



Carer **Confident**



The Employers for Carers benchmarking scheme



About Carer Confident

The Carer Confident benchmarking scheme supports employers like you to build a positive and inclusive workplace for your staff who are, or will become, carers and to make the most of the talents that carers can bring to your workplace.

A carer is someone who provides unpaid care by looking after an older, disabled or seriously ill family member, partner or friend.

Carer Confident also seeks to recognise employers who achieve this, and to inspire others to follow suit.

The certificate of achievement will be presented to employers with a UK presence who demonstrate they have built a positive and inclusive workplace where carers are recognised, respected and supported.

Carer Confident employers recognise the importance of retaining valued members of staff, reducing absence and unnecessary recruitment costs, and increasing staff resilience, engagement and productivity.

Why become Carer Confident?

With 1 in 9 people now juggling work with caring for someone who is older, disabled or seriously ill – and our population ageing – carers are a growing reality in our workforce.

Without the right support, 1 in 6 carers give up work or reduce working hours to care. But many will be your most skilled and experienced staff, the 45-64 year olds at the peak of their careers.

Building a positive and inclusive workplace for all staff – including the growing numbers who are, or will become carers – is both good employment practice and good business sense.

What are the benefits of supporting carers?

Evidence from Employers for Carers member organisations and other sources shows that, far from compromising business goals, implementing support for carers in the workplace has the following benefits:

- ✔ **Retention** of key staff (reduced recruitment and training costs)
- ✔ **Resilience** of staff (increased health, engagement and productivity and reduced stress, sick leave and absenteeism)
- ✔ **Recruitment (and return) of talent to the workforce** (improved competitiveness and performance)
- ✔ **Results for the bottom line** (including cost savings)

A landmark joint HM Government and Employers for Carers/Carers UK Report “Supporting Working Carers” includes evidence from over 200 employers that providing carers with better support in the workplace has resulted in business benefits and cost savings through:

- ✔ improved staff retention
- ✔ increased staff productivity
- ✔ reduced sick leave and absenteeism



What are the benefits of becoming Carer Confident?

Building on the wealth of learning and experience from the Employers for Carers business forum since 2009, the purpose of Carer Confident is to help you to:

- ✔ Robustly benchmark your organisation in order to develop and sustain support for carers within your workplace and reap the business benefits from this.
- ✔ Understand performance gaps to identify and address areas for improvement, manage change and create an effective Carer Confident organisation.
- ✔ Capture, measure and monitor interventions and impact in a structured way to aid submissions to wider employer recognition schemes (for example across the Equality and Diversity and Inclusion agenda).



Carer Confident will provide a practical framework to assist you to:

- ✔ Develop and implement your package of support for carers, whatever your size or sector.
- ✔ Identify and measure the impact of workplace policies and practices which can support carer (and wider workforce) retention, engagement and productivity.
- ✔ Heighten your profile and reputation as an 'employer of choice' for the growing numbers of people looking to work more flexibly (whether carers, former carers, older workers, returners or others).



How to become Carer Confident

As an employer, you will know just how important it is to keep skilled and experienced staff. Carer Confident is here to help you support and retain them.

Carer Confident has three levels designed to support you throughout your journey towards building a positive and inclusive workplace for all staff who are, or who will become, carers.



Progressive levels

The scheme has been designed to be progressive, to enable you to work through the levels, starting at Level 1: Active, then moving to Level 2: Accomplished, and finally on to Level 3: Ambassador.

Carer 
Confident

Active

Carer 
Confident

Accomplished

Carer 
Confident

Ambassador

It will therefore be assumed that you will start at Level 1, although we recognise that some employers will have supported working carers for longer and may wish to provide evidence that they meet the criteria for Level 2 or Level 3.

A summary of criteria across all three levels as well as further information on each of the three levels (including detailed guidelines and application forms) can be found on our website:

carerconfident.org

Apply to become Carer Confident

Carer Confident has been designed to be clear and simple, based on a straight-forward self-assessment process, with employers describing how they meet the criteria expected at each of the three levels and providing relevant evidence.

A key indicator of progression will be the level of carer engagement in the organisation and verification of carer experience.

Further details can be accessed at carerconfident.org



What does it cost?

The costs below for entry to Carer Confident include the following:

- ✔ Access to web based materials for assessment process
- ✔ Telephone support (one dedicated call)
- ✔ Assessment of evidence
- ✔ Written feedback report, including a score
- ✔ Award certificate and achieved Carer Confident level logo (if benchmark level is met)



The fee (per entry) for each level of Carer Confident is:

	Active	Accomplished	Ambassador
EfC member organisations	£500 + VAT	£500 + VAT	£500 + VAT
Non-member organisations	£2000 + VAT	£2000 + VAT	£2000 + VAT

After taking the benchmark, additional support in the form of detailed face to face feedback and a recommended action plan is also available for:

	Active	Accomplished	Ambassador
EfC member organisations	£500 + VAT	£500 + VAT	£500 + VAT
Non-member organisations	£1000 + VAT	£1000 + VAT	£1000 + VAT

For further information visit carerconfident.org
or contact us at carer.confident@carersuk.org or 0207 378 4956

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[carerconfident.org](https://www.carerconfident.org)



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