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
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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