

CARERS TRUST

Heart of England

IMPACT REPORT 2023/2024





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INTRODUCTION FROM OUR CHIEF EXECUTIVE OFFICER



CLAIRE DALE CEO/Company Secretary

I would like to take this opportunity to welcome you to review our Impact Report for 2023/2024 where we celebrate the years achievements whilst acknowledging the challenges that the Charity faces during uncertain economic times when our support is needed more than ever.

This year has been another incredibly busy one for the organisation as we embarked on the journey of implementing our new Strategic Business Plan, our 'Take Five' Strategy, which takes us through until 2026, and we have already started conversations about the ongoing development of our strategy into 2027 and beyond.

Alongside delivering high standards of care and support for unpaid carers and people with care and support needs across Coventry and Warwickshire we have been developing a range of new service offers including the launch of our DayBreak group care service which was launch in January 2024. This service sees us operate group-based care from community venues, offering social opportunities for people with care and support needs and breaks and respite for more carers for more frequent and longer periods of time. I am excited to share in our next impact report how this is going.

We continue to look for alternative accommodation for our core back-office functions and delivery of services to take us forward in our plans for the future, enabling us to improve how we work together and improving how we serve unpaid carers and people with care and support needs.

The operating environment continues to be challenging, there is more to be done with less resources and whilst we continue to deliver valuable services into our 50th year of operation we also continue to campaign and lobby for better and more resources for unpaid carers and people with care and support needs at both a local and a national level.

I would like to take this opportunity to give my thanks to the whole staff team, volunteers and our Board of Trustees for their ongoing support and commitment to the organisation. Everything that we have achieved to date and will achieve in the future would not be possible without their continued desire to support carers and people with care and support needs.

Looking ahead, we remain committed to providing the best possible care and support to carers and the people they care for, and we know that we will need to work harder than ever to ensure that we remain well placed to continue to do this.

I am incredibly proud of how the organisation continues to demonstrate it has the skills, experience, and resilience to continue to provide much needed person-centered services for carers of all ages and those they care for, and I am excited for the future of the organisation as we work through our Strategic Business Plan.

Claire

CHAIR'S FOREWORD

In our 50th Anniversary year, our Charity continues to thrive, most of all by helping those that need us the most.

We have been able to respond to the needs of our beneficiaries – existing and new. Whether that is helping our carers join in with the annual Young Carers Festival, or the launch of our new Carer Friendly Employer Programme, we have a lot going on!

And, if there is one thing we can always rely on, it's uncertainty. Life always throws up challenges, and a Charity like ours can be the backstop of reliable, accountable and firm support, for many. The needs for support within the health and social care sector changes, as life changes, and we all know that happens on a daily basis! That's why programmes like our Daybreak have been met with such great support. We look forward to expanding this programme and others, so we can help more carers, and those they care for.

I believe we do these sorts of programmes well, because our team really love to help. Everyone gets involved, they see the value of our work, in each person, and in each family. Our Charity's work is truly inspiring, and everyone's part to play is just as important as the next.

As a Board of Trustees, we have spent much time this year looking inward too, making plans to ensure our governance is suitable and robust, putting foundations in place for a programme next year, of further improvement.



DHIRAN VAGDIA CHAIR

Our "Take Five" strategy continues to help marry expectations and delivery. Thoughts are under way as to how this evolves and continues.

We are always available to listen, whether it be our carers, staff or fellow Trustees, so please always feel free to get in touch. We all want the best for the Charity and for our carers.

I take this moment to offer my personal thanks, which I do with much gratitude, to all of our team; our people, our volunteers and our Trustees, for their ongoing support and work.

Let's use the uncertainty in life today to drive our Charity forward, to think about those who need us the most, and how we choose to help them, or those they care for.

Here's to the next fifty years!



