

Public Document Pack



Cyngor Sir
CEREDIGION
County Council

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ceredigion.gov.uk

Dwynwen Jones

Dear Sir / Madam

I write to inform you that a Meeting of the Healthier Communities Overview and Scrutiny Committee will be held at the HELD REMOTELY VIA VIDEO-CONFERENCE on Wednesday, 20 October 2021 at 10.00 am for the transaction of the following business:

1. **Apologies**
2. **Disclosures of personal interest (including whipping declarations). Members are reminded of their personal responsibility to declare any personal and prejudicial interest in respect of matters contained in this agenda in accordance with the provisions of the Local Government Act 2000, the Council's Constitution and the Members Code of Conduct. In addition, Members must declare any prohibited party whip which the Member has been given in relation to the meeting as per the Local Government (Wales) Measure 2011.**
3. **Trading Standards (Scams) (Pages 3 - 8)**
4. **Ceredigion Carers Unit Annual Report 2020-21 (Pages 9 - 32)**
5. **West Wales Care Partnership Regional Carers Development Group Annual Report 2020-2021 (Pages 33 - 52)**
6. **To confirm MInutes of the Special Healthier Communities meeting held on the 22.09.2021 and any matters arising therefrom (Pages 53 - 58)**

Members are reminded to sign the Attendance Register

A Translation Services will be provided at this meeting and those present are welcome to speak in Welsh or English at the meeting.

Yours faithfully



Miss Lowri Edwards
Corporate Lead Officer: Democratic Services

**To: Chairman and Members of Healthier Communities Overview and
Scrutiny Committee**

The remaining Members of the Council for information only.

CEREDIGION COUNTY COUNCIL

Report to:	Healthier Communities Overview and Scrutiny Committee
Date of meeting:	20 th October 2021
Title:	Trading Standards (Scams update)
Purpose of the report:	To update Scrutiny on scams and doorstep crime issues and the work undertaken by Trading Standards.
For:	For information
Cabinet Portfolio and Cabinet Member:	Councillor Gareth Lloyd – Public Protection

Background

In common with most trading standards authorities across England and Wales, Ceredigion's Trading Standards Team (TS Team) uses, as a first point of contact for members of the public, the Citizens Advice Consumer Service (CACS) which has been set up and funded nationally by central government to offer consumer civil advice and to act as a portal for referrals to local authority trading standards teams. Relevant information is then passed to each local authority on a daily basis for them to take any appropriate action. The TS Team requests that 100% of scam and doorstep crime complaints are passed through.

The Service also uses the National Intelligence Operating Model to identify priorities based on consumer detriment and vulnerability and scams and doorstep crime consistently features in its top 5 priority areas.

In 2019/20, the TS Team received 552 reports from CACS, 40 of which were specifically related to scams and doorstep crime.

The Team also receive referrals from National Trading Scams Team (NTS Team). The NTS Team enable us to:

- Identify Ceredigion victims of mass marketing fraud,
- Visit and support these local victims
- Return money intercepted by the NTS Team to scam victims.

During the same period, the TS Team dealt with 48 scam victim referrals from the NTS Team; each report is triaged and the intervention depends on the level of risk associated with that individual.

Scams

Scams have sadly become part of everyday life and is getting more sophisticated and develops quickly when the opportunity for fraud presents itself; such as with Covid-19 currently or green deal initiatives. In relation to such scams, criminals who perpetuate

these types of scams are generally based out of county, all too often outside of the UK, which makes it very difficult to prosecute them within our local enforcement authority.

Action Fraud reports that since lockdown began, over £2.5bn has been lost to scams and this is just what has been recorded - the actual figure is likely to be much higher. They are relatively easy crimes to commit, the degree of risk to the perpetrator is less than in many other criminal activities, for the most part the offences are under-penalised and many, if not all, of the enforcement partners are struggling with resources.

Covid-19 associated scams

During the pandemic, with people having to stay at home, many households became reliant on good internet connectivity for online shopping, working from home, home schooling, online entertainment subscriptions, etc., and the typical online and delivery scams that fraudsters used to attempt to make money out of the unsuspecting public included:

- Texts and emails being sent to people to lure them to apply for the Covid-19 vaccine
- Automated message saying that BT were going to suspend your broadband because your IP address had been compromised, and the message asking the recipient to 'press 1' to continue.
- Automated message saying the call is from Amazon Prime claiming that they would charge the recipients card £79 for Amazon Prime.
- Text messages purporting to be from Royal Mail stating that there is a package that needs to be rescheduled, or an item is waiting to be collected and asking the recipient to press on a 'bit.ly' link

Out of the 740 consumer complaints/reports received by the TS Team since the beginning of the pandemic, 67 cases related to Ceredigion consumers having experienced directly some form of unfair trading practice as a result of Covid-19 e.g. breach of contracts, traders refusing to refund and return deposits relating to cancelled holidays/weddings/events, or failure to provide a service, etc.

Doorstep Crime

Doorstep Crime can affect anyone, but it is often elderly and vulnerable people that are targeted by rogue traders offering home improvement or gardening services, etc. Doorstep crime often results from an initial cold call. Unscrupulous traders will carry out unnecessary, substandard and sometimes even dangerous work and then use strong arm tactics to persuade consumers to part with large sums of money for poor workmanship.

The TS Team works closely with partners such as Dyfed-Powys Police to try to maximise the impact locally of its activities and avoid duplication. All intelligence related to scams and doorstep crime is added to a central intelligence database which is disseminated to the Police and other enforcement agencies as appropriate.

The response of the TS Team to doorstep crime incidents is more enforcement based and the Team attempts to respond to all reported incidents including, where possible, with the assistance of the police.

Investigating this type of rogue trader activity and protecting vulnerable consumers from them continues to be a priority for the TS Team. The Service currently has a number of ongoing investigations with one prosecution pending. Results of our most recent prosecutions of rogue/unscrupulous traders is attached to the report in Annex A.

For investigations involving individuals/businesses operating in Wales whose criminal activity crosses county lines, Trading Standards Wales, funded by National Trading Standards has set up a Regional Investigation Team that assists Welsh local authorities with complex/major investigations involving multiple authorities because many local authority Trading Standards services no longer have the resource and capacity to take on large investigations.

The Service also tries to take a wider, more innovative approach alongside our normal enforcement procedures. The following includes examples of initiatives the TS Team, working with partners (in particular National Trading Standards) is involved with:

- The national UK banking protocol; an initiative through which branch staff can alert Police/TS to suspected scams, often when the perpetrator and/or victim is still on the bank premises
- A national initiative with Royal Mail to identify and remove scam mail from the postal system
- Providing talks and presentations to community groups on scams awareness
- The Service participates in national partner initiatives such as National Rogue Trader Week, Scams Fortnight and Scamnesty Month;

A week of planned multi-agency action within Wales is due to take place between 11th and 15th October 2021. Working in partnership with other enforcement agencies e.g. Dyfed-Powys Police, HMRC, DWP, DVSA, etc., the intention of the week of action is to displace and disrupt rogue trading within Wales, take enforcement action for any offences or incidents identified at the time of the exercise, provide a strong anti-doorstep crime message across Wales, as well as offer assistance vulnerable consumers by preventing rogue trading incidents from happening and making safeguarding referrals where necessary.

Summary

In summary, it is probably reasonable to talk about a global “epidemic” of scams and doorstep crime and there is significant consumer and business detriment involved.

The current capacity of the TS Team given the broad range of other regulatory activity for which Trading Standards undertakes, only allows it to be intelligence-led and to focus its resources on enforcement activities associated with rogue/unscrupulous traders operating within Ceredigion. Although enforcement plays a role, the Service also tries to take a wider, more innovative approach alongside our normal enforcement procedures but wished it had more resources to undertake more preventative work through awareness raising and education.

Has an integrated impact assessment been completed? If not, please state why No

Wellbeing of Future Generations:	<p><i>Summary</i> Long-term:</p> <p>Collaboration:</p> <p>Involvement:</p> <p>Prevention:</p> <p>Integration:</p>
Recommendation(s):	That Scrutiny consider the content of the report and take account of the issues described.
Reason(s) for decision:	To deliver a fit for purpose trading standards service.
Overview and Scrutiny:	
Policy Framework:	Corporate Strategy 2017-2022
Corporate Priorities	<ul style="list-style-type: none"> • Promoting Environmental and Community Resilience
Finance and procurement implications:	Within budget
Legal implications:	None
Staffing implications:	None
Property/asset implications:	None
Risk(s):	Legal challenge / Reputational damage – legislation has placed a duty on the Authority to enforce the provisions of the Consumer Rights Act 2015 and Consumer Protection from Unfair Trading Regulations 2008, etc.
Statutory Powers:	Consumer Rights Act 2015
Background Papers	None
Corporate Lead Officer:	Alun Williams (Policy & Performance)

Reporting Officer:

Anne-Louise Davies (Trading Standards & Licensing Manager)

Date:

14th September 2021

Appendix A

Trading Standards Prosecutions

1. Danny McClelland trading as DVC Home Improvements

Court: Aberystwyth Magistrates

Date of court case: 17th December 2020

Defendant: Danny McClelland, trading as DVC Home Improvement

Plea: Pleaded guilty

Nature of offending/offences: Fraud/unfair trading practices

Sentence: 16 weeks imprisonment, suspended for two years and ordered to carry out 15 rehabilitation days, 200 hours unpaid work, and to pay the victim compensation of £2,000 within 14 days.

Prosecution Costs: £2,159.64

Court surcharge: £122.

2. Colin Harding

Court: Aberystwyth Magistrates

Date of court case: 17th December 2020

Defendant: Colin Harding

Plea: Pleaded guilty

Nature of offending/offences: Fraud and product safety offences

Sentence: 12 month Curfew Order with electronic monitoring from 7pm to 7am and ordered to pay £250 compensation within 14 days

Prosecution costs: £750

Court surcharge: £90

Harding had previously been prosecuted by Trading Standards for fraud and product safety offences and had been given a suspended sentence for those earlier offences and this subsequent offence occurred whilst on a suspended sentence.

