



DUNDEE CARERS CENTRE

STRATEGY 2024 – 2028

DRAFT

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Introduction

Hello & Welcome to Dundee Carers Centre Strategy for 2024 – 2028!

Here you will find details about how we intend to achieve our goals over the next four years and continue to support unpaid carers of all ages and disabled people!

Our new strategy is underpinned by our purpose and values. We will be known by our culture of kindness, compassion, and creativity. Through consultation and conversations, we have identified three key themes that are the focus of this strategy:

Involve, Improve, Sustain.

- ❖ ***Involve:*** Carers of all ages and disabled people are at the heart of everything we do. Our way of working is by collaboration and partnership. Working together, we can overcome our challenges. As we travel forward, we will ensure there are meaningful ways for carers, disabled people, our members, volunteers, staff, trustees, and our partners to contribute and participate to help achieve our aims.
- ❖ ***Improve:*** We receive extremely positive feedback for the services and support we provide. But our services are facing increased demand and are under pressure in a volatile external environment. As a third sector organisation that embraces challenge, we will continue to develop and learn to become even better.
- ❖ ***Sustain:*** We, along with many third sector organisations, are operating in an unstable financial climate. We have an amazing, committed, and dedicated team of staff and volunteers and will care for their wellbeing as we adapt and adjust for the future. And we will take seriously our responsibility to reduce our impact on the environment.

If the last few years have taught us anything, it is for the need to be agile and flexible with our plans. So, this strategy is less of an instruction manual and more of a guide. We will continue to listen closely and are prepared to adjust and respond to changing circumstances and emerging opportunities.

We will work closely with our local and national partners to achieve common goals, ensuring that we amplify the voice of unpaid carers and disabled people to attain positive and long-lasting change.

Our team at Dundee Carers Centre are our core asset and greatest strength. We care and are passionate about our work. We will invest in our staff and care for their wellbeing. And we will provide rewarding opportunities for people to join in and support our work as members and volunteers.

I am grateful to everyone who has been involved in shaping this strategy – it has not been created in isolation but collaboratively with unpaid carers of all ages, disabled people, staff, volunteer, members, trustees, and our partners.

Dundee Carers Centre will go forward by building on our existing strengths and by keeping the needs of unpaid carers and disabled people at the heart of everything we do... because we care.

Yours sincerely,

*Neil Campbell,
CEO (Chief Executive Officer),
Dundee Carers Centre*

Guiding Principles

As we look to the future, the time is right to move forward together.

Our current interim strategic plan 2021 - 2022 served its purpose well during the pandemic and helped us to adapt under pressure to continue to provide support for carers and disabled people during an incredibly challenging period.

We achieved most of the objectives in our previous strategic plan 2016 – 2020. As we look forward together, we can build on our strengths as a launchpad for confronting current challenges and exploring new opportunities.

In early consultation with carers, staff, volunteers, and trustees the following guiding principles were identified to help inform the development of a new strategy for Dundee Carers Centre.

We should:

- Continue to keep carers and disabled people at the heart of everything we do.
- Make our purpose clear and easy to understand.
- Celebrate our positive team culture and community.
- Embed our holistic community development approach – the support we provide for the whole family, including with carers and people receiving care.
- Increase opportunities for our members to become involved and participate in the life of the centre.
- Affirm that collaboration is the way we work now, within and beyond the centre, and seek to complement other services.
- Be ambitious and explore new opportunities, including income generation by social enterprise and marketing of services.
- Acknowledge our vulnerabilities, including maintaining our services at current levels without further investment.
- Consider our sustainability in a wider sense, including environmental and financial.
- Emphasise our agility and resilience, build on our strengths and unique potential.

Dundee Carers Centre

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Our Purpose

Dundee Carers Centre aims to improve the lives of unpaid carers of all ages and disabled people

We do this by:

- Providing information and support services for unpaid carers of all ages and disabled people.
- Promoting the rights of unpaid carers of all ages and disabled people.
- Supporting unpaid carers of all ages and disabled people to recognise and develop skills, pursue opportunities, and participate in decisions that affect their lives.
- Working with unpaid carers of all ages, disabled people and other services and organisations to respond to identified unmet needs.

Our Values

Everyone has the right to be treated with fairness, dignity and to be supported to make a positive difference in their life and community.

As an organisation that embraces challenge, we will demonstrate a culture of kindness, compassion, and creativity.

Working together, and strategically with partners, we keep the needs of carers and disabled people at the centre of everything we do:

because we care.

Dundee Carers Centre

Strategy 2024 – 2028

Our Themes: *Involve, Improve, Sustain*

Our Aims:

1. Continue to develop services with unpaid carers, disabled people, and their families.

Our Priorities will include:

- Promoting the rights of unpaid carers and disabled people.
- Enabling unpaid carers and disabled people to self-identify, be heard, and understood.
- Providing whole family support that is accessible & available.
- Expanding our learning & development opportunities.
- Raising local awareness of our services and support.
- Embracing digital solutions to develop our services.
- Collaborating and working strategically together with local and national partners.

2. Secure our future sustainability.

Our Priorities will include:

- Strengthening our positive community & culture.
- Caring for the wellbeing of our staff and volunteers.
- Increasing our involvement & participation opportunities for members and volunteers.
- Reduce our environmental impact.
- Ensuring financial stability and diversifying our income generation.
- Progressing social enterprise and marketing opportunities.
- Developing innovative ways of working for our staff and teams.

