

The Adult Carers Strategy 2025 – 2029

Health and Adult Care

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1. Foreword

The unpaid care delivered by carers is vital to the health and social care system in Bury. The care provided by unpaid carers is often not visible but is an essential part of enabling people to stay in their own homes for longer and allowing move on from hospital to community care.

The Bury Adult Carers Strategy is prepared at a time of great challenge and pressure within the health and social care sector; however, this new Strategy strengthens our commitment to support unpaid carers and has been co-produced with carers and stakeholders. It sets out how we plan to work with all our partners on a range of actions to be delivered between 2025 and 2029.

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.

2. Introduction

This Strategy is for unpaid adult carers who care for someone aged 18+ living in the Borough of Bury and sets the plan outlining Bury's commitment to our carers over the next 4-years.

Caring can be rewarding, but it can also have negative impacts on the carer, such as making it difficult to balance paid employment with care or preventing people from socialising or undertaking other activities as much as they would like.

Unpaid carers can experience negative impacts on their mental and physical health, on their quality of life, and on their outcomes. Poorer health and wellbeing outcomes are increasingly associated with caring as the intensity of the caring role increases.

Our commitments are based on listening to carers' feedback and experiences and we will ensure the commitments turn into actions that make a difference to carers.

This document aligns with other key local Strategies and plans to ensure that it is consistent with the aspirations and outcomes which makes Bury a place where all people, regardless of their needs can thrive. These Strategies include:

[Bury Council's Let's Do It! Strategy](#)

The Let's Do It Bury 2030 community 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, collaborating with professionals.
- **Strength based**- the support we provide to carers is based on what each person needs.

Our 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 mission is to work in the heart of our communities providing high-quality, person-centred 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.

This Strategy aims to build on the successes of the previous Adult Carers Strategy to ensure carers are recognised and receive the right support at the right time to enable carers to continue caring for as long as they wish to do so.

3. Who is a Carer?

A carer is a person who provides unpaid support to a friend or family member who due to illness, frailty, disability, a mental health problem or an addiction cannot cope without their support.

A carer may not always live with the person they care for, but their help can often be essential in enabling that person to go on living independently. Caring for someone covers lots of different things, like helping with personal care, such as washing and

dressings, or eating, taking them to regular appointments, or offering emotional support.

Carers come from all walks of life, ages, ethnicities and backgrounds – anyone can find themselves in a caring role at some point in their life.

4. National and Local policy

National and Local Policy

The Care Act 2014

The Care Act recognises that supporting adult carers is as important as supporting the people they care for and gives adult carers the right to support from local authorities, which include:

- Information and advice
- Preventative services
- A right to request a Carers Assessment
- To meet identified carers' needs based on national eligibility criteria.

The Social Care White Paper – People at the heart of care

The Paper acknowledges the valuable contribution of unpaid carers and their impact on the lives of the people they care for. 'We rely on the crucial contribution of those who provide care to a family member, friend or neighbour, either in part or totality' and goes to say that 'We will continue to celebrate and support the amazing work they do.'

The Equality Act 2010

The Equality Act protects carers against discrimination or harassment due to their caring responsibilities.

The Greater Manchester Carers Charter

Introduced in January 2018, all thirty-three organisations in the Greater Manchester Health & Social Care Partnership made a commitment to deliver on the rights of carers by working together in partnership to provide the best quality support for all carers, through our commitment to carers and action plan.

NHS England

In 2014, NHS England produced a 'Commitment to carers', which sets out a series of commitments that NHS England will do to support carers.

Under the Health and Care Act 2022, NHS England and integrated care boards (ICBs) are required to promote the involvement of carers as part of developing services and strategies. There is also a duty on ICBs to promote the involvement of carers in decisions about prevention, diagnosis or treatment of illness.

The Employment Rights Act

The Employment Rights Act gives all employees the right to take a 'reasonable' amount of time off work to deal with an emergency involving a dependant. It is at the discretion of the employer whether the time off is paid or unpaid.

Since 6th April 2024, all employees have a right to ask their employer for flexible working from day one of your employment. Employees now have the right to take a week's unpaid carer's leave per year.

5. How this Strategy was developed

The Council was keen to engage with carers and stakeholders to understand what the Strategy should look like for the future. Therefore, an engagement programme was developed that used a range of tools.

