpful.</li> </ul>

6	Next 6 months
6-12	6-12 months
12+	12 months+

# Implementation plan: Partnership working

Area	RAG	What we will be doing	How will we know we're fulfilling these commitments?
<b>Create a Carers partnership forum</b> , attended by all the organisations who support people who care.	6	<ul style="list-style-type: none"> <li>Developing a stakeholder map to understand in completeness which organisations are currently supporting people who care.</li> <li>Produce a Terms of Reference for the Carers partnership forum.</li> <li>Plan frequency and format of meetings and send invites.</li> </ul>	<ul style="list-style-type: none"> <li>Our Carers partnership forum will have appropriate and representative membership and meet at least four times a year.</li> </ul>
<b>Explore the creation of a "consent passport"</b> .	6-12	<ul style="list-style-type: none"> <li>With the consent of the individual who is being cared for, this document would allow carers to be involved in conversations regarding their loved one's care, without having to repeatedly justify their right to be so.</li> </ul>	<ul style="list-style-type: none"> <li>Consent passport recognised by Brent Health and Social Care services.</li> </ul>
<b>Host quarterly care events</b> , alongside Brent's health partners, to enable the voices of all carers to be heard.	3	<ul style="list-style-type: none"> <li>Planning and delivering quarterly forums attended by Brent's health partners as well as Adult Social Care.</li> <li>This will include venue sourcing, agenda setting, communications, minute capturing and sharing.</li> <li>'What to expect' i.e. a lay TOR</li> <li>ICP and primary care involved in Mental health forum on 4/4, working closely with John Public Health diabetes.</li> <li>Can be themed to meet the needs/wants of carers coproduced as identified via the carers board/carers partnership forum/carers input via forms at centre for example</li> </ul>	<ul style="list-style-type: none"> <li>The four carers forums that will be held each year will be in partnership with health providers wherever possible.</li> </ul>
<b>Build on the co-production of this strategy</b> to put carers at the heart of service	6-12	<ul style="list-style-type: none"> <li>Working in partnership with carers and ensuring their voice is sustained in conversation by being present in both the strategy delivery group and the contract monitoring group.</li> </ul>	<ul style="list-style-type: none"> <li>Carers will have an equal footing on our strategy delivery group and contract monitoring group.</li> </ul>

# Implementation plan: Supporting wellbeing (1/2)

6	Next 6 months
6-12	6-12 months
12+	12 months+

Area	RAG	What we will be doing	How will we know we're fulfilling these commitments?
<b>Continually listen to the challenges that carers tell us they are facing</b> and aim to develop services and resources that will make real, long-lasting differences to their lives.	6	<ul style="list-style-type: none"> <li>Continually engage with carers in Brent to understand in depth their needs and experiences.</li> <li>Use these insights on an ongoing basis to feed into future developments and ensure that the service offering is relevant to their needs.</li> <li>Highlight role of events/forums/spaces for carers to feedback</li> <li>Commitment to spot-surveys periodically to check support</li> <li>This is where ideas for events could come from</li> </ul>	<ul style="list-style-type: none"> <li>Feedback from carers and users of services and resources will reflect that we are making positive differences to their lives.</li> </ul>
We will continue to provide <b>Mental Health First Aid Training</b>	6	<ul style="list-style-type: none"> <li>Continuing to provide our Mental Health First Aid Training.</li> <li>Encouraging carers, and organisations that support Carers to apply to attend this free two-day training delivered by the Public Health Team</li> <li>Details to work out with Brent carer centre, are these at set times? Are they on demand? etc</li> </ul>	<ul style="list-style-type: none"> <li>We will ensure delivery of training continues and monitor uptake and completion of the course.</li> </ul>
<b>Create a local offer for carers in Brent</b>	6-12	<ul style="list-style-type: none"> <li>Mapping exercise to understand all existing support that is available to carers.</li> <li>Building a local offer that sets out all the different forms of support that is available to carers in one place, as well as details of how each one can be accessed.</li> <li>Must include and be specific for young carers</li> <li>Benefits for carers, not a static resource like the booklet directory, can build on and reference that.</li> <li>I.e. will I get prioritised if I phone for an appointment</li> </ul>	<ul style="list-style-type: none"> <li>We will have a complete picture of the Brent offer available and accessible to carers.</li> </ul>
<b>Clarify the various elements of our</b>		<ul style="list-style-type: none"> <li>Working to explain clearly and in straightforward terms, the elements of our respite offer so that everyone can</li> </ul>	<ul style="list-style-type: none"> <li>Carers will have a complete understanding of our respite offer.</li> </ul>

