



Pilot for Digital Carer Engagement Central Bedfordshire

May 2022

Why did CBC Commission Mobilise?

Central Bedfordshire Council commissioned Mobilise for a three month pilot (Nov 2021-Feb 2022) to identify and support unpaid carers.

To reach more hidden carers – including male and working age carers

Almost 6000 carers reached through Mobilise; more than reached through traditional services (over 4600 in March 2022)

The project has greatly exceeded targets (+200%) for engagement and support interactions.

CBC has recommissioned Mobilise for a further 3 month extension (March-May 2022).

Online and automated tools have complemented the existing provision of the council and incumbent carers organisation.

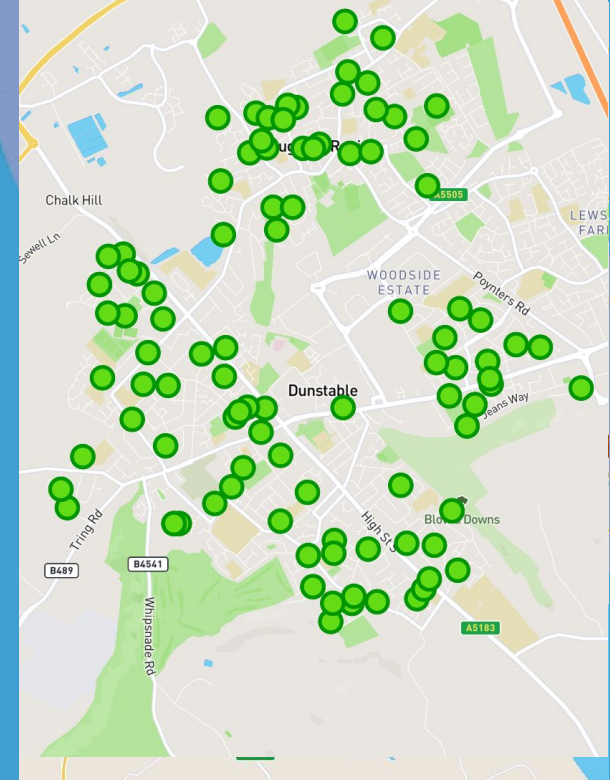
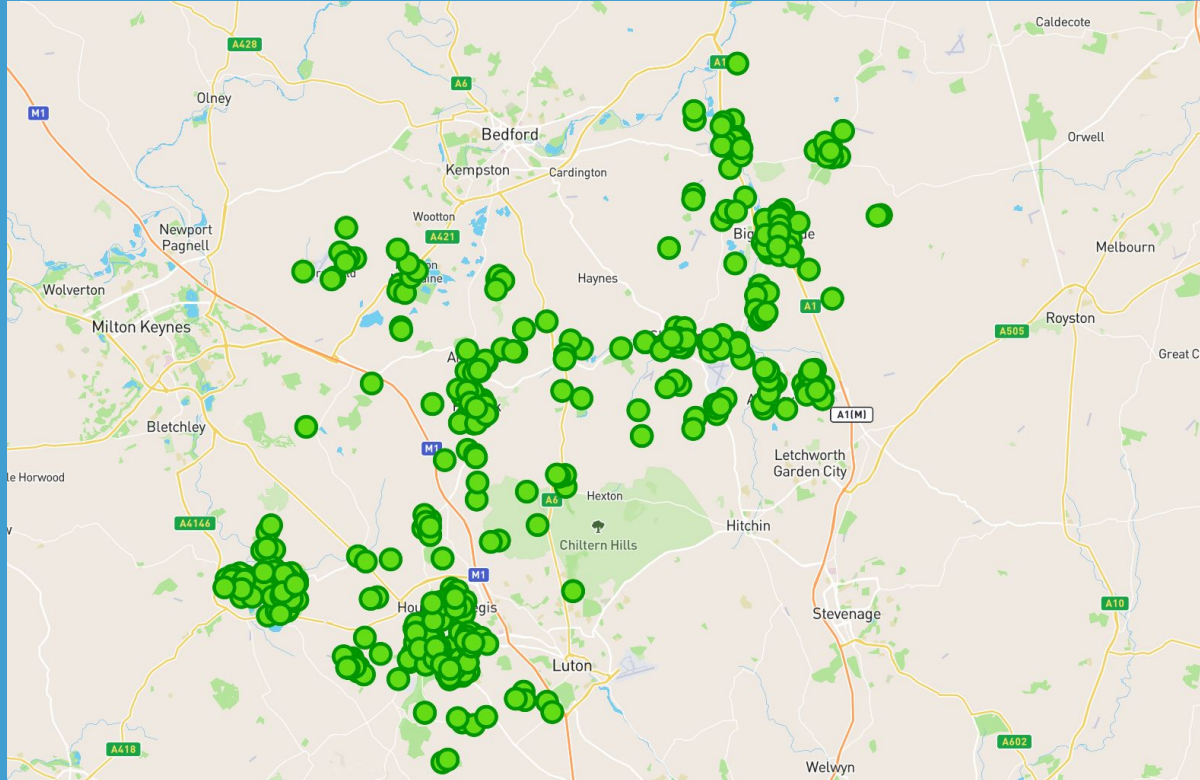
Identified a significant appetite amongst carers for light touch, online support to help them in their role at a time that suits them.