The first stage of the engagement was to create a baseline of information, understanding and developing the commitments to form the draft Strategy. The second stage of engagement involved review and feedback on the proposed commitments and ideas on how to deliver the commitments.

This included:

- insight from gathering data and published information.
- a review of the previous Carers Strategy
- an online survey designed to use on computers and smart phone via a QR code.
- having conversations with carers by attending the carer drop-in's and weekly carers coffee mornings.
- two face-to-face sessions were undertaken with carers from the South Asian community.
- a carers co-production workshop.

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 Foundationⁱ 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.ⁱⁱ

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

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 Strategy.

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 this Strategy.

The Local Picture

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

ASCOF Measures [higher is better]

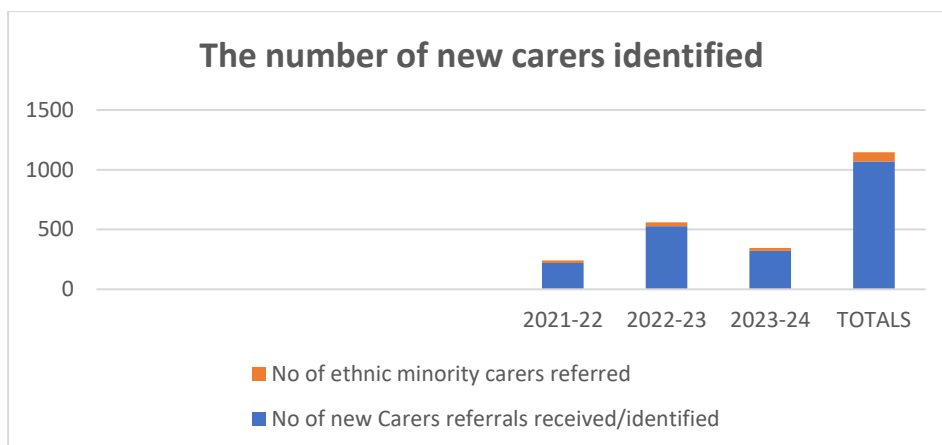
ASCOF Measure	Bury		England Average
	23/24	21/22	21/22
1D – Carer reported quality of life	7.3	6.9	7.3
1I2 - Proportion of carers who reported that they had as much social contact as they would like	26.1%	27.9%	28.0%
3B – Overall satisfaction of carers with social services	33.5%	31.6%	36.3%
3C - The proportion of carers who report that they have been included or consulted in discussions about the person they care for	70.9%	63.8%	64.7%
3D2 - The proportion of carers who find it easy 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 contact as they would like, has decreased.

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

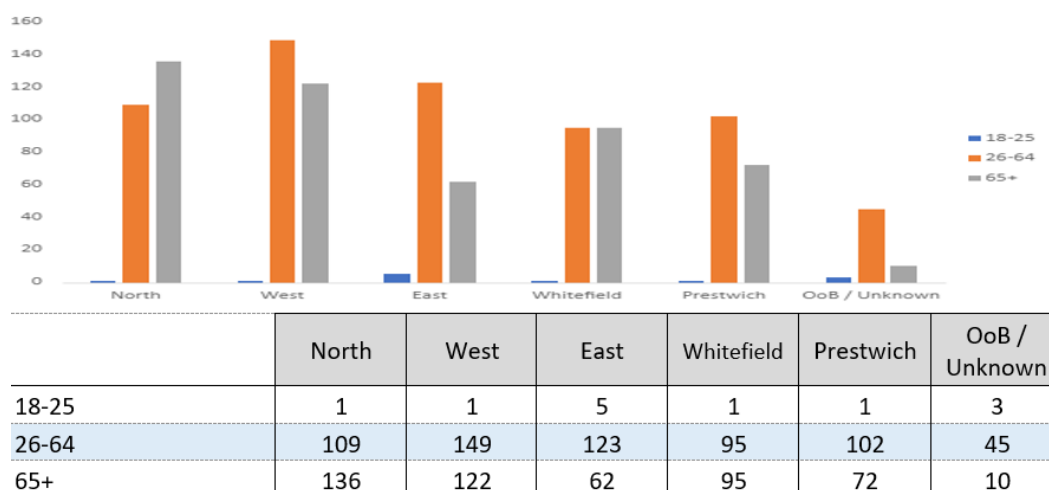
- A total of 1069 new carers registered with the service during 2021 to 2024.
- Out of the 1069 new carers registered with the service, 78 carers are from minority ethnic backgrounds, which equates to 7% of the new carers during 2021 – 2024.
- 142 carers stated they were in employment or education.
- 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