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Cyngor Sir CEREDIGION County Council

REPORT TO:	Healthier Communities Overview & Scrutiny Committee
DATE:	20 th October 2021
LOCATION:	Zoom
TITLE:	Ceredigion Carers Unit Annual Report 2020-21
PURPOSE OF REPORT:	To report on the achievements of the Ceredigion Carers Unit and progress against their agreed targets and objectives during the year 2020-2021
REASON SCRUTINY HAVE REQUESTED THE INFORMATION:	For information.

BACKGROUND:

A Carer is 'Anyone who cares, unpaid, for a friend or family member who due to illness, disability, a mental health problem or an addiction, cannot cope without their support'.

Carers have a right to a life beyond their caring role and to do so, need both effective services to support the people they care for and for them as Carers in their own right.

Welsh Government refers to a "Carer Friendly Wales", noting that unpaid Carers of all ages are a valued and valuable part of society. Across Wales there are over 370,000 unpaid Carers undertaking 96% of care at a community level. This number is thought to have increased dramatically as a result of COVID. Furthermore, Carers make a positive difference by holding families together, enabling those they care for to get the most out of life whilst making an enormous contribution to society and saving the economy billions of pounds every year.

The Social Services and Well-being (Wales) Act gives Carers an equal right to have their needs assessed as those they care for. Under the act, local authorities must provide a support plan to help Carers to secure the outcomes that matter to them. Taking forward actions to ensure that these enhanced rights are recognised and actively delivered upon. The 3 national priorities are:

- Supporting life alongside caring - All Carers must have reasonable breaks from their caring role to enable them to maintain their capacity to care, and to have a life beyond caring.
- Identifying and recognising Carers - Fundamental to the success of delivering improved outcomes for Carers is the need to improve Carer's recognition of their role and to ensure they can access the necessary support.
- Providing information, advice and assistance - It is important that Carers receive the appropriate information and advice where and when they need it.

CURRENT SITUATION:

SOCIAL SERVICES AND WELLBEING ACT (WALES) 2014

Ceredigion County Council remain committed to providing the best possible outcomes-focused service to enhance the lives of Carers, and to continuously improve support, services and recognition of Carers in Ceredigion. The Act provides a definition of a **Carer** as “a person who provides or intends to provide care for an adult or disabled child”. This removed the requirement that carers must be providing “a substantial amount of care on a regular basis”.

Has an Integrated Impact Assessment been completed? If not, please state why

Summary:

Long term: Balancing short term need with long term and planning for the future

WELLBEING OF FUTURE GENERATIONS:

Integration: Positively impacting on people, economy, environment and culture and trying to benefit all three

Collaboration: Working together with other partners to deliver

Involvement: Involving those with an interest and seeking their views

Prevention: Putting resources into preventing problems occurring or worsening

RECOMMENDATION (S):

To share information and receive the views of the Healthier Communities Overview and Scrutiny Committee / Cabinet.

REASON FOR RECOMMENDATION (S):

Contact Name: Sara Humphreys
Designation: Team Manager Through age Carers and Community Support Team, Ceredigion Carers Unit
Date of Report: 15/09/21

Acronyms:



Carers Unit

Annual Report
2020-2021

*CARERS are
everyone's business*



Cyngor Sir
CEREDIGION
County Council



An unpaid carer is anyone who provides unpaid care to a friend or family member due to illness, frailty, disability, mental health issue or an addiction and who cannot cope without their support.

The Carers Unit aims to continually improve the quality and range of support and services available to meet the needs of carers of all backgrounds and ages including parent carers and young carers.

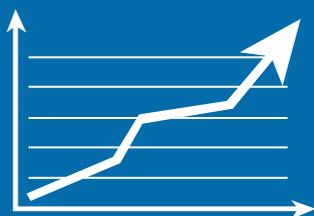
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Introduction

Message from Carers Development Officer Sara Humphreys

I would like to introduce the Carers Unit annual report for 2020-21. There is no denying that it has been a difficult year for all with unpaid carers having been particularly affected by the pandemic. We've worked to ensure that the information and support we provide carers through the Carers Information Service has continued to be delivered, albeit in a different way at times. We've also developed new support for carers in Ceredigion whilst continuing to work with partners across the West Wales region and further afield, influencing services for carers across Wales.



40%

We have increased the Carers Information Service membership by 40%.

This is the biggest increase since the service began and in the most challenging times. More carers are recognising their roles as carers and accessing the support available to them.

We successfully launched the carer card for adults and young carer ID card. I was very proud that Ceredigion was the first local authority in Wales to launch a young carer ID card under the Welsh Government's national ID card project.

We have continued to develop the Resilience and Wellbeing programme for carers and young carers across the region by developing resources and delivering virtual training to course facilitators to enable them to roll out the programme to carers of all ages that they work with.

Despite the lockdowns over the last year, the quality of work that the Carers Unit produced continued to be of the highest standard. This demonstrates the commitment and dedication that each member of the Carers Unit team has to supporting unpaid carers. We also have to thank the wider services within the Council that have supported us with achieving our aims.

I hope you enjoy reading about the work that we've done during 2020-21 to ensure that carers in Ceredigion are supported in their caring role.

Message from Ceredigion County Council Carers Champion

**Councillor
Catherine
Hughes**

It is a pleasure as Carers Champion to contribute to the Annual Report for 2020-2021. Little did we know what was in front of us at the beginning of 2020!

The work that has been done by the Carers Unit and Porth Cymorth Cynnar to support our unpaid carers throughout this very different year has been nothing short of miraculous. We've all had to learn to work in new and innovative ways and we've "zoomed" our way to many different meetings and events! I had the pleasure of attending some meetings via Zoom where it was good to talk to carers and to hear of their issues and concerns. Working as a unit with our partners to ensure that these meetings were held was one way of being there for carers.

This report highlights all the work done over the last year and for that, we must thank all staff members of the Carers Unit who are always there for carers of all ages.

Message from Corporate Lead Officer, Porth Cymorth Cynnar

**Elen
James**

It is a pleasure to receive the Annual Report 2020-21 from the Ceredigion County Council Carers Unit. I would like to congratulate the team and its partners in what has been achieved during the last year.

Being a carer is often a 24/7 responsibility and can be lonely and stressful for the carer. The help, support and information that the Carers Unit have provided is invaluable, and I am extremely proud of what they have achieved in 2020-21.

The Carers Unit and both local and national partners planned a wide range of activities for Carers Week in June and Carers Rights Day in November. I've been fortunate to attend some of the virtual events. It's wonderful to see the collaboration with regional partners and the third sector in providing support to carers, providing information packs, activities and networking opportunities.

The Carers Unit may be a small team, but it is a significant resource of information and activity, that is much appreciated by both carers and Ceredigion County Council. I would like to take this opportunity to thank Sara and her dedicated team on the excellent work they have achieved during this very challenging and difficult time and for all the help and support they've provided to the residents of Ceredigion during the last year. I'm confident that the Carers Unit will continue to maintain the same high level of service in 2021-2022.



Covid 19 pandemic response



What did we do?



IN BRIEF



Carers Information Service

- Service delivery continued
- Information and advice provided
- Carer Magazines produced, printed and distributed
- Covid 19 newsletters produced and distributed
- Carer 'Infobursts' issued to keep carers updated on news, services and support



Welfare check service

- Contacted over 800 carers
- Reassured and informed
- Identified issues
- Offered support



Carer ID Cards launched

- Adult carer card
- Young carer ID card
- Formal proof of caring role and responsibilities
- Gave carers peace of mind during lockdown
- Access to priority shopping times

VIRTUAL DELIVERY

Delivery of events and activities

- Carers Week, June 2020
- Carers Rights Day, November 2020
- Virtual delivery of information sessions and activities
- Activities distributed to carers by post
- Carer wellbeing bags
- Carer Welsh Afternoon Tea: 'a break in a box'



Covid-19 pandemic response: in detail

At the beginning of the lockdown, in April 2020, we established a 'welfare check' service following the initial lockdown announcement. We contacted all members of the Carers Information Service (over 800 carers) by email, letter or phone to make contact, to provide reassurance and information, identify issues and offer support. Carers that wanted more support were offered repeated contact at regular intervals in the form of a 'welfare check'.



While face to face contact was not permitted, it was more important than ever to communicate up to date relevant information to carers. To do this, we produced supplementary Covid-19 'Infobursts' newsletters for carers. They were distributed to members of the Carers Information Service and information was also made available to other carers via the Ceredigion County Council website.

In order to continue to support carer wellbeing under pandemic restrictions, we developed new innovative ways to deliver training, activities and events for carers that did not need face to face contact. To celebrate Carers Week in June 2020 and Carers Rights Day in November 2020, a wide range of activities were delivered virtually over Zoom. Carers without internet access were able to access the activities by normal telephone so digitally inactive carers were not excluded. Instructions on how to join and access zoom were published in the Carer Magazine along with other support on developing digital skills.

In recognition of all that carers do and to show our appreciation, carer wellbeing bags were delivered to carers in June 2020 and Welsh Afternoon Tea 'a break in a box' were delivered in March 2021. A huge number of carers took the time to contact us to express their gratitude and appreciation for the gifts.

As we approach the point where the vaccines are being rolled out widely and the future is looking more positive, it is fast becoming clear that Covid-19 is something that we will have to learn to live with so it seems unlikely that services will return to normal in the near future. We must remain positive and continue to adapt and strengthen services to meet the needs of carers during and beyond the pandemic.

Enable carers to have a life beyond caring

What did we do?



IN NUMBERS



Reopened Ceredigion Carers Fund with

£36,500

funding to award to carers to improve health and wellbeing

Supported

Gofalwyr Ceredigion Carers

to deliver

1497

hours of replacement care to carers to give them a break from caring role



Processed

251

applications to the Carers Fund



Delivered

1040

Welsh Afternoon Tea 'break in a box' to carers



Delivered

850

wellbeing bags to carers



Worked with Action for Children to support

83

young carers and young adult carers to have a life outside of their caring role



Worked with partners to deliver

82

activities/learning sessions for carers



Supported Action for Children to deliver

100

wellbeing toolkit boxes to young carers



Issued

276

carer cards to adult carers and young carers

Business objective #1: summary

What were the challenges?

