

Camden Borough Partnership Carers Board

16 July 2025



Agenda

No.	Actions	Time
1.	Welcome and Introductions	10.00 - 10.10
2.	Updates from Camden Carers <i>Presenters: Allegra Lynch, Kemi Bandele Forbes, and a guest carer</i>	10.10 - 10.50
	Break	10.50 - 11.00
3.	Emerging Items and Carer Updates	11.00 - 11.15
4.	Carers Action Plan: Re-cap of activity so far and the Information, Advice and Communications Task and Finish Group <i>Presenters: Alice Beaumont and Jolyon Nash</i>	11.15 - 11.25
5.	The Carers Board: Working Together <i>Presenter: Jamie Spencer</i>	11.25 - 11.50
6.	Close	11.50 - 12.00



Borough Partnership Carers Board

Kemi Bandele- Forbes
Service Manager

Camden Carers supports unpaid, adult carers (18+) who live, work or study in Camden, or care for someone who lives in Camden.



Network Partner of Carers Trust, a national charity that works alongside locally based partners to provide support, deliver innovative and evidence-based programmes, raise awareness and influence policy.





Support and Wellbeing Line



Outings & Activities



Health & Lifestyle Consultations

Carers Conversations



Employment Service



Financial Support

Counselling



Carer Awareness & Outreach



GP & Hospital Work



**Black Carers Collective
LGBTQ+ Carers Group**



Contractual Aims

- Proactively identify carers
- Assess the eligible needs of carers
- Promote the wellbeing of carers
- Provide personalised information, advice and a dynamic range of activities that meet the needs of carers in Camden
- Share Camden's values and approaches to service delivery
- Continually learn and develop



Employment Service

In May, Camden Carers launched its new employment support service in partnership with Carers Trust/Phoenix, which runs for 2 years and aims to support 150 carers.

The service features a number of key aims:

1. Improve carers ability to make informed decisions
2. Improve confidence and wellbeing
3. Increase ability to balance work and caring
4. Improve access to holistic support and flexible work options
5. Increase local and national carer awareness
6. Reduce systemic, individual and employer barriers for unpaid carers

Support is offered through a variety of 1:1 vocational support to assist with securing and maintaining employment and entering into education, training and skills workshops for carers, Carer Awareness training for employers



Virtual Offer

Carers Digital Steering Group to ensure carers voices are used to shape and direct the virtual offer

Onboarding of a new Virtual Lead Worker to progress work

New website, fully accessible – translatable into 50 languages with support for those with sensory impairments with ReachDeck.

Development of “Virtual Carers Centre” where carers can access support, information and advice at a time and in a way that suits them.

Options for direct appointment bookings, FAQs on general support issues, Young Adult Carer hub, training videos and more



Communication

What Matters to Carers	Current Work	Future Work
A clear pathway for carers to communicate with services that is proportionate and compassionate	Support & Wellbeing Line	Additional avenues of communication via Virtual Carers Centre
Have someone who champions carers, and knows about carers, in services.	Carer Awareness Training in GP, hospital and community settings	Carer Awareness Training for employers
Services that get back to carers when they say they will.	Support & Wellbeing Line	Virtual Carers Centre functionality
Translation services that are widely available	Language Line	Reach Deck tools to translate website to 50+ languages



What Matters to Carers	Current Work	Future Work
Information that is readable on a mobile phone.	Website	Virtual Carers Centre functionality
Services that make use of social media platforms to reach more people.	Facebook & Instagram	Consultation with Carers Digital Focus Group
Tailored communication to reflect the diversity of carers needs and identities.	Language Guide Language Line	Partnership working: Holborn Community Centre (male carers) Forum+ (LGBTQ+ carers)



Information & Advice

What Matters to Carers	Current Work	Future Work
Accessing information and advice in a context that is supportive, meaningful, and personal.	Support & Wellbeing Line	Virtual Carers Centre
Develop a dedicated space, such as a webpage, where carer information and advice can be found.		Website Virtual Carers Centre
Information being available in the person's primary language, and working with specialist and culturally specific agencies to promote and disseminate carers information.	Partnerships with Hopscotch, Henna, British Somali Community and Chinese Methodist Church	Reach Deck tool to translate website to 50+ languages.



What Matters to Carers	Current Work	Future Work
Understanding rights and entitlements as a carer including support available from Adult Social Care, Health, Housing, employers, and related to benefits, grants, and immigration.	Carers Rights Day training and awareness raising	Possibility to partner with local organisations across housing, benefits, immigration etc.
Raising awareness of carers in the workplace.	Employment Project	Possibility to expand Carer Awareness Training offer
More promotion of current discount card schemes available for carers.	CarerSmart Card – Carers Trust	Website



Thank you!

Any Questions?



