

## MARKET POSITION STATEMENT 2022-2025



Adult Carers Caring  
For Someone 18+





# Adult Carers Caring For Someone 18+

## Introduction

This publication is one of a series of Market Position Statements and marks the start of conversations with Providers and potential Providers, to encourage new ideas and to welcome any proposals of doing things differently.

The Carers MPS is intended to supplement our 2021 – 2024 Bury Carers Strategy and Action Plan, which was developed following consultation with carers and partners about what was working, not working and to identify priorities to inform the design of the recommissioned carer services.

For the vast majority of people, care begins at home with their families. Many people wish to play a role in caring for their friends and family, and we recognise that for some this can be a significant commitment.

The 2011 Census reported that almost 1 in 4 (23% or 1.3 million) of those providing unpaid care were caring for over 50 hours a week. The Adult Social Care White Paper 'People at the heart of care', acknowledges that unpaid carers, as a group, are disproportionately impacted by loneliness compared with non-carers. 45% of carers experience an impact on their personal and social lives as a result of the care that they provide. This increases to 71% among those that provide 20 or more hours of care a week, with just over one-third of this group (34%) feeling unable to socialise at all due to their caring responsibilities. It is also evident that many carers feel forced to reduce or give up work to help care for loved ones.

In Bury we want to do what we can to best recognise, support and empower carers to have a life outside of caring and achieve the things that are important to them.



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**A Local Approach**  
We want information & advice that is accessible and supports choice and control across the 5-specific Neighbourhoods in Bury.

**Driving Enterprise**  
We want to work with Providers who are enterprising, creative and deliver to support the social and economic participation of carers.

**Let's Do It!**

**Working Together**  
We want to work with Providers to build a system that can develop and adopt new ways to identify and better support carers, ensuring the voice of carers is embedded in service design.

**Taking a Strengths-based approach**  
We want to work with Providers who focus on and recognise the strengths of carers, empowering carers to have more fulfilling lives and to reduce loneliness and increase health & wellbeing.

## Our Vision

We need to identify and support more carers in Bury by embedding ‘carer awareness’ into the community. We acknowledge that this work must be wide ranging and varied in order to fit the profile of the borough and we will need to tailor the support to meet the needs of the five specified Neighbourhoods in Bury (North, West, East, Prestwich & Whitefield), based on the views and wishes of the carers in those localities utilising co-design and co-production.

To achieve our vision, the Bury Carers Strategy builds on what carers told us is important to them and sets out the local position in Bury; identifying local priorities and how to achieve the priorities. Members of the Bury Carers Strategy group come together to monitor progress against the Bury Carers Strategy Action Plan ensuring partners take responsibility and ownership for strategic development and action delivery.

## Population

The 2011 census tells us that the number of people who state they provide unpaid care in Bury is 19,954 (11% of our population at the time of the census).

The following tables details support provided by Bury Council to carers during 2020/21:

(2020/21 SALT Data Return)

Support Provided to carers	Carers Personal Budget only	Information advice signposting universal services	Respite/ other forms of Carer Support delivered to the cared-for person	Where support was also provided direct to carer
Carer aged 18-25	14	<5	10	
Carer aged 26-64	392	83	49	<5
Carer aged 65-84	214	46	54	<5
Carer aged 85+	19	<5	20	

As a society, we are increasingly dependent on the contribution of unpaid care. The care provided by unpaid carers is often not visible but is an essential part of enabling people to stay in their own homes for longer and allowing move on from hospital to community care.

Support provided to new carers	Carers Personal Budget only	Information advice signposting universal services	Respite or Other Forms of Carer Support delivered to the cared-for person	Where support was also provided direct to carer
Carer aged 18-25	9	<5	10	
Carer aged 26-64	124	76	49	<5
Carer aged 65-84	57	35	54	<5
Carer aged 85+	5	<5	20	

Primary Support Reason of Cared For (most recent)	Carers Personal Budget only	Inform advice signposting universal services	Respite/Forms of Carer Support delivered to the cared-for person	Where support was also provided direct to carer
Physical Support: Access & mobility only	29	<5	5	
Physical Support: Personal care support	150	30	19	<5
Sensory Support: Support for visual impairment	<5			
Sensory Support: Support for hearing impairment	<5			
Sensory Support: Support for dual impairment	<5			
Support with Memory & Cognition	35	<5	<5	
Learning Disability Support	64	<5	12	<5
Mental Health Support	64	43	<5	<5
Social Support: Substance misuse support	<5			
Social Support: Support for Social Isolation / Other	30	7	<5	<5
No PSR - cared-for not recorded/details not current	290	42		84

The following Bury data sets has been generated using POPPI and PANSI data tools. The data tools provide a range of indicators relevant to health and social care.