- Upskilling staff on virtual delivery methods, platforms and approaches
- Adapting training and resources for use with virtual delivery
- Delivering events and activities without face to face contact
- Engaging with and providing support to carers who are not digitally active
- Purchasing stock, preparing and distributing wellbeing bags under pandemic restrictions
- Supporting carers to have breaks without face to face services

What went well?

- Carer card development and launch
- Carers Fund
- Wellbeing bags & Welsh Tea 'break in a box'
- Virtual events/ activities
- Posting activities to digitally excluded carers to do at home
- External partnership working
- Collaborative working with other council services

A carer said...

"The treats were lovely but knowing that someone was thinking of me and appreciating what I do meant so much more"

What needs to happen?

- Work with partners to develop sessions and events for young carers
- Work with carer leads & teachers in schools to embed young carer ID cards in schools
- Explore ways to deliver Covid compliant talks, workshops, information, support and activities to those not digitally active

Business objective #2

Improve carers' recognition of their role so they can access the necessary support

What did we do?



IN NUMBERS



366

new carers joined the carers information service



230,705

people reached through social media posts promoting carer events, activities and services



171

new registration & referral forms received from GP surgeries



Delivered carer resilience and wellbeing training sessions to

37

individuals as part of regional roll out



40

social care staff attended assessing carer support needs training



Provided inductions/information sessions to

32

members of staff to help them recognise and support carers



Delivered

4

monthly drop-in sessions for staff with caring roles (started November 2020)



80

staff members of Ceredigion County Council completed carer awareness e-learning training

Business objective #2: summary

What were the challenges?

- Adapting and re-writing training resources for virtual delivery
- Making better use of digital technology to provide information, advice and guidance
- Finding ways to engage remotely with staff carers who have caring responsibilities in their personal life
- Adapting processes to fit to home working

What went well?

- Increased reach of Carers Information Service
- Social media promotion
- Development of carer resilience and wellbeing resources
- Regional partnership working

A carer said...

"We appreciate what you do. The information you supply, the personal contact and the support you have in place is heart-warming."

What needs to happen?

- Continue to facilitate and develop monthly drop in sessions for staff carers and work with HR to improve support for staff carers
- Further develop carers in employment element of carers resilience and wellbeing programme

Business objective #3

Carers receive appropriate information and advice where and when they need it

What did we do?

IN NUMBERS



Increased Carers Information Service membership by

40%
to

1158
carers



Printed and distributed

3600

Carers Magazines
across Ceredigion



Sent

4143

direct postal/ email information mailouts
to carers with information to support them
in their caring role



Distributed books about
supporting mental
health and emotional
wellbeing to

850

carers



361

people attended or engaged with
carer activities and
information/learning sessions

Supported

Gofalwyr Ceredigion Carers

to deliver information
and advice to

388
carers



Worked with partners to raise
awareness of carers and
coordinate programmes
of activities to align with

3

national carer events



Business objective #3: summary

What were the challenges?

- Upskilling staff quickly to use digital technology and multiple different platforms to provide information, advice and guidance
- Delivering support, events and activities without face to face contact
- Engaging with and providing support to carers who are not digitally active
- Adapting training and resources for use with virtual delivery

What went well?

- Membership growth of Carers Information Service
- Carer events and activities
- Increased electronic information provision to carers

A carer said...

"Thank you Team for another excellent and informative magazine - positively bursting! We do appreciate it."

What needs to happen?

- Review structure and content of all carers pages on website and revise to improve accessibility and usability
- Work across the region to review information for young carers and ensure information available for them is up to date relevant and accessible

How are carers shaping our service?

430 separate items of feedback received about.....



Carers Fund



Carer card
(carers consulted)



Information provision



Young carer ID card
(young carers consulted)



Wellbeing bags



Carer Magazine



Training/learning sessions



Welsh Afternoon Tea:
'a break in a box'

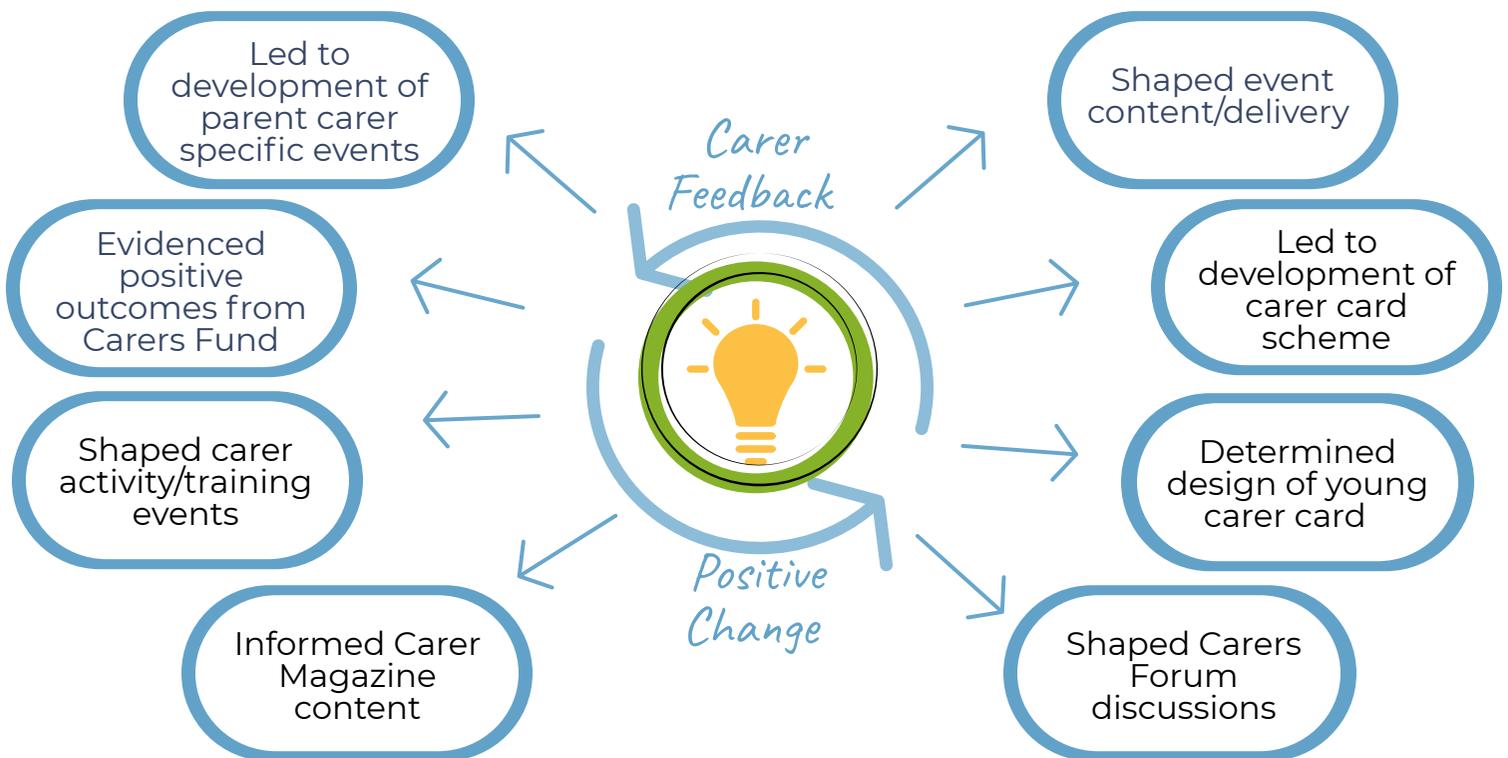


Carers Forum



Events and activities

How feedback was used



Example

Carers said

I need something formal to prove that I am caring for someone

What did we do?

Developed and launched a Ceredigion carer ID card that carers can use as proof of their caring role

Carers Unit: working in partnership

Working in partnership with others to improve and develop support for carers is at the core of what we do. Here is a snapshot of some partners that we have worked with during the year.



Key

 Ceredigion County Council	 Local
 Regional	 National



Carers Unit year, at a glance

Quarter 1

APRIL

CARER WELFARE CHECK SERVICE



COVID-19



LOCKDOWN ADJUSTMENT



CARER COVID 19 NEWSLETTER

CARER CARD SURVEY
208 carers responded



VIRTUAL EVENT

CARERS WEEK

- Quilt project
- Health and wellbeing
- Tai Chi
- Arts and crafts
- Meditation
- 'RAISE A CUPPA' for carers and quiz with Coleg Ceredigion students

Carers Week

1ST CARER INFOBURST



850 WELLBEING BAGS DISTRIBUTED TO CARERS

- Wellbeing book
- Chocolate
- Uplifting teas
- Aromatherapy
- Mindfulness activities



Quarter 2

JULY

Gofalwyr Ceredigion Carers Carers Week QUILT PROJECT completed



CARER INFOBURST

YOUNG CARER ID CARD SURVEY
• To select final card designs



CARERS MAGAZINE

'ASSESSING CARER'S NEEDS' training launched for social care staff



CARERS FORUM MEETING

VIRTUAL MEETING

CARER INFOBURST

Quarter 3

OCTOBER



CARERS MAGAZINE

BUMPER CARERS RIGHTS DAY EDITION



VIRTUAL EVENT

Carers Rights and Support

VIRTUAL MEETING

CARERS FORUM MEETING

Training/ info sessions for carers

- Carer rights
- Advice on warm homes and energy use
- Staying safe online

Ceredigion ADULT CARER CARD launched



Ceredigion YOUNG CARER ID CARD launched

CONSULTATION EVENTS x3 National Plan for Carers

1st CARER DROP IN SESSION FOR STAFF

£36,500

Ceredigion CARERS FUND launched

CARER INFOBURST

Quarter 4

JANUARY

Improving Carers Resilience and Wellbeing
TASTER SESSION

VIRTUAL MEETING

CARERS FORUM MEETING

1st YOUNG CARER NEWSLETTER ISSUED

Training/ info sessions for carers

- Parent carers' rights
- Self advocacy for carers
- 'Blame it on the brain'
- Heating energy advice and grants

CARER INFOBURST

CONSULTATION EVENTS x2 Ageing Well Strategy

YOUNG CARERS ACTION DAY
16 MARCH 2021
CARERS TRUST

Carers Resilience and Wellbeing Facilitator Training
3 DAY COURSE

CARERS MAGAZINE

1040 Welsh Tea 'break in a box' distributed to carers

APRIL



Spotlight on.....



