International Carers Conference 2015

'Carer Positive'
Supporting working carers in Scotland

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making life better for carers

Overview

- Background & context
- Aims of Carer Positive
- Design
- The Carer Positive model
- Progress to date
- Some early outcomes and learning
- Discussion

making life better for carers

Background/context

- *'Caring for Carers kitemark'* listed as 1 of 10 Scottish Government commitments for carers in 2011, to *'recognise those employers who offer the best support to carers, allowing them the flexibility they often need to deliver care at home'*

- *'Caring Together: the Carers Strategy for Scotland 2010-15'* …highlights 'the important role of carer friendly and flexible working practices', and the business case for supporting carers

- Also many links to other local/national agendas: family friendly working; poverty/financial exclusion; health/well-being; equality/diversity; workforce management

- Carers Scotland contracted in April 2013 to manage the development and implementation of the initiative

Caring and WORK

- 759,000 unpaid carers in Scotland (17% of 16+ pop'n)
- 3 in 5 expected to care at one point
- @ 1 in 8 carers in the workplace
- Significant increase forecast
- Population getting older; increase in long term conditions; and we're all working longer
- By 2035, 50% more carers across the UK
- Therefore more working carers…

"…by 2050 globally three times more people of working age will be looking after two billion ageing family members – and the majority will have to combine that care with paid work"

Impact of caring – survey of 2,155 carers

- 45% had given up work because of caring
- 42% had reduced their working hours
- 34% said caring negatively affected their chance of promotion
- 60% had reduced incomes
- 63% were unprepared for the impact that caring had on their career
- Recent CIPD/Simplyhealth research: more than 1 in 3 employers report that absenteeism has increased because workers need time for caring responsibilities
- CIPD calling on more businesses to adopt a formal policy to support workers, and ultimately benefit business

Caring & isolation in the workplace

- 7 in 10 working carers (71%) have felt lonely or isolated in the workplace as a result of their caring responsibilities

- Over 4 out of 10 (43%) working carers felt that colleagues and managers did not understand the impact of caring and 38% had not felt comfortable talking about their caring responsibilities at work

- Many working carers are at breaking point; a third (32%) were caring for over 50 hours a week,

- Nearly a quarter (23%) of carers received no support from their employer

- The priority for workplace support was better manager awareness of caring issues and more flexible/special leave arrangements

- Over half (56%) of the carers who had given up work to care highlighted the stress of juggling work and care and

Wider impact

- Losing carers from the workforce affects individuals, families, employers and wider society

- 90% of working carers are over 30

- peak age for caring between 45 – 64

- Employees with valuable skills/experience

- Supporting carers to remain in work delivers benefits to employers and the economy

The business case

- Supporting carers, first and foremost, is good employment practice
- Helps attract and retain staff
- Reduces stress and sickness absence
- Improves employer engagement, staff morale, productivity and service delivery
- Promotes organisation as an 'employer of choice'
- Can help demonstrate CSR and funding aims
- Research to back this up – incl. EfC reports

The aims of Carer Positive

✓ Raise awareness of the growing numbers of people who juggle work and caring

✓ Encourage employers to understand the business case for supporting carers in the workplace

✓ Recognise employers who currently have, or develop policies and practices which support carers

Development of Carer Positive

- Establishment of an Advisory Group with broad representation from key stakeholders

- Extensive consultation with employers, carers and partners to help design the model

- Interviews, on-line survey, research on other existing benchmarking schemes

Design and launch

- Key points of feedback :
  - keep it simple
  - not too time-consuming
  - a staged award programme
  - flexibility based around minimum core criteria
  - size and structure appropriate

- Branding and website design
- 'Carer Positive' launched by the Scottish Government during Carers Week in June 2014
- A 'soft' launch with 'early adopters' to test initial engagement

The award process

- 3 levels: 'Engaged'; 'Established'; 'Exemplary'
- Criteria in 5 key areas:
  - ✓Identification of carers
  - ✓Policy
  - ✓Workplace support
  - ✓Communication, awareness raising & training
  - ✓Peer support

- Designed to be flexible and appropriate to all sizes, structures, and sectors
- Aligns with Healthy Working Lives
- Free!

