



Impact report 2021/22



Caring Together Charity Charity Registration Number 1091522 Company Registration Number 4379948

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Welcome

The devastating impact of coronavirus has continued to hit carers hard. This, together with the cost of living crisis, is pushing many carers to breaking point.

During the year we saw the demand for our services increase with our capacity hard pressed to meet it. We are not surprised by an Association of Directors of Adult Services (ADASS) carers survey reporting that in the East of England 40% of adult carers are caring for more than 100 hours per week, 40% saying their caring role had caused financial difficulties and 68% reporting a general feeling of stress.

The situation for young carers is just as worrying. A national snapshot poll which we conducted showed only 53% reporting having received a young carer's assessment which they have been entitled to for more than seven years, and most waiting between three and 10 years before receiving support. Young carers continue to have concerns about their mental health and life at school with those not linked into a young carers project being less happy about all aspects of their lives.

It is because of this that this year we have increased our influencing work to try and get to the heart of national and local policy for young carers. We have launched a Young Carers Alliance which within four months reached 100 member organisations and members from across the globe. We hosted young carer research and practice forums and a meeting with the Children's Commissioner for England to meet and talk to young carers from across England.

We were delighted to co-host an event at the House of Lords for young carers to share their experiences with members as part of a successful campaign to protect their rights in the Health and Care Act.

We are linked in with key organisations such as the Department for Education, Ofsted and the Department of Health and Social Care.

We were also invited to present at the NHS England Commitment to Carers Oversight group about our work with the Young Carers Alliance.

As well as being able to reintroduce our community-based services once COVID restrictions were lifted, we also launched our new counselling service. Demand soon outstripped capacity so we are continuously seeking to innovate and secure new sources of funding so that all those who need this valuable service are able to access it when they need it.

We are continuing to make progress with our equality, diversity and inclusion action plan. This included staff and volunteers attending 'Walking in my shoes' sessions and being awarded funding to support our work to improve the inclusivity of our communications.

Our green champions are working in partnership with the board on our environmental action plan. This is prioritising waste minimisation, reducing our carbon footprint and reducing printing.

Without a doubt one of our highlights during the last year was to establish our carer council. This new council will ensure carers are at the heart of our work, shaping our strategy and plans, ensuring our continued relevance and that our work will deliver the greatest impact for carers.

Solid financial performance in recent years has meant that this year we were able to invest in implementing a new finance system, continue our digital transformation work, maintain our position as a real living wage employer and move to our new head office. This provides a welcoming space and improved facilities for our staff and volunteers. It has also marked our new 'normal' as we introduce hybrid working arrangements with our new space specifically designed for collaboration.

The challenges presented by COVID and increased demand for services has meant we have continued to relentlessly ask our staff and volunteers to go above and beyond and every day they have delivered. We are very grateful to our special team of people who continue to remain completely dedicated to supporting carers.

The Carer Friendly Tick Award continues to see more organisations in the education, health, community and employer categories identifying and supporting carers.

We couldn't do what we do without the ongoing support from funders, donors and partners. Thank you so much for everything that you have contributed to our work this year. It just simply wouldn't have been possible without you.



Stuart Evans
Chair of trustees



Miriam Martin
Chief executive

Timeline of our year

Caring Together work year-round to provide carers with the support they need, and campaign alongside carers for their rights. As well as the activities highlighted in the pages that follow, there have been some landmark dates throughout the year.

June 2021

Meetings with MPs – involving carers and members of our team – to discuss issues facing carers and for carers to share their experiences.

A Carer Friendly Tick event with presentations by organisations who hold the award, with them sharing their experiences and the value to them of identifying and supporting carers.

September 2021

More than 80 professionals from research, policy and practice across the country join our first **Young Carers Research and Practice Forum**.

Mind the Gap project launched to increase engagement with previously unsupported carers in the Gypsy, Roma and Traveller communities.



We present at the International Young Carers Conference on raising awareness of young carers, sharing our experiences, resources we have developed and their impact.

The first carer is referred to our new counselling service for carers.

July 2021

The launch of our first **Carer Voice** and **Involvement Plan**, produced in partnership with carers.

October 2021

The first meeting of the new Caring Together carer council is held.

