

MARKET POSITION STATEMENT 2025-2027

Carers



Carers in Bury will be recognised and valued for the care they provide and will be supported both in their caring roles and as individuals. They will be able to access the support they need, when they need it, and in a manner that suits them best.





Introduction

This publication is one of a series of Market Position Statements and marks the start of conversations with Providers and potential Providers, to encourage new ideas and to welcome any proposals of doing things differently.

The Carers MPS is intended to supplement Bury Adult Carers Strategy 2025-2029 and commissioning intentions, based on aspirations to improve the quality of life of unpaid carers in Bury.

The Strategy focusses on unpaid Carers (those who provide unpaid and informal care to their friends or family) who deliver invaluable support for loved ones and friends on a daily basis. They coordinate care and appointments, provide personal care, and improve the wellbeing of those they look after. It is important that health, care and the community and voluntary sector support unpaid carers to continue to provide the invaluable tasks that they carry out every day.

The work of supporting carers cannot just rely on a few committed individuals - to implement our ambitions, awareness of carers needs to be embedded in strategic level partnerships across the whole of health, social care and the community, to ensure carers are recognised, and to promote the support that might help carers to live a full life whilst caring for others.

The Let's Do It Bury Strategy sets out four clear principles which will be guided by our work.

- **Local-** ensuring carers can access support local to them.
- **Enterprise-** that our local partners who support unpaid carers have the skills and accessibility to deliver high quality provision.
- **Together-** putting our carers and the people they support, at the centre of decisions and seeing them as experts, working alongside professionals.
- **Strength based-** the support we provide to carers is based on what each person needs.



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Our Principles

Adult Social Care Strategic Plan 2023-26

This plan sets out the Adult Social Care Department's roles and responsibilities on behalf of Bury Council. It explains who we are, what we do, how we work as an equal partner in our integrated health and social care system and identifies our priorities for the next 3 years which are:



Our Vision

The mission is to work in the heart of our communities providing high-quality, person-centered advice and information to prevent, reduce and delay the need for reliance on local council support. For those eligible to access social care services, we provide assessment and support planning with an emphasis on building on individual's strengths and promoting independence in line with our statutory responsibilities to all people over the age of 18 resident in the borough.

We are proud to recognise carers as a protected characteristic in Bury which means we are committed to considering the implications of all our policies and decisions on carers and taking action to improve the experience and outcomes of carers in our borough and workforce.

The Care Act 2014 states what we must do legally to support carers. Over the past five years our support to carers has evolved and developed in ways that carers told us are important to them. We need to build on those things that have worked well and align the future offer of support with what carers told us is needed.

We want Bury to be a place for people who provide unpaid care are:

- **Recognised and valued for the care they provide and are supported, both in their caring role and as an individual. Carers will be able to get the support they need, when they need it and in the way that works best for them.**

Our Commitments:

- ✓ To identify and support carers as soon as possible.
- ✓ Carers can access the right support and information when they need it, in the way that works best for them.
- ✓ To raise the profile of carers. Carers will be encouraged to recognise their role and have their rights championed and protected.
- ✓ To reduce inequalities by improving identification and support to carers from under-represented groups.

Current Position

POPULATION

The 2021 Census data reports that there were an estimated 18,219 unpaid carers in Bury. Though this amount will fluctuate as carers move in and out of caring situations, it is expected that this number will continue to increase over time, as higher numbers of people with complex social and health care needs are expected to require support in the future and the population lives longer. Recent research published by Joseph Rowntree Foundation¹ state by 2035 there will be an 11% increase in the number of unpaid carers and the amount of care that carers do is predicted to go up.

The Census data on unpaid carers also showed a growing intensity of care with a distinct increase in the number of people providing substantial care of 20 – 49 hours a week and 50 hours a week between 2011 and 2021.

The Census data also indicates that across all age groups, women are more likely to provide unpaid care than men and more women living in deprived areas provide unpaid care than those in the least deprived area.²

The most recent data available from the Department for Work and Pensions³ shows that just under a third of households in receipt of Carers Allowance are food insecure, compared with 10% of households as a whole.