# Implementation plan:

## Supporting wellbeing (2/2)

6	Next 6 months
6-12	6-12 months
12+	12 months+

Area	RAG	What we will be doing	How will we know we're fulfilling these commitments?
<b>Develop tailored support to help unpaid carers</b> through transition periods in their caring role	12+	<ul style="list-style-type: none"> <li>Working with carers and providers to ensure we can offer tailored support for carers in transition periods, such as the death of their loved one, or the transition to adulthood.</li> <li>Info gathering for next 12 months, so that when resource opens up, can make move</li> <li>Transition and contingency planning. Service or support gap. Adding in tags into Mosaic records?</li> <li>Contingency planning for Young carers might be different for adults.</li> </ul>	<ul style="list-style-type: none"> <li>Carers will feel supported at all stages of their caring journey, knowing where to go for advice or support.</li> </ul>
<b>Utilise the council's position in the local economy/community to bring in benefits for carers.</b>	12+	<ul style="list-style-type: none"> <li>Building on Brent's existing partnerships and connections to develop opportunities for carers.</li> <li>This will include policies such as social value clauses on contracts and negotiating benefits from businesses.</li> <li>Communication offer on what's available as part of Brent's Local offer.</li> <li>Tapping into existing council things, such as gyms</li> </ul>	<ul style="list-style-type: none"> <li>Carers will be able to utilise benefits within their community.</li> </ul>
<b>Develop an improved 'carers card'</b>	12+	<ul style="list-style-type: none"> <li>Understanding what services and benefits are desirable for carers in Brent.</li> <li>Liaising with providers and services in Brent to form partnerships and provision offering.</li> <li>Outlining eligibility criteria and a communications approach to share the new card.</li> </ul>	<ul style="list-style-type: none"> <li>The new and improved carers card will enable access to a wider range of services and benefits</li> </ul>
Work with Brent Health Matters to offer a <b>'one stop shop'</b> for health in communities	6-12	<ul style="list-style-type: none"> <li>Working with Brent Health Matters to understand which services and providers should be involved.</li> <li>Agree on the frequency of offering, logistics and whether in person or online.</li> <li>Planning and implementation.</li> </ul>	<ul style="list-style-type: none"> <li>Carers will be provided with coordinated care and support. Everyone works well together, as well as with the carers directly</li> </ul>



# Implementation plan: Carer awareness

6	Next 6 months
6-12	6-12 months
12+	12 months+

Area	RAG	What we will be doing	How will we know we're fulfilling these commitments?
<p><b>Improve our training offer for health and social care staff</b>, which will set standards for adult and young carer assessments, implement the triangle of care, and make best use of tools such as the Carers Trust hospital discharge toolkit</p>	6	<ul style="list-style-type: none"> <li>Carer training needs to be done by all staff</li> <li>Public Health, has been asked to create training.</li> </ul>	<ul style="list-style-type: none"> <li>Carer awareness sessions are held throughout the year in Brent schools.</li> </ul>
<p><b>The development of a carer awareness course</b>, based upon the principles of our Making Every Contact Count (MECC) approach, that can be delivered by our commissioned provider to community groups, all front-line roles within the council and health and partner organisations.</p>	6-12	<ul style="list-style-type: none"> <li>Working to develop a carer awareness course, to help individuals better identify carers and know how to bring them into appropriate conversations.</li> <li>Training commissioned providers on how to deliver the training sessions.</li> <li>Providing a source of support to providers as they deliver the sessions.</li> <li>Carer partnership should receive training</li> </ul>	<ul style="list-style-type: none"> <li>Carer awareness training will be delivered to all front-line council services, and available to NHS partner organisations and wide variety of community organisations.</li> <li>Carers will tell us they feel involved and consulted in conversations about care and support for their loved one.</li> <li>We will monitor uptake of the course and collect feedback on its content.</li> </ul>

6	Next 6 months
6-12	6-12 months
12+	12 months+

# Implementation plan:

## Reaching into communities (1/2)

Area	RAG	What we will be doing	How will we know we're fulfilling these commitments?
<b>Changing the language that we use</b> to make caring more recognisable	6	<ul style="list-style-type: none"> <li>Engaging with carers to understand the language that they recognise and feel best represents themselves.</li> <li>Updating our communications to include this language.</li> <li>Ensuring that the communications are shared in areas that will reach communities, and that individuals will feel safe to identify as a carer.</li> </ul>	<ul style="list-style-type: none"> <li>The number of carers registered on health and social care systems increases year on year and is representative of all Brent communities.</li> </ul>
<b>Develop more opportunities to celebrate carers</b> and reduce stigma.	6	<ul style="list-style-type: none"> <li>Exploring opportunities, benefits and events that could celebrate carers.</li> <li>Incorporating positive language into the above to try and help reduce stigma.</li> <li>Could be linked into events and forums.</li> </ul>	<ul style="list-style-type: none"> <li>The number of individuals within Brent identifying themselves as a carer will increase.</li> <li>We will seek feedback from carers to understand if they feel behaviours towards and around carers is changing for the positive.</li> </ul>
<b>Developing a comprehensive communications campaign.</b>	6	<ul style="list-style-type: none"> <li>Working with Brent Communications staff to plan and deliver a communication campaign.</li> <li>Considering the language used, the message conveyed the frequency, the type and the format of the communications.</li> <li>Public Health, carer engagement officer, and coproduction officer work together, coproduction champions</li> </ul>	<ul style="list-style-type: none"> <li>Brent carers will be familiar with our campaign and feel recognised and supported.</li> </ul>
<b>Building better connections with community faith groups</b>	6	<ul style="list-style-type: none"> <li>Mapping of community faith groups</li> <li>Understanding how best to communicate with each group, i.e. do they need translated resources?</li> <li>Dedicating time and resource to building and maintaining these connections.</li> <li>carer engagement officer, coproduction officer work together, coproduction champions to support</li> </ul>	<ul style="list-style-type: none"> <li>Our Carers partnership forum will include a wide range of community and faith groups, who will disseminate information into their communities.</li> </ul>