Accessibility and inclusion

66% of engagement with Mobilise happened outside office hours, most being before work hours.

The flexible Mobilise approach is effective at reaching groups such as male carers (43%), working age carers (88%) as well as who may not have previously engaged with support services.

Geo Mapping Carers





Central Bedfordshire KPI Dashboard

Discover

Overall Goal	Goal To Date	Actuals	Var	Var %
2500	2500	5996	3496	140%



W/C Date	Goal	Actuals	Goal Cum.	Actual Cum.
29/11/2021	192	801	192	801
06/12/2021	192	1,052	385	1,853
13/12/2021	192	680	577	2,533
20/12/2021	192	389	769	2,922
27/12/2021	192	373	962	3,295
03/01/2022	192	399	1154	3,694
10/01/2022	192	287	1346	3,981
17/01/2022	192	371	1538	4,352
24/01/2022	192	372	1731	4,724
31/01/2022	192	365	1923	5,089
07/02/2022	192	369	2115	5,458
14/02/2022	192	296	2308	5,754
21/02/2022	192	242	2500	5,996

Engage

Overall Goal	Goal To Date	Actuals	Var	Var %
150	150	412	262	175%



Goal	Actuals	Goal Cum.	Actual Cum.
12	21	12	21
12	36	23	57
12	23	35	80
12	45	46	125
12	36	58	161
12	38	69	199
12	23	81	222
12	22	92	244
12	35	104	279
12	24	115	303
12	40	127	343
12	34	138	377
12	35	150	412

Engage actions: 412

Support

Overall Goal	Goal To Date	Actuals	Var	Var %
50	50	164	114	228%



Goal	Actuals	Goal Cum.	Actual Cum.
4	13	4	13
4	8	8	21
4	7	12	28
4	30	15	58
4	17	19	75
4	12	23	87
4	11	27	98
4	13	31	111
4	5	35	116
4	16	38	132
4	13	42	145
4	7	46	152
4	12	50	164

Support actions: 164

Project brief

An estimated 45,000 Central Bedfordshire adult residents* have some caring role.

Engage with new groups of carers

- Discover hidden carers not currently on the radar
- Particular focus on working age carers needing flexibility
- Start a conversation with carers before crisis point is reached

Provide carers with the most relevant support

- Signpost/refer carers to the right support for them at the right time
- Invest heavily in preventative solutions
- Complement existing solutions

Gather insights

- Observe trends and patterns to enable predictive support
- Gather data on pain points for carers
- Learn which support is most effective for different groups

Three curved arrows point from the bottom of the three boxes above towards the central text. The first arrow from the pink box curves downwards and to the right. The second arrow from the blue box points straight down. The third arrow from the dark blue box curves downwards and to the left.