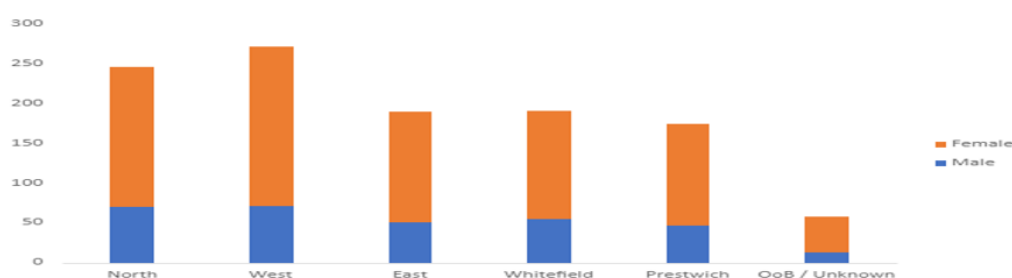
Age Group	%
18-25 years	2%
26 – 64 years	52%
65+ years	46%
Sex	
Male carers:	28%
Female carers:	72%

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

Age group by location

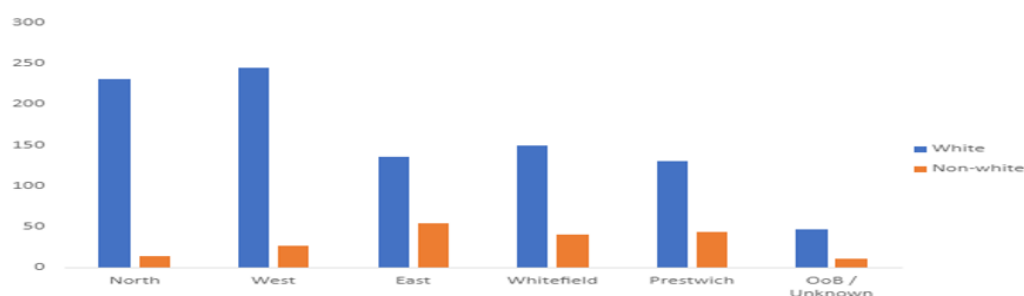


Sex



	North	West	East	Whitefield	Prestwich	OoB / Unknown
Male	70	71	51	55	47	13
Female	176	201	139	136	128	45

Ethnicity by location



	North	West	East	Whitefield	Prestwich	OoB / Unknown
White	232	245	136	150	131	47
Non-white	14	27	54	41	44	11

Face to face conversations with Carers

The majority of carers are not asking services to relieve them of their caring role, but to give them the support to continue caring, whilst being able to have a life of their own.

What does not work well is having to fight against the system, especially when having to transition between services, where there is often a lack of joint up working.

Many shared their experiences of not being listened to and the sense that everything is harder; that accessing support for either themselves or the person they support, is a continual battle.

Carers we spoke with through the coffee mornings and drop-ins told us that what works is connecting via peer support (individual and in groups) with others and being

equipped with the right tools (learning, training, information and advice) to support them in their caring role.

Carers from the Asian community highlighted because of various generations living in the same household is more common in Asian families, there is a greater importance placed on wanting to take care of elders, so there is not a definitive beginning to becoming a carer. Older generations in an intergenerational household often become dependent on the younger members of the family to advocate during GP/hospital appointments and dealing with services, this can be down to language and cultural barriers.

In addition to the universal struggles of caring, for elderly carers from the Asian community, the language barrier is a challenge for accessing information, advice, and social networks for carers.

Carers have been glowing in their praise of the support delivered by the Bury Carers' Hub and many partake in the wrap around offer available to them. A number of carers expressed they would welcome more activities being made available, at a range of times to suit different carers circumstances.

Respondents have told us that being able to have a break from caring is especially important to them and that breaks can take a number of different forms based on the need of the carer.

The Survey

In this survey we asked people to think about and rate their level of agreement/disagreement against the proposed commitments to carers. There was also opportunity to put forward any other commitments for consideration.

Fifty-eight individuals completed the survey.

Most respondents agreed with all the proposed commitments.