November 2021

Our work to identify and improve support for young carers is recognised as we are a finalist in the 'System-led support for carers' category at the national Health Service Journal awards.

As we move out of COVID restrictions, a trip for carers, the people they care for, and bereaved carers is held with them enjoying a day at Sandringham Christmas market.

Carers Rights Day sees us host a meeting between the Children's Commissioner for England and young carers from across the country.

January 2022

We moved our **head office** to more accessible premises in St Ives, which is suited to collaborative and hybrid working.

March 2022

in-person at hubs for the first time following the easing of COVID restrictions.

A network of more than 75 organisations and 150 individuals come together to form the **Young Carers Alliance** – each sharing a commitment to improving the identification, assessment and support of young carers and young adult carers.

December 2021

Our work to support adult carers over the next four years is awarded funding from The National Lottery Community Fund.

February 2022

Young carers meet members of the **House of Lords** in a meeting we co-host with Barnardo's. They share their experiences and seek the support of members in protecting the rights of carers in the Health and Care Bill.

How we are...

reducing isolation and loneliness

Isolation is a significant and increasing problem for people looking after a family member or friend. Having someone to talk to is an essential part of reducing the impact of one of the biggest challenges faced by carers.

This year the vast majority of carers (90%) reported they have felt lonely, increasing from 81% in 2019. More than a third (34%) of carers have said that they often or always feel lonely*.

Groups and hubs, trips, our Listening Ear service and opportunities for carers to meet together online are ways we have worked to reduce isolation and loneliness. Speaking to other carers and having opportunities to socialise together, with or without the person they care for, have been welcome opportunities for carers both in lockdown, and as restrictions have eased.

*State of Caring, Carers UK, 2021

Apart from visiting my local shops and GP practice, I've not felt able to have any social meetings in 18 months but the draw to see all the old faces was enough.

I am so glad I came, and am still allowed to be part of this fantastic group.

Alan**, bereaved carer



390

We provided 390 hours of Listening Ear support to carers.



103

103 different adult carers attended our 80 groups, workshops and activities arranged for them.



118

118 different young carers and young adult carers attended our 55 groups, workshops and activities we organised for them.

The difference we made



95% of carers who took part in our carer voice activities said being involved made them feel less isolated.



Nine out of ten carers accessing trips reported they had increased opportunities to socialize with others.



100% of carers we provided with counselling felt the counsellor listened and responded to their needs.

How we are...

reducing health inequalities

Looking after someone who cannot cope without your help and support often has an impact on your own physical and mental health. Support is needed to reduce the health impacts of having a caring role.

In 2021 it was found 64% of carers said their physical health had become worse as a result of caring in the pandemic, and more than two-thirds (69%) reported their mental health had worsened.* The 2021 GP Patient Survey found 60% of carers surveyed said they themselves had a long-term condition, disability or illness.

We have acted to help carers attend their own medical appointments, have a break from their caring role and to develop improved skills on how they can look after their own wellbeing.

* State of Caring, Carers UK, 2021

After all the additional pressures on carers during lockdown, it was so lovely to have something organised for me, to relax together and feel thoroughly spoilt.

It was a real boost to my wellbeing.

Jane**, talking about being able to enjoy a trip with other carers.



276

We supported 276 carers when their physical or mental health was at crisis point or they could not attend their own health appointments.



73,782

We provided 73,782 hours of homecare so that carers were able to take a break.



299

There were 299 carers who joined in the 37 training opportunities we offered.

The difference we made



100% of carers we supported with counselling felt more able to cope in their caring role.



96% of those accessing What If? emergency plans felt that they had been able to attend to their own health needs.



100% of those accessing carers training felt the information and support would help them maintain physical/mental health.

How we are...

increasing resilience and ability to care for longer

An illness, an accident, a gradual deterioration of the health of someone close to you... the world has then completely changed for you and the loved one you are caring for. Enabling carers to increase their resilience benefits them, and improves their ability to care for their loved one.

Across the UK 6,000 more people become carers each day. We act to give carers the skills and support they need to help them with their caring role, become more resilient, and improve their quality of life outside of their responsibilities in looking after someone.