Increase carer awareness

Case Study

“Frustrated now Hopeful”

- Carers now have a number of ways to access support
- Aware of support from the online community and sharing with others
- Replying directly to emails from carer support coach
- 1-2-1 Support Call

“Many thanks for the Emergency Care Plan template. I have printed this off and I find that it will be very helpful should it be needed”

”

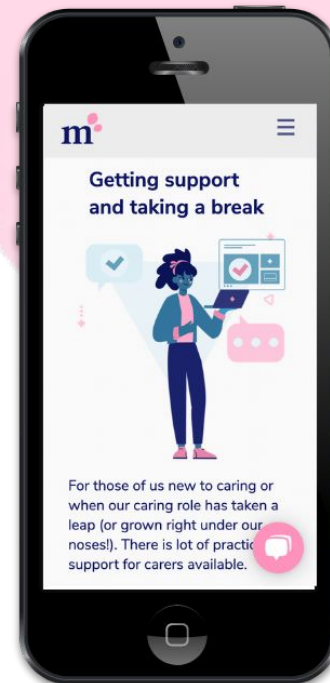
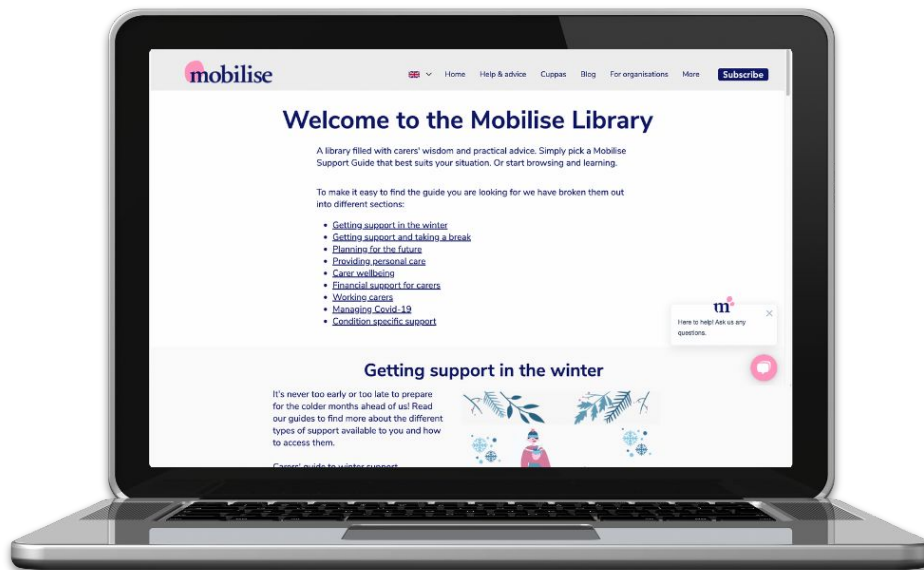


Case Study – Carla

Carla is new to caring, after her mother had a stroke. She discovered our services through a Google ad after searching for a carers allowance information and completed our Mini Carers assessment to see if she was eligible for extra financial support. She looks after her mum, along with her sister. They rotate. Carla stays tue-thursday since her mum condition overnight. She wants to move back to hers house nearby, where her husband and pets are.

She was very worried about the impact that caring would have on her and how she could prevent stressful situations. After completing the mini carers assessment, late one night she signed up to the weekly e-support newsletter & the email course. She started a 1-2-1 call filled with ‘Dread’ but ended ‘a little bit hopeful’.