Proposed Commitment One: To identify and support Carers as early as possible

1. **Proposed Commitment One: To identify and support carers as early as possible. To what extent do you agree or disagree with this commitment?**

[More Details](#)

[Insights](#)

Strongly disagree	7
Disagree	2
Neutral	3
Agree	10
Strongly agree	36



To identify and support Carers as early as possible		
Strongly agree	62%	36
Agree	17%	10
Neutral	5%	3
Disagree	3%	2
Strongly disagree	12%	7

Respondents had the opportunity to add a comment in relation to the proposed Commitment One. We received thirty-two comments in relation to Commitment One.

Key messages from the comments include:

- Effective partnership working is crucial for identification of Carers and early intervention to minimise the effects of caring.
- Comments suggested that more needs to be done to help people recognise that they are Carers.
- Services and professionals across health and social care need to be actively seeking to identify Carers, by maximising opportunities through practices such as GP /medical appointments and home visits.

Proposed Commitment Two: Carers will have increased opportunity to access good quality support and information, including befriending, peer support, respite and short breaks that are accessible and appropriate to all sectors of the communities of Bury.

3. **Proposed Commitment Two: Carers will have increased opportunity to access good quality and support and information, including befriending and peer support and short breaks that are accessible and appropriate to all sectors of the communities of Bury. To what extent do you agree or disagree with this commitment?**

[More Details](#)

Strongly disagree	6
Disagree	4
Neutral	4
Agree	7
Strongly agree	37



Carers will have increased opportunity to access good quality support & information, including befriending and peer support and short breaks that are accessible and appropriate to all sectors of the communities of Bury		
Strongly agree	64%	37
Agree	12%	7
Neutral	7%	4
Disagree	7%	4
Strongly disagree	10%	6

Respondents had the opportunity to add a comment in relation to the proposed Commitment Two. We received twenty-two comments in relation to Commitment Two.

Key messages from the comments include:

- Several people referred to the fact every caring situation is unique to the individual and to take in to account a carers' support needs will change over time and whenever their circumstances change.

- Comments highlighting the importance of carers health and wellbeing, and by recognising and supporting carers is the best way to improve the care for the cared for.
- Reference was also made on working carers and the lack of opportunities available.

Proposed Commitment Three: Carers' needs and rights will be promoted across the Bury communities. We will raise the profile of carers across Bury.

Proposed Commitment Three had the highest level of agreement, with 81% of respondents either agreeing or strongly agreeing with this commitment.

5. **Proposed Commitment Three: Carers' needs and rights will be promoted across Bury communities. We will raise the profile of carers across Bury. To what extent do you agree or disagree with this commitment?**

[More Details](#)



Carers' needs and rights will be promoted across Bury communities. We will raise the profile of Carers across Bury		
Strongly agree	65%	38
Agree	16%	9
Neutral	3%	2
Disagree	7%	4
Strongly disagree	9%	5

Respondents had the opportunity to add a comment in relation to the proposed Commitment Three. We received twenty-one comments in relation to Commitment Three.

Key messages from the comments include:

- Reflections that Commitment Three is key to achieve Commitment One.
- Along with comments that there are areas of Adult Social Care which are inadequate at making carers aware of their rights.

Proposed Commitment Four: To reduce inequalities by improving identification of and support to carers from under-represented groups.

7. **Proposed Commitment Four: To reduce inequalities by improving identification of and support to carers from under-represented groups. To what extent do you agree or disagree with this commitment?**

[More Details](#)

[Insights](#)



To reduce inequalities by improving identification of and support to Carers from under-represented groups		
Strongly agree	55%	32
Agree	12%	7
Neutral	21%	12
Disagree	2%	1
Strongly disagree	10%	6

Respondents had the opportunity to add a comment in relation to the proposed Commitment Four. We received thirteen comments in relation to Commitment Four.

Key messages from the comments include:

- Health & social care services should take action to address specific needs and disparities.
- Reducing inequalities will benefit all and needs to be a main priority, with a system-wide vision of how inequalities will be tackled.

Carers Co Production workshop

To explore how best the commitments can be delivered, a carers co-production workshop was held to get the views and ideas on the activities to be undertaken for each key area of work. Twenty-eight people attended the event.

Summary of feedback:

The diverse range of carers and differing support needs must be recognised, acknowledging that whilst some carers want more face-to-face support and someone they can talk to, others, such as working carers require more access to information digitally. It is also recognised that neighbourhood level support should be flexible and responsive to the differing needs of carers, for example, working carers who might have limited availability to participate in activities delivered during traditional working hours.

