

**CROSS
ROADS
CARE**

Kent

CROSSROADS CARE KENT

SROI and Carers Breaks

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**CROSS
ROADS
CARE
ABOUT
YOUR
QUALITY
OF LIFE**

“Carers support is worth investing in. As a GP I need to put myself constantly in the place of the people I deal with daily: ‘What are they experiencing, what are they needing?’ Carers often feel isolated and helpless; they may believe help is available but are unfamiliar with getting hold of it. I have found that supporting carers to care is the best solution for them and the patient they care for.”

(Dr R Montgomery GP
Brixham / Lead for Dementia)

Crossroads Care

- Crossroads is a well-respected employer in Kent, employing over 200 locally based care staff.
- We invest in planned workforce development, host Care Apprentices and actively promote the status of care work as a profession
- Crossroads services are designed around the needs of our service users
- Over 50 active volunteers providing services to people with cancer and to Carers of long term health conditions – they deliver nearly 500 hours of support each month.

Carers Breaks on the Brink

- **There continues to be a lack of transparency and accountability for carers on how CCG's are supporting them, despite good practice in some areas.**

There continues to be wide variation in the quality of financial information on spending on carers.

CCG budgets do not always make their intentions clear with regard to identifying funding for Carers breaks and services.

Social Return on Investment

- SROI is becoming vitally important to the charity sector as some of the many “outcomes” of a charity’s endeavours cannot be measured by money alone.
- Locally, Crossroads are committed to enhancing social environmental and economic wellbeing in delivery of services. We recognise that in delivering contracts funded by KCC and CCGs, a primary duty under Public Services and Social Value Act 2013, is to maximise local social, environmental and economic return on investment.

Baker Tilley Report

- A report by Baker Tilley in 2011, commissioned by Carers Trust evaluated the Social Return on Investment in Carer Support organisations. The report showed that the outcome of funding to help Carers maintain their physical and mental health and wellbeing, reduced stress and depression and enabled the caring role to continue for longer; this in turn, enabled people with care needs to be able to stay at home for longer.
- Baker Tilly's independent SROI analysis estimated the overall social return on an annual investment of £57m in public sector funding to be £814m per year.

Outcomes and Impact Measurement

- Carers Trust have worked with NEF, (the consultancy arm of think tank, New Economics Foundation) to build an outcomes and impact measurement framework for Crossroads Care.
- The framework, piloted in Greater Manchester in 2012, looked at outcomes for both Carers and the people they care for based on quality of life, activities, wellbeing, and Carers ability to continue in their caring role.
- The outcome of the pilot in 2012 identified that for every £1 invested in Carers services the local authority/health authority saved £3.90.

The Future?

- In Kent, although we haven't yet purchased the programme to identify and evidence exact savings, our recent projects – supporting hospital discharges, and providing 24 hour dementia crisis support for carers and individuals living with dementia, have given us enough data to establish that we are making at least equivalent savings for CCG's and the local authority in Kent.