Welsh afternoon tea: 'a break in a box'



Boxes sent to 1040 carers

Pack contained a variety of treats, cakes and teas for two to share



Carers said.....

"What a lovely surprise to get your kind carers spring package.

Thank you for your support and taking the time to care for the carers. It's a hard job to do at the best of times and of course even harder to do over the last year.

Your thoughtful gift is very much appreciated and will certainly be put to good use.

"Thanks ever so much for sending me the delicious selection of treats. Best thing that's happened to me in ages. Very thoughtful of you."

"just sending a big thank you for the carer's break box that I received today. It means a lot to me that you are there if & when you are needed."

"It has really cheered me up"

"Thank you for thinking of us the carers, it is not an easy time for anyone but this brought tears to my eye"

"I just wanted to say a massive thank you. After a difficult morning with my father, I came home to the loveliest carers break box. It's the little things in life that brighten your day, so thank you"

Spotlight on.....



Ceredigion Carers Fund

Carers applied for up to £150 to improve their health and wellbeing

£36,500 awarded

247 applications processed



Carers said.....

"Thank you so much for all your help and assistance. I really do appreciate the help and support I have been given.

It makes a difference financially but it's also good to feel noticed and valued by the local authority.

Thank you again"

"Thanks again for all your support, it will make a big difference to our family's wellbeing."

"Thank you so so much, the iPad is amazing, I am so grateful to you, it means a lot to me to be able to keep in contact with family and friends. Many many thanks"

"Thank you so much I have never felt so happy now that I can get my die cutting craft machine."

"Thank you so much for granting me money to replace some of my kitchen appliances, its made my life so much easier!"

"Thank you so much I am super grateful and excited to have my night away. Please pass my sincere thanks to all involved. I really appreciate the opportunity to have some time out."

Spotlight on.....



Carer events and activities

What did the activities do?

- Improve wellbeing
- Boost mood
- Help relaxation
- Bring fun and enjoyment
- Inform, advise and support
- Connect carers

At least 361 people attended or engaged



12,000
people in total viewed 4 videos shared during Carers Week



25%
of carers at Carers Rights Day events were new to carer support with the Carers Unit

Carers said.....

"It was really fun....It immensely cheered me up during this pandemic time." Young carer

"Thank you so much for the session today, so very helpful and informative." (Carers' rights talk)

- *The digital activities and events that happened during Carers Week*
- *motivated carers to learn new IT skills.*

"Congratulations on producing such a good range of celebratory activities in such difficult circumstances. I do hope that many, many carers have been able to access them – even I have learnt to use Facebook and Zoom! Thank you."

82 activities or sessions



Young Carers Action Day



Wellbeing kits delivered to 100 young carers

Summary - what do we need to do next?

Looking back on this year, we are really proud of how the Carers Unit, working with our partners within the Council, the Health Board and the 3rd sector have all pulled together to ensure carers in Ceredigion have been supported this year through some very dark, scary and difficult times. We've learnt new ways of working, been innovative and creative in how we approached our duties and like the carers we work with have, persevered throughout the pandemic and the 3 lockdowns.

The report demonstrates what we have achieved so far but as always, we need to look forward to see how we can develop our work further, taking with us our learning and ensuring carers in Ceredigion get the best possible support, information and assistance to enable them to continue with their caring role.

For 2021-22, we will need to embrace the new through age and wellbeing structure ensuring that the Carers Unit continues to provide high quality service to unpaid carers and those professionals working alongside them.

We will need to review opening up any services to enable in person events and activities for those unable or who struggle to engage with the virtual world. We will risk assess any planned activities ensuring the safety of the carer, cared for, the staff and the wider communities across Ceredigion. The challenge will be in finding the right balance to encourage and enable carers to have the confidence to access services they need, whilst remaining vigilant and responsive to any changing situation. We envisage our services going forward will be a blend of virtual and in person events with group activities kept to a minimum and within strict Covid guidelines.

We will continue to work with Welsh Government and our regional partners on implementing the Carers' Strategy in Ceredigion, the region and across Wales and feed into the national plan for carers to ensure that Ceredigion carers' voices are clearly heard.

We look forward to facing the challenges the year 2021-22 will bring knowing that we have firm foundations on which to continually build the services we offer.

Business Plan Objectives – 2021/22

Objective 1

Identify and recognise carers and provide them with information, advice and assistance

Objective 2

Support life alongside caring to enable carers to maintain their capacity to care and have a life beyond caring

Objective 3

Support carers in education and the workplace to enable carers to work and learn alongside their caring role

Carers Unit Ceredigion County Council



01970 633564



carersunit@ceredigion.gov.uk



Cyngor Sir CEREDIGION County Council

REPORT TO:	Healthier Communities Overview & Scrutiny Committee
DATE:	20 th October 2021
LOCATION:	MS Teams
TITLE:	West Wales Care Partnership Regional Carers Development Group Annual Report
PURPOSE OF REPORT:	The report has been produced by the West Wales Carers development Group for Welsh Government to outline the progress that has been delivered to meet the Welsh Government Carer priorities by the West Wales Care Partnership Regional Carers Development Group (WWCDG)
REASON SCRUTINY HAVE REQUESTED THE INFORMATION:	For information only

BACKGROUND:

In April 2017, the West Wales Regional Partnership Board (RPB) agreed to include Carers as a key work stream, reflecting the importance of this population group within the responsibilities of the Social Services and Well-being (Wales) Act 2014.

This report summarises the activity of the West Wales Carers Development Group (WWCDG) during the period 1st April 2020– 31st March 2021. The WWCDG is a formal sub-group of the West Wales Regional Partnership Board (RPB) which includes representatives of Hywel Dda University Health Board (Health Board), the three Local Authorities of Carmarthenshire, Ceredigion and Pembrokeshire, as well as Third and Voluntary sector organisations, and representatives of Carers in West Wales.

Carers Annual Report 2019/20

2019/20 reflects the Welsh Government's transition phase between the Carers Information and Consultation Strategies (Wales) Measure 2010 and the Social Services and Wellbeing (Wales) Act 2014. In their budget letter dated 14th March 2018 Welsh Government set out their expectation that health, local authorities and the third sector will work in partnership to support carers under the Act by:

- Supporting life alongside caring - providing opportunities for carers to have reasonable breaks from their caring role to enable them to maintain capacity to care, and to have a life beyond caring.
- Identifying and recognising carers - improving Carers recognition of their role and ensuring they can access the right support.

- Providing information, advice and assistance - providing appropriate advice where and when Carers need it.

SOCIAL SERVICES AND WELLBEING ACT (WALES) 2014

The West Wales Care Partnership has accepted the report and in line with the Welsh Government reporting directive, the presented document was submitted to the Welsh Government and accepted.

CURRENT SITUATION: As above

Has an Integrated Impact Assessment been completed? If, not, please state why

Summary:

- Long term:** Balancing short term need with long term and planning for the future
- Integration:** Positively impacting on people, economy, environment and culture and trying to benefit all three
- Collaboration:** Working together with other partners to deliver
- Involvement:** Involving those with an interest and seeking their views
- Prevention:** Putting resources into preventing problems occurring or worsening

RECOMMENDATION (S):

To share information and receive the views of the Healthier Communities Overview and Scrutiny Committee / Cabinet.

REASON FOR RECOMMENDATION (S):

- Contact Name:** Sara Humphreys
- Designation:** Interim Carers Lead Officer, Ceredigion Carers Unit
- Date of Report:** 15/09/2021

Acronyms:

A HEALTHIER WEST WALES:

West Wales Carers Development Group

Annual Report

2020-21



Introduction

This report summarises the activity of the West Wales Carers Development Group (WWCDG) during the period 1st April 2020 – 31st March 2021. The WWCDG is a formal sub-group of the West Wales Regional Partnership Board (RPB) which includes representatives of Hywel Dda University Health Board (Health Board), the three Local Authorities of Carmarthenshire, Ceredigion and Pembrokeshire, as well as Third and Voluntary sector organisations, and representatives of service users and Carers in West Wales.

This report provides an overview of the work which has been taken forward utilising the Carers funding provided by Welsh Government to Health Boards, the Integrated Care Fund and core funding from partner organisations, to ensure that Carers priorities are embedded in Services across the region in line with the requirements of the Social Services and Well-being (Wales) Act 2014. Welsh Government set out their expectation that health, local authorities and the third sector will work in partnership to support Carers under the Act by:

- Supporting life alongside caring - providing opportunities for Carers to have reasonable breaks from their caring role to enable them to maintain capacity to care, and to have a life beyond caring.
- Identifying and recognising Carers - improving Carers recognition of their role and ensuring they can access the right support.
- Providing information, advice and assistance - providing appropriate advice where and when Carers need it.

Responding to the requirements above form the basis of this Carers Annual Report 2020/21, which provides evidence of progress against each of these areas and the benefit experienced by Carers.

The Needs of Carers in West Wales

The West Wales RPB published its first Population Assessment for West Wales in April 2017, and following this developed the West Wales Area Plan 2018-2023. A significant amount of information about the needs of the population was gathered through direct citizen engagement. This was further enhanced with the data and citizen feedback collected during our recent work to develop a regional Carers Strategy for West Wales.

The 2011 Census indicated that there are more than 370,000 unpaid Carers of all ages in Wales and experts have calculated that Welsh Carers contributed the equivalent of around £8.1 billion to the Welsh economy in each year. These figures include anyone caring for as little as an hour a week. Most people who spend only very limited time on caring will not require any additional support. However, Wales also has the highest proportion of older Carers and Carers providing more than 50 hours of care a week.