Mobilise Guides and Content



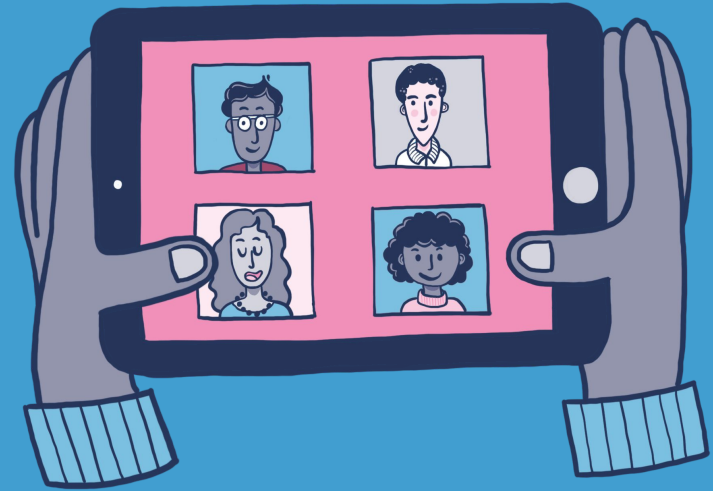
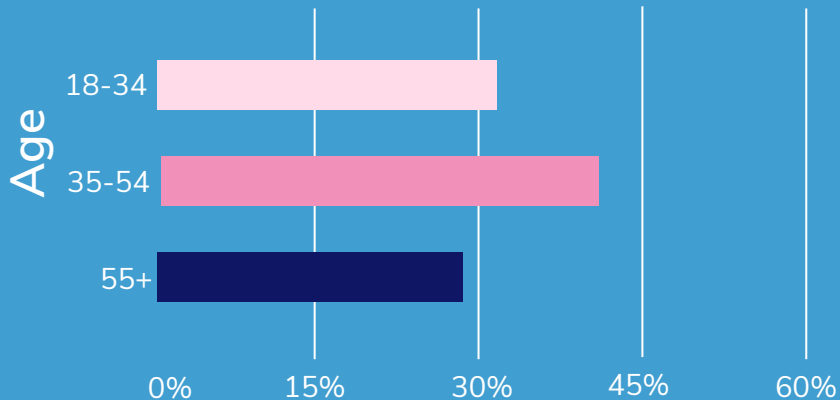
Mobilise have produced a number of Guides and Blogs co-produced by carers on pressing topics and issues. These are organised in our Library and written on a weekly basis and emailed to the community as e-Support

Mobilise Content - Top Pages

- Carers Allowance
- Discounts for carers
- Carers Credit
- Emergency Planning
- Help for Carers
- Keeping our cared for entertained
- Mobilise Blog
- Carers Guide to Covid-19 Vaccine
- Attendance Allowance
- Mobilise Guides Library
- Carers Guide to Carers Assessment
- Support for Carers at Christmas
- Carer Guide to Gift Buying
- Support for Carers
- Financial Support in Winter For Carers
- Central Bedfordshire resources

Age breakdown

Mobilise users by age

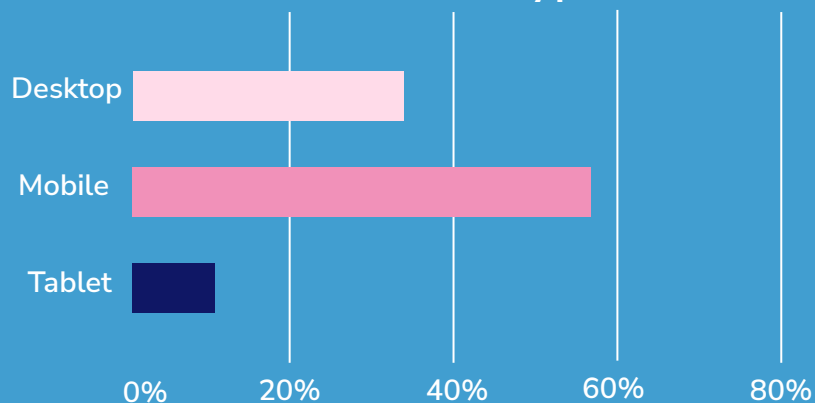


88% of interactions from under 65s across the UK (a much younger demographic than traditional support services)

Digital access



Access in Central Bedfordshire by device type



56% of interactions were from mobile phones, 35% from Computers and 10% from tablets. More PCs than our national average.

