



Can you help a fellow worker to be there for somebody?

An employer's guide to helping
Norfolk's hidden carers



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Welcome to the Carers Charter Pack for employers in Norfolk.

We want everyone to **#ThinkCarers** and make a pledge to support the many thousands of people who are unpaid carers across the county.

Carers are amazing and need our support and practical help.

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Carers by Numbers



One in Seven

of the workforce across the UK combine caring for a loved one with paid work

Almost
100,000
carers in Norfolk

If we had to 'buy' the care our carers give, it could cost us up to

£1.9 billion a year

32%
of carers currently juggling work and care



Almost a **quarter** of carers are providing

50 plus hours of care a week – that's much more than a full time job



Predictions show that by around 2040 there will be another 38,000 carers in Norfolk – that's the equivalent of a town almost the size of King's Lynn



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Carers Charter

In November 2018 Norfolk County Council launched its Carers Charter. This charter has been written by carers for carers, and has three key strands – Carers in work, Carers in the community and Young Carers in education.



For our Carers in work we want as many organisations in Norfolk to adopt this charter – with a specific focus on the following:

- ✓ Supporting carers is good for us and for carers
- ✓ Carers should be helped and supported by us to stay in work
- ✓ The unique skills carers gain through their caring role should be recognised and valued in the workplace

Employees can expect a workplace which:

- ✓ Adopts carer friendly practices
- ✓ Has a carers policy that helps them balance their wellbeing, work and caring
- ✓ Has managers who are well trained and skilled to talk with carers about their caring roles and take suitable action to meet carers' needs
- ✓ Has a positive approach that helps carers identify themselves and understand the help and support available to them

We agree to:

- ✓ Ensure policies relating to carers are all in one place and easy for carers and their managers to find
- ✓ Develop HR staff and managers to make sure they are empowered to talk about caring with staff and make suitable changes to meet carers' needs
- ✓ Work with carers within the organisation and connect them to help and support services



I am my friend's only
source of fresh air.

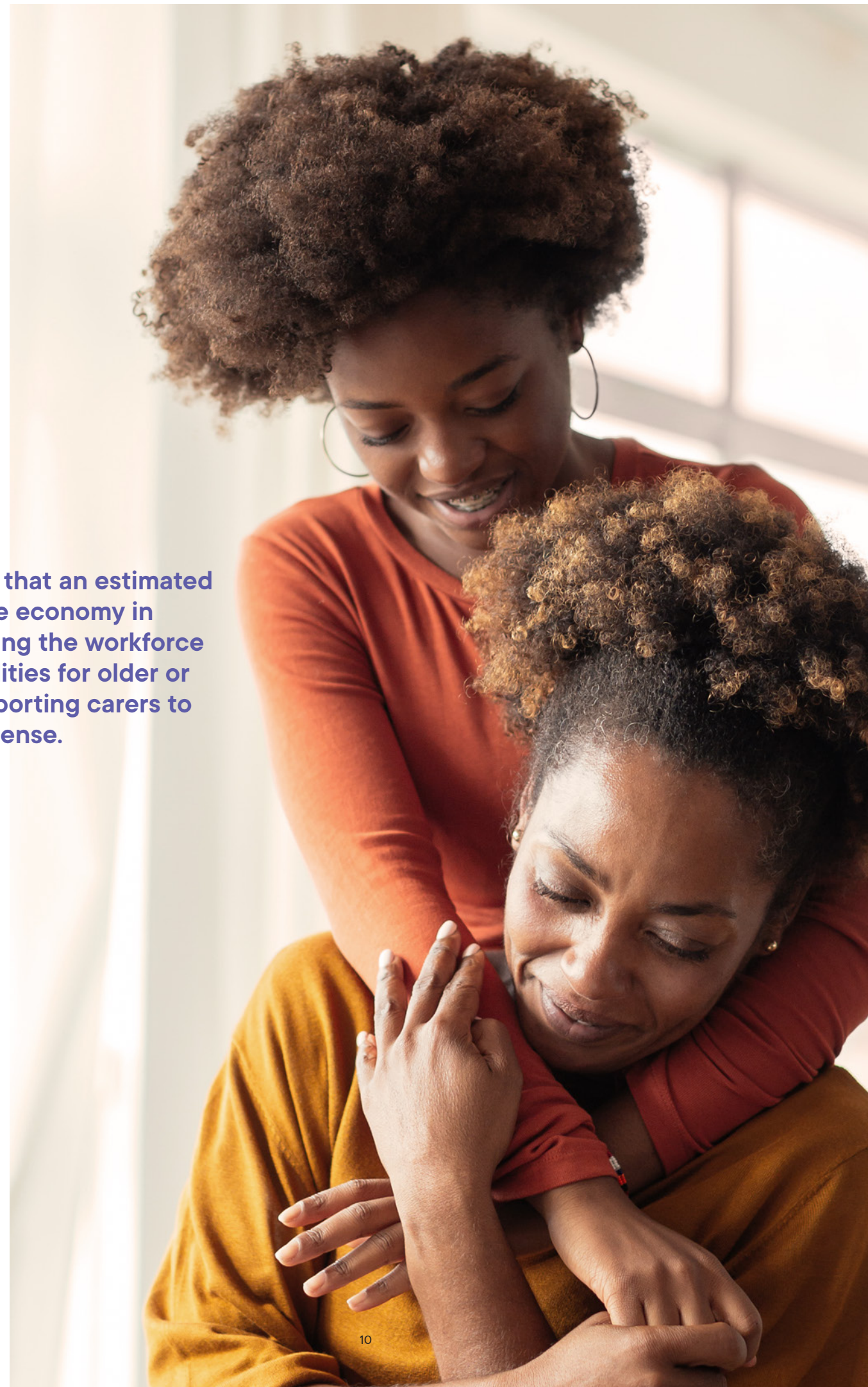
I am a carer.