Within the West Wales population of 348,000, the 2011 Census indicated there are approximately 47,000 Carers but we know that this is likely to be much higher given that people do not always recognise themselves as Carers. Previously, around 9,000 adult Carers and over 400 Young Carers had been identified via GP practices, social services and education settings in West Wales. The Covid-19 pandemic has seen an increase in the self-identification of unpaid Carers and a National Survey for Wales report in June 2020 showed a 35% increase in the number of individuals who said they look after or give help and support to family members, friends and neighbours.

The Health Board has been proactive in supporting unpaid Carers with access to Covid Testing and more recently supporting the identification of unpaid Carers as part of their eligibility for Covid vaccination. This has resulted in over 2,600 unpaid Carers self-identifying themselves to the Health Board who have not previously registered as a Carer with their GP practice. As part of the Health Boards action to make every contact count, the Health Board Carers Team provided follow up information to each newly identified Carer including information about third sector Carers support services and the Introduction to Looking After Me courses delivered by the Education Programme for Patients.

Carers Information and Support Service across West Wales have seen increases in the number of requests for support. In Carmarthenshire, Carers Trust Crossroads Mid and West Wales reported that during 2020/21 the number of Carers had increased by 31%, from 4,613 to 6071. Hafal Crossroads who provide information and support in Pembrokeshire saw the number of Carers registered increase from 2,570 to 2,918 and Ceredigion Carers Unit saw a rise of 267 Carers, taking them from 825 Carers to 1092.

In West Wales, the local authorities and third sector organisations have responded very well to the Covid-19 pandemic, quickly adapting their services and in some cases moving activities online. For example, the Newport Carers group in Pembrokeshire went from meeting face to face to meeting on Zoom supported by a Community Connector. As a result the Carers group became more accessible to Carers across the County, attracting new Carers looking for online peer support. Another example is Ceredigion Carers Unit who provided a full programme of workshops, training and discussions around Carers rights over the last six months of 2020-21. This followed on from the successful online training and activities provided for Carers week when 147 Carers took part in 20 training courses.

All young Carers services have continued to operate and adapted ways of working, utilising Zoom, WhatsApp and Microsoft Teams. Regular contact has been maintained with young Carers and their families to address issues. Whilst the majority of contacts have been virtual, socially distanced walks and home visits have been undertaken where national guidance allowed. Group sessions have been run online but take up has been low, with young people stating that they would rather meet in person. All services have observed a decline in both young people's and parents mental health over the year and services have responded by offering appropriate support.

Key Developments & Progress – 2020/21

Our West Wales Carers Strategy 2020-2025: Improving Lives for Carers

During the course of 2020/21 significant engagement was undertaken with Carers;



initially via regional and local authority based workshop discussions and then moving to the development of an online survey in response to the pandemic. 558 Carers responded to our online survey including 18% who were Young Carers under the age of 18.

The West Wales Regional Partnership Board published Our West Wales Carers Strategy 2020-2025: Improving Lives for Carers in November 2020. The Strategy has established four key priority areas which take a longer-term view and set the vision for the next four years. Throughout our Carers strategy, we have used the 'Teulu Jones' family members to help us think about how our priorities could make a difference to Carers in our communities. 'Teulu Jones' aren't a real family but they have been designed to be typical of some of the people living in the Hywel Dda area and the types of caring roles within families.

OUR FOUR PRIORITY AREAS:



1. Improve the early identification and self-identification of Carers, including Young Carers and Young Adult Carers.

2. Ensure a range of services is available to support the well-being of Carers of all ages, in their life alongside caring.

3. Support Carers to access and maintain education, training and employment opportunities.

4. Support Carers to become digitally included.





The following sections of this report outline the ways in which we have been delivering on these priorities and the difference they have made to those with Caring responsibilities.



Spotlight on the Investors in Carers Scheme (IiC)

On behalf of the West Wales Carers Development Group, Hywel Dda University Health Board has continued to roll-out the regional Investors in Carers scheme. In addition to funding an Investors in Carers Lead Officer, the Health Board commission regional support for the IiC scheme which is delivered through Carers Trust Crossroads West Wales. IiC provides the foundation for work with health professionals in primary, community and acute hospital settings to raise awareness of the needs of Carers. However, unlike some other areas, IiC has been designed to be utilised by a wide range of settings including schools, libraries, local authority teams, Job Centre Plus and third sector organisations.

The IiC Scheme now enables settings to progress through three levels; bronze, silver and gold and during the year progress was made to establish an on-line submission process for IiC evidence. A core element of the IiC scheme is providing a simple system that enables unpaid Carers to register as a Carer with their GP, which in turn instigates a referral to their local Carers Information Service who can provide information and additional support.

What's been achieved during 2020/21

- **12** settings achieved a new Investors in Carers Award (**9** achieved their Bronze level, **2** achieved Silver and **1** achieved Gold level). **4** settings also achieved their bronze revalidations.
- Another **44** settings are currently working on their bronze, with **6** settings working towards Silver and **2** working towards their Gold. In total (since March, 2013) 95 settings have achieved bronze IiC awards, 8 Silver and 3 at Gold
- Some settings have had to re-prioritise due to the pandemic however support is being given to **87** settings in different ways to continue with either working towards an accreditation or to maintain their existing level.
- **2309** Carers have registered with GP surgeries across the health board area (bringing the cumulative total of carers registered with GP surgeries to **10792**).
- **1087** Carers were referred to the Carers information service via the GP surgery registration and referral process (bringing the cumulative total of referrals by GP surgeries to **5582**).
- The number of Carers registered with the GP increased during March 2021 as a result of a health board campaign to identify unpaid Carers for vaccination. In addition, over **2,600** unpaid Carers were identified in April - May 2021 which are not reflected in the above figures.



Crossroads Sir Gar receiving their Gold level certificate and plaque at a socially distanced presentation.



Pembrokeshire College the first to submit their bronze level evidence electronically.

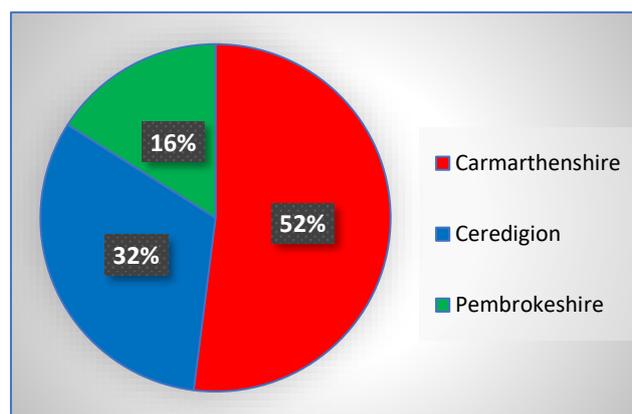
Carer Lead events

All organisations, teams and departments participating in the liC scheme have an identified Carer Lead. Regular Carers Lead events have been delivered throughout the year in order to bring different settings together providing an opportunity for peer support, joint learning and updating on new local initiatives. In November 2020, to support Carers Rights day, three sessions were delivered via MS Teams to 32 Carer Leads.

Since January 2021 another seven events have taken place with a total of 84 attendees from the three counties.

Feedback from participants include:
'I thoroughly enjoyed it and looking forward to getting our bronze and then onto our silver.'

"Having conversations this afternoon online has got me thinking about what evidence I need for my folder, what I need to do for our Carers, what I need to do for our staff; and it brings it back up on the list of priorities"



Making a difference to Carers

1. Improve the early identification and self-identification of Carers, including Young Carers and Young Adult Carers.

2. Ensure a range of services is available to support the well-being of Carers of all ages, in their life alongside caring.



"To be honest I've never thought of myself as a Carer. After all, they are my parents and looking after them as they get older is just what you do. I got talking to a staff member at my local library about mum and they made me realise I was actually a Carer, they gave me lots of information on help and support available"



Spotlight on links to statutory and commissioned services

In Ceredigion the County Council Carers Unit provides the Carers Information Service and works closely with other departments within the Council, in particular social care. During lockdown some Carers were experiencing difficulties accessing essential shopping. In response, the Ceredigion Carers Unit developed an Adult Carers Card which was recognised by all major supermarkets when offering preferential shopping and delivery slots. Work is now progressing to implement this regionally.

Despite the difficulties presented with home working during the pandemic, the links with commissioned service providers have been strengthened through attending each other's meetings via on-line methods. At the beginning of pandemic the local authority and commissioned services worked together to ensure all Carers known to the local authority were offered Welfare Calls. In addition, over 800 welfare bags were delivered to Carers during Carers Week as part a partnership between the local authority library van drivers and leisure staff and commissioned services.

In Carmarthenshire, the Young Carer and Young Adult Carer steering group has continued to meet on a regular basis to share information and address any unmet needs. A Young Carer grants programme was successfully established and 68 young Carers were awarded support through this scheme. Grants were requested for a variety of purposes including: Food vouchers; laptops; tablets; bikes; TVs; webcams; bedroom furniture; sensory equipment etc. Carers in Carmarthenshire have been supported to access funding to enable alternative approaches to accessing a break from their caring role. This flexibility gave people choice and opportunity to be creative to respond to their individual circumstances.

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3. Support Carers to access and maintain education, training and employment opportunities.

One young Carer aged 12-18 spends 21-35 hours a week caring for a parent with multiple disabilities and mental health ill health. A grant of £225.97 was approved to purchase a dressing table and a printer.



“The printer has helped my daughter in so many ways. She can do school work, and print art. She can research new make-up techniques and photo and film techniques. She loves the new dressing table and uses it to practice make-up as she wants to be a makeup artist. These items have definitely lifted her spirits and are a great help. Thank you.”



Spotlight on discharge from hospital planning

The Health Board and its local authority partners have taken a whole system approach to support and engage Carers in the discharge planning of patients and ensure active provision of Information, Advice and Assistance (IAA). Carer Officers (who are third sector employees) have been based in each hospital since January 2020 to support Carers and staff. The Carers Officers have a specific role in supporting staff to identify Carers earlier, enabling improved involvement in the discharge planning process and active provision of information and support. They also work closely with the Family Liaison Officers in each hospital who refer patients and their families to the Carer Officers. When access to the hospitals was restricted during the pandemic training and support was undertaken remotely making the best use of digital technology. This included promoting the uptake of the Carer aware e-learning training.