6	Next 6 months
6-12	6-12 months
12+	12 months+

# Implementation plan:

## Reaching into communities (2/2)

Area	RAG	What we will be doing	How will we know we're fulfilling these commitments?
<b>Improving access to local authority carers assessments.</b>	6-12	<ul style="list-style-type: none"> <li>Carers Assessment training for Brent Carers Centre (BCC) staff</li> <li>A new assessment form linking directly to Brent Adult Social Care systems</li> <li>A new referral form is in the process of creation to enable carers and other organisations to refer carers for Carers assessments or advice and information.</li> </ul>	<ul style="list-style-type: none"> <li>Uptake of local authority carers assessments will increase.</li> <li>We will seek feedback from carers to understand how accessible they found the service and how it could be improved.</li> </ul>
The council will <b>adopt caring as a protected characteristic.</b>	12+	<ul style="list-style-type: none"> <li>Identifying carers when they access services and assessing the impact on carers of any policy or service change.</li> <li>Monitoring equality of access as we would for any other protected characteristic.</li> <li>Review staffing practice?</li> <li>Research and work with HR to understand what implications could be, and recruitment</li> <li>Can highlight who needs to be spoken to initially, HR, recruitment, all departments etc</li> </ul>	<ul style="list-style-type: none"> <li>Access into services will improve for carers.</li> <li>We will seek feedback from carers, both those using services and those not, to understand if they feel services are accessible.</li> </ul>
<b>Using our local offer</b> to be clear about the benefits of being identified as a carer	6-12	<ul style="list-style-type: none"> <li>Updating our local offer to highlight the benefits of being identified as a carer.</li> <li>Sharing our local offer via public communication channels to reach communities.</li> </ul>	<ul style="list-style-type: none"> <li>The number of carers registered on health and social care systems increases year on year and is representative of all Brent communities.</li> </ul>
The Council will adopt a leadership role in <b>setting a standard for recognising carers in the workplace.</b>	12+	<ul style="list-style-type: none"> <li>Linked to protected characteristic. Similar conversations are needed to define what this means in practice</li> <li>Enhanced flexible working.</li> <li>Can highlight milestones and initial conversations to take place. Needs broad buy-in and an understanding of potential ramifications.</li> </ul>	<ul style="list-style-type: none"> <li>Review of HR Policies and procedures</li> </ul>

# Implementation plan:

## Supporting young carers at the start of their journey

6	Next 6 months
6-12	6-12 months
12+	12 months+

Area	RAG	What we will be doing	How will we know we're fulfilling these commitments?
<b>Establish communication channels and regular meetings</b> so information can be shared, and young carers identified	6	<ul style="list-style-type: none"> <li>Identifying appropriate communication channels to reach young carers.</li> <li>Utilising existing channels where relevant, and/or developing new ones.</li> <li>Setting up regular meetings to share information with young carers.</li> </ul>	<ul style="list-style-type: none"> <li>We will see an increase in the number of young carers being identified.</li> <li>We will see an increase in the number of young carers accessing services and resources.</li> </ul>
<b>Developing a comms campaign</b> and raising awareness amongst students at schools about the role of young carers and the support available to them	6	<ul style="list-style-type: none"> <li>Working with Brent Communications staff to plan and deliver a communication campaign tailored specifically for young carers.</li> <li>Considering the language used, the message conveyed, the frequency, the type and the format of the communications.</li> </ul>	<ul style="list-style-type: none"> <li>We will see an increase in young carers undertaking a carers needs assessment</li> </ul>
<b>Adapt our training offer and roll it out amongst teachers</b>	6-12	<ul style="list-style-type: none"> <li>Reviewing our existing training offer and making appropriate adaptations.</li> <li>Identifying stakeholders suitable for the training offer and issuing invites to them.</li> <li>Again adapting training offer to include teachers</li> </ul>	<ul style="list-style-type: none"> <li>We will gather feedback from teachers and GPs to understand the effectiveness of the awareness programme and associated training</li> </ul>
<b>Developing an awareness programme</b> to educate teachers, school staff, and healthcare professionals to identify young carers	12+	<ul style="list-style-type: none"> <li>Planning, designing and developing an awareness programme.</li> <li>Identifying stakeholders suitable to attend the programme and issuing invites to them.</li> <li>Planning all associated logistics, such as venue hire.</li> <li>Delivering the awareness programme.</li> <li>Can be linked to MECC training- again link with Public Health</li> </ul>	<ul style="list-style-type: none"> <li>We will repeat the Young Carers survey and see an increase in the number of young carers being identified by their teachers or GPs</li> </ul>