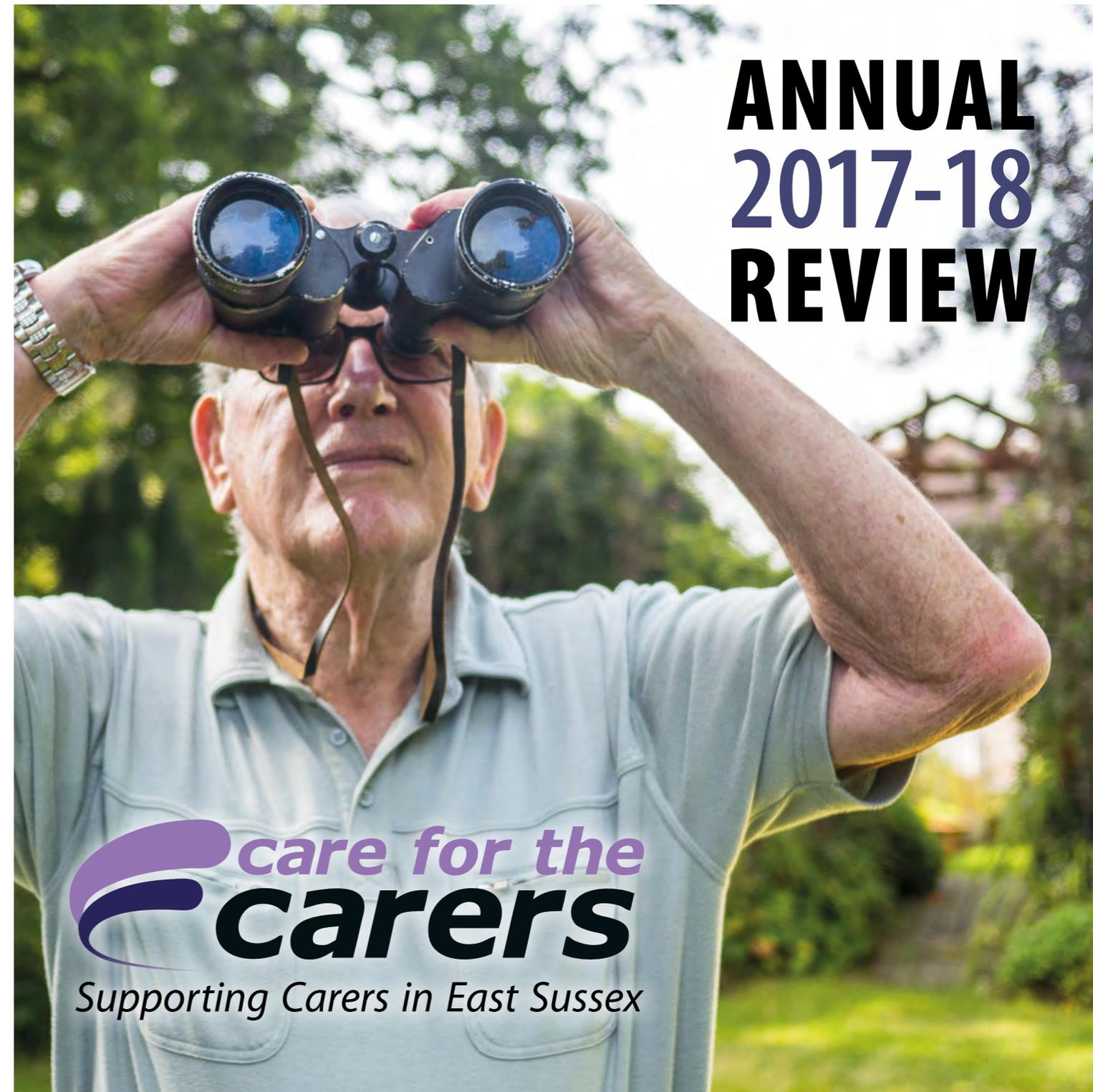


For more information, visit
www.cftc.org.uk



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Message from the Chair and CEO

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. Our goal is to ensure that no one is left to care alone.

Like many charities, the challenge we faced in 2017-18 was how to continue to provide the quality services that carers need and deserve within an increasingly difficult funding environment. In the year, we reviewed our work and identified four strategic priorities: Direct Support, Awareness, Speaking Up and Strengthening the Charity.