The Carer Aware e-learning was launched in November 2018 by Social Care Wales has been cascaded out to staff working in statutory and non-statutory services via a number of different means. During 2020/21 164 staff in Hywel Dda completed the e-learning, along with 80 colleagues in Ceredigion County Council.

What's been achieved during 2020/21

The Carer Officers:

- Supported **303** Carers as part of the discharge planning process for their family member
- Responded to **199** enquiries from ward staff and undertook **270** ward visits
- Distributed **481** hospital information packs and **118** carer information packs
- Delivered **105** Valuing Carers awareness sessions to **587** staff

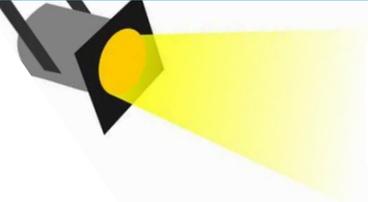
Making a difference to Carers

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2. Ensure a range of services is available to support the well-being of Carers of all ages, in their life alongside caring.

The support provided by the Carer Officer when mum was in hospital helped my mental and emotional wellbeing at a very uncertain and busy time."





Spotlight on supporting Young Carers

Recognising Young Carers

Ceredigion County Council has worked with Carers Trust Wales to launch the Welsh Government funded Young Carers Card. Work is progressing with partners across West Wales to share learning and offer support to enable neighbouring counties to develop a card that will align and create some consistency for young Carers. A regional ID card is also being considered.

As part of Young Carers action day Ceredigion launched their first young Carers Newsletter, distributed to those young Carers registered with the information service as well as those receiving support from Action for Children, the commissioned service for Young Carers in Ceredigion.



The Wellbeing toolkit couldn't have come at a better time for my son Ben. He loved it, thank you."



Supporting Young and Young Adult Carers

The Health Board funded Crossroads Sir Gar to deliver increased support for young Carers and Young Adult Carers. This was the first time sessions had been delivered to a wide age range from 5-25 years old. In total 123 attendees participated and the sessions were hugely popular and engaged Carers who were previously not attending Zoom sessions.

Action for Children with support from the Health Board have developed a new Wellbeing toolkit for all young Carers and young adult Carers in Ceredigion and Pembrokeshire. This tool kit is designed to help find new ways of supporting their own wellbeing. The box contains a pack of cards with different calming activities to do as well as useful websites and contact details for additional support.

In Pembrokeshire, Action for Children worked with Pembrokeshire County Council to provide 148 young Carers with Christmas vouchers, family Christmas hampers and toys.

Making a difference to Carers

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Spotlight on Carers Resilience

The Health Board has been working closely with the Education Programme for Patients (EPP) team to promote the Introduction to Looking after Me (I2LAM) courses for Carers across the region. The aim of this programme is to give Carers the opportunity to learn skills to enable them to take care of their own health whilst caring for someone else, or support Carers to make plans for the future.

Ceredigion County Council have been leading on a regional project to roll-out the Carers Resilience & Well-Being (CR&WB) programme. Previously this was delivered in a traditional face-to-face setting, but during the year this has been rewritten in order to be delivered interactively online also. A range of modules have been developed including; Young Carers 8-13, Young Carers 14–17, Adult Carers in the community, Train the Facilitator and Resilience and Wellbeing Taster sessions.

The Carers Resilience Project was established in partnership with care managers and 3rd sector partners to address the needs and additional pressures encountered by Carers in Carmarthenshire as a result of the Covid-19 pandemic, and supporting them to continue their caring role. Support initiatives delivered through the project are identified through a ‘What Matters’ conversation with a Key Worker and the outcomes of involvement are measured utilising the Carers Outcome Star. The response takes account of the broad range of services from preventative interventions (e.g. Technology Enabled Care and Carers Emergency Card) that promote long term resilience through to intensive short-term input. The project also provides a safely coordinated pathway to accommodation-based care and support for complex needs (respite).

What’s been achieved during 2020/21

- **4** virtual Looking After Me courses were delivered with **17** carers completing the I2LAM course. **85%** of Carers that attended the said the range of activities provided were good to excellent
- **24** professionals from across the region with responsibility of working with Carers attended a Carers Resilience and Well-being programme taster session and in total the facilitator training course was attended by **16** professionals, with a further **17** professionals on a waiting list for the next course.



“I think the ‘Looking After Me’ course was very good and the guided relaxation exercise at the end will be very beneficial, excellent tutor and everything was well explained”

Making a difference to Carers

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2. Ensure a range of services is available to support the well-being of Carers of all ages, in their life alongside caring.

Spotlight on Regional Carers Innovation Scheme

The Regional Carers Support Innovation Fund was established in 2020-21 with funding from the Integrated Care Fund (ICF) to offer opportunities for third sector organisations to apply for short term funding to deliver projects that would support Carers across Carmarthenshire, Ceredigion and Pembrokeshire. This fund was administered by Pembrokeshire Association of Voluntary Services (PAVS), in collaboration with Carmarthenshire Association of Voluntary Services (CAVS) and Ceredigion Association of Voluntary Organisations (CAVO). Applications were invited to address key themes aligned to the regional Carers strategy. The fund provided up to 100% of revenue costs and up to £5,000 was awarded for projects in one county area and up to £15,000 for regional projects. Applications had to show clear and direct benefits for unpaid Carers, demonstrate value for money and match funding was encouraged. The safety of Carers was a priority and all projects were asked to take into account the current COVID restrictions.

Outcomes of the scheme

In total, **7** county based projects and **2** regional projects were funded.

- Carers physical fitness support sessions (Hafal, Carmarthenshire)
- Telling the stories of different carer's groups (Radio Aber Ltd)
- Sports reminiscence sessions (Haverfordwest AFC)
- Paid respite for carers (Newport Forum)
- Additional respite sessions (Shalom House)
- Watch me cook and dine with me (The Camomile Club)
- Online sessions for exercise, craft and social (VC Gallery)
- Respite retreat days for carers (Holistic Yoga Care Wales cic)
- Targeted support for older carers (Age Cymru Dyfed)

Online Carers Sessions

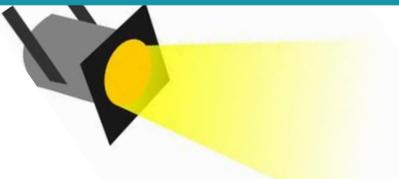
EVERY THURSDAY 10.30- 2.30
 10.30 -11.15 Catch Up
 12.00 -12.45 Speaker
 1.15 -2pm Art with Ann Mills
 4th March Daffodil painting




Making a difference to Carers



2. Ensure a range of services is available to support the well-being of Carers of all ages, in their life alongside caring.



Spotlight on working together to support Carers

- In Pembrokeshire, a Carers Provider Forum was established in 2020 during the Covid-19 pandemic. Facilitated by PAVS, membership includes organisations providing, or wishing to provide, services to unpaid Carers of all ages. The Forum aims to enable effective networking and collaboration and make an effective contribution to the planning and delivery of services.
- A Living with Dementia forum was created by PAVS to enable people living with dementia and their Carers to use their valuable experience and knowledge to influence the development of strategies, policies, procedures and decisions relating to dementia services. The group identified Young Onset Dementia (YOD) as an area of focus and held an event to highlight the experiences of people diagnosed with YOD and their Carers. As an outcome of this work it is hoped that a day service specifically for YOD will be developed in West Wales.
- The Community Connectors support a Carers Group in Newport continued to meet online using Zoom and when restrictions eased the group met for regular wellbeing walks in the area.
- Pembrokeshire Dementia Supportive Communities in partnership with the West Wales Walking for Wellbeing project with the National Park has launched several walk and talk dementia supportive groups across the County. The group provides the opportunity for people living with dementia and their Carers to socialise and improve their physical and mental wellbeing.
- In partnership with Strength Academy Wales exercise sessions have also been run to provide people living with dementia and their Carers the opportunity to try out an exercise class.
- Ceredigion's Carers Alliance has continued to go from strength to strength in working together to ensure there has been a large offer of support activities for Carers and maintaining a sharing of information amongst all its partners, which include 3rd sector organizations, health and local authority representatives. The alliance was a major contributor to the counties' and regional response to the Welsh Governments consultation on the National plan for carers.



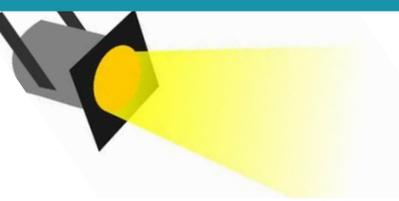
"After so much time feeling isolated this year, it was great for our wellbeing to meet the group and take regular walks"

Making a difference to Carers

↓

2. Ensure a range of services is available to support the well-being of Carers of all ages, in their life alongside caring.





Spotlight on Employers for Carers (EfC)

The West Wales Carers Development Group participates in the Carers Wales Employers for Carers (EfC) scheme through an umbrella membership. Each individual partner organisation has taken forward specific actions, in addition to their collaboration as part of a regional Steering Group.

Hywel Dda University Health Board developed a Task and Finish group to take forward a number of internal initiatives including:

- Achievement of Employers for Carers Confident Level 1
- Approval of a Health Board Carers Policy for staff
- Encouraging staff with caring responsibilities to share their views and experiences via a staff survey which gained responses from 88 staff
- Introduction of Staff Carer Peer Support Group sessions. Staff who have benefited from our Carer Peer Support Group Sessions talk about their experience in this video:

<https://www.youtube.com/watch?v=rAzzbtUAfLQ>

Ceredigion County Council are progressing a Carers policy which will include the introduction of the Carers Passport and the added provision of 5 paid days of Carers Leave. Guidance for managers and Carers has been written for this policy and will go to scrutiny and cabinet in May 2021 with the launch of the policy due to be held during Carers week in June 2021. In the meantime the Carers Unit, jointly with Human Resources, have introduced monthly online drop in sessions for employee Carers.



