

# CARERS IDENTIFICATION AND DISCOUNT CARD SERVICE

## Quarterly KPI Monitoring Report Quarter 4



### Get In Touch

Forward Carers CIC  
Touchbase Pears Business Centre,  
750 Bristol Rd,  
Birmingham B29 6NA

✉ [info@forwardcarers.co.uk](mailto:info@forwardcarers.co.uk)

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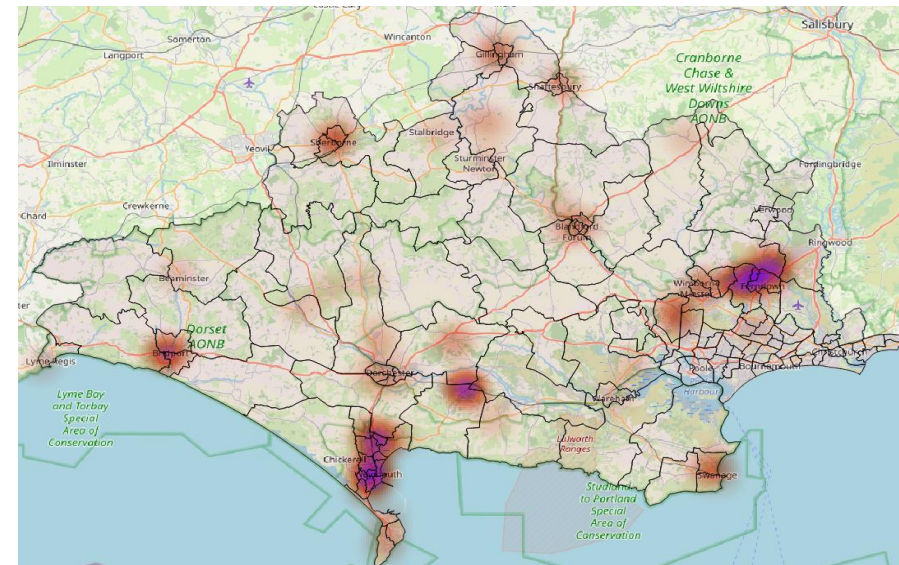
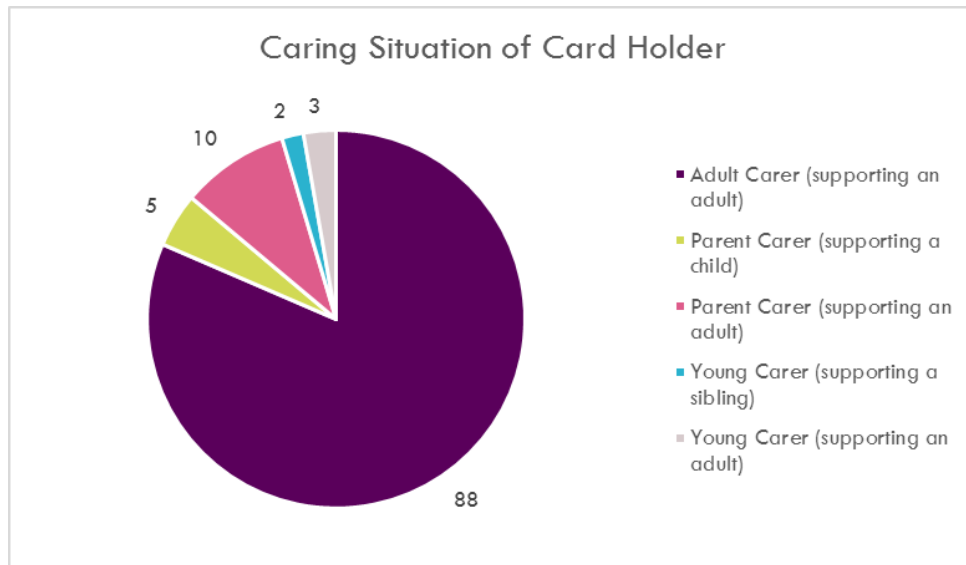
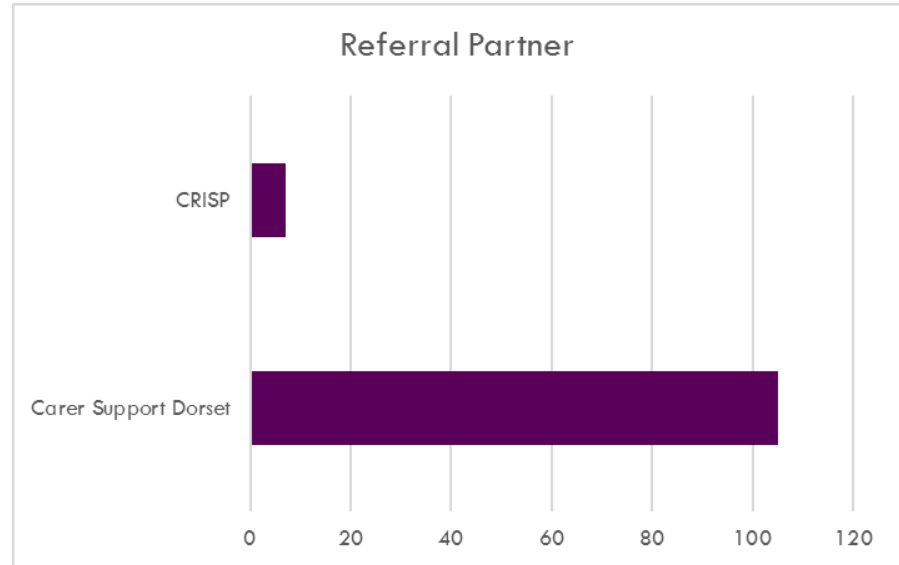
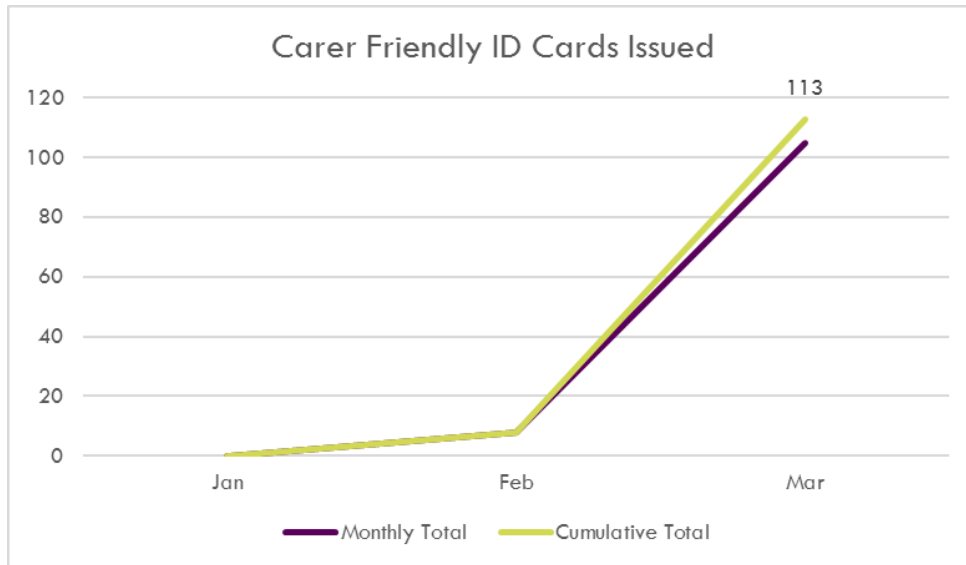
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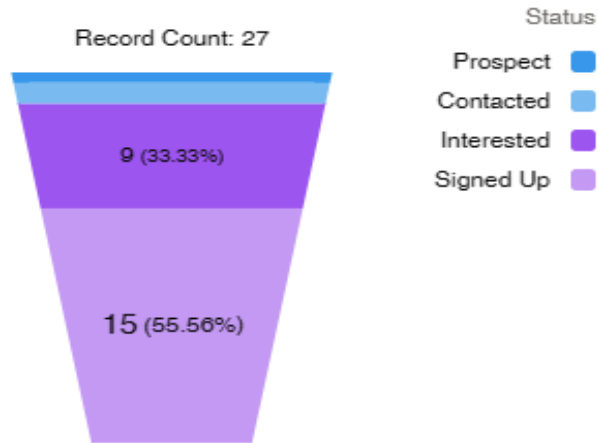


