

**30** Years **care for the carers**  
Supporting Carers in East Sussex



**ANNUAL REVIEW  
2018 - 2019**

**Care for the Carers supports and represents people in East Sussex who care for a relative, friend or neighbour who couldn't manage without their help.**



In our 30th year, we are proud to still be here for local carers, just as we set out to be when we were founded in 1989. Life as a carer can be demanding, isolating and stressful, and we exist to ensure no one is left to care alone.

Our 30th year has been one of celebration, but also brought a number of challenges. Last year, we reported on the increasingly tough financial climate within which we work. This has continued into 2018-19, during which the organisation's core contract with East Sussex County Council and the NHS further reduced in value. We worked hard to manage this, and were pleased to finish the year in a good financial position, having streamlined ways of working and reduced our expenditure.



Most importantly, this was achieved without reducing the services we provide to carers. This is especially important, since each year more of us are becoming carers, in particular here in East Sussex. We also hear from more and more carers that they are struggling – as less services are available to support people with care needs, family and friends are juggling more intensive caring roles.

So at a time when carers most need recognition, we are especially heartened by the increasing support for our work. We thank all those who have made it possible over the last year – in particular the carers, volunteers, colleagues, funders, partners and supporters who together make up Care for the Carers.

**Chris Raper**  
Chair of the Board of Trustees

**Jennifer Twist**  
Chief Executive

## Reflections from our first Chief Executive

Mary McBurney (Mary Colato back then) was our Chief Executive from 1989-2001, tasked by East Sussex County Council to document and address the needs of local carers. As we celebrate 30 years' service, she reflects on the charity's early days.

*“When we started, we were given just two years to ‘sort out the carers’ situation’! It is excellent that Care for the Carers is still going strong. However, there’s a sadness at meeting people 30 years later who are still caring, but 30 years older.”*



In 1989 this was a real challenge, as there was little recognition. The team established Carers Forums to enable carers to influence strategic planning: “These could be quite noisy and heady meetings as there had not before been any route for carers’ experiences and frustrations to be listened to.”

“We were fortunate in having a group of staff who were ready to stand up for carers. We were breaking new ground and able to try new ideas and services. One of our highlights was seeing Timmy Fordham taking his first steps in our office”. In the early years, his mother Kathy was one of our strongest advocates – now all grown up, Timmy has followed her lead and is a Carer Support Worker.

Mary remembers the impact of volunteers such as the local Royal Mail staff who supported our events, and the invaluable contribution made by Mike Randall. “He was the retired Editor of the Sunday Times and he created CareLine magazine. We had no idea of who he was when he wandered into the office wanting to do a bit of volunteering!”

The team achieved recognition, with Pippa Logan, our Lifting and Handling Adviser winning the national award for innovative back care, presented by Claire Rayner in London. Also Peter Frost, our Vice-Chair, helped research and write a report on the Hidden Costs of Caring – that went to Government.

*“We piloted carers’ workers in GP practices and hospitals. I now take my husband to numerous clinics and hospital appointments and am thrilled to find CareLine and Care for the Carers’ notices in the waiting areas - well done!”*

# A Successful Year



Carers are offered a single point of contact – **our Gateway service**, which users access by phone, email, via the website or by dropping in to the Carers’ Centre in Eastbourne. Specialist staff provide swift support to carers, including onward signposting to the range of services available across the county.

Regular carers’ clinics enable support workers to **provide one-to-one support to carers**, near to their home, and home visits are available for carers who are unable to leave the person they care for. Time to Talk, our counselling service, **provides emotional support to carers**. This service reduces feelings of social isolation, and improves the health and wellbeing of carers.

“I used to feel like everything was stacking up on me and in some ways it is, but I feel brighter about the situation in my life and able to change my mind-set quicker. It also taught me that my emotions are ok, and it is ok to be emotional. The counsellor was really helpful; I wasn’t sure what to expect but I will really value this experience for a long time. It has become a tool which I will use for years to come.”

