

Strategy map

Vision

A world in which all carers have choices

Values

Inclusive
We put people first

Informed
We are knowledgeable and consistent

Effective
We aim for the greatest positive impact for carers of all ages

Strategy

Focussed growth
Reaching more people with our core activities

Excellence
Being the best we can

Innovation
Delivering future solutions for carers

- Extend the reach of our core services to more carers, before, during and after caring.
- Raise awareness locally and to develop an understanding of what it means to be a carer, to increase the early identification of carers, especially those who are hidden and don't identify themselves.
- Support local policy makers and other organisations to ensure the needs of carers are included in all policy frameworks and to take action in support of carers.
- Improve ways of working to ensure we have a thriving, engaged and diverse workforce, with systems and workspace that achieves efficiency and job satisfaction.
- Increase the visibility of our brand to achieve increased levels of support and recognition of carers.

Core activities

Providing breaks from caring

Planning ahead and responding to emergency situations

Training and equipping carers with skills and knowledge to help them in their caring role

Information and advice on understanding and accessing rights, entitlements and support

Someone to talk to

Using carer voice to raise awareness and influence the work of other organisations to reach and support carers

Aims 2021-2024

Establishing ourselves as the 'go to' place for all carer matters; for individuals and organisations

Growing our reputation as thought leaders, the premier provider of services and support for carers and proactively seeking opportunities to increase the visibility of our brand

Delivering relevant, reliable services that deliver positive impact for carers

Have become an efficient, growing and sustainable organisation

Goals 2021-2024

Reach 15000 carers through face to face, telephone and virtual channels and capacity building, ensuring those we reach are reflective of local demographics.
Maximise the value of relationships through partnerships and our work with existing organisations.
Evidence carer voice influencing the work of the organisation through achievement of agreed KPIs.
Achieve exemplary levels of customer satisfaction and outcomes for carers.
Evidence the impact of our work.

Deliver the first phase of the digital transformation plan and extend in line with new developments.
Achievement of growth in fundraised unrestricted income to £208k by 2023/24.
Increase volunteering hours by 100% year on year and the range of opportunities available.
Creation of 'new' working environments for staff/volunteers.
Achievement of equality, diversity and inclusion indicators.
Achievement of relevant external quality marks including CQC outstanding.

Outcomes

Carers receive entitlements and support

Carers are heard, recognised and valued

Carers have more confidence in their caring role

Carers' health and wellbeing has stopped deteriorating or improved

Carers are supported in their life before, during and after caring

Impact

Reduced isolation and loneliness

Reduced inequalities

Increased social value

Ability to care for longer

Increased choice, control and life chances

Being supported earlier

Increased resilience