

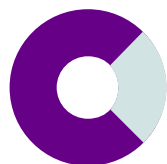
North Tyneside  
Carers' Centre

# CORPORATE STRATEGY

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2018 – 2023

***Carers are healthy, happy,  
safe and recognised for the  
role they play in their  
community.***



North Tyneside  
Carers' Centre



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## About Us

North Tyneside Carers' Centre is an independent charity and a network partner of Carers Trust. Established in 1994 by a group of female carers who identified that they had nowhere to go for support, they approached North Tyneside Council to request access to a room where they could meet to support one another. After discussions, a steering group was formed and the Princess Royal Trust for Carers in London was approached to help set up a Carers' Centre in the borough.

Originally there were two members of staff and a Board of Trustees. Over the years the Centre has developed in response to the needs of local carers and now employs over 22 staff and benefits from the support of over 20 volunteers. We have a well-established adult and young carers' service, delivering a wide range of interventions to enable carers to maintain their wellbeing and achieve their aspirations.

Carers are represented at every level of the organisation and the Board benefits from a range of trustees who have experience of caring and have skills and experience across health and social care. We enjoy the support of over 104 Carers Trust network partners across the UK. Through this membership we influence policy at a regional and national level.

The Centre has benefited from a positive and ongoing relationship

with North Tyneside Council since 1995 and with North Tyneside Clinical Commissioning Group (formally the PCT) since 2002, through grants and contracts. This reflects 49% of our income: we fundraise from trusts to raise the additional funds needed to support our work. We are a lead partner with North Tyneside Council and the North Tyneside Clinical Commissioning Group in delivering North Tyneside's Commitment to Carers.

This corporate strategy outlines the Centre's priorities over the next five years until 2023. It builds on what we have already achieved and shares our aspirations for the future. We are excited about the future, keen to expand our reach and motivated to deliver support which makes a difference to the carers we serve.





## Our Vision

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Carers are healthy, happy, safe and recognised for the role they play in their community

## Our Mission

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To improve the quality of life of carers in North Tyneside

## Our Values

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Our values help us establish the culture of the organisation and the way we conduct our relationships with stakeholders. We will be:

- **Responsive**

We will listen to the needs and views of carers and deliver individualised support to meet these needs

- **Empowering**

We will support carers to have a voice in decisions that impact on their lives

- **Approachable**

We will be caring and compassionate

- **Empathy**

We will listen so we can understand carer's individual journeys

- **Aspirational**

We will support carers to be ambitious, whilst pushing ourselves to be the leaders in our field





## Our Strategy

**Our strategy over the next five years will be ambitious and bold, in how we grow our services and position ourselves in North Tyneside. As one of the lead voluntary organisations in North Tyneside, we are already in a strong position with a solid track record.**

Locally, the Centre is seen as the hub for carers in North Tyneside. We are trusted and valued by carers who access our services and by professionals who refer to us or seek our advice. We will seek to build on this position and have a stronger presence in the four localities of the borough so that carers can access support in their local communities.

The external environment is continuously changing which will present a number of challenges and opportunities along the way for both the Centre and the carers we serve. The impact of public sector cuts means that statutory services struggle to provide the level of support they previously provided to the person cared for: this has and will continue to further impact on carers. We will aim to work with our statutory partners to be their critical friend and find creative solutions to meet the needs of local carers.

The Centre is responsive to and led by the needs of local carers. We will provide innovative, cost effective solutions to delivering services which help to prevent and delay the need for support from statutory services, while improving carers' resilience and lives. To meet increasing demand for support we will work with our partners to support their organisations to identify and support carers at an early stage in their caring role. Schools and GP surgeries are a priority area where we will focus our resources to make the most difference we can for carers.

The Centre is a learning organisation. We will build stronger partnerships with external organisations to achieve our goals and share best practice locally and nationally to improve the lives of carers.





## Strategic Priorities

To help fulfil our purpose and work towards our vision, the following strategic priorities will underpin everything we do until 2023.

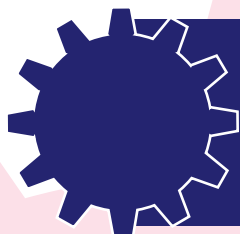
### Extending our Reach to Improve Early Identification of Carers

We will work with other agencies, the public and carers to publicise and promote our services and ensure that those with caring responsibilities are recognised and supported in a timely manner.



### Increasing Carer Involvement

We will promote the value and contribution of carers so that they are recognised as expert partners in planning individual care and in designing local service provision.



### Developing Opportunities for Carers to Reach their Potential

We will work with carers to empower them to fulfil their potential and pursue their individual aspirations.



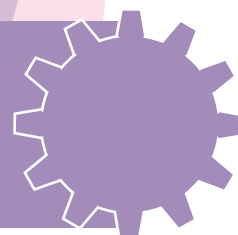
### Improving Carers Physical and Mental Wellbeing

We will work with carers to help them understand their strengths and the impact of caring on their wellbeing. We will explore the services and interventions available to help carers build resilience.



### Developing a Strong and Sustainable Organisation

We will be an enterprising, sustainable, well connected, leading organisation in North Tyneside. We will maintain high standards and deliver social impact whilst establishing best practice governance with clear accountability.