Caring continues to be a growing issue, especially in East Sussex, where we estimate that the population of carers now exceeds 66,000. So we need to keep up the hard work to make sure that carers know that we are here to help, and to keep carers' issues high on the political agenda.

Jenny Ballard
Chair of Board of Trustees

This year, we continued to reach more carers than ever before, with over 9,300 people accessing our services. With an increased focus on fundraising, we have also been fortunate to receive funding for several new projects, helping us to respond to carers' feedback.

We have been touched by the level of support that Care for the Carers has received this year, from so many carers, colleagues, volunteers, partners, supporters and funders. Thank you – without your help the work set out in this Annual Review would not have been possible.

Jennifer Twist
Chief Executive



Jenny Ballard



Jennifer Twist

Support and advice

Gateway is at the core of our Support and Advice work, ensuring that carers have a single point of contact – whether it be for a quick answer to a straightforward query, or to book some dedicated one to one time with a specialist Carer Support Worker.

- Our Gateway staff can be reached by phone, email, via the website or by dropping in to the Carers' Centre in Eastbourne.
- Staff help carers navigate the maze of statutory, and other, services for the person they care for and themselves.
- Regular carers' clinics are held across the county, so carers can meet for one-to-one support close to home.

Time to Talk, our counselling service, provides emotional support to carers through counselling. This service reduces feelings of social isolation, and improves the health and wellbeing of carers.

"It has enabled me to think of myself not just as a carer, but as a person with needs. It's helped to control my anxiety attacks. It was wonderful to receive this help in a very low time in my life. It really was a lifeline for me"

Reaching out to carers – with more people taking on caring roles than ever, raising awareness is increasingly important. For six months during 2017, we were pleased to work with Age UK East Sussex to pilot an information centre in Hastings. It was clear that carers from Hastings really valued the opportunity for face-to-face contact it provided, showing that a shopfront venue in an area with high footfall does significantly increase contact with new carers, increasing referrals and raising awareness of support we offer. In total we reached 263 carers through the Hastings satellite carers centre, and we are exploring the possibility of developing a more long term satellite Carers' Centre in the future.

HIGHLIGHTS

- **9,303** carers accessed our services
- **352** carers attended carers clinics
- **1,239** carers sought out one-to-one specialist support and advice
- **100%** of carers in crisis were fast-tracked for same day help
- **180** carers accessed our Time to Talk counselling



Groups and activities

Many carers feel very alone. Putting the person you care for first can mean that friends and family become more distant, and work and social events become less accessible. Our groups and activities are very important to many carers as they are a way of connecting with others who understand, alongside getting information, peer support and or just kicking back and having a break.

This year we ran 229 carers' groups – 60 more than in the previous year, and a combination of the following:

- Carers' Information and Advice Groups, a place for new carers to meet one another and access information, advice and support.
- Carers' Wellbeing Groups, the 'next step' after attending a Carers' Information and Advice Group for 12 months.
- A Mental Health Carers' Group.
- A Young Adult carers group.
- A group for Lesbian, Gay, Bisexual and Transgender carers.

During the year, we also ran a programme of therapeutic groups to support those at the end of their caring journey. These groups ran until December 2017, when funding ceased, and supported 14 carers.

"I found it interesting to hear how someone has had the same problems as myself and know that I am not alone"

It was a lovely afternoon, a welcome respite from caring duties! A matinee being much easier to arrange care cover for. A comedy was a good choice, as at times carers need some light-hearted fun to lift their spirits! I hope the people who donate know how much an outing, such as this, lifts spirits and makes us feel, that the care we give is acknowledged and valued. Thank you again, for all your work in organising this for us all!

Carer who attended Spamalot theatre trip

Our work with **Young Adult Carers** (who call themselves "YACs") has gone from strength to strength this year. The YAC group is a place to relax, socialise and access support. The face-to-face group is also supported by a private Facebook group, through which more YACs who can't always 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 a go-karting trip, a visit to Thorpe Park, an outdoor pursuits weekend, a Christmas party, and bowling.