Carer Positive :: What can ×

← → C 🗋 www.carerpositive.org

::: Apps ▶ Suggested Sites 🗋 Carer Positive :: Login 🎁 We're here to make ... 🗋 Carer Positive :: Wha... ❖ Carer Positive image... 🌄 Lunchtime bulletin f... 🗋 Carers International ...   🗀 Other bookmarks

APPLY

CARER POSITIVE
Employer in Scotland

Home | About | Carers & Employment | Business Case | Become Carer Positive | Resources | Carer Positive Employers

Carer Positive employers support working carers in their workplace.

They benefit by retaining experienced workers, reducing staff absences and making huge savings on recruitment costs.

How can this website help you?

It's easy to become a Carer Positive employer.
This website enables employers to register interest and apply using our self - assessment online form.

Apply online

Become Carer Positive

There are three levels at which employers can gain recognition: Engaged, Established & Exemplary'.
Employers of all sizes and structures can participate.

Find out more...

Improve & progress

We also have information and advice on how employers can develop 'carer friendly' policies and working practices.

Find out more...

Advice & information

You will enhance your reputation as an 'employer of choice' for the growing numbers of people in the workforce and wider labour market who might need to work in a more flexible manner, thereby recruiting from a wider pool of people with valuable skills and experience.

Becoming a Carer Positive employer not only contributes to workforce management and employee engagement considerations, but also to wider corporate and community social responsibility aims .

It can also help an organisation demonstrate where they meet certain criteria linked to funding applications, and to other employer award programmes such as Healthy Working Lives award and the 'see me' Employer Pledge.

What's involved

The Carer Positive process is aimed to be clear and straightforward, based on a simple self-assessment process, with employers describing how they meet the criteria expected at each level of the kitemark. Where possible, this should be accompanied by evidence of their policies/activities.

CARER POSITIVE Employer in Scotland — ENGAGED   **CARER POSITIVE** Employer in Scotland — ESTABLISHED   **CARER POSITIVE** Employer in Scotland — EXEMPLARY

The kitemark incorporates 3 levels or stages, from 'engaged' to 'established' through to 'exemplary'. This will enable employers to progress from one stage to the next, building from an initial level of commitment to embedding a culture of support for carers within the organisation.

These stages are cumulative, with employers only able to move to the next level once the required criteria at each stage is achieved and maintained.

It will be assumed that all employers will start at the 'engaged' level unless they can provide evidence that they meet the criteria of the higher levels of achievement.

Suggested actions and examples are provided as a guide – employers are encouraged to identify and develop their own activities as felt appropriate to their size and structure. The intention is that all organisations, across all sectors, whether small or large, can achieve each level of the kitemark.

A key indicator of progression will be the level of carer engagement in the development of workplace support and endorsement/verification that their experience is a positive reflection of the employer's assessment of support levels.

Evidence of how employers meet the criteria associated with each of the levels must include feedback from working carers in the organisation.

Carer Positive status is award to employers who can provide evidence that they meet criteria in 5 areas:

1. Identification of carers
There is good understanding of what the term 'carer' means and a system is in place to enable carers to identify themselves.

2. Policy
Carers are recognised within HR policies or procedures

3. Workplace support
Carers can access practical workplace support or can access information about external support and services

4. Communication, awareness raising & training
Policies and available support are communicated to all members of staff

5. Peer support
Carers are supported to engage with other carers

Ready to be Carer Positive?

APPLY NOW

✓ **Submit application form and evidence**

✓ **Carer verification**

✓ **Application assessed**

✓ **Feedback and revision if necessary**

✓ **Award presented and logos provided**

✓ **Annual re-assessment**

CARER POSITIVE
www.carerpositive.org

Application form
Level 1: ENGAGED

To be recognised as a Carer Positive employe[r]
the engaged level, you will be able to show th[...]

- The organisation has awareness of carers within the workforce and has made a commitment to support carers through workplace policies/working practices
- There is some evidence that systems and processes have been developed to support this
- Carers are supported to identify themselves as carer[s] and can access support within the organisation to hel[p] them manage their work and caring responsibilities.

Contact details

Name of organisation	
Main contact name	
Title main contact	
Address	
Phone number	
Email address	

About your organisation

Number of employees in Scotland		
Sector/Industry *(please select)*	<<Please ch[oose]	
Are you registering on behalf of	The whole or[...]	
*If department please say which		

How you support carers

Please refer to Please refer to **Annex 1**: 'Engaged criteria and examples' for guidance in completing this part of the form. Evidence can include anything you feel verifies the description of support you provide. This can be copies of emails, policies, action plans, minutes of meetings etc. These can be electronically attached and returned with this form to sue@carerpositive.org

1. Identification of carers: *What system is in place to identify carers in your organisa[tion]*

Brief description	
Evidence	

2. Policy: *How are carers supported within current workplace policies?*

Brief description	
Evidence	

3. Practical support: *What forms of practical support are available for carers in your [...]*

Brief description	
Evidence	

4. Communication, awareness raising & training:
How is the awareness of policies and support for carers undertaken within your organ[isation]

Brief description	
Evidence	

5. Peer support: *How are carers supported to engage with other carers in the organis[ation]*

Brief description	
Evidence	

Carer verification

It is important that the information provided in this form reflects the experiences of carers working within the organisation/department.