One key source of feedback from carers is the results from the statutory survey of adult carers in England (SACE). The survey covers informal, unpaid carers aged 18 or over, caring for a person 18+ and seeks carer's opinion on several topics relating to their caring role. The data from the survey informs the wider report of the Adult Social Care Outcomes Framework (ASCOF), which measures how well care and support services achieve outcomes which matter most to people.

The results are included in official statistics reports and helps to inform local and national policy decisions, such as this Market Position Statement.

The Care Act 2014 states what adult social care in England should be provided. It places a duty on local authorities to promote and maintain wellbeing, both of people with care needs and of carers. The Care Act also gives carers, for the first time, the right to have their assessed eligible needs met.

In addition to what we must do legally to support carers, the demographic information of new carers registered with the commissioned carers service over the past three years, along with the demographic information of carers who have accessed a Carers Assessment during the period March 2023 to August 2024 has played a central role in the development of the Bury Carers Strategy.

The Local Picture

Summary of responses – Bury: The Statutory Survey of Adult Carers in England (SACE).

ASCOF Measures (higher is better)

ASCOF Measure	Bury		England Average
	23/24	21/22	21/22
1D Carer reported quality of life	7.3	6.9	7.3
1/2 Proportion of carers who reported that they had as much social contact as they would be	26.1%	27.9%	28.0%
3B - Overall satisfaction of carers with social services	33.5.%.	31.6%	36.3%
3C - The proportion of carers who report that they have been included of consulted in discussions about the people they care for included of consulted in discussions about the people they care for	70.9%	63.8%	64.8%
3D2 - The proportion of carers who find it essay to find information about services	60.5%	50.7%	57.7%

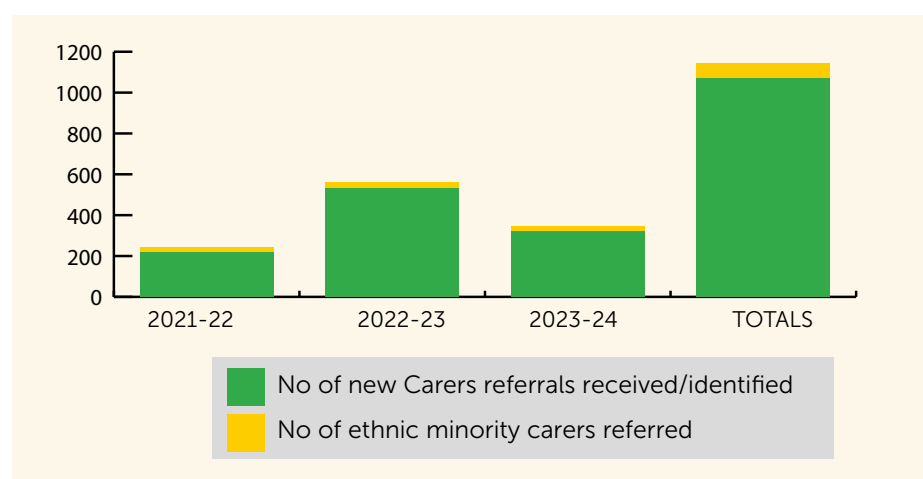
Out of the five measures:

- Responses reported improvements in four of the measures with those from the 21/22 Carers' survey.
- The findings from three of the measures matched or exceeded the England's average.
- However, the proportion of carers who reported that they had as much social contract as they would like, has decreased.

The 2021 to 2024 demographic information of new carers registered with the commissioned carers service.

- A total of 1069 new carers registered with the service during 2021 to 2024.
- Out of the 1069 new carers registered with the service, 78 carers are from minority ethnic backgrounds, which equates to 7% of the new carers during 2021 – 2024.
- 142 carers stated they were in employment or education.
- 923 carers age groups were captured.
Number of carers aged 18-25 years = 18
Number of carers aged 26-64 years = 482
Number of carers aged 65+ years = 423

