

Employer Engagement with the 'Carer Agenda'

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The journey

- In 2015 WSCC became a member of Employers for Carers and developed Guidance for Managers on supporting employees with caring responsibilities.
- Across 15/16 Employed someone, just 7 hours per week to link in with local businesses
- 2016 set up a business networking breakfast
- 2016 signed up to the Digital Resource for Carers

reputation Reward
resilience
retention

high-calibre

Goodwill
productivity

The journey (continued)

- By the end of 2016 over 30 local businesses signed up
- In 2017 WSCC launched:
 - A carer policy
 - A carer passport scheme for WSCC staff juggling work and caring
 - A staff carer peer support group
- In 2018 a refocus is beginning. Reaching employers through working carers

Strategic Level Sign Up is key.

Strategic partners to understand that:

To be truly serious about integrated working and prevention then working with and support family and friends carers is a key requisite.

Without carers as a strategic priority it is more difficult to enlist the inputs of colleagues, for example, in H.R. and Communications.

Key pointers.

Carer friendly policies

- A champion e.g. executive director and/or political leader.
- Sign up from HR colleague/s

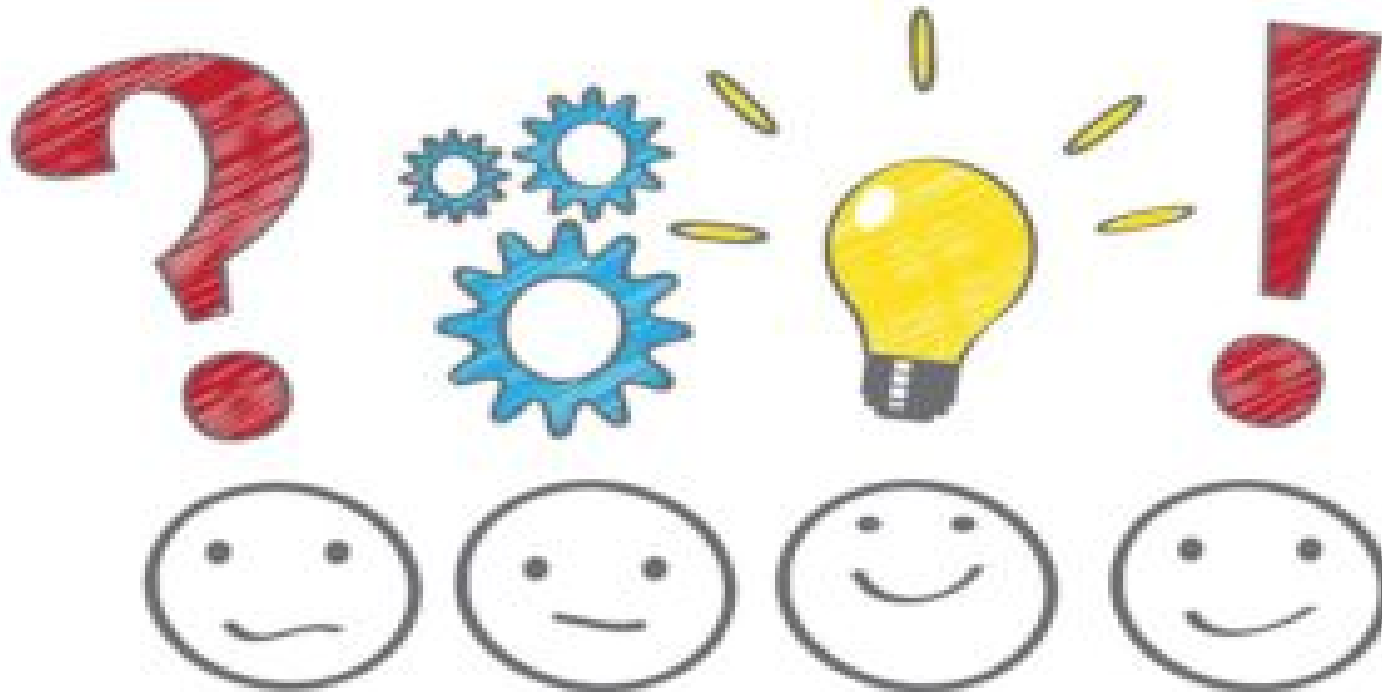
Engagement with local SME businesses

- Dedicated officer time
- Commitment from communications colleagues to work with you on an on-going basis
- Contractual leverage or encouragement through procurement process (added value)
- Events – possibly but resource intensive and quite specialist skill to do well

Promotion of the digital offer

- Commitment from communications colleagues

Good Luck!



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