Interactions by gender



42% of Mobilise UK interactions from male carers (much higher than traditional support)

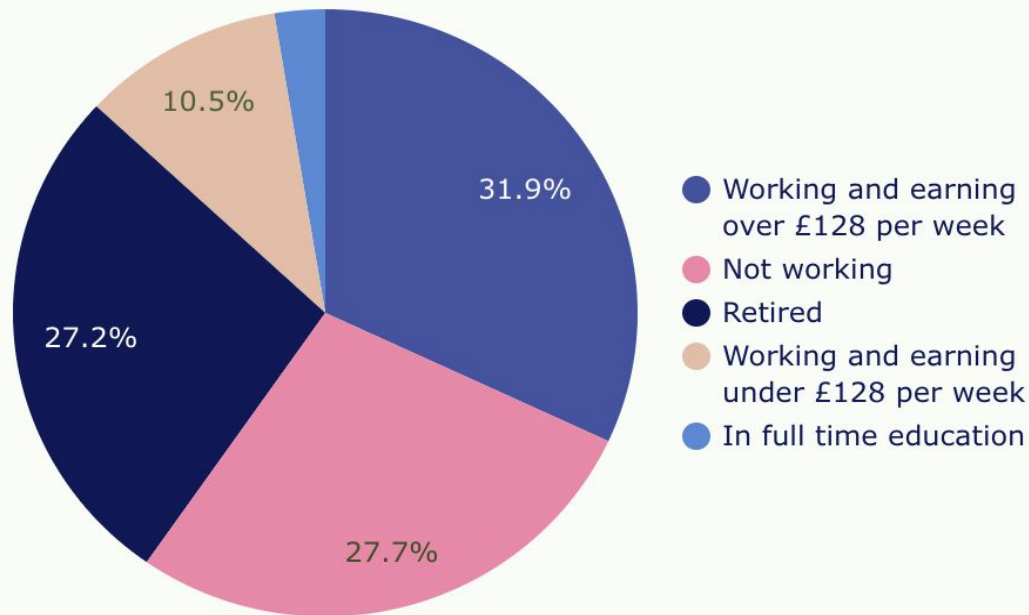


Interactions by time of day



66% of Central Bedfordshire interactions happened outside working hours.

Caring situation - Central Bedfordshire

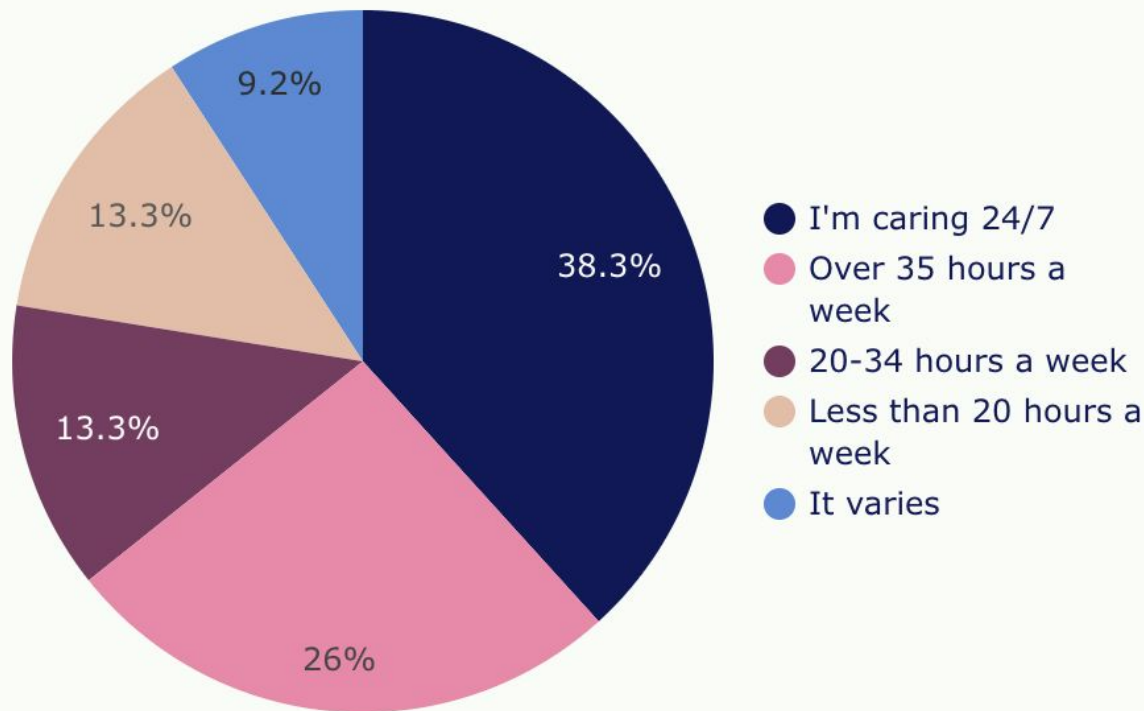


Significantly higher percentage of carers working in Central Bedfordshire earning over £128 per week (carers allowance threshold) 31% vs 24% nationally

