

# Strategy & Operational Objectives

2025 -2028



# Introduction

Carers Link Lancashire



Carers Link Lancashire's Strategy and Operational Plan 2025 - 2028 captures the long term direction, future and goals of the organisation to ensure it is meeting the changing needs of its beneficiaries and is sustainable both in the immediate and long term.

This document defines the five new strategic objectives and priorities for the organisation over the coming years, alongside outlining the courses of action and allocation of resources that will be deployed in ensuring that these strategic objectives are successfully achieved. This document has been carefully developed by the Board of Trustees, CEO and the Senior Management Team and is realistic and achievable, taking into consideration the current financial climate of the statutory and third sector and maximising the support and services that are available to unpaid carers through our charity.

This strategy underpins the overall values of the organisation and ensures that the focus of its work centres on addressing the needs and issues of unpaid carers, providing them with positive outcomes and improved lives, which in turn enables them to continue to care and support the people they care for.

According to the 2021 census, there are over 36,000 unpaid adult carers in East Lancashire, of which 47% are caring for between 1-19 hours per week, 22% are caring for 20-49 hours per week and 31% are caring for 50 hours or more per week. On average, we receive 490 referrals for new carers every quarter (3 months).

*"According to the 2021 census, there are over 36,000 unpaid adult carers in East Lancashire."*

The 2021 Census also identified there were 2533 children and young people across East Lancashire aged under 25 years that provided levels of unpaid care, of which, a huge proportion are estimated to relate to children and young people under the age of 18.

Of the identified young carers, 588 (23%) were aged 0-15 years and 1945 (77%) aged 16-24 years. Of these, 57% were identified as undertaking between 1-19 hours of caring per week, 30% were undertaking between 20-49 hours of caring per week and 13% were undertaking over 50 hours of caring per week.





## The definition of a Carer

'A Carer is someone who provides unpaid, often intensive, support to family or friends who could not manage without that support. This could be caring for a relative, partner, friend or neighbour who is ill, frail, disabled or has mental health or substance misuse problems.'

'A Young Carer is a person under 18 years of age, who is significantly affected by caring for a person with a long-term illness or disability - including mental health issues and substance misuse.'



'A parent carer provides help and support to a child under the age of 18 who has a disability or illness, for whom you have parental responsibility'

Over the years, the definition of a carer has often become misunderstood, with the care sector referring to 'paid care workers' as 'carers'. This has led to the recognition, status and rights of carers often being confused. It has been suggested that the words 'care worker', 'support worker' or 'personal assistant' are used in any documentation that refer to paid staff.





# Purpose

Carers Link Lancashire's purpose is to provide person centred and holistic support and services to unpaid carers and indirectly the people they care for, across Burnley, Pendle, Rossendale, Hyndburn and Ribble Valley areas of Lancashire by provision of information, training and support and to raise public awareness in all aspects relating to carers and caring.

# Vision

To be a values and outcomes driven organisation that enables:

- Carers to feel valued as individuals and recognised for their contribution to society
- Carers to lead happy, fulfilling lives with access to good quality person centred support and services
- Carers to improve their overall physical and mental health and wellbeing
- Carers to continue with their caring role preventing them from reaching crisis point

# Mission

Our mission is to make a positive difference to the lives of carers and the people they care for by offering tailored support that is professional, respectful, non-judgemental and meets individual need.

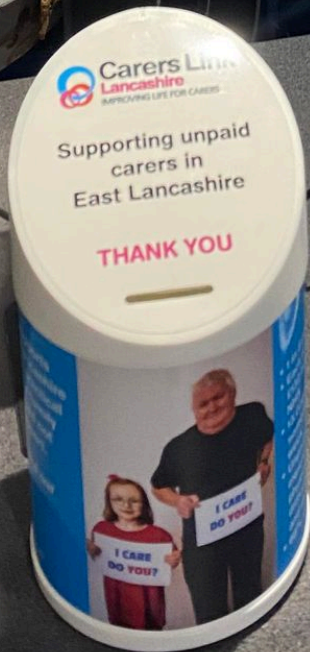
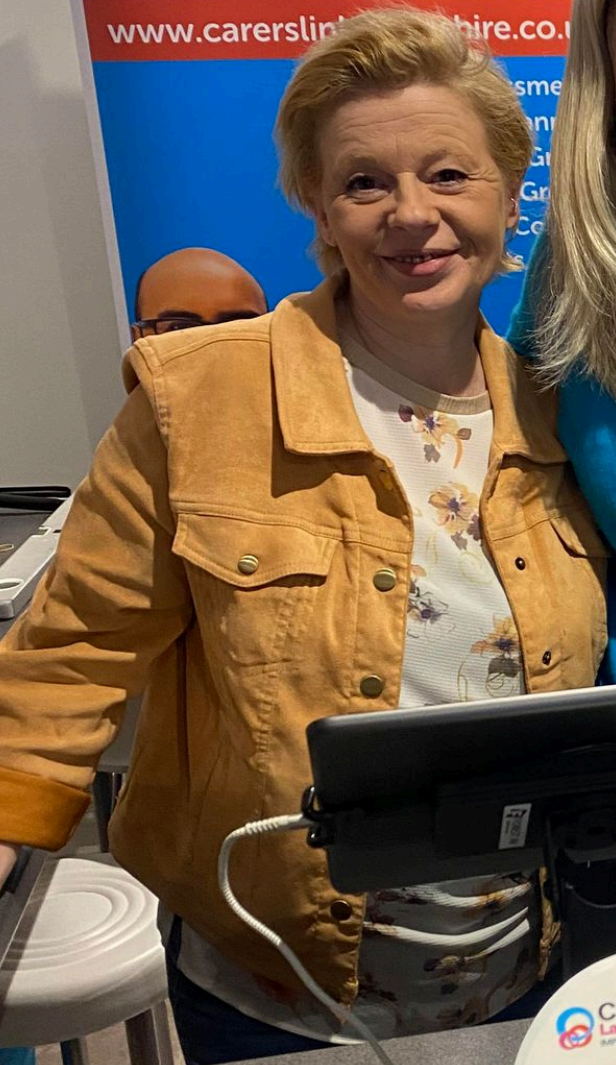


# Carers Link Lancashire

IMPROVING LIFE FOR CARERS

0345 688 7113

www.carerslinklancashire.co.uk



# Strategic Objectives

WELL-BEING, informed, POSITIVE, LANGSHIRE, CHARITY, advice, non-judgmental, AWARENESS, SUPP, respite, information, link, listening, carers, positive, link, advice, QUALITY, WELL-BEING, CARERS, HAPPY, VOLUNTEER, MAKE A DIFFERENCE TO THE LIVES OF CARERS IN

Carers Link Lancashire Young Carers Service provides support and advice to children and young people who are caring for someone with a long-term health condition. There are many ways to make a difference.

THE LANGSHIRE CARE SERVICE

ONE IN SIX

# Ensure that carers are recognised and supported

1. Outreach and visibility across all boroughs, communities and groups
2. Developing & providing training packages for carers
3. Delivery of statutory and universal support and services
4. Neighbourhood based support
5. Deliver strengths-based services that increases carers resilience
6. 'Think Carer' campaign to identify carers at the earliest possible opportunity

# Expand the scope of carer support & services

1. ASD support
2. Young Carers support
3. Parent Carers support
4. Carers of Mental Health support
5. Welfare and Benefits – services
6. Community based – services
7. Virtual support & services
8. Dementia support

# Enhance carers experience and journey

1. Facilitate additional peer to peer support
2. Support the carer through their journey as their caring needs change
3. Put carers in the centre of everything we do
4. Recognising carers learned experience/  
recognise carers as experts and partners in care





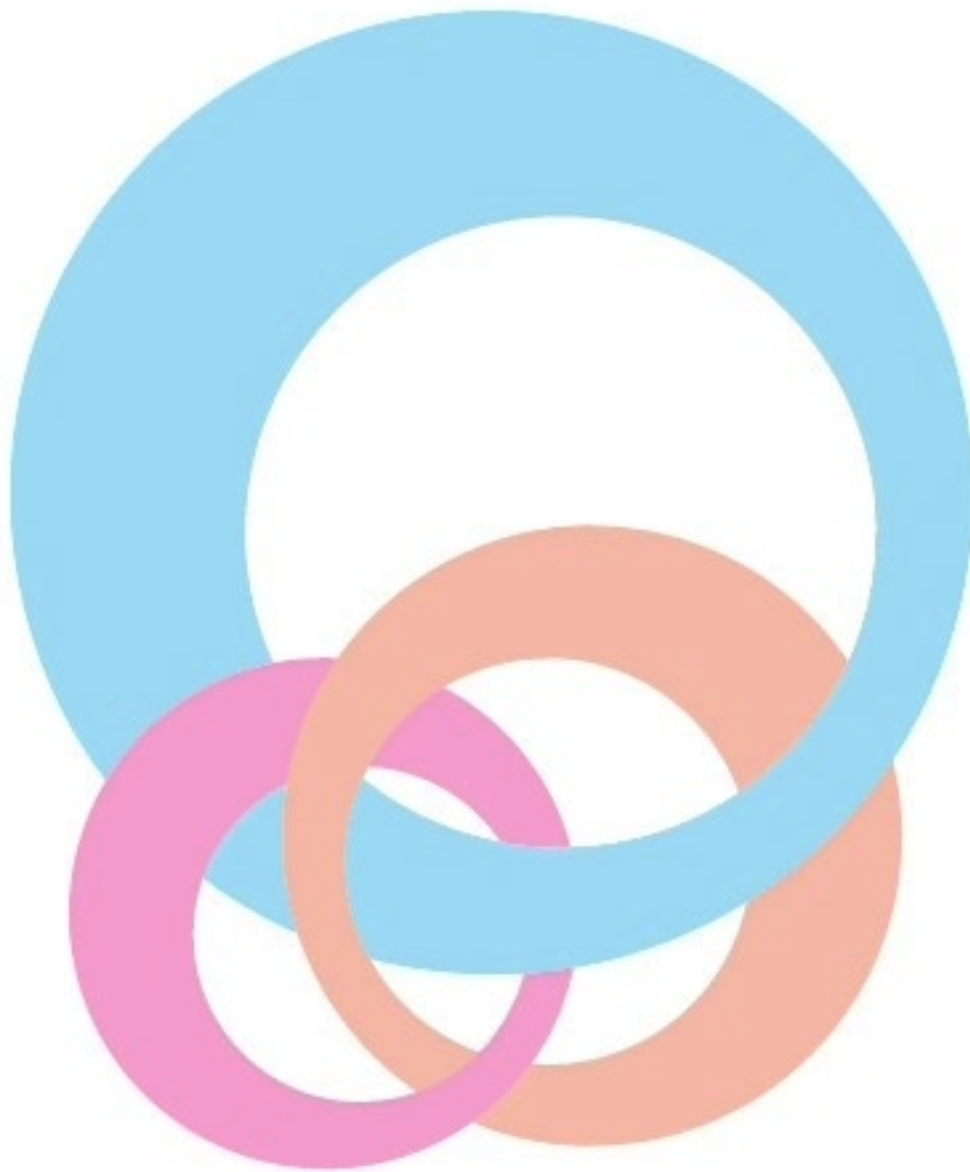
# Ensure the sustainability of the charity

1. Continue to expand trading and trading growth
2. Diversification of income streams through;
  - a) Grants
  - b) Donations
  - c) Fundraising
  - d) Sponsorship/donors
  - e) Gift aid
3. Supply training for the benefit of carers and professionals
4. Ensure we have a robust Board of Trustees
5. Compliance & risk mitigation
6. Awareness of changing environment across local authorities

# Establish and maintain effective partnerships

1. Develop and maintain partnerships where there is a mutual identified mission, benefit and outcome
2. Working collaboratively with partners to identify and meet gaps in local service provision
3. Establish a range of formal and informal partnerships including voluntary, private, corporate and local government
4. Work with health and social care providers to establish joint working objectives
5. Adapt a multi-agency approach to achieve specific outcomes for carers
6. Establish Carers Leads/Carers Champions





## Carers Link Lancashire

54-56 Blackburn Road, Accrington, BB5 1LE

01254 387444

[info@carerslinklancashire.co.uk](mailto:info@carerslinklancashire.co.uk) / [www.carerslinklancashire.co.uk](http://www.carerslinklancashire.co.uk)

Registered Charity: 1156275 / Company Limited by Guarantee: 08584591