Camden Carers is funded by London Borough of Camden and NHS Camden.
Camden Carers is a registered charitable incorporated organisation **1042757**.
The Greenwood Centre, 37 Greenwood Place, London NW5 1LB



Emerging Items and Carer Updates



Carers Action Plan Update: Information, Advice and Communications



What have we achieved?

Practice Development

- Workforce Development and Induction
- Carer Processes and Policy Review
- Practice Support and Joint Working
- Internal Carer Support
- Strengthening Operational Collaboration
- Carer Budget Authorisations



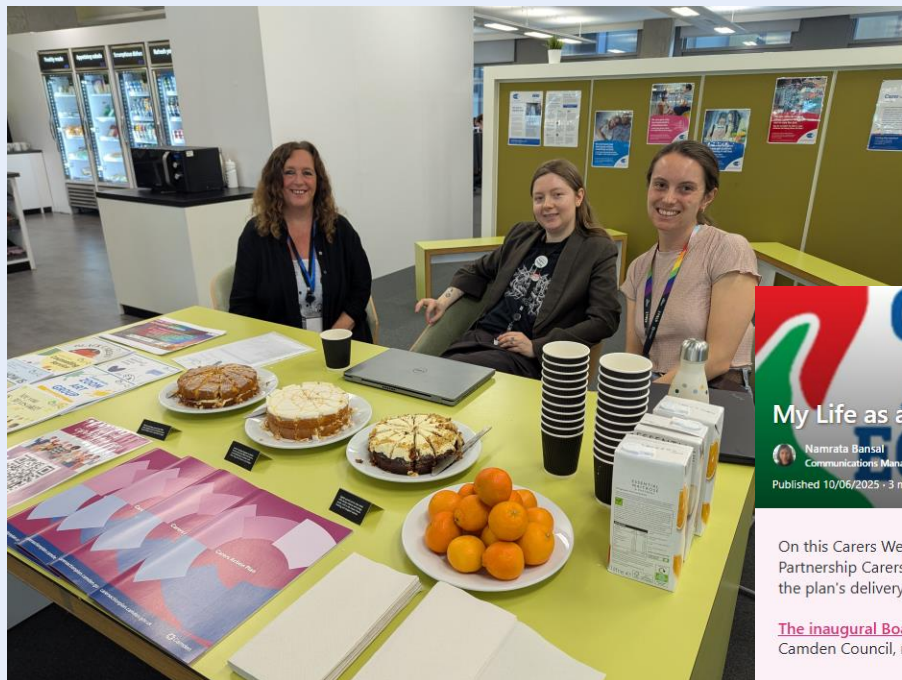
What have we achieved?

Information, Advice and Communications

- Carers Week
 - Stories and features
 - Carers Drop-In
- Awareness raising with health partners and VCS
 - Team meetings
 - Making Every Contact Count (MECC) Training
 - North Central London (NCL) Carers Support project
- First Meeting of Task and Finish Group
 - Agreement of outcomes
 - Carer identification and engagement plan
 - Promotional materials



Carers Week



This week is Carers Week (9 - 15 June 2025)

 **Namrata Bansal**
Communications Manager
Published 10/06/2025 · 5 min read



Carers Week is an annual campaign to raise awareness of caring, highlight the challenges unpaid carers face and recognise the contribution they make to families and communities throughout the UK. It also helps people who don't think of themselves as having caring responsibilities to identify as carers and access much-needed support.

The theme for Carers Week 2025, ***Caring About Equality***, highlights the inequalities facing unpaid carers in the UK today and the steps needed to create a fairer society for carers.

My Life as a Carer – a personal account by Wajidha

 **Namrata Bansal**
Communications Manager
Published 10/06/2025 · 3 min read

On this Carers Week, we're sharing a personal account of Wajidha Shamash-Din, a carer and the chair of the Camden Borough Partnership Carers Board. The Board was established at the end of last year following the launch of the [Carers Action Plan](#) to oversee the plan's delivery and tracking progress on its priority areas.

The inaugural Board meeting, held in April this year, brought together carers, local voluntary organisations, and officers from Camden Council, many of whom were involved in co-producing the [Carers Action Plan](#).

"My name is Wajidha. I'm 42, a full-time carer for my husband, who is registered blind and lives with multiple complex health conditions. Together, we raise four children—two girls aged 14 and 10, and two boys aged 9 and 8. Two of them are also suspected to be on the autism spectrum.

"This is not the life we envisioned. My husband and I were once building careers—his in security, mine in teaching. We started working at 15 and had dreams of travel, growth, and stability. But life took a turn—not suddenly, but through a gradual shift that crept in quietly. I didn't even realise I was a "carer" until Camden's adult social services visited. I thought I was just doing what any wife and mother would do.