People aged 65 + over providing unpaid care	2020	2025	2030	2035
aged 65-69 providing 1-19 hours of unpaid care	923	1,013	1,134	1,134
aged 70-74 providing 1-19 hours of unpaid care	631	536	587	663
aged 75-79 providing 1-19 hours of unpaid care	377	464	404	443
aged 80-84 providing 1-19 hours of unpaid care	178	197	248	215
aged 85 and over providing 1-19 hours of unpaid care	130	151	172	211
aged 65-69 providing 20-49 hours of unpaid care	209	229	256	256
aged 70-74 providing 20-49 hours of unpaid care	197	167	183	207
aged 75-79 providing 20-49 hours of unpaid care	122	150	131	143
aged 80-84 providing 20-49 hours of unpaid care	90	99	125	108
aged 85 and over providing 20-49 hours of unpaid care	48	56	64	78

## Current Services

The 2021/22 budget for carer services is circa: £439,400.

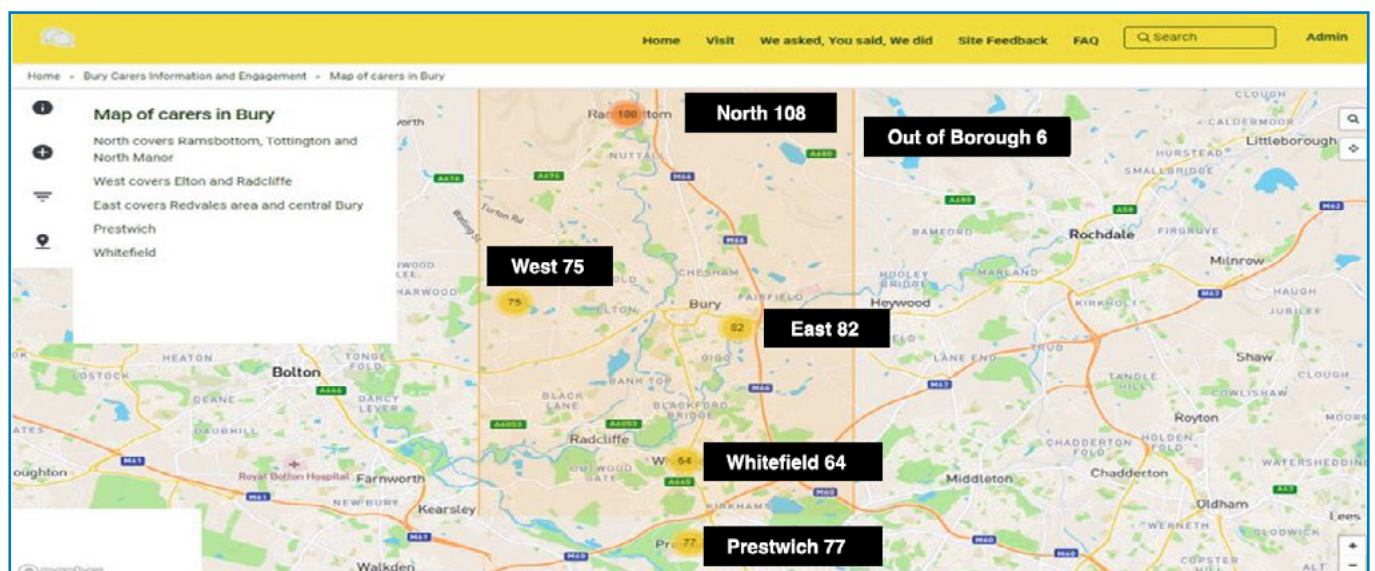
### The Bury Carers' Hub

The Bury Carers' Hub is the primary resource for adult carers in Bury to provide information, advice and a wide range of specialist support services designed to help adult carers caring for another adult to continue in their caring role for as long as they choose and reduce the impact the caring role can have on their own health and wellbeing.

### Key Contract Details:

- The contract term is 3 years with option to extend 2 x 12 months.
- Contract start date: 01/06/2020.
- Provider: n-compass

As of February 2022, the number of carers registered with the Bury Carers' Hub is 439. Below outlines the neighbourhood profile of carers registered with the Bury Carers' Hub.



### **Carers Personal Budgets**

Carers Personal Budgets are part of the statutory Carers Assessment process delivered by Bury Council.

Carers Personal Budgets are a response to meet needs identified in the Carers Assessment which cannot be met otherwise and are about giving the carer choice and control over the way that their support is provided, to enable carers to achieve recognised quality of life outcomes which they are unable to achieve due to their caring role.

### **The FED Volunteer Service – Time for You Project**

The Time For You project, based within The Fed's Volunteer services, supports carers in the Jewish Community. This project has been providing this culturally appropriate service to carers for over 20 years.

The service aims to provide carers with a much-needed break from their caring role. They recruit, train and support volunteers who sit with or take out the person being cared for, enabling the carer to have some time away from their caring responsibilities.