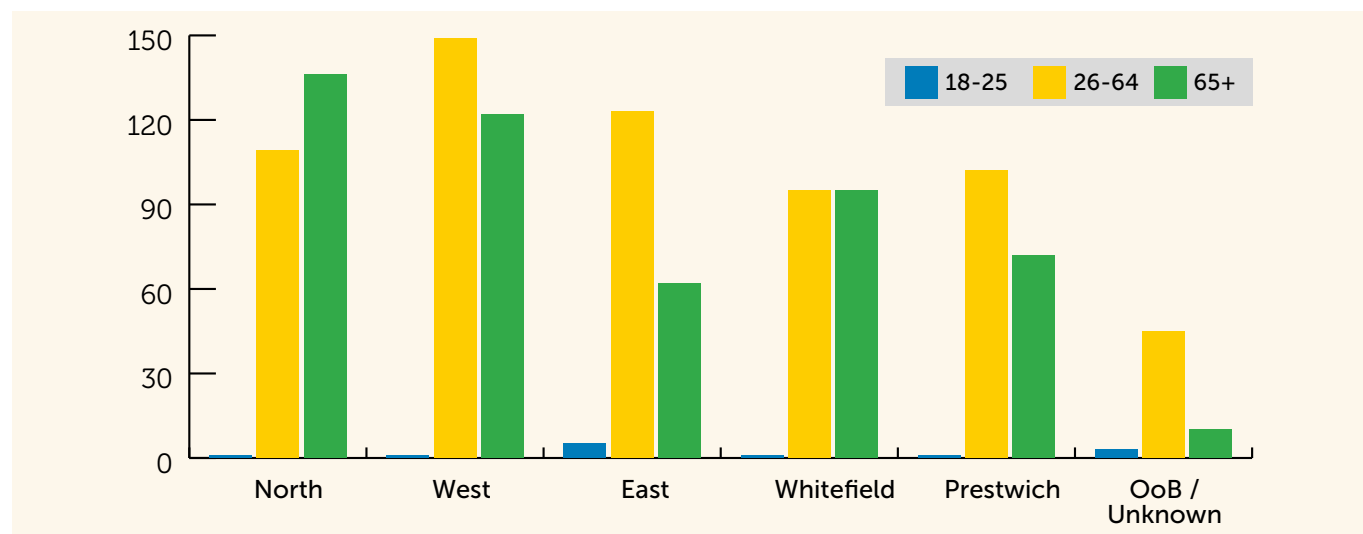
The number of new carers identified



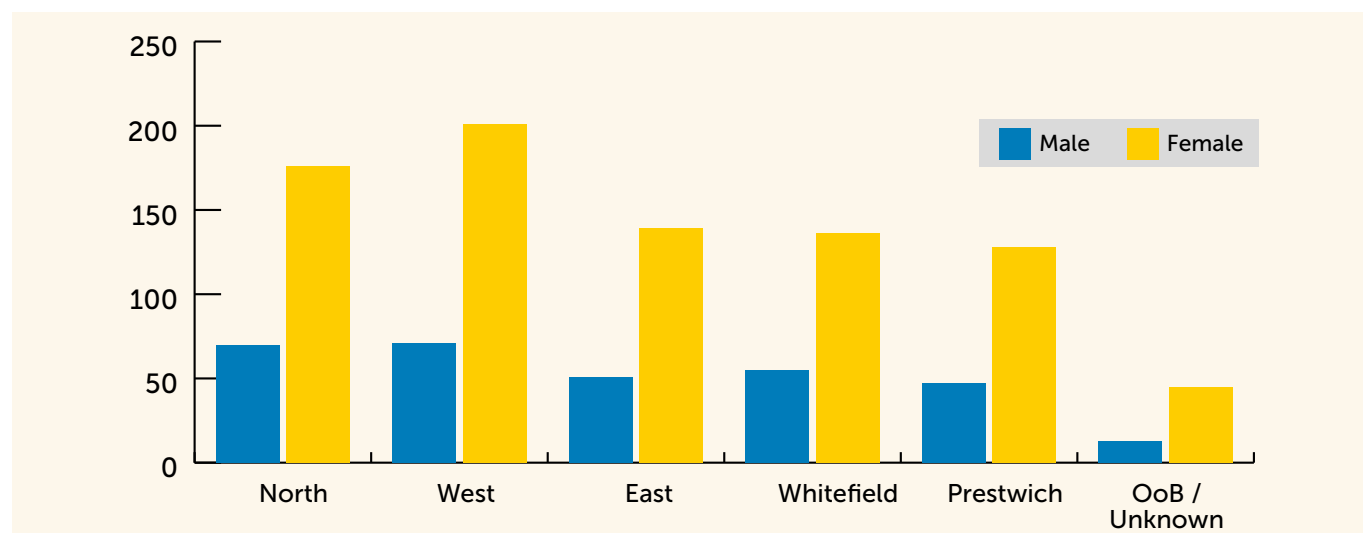
Age Group	%
18-25 years	2%
26 – 64 years	52%
65+ years	46%
Sex	
Male carers	28%
Female carers	72%

The demographic data of carers held on the Bury Adult Social Care database from March 2023 to August 2024.