Providing training, advice, practical support, and bursaries are just some of the ways that we help carers become more resilient and better able to care.

Thank you so much for organising this Zoom meeting. I found it so useful on so many levels. It was really good to be able to speak with some dementia specialists and to hear the experiences of other carers.

At last, I feel people are listening to me when I try to get some dementia support in my area. 77

Carol**, after attending a carer learning session.

^{**} name changed to protect the identity of the individual.



14,049

Our Caring Together helpline team gave support to carers, speaking to them on 14,049 calls.



610 What If? plan registrations were made, meaning a plan is in place for if a carer is unable to carry out their caring role, with 102 plans activated with planned support provided.



15,764

Our advice line team gave support to carers through 15,764 calls as part of the Carers Matter Norfolk service.

The difference we made



88% of carers completing training sessions reported they had developed more coping strategies.



83% of carers accessing one-off support and What If? emergency plans said that they feel less worried.



83% of carers who accessed training, trips and breaks, one-off support or What If? emergency plans reported feeling better supported in their caring role.

How we are...

increasing choice and control

Looking after a loved one can make it feel like your choices in life have been taken away. We work to help carers to have more choices – by providing and making them aware of available opportunities.

Being a carer can affect your education, employment, home life, or social and leisure activities. We work to give carers choices in these areas and in their caring role - being able to take a break or to have more options around how they care for the person they look after.

We provide bursaries, offer breaks from caring, give young adult carers opportunities to build skills that will help them find work or progress in education, offer trips, and provide social activities. We also give information and advice on what is available to the carer and the person they support. This provides carers with improved choices and more control over their lives.

Carers' voice opportunities help shape the work of Caring Together, raise awareness of carers, and encourage other organisations to take the needs and wishes of carers into account. Thanks so much for taking the time to go through everything with me last week, it's really helped me focus on next steps and priorities for Jack's** transition into adult social care.

Annie**, parent carer who was supported with transition planning.



£17,426

We provided £17,426 in bursaries to carers to relieve pressures they face.



1,540

Our inside news email newsletters kept 1,540 people updated on the latest information and support available for carers, a 60% increase.



We enabled 410 carers to have time away from their caring role.

The difference we made



84% of carers involved in carer voice projects said their involvement had improved their skills and confidence.



Nine out of ten carers accessing training, one-off support and What If? emergency plans reported that they know where to go for extra help when they need it.



76% of carers accessing training, one-off support and What If? emergency plans reported that in crisis situations they would know where to go for extra help.

How we are...

supporting carers earlier

It takes too long for many people looking after a family member or friend to be recognised as a carer and given support. Early identification and support of carers helps them, and the person they care for.

Any one of us could become a carer at any moment. We work with a range of partners to improve the identification and support of carers of all ages. Our Carer Friendly Tick Awards cover education, health, community and employers, and we deliver awareness raising sessions, including with carers sharing their experiences.

Providing carers with breaks from their caring roles before they reach a crisis point is hugely important. We have held carer voice sessions for MPs, members of the House of Lords and others to increase their understanding of the need to identify and support carers.

Almost half (48%) of carers said they have had to give up work or study to carry out their caring role (Pushed to the Edge, Carers UK, February 2022). The same research found 51% of carers had given up hobbies or personal interests due to caring.

I have five young carers... they help and support me so much!

Without Caring
Together, they
wouldn't get the
opportunities to go
and do more exciting
things.

Caring Together are not only there for the fun side of things but they are also there to support the children in many ways.

Sue**, parent whose children are young carers, supporting her.

^{**} name changed to protect the identity of the individual.



98 organisations hold the **Carer Friendly Tick Award** recognising their work to identify and support carers.



1,102

Supported 1,102 people with homecare, giving their carers a break from their caring role.



Arranged and facilitated media coverage of carers and issues affecting carers on 33 occasions, many of these included carers sharing their experiences.

The difference we made



98% of those attending carer awareness raising sessions said their ability to meet the needs of carers and/or signpost them appropriately had improved.



95% of carers involved in our carer voice opportunities said they felt they had been listened to.



95% of those attending carer awareness raising sessions said their ability to identify carers within their setting had improved.

Our people

We believe that the combination of different life experiences, attributes and contributions from our colleagues makes the charity more effective, inclusive and a better place to work.

