

Ceredigion supports Unpaid Carers



An information pack for small and medium enterprises* in Ceredigion



* Small and medium enterprises are organisations with less than 250 employees

Who is an unpaid carer?

An unpaid carer is someone who looks after family members or friends who cannot manage on their own because they have an illness, disability, mental health issue or an addiction.

The cost of caring

9 out of 10 working carers are over the age of 30, and the majority are over the age of 45.¹ Very often they are the most skilled and experienced staff in an organisation – the people businesses least want to lose.

It is estimated that the direct cost to an employer of losing a working carer is between 100% and 150% of their annual salary.²

600 carers have to give up work every day in order to care.³

1.2million unpaid carers are in poverty in the UK.⁴

The value of unpaid carers to the Welsh economy is £33 million per day, that's £8.1 billion per year.⁵

60% of carers in Wales have not had any breaks during the COVID-19 pandemic.⁶

Long term aims of Ceredigion County Council and the West Wales Care Partnership

- Make it easier to talk about caring and help our friends, colleagues and customers to recognise that they are an unpaid carer.
- Build a wide network of local businesses across West Wales who are carer aware and share the social responsibility of improving the lives of unpaid carers.

1 Census 2011

2 Carers UK (2018) State of Caring Survey

3 UK wide figure - Carers UK (2019) Juggling work and unpaid care

4 New Policy Institute (2016) Informal carers & poverty in the UK

5 Caring behind closed doors Six Months On (2020)

6 Caring behind closed doors Six Months On (2020)

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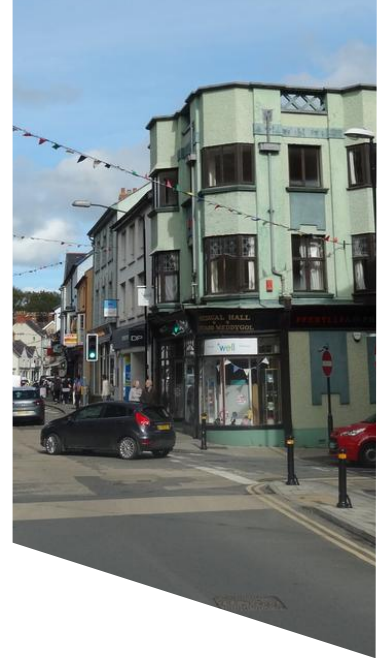
This pack contains:

- ✓ Information about how small businesses can benefit from supporting staff and customers, who are unpaid carers
- ✓ Information about the Ceredigion carer card and how to support the scheme
- ✓ Carers' rights in work factsheet
- ✓ West Wales Care Partnership digital hub membership form
- ✓ Ceredigion Carers Information Service leaflet
- ✓ Information about the Carers Resilience and Wellbeing programme

Ceredigion County Council and the West Wales Care Partnership provides you and your employees access to the following:

- FREE Carer Aware E-learning training
- FREE access* to the Employers for Carers Digital Hub, including the online toolkits and resources
- FREE advice and support

* login and membership number required – complete and return the digital hub membership form to obtain this.



It is estimated that there are around 683,000 unpaid carers in Wales, that's 22% of the entire population and almost a quarter of your staff and customers.



How can small businesses benefit from supporting unpaid carers?

Supporting staff - the business case

Caring is an issue which affects us all and these responsibilities often cannot be planned. Caring can happen over time, but it can also happen overnight.

Already 90% of working carers are aged 30 plus – employees in their prime employment years. The peak age for caring is 45-64 when many employees will have gained valuable skills and experience. With fewer young people entering the job market and in the current economic climate, there has never been a more important time to focus on the benefits of retaining skilled workers rather than incurring the costs of recruiting and retraining new staff.

Research shows that supportive and flexible working environments for carers achieves positive business results, it:

- attracts and retains staff
- reduces stress
- reduces recruitment and training costs
- increases resilience and productivity
- reduces sick leave
- improves service delivery
- produces cost savings
- improves people management
- increases staff morale

This pack contains advice and information of how you can retain the services of valued employees and how implementing simple working practices can enable carers to balance their paid work with their caring responsibilities.