This year we set out to build our Activities Programme, and have been delighted at the support from donors, in particular, local trusts. Their donations have enabled us to provide 47 activities, giving 317 carers a much needed break, some fun, and/or an opportunity to socialise with other carers. Activities have included trips to the Bluebell Railway, afternoon teas, theatre trips, wellbeing and pamper days, and Christmas parties.

HIGHLIGHTS

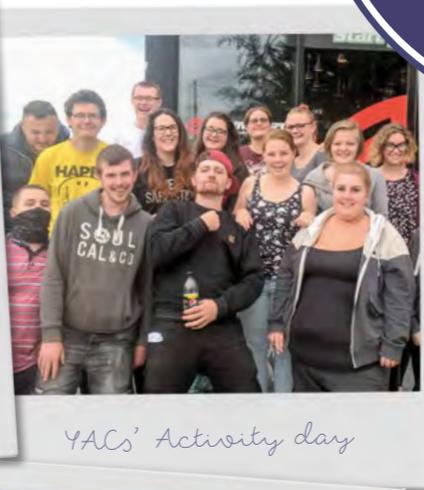
- 15 young adult carers from across the county were supported at our specialist Young Adult Carers group.
- 92 Young Adult Carers are members of our closed Facebook group.

I was having a really difficult morning with my mum, I was in a foul mood and I nearly didn't come. I am so pleased that I did. I feel so invigorated after this. I wouldn't change anything about the day. Can I sign up for next year?

Wilderness Woods



Bluebell Railway trip



YACs' Activity day



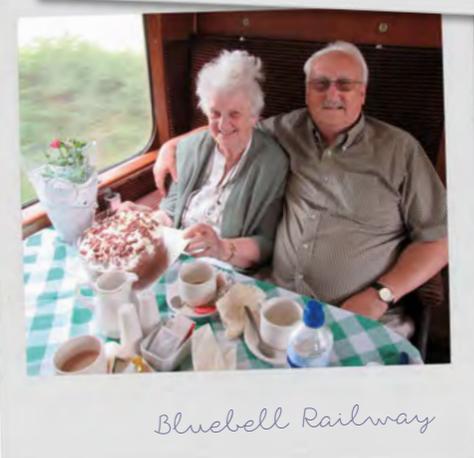
Funghi walk



Funghi walk



YACs Christmas do



Bluebell Railway

Tools and resources

Our **East Sussex Carers Card** offers discounts to carers from a wide range of businesses, as well as alerting the emergency services that cardholders are carers. Businesses offering discounts are from diverse sectors such as food and drink, health, fitness and wellbeing, legal and financial, and retail. This year 824 carers signed up for the card – 181 more than in 2016-17.

The **Carers Toolkit** is a programme of courses designed to equip carers with skills and information on a wide range of topics, including Mindfulness, Managing Stress, Art Therapy, and Carers Rights and Emergency Planning. The feedback from carers regarding these courses has been very encouraging, and it is with sadness that we discontinued these courses as of April 2018 due to reductions in funding. During the year, there were 125 carer attendances.

“I feel much more able to deal with the stresses of caring”

We administer the **Small Grants for Carers** fund on behalf of East Sussex County Council, supporting set up costs for new groups that directly benefit carers and helping established groups to develop their offer. We also hold the Healthcare Appointments Respite Grant which helps carers to attend healthcare appointments, training courses or engagement opportunities.

HIGHLIGHTS

- We delivered generic Carer Awareness Training sessions to more than **30** diverse groups of volunteers and professionals.
- Approximately **80** volunteers supported our work this year. Fifty of these are Carer Ambassadors.
- Our monthly enewsletter reaches more than **1,700** carers and professionals



HIGHLIGHTS



- **79** carers accessed a Healthcare Appointments Respite Grant
- **824** carers signed up for the Carers Card
- **£1.60** – flat rate discounted car parking at Eastbourne District General and Conquest Hospitals for all Carers Card holders

Carer awareness, information and communication

A key part of our work is reaching out to carers however we can, and providing information to help them in their caring role.