"That visit was intimidating. I feared judgment and felt exposed. At the same time, I was struggling to hold onto my job. Our school became an academy, bringing stricter policies I couldn't meet—not due to lack of ability, but because of my caring responsibilities. I wasn't taking time off for myself—I was managing hospital visits, clinic appointments, and mountains of paperwork. But none of that counted. I lost my role to someone less experienced, not because I failed, but because my role as a carer wasn't seen or respected.



Wajidha

Action Tracker

Priority	Proposed Action	Progress so far	What does success look like (outcomes)	Outcome measure (indicators)	RAG Rating/Direction
Communication	Put an extended article on carers in local publication: Camden New Journal, Camden Magazine	Pre-launch (July 2024): <ul style="list-style-type: none"> Carers have been involved in the changes to the Council's switchboard service, Contact Camden. Post-launch <ul style="list-style-type: none"> July 2024: Article in the Camden New Journal on the Action Plan February 2025: Connected with the ASC Communications Lead to develop Communications Plan around the Carers Action Plan activities. April 2025: Borough Partnership Carers Board launched. June 2025: Carers Action Plan website updated with minutes. June 2025: Carers Project Team connected with Camden Learning Disability Service's Information Accessibility Officer to consider Easy Read documentation development June 2025: Information, Advice and Communications task and finish group met and agreed engagement plan with carers to conduct: <ul style="list-style-type: none"> language of caring session with Language Matters lead website user testing promotional content testing (flyers/translations pdf) June 2025: Partnered services invited to use Love Camden for promoting carer events July 2025: Digital inclusion team approached for working with carers. July 2025: Camden Carers and Fitzrovia Youth Action meeting on plans for YAC involvement 	Carers are identified by health and social care organisations. Staff are informed about carers rights and services and confident in signposting. Carers satisfied in information advice, and access to services and facilities Carers feelings of social connection and community. Partnership development around carers.	Number of carers known to local health and care organisations. Training and staff feedback. Carers experience of information, advice and access to services. Carers experience of experience of belonging/loneliness. System engagement with the Carers Board and Carers Services (referrals).	
	Work with carers to develop language used to describe carers and caring role.				
	Develop a list of local places and events that carers services and information about services could be advertised, such as pharmacies, community notice boards.				
	Develop leaflets and posters in different community languages. Online versions needed too.				
	Services look at how they are using social media to identify more carers, particularly how to reach more young adult carers.				
	Connect with organisations who support disabled people to talk about carers.				