Fewer not working 28% v 42% nationally

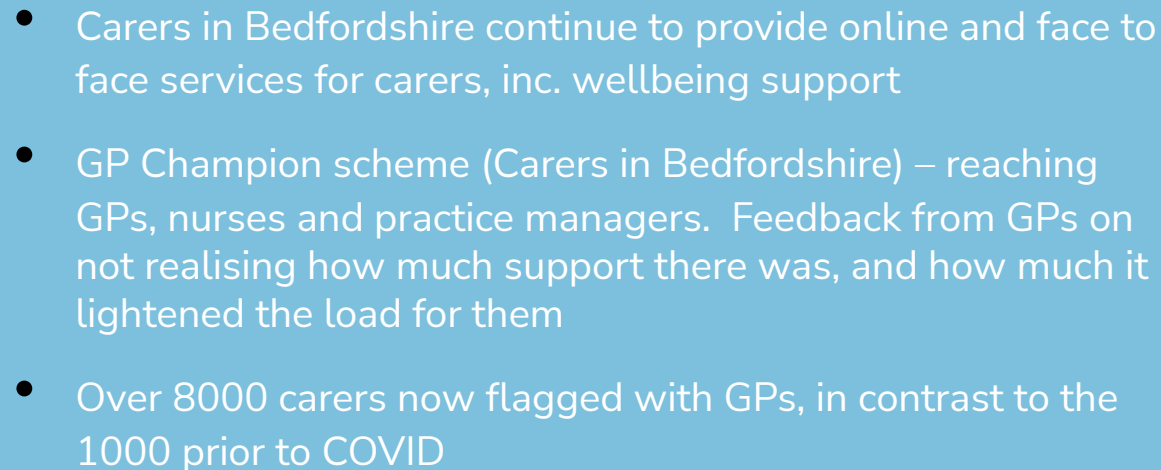
More retirees too 27% vs 20%

Time spent caring - Central Bedfordshire

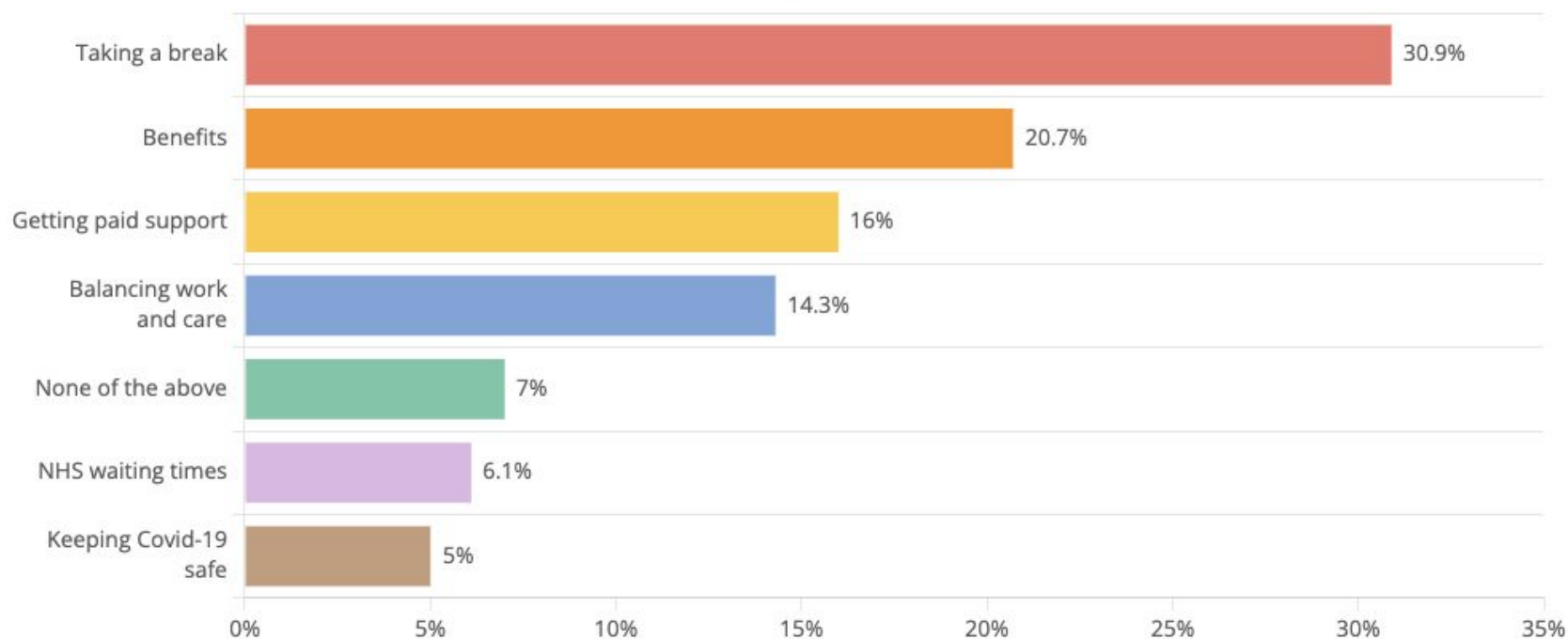


Three quarters asked (77%) described their caring responsibilities being for more than 20 hours a week.

Other initiatives in Central Bedfordshire

- 
- A light blue rectangular area with a white spiral binding at the top, containing a bulleted list.
- Carers in Bedfordshire continue to provide online and face to face services for carers, inc. wellbeing support
 - GP Champion scheme (Carers in Bedfordshire) – reaching GPs, nurses and practice managers. Feedback from GPs on not realising how much support there was, and how much it lightened the load for them