**During the year the charity supported 8,382 carers across East Sussex, exceeding our target of 7,500.**

- **358 carers** were supported at carers clinics across the county.
- **1,188 carers** were provided with one-to-one specialist support and advice.
- **99% of carers** with urgent needs or those in crisis were successfully fast-tracked, with the same day response given to the carer or referrer.
- **182 carers** accessed counselling to support them in their caring role through our Time to Talk service.



“Your team don’t waste time. Action at once. I have an appointment booked, and a number to call. I don’t feel so alone now.”

# Groups & Activities

The charity delivered 24 monthly carers' groups with 1,352 carer attendances this year. These groups were a combination of Carers' Information and Advice Groups, Carers' Wellbeing Groups, a Mental Health Carers' Group, and a Young Adult Carers Group.

Carers' Information and Advice Groups (CIAGs) offer people new to the caring role **an opportunity to meet one another** and access information, advice and support. During the year, we established a new CIAG aimed at working carers, taking place in the evenings, which has proved popular. Carers' Wellbeing Groups are the 'next step' after attending a CIAG for 12 months.



*"Friendly, helpful and full of information and ideas to help us care for the people who matter to us. From local support meetings to creative writing courses, Care for the Carers work tirelessly to make the juggling act of caring more manageable - and always with a smile!"*

Care for the Carers' work with Young Adult Carers ("YAC"s) has gone from strength to strength this year. The YAC group **offers opportunities for carers to relax, socialise and access support**. The face-to-face group is also supported by an active private Facebook group, through which more young adult carers who aren't always able to make it to the group can access support and advice. Donations this year have made it possible to run a range of activities for young adult carers, including horse riding, a celebration event and bowling.

**75**  
young adult  
carers are registered  
on our closed Facebook  
group



**22**  
young adult  
carers from across the  
county were supported at  
our specialist Young  
Adult Carers  
group



**42**  
different  
activities were delivered  
this year, attended by  
288 carers



*"All in all it was a real treat and I came home with my batteries recharged and ready for the busy weekend ahead!"*

Our Activities Programme, funded by donations from mainly local trusts, continued to be well received by carers. The activities and events aim to give carers a break, some fun, and an opportunity to socialise with other carers.



Activities have included afternoon teas, cinema and countryside trips, wellbeing and pamper days, and Christmas lunches for all our carers groups.

*"Just wanted to say a great big thank you to everyone who helped arrange today's wonderful spa day. I can't thank you enough, it has been such a great experience and has left me feeling totally recharged and able to keep going with my care duties. It truly has been a wonderful tonic and I have had the great pleasure in meeting some delightful ladies today."*

**Our East Sussex Carers' Card offers discounts to carers from a wide range of businesses in East Sussex with offers from diverse sectors such as food and drink, health, fitness and wellbeing, legal and financial, and retail.** The card also identifies holders as a carer, and links with a backup care plan with the Council. Our Carers Groups aim to equip carers with skills and information on a wide range of topics, including mindfulness, managing stress, first aid, and emergency planning.

Our Writer in Residence, Evlynn Sharp, continued to lead our 'Carers' Words, Carers' Lives' project as it entered its third and concluding year, offering carers opportunities to reflect on their experiences, tap into their creativity, share their views, and gain some respite from their caring role. More carers dipped into creative writing by participating in workshops held as part of carers' groups.

We also administer the 'Small Grants for Carers' fund, which supports community groups that help carers - both to set up, and develop their offer.

63 carers accessed respite through the **Healthcare Appointments Respite Grant**, enabling them to attend healthcare appointments, training courses or engagement opportunities.

This year 915 carers signed up for the **Carers Card**.

£1.70 – flat rate **discounted hospital car parking** available to Carers Card holders at Eastbourne and Hastings

*"I would just like to thank Care for the Carers for the continued support given to our group. In our first year our numbers have risen from 5 members to 19. Because of the funding we have been able to afford speakers on many varied subjects"*

## Michele Ransom - Caring in East Sussex

**What part does Care for the Carers play in your life?** Care for the Carers filters into my life on different levels. CFTC have supported me as a carer by providing counselling in the early days. Just listening to me and taking me seriously. Valuing what I had to say. Helped me re-establish my creative flare with the creative writing workshops that were on offer. I am very sad that funding came to a close so that other carers have missed out on the opportunities that I received. I get the group support once a month and am able to be a listening ear in return. I enjoy fundraising and assist as and when I can – I have years of experience in helping charities in small ways. My caring role is far more manageable thanks to the help I received when my situation was at breaking point.