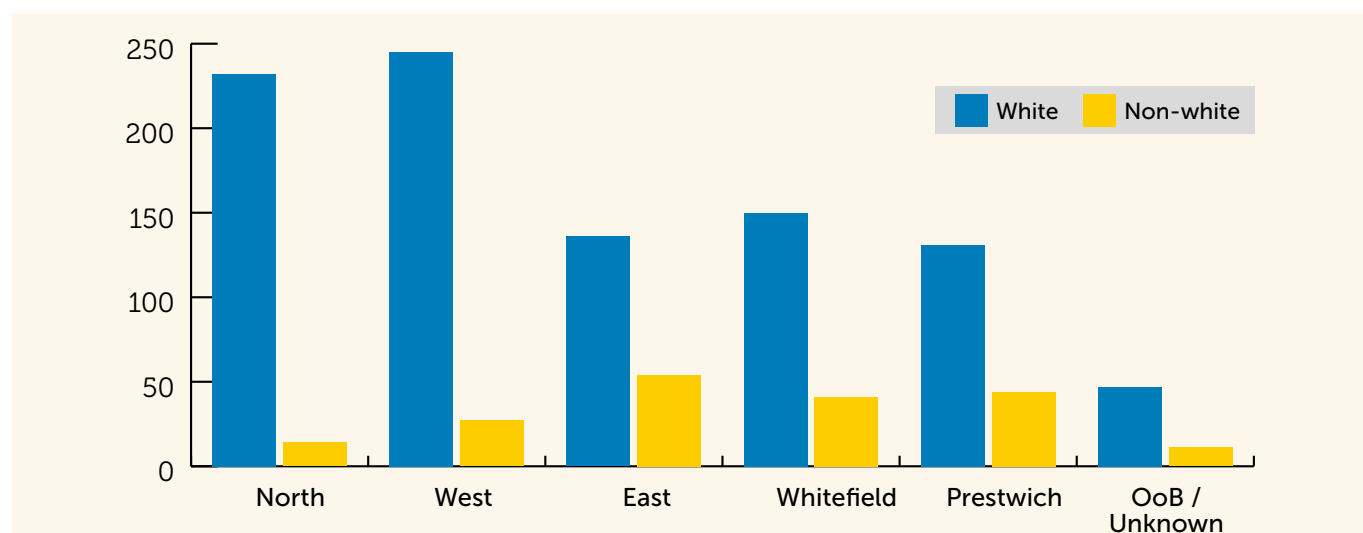
Age group by location



Sex



Ethnicity by location



Current Offer

Current Services

The Bury Carers' Hub

The Bury Carers' Hub is the primary resource for adult carers in Bury to provide information, advice and a wide range of specialist support services designed to help adult carers caring for another adult to continue in their caring role for as long as they choose and reduce the impact the caring role can have on their own health and wellbeing.

Key Contract Details:

- The contract term is 3 years with option to extend 2 x 12 months.
- Contract start date: 01/06/2020 - ends 31st May 2025
- Provider: n-compass

Carers Personal Budgets

Carers Personal Budgets are part of the statutory Carers Assessment process delivered by Bury Council.

Carers Personal Budgets are a response to meet needs identified in the Carers Assessment which cannot be met otherwise and are about giving the carer choice and control over the way that their support is provided, to enable carers to achieve recognised quality of life outcomes which they are unable to achieve due to their caring role.

The FED Volunteer Service – Time for You Project

The Time For You project, based within The Fed's Volunteer services, supports carers in the Jewish Community. This project has been providing this culturally appropriate service to carers for over 20 years.

The service aims to provide carers with a much-needed break from their caring role. They recruit, train and support volunteers who sit with or take out the person being cared for, enabling the carer to have some time away from their caring responsibilities.

