This year has been another challenging, yet exciting year for us and I am pleased to report steady progress towards our mission of ensuring that the enormous contribution that carers make to society is fully recognised and valued.

We are living in a time of an aging population and stretched budgets, but with this comes opportunities for us to look for innovative ways of delivering services to carers, the cared for and our community. This has included the development of new partnerships, exploring different funding streams and making better use of technology.

In 2018/19 we provided 90,012 care hours, compared to 81,919 the previous year. We have included DISC (Dementia Information & Support for Carers) in this figure to better reflect the increased level of support we offer to those caring for individuals with dementia.

Our staff team are our greatest asset - once again rising to the challenges faced. We have provided training, information and advice, financial support and respite which has ultimately enabled family carers to continue in their role and those being cared for to stay in their own homes for longer.

I would like to say a huge thank you to all of our staff and volunteer Trustees, who dedicate their time and expertise to help us deliver quality services. I’d also like to thank our partners and our funders – together we can make a real difference for carers across the West Midlands.

I look forward to the year ahead, building on our successes and developing and diversifying to meet the needs of more carers in our area.

Chris Christie
Chief Executive Officer

I would like to express my gratitude to my fellow Trustees, everyone employed within our organisation and those who support our operations.

Without their support and dedication, we could never have achieved the high standards that we now deliver and hold a well-respected position in the care sector.

Ivan G Wyle FCA
Chairman
ABOUT US

Crossroads Caring for Carers, an affiliated member of the Carers Trust (www.carers.org) since 2012, provides a wide range of community care services across Sandwell, Birmingham, Walsall, Wolverhampton and surrounding areas.

We help informal carers to care for longer by providing practical support, training, respite and palliative care, improving the health and wellbeing of carers and those they care for. We also offer personal care to support with daily living needs, enabling people with complex needs to remain in their own home for longer. This can be provided alongside social care services or funded by the person themselves or their family.

We also provide the DISC (Dementia Information & Support for Carers) service, across Birmingham. DISC provides advice and guidance to informal carers of people with memory issues or a dementia diagnosis, supporting carers and the cared for, at all stages of their journey.

OUR MISSION
To ensure that the enormous contribution that carers make to society and to those they care for is fully recognised, appreciated and valued and that carers’ needs, choices and voices are at the heart of everything we do.

OUR VISION
A world where the role and contribution of unpaid carers is recognised and carers have access to the quality support and services they need to live their own lives, but to also provide quality care and support for those they care for.
THANK YOU
TO OUR FUNDERS

And our family funders, self-funders and those with Personal and Personal Health Budgets who continue to use our services

AND TO OUR PARTNERS

Sandwell & West Birmingham Hospital Trust
John Taylor Hospice
St Mary’s Hospice
Age Concern Birmingham
Connected Palliative Care team
Communities in Sync – Sandwell Third Sector Consortium
And everyone else we have worked with in 2018/19
OUR PLANS FOR 2019/2020

We look forward to the year ahead and our plans for the next 12 months are ambitious. We aim to:

- Build on the success we have achieved in Walsall, Wolverhampton and Birmingham, particularly with our DISC service. Here we will further develop our offer, expanding into Sandwell and Solihull following an award from the Big Lottery, to meet the needs of more carers within the wider Birmingham area.

- Continue to focus on chronic, palliative and bereavement care services by providing person-centred, high-quality care for the service user and their carer.

- Further develop the training that we can offer to external agencies.

- Seek further opportunities to support more carers across the West Midlands, reducing carer isolation.

- Explore new opportunities for partnership working, specifically with GP’s to help them identify carers and signpost them to relevant support, sooner. The development of a Dementia Roadmap is just one way we will be doing this.

- Continue to research and pursue sources of funding.

Our CEO and Board of Trustees
CARE IN THE UK

Approximately 8.8 million adults are carers.

By 2030 this will increase to 9 million.

3 in 5 people will be a carer at some point in their life.

UNPAID CARE

1.4 million people provide 50+ HOURS A WEEK.

36% of carers provide 100+ HOURS A WEEK.

Carers save the economy £132 Billion per year. Considerably more than the total spending on the NHS in England.

Data Source: Carers Trust and Carers UK
1.2 million carers live in poverty in the UK

40% of carers missed out on financial support as a result of not getting the right information and advice.