“I am a Carer, and I joined the Peer Support Group and I found it really helpful. I was a little shy at first and unsure if I'd be able to speak and I was slightly emotional hearing others speak about their experience, but it was wonderful to realise that I'm not alone and that I can connect with others who understand, who get it. So, I did speak, and I felt better for it.”

Making a difference to Carers

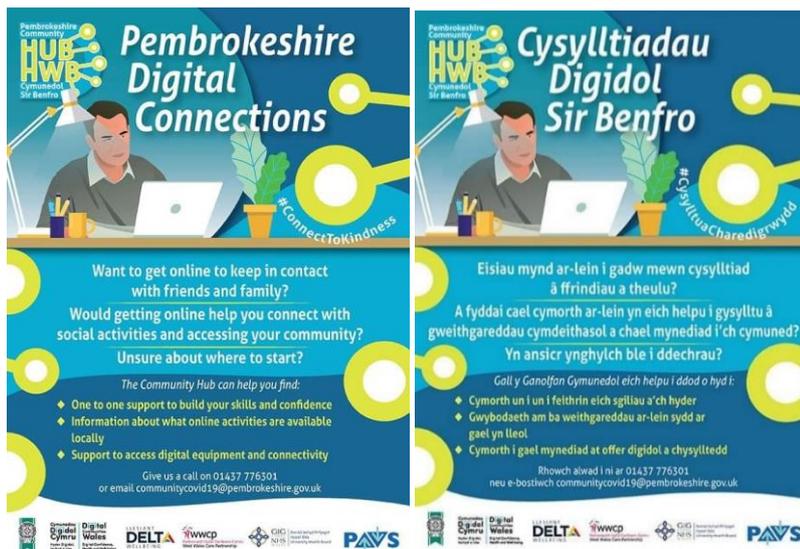
3. Support Carers to access and maintain education, training and employment opportunities.



Spotlight on Digital Inclusion

The pandemic has resulted in an increased use of digital methods of communication with Carers and many support services have been operating 'virtually'. Some examples of this are shown below.

The Pembrokeshire Digital Connections partnership was formed during the pandemic to support people, including unpaid Carers, to access digital equipment and technology. This partnership includes the Local Authority, Health Board, PAVS, DELTA Wellbeing and Digital Communities Wales. Chromebooks were distributed to young Carers aged 16 – 20 in collaboration with young Carer support services.



The summer edition of the Ceredigion Carers Magazine, focused on the benefits of digital technology for Carers with advice and guides for Carers of all ages. Articles included:

- A Delta Connect case study of one of their service users who was benefiting from their wellbeing calls and how he uses a red button lifeline
- NHS apps and web links to enable Carers to seek help to support health and wellbeing
- An explanation of video calling services and a 'how to' guide
- Age UK's top tips for supporting friends and family who are new to using devices and technology
- Details of impartial organisations who can assist people to get online
- Positive ideas for Young Carers to stay connected during lockdown

The Pembrokeshire Community Connector service were successful in applying for GP Cluster funding to develop a digital tablet loan scheme - Connect IT. 100 tablets were loaned out to people registered with a GP in Pembrokeshire, including unpaid Carers.



The liC team have delivered a number of online Carer Awareness training sessions which complement the Social Care Wales e-learning programme by building on this content and offer local context and information. The pandemic has enabled the team to embrace technology by using MS Teams video sessions which have increased engagement across the region. In total 54 sessions were delivered with 329 people attending. Feedback has suggested that there has been a 100% increase in participant's knowledge on the areas covered in the session: who are Carers, issues they face, the liC scheme and the GP Surgery Carer registration/referral form and process.



“Very informative and a great insight for an organisation working towards Bronze. We will certainly look at the Silver Award in time.”

Coleg Ceredigion adapted their Carer Partnership Scheme in the response to the Covid-19 pandemic and Coleg Ceredigion students supported Carers Week in a variety of ways including:

- Developing an opening video of support for Carers by Coleg Ceredigion students to make Carers are more visible online and raise awareness of Carers Week.
- Creating a Coleg Ceredigion's general knowledge quiz
- Holding a “Raise a cuppa” (social media campaign) to acknowledge the fantastic job that Carers are all doing.

All partners have made use of digital means and social media to post a number of Carer videos stories during Carers week 2020.

Pembrokeshire County Council delivered a Facebook Live Q&A session around employment rights and getting back into work. In Carmarthenshire, third sector partners have found new and different ways to deliver their services to Carers as a response to Covid-19. Age Cymru have provided a Digital Inclusion project, ensuring that there was appropriate and reliable support for people to access information and opportunities online.

In addition, an online recording of ‘An informative overview of ‘Carers Rights and the Law’ by Professor Luke Clements’ which made available for anyone across the region. Ceredigion Carers Unit also offered 3 live online sessions with Luke Clements; Carers rights, Carers rights for parent Carers and Carers rights for Professionals working with Carers.

Making a difference to Carers



Priorities for 2021/2022

Carers and the Carers' agenda has been established a priority within the Area Plan for West Wales. The Regional Partnership Board has adopted Carers as an integral priority, particularly recognising the cross-cutting impact and links across all its key programmes of work.

The key actions of our regional Carers strategy are based on the views and feedback from Carers and key stakeholders and we will continue to work to implement the principles which will underpin the regional strategy:

- Address key requirements, gaps and improvements identified through the West Wales Population Assessment and the objectives within the Area Plan
- Respond to Ministerial priorities for supporting Carers
- Complement and integrate a range of Carers' initiatives across the region to increase the visibility about the needs of unpaid Carers
- Ensure that the needs of Carers are represented through the A Healthier West Wales Transformation Programme

Some of our priorities for 2021/22 include:

1. Leading a review of the Carers needs assessment drawing on existing and new data and evidence to inform a refresh of the West Wales Population Needs Assessment.
2. Continuing to develop the uptake of Carers cards and the benefits that these offer to encourage Carers of all ages to self-identify themselves and access additional support which is available via Carer's information and outreach services.
3. Reviewing the support offered to Young Carers in West Wales and engaging Young Carers in the process to ensure a best practice innovative service is recommissioned for 2022/23.
4. Rollout the Resilience and Well-being facilitator training, to extend the support offered to those in employment with a caring role. This will coincide with the launch of the Ceredigion Local authority's Carer's policy in June 2021.
5. Actively promote the regional Employers for Carers membership, focusing in particular on working collaboratively with other public sector services as well as small and medium size enterprises (SMEs).
6. Continuing to encourage involvement in the Investors in Carers accreditation scheme and support progression through the award levels.
7. Work with others, including commissioned services to maximise the potential of digital services.

Conclusion

Carers are a fundamental focus within the West Wales Area Plan 2018-2023 which sets out our communities needs across West Wales and how we will work in partnership to respond to these. We are facing unprecedented changes in Health and Social Care and with an aging population, as well as the need to deliver services differently in response to the Covid-19 pandemic and the number of unpaid Carers who have self-identified themselves has increased significantly during the year. The West Wales Carers Development Group is committed to working together to deliver support for Carers in our communities in new and innovative ways, and to ensure that the needs of Carers are considered at every stage of their health and social care journey.

This Annual Report has provided an overview of the wide range of activity which has been on-going in West Wales to improve outcomes for Carers. Whilst the focus of the report has been on the work lead via the West Wales Carers Development Group and how the Welsh Government funding, ICF and core funding of partner organisations has been utilised to support this work, it is acknowledged that there are many other organisations and groups within West Wales who also provide valuable support and services to Carers.

Minutes of a Special Meeting of the Healthier Communities Overview and Scrutiny Committee held remotely via video-conferencing on Wednesday, 22nd September 2021

Present: Councillors Bryan Davies, Gethin Davies, Odwyn Davies, Keith Evans, Hag Harris, Lyndon Lloyd MBE, Dan Potter, John Roberts, Lynford Thomas and Ivor Williams.

Cabinet Members Present: Councillors Catherine Hughes, Gareth Lloyd, Catrin Miles, Ray Quant and Alun Williams

Councillor Euros Davies was also present.

10.00am – 12.50pm

1 Apologies

Councillors Marc Davies, Peter Davies, Elaine Evans, Maldwyn Lewis, Alun Lloyd-Jones and Mark Strong apologised for their inability to attend the meeting. Councillors Paul Hinge apologised for his inability to attend the meeting due to being on other Council business.

2 Disclosure of Personal / Prejudicial Interests (including Whipping declarations)

No declarations were received.

3 An explanation of the procedure for dealing with incidence of Fly Tipping

The Environmental Health Manager, Performance and Public Protection presented a report to the Committee, outlining the challenges presented by COVID-19 and prioritisation of work during this time. He outlined the legislative framework and enforcement relating to fly-tipping, the RIPA regulations with regards to CCT monitoring, and regulations in relation to land ownership and responsibility for dealing with fly-tipping on private land.

It was noted that the Council monitor hotspot locations (proactive enforcement), as well as investigating complaints received (reactive enforcement). It was noted that 375 incidents of fly-tipping were logged in 2020-2021 and that 106 incidents have been logged so far this year (from 1 April to 18th August 2021). In 2020-2021, 2 fixed penalty notices were issued resulting from proactive enforcement, with none following reactive enforcement, a reduction on previous years. One caution was issued in 2020-2021 due to proactive enforcement.

The report also outlines partnership working with 'Keep Wales Tidy', Caru Ceredigion as well as adjacent local Authorities

The following questions had been raised by Members:

- Members noted that concerns regarding fly-tipping have been raised via CLIC, however there has been a lack of response. They also asked that a copy of the matrix which outlines where the responsibility sits is shared with all Councillors. Officers noted that they would look into the matter and provide copies of the matrix.