Please provide some evidence of how carers feel about the support provided in their workplace. This can be via a simple survey, or a statement/testimonial, care case study, or whatever you feel most appropriate to your organisation size and structure.

Signature of carer/carer representative

This section to be signed by a carer/carer representative within the organisation or department.

Name and designation	
Date	

Signature of chief officer

This section to be signed by the Director, Chief Executive, or senior officer at organisation or department level.

Name and designation	
Date	

Engaged	Criteria	Possible actions/examples
1. **Identification of carers**	• There is clarity around what is meant by the term 'carer' • A system is in place to enable carers to identify themselves (if they choose to)	• Through introducing a question around caring into existing employee surveys or questionnaires • Through a specific employee survey/consultation asking staff about caring responsibilities • Via staff recruitment and/or induction process • Via staff appraisals • Establishment of a voluntary 'carer's register' or similar scheme
2. **Policy**	• Carers are recognised within existing organisation/HR policies • Where no policies exist there is a statement which makes specific reference to supporting carers within the organisation • There is knowledge of and adherence to the minimum statutory employment rights for working carers	• This could include flexible working policies and special leave arrangements • Where these don't exist, a procedure for discussing carers requests for flexible working and other leave arrangements should be in place • Alternative working practices are offered where reasonably practical
3. **Workplace support**	• Information on external forms of support and services for carers is available • Options for carers to benefit from additional practical support in the workplace are identified	• Contact details for local carers centre and other support services/helplines are displayed in common areas • Access to use of a private telephone • A car parking space close to the workplace • Other practical supports….
4. **Communication, awareness raising and training**	• Policies and available workplace support is communicated to all levels of/members of staff	• Communication to all employees via email, staff handbook, organisation intra-net, staff notice-board, payslip messages etc. • Promotional materials including leaflets and posters displayed within the workplace
5. **Peer support**	• Carers are supported to engage with other carers	• Where workplace peer support is not appropriate, carers could be signposted to external peer support groups/on-line forums etc.

Established	Criteria	Possible actions/examples
1. Identification of carers	• A system is in place to identify carers in the workforce	• This is fully embedded within the organisation and is maintained and reviewed on a regular basis
2. Policy	• There is an explicit carers policy in place or a separate section within HR policies which recognises carers as a specific group	• Carers are consulted in the review and development of the carers policy • There are clear policies and procedures in place for how employees can apply for flexible working and special leave arrangements • The range of alternative working options available to carers is investigated and extended as appropriate • Recruitment policies and processes are examined to ensure they do not prevent carers from accessing positions where reasonably practical
3. Workplace support	• Information on external forms of support and services for carers is available • Carers can access practical workplace supports	• Maintained, reviewed and developed with carer involvement • Carers are involved in the review and development of appropriate practical workplace support • This could include extending current support to include access to occupational health schemes; stress management support; counselling; etc.
4. Communication, awareness raising and training	• A communication policy is in place and available to all employees • Awareness raising activities are undertaken in the workplace	• Staff awareness raising sessions/focus groups • Induction training • Line manager carer awareness training
5. Peer support	• Carers are supported by and support other carers	• Establishment of a workplace carers support group, forum or network • Have a dedicated carers champion or person with lead responsibility for supporting carers • Maintained, reviewed and developed with carer involvement