**What challenges do you think carers face that others may not understand?** Unless you have been a carer many do not understand the challenges that we face on a regular basis. One has to think for two people. Everything has to be planned, even a short trip out in the car is stressful, have I remembered the walker? or no, maybe he needs the scooter? are there adequate toilets at the destination? If so, how far away are they from the car? The list goes on, your brain is constantly weighing up situations and what is needed.

**What hopes do you have for the future of carer support?** My hopes are that Care for the Carers and other charities can continue providing the support that they do. It is so important, not only to me but others in the community who rely on others for help/advice and support because our role as carers is always changing and challenging. I am only too aware that the number of carers in Sussex alone is growing due to the amount of individuals needing help and support within the home. I am scared for now and the future, I don't feel that the government take this situation seriously enough, if they did then more funding would be available.

# Awareness, Information and Communication

As the Carers Centre for East Sussex, we promote national campaigns such as Carers Rights Day and Carers Week on a local level across the county.

Our website acts as first port of call **for carers and professionals who wish to know more about local services for unpaid carers, and how to access support.** During the year we have developed the website further to improve accessibility.

We produce CareLine, the quarterly magazine, **keeping local carers up-to-date with information about caring and support available.** Our monthly newsletter includes opportunities for carers to get involved in local and national consultations, plus information about campaigns, policy updates and activities. Our social media activity continues to increase and reach out to a more diverse range of carers via Facebook, Twitter, Instagram, LinkedIn and YouTube.



This year we continued our 'Building a Carer Friendly Community' programme, **encouraging local businesses and service providers to become more carer aware,** taking into account not only the needs of people that access their services, but also their own employees who are carers themselves.

Our Carer Awareness Training has evolved into a **bespoke programme which is in high demand in health, social care and the voluntary sectors across the county.** We received consistently positive feedback throughout the year.

“  
The trainer presented with personality, humour, empathy and immense knowledge. She is a great ambassador for CFTC.  
”

“  
Excellent training with lots of relevant information.  
”

**704** volunteers and professionals attended Carer Awareness Training, through 39 training sessions



**1500** carers and professionals reached with our monthly newsletter



# Engagement and Representation

The Carers Voices Network offers opportunities for carers from across the county to share their views, experiences and needs, and to influence decision making around issues that impact on their lives.

Our monthly engagement newsletter keeps carers, volunteers and professionals up to date with local and national policy, highlights opportunities to influence decision making, and **raises awareness of issues of importance to carers.**

*“A very informative and busy day with opportunity to discuss my concerns and opinions on various matters”*

*Carer who attended the Carers Forum*

This year we held two countywide Carers Forums, in the spring and autumn. The Forums are free, and act as a valuable opportunity for carers to learn about issues important to them, to contribute to shaping services and local strategy and to build their networks. The Forums also **raise the profile of Care for the Carers’ work and build strong partnerships with colleagues across health, social care and the voluntary sector.**

*“I just wanted to reiterate how wonderful yesterday’s forum was. It is such a privilege to be invited and to co-facilitate workshops. What an honour to hear carer experiences and hopefully by listening to these experiences, we can further shape our services to meet their needs and those of their loved ones.”* East Sussex Healthcare NHS Trust

**136 carers** attended our two Carers Forums, 29 with the person that they care for

**213 professionals and volunteers** are signed up as Carer Ambassadors, working with us to raise awareness of carers in their own communities and workplaces



**238 carers** are members of the Carers Voices Network

# Governance and Management

Care for the Carers is governed by a volunteer Board of Trustees, who are also the charitable company’s Directors. The Trustees set our overall strategic direction, with day to day management delegated to a Chief Executive and small management team.

The majority of our Trustees have personal experience of caring, and bring this insight, along with a broad set of professional skills to their role. We thank them for their commitment and dedication to Care for the Carers and our work.