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Good for business

Analysis from Age UK shows that an estimated £5.3bn a year is lost from the economy in earnings due to people leaving the workforce to take on caring responsibilities for older or disabled loved ones. So supporting carers to work makes good business sense.



Carers have unique skills gained through their caring roles; they are flexible, resourceful and resilient – because they have to be. Carers don't want to be a special case – they want understanding and support from employers which helps them do their job well, and continue their caring responsibilities.

Here are just some of the benefits to having carer friendly policies at your business:

- Increasing staff morale and loyalty
- Staff retention
- Reducing sick leave and absenteeism
- Improving staff engagement
- Improving people management
- Making team working more effective
- Improving service delivery
- Increasing productivity
- Reducing recruitment and training costs
- Improving the ability to attract
- Producing cost savings

HM Government/Employers for Carers in Employment Task and Finish Group 'Supporting Working Carers: The Benefits to Families, Business and the Economy'

Special resource for Norfolk's Carer Friendly Employers

Norfolk County Council is proud to be working with Employers for Carers to help SMEs and health partners in Norfolk support and keep hold of the carers in their workforces. Practical resources, advice and information is available online at efcdigital.org and is designed to help you look after staff who are juggling work alongside caring for someone. Use our unique access code **#EFC2382** to register.



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What can my organisation do?

Apply for the Carer Friendly Tick

You can make it official by applying for the Carer Friendly Tick which is organised by Carers Trust Cambridgeshire, Peterborough, Norfolk.

The emphasis on local and relevant standards which carers feel are necessary to ensure they are easily identified and properly supported within employment.

To be carer friendly you should:

- Have a named member of staff as a Champion for Carers
- Have a carers' policy developed in consultation with carers in your organisation
- Cover issues relating to carers in staff training & recruitment
- Display information about carers, as well as projects that support them locally
- Raise awareness in Carers Week and Carers Rights Day

If your organisation would be interested in please e-mail hello@carerstrustcpn.org

Remember, some members of staff may not identify themselves as carers, and most will only identify themselves where they feel supported to do so, so here are some practical steps employers can take to establish good working arrangements and create a supportive culture.

Here are some top tips from ADASS for supporting working carers:

- 1 Get to know which of your employees are working carers.
- 2 Identify leaders for working carers within your organisation.
- 3 Develop and/or review your workplace support and policies, in order to ensure that they are flexible, responsive and explicitly support working carers.
- 4 Ensure that support is in place and is clearly communicated to all staff.
- 5 Equip your managers to support working carers and make sure they do so!
- 6 Create opportunities for working carers to support one another.
- 7 Ensure job opportunities and promotions are flexible, and support applications from working carers.
- 8 Monitor, evaluate and review your approaches to supporting working carers.
- 9 Communicate clearly that you are a working carer friendly employer, and what additional support you offer.

For more information visit
<https://www.adass.org.uk/media/5920/workingcarerstoptips-final-3152017.pdf>



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Am I a carer?

The care of an ill, older or disabled loved one is often just a part of life for many people, and a lot of people providing this care may not even identify as a carer, remaining unaware of what support is available to them both inside and outside of work. By raising awareness of carers within your workplace, this may help your employees to identify themselves as carers and find out about support available to them and the person they care for.



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Let us know you are carer friendly...

Why not join in the conversation and let us know you are carer friendly by tweeting from your social media accounts to us  [@norfolkCC](https://twitter.com/norfolkCC) with the hashtag [#ThinkCarers](https://twitter.com/norfolkCC)

Thank you for being carer friendly and your interest in signing up to our charter.

If you would like to speak to someone for more information or help and advice on how to ensure you are providing a carer friendly environment to your employees please contact thinkcarers@norfolk.gov.uk

And please do spread the word to other organisations who you think may be interested in signing up.

#ThinkCarers



Norfolk County Council

norfolk.gov.uk/thinkcarers