6. Our Vision & Commitments

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.

Our Vision:

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.

Commitment 1: To identify and support carers as soon as possible.

- Early identification is a key area we want to focus on. The national and local data, along with the conversations with carers indicates that more needs to be done across both statutory and VCFA sectors to reach more carers at an appropriate early point to make a difference.
- Comments registered with the online survey highlighted that more needs to be done to help people recognise that they are carers.

- Also emphasised was that services and professionals need to be actively seeking to identify carers by maximising opportunities through any contact with a service.

“It is crucial to ensure the wellbeing of carers are at the front of every action - so that early intervention and support give the carer more choice and control of how they start their carer journey - having the information, support and peer support at the initial stage avoids hitting crisis and potential risk of carer breakdown”

“Social workers or involved professionals were not responsible for informing us about Bury Carers Hub, we only found out through word of mouth. We would have had access to more support sooner had any of the hospital discharge staff we had spoken to tell us about the Hub.”

“Responsibility embedded into all professional’s workload - identify, and signpost etc.”

We will

- provide Carer Awareness briefings delivered by the commissioned carers service to professionals and networks.
- use communication and marketing to raise awareness and promote the role of the commissioned carers service throughout the borough of Bury.
- work closely with Primary Care by utilising the delivery of the NHS Long Term Plan, especially on increasing GP Practices recognition of carers and where to signpost carers for support.
- further develop and strengthen the Bury Carers Strategy Group. Carers will be asked to review and tell us their ideas to enhance the governance, membership and communication.

Commitment 2:

Carers can access the right support and information when they need it, in the way that works best for them.

- Peer support was highlighted as a good way for carers to share their experiences and to better understand what support is available. Some carers who can socialise outside of their caring role, spoke about ‘watching the clock’ and worrying about being back late, so the necessity of being able to access support not too far from home, with options at locations across the borough is valued.
- Carers who attend the weekly Coffee & Chat expressed the importance of being able to attend with the person they care for. Many sited the friendships

formed, for both the carer and cared for, and having an opportunity to attend a social together, in an environment where they both feel comfortable and safe.

- Carers want easier access to information, support, and advice to help them in their caring role.
- Several carers were open to finding out more about making greater use of technology.
- Carers made the point that caring varies for different people and highlighting the importance of carers health and wellbeing, and that by recognising and supporting carers is the best way to improve the care for the cared for.
- 98 carers who completed the Survey of Adult Carers in England also took the opportunity to add a comment in the free text section. 17% expressed the impact on their own health and wellbeing due to the caring role. Feeling overwhelmed, drained, stressed, guilty and never switching off.

“Good to have the carer support at the different locations.”

“In a position where so much of your role to the person you love is advocating for them and pushing for the best outcomes constantly, it is a relief that the coffee morning and events held by the hub are all organised for me.”

“It has opened such a wider community for both of us. Every time we leave the house to go to the Speakeasy or even just the shops, we will see someone we know through the carer’s hub.”

“As you go through the timescales of caring what you can attend changes and things you were able to access falls by the wayside. Your caring role increases and support for carers need to be able to adapt to the different stages of caring. Your world becomes smaller.”

“At my age now and the years of being a carer have become a huge strain - physically, financially, and emotionally. Despite all the love you have for your individual this has been the hardest job I have ever had to do.”

We will:

- make sure the commissioned carers service is visible and engage with carers in their locality. This means support will be available in all Bury neighbourhoods.
- commission a service for carers that will be the gateway for carers to access information, advice, signposting and lower-level needs of support. Support will be flexible and responsive to the differing needs of carers, for example, working carers who might have limited availability to participate in activities delivered during traditional working hours.

- explore the potential of digital technology to support carers to take a break by feeding into the Technology Enabled Care (TEC) team.
- ensure that a wellbeing proposal is part of the carer offer in future commissioned services for carers.
- promote and encourage carers to register as a carer with their GP practice to improve communication and access to support from their GP, such as priority health checks and flu jabs.
- build in a carers training element to the next carers contract – giving carers choice on the training programme.
- develop a framework of respite providers who deliver respite across the borough.

Commitment 3:
We will raise the profile of carers across Bury. Carers will be encouraged to recognise their role and have their rights championed and promoted.

