



# **Consultancy Package**

**Helping Companies  
Become  
Carer-Friendly  
Employers**

## WHY SUPPORT EMPLOYEE CARERS

In the UK, 1 in 7 of the workforce has caring responsibilities, many of whom find it difficult to manage their caring responsibilities alongside work. 1 in 6 employee carers ultimately give up their work or reduce their working hours to care for their loved ones and one of the key reasons for this is due to a lack of workplace support. The majority of employees with caring responsibilities are aged between 40-65 years old and are at the peak of their careers.

As a result of COVID-19, many existing employee carers have increased responsibilities and stresses, and several members of the workforce will have become carers for the first time.

When carers leave the workforce, this has a significant impact on the carer, their family, employers and the wider economy. Employers lose talent, skills and experience from their workforce and the cost to the economy is estimated to be £5.3 billion in lost earnings due to people dropping out of the workforce (Age UK, 2012). Therefore, supporting carers to remain in work can bring considerable benefits to carers, their families, employers and the wider economy.



Good companies need good people. By recognising the needs of employee carers, employers can hold on to their highly skilled and experienced staff and reap the rewards of creating a supportive working environment for employee carers.

In the current pandemic and economic climate, there has never been a more important time to focus on the benefits of retaining skilled and experienced employees - and supporting employees to work healthily and productively - rather than incurring the costs of recruiting and retraining new staff.

A summary of the key reasons to support working carers, besides a moral imperative, are:

- Increased staff morale creating a happier workforce with loyal employees that feel valued
- Reduced sick leave and absenteeism and associated costs
- Improved wellbeing of employees
- High staff retention reducing recruitment costs and those associated with training new recruits
- Excellent reputation improving the organisations' ability to attract employees and become an employer of choice
- Recognition in the community as a kind and caring employer
- Contributes to demonstrating the company's Environmental, Social and Governance (ESG) commitment
- Improved service delivery and increased productivity

## HOW TO SUPPORT EMPLOYEE CARERS

Whilst the benefits of supporting employees with caring responsibilities are clear, as an employer you may be wondering what policies and procedures you could implement to provide a carer-friendly environment.

For employers to be able to provide suitable working conditions for carers, they must address the following issues:

- Understanding how the working carers' agenda can affect their business
- Identifying working carers in their workforce
- Managing individual bespoke responses in a world demanding fairness, equality and consistent treatment
- Ensuring line managers understand policies, and what flexibility is acceptable to the business and their role in the process
- Creating environments that enable carers to speak up without recrimination
- Supporting carers' needs whilst maintaining business continuity
- Local branches knowing what their head offices have committed to nationally and being supported to understand and implement this

## WHAT WE CAN OFFER

We are currently offering companies the opportunity to become early adopters of our bespoke consultancy packages through which we will provide unique, tailored support that will enhance your status as a carer-friendly employer. The consultancy package will be composed of four individual phases.

### **Phase 1 – The Initial Consultation**

The initial consultation will help us gain an understanding in to the number of employees with caring responsibilities within your organisation, your current policies regarding employee carers, and an insight in to what benefits you hope to receive through the consultancy.

This phase will involve these activities:

- Consultation with the CEO and/or HR Director of your organisation
- Mapping of previous or ongoing initiatives to support carers, if any
- Report writing on the initial findings and consultancy plan, by us

### **Phase 2 – Diagnosis and Analysis:**

The second phase will involve an investigation, diagnosis and analysis of existing attitudes of employee carers and research in to what potential policies and structures could be adopted by your company to adequately assist them.

This phase will involve these activities:

- Staff interviews and surveys which will gather data on the personal needs of employees, what resources are currently available to employees etc.
- Analysis and benchmarking
- Setting the impact markers

### **Phase 3 – Design, Development and Delivery of Bespoke Programmes:**

The third phase will involve designing suitable policies and support systems for the company to implement to become a carer-friendly employer. Such policies may include:

- Promotion of flexi-time working
- Working-from-home
- Providing assistive devices that may assist carers in caring at home

### **Phase 4 – Monitoring and Follow Up Service:**

The final phase will involve monitoring and evaluating the effectiveness of the policies that the company have implemented: Activities will include:

- Impact report presentation
- Review meeting with the key decision makers
- Next steps and recommendations and planning

The monitoring process will take place every 4 months for 12 months (3 reviews in total). A report will be completed at the end of each monitoring day. Monthly calls with HR director (or project lead) may also take place if required.

## **NEXT STEPS**

We trust that this proposal has demonstrated the value of promoting the wellbeing of employee carers within your organisation and sparked your interest in finding out more about becoming an early adopter of our consultancy package.

Early adopter packages will be available to a maximum of two organisations and will be offered at a highly favourable rate. As an early adopter, you will also have the advantage of being recognised as a compassionate employer and for being a leading organisation in resolving one of the biggest social challenges of our time – how to manage caring and employment.

To secure your place as an early adopter or to discuss further please contact Anil Patil: [anil.patil@carersworldwide.org](mailto:anil.patil@carersworldwide.org) or 07745 608 438.