### **Income Generation**

To diversify income streams from our business activities through widening our donor base and increasing our fundraising capacity.

### **Collaboration**

To explore and develop longer term relationships with organisations that will be of benefit to carers.

### **Premises and Accessibility**

To improve access to support services for carers in all four localities of North Tyneside.

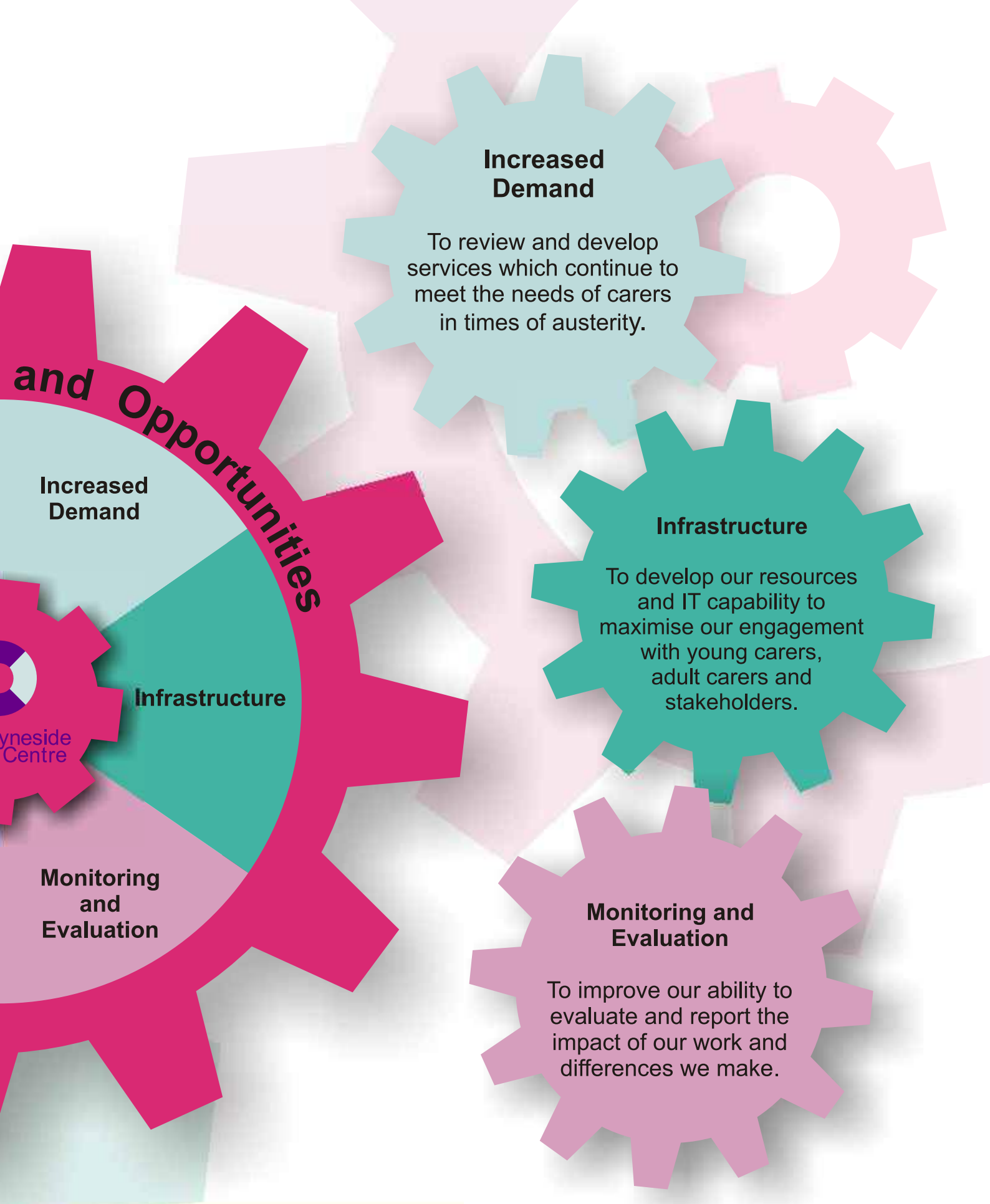
## **Our Challenges**

**Income Generation**

**Collaboration**

**Premises and Accessibility**

North Tyneside  
Carers' Centre



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Centre

In order to achieve our strategic plan we will only work on initiatives that meet our strategic priorities. An annual action plan will support us to achieve our strategy and will take into account the challenges and opportunities we face.



## Thank You

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We owe our continued growth and passion to bring about lasting change for carers, to the dedication and commitment of the carers we support, staff, volunteers, funders and partners. Thank you.

## Delivering our Plan

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As we begin to deliver our new strategic plan with the vision to make North Tyneside a place where carers are healthy, happy, safe and recognised for the role they play in their community, there are many ways for you to become involved.

To learn more about our work or our corporate strategy, volunteer or donate please visit

[www.northtynesidecarers.org.uk](http://www.northtynesidecarers.org.uk)  
or call in to see us in person.







# **North Tyneside Carers' Centre**

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