

## Care for the Carers

Care for the Carers is the Carers Centre for East Sussex. We are an independent charity and we have been supporting and representing unpaid carers in East Sussex since 1989.

Care for the Carers direct services include: Gateway, support and advice, groups, training, social activities and counselling. We support carers to share their views and experiences and we raise awareness through training, events and social media campaigns. We work with partners and produce CareLine, a quarterly magazine, to ensure carers across East Sussex are informed and supported

## Building Carer Friendly Communities

Care for the Carers is working to build a more Carer Friendly East Sussex, a county where there is an understanding of the part played by unpaid carers and the impact caring has on their daily life.

Little things can make a big difference and we want to encourage organisations and businesses to consider what they can do to help.

If you would like to know more about how your business could be 'Carer Friendly' and get Carer Friendly recognition or would like to fundraise to support carers please contact us.

[www.cftc.org.uk](http://www.cftc.org.uk)  [/care4thecarers](https://twitter.com/care4thecarers)  [/careforthecarers](https://facebook.com/careforthecarers)

Care for the Carers is a charitable company registered in England and Wales with No. 3677361 and Charity No. 1074906 Registered Office:  
Care for the Carers, Highlight House, 8 St Leonards Road, Eastbourne. BN21 3UH.

**No one left to care alone**

# East Sussex Carers Card

## Supporting unpaid carers in your local community



*Find out how your business can sign-up for free and  
give something back to your local community*

  
Supporting Carers in East Sussex

  
carerstrust  
a Network Partner

  
East Sussex  
County Council  
[eastsussex.gov.uk](http://eastsussex.gov.uk)

## Who are carers?

An unpaid carer is someone who looks after a friend, family member or neighbour who due to illness, disability, a mental health problem or an addiction could not cope without their support.

**There are an estimate 60,000** unpaid carers in East Sussex. Carers are the largest source of care and support in the UK. It is in everyone's interest that they are supported; in East Sussex alone they help save **£700 million** by taking the pressure off council and NHS services.

## What exactly does the Carers Card do?

- It can identify a carer in an emergency situation, informing that someone depends on them.
- It can link into an emergency plan.
- It can provide carers with discounts from local businesses. it might be a 20% discount or a free cup of tea - each businesses decides what they will offer to carers.



## What's in it for local businesses?

- ✓ **It's free to join!**
- ✓ Your business will be advertised **for free** in our directory
- ✓ You can get discounted advertising in CareLine magazine - circulated to 10,000 local people quarterly
- ✓ You will receive a **free** welcome pack with a window or surface sticker showing that you are part of the scheme
- ✓ You will be welcomed and promoted on our social media
- ✓ You can get involved in networking events organised by Care for the Carers
- ✓ You will be a part of the businesses supporting unpaid carers in your local community. Park Holidays, Brewers, Freedom Leisure, Shopmobility and Kamson's Pharmacies, are just some of the businesses supporting the scheme

**The East Sussex Carers Card Directory can be found on the Care for the Carers and The East Sussex County Council websites ([www.eastsussex.gov.uk](http://www.eastsussex.gov.uk))**

## So what are you waiting for, join other businesses and make a difference

*"We are pleased to be part of the scheme as it offers us a chance to show our recognition and support to unpaid carers" – Reid Briggs*

To sign up, or for more information, please contact us;



Call **01323 738 390**  
Email **[info@cftc.org.uk](mailto:info@cftc.org.uk)**  
Visit **[www.cftc.org.uk](http://www.cftc.org.uk)**