## Trustees in 2018/19 were:

Chris Raper	(Treasurer/Co-Chair to September 2018, then Chair)
Jenny Ballard	(Co-Chair to September 2018)
Mandy Curtis	(Vice-Chair from 26th September 2018)
Angela Chapman	(Vice-Chair to 26th September 2018)
Sara Geater	
Alan Botterill	
Stephen Lloyd MP	

During 2018/19, strengthening our finances was a priority for our Board and Senior Management Team. Our core contract with East Sussex County Council and the NHS was extended until September 2019, but at a reduced value. We refreshed our processes, increasing efficiency, and developed our fundraising to safeguard against the financial uncertainty. We also developed our governance, refreshing Articles of Association, to bring these up to date with current best practice.



# Our Finances at a Glance

The charity remained in a good financial position at the end of 2018-19, with cash balances of £439,894 and reserves of £435,597.



The main funding sources this year continued to be grants and donations. Grant funding decreased by £42,405 to £761,543, and this reduction can be principally attributed to reduced funding from East Sussex County Council/NHS. In contrast, donations received almost doubled, increasing by £23,077 to £48,030. Overall this resulted in a total income reduction of £17,945.



We reduced our expenditure by £107,083 during the year, by responding swiftly to funding cuts and introducing cost efficiencies where possible – generating a surplus for the year of £48,109.

Care for the Carers continues to rely on one funding stream for the majority of its income: the East Sussex Commissioning

Grants Prospectus, funded by the three local Clinical Commissioning Groups and East Sussex County Council. This contract was extended, at a reduced rate, to the end of September 2019, and we have now successfully tendered to continue delivering this work. Trustees acknowledge the risk inherent in relying on this one main funding stream, and have prioritised diversifying the organisation's income and to reduce its reliance on statutory funds.

With our core contract reducing in value in 2019-20, Care for the Carers is currently budgeting a deficit in the coming year, but will continue to monitor expenditure, and seek to generate new funding streams wherever possible to mitigate this and reduce the future deficit.



FUNDRAISING	AMOUNT RAISED (£)
Corporate	25,957
Community	12,311
Individual	2,399
Gifts in Wills	500
Trusts	47,842
<b>TOTAL</b>	<b>89,009</b>



INCOME	£
Donations and Gifts	48,030
Grants	761,543
Other Income	2,207
Investments	1,629
<b>TOTAL</b>	<b>813,409</b>

EXPENDITURE	£
Support & Advice	339,228
Groups & Activities	55,842
Involvement (Engagement & Representation)	29,281
Carer Awareness	62,194
Information & Communication	154,221
Tools & Resources	31,519
Writer In Residence	19,490
Raising Funds	40,662
Development	20,480
Governance Costs	12,383
<b>TOTAL</b>	<b>765,300</b>



2018-19 was a busy fundraising year, including the launch of our 30th Anniversary celebrations in January.

Our Young Adult Carers took on the Gauntlet Games for us in June 2018 and **raised an impressive £1,000** taking on numerous obstacles in their way! Jon Heneke bravely climbed Mount Kilimanjoro and **raised a fantastic £800**. As part of our continued partnership with Herington's solicitors, legal secretary Caroline Foord set out to become our first ever London Marathon runner, going on to **raise £2,300 for carers** along the way.

We were delighted to be selected as one of Crowborough Bonfire Society's beneficiary charities, with their annual summer fete raising funds for carers in Crowborough.

We would also like to thank all the other local community groups who have raised funds for us over the past year, without you we could not run activities and services that local carers desperately need.

With generous funding from The National Lottery Heritage Fund and Eastbourne Borough Council we were able to produce twelve more short films and a creative writing workbook, to mark the end of our Writer in Residence project.

Our Anniversary celebrations have so far included 1980s themed birthday party fundraisers and challenges taken on by our Director of Services, Jo Egan, and Chief Executive, Jennifer Twist. There is much more to come! You can learn more and get involved at [www.cftc.org.uk/fundraisingideas](http://www.cftc.org.uk/fundraisingideas)



## Heringtons Charity of the Year



In 2018-19, we were delighted to be selected by staff at Heringtons as their Charity of the Year!