During 2021/22 our focus has been on reconnecting with each other and re-energising ourselves as we have emerged from various lockdowns. Taking learning from working remotely, our new hybrid arrangements have been enhanced by moving to a new office in St Ives which has improved collaboration and productivity.

We have made good progress with our equality, diversity and inclusion action plan with our staff engagement forum 'Your voice' arranging activities and lunches to embrace different cultures and communities in addition to rolling out a new equality, diversity and inclusion training programme.

Like other sectors we have found recruitment challenging and recognise that pay and benefits need to be competitive and relevant. We have been able to maintain our status as a real living wage employer and make a modest pay award to all employees.

Our team of volunteers make a unique and valuable contribution to our work, delivering 1,535 hours of support across the charity. Volunteers support our carer hubs, young carer activities and fundraising to name a few.

On the whole I love working for Caring Together.

I would like to say how great my line manager is. He is always around to chat and gets stuck in when needed.

The Friday
afternoon catch up
Zoom session for
volunteers is a very
useful venue to air
issues.

Quotes from three members of the Caring Together team.



119 staff and volunteers attended five 'Walking in my shoes' sessions.



50 new members of staff were welcomed to the Caring Together team this year.



17 new volunteers joined the charity this year and we saw the creation of two brand new volunteer roles.

The difference we made



92% of staff and volunteers say they are treated with respect.



83% of staff and volunteers feel valued for the work they do.



87% say that colleagues across the charity respect individual differences.

Thank you

The donations made by companies, community groups and individuals in 2021/22 have had an enormously positive effect of the lives of carers across our region. Thanks to you, people who felt isolated and alone in their caring role were able to meet with other carers and make new friends; carers who were lost trying to find information and get support were given clear information and direction from our helpline; and carers who were at their lowest ebb found expert support from our counselling service.

Thank you for standing with carers from age five upwards. Your support has made a world of difference.

Businesses supporting carers

We are very thankful to the companies that have invited us to deliver sessions to raise awareness of carers in their workplace, and raised funds or made donations.

We want to say a special thank you to Barclays Bank who have supported us through the COVID-19 pandemic, and to John Lewis who made two generous donations this year. Thank you also to Buckles Solicitors who have continued to support our work, for which we are very grateful.



Community groups and organisations showing kindness to carers

We have received fantastic support from community groups across this region, including Lakeside Lodge Golf Club, Pidley, who chose us as their Ladies Captain charity of the year, and Euston Masonic Lodge. The students at The King's School Peterborough also chose to support Caring Together and raised a very significant sum!



People across our region standing with local carers

It means such a lot when people give or raise funds with compassion and kindness.
Thank you to every single person who has made a donation, bought a ticket in our Summer Raffle, or took part in our Valentine's Day virtual balloon race. A special thank you goes to our regular supporters who give every single month to support carers.



Helping others in memory of those we have lost

Gifts given in memory of a loved one are a very special way to support unpaid carers across our region. A sincere thank you to everyone who has given a donation at a funeral or in memory of someone special.

Jo's gift in memory of a dear friend

Jo decided to make a donation of £100 to Caring Together in memory of her friend, Martin.

> Giving to the work that you do in supporting carers is a very fitting way of honouring a man who spent a lot of time supporting and caring for the people around him.



To help us support even more carers you can:

- Make a donation
- Organise a fundraiser
- * Take part in an event or challenge
- * Give a gift in memory of someone
- * Support us in your workplace
- * Leave a gift in your will
- * Volunteer your time.

Your support makes a difference

- could pay for a call to our carer helpline.
- could help provide a young carer with a bursary for school resources.
- could train a volunteer to give carers £60 someone to talk to.
- could provide a day of homecare to give a carer a break.