**CARERS HEALTH AND WELL BEING**

- **7 out of 10**
  - Said they had experienced mental ill health
  - As a result of caring

- **61%**
  - Of carers said that they were worried about the impact on relationships with friends and family

- **81%**
  - Of carers have felt lonely or socially isolated as a result of their caring role

Data Source: Carers Trust and Carers UK
Care at Home
Crossroads provide care to those living at home, supporting them with daily living needs and personal care. This year we provided 90,012 care hours during the year to a variety of organisations and individuals. This is compared to 81,919 in 2017/18, however, we have included care hours from DISC, as these hours better reflect the increased level of activity offered by us.

We work closely with Local Authorities, social care and other agencies to deliver our service and ensure that it is joined-up and to a consistently high standard. This year we have seen an increase in family funded referrals. Whichever route our service users take to access us, we pride ourselves on having fully trained staff who are able to care for people with specialist needs.

Our services are carried out across Birmingham and the Black Country, on behalf of Sandwell and Walsall Local Authorities, on a spot purchase arrangement, delivering individualised care and support.

In addition, Sandwell & West Birmingham and Birmingham South City & Central Clinical Commissioning Group’s (CCG’s) - now known as Birmingham and Solihull CCG - provide Continuing Healthcare to those who are eligible, supporting patients with more complex care needs, enabling them to remain living within their own home for as long as possible.

Carer Wellbeing
Crossroads deliver high-quality care and support for people living with a long-term chronic illness or a palliative care need, in their own home.

This year we have offered more hours’ worth of respite breaks for family carers in Birmingham, funded by Birmingham & Solihull CCG. Supporting family carers in this way means that loved ones are able to stay in their own home for longer as they near the end of life.

Palliative Care
We continue in our role as a member of the award-winning Connected Palliative Care team. Providing care via the Palliative Hub, a specialist end of life care service in Sandwell, our staff are part of the Urgent Response Team, working to deliver 24/7 services to those living with a terminal condition. We can also offer respite for family carers during this difficult period.

Our staff have years of experience and are highly trained, committed and empathetic. They contact carers following the death of a loved one, to check that they are coping and to also signpost them to community activities and groups, to help reduce potential isolation and loneliness.

Grant funding from the Birmingham Better Care Fund will next year see us deliver post-bereavement and bereavement support to family carers. This is a one-year pilot project designed to help reduce the isolation and loneliness carers can experience following loss of a loved one, loss of their purpose and role as carer.

The service will support carers one-to-one, engaging with them to signpost them to activities within their locality and provide opportunities for carers to come together via peer support groups. We will be encouraging carers to use electronic means of keeping in contact with each other, with a drive to enable them back into work, volunteering and building a life of their own.
Dementia Information and Support for Carers (DISC)

Our Dementia Information & Support for Carers (DISC) service has this year delivered support, information and advice to over 5,043 carers of people with dementia or memory problems. The service is now fully accessible across Birmingham, Sandwell and Solihull thanks to funding from the Building Connections Grant (from the Community Lottery Fund), which was awarded in early 2019.

DISC provides a dedicated Dementia Advisor who acts as an advocate for the carer, as well as holding weekly carer groups, within a variety of locations around Birmingham and organising social outings for both the carer and the person with dementia.

In 2018/19, DISC held over 1,000 sessions for carers, including weekly carer groups, music therapy, yoga, cookery, arts and crafts and seasonal activities.

In addition, we ensure that carers have the information they need on the law, benefits and finances, plus access to training, respite care and bereavement support.

Training

Our in-house training team continue to go from strength to strength, with over 300 training courses delivered in 2018/19 to staff, family carers and external agencies.

We train our staff to ensure that they have the confidence and ability to deliver care to a very high standard. Our courses for family carers include Manual Handling, Health & Safety, Food Hygiene and First Aid - helping to reduce accidents and injury supporting the carer’s wellbeing. We also visit carers in their own home to teach them how to use equipment to support them in their caring role. In some areas we are able to provide this free of charge as the service is funded by the Local Authority.

We welcome everyone to our Training Hub and provide accredited and non-accredited training to various external agencies. Training opportunities include; Infection Control, Safeguarding, Equality & Diversity and Deprivation of Liberty, plus much more.
**FEEDBACK ON OUR SERVICES**

**What our staff say**

“I love my job. I love knowing that service users have had the best care in their darkest or last days.”
- Care Support Worker

“I enjoy getting to know service users and their families and I’m glad to be of help when relatives need a break.”
- Care Support Worker

**What those being cared for say**

“I’m happy that I made the choice to have staff look after me during the night. To ensure my health and safety. To prevent me falling and having an accident.”

“The care I get is very satisfactory and very much appreciated. Thank you for your help.”

“The service is excellent and very much appreciated.”

**What family carers say**

“It has made a significant difference to our lives having your carers here. They are always polite and friendly and I feel so relaxed having some time-out. It really has changed our lives.”