Measuring Outcomes & Impact

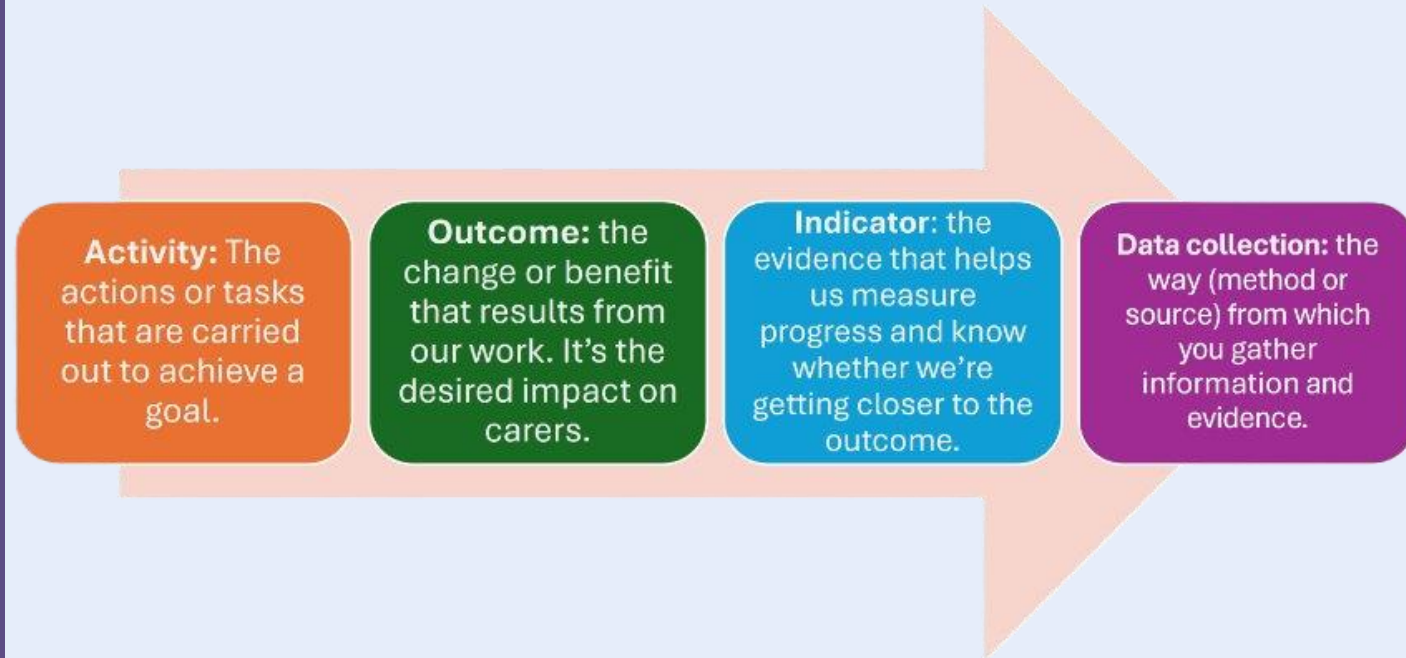
Camden Borough Partnership Carers Board

Jamie Spencer, Head of Insight, Quality & Financial Services, Adult Social Care

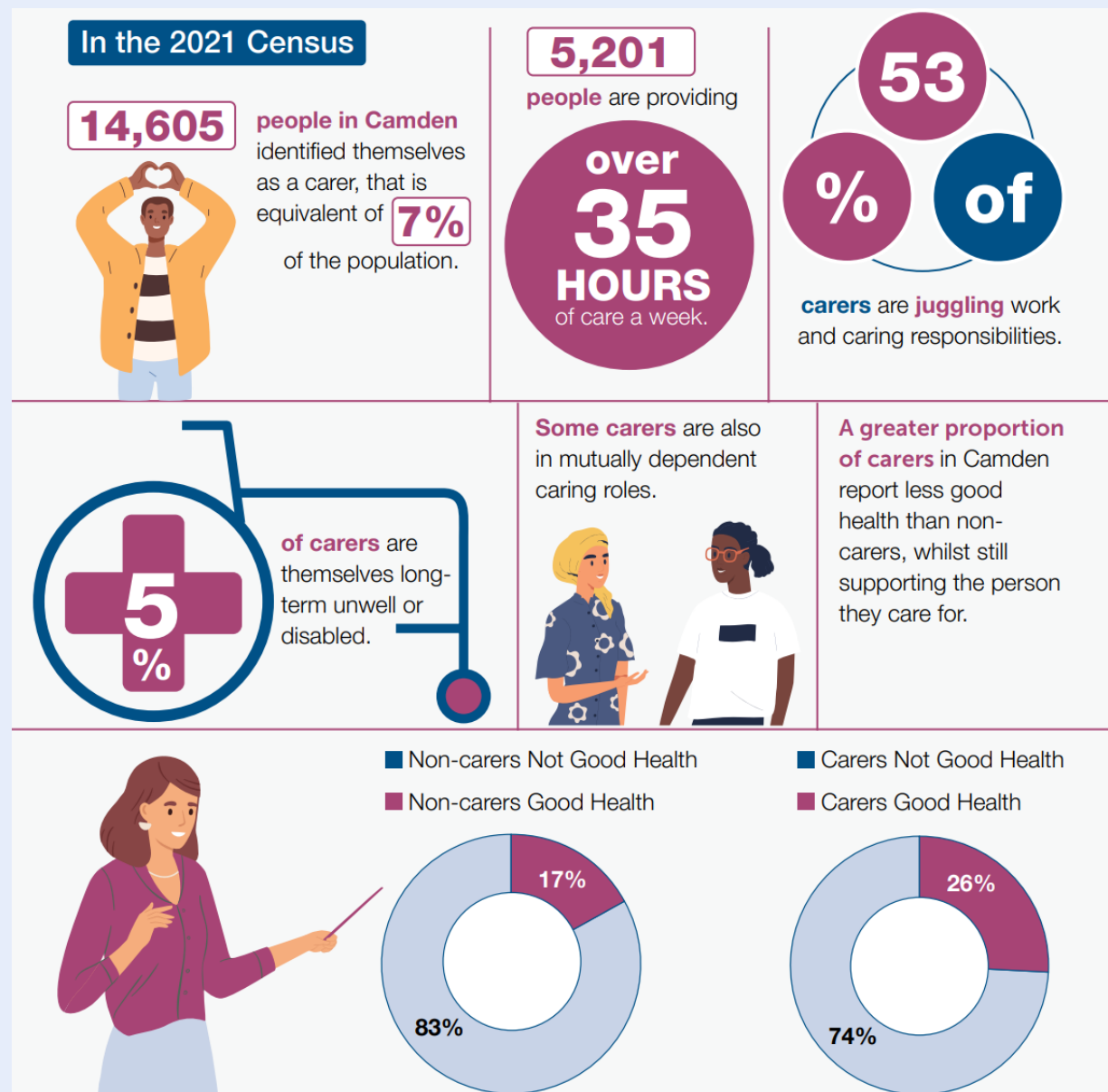
16th July 2025

Following our recent **outcomes workshop**, this presentation sets out the next step:

How we can improve our understanding of **carer data collection** and **sharing** across the partnership.