Find out more about how to support our work at caringtogether.org/help-us-help-others

We would like to thank the following organisations for supporting Caring Together:

- ***** Barclays
- **BBC Children in Need**
- Bernard Sunley Foundation
- Bridges Outcomes Partnerships
- Cambridge City Primary Care Network
- Cambridgeshire and Peterborough Clinical **Commissioning Group**
- Cambridgeshire Community Foundation
- Cambridgeshire County Council
- **&** Carers Trust
- * Ely Primary Care Network
- ***** Hinchingbrooke Foundation
- Huntingdon Freemen's Trust
- Masonic Charitable Foundation
- Maxine Lester Lettings and Property Management
- * NHS Charities Together
- * NHS England / Improvement
- Norfolk and Waveney Clinical Commissioning Group
- Norfolk and Waveney Health and Care Partnership
- Norfolk Community Foundation

- * Norfolk County Council
- Peterborough City Council
- **4** Quilter
- * The Brampton Hub
- * The Evelyn Trust
- The National Lottery Community Fund
- Voluntary Norfolk
- **Walking for Norfolk**



Carer voice

Caring Together is committed to having the voices of carers heard to shape our strategic direction and how we act to carry out our strategy. Their voices are important to ensuring we provide the most relevant and effective support for carers.

This year our carer voice and involvement plan, produced with carers, was published. This was followed by the creation of our carer council, which met for the first time in October 2021. The carer council makes sure the voices of carers and former carers are heard and acted on in everything done by Caring Together.

We have given opportunities for carers to have their voices heard by the Children's Commissioner for England, members of parliament, members of the House of Lords, and much wider audiences by creating media opportunities on radio, television, online and in newspapers.

There have been 68 carer involvement opportunities where carers have been able to speak of their experiences, give input into research, help shape services and contribute to policies being developed.

Carers' voice opportunities shape the work of Caring Together, raise awareness of carers, and encourage other organisations to take the needs and wishes of carers into account.

Many of us who are, or have been carers, have clear ideas on what can make a difference to people looking after a family member or friend.

Caring Together's new carer council should play a hugely important role.

Steve Acklam, chair of Caring Together carer council.

Looking to the future

At the end of 2021 we refreshed our strategy and business plan. Our primary goal is to reach 50,000 carers through a variety of channels with the information, advice and practical support they need.

In the Autumn of 2022, we began the development of a new strategy.

Our strategy

Focussed growth reaching more people with our core activities.

Excellence being the best we can.

Innovation delivering future solutions for carers.

Our goals 2022-2024

Improve the identification of and support to carers in health and education settings.

Ensure carers of all ages are able to access their statutory right to an assessment.

Support and contribute to national campaigns for reforms to carers allowance.

··· Seek improved provision for parent carers.

Increase voluntary income to enable us to grow the capacity of our services.

Improve the sustainability of our homecare service and seek to achieve CQC 'outstanding'.

Strengthen our employer brand to improve staff retention and grow our workforce.

Achieve the targets set out in our environmental, governance and equality, diversity and inclusion action plans.

Our 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.

Our 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.

Financial statements for the year ended 31 March 2022

Statement of financial activities (including income and expenditure account)

Unrestricted funds £000	Restricted funds £000	Total funds £000	Total funds
£000	£000	£000	
			£000
71.2	-	71.2	76.3
67.0	873.0	940.0	762.8
3,387.1	-	3,387.1	3,024.6
30.7	-	30.7	19.6
1.4	-	1.4	1.6
15.3	-	15.3	105.0
3,572.7	873.0	4,445.7	3,989.9
63.1	-	63.1	89.9
3,690.6	594.9	4,285.5	3,886.0
3,753.7	594.9	4,348.6	3,975.9
(181.0)	278.1	97.1	14.0
836.5	7.9	844.4	830.4
655.5	286.0	941.5	844.4
	67.0 3,387.1 30.7 1.4 15.3 3,572.7 63.1 3,690.6 3,753.7 (181.0) 836.5	67.0 873.0 3,387.1 - 30.7 - 1.4 - 15.3 - 3,572.7 873.0 63.1 - 3,690.6 594.9 (181.0) 278.1 836.5 7.9	67.0 873.0 940.0 3,387.1 - 3,387.1 30.7 - 30.7 1.4 - 1.4 15.3 - 15.3 3,572.7 873.0 4,445.7 63.1 - 63.1 3,690.6 594.9 4,285.5 3,753.7 594.9 4,348.6 (181.0) 278.1 97.1 836.5 7.9 844.4

There were no recognised gains or losses for 2022 or 2021 other than those included in the statement of financial activities. All activities are continuing.