The Bury Directory

Further information on support available for carers is available on the Bury Directory. The Bury Directory is Bury's one-stop information point for advice, support, activities, services and more. The directory has a dedicated carers section which brings together information, advice and services for carers all in one place.

[Click here to find out more](#)

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Key Challenges & Commissioning Intentions

Based on the findings of the Carers Strategy, there is an intention to commission a new service specification that meet the needs of carers in the borough. At the core of service delivery will be a need to work proactively to identify all unpaid carers, deliver support that improves the quality-of-life carers and ensuring that the commitments outlined in this strategy are met.

The commissioning process will involve collaboration with carers and stakeholders to ensure that the new provider meets the diverse needs of carers in Bury.

Challenges and Needs:

- Support to continue caring while maintaining their own lives.
- Frustration with the system, particularly during transitions between services, where they often feel unheard and face continuous battles to access support.
- Need for more support, recognition, and respect from professionals.
- Importance of peer support, learning, training, and having the right tools to aid them in their roles.
- The needs of Young Adult Carers need to be understood stronger, where there needs to be closer relationships with young adult services and community assets.
- Effective partnership working is crucial for early identification of carers and minimising the effects of caring.

- Carers' health and wellbeing are paramount, and recognizing and supporting carers is essential for improving the care provided to those they support.
- There is a need for more digital access to information for working carers and flexible, neighbourhood-level support to cater to different carers' needs.

Cultural and Community Insights:

- Carers from the Asian community have highlighted the significance of intergenerational support within households, where younger family members often advocate for older generations due to language and cultural barriers.
- Elderly carers from the Asian community face additional challenges, such as language barriers, which hinder their access to information, advice, and social networks.
- Clear expression for more activities to be available at various times to accommodate different carers' circumstances.
- Importance of having breaks from caring with carers, noting that breaks can take various forms depending on their needs.

Market Opportunities

We want to:

- Work with carers and our partners to deliver on four commitments to unpaid carers in Bury detailed in the Carers Strategy
- Identify and test a range of new and existing interventions that support unpaid carers, which could include respite and breaks, loneliness, peer group, balancing work & home life and health & wellbeing support.
- Understand and address the needs of Young Adult Carers that provides accessible opportunities to improve their quality of life.
- Clear Carers offer that reflects the diversity that addresses the different communities in Bury.
- Identify and support more carers in Bury by embedding 'carer awareness' into the community.
- To reach people who do not see themselves as carers.
- Ensure information & advice is easily accessible and personalised which links to services and support that are available in neighbourhoods.
- Look at barriers' carers are facing and what are the solutions to overcome these barriers. This could include digital technology and skills; Bury's approach to Carers Assessments; enabling a life outside of caring; balancing work/education and caring; planning for the future.
- Work with Providers who embed values – choice, control, community and co-production.
- Look at opportunities for community based innovative and flexible support services for carers to deliver better outcomes.
- Money – use it locally, use it wisely.
- Align long term planning to wider agendas – such as employment, loneliness, health & wellbeing.

Endnotes

- 1 [What pushes unpaid carers into poverty? | Joseph Rowntree Foundation \(jrf.org.uk\)](https://www.jrf.org.uk/what-pushes-unpaid-carers-into-poverty/)
- 2 Office for National Statistics. Unpaid care by age, sex and deprivation, England and Wales: Census 2021. 2023 Available from: <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/socialcare/articles/unpaidcarebyagesexanddeprivationenglandandwales/latest>
- 3 [Family Resources Survey - GOV.UK \(www.gov.uk\)](https://www.gov.uk/family-resources-survey)
- 4 [What pushes unpaid carers into poverty? | Joseph Rowntree Foundation \(jrf.org.uk\)](https://www.jrf.org.uk/what-pushes-unpaid-carers-into-poverty/)
- 5 Office for National Statistics. Unpaid care by age, sex and deprivation, England and Wales: Census 2021. 2023 Available from: <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/socialcare/articles/unpaidcarebyagesexanddeprivationenglandandwales/latest>
- 6 [Family Resources Survey - GOV.UK \(www.gov.uk\)](https://www.gov.uk/family-resources-survey)