“As I work full time, I have peace of mind that someone has checked on mum during the day.”

“This service is a life-line for people like me.”
FEEDBACK ON OUR SERVICES

Highlights from our 2019 Quality Questionnaire sent to our service users, family carers and staff.

- 95% of service users felt that they had been involved and informed in how they received their care.
- 100% of service users felt that they had been treated with dignity and respect.
- 86% of service users felt that their preferred choices were reflected in their care plan.
- 100% service users felt that staff kept them safe and well.
- 71% of family carers felt that our care and support has had a positive impact on their family life.
- 91% of staff feel valued and listened to.

POWER IN PARTNERSHIP

Our involvement in the Empower Project, through Sandwell Better Care Funding, aims to reduce loneliness and isolation of those being discharged from hospital. Working with four local care homes/rehabilitation units and the STAR (Short Term Assessment and Reablement) community team, carers from the Empower partnership meet with patients to establish their needs and interests.

This enables them, over 6 - 8 weeks, to identify local support groups and activities for them to get involved in and to assist them to attend, whilst also providing advice to family members, thereby reducing the number of people being readmitted to hospital or going into long-term care.
“When Alan was first diagnosed with dementia I didn’t know where to turn. Then I was put in contact with Tehmina from Dementia Information & Support for Carers (DISC) and she helped me so much, I don’t know what I would have done without her.

She assisted me with private matters, such as sorting out Alan’s private pension amongst other things. I was sinking and she kept my head above water.”

Carer From Sandwell
“I’ve been caring for my husband Mario since his memory problems began and he now has a vascular dementia diagnosis. The Carers Groups are an excellent opportunity for me to learn more about dementia and chat to others in a similar situation. Shazia, my Dementia Advisor has really helped me, giving me advice to help deal with Mario’s frustrations.”

Carer from Tipton
FINANCES
YEAR END 31 MARCH 2018

Income
£1,718,093

24% Social Care
38% Health & Palliative Care
23% Dementia Support
13% Sitting Services
2% Training & Other

Expenditure
£1,659,464

Surplus for year
£58,629

Registered Company number
02950188 (England and Wales)

Registered Charity number
1040679

Registered Office
494 Wolverhampton Road,
Oldbury,
West Midlands,
B68 8DG

Trustees
Mr I. G. Wyle (Chairman)
Mr H. Painter
Mrs C. R. Murrain
Mrs W. Bodenham
Mr M. Kelly
Mary Latter
Susan Turton
Alex Nixon

Company Secretary
Mrs C M Christie

Auditor
Mr Richard Dunkley
RD Accounting
23 Mount Road
Fairfield
Bromsgrove
B61 9LN
SUPPORTING US

Crossroads is a charity and we value the support of those who are able to make a donation to us.

Your donations directly go towards our work with carers and their families. Whether it’s a one-off donation or regular donations, you will be supporting family carers to continue in their role and help those being cared for to stay in their own homes for longer.

How can you support Crossroads?

A single donation
You can make a one-off donation by writing a cheque for Sandwell Crossroads and posting it to our head office - 494 Wolverhampton Road, Oldbury, B68 8DG. Alternatively, you can donate via PayPal by visiting www.sandwellcrossroads.org/supportus. Or if you wish to make a cash donation in person, we would be delighted to see you!

A regular monthly donation
You can make a regular monthly donation by setting up a Direct Debit. Please contact us on 0121 553 6483 for our banking details. Alternatively, you could Give As You Earn, donating directly through your salary. All you have to do is instruct your employer’s payroll team. The added benefit of this option is that the Government will automatically add 10% to your donation.

Fundraise for us!
There are all kinds of things you could do to raise money for Crossroads. Organise a quiz night, a cake sale, a raffle or even take on a challenge such as a marathon – ideas are endless, but whatever you choose to do, we are here to help. Call us on 0121 553 6483, ext. 2240 for advice and help with promotion of your activity.

Don’t forget about Gift Aid
If you’re a UK taxpayer, make sure that you sign-up to Gift Aid to ensure that an extra 25% is added to the value of your donation.

Become a volunteer
If you would like to donate your time to Crossroads, we welcome volunteers to help out with a variety of befriending schemes. If you’re looking to make a positive influence on another person’s life, then we would love to hear from you.

Call 0121 553 6483 to find out how you could get involved.
CROSSROADS
Caring For Carers

494 Wolverhampton Road
Oldbury
West Midlands
B68 8DG

www.sandwellcrossroads.org
Telephone: 0121 553 6483

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