- Commitment 3 had the highest level of agreement, with 81% of respondents either agreeing or strongly agreeing with this commitment.
- Carers told us there is a lack of respect from professionals and expressed their frustrations over their interactions with professionals and longstanding lack of engagement.
- Carers often feel that their role is undervalued and that their needs and contributions are not adequately recognised and that carers should be treated as the experts when it comes to the needs of the person they support.
- Finding and accessing appropriate support can be extremely challenging and many carers report having to fight to get the support they need.
- Carer assessments are a key area of the Care Act; however, carers told us about the stress of a formal assessment and a sense of ‘what is the point’, due to their experiences when support was not available afterwards due to being asked ‘what do you want?’ rather than identifying the needs of the carer.

“a hospital social worker would not listen or take into account my knowledge and experience of the cared for. Would not consider my concerns – discharged home not fit, expected my elderly parent with their own health conditions to pick up the care which should have been provided by the hospital.”

“I had lots of interaction with various members of staff and not one, mentioned support for me. At one point, I was in tears at the hospital, and it was thanks to one nurse telling me about the Bury Carers Hub.”

“Accountability, consistency in care. These are the very most vulnerable of our Borough, they should be protected more, more thoroughly, cross referencing needs. Carers save this Borough hundreds of thousands of pounds yearly, support to help them would be in everyone’s best interest.”

“The lack of support, understanding and needs of carers are not important to some within the council.”

“Excellent proposal - we need to improve the profile of carers - it is a very worthwhile thing.”

“Carers Assessment process – should be given the opportunity to have a copy of the assessment beforehand to allow you to prepare and think about the process. I was asked ‘what do you want?’ – how can you know what would help you if you don’t know what is out there?”

We will

- ensure carers continue to be a priority group in Adult Social Care objectives and to embed the carers agenda into wider governance structures.
- promote carers rights under the Care Act 2014. This will be done through promotion campaigns with partner agencies and national calendar events, such as Carers Week and Carers Rights Day.
- continue to engage and consult with carers to improve and develop our services, policies and strategies.
- review the carers pathway, Carers Assessment and support plan used by adult social care teams, support implementation changes through co-production, and develop carers training for Adult Social Care staff.

Commitment 4:

To reduce inequalities by improving identification of and support to Carers from under-represented groups

- The demographic information of carers registered with the commissioned carers service and of carers who have had a statutory Carers Assessment has built a picture of unpaid carers in Bury – the groups of carers known to services and the groups of carers that might be going without support.

- Survey respondents expressed health & social care services should take action to address specific needs and disparities.
- Respondents also highlighted that reducing inequalities will benefit all and needs to be a main priority, with a system-wide vision of how inequalities will be tackled.

“There needs to be more spaces for Asian Carers. We need time sometimes to get out of the house, we only go out for food shopping or if we need to pay a bill. “

“How come there is no information for the Asian community?”

“Bury Young Carers connected me to the Bury Carers Hub. I was very nervous with the change at 18 It is such a big jump (from young carers to adult carers).”

“Being a Working Carer adds a further level of difficulty in terms of accessing support “

“This should be core to all proposals.”

“This is an area that needs to be developed and promoted within social care teams/colleges to step up and promote carer rights and services. This is something that needs to not only come from bottom up - but top down from services within Adult Care Services; also, Health and GP Practices.”

We will

- use the knowledge and experience of local voluntary, community and faith sector organisations to enable a better understanding between what the data shows and reasons behind it.
- use the demographic information to deliver targeted support.
- continue to develop our data collection processes so we have a greater understanding of who is and who is not accessing support.
- co-produce a Young Adult Carers Charter
- promote the rights of working carers.

7. Governance

The overall responsibility for the Strategy sits with the Joint Senior Leadership Team.

Oversight of the Strategy delivery will be provided by the Chair of the Bury Adult Carers Strategy group and the areas for action will be driven by the members of the Bury Adult Carers Strategy group, which is made up of partners across the wider social, health, voluntary, community and faith sector in Bury and carers.

Carers will be asked to review and tell us their ideas to enhance the governance, membership, and communication.

The members of the Bury Adult Carers Strategy group will develop the associated action plan, monitor and provide twice yearly reports on progress to the Joint Senior Leadership Team. The Joint Senior Leadership Team provide the accountability for performance, workforce, quality and finance assurance for the Department of Health and Adult Care.

The commitments milestones and action plan will be reviewed annually, updated and revised, as necessary.