- We promote national campaigns such as **Carers Rights Day** and **Carers Week** on a local level across the county.
- We launched a new **website** launched in July 2017, designed to act as the first port of call for carers and professionals looking for information on Care for the Carers and all local services for carers.
- We produce **CareLine**, a quarterly magazine for local carers. 10,000 copies are printed and distributed via community venues such as libraries and health centres, to reach out to new carers. We also post a copy to carers who do not have access to the internet, and the magazine is available digitally, by email and on our website.
- Our monthly **newsletter** includes opportunities for carers to get involved in local and national opportunities, plus information about campaigns, policy updates and activities.
- Our **social media** activity is increasing and reaching out to a more diverse range of carers via Facebook, Twitter, Instagram, LinkedIn and YouTube.
- Our **‘Building a Carer Friendly Community’** initiative encourages 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. Their consistently positive feedback included:

- “The structure, content and enthusiasm of the workshop was first class”
- “Trainer was awesome – so open, passionate and educational about carers”

Engagement and representation

The **Carers Voices Network** offers opportunities for carers to share their views, experiences and needs, and to influence decision making on the key issues that impact on their lives. This year, the network grew to 245 carers.

Our monthly engagement e-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.

This year we held two countywide **Carers Forums** - powerful engagement events, at which carers contribute to strategic planning, shaping services and local strategy. They are also an opportunity for our community of carers, and professionals who work with and for carers, to get together

and build our networks. This year, the support from carers and partner organisations has been overwhelming. The forums have helped to build strong partnerships with colleagues across health, social care and the voluntary sector, and enabled carers to directly influence key decision makers.

Part of our role is to represent the voice of carers, in particular in ensuring that our statutory and voluntary sector partners are kept informed of the realities of caring. Care for the Carers is an active contributor to a range of meetings, committees and

I was so pleased to have taken part in the Carers Forum. The workshop discussions were stimulating and uncomfortable at times, but good to be challenged with the realities
Sussex Partnership NHS Trust

forums, ensuring that carers' needs are taken into account in the planning of services and local policy.

From March 2018, we worked closely with **East Sussex County Council (ESCC)**, to support a consultation on reductions to its budgets – including funding for carers' services. We ensured as many carers as possible were able to give their views, contacting 4,424 carers by post and 2,312 by email. We also held joint meetings at which carers discussed the proposed cuts with senior council officers, and campaigned against the cuts. The consultation concluded during 2018-19, and sadly we were not able to prevent significant cuts to the carers' budget. However we recognised the Council's openness to working with us, its responsiveness to carers' feedback and commitment to a comprehensive consultation.

HIGHLIGHTS

- There are now **245** carers signed up to the Carers Voices Network and all Carers Wellbeing Groups share news with group members.
- 81** carers attended the Spring Forum, and **91** came to the Autumn Forum.
- 114** Carer Friendly Community Surveys were completed in 2017.



Carers' Words, Carers' Lives

We are in our second year of hosting a **Writer in Residence**, and have been privileged to work with poet and creative arts facilitator Evlynn Sharp. The project has been funded through donations and small grants, and gives carers the space, support and inspiration to reflect on their experiences and tap into their creativity.

Carers have taken part in workshops and one to one sessions with Evlynn, and produced a series of creative outputs, including films, posters, pamphlets, a set of postcards, and a book.

Feedback from carers who have participated in the initiative was very positive, and carers have highlighted that the project has benefitted their health and wellbeing.

The films have been invaluable in raising awareness by sharing carers' stories, and provide very personal accounts of life as a carer. You can view the films online at:

<https://www.cftc.org.uk/Blogs/carers-stories>

"The course was extremely important, as an avenue to express my feelings. An escape from my role. It was a safe place to voice our thoughts, emotions and experiences."

"I have needed space to express myself, which I was not getting in my role as a carer. (The course) has given me some respite and enabled me to express myself... Like going on a holiday to exercise my mind."

"Watching the films, so moving and powerful and a medium for carers to share their experiences."

"Carers stories are powerful and help connect us all to the reality of caring - more of these films please! Inspired to tell our story now."

Governance and management

Care for the Carers is a charitable company limited by guarantee, founded in 1989. The Charity is governed by a **Board of Trustees**, who are also Directors of the charitable company. The Board sets the strategic direction for the organisation, and scrutinises and oversees the work, delegating the day to day management to our Chief Executive, Jennifer Twist, and a team of approximately 28 staff.