Data underpins the Carer Action Plan



1

Data Collection

- **Local** and **national** sources (e.g. ASC, Carer Centre, NHS, Census)
- Mix of **quantitative** (numbers) and **qualitative** (voices)

2

Data Integration

- **Bringing data together** across services
- **Identifying** overlaps, gaps, and people with **unmet needs**
- Ensuring there is an **equalities focus**

3

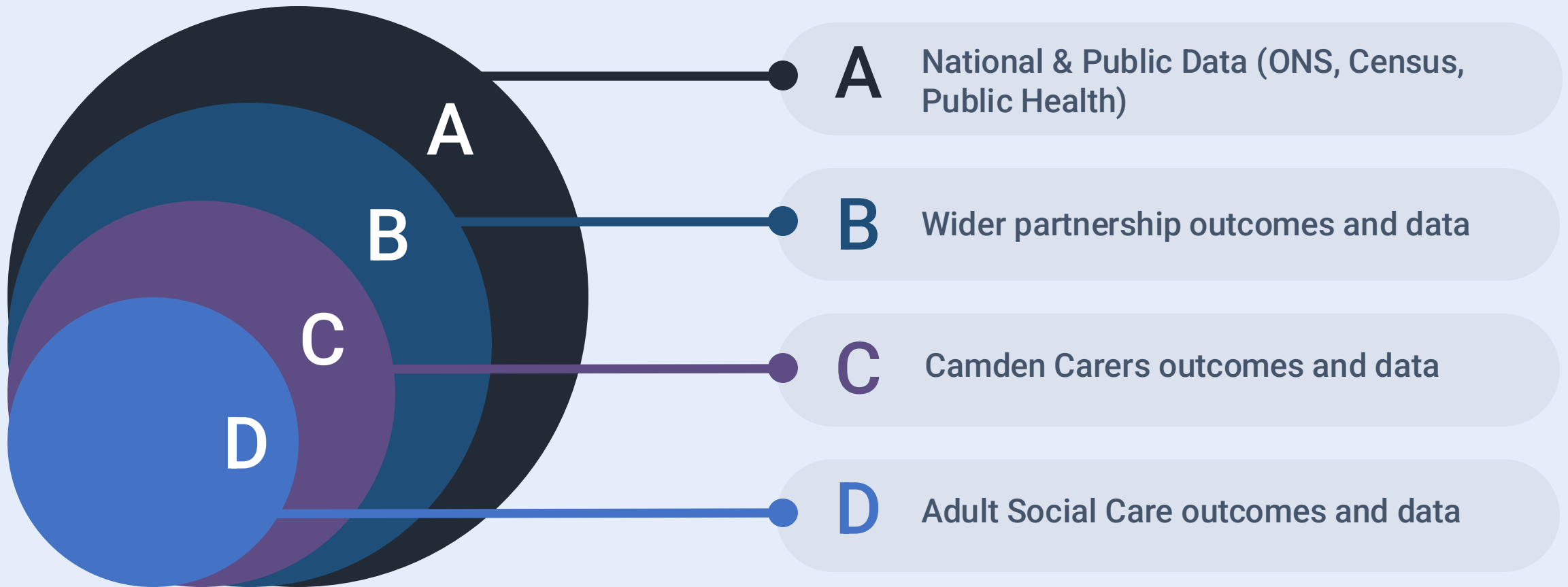
Insight and Analysis

- Understanding **trends, patterns, inequalities**
- Linking support received to changes in **wellbeing** and **other measures**