Context Analysis

NATIONAL PICTURE

Relevant legislation and policy include:

- Self-Directed Support Act 2014
- Health and Social Care Integration 2016
- Carers (Scotland) Act 2016
- Adult Social Care Review – published Feb 2021

Financial environment challenges have increased since the previous strategy, along with the cost-of-living crisis and the impact of the Covid 19 pandemic. The continued negative impact unpaid carers feel. Research suggests that providing unpaid care can impact on finances, employment, and health and wellbeing. A third (31%) of unpaid carers said that their health and wellbeing suffered - Carers Week Report 2023

The impact of the Cost-of-Living Crisis is most keenly felt amongst disabled people – Glasgow Centre for Population Health report https://www.gcph.co.uk/assets/0000/9844/CoL_Disabled_people.pdf. Leading to worsening Health inequalities. Eating instead of Breathing.

The impact of the Covid 19 Pandemic and its continuing impact on disabled people and their carers health and wellbeing and their ability to have choice and control in their lives. 6 in 10 people who died from Covid 19 in Scotland were disabled.

Many peoples social care packages have not returned to pre pandemic levels.

The biggest change over the next few years will be the development of a National Care Service, following the Adult Social Care Review in 2021. Development of a National Care Service is subject to ongoing national and local consultation. Part of the NCS (National Care Service) consultation will be an overhaul of the current system of Eligibility Criteria focussing on deficits instead of outcomes, prioritising prevention and focussing on the support people need and not eligibility – Scottish Government – National Carers Strategy 2022.

Commitment to the phase re opening of Independent Living Fund- Programme for Government 2023-2024

National Demographics – From Scottish Health Survey and National Carers Strategy December 2022

700,000 – 800,000 – estimated number of carers living in Scotland. A confirmed total of 685,000 including 30,000 young carers.

45 – 54 age group most likely to be carers and over a quarter of this are likely to be female and about a sixth are male. Impacting on women's career paths, gender pay gap etc.

Unpaid carers providing over 35 hours or more care per week are likely to be over 65's.

Demand for H&SC service predicted to grow by 25% 2031.

Unpaid carers make a huge contribution to the people they care for and our communities. It is estimated that the economic value of the contribution made by carers in Scotland is £13.1 billion per year.

Children are more likely to be in poverty across all measures compared to adults. -Poverty and Income Inequality in Scotland 2019-22. A Scottish Government National Statistics publication
<https://www.jrf.org.uk/report/unpaid-carers-priorities-change-through-participatory-co-design>

The Children and Young People's Act 2014 and Getting It Right for Every Child continue to seek to support the rights of children and young people. The Scottish Youth Parliament undertook Research in 2014 which highlights further the specific impact of caring on Children and young people.

The Centre will continue to recognise the individual needs of unpaid carers, disabled people and young carers understanding that they have diverse needs that require to be responded to in a personalised way.

Environment – Net Zero

The Scottish Government has set climate change ambitions to become a net zero greenhouse gas emitting nation by 2045, with interim targets of 75% by 2030 and 90% by 2040, against 1990 baseline levels. It has also committed to doing this in a way that is just and fair for all people across Scotland. <https://www.gov.scot/publications/open-government-action-plan-2021-to-2025-commitment-4-climate-change>

Impact of how we work with unpaid carers and disabled people, how this informs our work practice and programmes. The SG and SCVO (Scottish Council for Voluntary Organisations) have produced a suite of resources to enable third sector organisations to work towards Net Zero - <https://climateconfident.scot/> . This will have an impact on all areas of our work.

Local Context

On 30 June 2021, the population of Dundee City was **147,720**.

More information about Dundee can be found via:
https://www.dundee.gov.uk/sites/default/files/publications/about_dundee_2021pdf.pdf

The information tells us that the number of people caring in Dundee will continue to increase as well as the number of hours people are caring for. It is also more likely that carers will be managing this against a backdrop of deprivation and managing their own health conditions. There will be more carers who need supported in the city and this can be seen as more people are accessing support at the Centre. Over the years the Centre has continued to deliver services for disabled people as well as carers but to a lesser extent.

However, with the increase in health conditions in Dundee we will have to consider growing our future role in supporting disabled people in the City.

The Centre has strong partnerships locally and has been included and involved in several local developments and more importantly have continued to support the participation and engagement of carers and disabled people across the city.

In collaboration Carers of Dundee and Dundee Health and Social Care Partnership produced A Caring Dundee 2, Strategic Plan 2021 – 2024 <https://carersofdundee.org/wp-content/uploads/a-caring-dundee-2.pdf>

Dundee Carers Centre

During the previous strategic period, the Centre continued to grow specifically in being able to offer increased support to young adult carers, support for disabled people to access self-directed support and increased opportunities for carers and young carers to have a short break, Groupwork and Counselling Services.

The Centre needs to provide more opportunity and space for carers to share their own solutions and skills with each other.

There is recognition for a need to raise the awareness of the Centre and our services more effectively in local communities and reach people before they get to “breaking point.” Over the last period despite the pandemic, we have worked to increase the knowledge and access to the Carers Centre services through locality working. The Centre also needs to think about those who are in a caring role but do not want to access the centre and if digital services can be developed to provide further online solutions.

Several key themes emerged from our discussions with all our local stakeholders including unpaid carers and disabled people which included the following:

- Get closer to communities.
- Make the most of assets.
- Financial sustainability
- Improving our accessibility