### **The Bury Directory**

Further information on support available for carers is available on the Bury Directory. The Bury Directory is Bury's one-stop information point for advice, support, activities, services and more. The directory has a dedicated carers section which brings together information, advice and services for carers all in one place. [Click here to find out more](#)

### **Workforce**

A growing number of people are playing a dual role in balancing their jobs with their caring responsibilities. This came into sharp focus in 2020, when the COVID-19 pandemic disrupted working lives, uncovering the support needs of those who require constant care. The challenges of providing care can have a significant impact on the careers of carers and limit their participation in the workplace. Together with our partners, we want to build on and enhance resources for working carers on the Bury Directory platform.

// Bury now has a model that delivers a service direct to carers as a 'One Stop Shop / Pop-Up' approach, in each of the 5-neighbourhoods of Bury //

The Council is very aware that in Bury, as other areas, there are recruitment and retention challenges; with factors such as Real Living Wage, other changes to employment law and changes in the workforce post -BREXIT impacting on Providers. We will provide strategic leadership around workforce planning and development, to support Providers. Work is underway to promote and increase partnership between health and social care Providers, supporting them to develop a workforce with the capacity and capability to meet current and future support needs. We expect to see an increased emphasis on carer awareness training and making sure that staff across the health and social care system actively identify carers, either providing information, advice or signposting to relevant support/services or making a referral to the Carers Hub.

## Challenges

- Early intervention is crucial in order to delay and prevent carers' needs from escalating. However, many carers do not recognise their identity as a carer until they reach a crisis and seek help. This means there is still much more to be done in awareness and identification work to enable more carers to be identified and supported effectively.
- Health and social care approach is to promote independence and enable people to stay in their own homes for longer. Coupled with population increase and the fact people in Bury are living longer, we must be mindful of the consequences this may have on carers by working with local partners to ensure provision is available to support the carer population to plan for the long-term future and maintain their own health and wellbeing.

## Commissioning Intentions & Market Opportunities:

From the consultation feedback it was clear there were 8 emerging themes:



## Key Priority Statements:

Carers are clear on what is important to them

- 'Balancing my own life with my caring role'
- 'Improving and maintaining my personal health and wellbeing'
- 'Being recognised, acknowledged and valued as a carer'
- 'To be socially active and not become isolated or lonely'

To find out more on the carers consultation: [click here to find out more bury-carers-information](#)

### We want unpaid carers to be able to say:

- **I am** supported to provide care as I wish and do so in a way that takes into account my own access to education, employment, health and wellbeing.
- **I have** a life outside of caring and I am able to remain connected to the people who matter to me.
- **I know** my needs are equally recognised and my goals and aspirations are respected and fulfilled.
- **I have** the right information and advice to be able to make informed decisions.
- **I have** access to appropriate support, that suits my needs including respite care and carers breaks.  
*the Adult Social Care white paper, 'People at the heart of care'.*

We want to work with Providers who are proactive, transformational, and forward-looking in their approach to deliver on the eight key themes and the 'I' statements, which reflects the high-level objectives set out within the Adult Social Care white paper, 'People at the heart of care'.

- To kick-start changes in services provided for unpaid carers.
- Improving information and advice that is accessible and supports choice and control.
- Identification, recognition and involvement of unpaid carers in informing service design and improvement.
- Empowering unpaid carers to have more fulfilling lives and to reduce loneliness.
- Supporting the social and economic participation of carers through employment flexibility and rights, to reduce the impact of caring on carer's employment.

“ We want to work with Providers who are proactive, transformational, and forward-looking in their approach to deliver ”



We want Providers and partners to develop new ideas to support carers and the person they care for, offer greater choice and help build resilience within the carer population through an asset-based approach that promotes co-production, skill sharing and mentoring.

Providers need to consider how feedback can be applied practically to develop new or improved services and how to evidence and evaluate the effectiveness of services for carers.

## MARKET OPPORTUNITIES

### We want to:

- Work with carers and our partners to deliver on the eight key themes and the 'I' statements.
- Identify and test a range of new and existing interventions that support unpaid carers, which could include respite and breaks, loneliness, peer group, balancing work & home life and health & wellbeing support.
- Understand and address any change in the needs of and support for carers due to the pandemic.
- Identify and support more carers in Bury by embedding 'carer awareness' into the community.
- To reach people who do not see themselves as carers.
- Ensure information & advice is easily accessible and personalised which links to services and support that are available in neighbourhoods.
- Look at barriers' carers are facing and what are the solutions to overcome these barriers. This could include digital technology and skills; Bury's approach to Carers Assessments; enabling a life outside of caring; balancing work/education and caring; planning for the future.
- Work with Providers who embed values – choice, control, community and co-production.
- Look at opportunities for community based innovative and flexible support services for carers to deliver better outcomes.
- Money – use it locally, use it wisely.
- Align long term planning to wider agendas – such as employment, loneliness, health & wellbeing.