OUR BOARD OF TRUSTEES



**Dhiran Vagdia,
Chair**



Angie Watkins



Chris Mills



Davinder Athwal



Jonathan Trace



Marcia Jarrett



Nigel Bacon



Robert Villette



**Rosemarie
Tonkinson**



Stephen Cobb

**Thank you to
our Trustees for
their invaluable
support.**



LOOKING BACK AT 2023/2024

➔ APRIL, MAY & JUNE

- ★ Worked with **Tesco** on their Community Grants Project and raised **£4,000**.
- ★ Paul Wheeler helps raise over **£870** for Carers Trust Heart of England by **running the London Marathon!**
- ★ Over 100 people joined us as we the **Carer Awards** returned for the first time in four years. **Local Carers, Businesses, GPs and Schools** were among those recognised with awards.
- ★ **Carers Week** saw us host a variety of exciting groups and activities including flower arrangement, information sessions and wellbeing walks.



➔ JULY, AUGUST & SEPTEMBER

- ★ Our Young Carers descended upon Fairthorne Manor for **Young Carers Festival 2023**. This was the first time the group had been a part of what is the **largest festival in the world for Young Carers**, and it proved to be an experience of a lifetime for all involved.
- ★ **Amazon** raised £500 from their colleague fun day and we were fortunate to receive incredible support from **Aviation without Borders** and **Merlin's Magic Wand** to support our young carers.
- ★ We **welcomed our first group of social work students**, who all seamlessly integrated into the team, actively contributing to carer assessments, direct payments, and reviews.



➔ OCTOBER, NOVEMBER & DECEMBER

- ★ We invested in a new **CRM** to help us manage our supporters and donors so that we can nurture and develop relationships for sustainability.
- ★ Our Young Carers Team along with our CEO, Claire Dale headed to the **Young Carers Conference in Manchester** to discuss improving life opportunities for Young Carers and Young Adult Carers.
- ★ We were awarded the **Gold Investors In People Award** as recognition for our work in creating a positive work environment, that puts people first and gives them an opportunity to thrive and progress.



➔ JANUARY, FEBRUARY & MARCH

- ★ We launched our new **DayBreak Service** which is available every Tuesday and Wednesday at the Coventry Dementia Hub. The service enables carers to take some much needed time out from their caring responsibilities, safe in the knowledge that their loved ones are happy and receiving the best possible care.
- ★ We unveiled our new **Carer Friendly Employer Program** which is designed to help employers ensure their workplace is friendly, inclusive and considerate of the needs of working carers. Many employers are now working with us to achieve their Carer Friendly Tick.
- ★ **Young Carers Action Day** and its theme of 'Fairer Futures for Young Carers' saw Young Carers engage in many positive activities and insightful conversations around their goals, aspirations and the challenges they face as Young Carers.
- ★ We won a grant from **Heart of England Inclusive Community Fund** to provide carers with even more support in the form of our **Counselling service**.



OUR IMPACT IN NUMBERS

3016

Newly identified carers this year

24,090

Carers contacted

18,115

Adult carers contacted

4962

Young carers contacted

4979

Carers receiving one to one support

48

Young people registered with STARS

671

Carers attending groups regularly

213

Carers supported from 'Making Carers Count'

- **Information, advice** and **guidance** was provided to **4,979** Carers, **18,115** times
- **671** Carers attended **groups** and **activities**
- **800 Carer Assessments** completed
- **3,549** hours of private support delivered to 12 clients
- **536** Carers completed a **contingency plan**
- **2,571.50** hours of **CRESS** support provided
- **77 Direct Payments** made to Coventry Carers, amounting to **£22,919.66**
- **330** referrals for Warwickshire Direct Payments
- **40 Mental Health Resilience** workshops
- **29,560** hours of practical support delivered
- **220 group sessions** & **108 community hub drop in sessions** held.
- **31,000+ Facebook** reach CTHofE, **40,000+** young carers reach



WARWICKSHIRE WELLBEING TEAM



It has been another exceptionally challenging, yet rewarding year for our Caring Together Warwickshire service, which has continued to go from strength to strength, in a year which saw us celebrate our first anniversary.

The cost of living crisis, well documented issues within the NHS and loneliness are some of the most prominent challenges that carers have faced throughout the year, and we have had to quickly adapt to the changing needs of those we support.

Being there to support carers during these difficult times is incredibly rewarding, and we are proud to have provided 479 Carer Assessments, 79 Annual Reviews and 330 Direct Payments over the last 12 months.