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Exemplary	Criteria	Possible actions/examples
1. **Identification of carers**	• A system is in place to identify carers in the workforce	• Established support is maintained, reviewed and developed
2. **Policy**	• There is an explicit carers policy in place	• Established support is maintained, reviewed and developed • A monitoring and evaluation process is in place to assess the impact/effectiveness of support to carers • Recruitment policies and procedures are reviewed and developed as appropriate
3. **Workplace support**	• Information on external forms of support and services for carers is available • New and innovative forms of workplace support are developed where appropriate	• Established support is maintained, reviewed and developed • Partnership/ liaison with local carers centre/s • Carers are heavily involved/lead in the development of new forms of support
4. **Communication, awareness raising and training**	• Awareness raising activities are undertaken in the workplace • The organisation engages in wider community based awareness raising activities or employer forums to communicate the business case	• Education and development opportunities are available to managers to enhance their knowledge and skills around carer related workplace issues • Support/involvement in carer campaigns, such as Carers Week • Membership of Employers for Carers • Linkages with other organisations/award bodies, such as Working Families
5. **Peer support**	• Carers are supported by and support other carers	• Established support is maintained, reviewed and developed • Social support groups and out-of-work activities are actively encouraged and supported by the organisation

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- Around 60 organisations currently known to be participating

- 33 have been awarded Carer Positive – 25 Engaged, 5 Established and 2 Exemplary

- All sectors participating (though mainly public and voluntary to date)

- Almost 94,000 employees working in Carer Positive orgs in Scotland

CARER POSITIVE Employer in Scotland ENGAGED	CARER POSITIVE Employer in Scotland ESTABLISHED	CARER POSITIVE Employer in Scotland EXEMPLARY
Aberdeenshire Council	Carers of West Lothian	Carers Link East Dunbartonshire
Borders Carers Centre	HMRC (Local Compliance)	Centrica
NHS Borders	Scottish Courts Service	
Carers Scotland	Stirling Carers Centre	
Citizens Advice Direct	West Dunbartonshire Council	
Dumfries & Galloway Carers Centre		(Others applying include:
Glasgow City Council		Aberdeen Asset Management
DWP Glasgow Service Centre		Ab & Grampian C of Commerce
Dumfries & Galloway Council		Aberdeenshire University
Fife Council		Borders College
NHS Fife		The Care Inspectorate
Ingen Ideas Ltd		City of Glasgow College
Intrelate Ltd		City Building Glasgow
LifeCare (Edinburgh) Ltd		Dundee & Angus College
Mohn Aqua (UK) Ltd		Dundee City Council
North Lanarkshire Carers Together		Dumfries & Galloway Council
Perth & Kinross AVS		Enable
Scottish Children's Reporter Admin		Eildon Housing Association
Scottish Water		HMCTS
The Open University		Perth & Kinross Council
The State Hospitals Board		Police Scotland
The Scottish Government		NHS Dumfries & Galloway
NHS Shetland		NHS Education for Scotland)
The Wheatley Group		
Voluntary Action Shetland		
West Dunbartonshire CVS		

Certificate 1 (left)

Supporting working carers in Scotland

CARER POSITIVE
Employer in Scotland
ENGAGED

Certificate of Award

This certificate recognises

Scottish Children's Reporter Administration

as a **Carer Positive Engaged employer**

Simon Hodgson, Director Carers Scotland

Awarded on **19th February 2015**

carers
SCOTLAND

The Scottish Government

ENGAGED

Certificate 2 (middle)

rs in Scotland

CARER POSITIVE
Employer in Scotland
ESTABLISHED

...ate of Award

...e recognises

...ttish Court Service

...itive Established employer

...9th January 2015

carers
SCOTLAND

The Scottish Government

ESTABLISHED

Certificate 3 (right)

CARER POSITIVE
Employer in Scotland
EXEMPLARY

...ward

...artonshire

...mployer

EXEMPLARY

Support and resources

- Online/telephone/face-to-face support

- Website links and resources

- Good practice examples from participating organisations

- Sample policies/processes

- Signposting to/partnerships with external carers support services

BEST PRACTICES

- Lots of good practice – some already existing in organisations and some developed as a result of the award process
  - Carers registers/Carers passports
  - Workplace peer support groups/forums/networks
  - Development of resources/communication channels
  - Supportive policies
  - Partnerships with local employers and carers centres

Key learning

- Senior level buy in
- Strong organisational culture of support
- Carer involvement/review of support
- Inclusive approach – engaging *all* employees
- Clear communication/awareness raising
- Line manager training and support
- Has to work for both the employee *and* the organisation
- Size and structure appropriate – one size does not fit all…

Challenges ← → **Opportunities**

- Employer engagement
- Getting the business case across
- Building the brand/building momentum
- Partnership working/linking to relevant and wider initiatives
- Maintaining/raising the profile on the national policy agenda

Further information

- Website: www.carerpositive.org
- Email: sue@carerpositive.org / sue.mclintock@carerscotland.org
- Telephone: 0141 445 3070