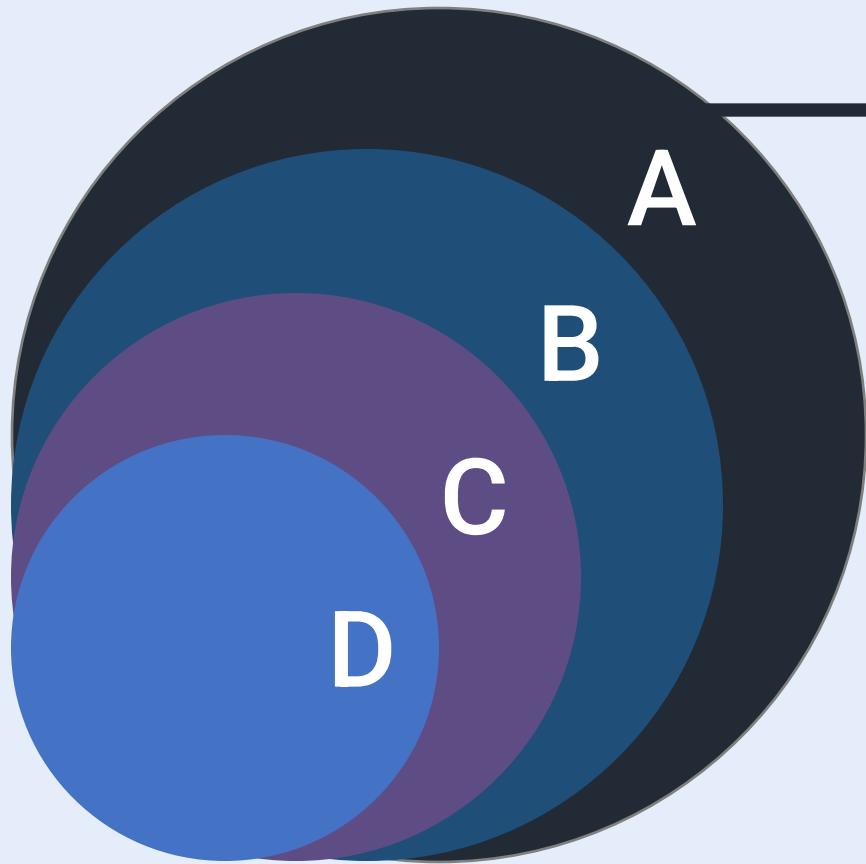
4

Measuring Outcomes

- Tracking **progress** against the **Carers Action Plan**
- Using **co-produced frameworks, survey results**, and **lived experience** to assess **impact**



Each layer helps us see a different part of the picture — from the direct impact of our services to broader trends and identifying unmet needs. Together, alongside what carers tell us themselves, they can show how well we're doing in improving outcomes for carers.



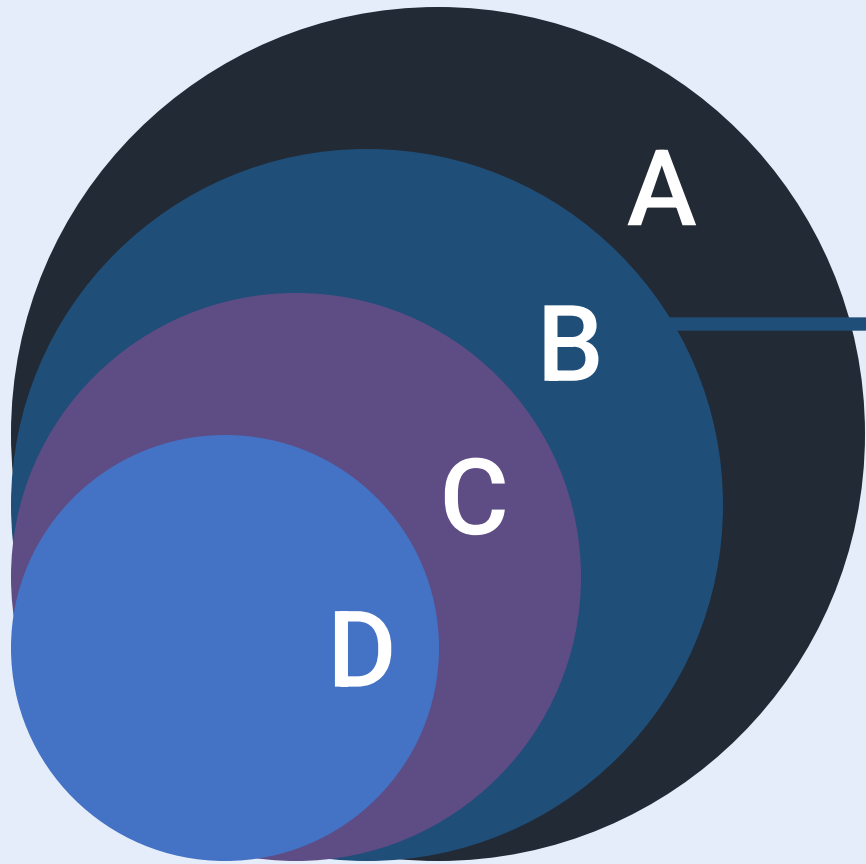
A National & Public Data (ONS, Census, Public Health)

Gives a fuller picture of the whole carer population

- wellbeing
- inequalities
- helping us understand who may be missing out on support.

(5.8 million carers)

We have **good access** to this as it is published data, but it is infrequently updated and can only provide us signals that require further local investigation.