This year we have built strong relationships within the local community to help ensure that more carers can be identified and receive the support they need as quickly as possible. We have worked closely with over 1000 different professionals/organisations including Admiral Nurses, dementia services, GPs, community groups, dentists, colleges, universities and gyms.

We have also worked directly with both Myton Hospice, and all local hospitals to offer a single point of access for carers, and improved support and information upon discharge to minimise the likelihood that the person they care for is to be re-admitted to hospital.



“Thank you so much for supporting me. Thanks to you I have some me time and I’m now going to the gym which has helped my own wellbeing so much I’ve got a spring in my step again!”

COVENTRY WELLBEING TEAM

It's been a positive year for our Wellbeing Team who have delivered a wide range of wellbeing support, to an equally varied demographic of unpaid carers.

Observed this year was an increased participation of male carers in groups and a surge in male carers undergoing carer assessments. Additionally, we have successfully engaged with 229 non-white British carers.

This contract year, 340 carers underwent carers assessments, facilitated by our trained team. This year also saw an increase in face to face interactions, with 2377 in total, signalling a return to the level we would have anticipated prior to the Covid-19 pandemic

Through our Peer Support Groups, we have continued to provide carers with a safe environment in which they can connect, share experiences, and seek emotional and practical support. New friendships have blossomed, and sessions such as yoga, emotional resilience, walking and flower arranging have encouraged exploration, self-care and mindfulness.

These sessions see us welcome an incredibly diverse group of people, thanks to our events around key religious festivals which have allowed us to engage with various communities. This outreach has been aided by a variety of new marketing materials, including a heart-warming video which featured carers discussing their roles in their own languages, including Gujarati, Arabic and Romanian. This initiative has received positive feedback, including commendations from the Carers Trust national team.

We continue to work closely with teams at UCHW and GP's surgeries where we often run activities and information sessions. While Working Carers lead has made further progress in supporting working carers, whilst building relationships with even more employers, including Jaguar Land Rover.



"Thank you for putting on all of your sessions, it has been great to learn about different cultures and do some crafts. I barely get out of the house, so this has been amazing for me."

"I always leave your Emotional Resilience Workshop feeling so relaxed and refreshed! I convinced my husband to come with me, though I wasn't sure he would join in. To my surprise, he loved it and relaxed for the first time in years!"

YOUNG CARERS

The past year has been transformative for the Young Carers Team. Together, we have celebrated milestones, overcome challenges, and built a thriving community supporting young carers and their families. Our dedicated team, supported by invaluable partnerships, has delivered innovative services and life-changing experiences, underlining our commitment to the well-being and development of young carers. Here, we highlight key achievements and moments of joy from the past year.

Key Achievements

- **Bespoke Assessment Tool:** Co-designed with young carers to personalise support, reduce admin burdens, and better address their needs.
- **Community Outreach:** Shifted to a more inclusive model, delivering 40+ events, including engaging 40 schools in our In-School Award Accreditation.
- **Educational Impact:** Relaunched In-School Awards, partnered with schools and universities to identify hidden carers, and inspired aspirations through workshops and campus tours, working with Carers Trust and The Children's Society.
- **Creative Growth:** Launched arts projects, cooking sessions, and mental health events to boost confidence and well-being.

Partnership Development

- Built and formalised significant partnerships with Coventry University, Coventry Building Society, and other local organisations, leading to enriched programming and increased awareness.
- Collaborated with #Cov Connects, providing digital resources and training to ensure young carers remain connected and supported.

Heartwarming Highlights

- Young Carers Festival: Brought young carers together for live music, friendships, and self-expression: one young carer said, "This was the best weekend of my life!"
- Young carers marked **YCAD** by writing letters to their future selves, reflecting on their aspirations and the support they need. This activity encouraged self-reflection and empowered them to shape their futures.

Objectives

- Expand digital resources for remote support.
- Grow the Young Carers Forum to amplify youth voices.
- Strengthen partnerships to reduce isolation and enhance transitions.

Thank You

Our success is thanks to our team, partners, and the resilience of young carers. Together, we've created a community where every young carer is supported and celebrated.

486
New Young
Carers
identified

2569
Young Carers
registered

410
Young Carers
supported
through group
activities

226
Young Carer
assessments





Our **STARS** Club supports children and young people with severe and often multiple disabilities, allowing them to learn new skills, improve their health and wellbeing, and boost their confidence. The sessions take place every Saturday and allows parents and siblings the opportunity to have quality respite together away from their caring role. The types of activities we provide include:

- Arts and crafts - to stimulate creativity and improve dexterity.
- Parachute Games - fun, healthy activities that teach teamwork and co-operation, and increase strength, agility, coordination, and endurance.
- Life Skills Development - cooking, healthy eating, social skills and personal hygiene.
- Sports - swimming, football, tennis, basketball and rounders.
- Other physical activities - dance, fitness and soft play area exercise.

Our approach at STARS is to focus on what children and young people can do, rather than what they cannot, and tailored support is provided to enhance this.

You can help us make a difference by:



Involving your company



Make a one off or regular donation



Do your own fundraising



Leave a gift in your will

FINANCIAL REVIEW

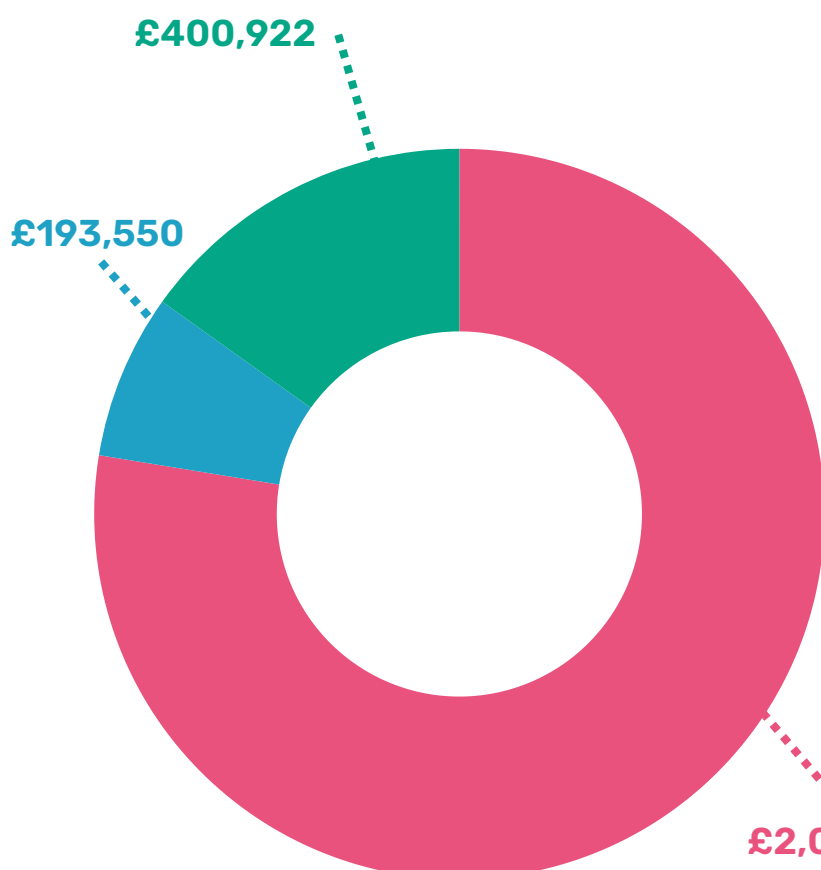
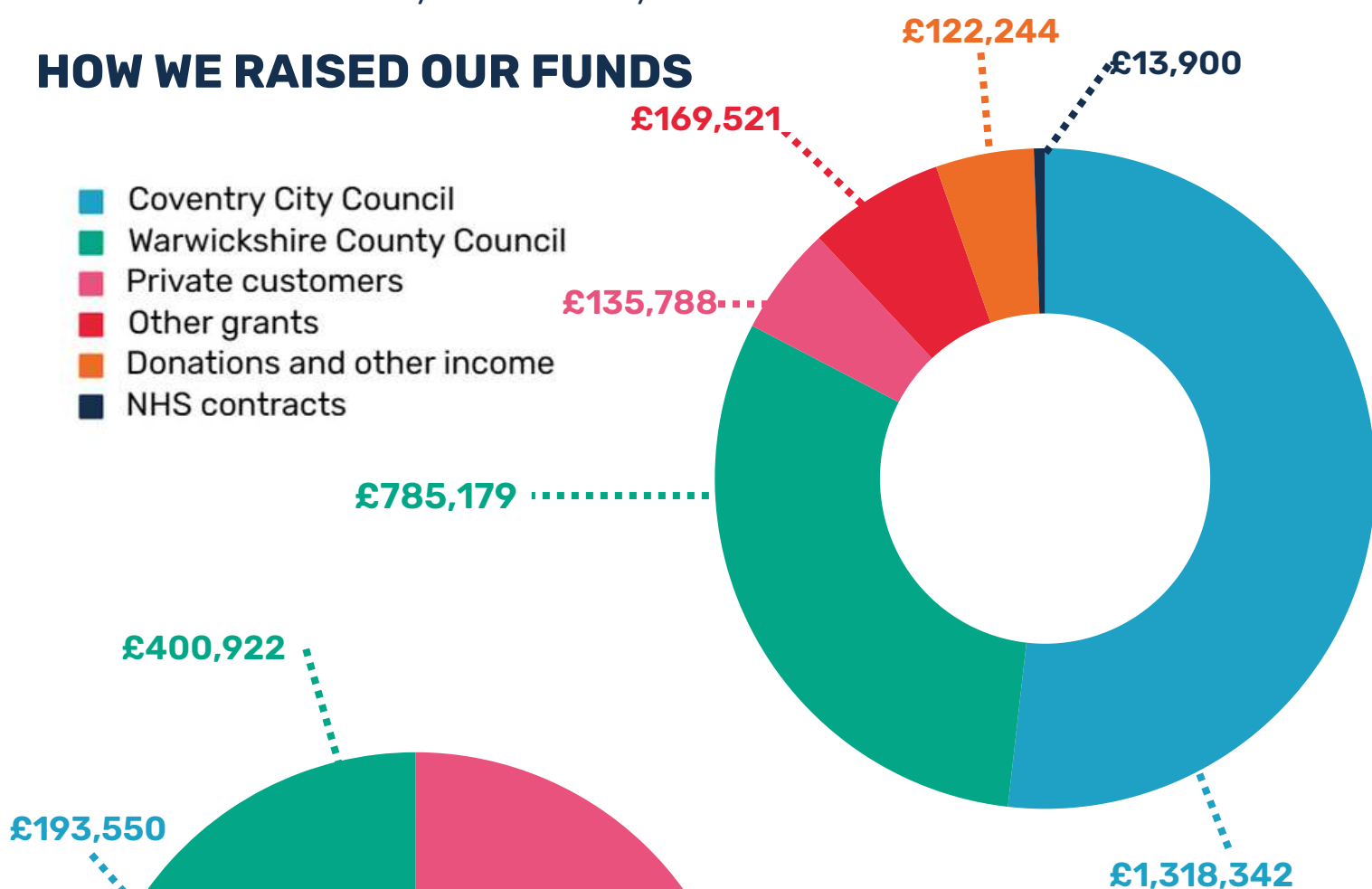