We have set out what we think the next 4-years should look like for adult carers, but this is the start of the conversation. We still want to hear people's experiences as we implement these plans and to know this Strategy 'does what it says on the tin,' so throughout the lifetime of this Strategy, we will revisit the commitments made and whether the Strategy is making a difference.

8. Annex A

The Let's Do It! Strategy sets out a clear ambition and delivery plan for the next 10 years.
[Let's Do It! strategy - Bury Council](#)

The Care Act (2014) places specific duties on Local Authorities
[Care Act 2014 \(legislation.gov.uk\)](#)

The Social Care White Paper – People at the Heart of Care
Sets out a 10-year vision for adult social care.
[People at the Heart of Care: adult social care reform white paper - GOV.UK \(www.gov.uk\)](#)

The Equality Act 2010 is an Act of Parliament.
[Equality Act 2010 \(legislation.gov.uk\)](#)

The Carers Charter for Greater Manchester
[carers-charter-final.pdf \(gmintegratedcare.org.uk\)](#)

NHS England's Commitment to Carers
[NHS England » NHS England's Commitment to Carers](#)

Employment Rights Act
[Employment Rights Act 1996 \(legislation.gov.uk\)](#)

9. Annex B The Bury Adult Carers Strategy – Year One Commitment Milestones Grid

The commitment milestones will be reviewed annually, updated and revised, as necessary.

“WE WILL”

Commitment 1: To identify and support carers as soon as possible.	
‘We Will’	Start
Carer Awareness briefings will be delivered by the commissioned carers service to professionals and networks	Year One
Communication and marketing – generate campaign material to raise awareness and promote the role of the commissioned carers service throughout the borough of Bury	Year One
Closer working with Primary Care by utilising the delivery of the NHS Long Term Plan, especially on increasing GP Practices recognition of carers and where to signpost carers for support.	Year One
Further develop and strengthen the Bury Carers Strategy Group. Carers will be asked to review and tell us their ideas to enhance the governance, membership, and communication.	Year One
Commitment 2: Carers can access the right support and information when they need it, in the way that works best for them.	
The commissioned carers service will be visible and engage with carers in their locality. This means support will be available in all Bury neighbourhoods.	Year One
The commissioned carers services will be the gateway for carers to access information, advice, signposting and lower-level needs of support. Support will be flexible and responsive to the differing needs of carers, for example, working carers who might have limited availability to participate in activities delivered during traditional working hours	Year One

Explore the potential of digital technology to support carers to take a break by feeding into the Technology Enabled Care (TEC) team.	Year Two
Ensure that a wellbeing proposal is part of the carer offer in future commissioned services for carers.	Year One
Promote and encourage carers to register as a carer with their GP practice to improve communication and access to support from their GP, such as priority health checks and flu jabs.	Year One
Build in a carers training element to the next carers contract – giving carers choice on the training programme.	Year One
Develop a framework of respite providers who deliver respite across the borough.	Year One
Commitment 3: We will raise the profile of carers across Bury. Carers will be encouraged to recognise their role and have their rights championed and promoted.	
Ensure carers continue to be a priority group in Adult Social Care objectives and to embed the carers agenda into wider governance structures.	Year One
Promote carers rights under the Care Act 2014. This will be done through promotion campaigns with partner agencies and national calendar events, such as Carers Week and Carers Rights Day.	Year One
Continue to engage and consult with carers to improve and develop our services, policies and strategies.	Year One
Review the carers pathway, Carer Assessment, and support plan used by Adult Social Care teams, support implementation changes through co-production, and develop carers training for Adult Social Care staff.	Year One

Commitment 4:**To reduce inequalities by improving identification of and support to Carers from under-represented groups.**

Use the knowledge and experience of local voluntary, community and faith sector organisations to enable a better understanding between what the data shows and reasons behind it.	Year One
Use the demographic information to deliver targeted support.	Year One
Continue to develop our data collection processes so we have a greater understanding of who is and who is not accessing support.	Year One
Co-produce a Young Adult Carers Charter	Year Two
Promote the rights of working carers.	Year One

ⁱ [What pushes unpaid carers into poverty? | Joseph Rowntree Foundation \(jrf.org.uk\)](https://jrf.org.uk/what-pushes-unpaid-carers-into-poverty/)

ⁱⁱ 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>

ⁱⁱⁱ [Family Resources Survey - GOV.UK \(www.gov.uk\)](https://www.gov.uk/family-resources-survey)