Balance sheet

	2022	2021
	£000	£000
Fixed assets		
Tangible assets	106.2	36.2
Current assets		
Debtors	687.3	542.4
Cash at bank and in hand	656.0	822.2
Total current assets	1,343.3	1,364.6
Liabilities		
Creditors falling due within one year	508.0	546.4
Provision for dilapidations	-	10.0
Net current assets	835.3 	808.2
Net assets	941.5	844.4
The funds of the charity		
Unrestricted funds	655.5	836.5
Restricted funds	286.0	7.9
Total charity funds	941.5	844.4

The accounts have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

The financial statements were approved and authorised for issue by the trustees and signed on their behalf, by Stuart Evans and Alison Griffiths.

Start M. Can

ABGriffiths

Stuart Evans Chair 23 November 2022 Alison Griffiths Honorary treasurer 23 November 2022

Our trustees

Our current trustees at time of publication



Stuart Evans - chair of trustees

Entrepreneur Stuart previously chaired Arthur Rank Hospice and was a board member of the East of England Development Agency. He and his wife adopted three children and have first-hand experience of caring.



Alison Griffiths – honorary treasurer

Alison, a chartered accountant, brings vast professional expertise to the board and was a director of taxation in international FTSE 100 groups. She is a trustee of Cambridgeshire Community Foundation.



Mandy Hill

As managing director of Academic Publishing at Cambridge University Press, Mandy is skilled in delivering improved performance, strategic innovation and collaborative engagement.



David Hipple

David brings considerable financial and general management skills to the charity having spent over 35 years as a chartered accountant and director of finance for a number of large and medium sized groups in both the public and private sector.



Matthew Lester

Matthew is a director of Sunday Times and ESTA Gold Award winning Maxine Lester Residential Lettings and Property Management. He spent ten years as operations director for the Papworth Trust where he was responsible for service delivery by 200 staff.



Christy O'Connell

Christy has worked in the legal sector for over ten years and is currently a Counsel in the corporate team at Cleary Gottlieb, Steen & Hamilton LLP.



Donna Talbot

As communications and income generation director at Arthur Rank Hospice, Donna has extensive experience in generating voluntary income from a variety of sources.



Howard Tidman

Howard is a registered psychiatric nurse with 11 years' experience of supporting carers within the Norfolk and Suffolk NHS Foundation Trust.



Christina Wells

Christina spent over 25 years working at a senior level in the public sector and has a wide range of experience, particularly within the NHS. Her interests include promoting the health and wellbeing of carers, developing carer friendly communities and safeguarding.

Our senior leadership team

Our current team at time of publication



Miriam Martin - chief executive

Miriam has worked in the charity sector for over 20 years, including as chief executive at Action for Blind People, a UK-wide charity with a budget of £23mn, 900 staff and 400 volunteers, supporting 90,000 people each year.



Neil Portor - director of finance and resources

Neil joined Caring Together in October 2022. He is a qualified accountant with experience working in an executive role and reporting at board level within the charity sector, having worked at YMCA for over 25 years.



Sarah Harvey – director of operations/registered manager for care

Sarah is an experienced senior manager in adult and child social care, having worked for the local authority, private and charitable organisations.



Lisa Downs - head of care

Lisa joined Caring Together in September 2022 having worked in various roles in social care sector for many years. She began her journey in care as a coordinator and became a registered manager in 2016. After a short tenure working in bids and contracts, she realised her passion lies closer to the frontline of the industry.



Zoe Bunter - head of fundraising

Zoe joined Caring Together in February 2022 having worked as a charity fundraiser for over 20 years. She has worked in both large national charities and smaller local organisations, raising essential funding for their work.



Natalie Chandler - head of people

Natalie has over 20 years experience as an HR professional. Before joining Caring Together Natalie was opperations manager for a successful local homecare organisation.



Andy McGowan - head of engagement

Andy has over 15 years' experience of carers' policy, awareness-raising and participation on a local and national level and was part of the national campaign to introduce legal rights for young carers.



John Platten - digital transformation manager

John has a broad experience of delivering customer-centred digital services with a focus on user experience and change management in the academic, local government and property sectors.









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