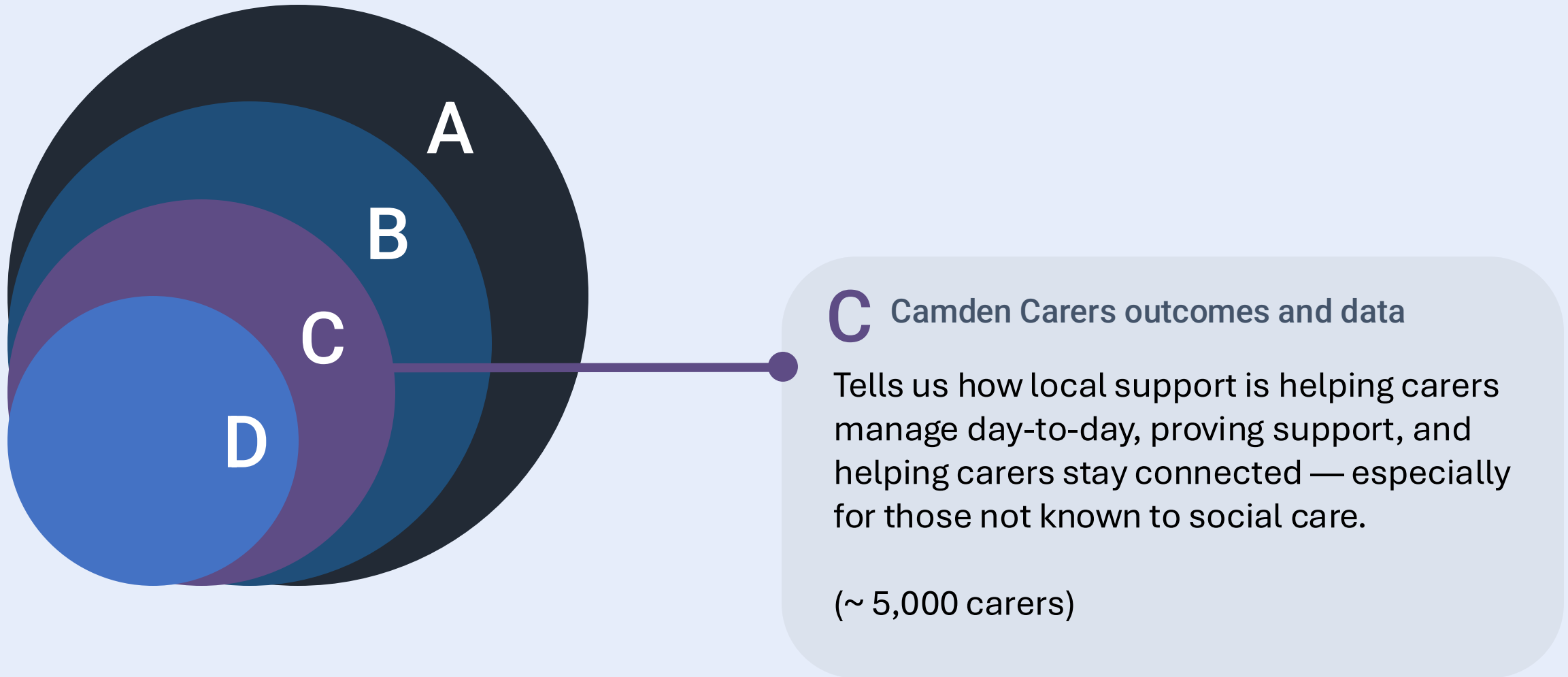


B Wider partnership outcomes and data

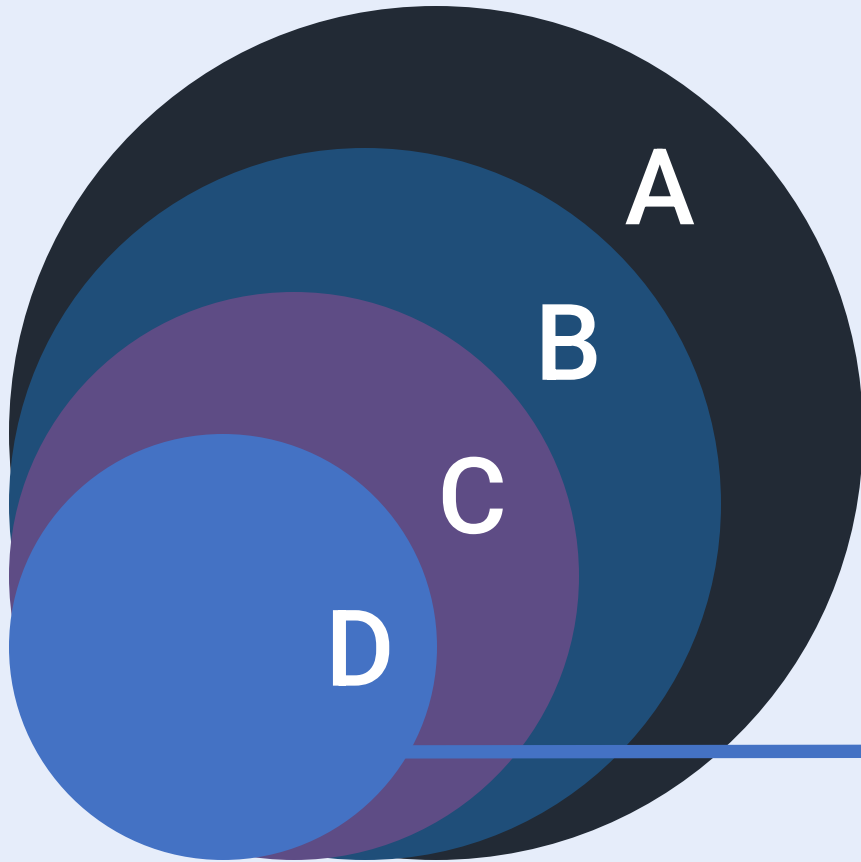
Helps us understand whether carers are getting joined-up support across services like health, housing and community groups — and where gaps may exist