 - Over 8000 carers now flagged with GPs, in contrast to the 1000 prior to COVID

Carers' priorities right now (May 2022)



Impact and Ratings



Mobilise

Reviews 96 • Excellent



4.6 ⓘ

✓ VERIFIED COMPANY

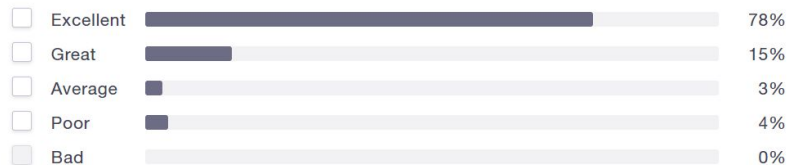


[Write a review](#)



Reviews 96

Filter by: [English ⓘ](#)



All reviews

support

advice

people

information

help

group

service

time

resource

lot

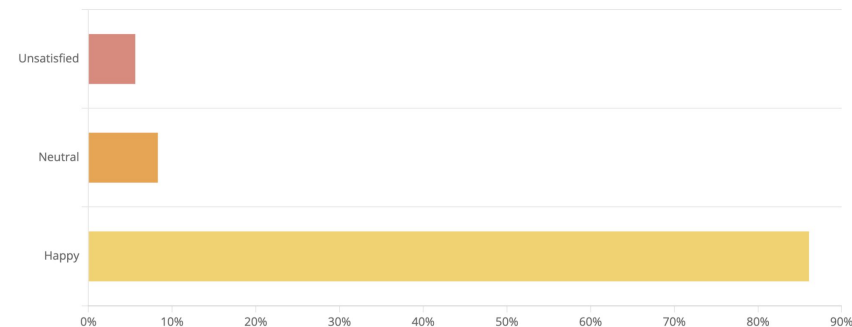
site

experience

email

community

How do you feel about the support you received from our email course?



On a scale of 1-5 (with 5 being very helpful) how helpful was the Carer's Allowance tool?