63% of carers are worried about continuing to care without a break*

[*Breaks or breakdown: Carers Week report 2021](#)

How can small businesses help to support unpaid carers in the community?

A short break from the everyday routine for an unpaid carer can take a number of forms; it could be having afternoon tea with friends, going out for therapy treatments, getting a haircut, the opportunity to take up an old hobby again or an overnight stay somewhere away from home.

The chance of having a short break, whatever it may be, gives unpaid carers the chance to recharge their batteries and give their mental and physical wellbeing a well-deserved boost.

Businesses and organisations all over Ceredigion can support unpaid carers in lots of different ways, such as:

- providing access to facilities at quieter times or during the off peak season
- recognising the Ceredigion carer card and young carer ID card
- special offers
- appointing a staff member as a 'carer champion'
- share information about local support services
- providing an accessibility statement

What are the benefits for my business?

Showing your support for unpaid carers is a great way for your business to connect with the local community and it's also good for staff morale when they get to see the difference the support makes to unpaid carers and their families.

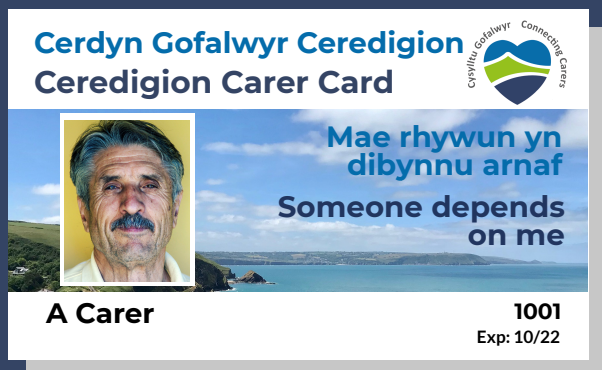
Your support could also lead to improved customer loyalty, research shows that customers are willing to pay extra for products or services from organisations who are committed to a positive social impact.



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Carer card and young carer ID card



During the COVID-19 pandemic, at the request of carers, Ceredigion County Council launched a carer card for young and adult carers who look after family members or friends who cannot manage on their own because they have an illness, disability, mental health issue or an addiction.

The carer card is a photo ID card that proves that the person shown on the card is an unpaid carer with caring responsibilities. The carer card also gives the cardholder access to a range of benefits and discounts from local retailers and service providers.

Why support the card?

Unpaid carers play a vital role in our society and our local community. Caring is something that affects us all in one way or another with 3 out of 5 of us becoming an unpaid carer at some point in our lives. The carer card gives local retailers and service providers the chance to support unpaid Carers, promote themselves and attract new customers.

How can I get involved?

All local retailers and service providers, are invited take part in the scheme by offering some sort of benefit or discount to cardholders. All businesses offering a benefit or discount will be publicised to cardholders and on the Ceredigion County Council website.

Please note:

We appreciate that the retail and service sector has been deeply affected by Covid-19 and understand if you feel unable to offer a benefit or discount at this time.

If you would like to offer a benefit or discount to unpaid carers who have a carer card, please contact the Carers and Community Support Team on **01970 633564** or by email at carersunit@ceredigion.gov.uk.

Please get in touch if you have any questions.





Carers' rights in work

Juggling work and care can be very challenging for employees. This factsheet provides a simple summary of the statutory rights of all carers.

It applies to people living in Wales, England, Scotland and Northern Ireland.



The right to request flexible working

All employees have a right to request flexible working after they have worked for the same employer for 26 weeks (six months), as long as they haven't already made a flexible working request within the last 12 months.

Flexible working requests should be made in writing and should include details of the revised working pattern they are seeking, how they think this may affect the business and how they think this can be dealt with. Only one request is allowed in a year.

Employers must have a sound business reason for rejecting any request.

Examples of flexible working

- home working
- part-time working
- working compressed hours
- working staggered hours
- working annualised hours
- term-time working
- flexi-time
- shift working
- job sharing

The right to time off in emergencies

All employees have the right to take a 'reasonable' amount of time off work to deal with an emergency or an unforeseen matter involving a dependant. This may be a partner, child or parent, or someone living with the employee as part of their family – others who rely on a carer for help in an emergency may also qualify. The time off is unpaid unless the employer is willing to give paid time off as a contractual right.