This year we have continued with the implementation of our Strategic Business Plan (2022 - 2026) and associated Operational Action Plans. This has seen us begin to restructure our 'Front of House' Customer Service Function in addition to actively seeking new accommodation from which we can create a Community Based Carers Hub and Head Office, which will better enable us to serve our local community of Carers and people with Care and Support Needs.

We highlighted last year that we had secured several new contracts in addition to re-securing some existing ones. This year, the teams have been working hard to implement those contracts effectively and in a timely manner.

HOW WE RAISED OUR FUNDS

- Coventry City Council
- Warwickshire County Council
- Private customers
- Other grants
- Donations and other income
- NHS contracts



HOW WE USED OUR FUNDS

- Staff costs
- Other direct delivery costs
- Support costs

CRESS

PROVIDING SHORT BREAKS FROM RESPONSIBILITIES

Throughout the year our CRESS team have continued to offer FREE emergency and planned cover to help support carers across Coventry and Warwickshire ensuring that their health and wellbeing needs are met.

The service is FREE and available at short notice to carers who need emergency cover which could prevent a crisis occurring and relief for carers who want to ensure that they maintain relationships and have a life outside of caring.

In January 2024 we launched our DayBreak Service which further enhanced the services available to unpaid carers in Coventry and Warwickshire. DayBreak offers a safe, friendly and engaging environment for those with care support needs and enables carers to access what is often much needed respite.

945
New carers
Registered
with CRESS

4,983
CRESS carers
registered with
emergency
plans

6,115
hours of short
break support
provided

3,550
hours
of dedicated
dementia
care provided

HOW WE HAVE HELPED

A dedicated wife caring for her frail husband, who was living with multiple health conditions, faced an unexpected crisis when she fell and broke her shoulder. Recognising the urgency, we arranged 24-hour care for 72 hours and referred her case to Adult Social Care, enabling her to stay in hospital longer and access much-needed respite for rehabilitation.

At the same time, their son was grappling with his own challenges—his wife’s recent cancer diagnosis required frequent hospital visits, leaving him torn between supporting his parents and his wife. We stepped in to ease his burden by ensuring the husband received consistent support at home. Partnering with the family’s existing home care provider, we maintained his routines, offering stability and reassurance during a difficult time. This collaborative approach not only provided immediate relief but also highlighted the power of teamwork in supporting carers and families through complex and emotional situations.

CARE AT HOME SERVICE

Our Care at Home Service, also known as Regulated Care, is designed to provide additional support for your loved one to maintain their independence at home.

This service is regulated by the Care Quality Commission, ensuring that the care we deliver is safe, effective, compassionate, and of high quality. Each care plan is tailored to the individual’s needs, whether it involves assistance with household tasks, personal care, medication management, mobility, or providing companionship. We can also accompany loved ones to appointments or events.

We are committed to supporting unpaid carers, whether it’s with daily visits, or short-term care packages that include overnight support. Our services have helped provide thousands of families with support, peace of mind and the opportunity to enjoy day’s out, events and holidays!

THANK YOU

TO OUR PARTNERS, DONORS AND FUNDERS

We continue to value the generosity of our Partners, Funders, Donors, supporters and grant makers - without your support, we couldn't do what we do. Our special thanks go to the following for making a particular contribution to our work in 2023/2024.

Amazon - Coventry

Aviation without Borders

Carers Trust

Chatwin Trust

Cooper House, Kenilworth

Coventry Building Society

Coventry City Council

Coventry General Charities

Coventry Tuesday Ladies Darts League

Coventry Riders Action Group

Coventry Three Spires Round Table

Coventry University

Gift that Branding Ltd

Heart of England Community Foundation

Hope for the Community CIC

Lillie Johnson Charitable Trust

Leofric Lions

National Lottery Community Fund

NHS Coventry and Warwickshire ICB

Packington Estate

Parkinson's UK

Shakespeare Martineau Foundation

Tesco

The 29th May 1961 Charitable Trust

The Blakemore Foundation

The Michael Marsh Trust

The Patrick Trust

The Rowley Trust

The Sparkhill Trust

The Screwfix Foundation

UHCW Charity

Warwickshire County Council

Warwick University

YOUR HELP MAKES A DIFFERENCE

It's not always about the money! Gifts in kind such as vouchers, sponsorship and raffle prizes are incredibly valuable to us. Partnerships are vital to our work, whether that be at your workplace, golf club or your community group. Volunteer support and skilled help also makes a real difference. From holding a fundraising event to recycling your unwanted jewellery, we are here to support you. Our fundraising team can be contacted at fundraising@carerstrusthofe.org.uk.

DONATE



Whether it's a one off donation, regular giving, payroll giving or leaving us a gift in your will - your difference supports carers.

FUNDRAISE



From baking to quizzing to gaming to running or walking or cycling. We've got everything you need to raise money to support carers.

VOLUNTEER



Change lives, meet new people, develop your skills. Volunteer with us and make a real difference to carers.

**WHEN
THEY NEED**

**A FRIEND
SUPPORT
ADVICE
STRENGTH
A BREAK
HELP
ACTION
RECOGNITION
IMPACT
CHANGE**

**WE'RE
THE ONES
CARERS
TRUST**

Heart of England

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