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TO
COMPANY
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FROM: CROSSROADS-CARING FOR CARERS (GATESHEAD)
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GOVERNMENT SOCIAL CARE SECTOR RECRUITMENT **CAMPAIGN**

A Carer is someone who looks after a relative or friend whom through illness, disability or frailty is unable to cope on their own.

Gateshead Crossroads has 13 years experience of providing services to Carers and we are keen to support and welcome the Department of Health's initiative to attract 30,000 new workers into the social care sector.

"Our reputation for high quality and reliable services depends on the quality and reliability of our staff and I know that working for Crossroads to support Carers is a responsible and rewarding role." said Jeff Gray scheme manager

Gateshead Crossroads is keen to recruit new members of staff and would welcome an opportunity to talk to people who are considering a job in social care and would like to find out more about our services. Details of our current vacancies are available from our office, telephone 0191 478 2423.

Carers do value a Crossroads service – "Crossroads provide a reliable and much appreciated service with excellent carers, my life is better for the break as I can relax knowing my husband is well looked after".

ENDS

Editors Notes:

Since 1990 Gateshead Crossroads has been at the forefront of caring for carers, including young carers. Gateshead Crossroads provides services throughout the Borough of Gateshead where there is an estimated 25,000 carers. Of this number about 6,000 care for 50 hours a week or more.

Gateshead Crossroads provides a variety of support services to carers of all ages. The Carer Support Service provides home based personal care, 24 hours per day, 7 days a week. This includes undertaking specialised tasks for people with complex care needs. It enables carers to achieve some respite and supports them in their caring role. Currently this service works with approximately 200 families.

The Young Carers Service provides practical, emotional and personal support for children and young people under the age of 18, who, because of their caring responsibilities, may be unable to fulfil their potential personally, educationally or socially.

The Community Service aims to reach out to find carers and to assist them to access services to meet their health, social and skill based needs. This is achieved through the provision of information, group support, one to one support and the planning and delivery of community events, outings and personalised training.

Crossroads – Caring for Carers is the major charity providing practical support for Carers, giving them “Time to be Themselves”.

In 1973 the soap opera ‘Crossroads’ featured a story line where Sandy Richardson, son of the motel owner, had a car accident and was temporarily paralysed. His mother had to care for him at home. Noel Crane a local man from Rugby, who was being cared for by his mother, wrote in complementing them on their portrayal of the needs of someone with a disability. They took him on as an adviser on disability issues and when he shared his concerns about the lack of support for people like his mother, ATV, the programme makers, donated £10,000 to set up a pilot project in Rugby with the aim of helping Carers in a practical way and to relieve the stress many of them experience. This was a major innovation at a time when the word ‘Carer’ was not even recognised.

In its first year of operation, more than 30 years ago, Crossroads supported 28 families. Today Crossroads – Caring for Carers’ central structure supports and guides a network of over 200 Member Schemes throughout England and Wales. Over 4.3 million care hours are provided each year to 33,000 Carers. This equates to the equivalent of over 490 years of care. We employ over 4,000 trained Carer Support Workers and have approximately 1,200 trustees.

Crossroads Schemes are members of Crossroads Association, the national body whose role is to support the network of Schemes, by promoting their work, influencing national policy, establishing new Schemes and providing guidance, practical support and training. The Association also develops policies, procedures and standards that ensure the consistent quality of service.

The facts

- There are approximately 6.8 million Carers in the UK
- If every Carer stopped caring it would cost the government £57 billion a year.
- 1.7 million Carers care for more than 20 hours a week.
- **1,000,000 care for more than 50 hours.**
- 65% of Carers say that their health has suffered as a result of their caring responsibilities.
- 33% say they have not had a break in the last two years
- Family and friends provide 70% of care.
- The number of Carers in the UK is likely to double over the next 10 years.
- 20% of Carers are in full or part time employment
- 3 in 5 people of working age will become a Carer.

CROSSROADS CARING FOR CARERS

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