A leading firm of East Sussex solicitors, that whole team at Heringtons launched themselves into raising awareness and funds to benefit local carers, **raising a total of £5,700** in the year.

During the year, Heringtons supported in a number of ways.

- **Carer Awareness Training** - Heringtons staff accessed our training to learn more about caring in East Sussex, carers' rights, and the issues they face.
- **Pop-up legal advice sessions** - solicitors helped carers who dropped into our pop-up shop in Hailsham.
- **Staff fundraisers** - legal secretary Caroline Foord became our first ever London Marathon runner!
- **Carers Week fundraising breakfasts**
- **Goody bags for Young Adult Carers** - fabulous festive gifts for our YAC group to spread some cheer during the Christmas period.
- **Bring your dog to work day** - pooches were preened and promenaded through the offices, in aid of carers.
- **Birthday fundraisers** - rather than receiving gifts for their birthdays, some very generous staff requested donations to Care for the Carers instead.
- **Legal workshops** - Heringtons has joined us at numerous community events to advise carers on legal issues.
- **Donations** - Heringtons provided additional donations throughout the year, including holding collection pots in Reception areas at its offices.

It has been a pleasure to partner with Heringtons and we thank them wholeheartedly for their energy and commitment, and for going above and beyond in support of Care for the Carers.



## What is it like being a Trustee at Care for the Carers?

**Mandy joined the Board in 2016, and became Vice Chair in 2018. She is director of 18 Hours, which specialises in organising community-focused events. She has a PhD in Human Geography, and brings experience of teaching and mentoring.**



### Why did you join Care for the Carers' Board?

The Board were looking for new faces to bring new ideas to the table. I'd just finished my PhD and was looking for a volunteering role, so it was also partly a case of being in the right place at the right time. I also had personal experience of being a carer and a background in nursing, so there was a personal interest as well as professional.

### What would you say is the key role of a Trustee?

To support the CEO to run the organisation. It's also really important that as a Trustee you agree with the principles of the charity and how it operates.

### What have you found most rewarding?

I've found working with the Young Adult Carers (YACs) really moving. Going along to one of the YAC group meetings, reasserted that I was doing the right thing becoming involved with the charity. We decided to invite the YACs to present to the Board, which has opened the way for involving younger carers in raising issues for the Board to consider and discuss.

### With many charities looking for Trustees, why choose Care for the Carers?

It's a charity that's really on a good footing. Care for the Carers is in an exciting place - it's not set in its ways or antiquated, and has a dynamic team and dynamic board. I really enjoy meeting the charity staff, and having the opportunity to get to know people and feel part of the wider team.

**If you would like to get involved, we'd love to hear from you - please contact us at [info@cftc.org.uk](mailto:info@cftc.org.uk) or on 01323 738 390.**

## Being a Young Adult Carer

Chantelle is a Young Adult Carer who juggles caring for her mother and step dad with study and managing her own long term illness. She is an active member of the YAC community, regularly attending group, getting involved with activities, and speaking up about key issues affecting carers.



Chantelle was invited this year to speak at one of the charity's Board meetings, to help our Trustees to fully understand the issues that YACs face. "Others do not understand is the mental toll it has on us. A lot of people think it's just doing a few bits around the house and taking the people we care for to appointments, when most of the time that's not the case. We do so much for the people we care for that most the time we don't have time for ourselves, which has a huge impact on us mentally and some of the time physically - especially if we have started caring from a young age."

We provide a range of support options for YACs, and Chantelle has worked with Care for the Carers to address some of the struggles she's faced as a result of her caring role: "Care for the Carers has helped me to come to terms with my situation and allowed me to deal with it better and easier." She attends the monthly YAC group and the social activities, too - these are a time to connect with your peers in a safe setting where you can share their worries and concerns, and let off steam. This year we were also delighted to help Chantelle apply for a Quilters Carers Trust Grant so she could take a Forensic Science course. This year Chantelle has also joined the Time to Shine singing group.

*"I hope that young adult and young carers will have the correct support and help they need especially from the government. If we are more recognised within organisations and schools, they can provide us with better help and support, and in turn we as carers can do a better job in our role as a carer."*

# 30 years care for the carers

Supporting Carers in East Sussex



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