(14,000 carers in Camden)

We need to **work with people across the Borough Partnership** to think about **what data** is currently collected, how accurate it is, what it tells us, and whether ongoing data collection is realistic



Quarterly monitoring data is available, with some useful indicators, but there is potential to gather more **meaningful information**



D Adult Social Care outcomes and data

How ASC are supporting carers they work with directly — including data from the biennial Carer Survey (SACE)

- Numbers of carers supported with assessments, reviews and personal budgets (including via Carer Centre)
- Quality of life
- Satisfaction with services
- Social Contact
- and whether they feel involved and supported

(~2,000 carers)

Camden ASC hold information regarding the carers who **draw on their support** – particularly those who are assessed or reviewed. Unsupported carers are **not captured** well and **data quality is poor**.

Survey of Adult Carers in England (SACE) provides **outcomes data** but is biennial (every other year) and has a relatively low response rate (around 200 people).

Data Collection



Work with partnership



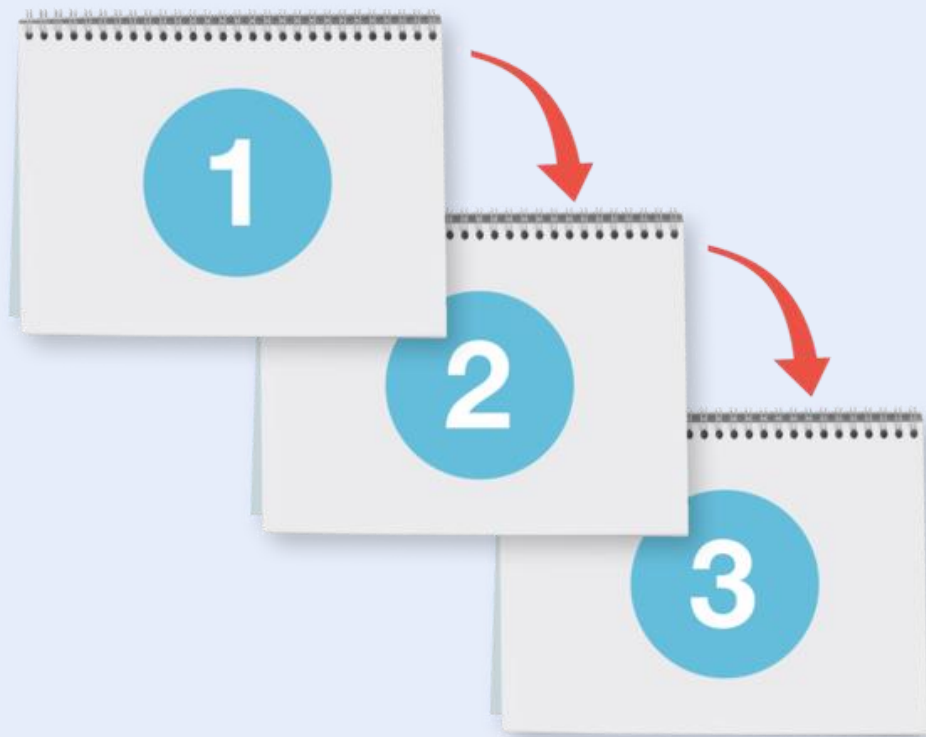
**Map data sources to outcomes and
identify gaps**



**Development headline set of
measures**



Next steps



Upcoming:

- Launching Mental Health Task and Finish Group
- Engagement sessions on Communications, Information and Advice
- Next Board meeting: 15 October 2025 at the Greenwood Centre

Close

A big thank you for your time today!



Photo by Zck on Unsplash