

Fact sheet

Last Review Date: 7 January 2026

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Could you be a Community Carers Champion?

Background

In Telford and Wrekin it is estimated that there are over 20,000 people over the age of 5 who provide unpaid care to others. Locally we want to raise the profile of carer awareness and increase people's understanding of what carer's champions are and how they could benefit your organisation/group/service.

Carers come in all ages and are both male and female and include young carers. (A higher proportion are women aged between 45 and 64 and are looking after someone who is aged 75 years or older, although more men are identifying themselves as carers.) Many people do not recognise themselves as carer, so getting the message across is important. This message is endorsed within the local Carers Strategy.

As part of raising greater carer awareness across the Borough local communities and employers are being encouraged to identify local carer champions to raise the profile of carers. This is endorsed within the Carers National Action Plan 2018- 2020.

What are Carers Champions?

Champions have an interest and commitment to raising carer awareness. Carers can be lonely and isolated and not recognise there is support and advice available. This role is undertaken in a voluntary capacity and provides the following:

- Promote and raise awareness to the needs of Carers within their workplace.
- Maintain the profile of the subject of carers across the workplace.
- Act as a point of contact for external and internal communication on the subject of carers.
- A Carer Champion is a point of contact both internally for staff and carers and externally for professionals in order to ensure effective communication.
- You will receive a Carers Champion pack
- Carers centre will provide a notice board upon request.
- You will need to provide a valid email address for receiving relevant information from the carers centre to share within your setting.

A Carer Champion is not expected to hold all the knowledge around carer issues and in many cases may only require the contact details for signposting to a single carer's information and advice service. A Carer Champion is not expected to offer ongoing structured or emotional support nor be available for carers at any given time.

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Where can Carers Champions be found?

- General practices and Patient Participation Groups
- Voluntary Organisations
- Local business/workplace (Carer Friendly Employers)
- Church and faith groups
- In your community (Carer Friendly Communities)

What does this informal role involve?

- A first point of contact for information distribution
- Someone to promote what is available for Carers
- Refer carers to the Carers Centre
- Share Carers news in the workplace, perhaps on a web site/newsletter/notice board
- A central point for receiving career-related information.

What are the benefits from having a Carers Champion?

- C: Carer friendly organisation, business or community development
- A: Access to free carer awareness training and support.
- R: Reaching out to hidden carers linking to local support.
- E: Early identification: Prevention at an early stage.
- R: Responsibilities to identify and support carers

Next steps:

To find out more information about Local Community Carer Champions contact All Age Carers Centre

Tel: 01952 240209

Email: admin@carerscentre.org.uk (Carers Centre)

Website: www.telfordcarers.org.uk

Becoming a Carer Friendly Community or Carer Friendly Employer contact Carers' Partnership Board

Email: AllAgeCarers@telford.gov.uk

Web site: <https://www.telford.gov.uk/allagecarers>

We look forward to working alongside you to identify and support unpaid family Carers in Telford and Wrekin.

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