Our Trustees are all volunteers, and the majority have been, or are, carers. We thank them for their commitment and dedication to Care for the Carers and our work. Trustees in 2017/18 were:

- Jenny Ballard** (Chair)
- Angela Chapman** (Vice-Chair)
- Chris Raper** (Treasurer)
- Sara Geater**
- Alan Botterill**
- Mandy Curtis**
- Stephen Lloyd MP**

We are a membership organisation, with the majority of our Members being current or former carers. The Board is elected by our Members, and informed by their views and those of the carers we serve.

During 2017/18, we reviewed our governance, to ensure that we work in line with best practice. This included a review of our Articles of Association, which we plan to refresh in the coming year to bring it up to date.

During the year, our core contract with East Sussex County Council and our local Clinical Commissioning Groups was extended until the end of 2017/18. The Board and Senior Management Team worked closely together to consider the implications of this, and ensure the organisation adapted to a less secure funding environment – for example, increasing our fundraising and proactively working to attract a more diverse mix of funding.



Sadly space restricts us thanking all our supporters in person here, but we are so grateful for all the generous donations over the year, without which we would not be able to do the work that we do. We would like to make special mention of the following people, groups and organisations.

Fundraising and supporters

- East Sussex County Council
- NHS Hastings and Rother Clinical Commissioning Group
- NHS High Weald, Lewes and Havens Clinical Commissioning Group
- NHS Eastbourne, Hailsham and Seaford Clinical Commissioning Group
- Sir Jules Thorn Charitable Trust, Ann Rylands Small donations scheme
- The High Sheriff of East Sussex, Mrs Maureen Chowen
- Lewes Town Council
- Ian Askew Charitable Trust
- Roy Hudson Trust
- Rotary Club of Newhaven
- The Carlisle pub
- Bexhill Seagirls W.I.
- Woodruffe Benton Foundation
- Hailsham Lions
- St Bedes School
- Mrs A Lacy Tate Trust
- The Michael & Shirley Hunt Charitable Trust
- The Alchemy Foundation
- The Anthony Mayhew Charitable Trust
- The Lynn Foundation
- Foresters Friendly Society
- Francis and Eric Ford Charity Trust
- Hastings Winkle Club
- All Sorts Singers
- The Rotary Club of Lewes Barbican
- Eastbourne Waitrose
- East Sussex Better Together
- Ringmer Ladies Darts League
- Royal Eastbourne Golf Club
- Trinity Church Willingdon
- James Wright
- Amber Earley
- John and Tim Farmer

Our story

It's Care for the Carers' 30th anniversary in 2019, so here's a snapshot of key highlights and successes from over the years. Take a look where we are today, and our vision for the next 30 years: No one left to care alone.



1995

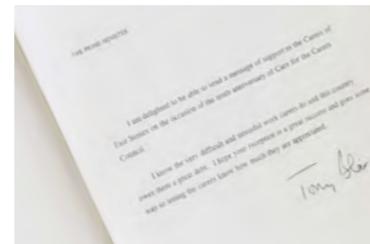
- 'Emergency Alert Card Scheme' launched.

1997

- Care for the Carers develops the Care Passport.
- We achieve funding for the Young Carers' Project, launched in 1998.

1999

- Our 10th Anniversary!
- Tony Blair, Prime Minister, writes to the Carers of East Sussex.
- We become "Care for the Carers" and a Charitable Company.



1989

- Care for the Carers' roots are formed – known then as the East Sussex Care for the Carers Council, created to ensure a voice for carers in the joint planning and delivery of council services to carers.



2002

- Hospital Liaison pilot launched.
- Carers Day takes place at Ashburnham Place.
- Comic Relief funds our School Liaison Workers.
- We establish that 80% of local carers have their own health needs ("From Rhetoric to Reality", Care for the Carers - Dec 2002).



2006

- Care Passports relaunched.
- Positive Action for Carer Empowerment (PACE) project takes place.
- Young Carers Festival a great success.



2004

- County Carers Strategy Group is formed – we represent the voice of carers and also support carers to be directly involved.



2007

- Young Carers DVD produced
- Befriending Scheme launched.
- Substance Misuse Group launched.



2008

- Strictly Carers Dancing event dazzles the crowd!

2009

- Our 20th Anniversary!
- We begin offering Counselling for Carers.
- YAC – Young Adult Carers project launches.



2010

- Advocacy Pilot.
- Carers conferences take place.
- The Carers Challenge - local MPs learn about a day in the life of carers.

