Carers Trust Heart of England and Aleron
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Introduction

Carers Trust Heart of England and Aleron have worked together to build their first Impact Management Strategy and Framework

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Carers Trust Heart of England supports carers and the people they care for across Coventry and Warwickshire. We are a One Stop Shop to meet carers’ individual needs by providing information, advice and support including a wide range of practical support.

We respect the individuality of carers and people with care needs and seek to promote their choice, independence, dignity and safety. We believe that carers must have access to high-quality services that enable them to benefit fully from the support we offer.

Aleron is a social impact consulting firm dedicated to enabling organisations and individuals to generate positive and sustainable social and financial outcomes.

To create sustainable change, we provide a range of services from strategy and transformation to impact management. Our services include:

- Strategy and Planning
- Data Analytics
- Social Impact and Innovation
- Investment and Mergers & Acquisition
Why are we holding this workshop?

The purpose of this workshop is to introduce the concept of ‘impact management’ and explore how you create long term impact for the people you support

“What is **impact** and why do I need to **measure** it?”

“How can I **demonstrate** the impact of my service and the **difference** it makes to my clients?”

“What is an **impact strategy** and how can I create one?”
Why should we measure impact?

There are a range of benefits to measuring impact, for both your organisation and the people you support:

1. **Inform strategies and plans**
2. **Inform strategies and plans**
3. **Be accountable to commissioners, donors and service users**
4. **Share results and successes**
5. **Track progress and improve performance**
Theory of Change is an approach that allows socially driven organisations to define the long term change and outcomes they want to create and how to get there.
Example: Carers Trust Heart of England

**Our activities**

- **For adult and young carers**
  - IASS:
    - Drop-ins
    - Outreach
    - Telephone
  - Carer Training
    - In Your Home
    - Group trainings
  - Replacement care / carers short break service
  - CRESS
  - Social/Leisure activities
  - Support Groups

- **For carers and the cared-for**
  - Enablement service
    - Dementia
    - General
  - Group support (STARS)
  - Telecare
  - Provision of equipment
  - Occupational Therapist
  - Home care

- **For health and local authority services**
  - Home from hospital service
  - Campaigning, awareness raising activities
  - Schools outreach (YCIS)

**Our key organisational outcomes**

- Carers feel less alone in their caring role and know where to access support
  - Increased self confidence
  - Improved ability to deal with health & social care services
  - Understanding of future options (education, employment, training)
  - Improved finances

- Reduced social isolation
- Less anxiety regarding the carer
- Reduced stress
- Increased control of life / making choices

**The long term impact of our organisation**

- Maintaining & developing resilience to enable young and adult carers to carry on caring
- Improved health and wellbeing of young and adult carers and those they care for
- Improved independence for both carers and cared for
- Cost savings to health & social care services
- Broader recognition of carers and their needs
Using impact data and reporting

Effective impact data helps you to communicate the positive change that you have created for the people you support, or the problem you are trying to address.

**Funders, Commissioners and Supporters**

- **Young Carers Supported**
  - 2016: 52
  - 2017: 78

  Demonstrate the impact you are making in your annual report, an impact report or commissioner’s reports.

**Board and Management**

Create high quality management information and track your performance as an organisation.

**Internal Staff and Volunteers**

Recognise, celebrate and share your team’s successes and identify areas that need improvement in the future.

**Fundraising and Communications**

Build a strong story for communications and fundraising materials, such as websites, leaflets and social media.

78% of people reported feeling less isolated.
Contact Us

Please do not hesitate to contact us if you have any further questions or would like to discuss anything that we have covered in today’s workshop.

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