

Gateshead Adult Caregivers Strategy

Delivery Plan

Priorities	Action	Timeframe	Lead Responsibility
Information and Advice	Develop an accessible Information and Advice 'Frequently Asked Questions' (FAQs) document for Caregivers.	3 Months	Adult Social Care – Gateshead Council
	Continually improve communication of the local offer for Caregivers through the Our Gateshead website, to promote local services, activities, and key information.	Review annually in February	All Partners
	Relevant web pages and information to support Caregivers to be available in Easy Read and accessible versions.	Review annually in February	Communications Team – Gateshead Council
Valuing Caregivers	Develop a caregiver-friendly assessment without jargon.	3 Months	Adult Social Care – Gateshead Council
	Improve our understanding of the representative demographic of different carer cohorts in Gateshead through partnership working with specialist services and targeted data collection and analysis.	12 months	Adult and Childrens Social Care Gateshead Council
	Celebrate National Carers Week through initiatives to improve awareness of the caregiver role and promotion of local events.	Review annually in June	All Partners
	Use Our Gateshead to promote opportunities for Short Breaks to Caregivers, such as the Carefree Scheme.	6 months	Connected Voice
	Promote the Carers' Emergency Support Service to improve uptake.	12 months	Adult Social Care – Gateshead Council
	Develop an information sheet for Caregivers to increase take up of Carers Assessments 'Are You a Caregiver?' This will be shared online and in physical spaces, such as community hubs and healthcare venues, to promote the rights of Caregivers to an assessment.	3 months	Adult Social Care – Gateshead Council
	Review and improve referral pathways to increase numbers of Carer Assessments and self-recognition among Caregivers.	12 months	Adult Social Care – Gateshead Council

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Money and Finances	Improve access to welfare and benefits advice for Caregivers through the development of partnerships between, for example, Citizens Advice, local Job Centres, and relevant voluntary sector organisations.	12 months	Carer Service Providers
	Promote discount schemes for Caregivers such as the Discounts for Carers.	12 months	Carer Service Providers
	Establish a Direct Payments Champion Group to improve access to Direct Payments.	6 months	Adult Social Care – Gateshead Council
Employment and Education	Upskill staff within our Economic Development, Employability and Education teams on the role of unpaid Caregivers to increase awareness and understanding of their needs.	18 months	Local Economic Development– Gateshead Council
	Encourage businesses and organisations we commission to have a policy which recognises the needs of their staff who are caregivers.	12 months	Commissioning and Procurement – Gateshead Council
	Raise awareness among Caregivers of the existing employment and education offer, such as Working Gateshead and Learning Skills.	12 months	Local Economic Development – Gateshead Council
	Develop links between voluntary organisations offering volunteering opportunities with Caregivers and relevant services.	6 months	Local Economic Development – Gateshead Council
Health of Caregivers	Develop a whole-system awareness-raising campaign around the needs of Caregivers to facilitate identification and support.	18 months	All partners
	Use existing health inequality networks to improve awareness of the health and wellbeing needs of Caregivers and support them to identify Caregivers.	18 months	ICB and Gateshead Council
	Develop a data set that improves our understanding of the caregiver population and the impact of services from a range of partners. This will support evidence-based decision making and support us to target support appropriately.	12 months	All partners
	Increase awareness of existing ICB-commissioned mental health and bereavement services that Caregivers can access, following the death of a cared-for person.	12 months	ICB