2012

- We pilot the Carers Discount Card.
- The Royal Visit! HRH the Princess Royal opens the new Carers Centre.



2015

- Our new Carers Card is launched - carers no longer have to carry more than one card!

PRESENT DAY

2011

- We merge the Emergency Alert Card with East Sussex County Council's Carers' Respite Emergency Support Service.



2014

- 25th anniversary party.

2017

- Carers Trust Quality Award – "Centre of Excellence"!



2018

- The FSI Small Charity Big Impact Awards – Runner Up!



How you can help carers

None of these achievements are possible without your support, and we thank everyone who enabled our first 30 years. If you want to help build the next 30 years, whether it be by fundraising, volunteering your time or leaving a gift in your will, please do get in touch – we'd love to hear from you.



Supporting Carers in East Sussex

www.cftc.org.uk

© 2018

30 years of care for the carers

"The superb facilities and the support that you are able to offer are of enormous benefit to carers"
HRH The Princess Royal (2012)



In our 30th year, we aim to support more than **10,000 carers**

66,472
carers in East Sussex

70,000
carers in East Sussex by 2021

245
Carers Voices Network members

1 in 10
of our services are funded through donations

30
Carer Awareness Sessions delivered in 2017-18

100%
of carers in crisis fast-tracked for sameday help in 2017-18

229
carers' groups held in 2017-18

317
attended carers activities this year

9,303
carers supported in 2017-18

1,824
carers supported who are also living with a health condition

824
carers signed up for the Carers Card this year

More than **200**
businesses support the East Sussex Carers Card

47
breaks provided for carers through social events, in 2017-18

10,000
copies of CareLine magazine are distributed, quarterly

centre of excellence
Carers Trust Award

carerstrust
a Network Partner

30 years from now,
we hope that No one is left to care alone

"I know the very difficult and stressful work carers do, and this country owes them a great debt"
Tony Blair, PM (1999)

172
attendees at two carers' forums in 2017-18

72,800
biscuits consumed at our carers groups since 1989

38,035
visits to our website in 2017-18

Our finances at a glance

The charity was in a good financial position at the end of 2017/18, with cash balances of £389,040, and reserves of £387,488. Main funding sources this year were grants of £803,948 and donations of £25,256. Although we made a deficit of £41,000 during the year, it was an improvement on the previous year's deficit of £59,000.



Income	(£)
Donations and Gifts	25,256
Grants	803,948
Legacies receivable	-
Investments	2,150
Total	831,354

Expenditure	(£)
Support & Advice	402,069
Groups & Activities	49,123
Involvement (Engagement & Representation)	77,304
Carer Awareness	110,844
Information & Communication	71,578
Tools & Resources	65,174
Writer in Residence	22,468
Raising Funds	20,098
Development	42,585
Governance costs	11,140
Total	872,383

Care for the Carers currently relies 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 due to cease at the end of September 2017, but was extended to the end of March 2019.

This autumn, we expect local carers' services to be put out to tender. The Trustees believe that Care for the Carers is best placed to continue to provide these services, and are confident that the charity will be able to submit a strong bid. We are also working hard to reduce our reliance on one single funding source, by diversifying our funding and increasing our income from non-statutory sources.

Fundraising	(£)
Community	8,558
Corporate	2,744
Individuals	1,858
Legacies	45
Trusts	44,685
Total	57,890

Care for the Carers is faced with funding cuts in 2018/19, but action has been taken to reduce costs, improve efficiencies and generate new income streams. Unfortunately, it has been necessary to reduce a limited number of our services. We are budgeting for a reduced deficit in 2018/19 and encouragingly, the first quarter is in line with our expectations.

Our goals for the future

In 2019, our 30th anniversary, we plan to:

- Create more specialist support groups – for dementia carers, working carers and those affected by cancer
- Deliver more Carer Awareness training
- Reach and support more carers
- Extend our counselling service to young carers

Over the next 30 years:

- The number of East Sussex residents aged 65+ is likely to grow by more than 130,000, with 40% of the population over 65 years old, much higher than the national average.
- This elderly population will have caring needs, and unpaid carers supporting them; often working full time, looking after their own families and dealing with the more complex needs of an ageing population.
- We want to have the resources and services to support all of them, so no one is left to care alone.