Examples of emergency situations

- a disruption or breakdown in care arrangements
- if a dependant falls ill or is in an accident
- an incident involving a child during school hours
- the death of a dependant
- to make longer-term arrangements for a dependant who is ill or injured (but not for the employee to provide long-term care themselves)

Protection from discrimination

In Wales, Scotland and England, if somebody is looking after someone who is elderly or disabled, the law – under the Equality Act 2010 – they are protected against direct discrimination or harassment because of their caring responsibilities.

In Northern Ireland, carers are protected under the Human Rights Act and Section 75 of the Northern Ireland Act, which requires public bodies to promote equality of opportunity for carers. In some cases carers may have rights under disability and sex discrimination legislation.

The right to parental leave

If an employee has worked for the same employer for 12 months and is responsible for a child aged under 18, they are entitled to 18 weeks' leave per child, which must be taken by the child's 18th birthday. This time off is unpaid unless the employer is willing to give paid time off as a contractual right.



For more information on the rights of carers in work visit carersuk.org/work.



Please complete this form to request access to the Efc Digital Hub, under the West Wales Care partnership joint membership.

Name of organisation

Address

Telephone number

Name of key contact

Job role

Email address

Number of staff employed

Known carers in employment?

Yes

No

On behalf of the organisation named above, we are requesting access to the resources in the Efc Digital Hub tool in order to enhance the support provided for employees with caring roles. We understand that access is being provided free of charge under the membership of the West Wales Carers Development Group.

We agree to commit to participating in occasional regional Efc learning events to share experiences and good practice.

We will provide feedback on the resources that have been used to inform an evaluation of the benefits of continuing with the membership of Efc in future financial years.

Name:

Signature:

Date:

Please return this form to carersunit@ceredigion.gov.uk





You are a Carer if you look after a friend or family member who cannot manage on their own because they have an illness, poor health, disability, mental health issue or an addiction.

Contact the Carers Unit to join the CARERS Information Service:



01970 633564



carersunit@ceredigion.gov.uk



www.ceredigion.gov.uk/carers

Carers Unit
Ceredigion County Council
Canolfan Rheidol
Rhodfa Padarn
Llanbadarn Fawr
Aberystwyth
SY23 3UE



Join the **FREE** service now and be the first to get:

- Carers Magazine three times a year, sent straight to you
- Information about support, services, events, training and the Carers Forum
- Access to the Ceredigion Carers Fund
- Ceredigion Carer Card or Young Carer ID Card (photo required)
- The chance to have your say on local and national Carer issues

Young Carers and Adult Carers can join the service



CARERS Information Service

Do you look after someone who cannot manage without your help?

CARERS are everyone's business



01970 633564



Cyngor Sir
CEREDIGION
County Council

Carers resilience and wellbeing training

A FREE course for
unpaid carers

Care for yourself as well as you care
for others

- Lower your stress levels
- Balance your wellbeing
- Build your emotional resilience

For more information or to book training,
contact the Carers and Community Support Team

 01970 633564

 carersunit@ceredigion.gov.uk



Cyngor Sir
CEREDIGION
County Council

**wwcp**
Partneriaeth Gofal Gorllewin Cymru
West Wales Care Partnership



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Carers are everyone's business



If you would like any further information about anything contained in this pack, or would like to discuss how you would like to get involved in supporting local unpaid carers, please contact:

Carers and Community Support Team

✉ carersunit@ceredigion.gov.uk

☎ 01970 633564

Canolfan Rheidol
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Llanbadarn Fawr
Aberystwyth
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Cyngor Sir
CEREDIGION
County Council



Partneriaeth Gofal Gorllewin Cymru
West Wales Care Partnership

The West Wales Care Partnership brings together the three local authorities in West Wales (Carmarthenshire County Council, Ceredigion Council and Pembrokeshire County Council), Hywel Dda University Health Board and representatives of the third and independent sector.