- Members asked whether CCTV cameras could be placed on trunk roads and private land. Officers confirmed that there are no restrictions, subject to agreement with the land owner.
- Members asked whether greater use of technology could be made to monitor refuse left alongside skips, or if skips could be provided which have a side-opening as opposed to having to throw items over the top.
- Members noted that the Highways and Environmental Services will not remove fly-tipping until a member of the Public Protection team has inspected the content, and asked if the items could be relocated to Penrhos or Glanyrafon to be inspected. Officers noted that they are currently working with the Highways and Environmental Services team to review concerns such as the early presentation of waste, and that they will raise this matter with them.
- Members suggested that the Public Protection Team publicise information relating to fixed penalty notices in order educate and enhance greater awareness of this. Officer noted that they would look into this.
- Members suggested that the report is shared with Town and Community Councils, in order that they can contribute
- Members noted that several complaints are received in relation to lack of bins, however a lot of take-away businesses now use cardboard which fills the bins quicker than paper, asking whether anything could be done with regards to approaching businesses to supply their own bins. Officer noted that a 'Keep Wales Tidy' coordinator had been appointed recently and that they would ask her to share this message with other officers throughout Wales for consideration as a project.

Following questions by the Members of the Committee it was agreed to note the contents of the report.

4 **An overview of Public Protection Community Warden and Pest Control Services**

The Trading Standards & Licensing Manager, Performance and Public Protection presented a report to Committee, updating Scrutiny on the issues facing the Public Protection's Community Warden Service, in particular the pest control service.

It was noted that since March 2020 the community warden service had been operating with one Community Warden as opposed to two, prioritising complaints / requests based upon the public health risk.

From September 2021 this will return to two full-time officers. Data relating to number of requests logged each year since 2016. The statutory duty on the Authority was outlined, and it was noted that the authority will need to achieve accreditation under the SSIP scheme in order to resume joint sewer baiting work with Dŵr Cymru.

An outline was also provided of the Farm Pest Control Services offered by Ceredigion County Council, Dog Wardening and the Dog Fouling Enforcement Services, and it was noted that four temporary officers were appointed over the

summer using Welsh Government hardship funding to ensure that visitors visit Ceredigion safely and in a responsible manner.

In addition to acquiring SSIP accreditation, it was noted that the Service proposes to create a new Pest Control Policy setting out charges for various pest control services and a new safeguard for those on low income and vulnerable households, and that the Service plans to consider alternative ways of increasing dog fouling patrols / enforcement.

The following questions had been raised by Members:

- Members asked whether illegal tipping into drains was also a concern. Officers noted that it applied to fat and oils also, and that legislation was brought in circa 3 to 4 years banning the use of macerators.
- Members noted that they had been informed that a single officer did not have the right to lift a manhole cover by themselves and asked whether equipment could be provided to assist with this. Officer noted that manhole covers are the property of Dŵr Cymru, therefore Officer do not have the authority to lift these, and a SSIP accreditation is required in order to carry out such work.
- Members asked whether the increased dog attacks on sheep was a matter for this Service, noting that members of the public generally contact the Police for such matters
- Members asked whether Officer handling poisons are given regular health checks. Officers confirmed that this used to happen on a regular basis and that that this would resume shortly.
- Members asked regarding staffing resources. Officer noted that there are now two full-time members of staff, and that this would be reviewed following re-commencement of work with farms, wasps etc.
- Members asked about our rights in relation to dogs fouling on public footpaths. Officer noted that the challenge is to catch them in the act
- Members noted that they would like to see a report outlining a clear way forward with regards to rodent control, as opposed to report outlining the situation.

Following discussion it was agreed to:

Review the situation in 6 months, and that the Service provide a detailed report outlining the income generated, and a clear way forward in relation to dealing with the issues highlighted in the report.

5 Update on Wellbeing Centres and Developments in Lampeter Wellbeing Centre

The Corporate Manager, Porth Cymorth Cynnar presented a report to the Committee, which gave an update on the recent developments within the service. The Committee were informed that the Service had been reviewing progress made against the Ceredigion “Sport and Recreational Activity Strategy 2014-2020” in preparation for the development of a new plan, which is due to operate from 2022-2027. It was noted that an initial public engagement exercise was underway which will inform the development plan, forming the basis for the next stage of the consultation process.

Lampeter Leisure Centre will be the location of the Council's first Wellbeing Centre, providing an enhanced range of Through Age Services to the residents of Lampeter and mid county. Initially, Plascrug had been the intended first centre, however due to Plascrug being utilised as a field hospital, the Service were required to consider developing a Wellbeing Centre in another part of the county. On the 1st of December 2020, Cabinet approved the proposal to develop a Wellbeing Centre in Lampeter. The Service were eager to ensure that the funding was not lost and could be utilised at another location.

Indicative costing suggest that construction costs may be met by grant funding, although final costing will not be known until a tendering process has taken place. It is anticipated that building works will be completed by June / July 2022. The Leisure Centre will be closed during building works however positive discussions have been had with the University of Wales Trinity St David's regarding the joint use of their sporting facilities during this time.

The following questions had been raised by Members:

- Members noted that concern had been raised by the Lampeter Lions Netball team that the reduction to the size of the Hall from 4 to 3 badminton size courts was smaller than that of a full-size netball court. Officer noted that a letter had been sent to Lampeter Lions on Thursday inviting them to meet with the Cabinet Member, the Corporate Lead Officer and the Corporate Manager for Porth Cymorth Cynnar, however have not received a response, as yet. It was noted that the service have spoken to all the other clubs that use the Hall on a regular basis, and no other objections were received. It was noted that the Netball League meetings are held at Aberaeron and that the courts at Lampeter are used for practice only. Facilities for practice will continue to be provided in the hall. There are two further full-size outdoor courts available. Officer noted that the Council is in discussion with the University of Wales Trinity St David, Lampeter with regards to sharing their facilities whilst building work is carried out. The court provided by the University is larger, being 1 metre short of a standards netball court. It was noted that Wales Netball Association is also developing the sport to include Walking Netball, Seated Netball and Tiny Tots Netball, and the development of the Wellbeing Centres will facilitate greater use of the centre by all of the residents.
- Members asked whether there are any guidelines in relation to size of courts. Officers noted that the standard halls are 4 badminton size courts, however some halls are smaller, others larger. There is no legal stipulation in relation to this.
- Members asked whether it would be possible to build an extension to the side of the building as opposed to restructuring the internal layout. Officer noted that the grant stipulated can be used to adapt assets for wider community use, to widen the potential use of the asset in question, therefore this is not an option. It was noted that if the grant funding is not spent, it would be lost.
- Members noted that they welcomed the provision of a Wellbeing Centre, however they did not wish to see this happen, at the cost of losing the Sports Hall. They also highlighted the need to consult with the youth of

Ceredigion, as well as the elderly. Officer noted that a review carried out by 'Just Solutions' in 2018 noted that the building and provision at the time was not sustainable. At that time discussions had taken place in order to try and meet the needs of everyone including those of vulnerable people and families and it was decided that the Leisure Centres could be transformed into Wellbeing Centres to meet the needs of the residents in Ceredigion. The Wellbeing Centres are part of a wider strategy to improve the provision for people of all ages.

- Members noted that limited information had been provided regarding the proposed internal restructure. Officer noted that the development of the Wellbeing Centres are an integral part of the Thought Age and Wellbeing Programme and Strategy. The Strategy and the Action Plan was shared with Members in a Scrutiny meeting on Friday. The LA will be engaging with the community in order to raise their awareness of the Strategy and the Action Plan.
- The Cabinet Member noted that information regarding the funding and the location of the first Wellbeing Centre at Lampeter had been presented to Cabinet and that there had been no call-in at that time.
- Member noted that the focus of such developments tended to be around the 3 main towns in Ceredigion, and that areas such as Llandysul and Tregaron were losing out to these towns. Officer noted that outreach and pop-up provision would also be provided at other locations.
- Members asked whether the restructuring work would require planning permission, and whether the new planning regulations resulting from high levels of phosphates on the Teifi River Area of Special Conservation would restrict the development. It was recommended that a pre-planning application is submitted.
- Members asked whether the Service was in consultation with neighbouring authorities with regards to such provision. Officers confirmed that this was in place.

The Chair of the Committee noted that he would contact the Lions Netball team to advise them that the opportunity to discuss their concerns was still available to them.

RECOMMENDATION:

- To share information and receive the views of the Healthier Communities Overview and Scrutiny Committee

Members agreed to recommend the following to Cabinet:

- The Committee respect that the decision regarding developing the Wellbeing Centres has been made by Cabinet.

The Committee does, however, recommend that all information provided by Officers to Cabinet Members is fully shared with relevant Members. The Committee also considers it important that information is also shared and views sought from all stakeholders when appropriate.

6 Animal Welfare (Licensing of Activities Involving Animals) (Wales) Regulations 2021

The Environmental Health Manager for Policy, Performance and Public Protection presented a report to the Committee, to inform Scrutiny of the new Animal Welfare (Licensing of Activities Involving Animals) (Wales) Regulations 2021 which came into force on the 10th September, and the additional requirement resulting thereof.

The new legislation may require many local establishments selling animals as pets for profit to require a licence, however dog breeders currently licensed under the Animal Welfare (Breeding of Dogs) (Wales) Regulation 2014 are exempt and will not require two licences. Conditions placed upon the licence optimises welfare standards, which also protects the consumer. The report further stipulates statutory guidance relating to requirements of the licence.

It was noted that this may lead to an additional workload for the Public Protection team, however as a result of recent work carried out by the team, compliance with licence conditions have improved across all licensed establishments. It was also highlighted that the implementation of “Lucy Law” will serve to improve the welfare standards that Ceredigion County Council seeks to maintain across all the animal industry sectors.

The following questions had been raised by Members:

- Members asked whether cross-bred dogs should be register with the Kennel Club, and whether the additional work would have an impact of staffing for the purpose of carrying out inspections. Officers noted that not all dog breeders would require registration, however if a pet has more than 3 litters a year, they may accidentally fall into this category. In such circumstances, Officers would be able to apply their judgement. Officers noted that they welcomed this legislation and that recent compliance work had led to improved standards across the County.

Following discussion it was agreed to note the report.

7 To confirm the Minutes of the Meeting held on 24.06.2021 and to consider any matters arising therefrom

It was AGREED to confirm as a true record the Minutes of the Meeting of the Committee held on 24 June 2021.

Confirmed at the meeting of the Committee held on xxxx 2021

Chairman: