

# West Wales Carers Strategic Plan 2025-2030

## Easier To Read Version

### What is a strategic plan?

A strategic plan is what needs to be done.  
And how to make it happen.



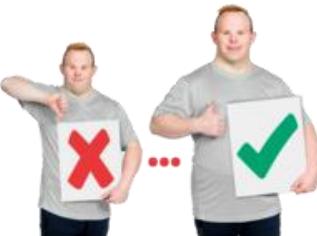
Bwrdd Iechyd Prifysgol  
Hywel Dda  
University Health Board



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## This strategic plan

|   |   |
|---|---|
|  | <p>This <b>Carers' strategic plan</b> says what we need to do to make West Wales better for carers.</p> |
|  | <p>West Wales is Pembrokeshire, Carmarthenshire and Ceredigion.</p>                                     |

## Who is an unpaid carer?

|   |  |
|---|--|
|  | <p>An unpaid Carer gives support to family members or friends who would find it hard to cope without their help.</p> |
|  | <p>People who are ill, older, disabled or have mental health challenges or problems with drink or drugs.</p>         |

|   |  |
|---|--|
|  | <p>Many children and young people under the age of 25 are carers.</p>  |
|  | <p>Unpaid Carers do lots of things. Like help with practical tasks, emotional support and personal care.</p> |

## Why is this strategic plan important?

|   |   |
|---|---|
|  | <p>This strategic plan is for <b>all</b> unpaid Carers in West Wales.</p> |
|  | <p>Most people are Carers at some point.</p>                              |

|   |                                  |
|---|----------------------------------|
|  | <p>Caring can be good to do.</p> |
|  | <p>But it can be very hard.</p>  |

## Here are some facts about unpaid Carers.

In Wales around 311,000 unpaid Carers of all ages provide care, worth around £10 billion to the Welsh economy each year.



Wales has the highest proportion of older carers and carers providing more than 50 hours of care a week.  
Source: Census 2021.



**3 in 5** people in Wales will become a Carer at some point in their lives.  
Source: Carers Trust Wales, July, 2020.



There are approximately 8,200 carers in Wales aged between 5 and 17 years old. Source: Census 2021.

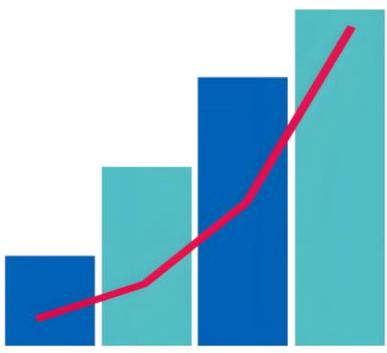


10.5% of the population in West Wales provide unpaid care (40,535).



51% of over 65's in West Wales provide over 50 hours care per week.

## The future

|   |   |
|---|---|
|    | <p>The number of older people will grow by a third between 2021 and 2031.</p>           |
|   | <p>And the number of people of working age will fall.</p>                               |
|  | <p>Older people will often have lots of health problems.<br/>And need more support.</p> |

## Working together



There are lots of laws in Wales that help Carers and show how important they are.

Like:

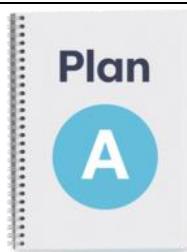
*The Social Services and Well-being (Wales) Act 2014.*

*The Well-being of Future Generations (Wales) Act 2015.*

*The Carers Leave Act 2024.*



To find out what is needed, we talked to lots of people.



And looked at lots of other plans.



It is important we all work together.

|   |   |
|---|---|
|  | <p>The <b>West Wales Regional Partnership Board</b> will lead this.</p>   |
| <b>RPB</b>  | <p>We will call the West Wales Regional Partnership Board the <b>RPB</b>.</p>   |
|   | <p>You can find out them at <a href="https://wwrpb.org.uk/en/">https://wwrpb.org.uk/en/</a></p>   |
| <b>WWCDG</b>  | <p>The <b>RPB</b> set up the <b>West Wales Carers Development Group (WWCDG)</b> to make things better for carers and to make the Carers Strategic Plan.</p> |

We have three important **principles**.

## What are principles?

**Principles** are values that are the base of everything someone does.

## Our principles

- **Collaboration**

This means making sure different groups and organisations work together.

- **Carer-led insight**

This means placing the voices of unpaid carers at the heart of what we do.

- **Reflective practice**

This means learning, changing, and improving what we do.

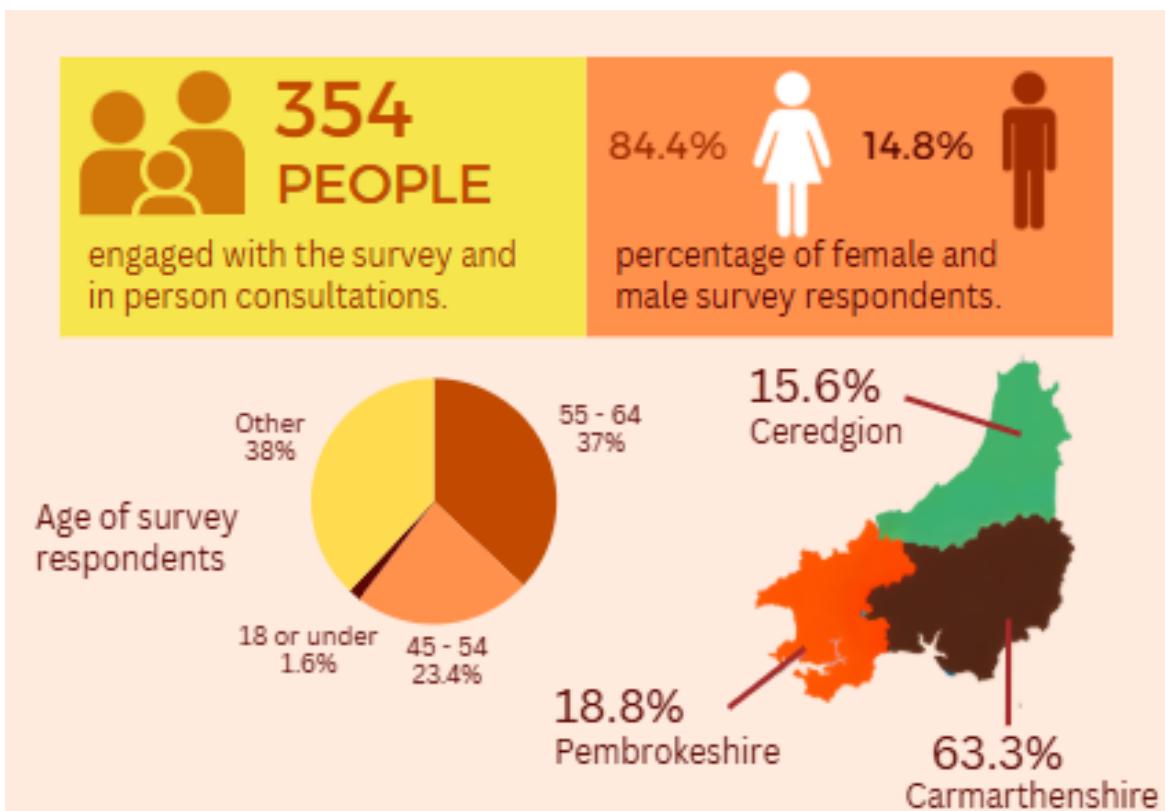
## The Voice of Carers



We listened to unpaid Carers in West Wales to understand what matters most to them.

|   |  |
|---|--|
|  | <p>We also listened to people who support unpaid Carers.</p> |
|  | <p>Thank you to everyone who helped us.</p>                  |

What they said has helped make this **strategic plan**.



## What we are going to do

|   |  |
|---|--|
|    | <p>We want West Wales to be a place where unpaid Carers are seen, supported and valued for what they do.</p>           |
|   | <p>This Carers Strategic <b>Plan</b> is the RPB's promise to make the lives of unpaid Carers in West Wales better.</p> |
|  | <p>By making sure they get what they need and deserve.</p>   |

## PRiORiTIES

- 1.
- 2.
- 3.

The **strategic plan** has 2 main **priorities**.

### **What are priorities?**

**Priorities** are the most important things to do.

### **Our priorities**

- **Priority 1:** Carers are visible and valued
- **Priority 2:** Carers are supported

## PRiORiTIES

- 1.
- 2.
- 3.

These priorities will guide our work over the next five years.

|   |   |
|---|---|
|  | <p>There will be <b>action plans</b> each year.</p> |
| <p><b>WWCDG</b></p>   | <p>The work will be led by the <b>WWCDG</b>.</p>    |

An **Action Plan** is a list of things to do.

In the next section you can see:

- Why each **priority** is important
- What it's like for Carers now
- The **Action Plan**
- What we hope to see

## Priority 1: Carers are visible and valued



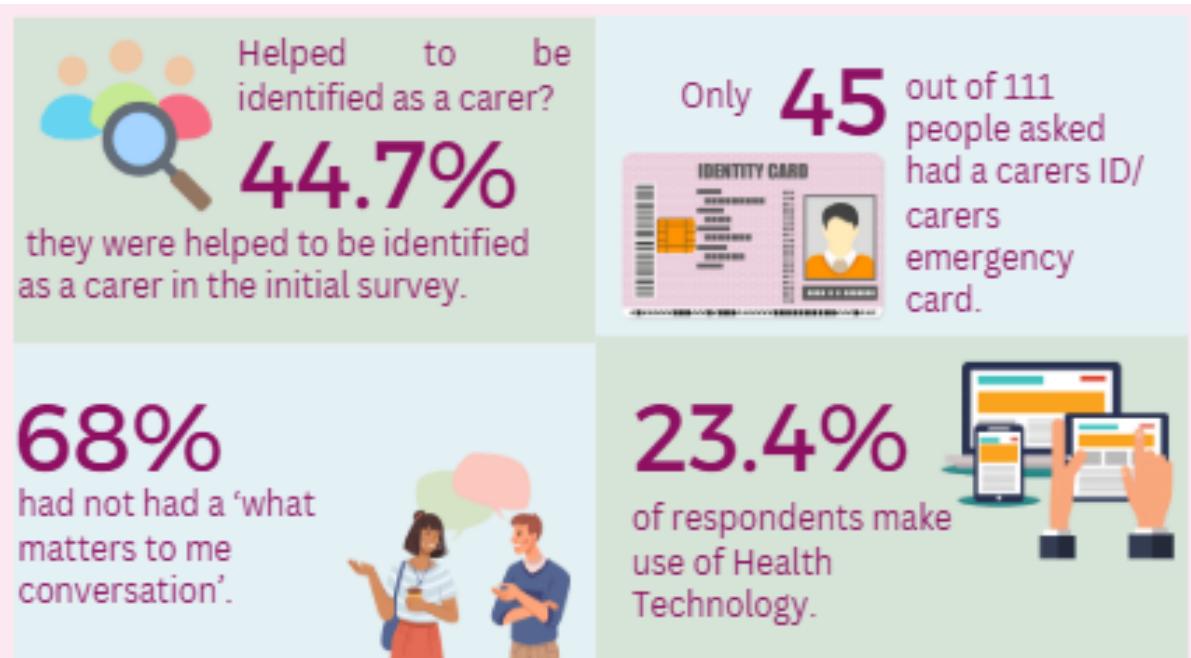
### Why is this important?

|   |  |
|---|--|
|  A man with glasses and a black polo shirt with yellow stripes on the sleeves is holding a magnifying glass up to his eye, looking through it with a focused expression.                          | We need to find out who unpaid Carers are.<br>And help them to know they are Carers. |
|  A woman with dark hair, wearing a pink t-shirt and jeans, is sitting in a red and green plaid armchair, holding a mobile phone to her ear with one hand and resting her other hand on her knee. | So they can get the right help and support.  |
|  A person with glasses and a dark hoodie is standing with their arms raised and hands open, as if stretching or reaching for something.  | And look after themselves.   |

|   |  |
|---|--|
|    | <p>Carers Wales thinks there are nearly 200,000 "hidden carers" in Wales.</p>                            |
|    | <p>This means people who are caring for a relative or friend, but don't see that they are a "Carer".</p> |
|   | <p>So they don't get the help they deserve.</p>  |
|  | <p>Schools and colleges often don't know when children are young Carers.</p>                             |
|  | <p>So they can't help them when they are stressed or tired.</p>  |
|  | <p>The public often don't value the work unpaid Carers do.</p>   |

## What is it like in West Wales?

In West Wales, our work with people showed:



### What did people say?

#### What more can be done to help identify carers? Carers said:

- Information that is visible and accessible
- Increased outreach
- Community engagement
- Information dissemination

## This is the Action Plan for priority 1



| What?   | How?  |
|---|---|
| <b>Celebrate and promote the value of unpaid carers</b> | <ul style="list-style-type: none"><li>• Get involved in campaigns about Carers.</li><li>• Get involved in local events about Carers.</li><li>• Talk about Unpaid Carers Cards.</li><li>• Help people know about Carers Support West Wales website.</li><li>• Have information about Carers in places like libraries, contact centres and GPs.</li></ul> |
| <b>Help organisations know more about Carers</b>        | <ul style="list-style-type: none"><li>• Talk about schemes like 'Investors in Carers' to help organisations know who Carers are and what support is available.</li><li>• Help local employers to see and support staff who are Carers.</li><li>• Increase awareness of Carers' rights at work.</li></ul>  |
| <b>Carer awareness training</b>                         | <ul style="list-style-type: none"><li>• Run unpaid Carer awareness training for professionals and volunteers.</li></ul>   |

## What we hope will happen

|   |  |
|---|--|
|    | Unpaid carers know where to get help and information that's important to them.   |
|    | Unpaid carers get the same information and advice across West Wales.   |
|   | More unpaid carers use early support services.   |
|  | Staff and volunteers feel happy to have a conversation with an unpaid carer and tell them about information, advice and support. |
|  | Organisations have unpaid carer policies for staff that support unpaid carers who work to balance work and caring.               |
|  | More organisations will do the Investors in Carers scheme.   |

## Priority 2: Carers are supported



### Why is this important?

|  |   |
|--|---|
| A collage of three photographs: an elderly woman with white hair and glasses, a young child with brown hair, and a man with a beard.           | Caring is an important part of life.  |
| A photograph of a man and a woman standing together, smiling and looking at each other.  | Unpaid carers often have a big part of keeping families together.                           |
| A photograph of a man sitting alone in an orange chair, looking down with his head in his hands, appearing distressed.                         | But unpaid carers often put other people's needs above their own. This can be bad for them. |
| A photograph of a woman in a red and white striped shirt sitting in a chair, talking to a woman in a black suit who is writing on a clipboard. | What Carers do can change. So <b>assessments</b> are important.                             |

An **assessment** is checking what Carers are doing. And if they are getting the help they need.

|   |   |
|---|---|
|    | To make sure Carers get the right help.   |
|   | Many Carers work as well.   |
|  | So the organisations that are part of the <b>RWB</b> must look after their staff who are Carers.      |
|  | Young Carers often don't do so well at school.<br>Or even drop out of education.                      |
|  | And it's extra hard in West Wales.<br>Because our rural communities have less transport and services. |

## What is the picture in West Wales?

In West Wales, our work with people showed:



### What did people say?

**Carers felt that support which would improve a carer's experience include:**

- Tailored Support for Carers.
- Digital Skills Training.
- Employment Support Programs.
- Person-Centred Planning.
- Extended Out-of-Work Services.
- Supportive employers who offer flexible working options.
- Community-Based Workshops.

## This is the plan for priority 2



| What?   | How?  |
|---|---|
| <b>Make sure the right information is available at the right time</b> | <ul style="list-style-type: none"><li>Information is at lots of places including websites, posters and leaflets.</li><li>Help Carers to have just one place to go to get all the information they need.</li><li>People like nurses, pharmacists, GPs, social care staff and Third Sector staff will know where to help people to go, to get help and information.</li></ul> |
| <b>Make sure that unpaid Carers get support whoever they contact</b>  | <ul style="list-style-type: none"><li>We will work together to make, deliver and improve services to meet local and regional needs.</li><li>Help staff feel confident to signpost unpaid carers to services that can support them.</li></ul>  |

**Offer a range of services to help unpaid Carers.**

- Unpaid Carers have a 'what matters to me' and an Assessment if needed.
- This will be in the language they prefer.
- Unpaid Carers can get support to gain skills, look for work or stay in work.
- Give Carers short breaks (if they qualify and there is funding).
- Promote information about Advocacy and cost of living advice services.
- Make places where Carers can meet and help each other.

## What we hope will happen

|   |   |
|---|---|
|    | Unpaid Carers can get information in ways that work for them.   |
|    | Unpaid carers feel confident and supported when seeing what support there is.                           |
|   | Unpaid carers can say what they need to keep caring and know how to make an emergency action plan.      |
|  | Unpaid Carers can get training and services that supports their own health and wellbeing.               |
|  | There are places where Carers can talk and share across West Wales.                                     |
|  | Services work together to share information, so unpaid Carers don't have to keep saying the same thing. |

## Checking how the strategic plan works

**WWCDG** want to hear about how our actions making things better for unpaid Carers.

To do this we will:

|   |  |
|---|--|
|    | Ask unpaid Carers how the Action plan is working.                              |
|   | Hold sessions with unpaid Carer reps to make sure we use that feedback.        |
|  | Do unpaid Carers surveys.  |
|  | Collect unpaid Carer stories to see and understand the most important changes. |

## **Every year we will see how many more:**



- Adult unpaid Carers are supported by Carers Information Services.
- Young Carers are supported by Carers Information Services
- Places across West Wales do the Investors in Carers scheme.
- Unpaid Carers are supported by Carers Discharge Support Services.
- Visits to the regional Carers' website.
- Adult unpaid Carers each year say the support they got has helped wellbeing and/or personal outcomes.
- Young unpaid Carers each year say the support they got has helped wellbeing and/or personal outcomes.
- Young adult carers feel they are getting support that meets their needs as a carer.

## What next



This strategic plan shows our promise to making the lives of unpaid Carers across West Wales better.

We know there will be more unpaid Carers. So this plan looks at future needs too.

Our Action Plans every year will change as we see new needs that Carers tell us about.

Our Action Plans every year will change as national **priorities** change.

We will write reports every year. You can get these on the **WWRPB** website.

**WWRPB** will check the work, and make sure support for Carers has enough money and is seen as important.

The councils in West Wales and the Health Board will also look at how the **strategic plan** is doing.

Together we will make sure Carers are seen, valued and supported.

|   |   |
|---|---|
| <p>?</p>  | <p><b>Questions?</b></p>  |
| <br> | <p>Contact the partnership board here</p> <p><a href="http://www.wwrpb.org.uk/en/contact-us/">www.wwrpb.org.uk/en/contact-us/</a></p> |