### Card Holders



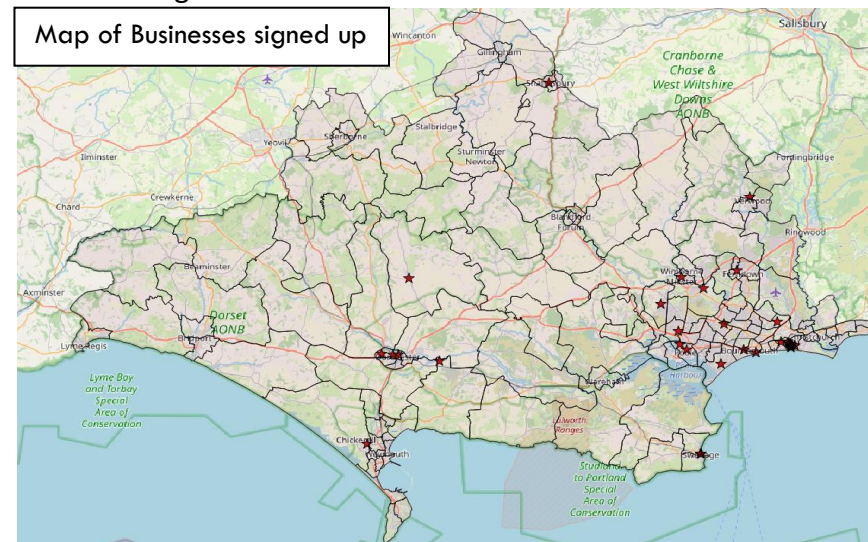
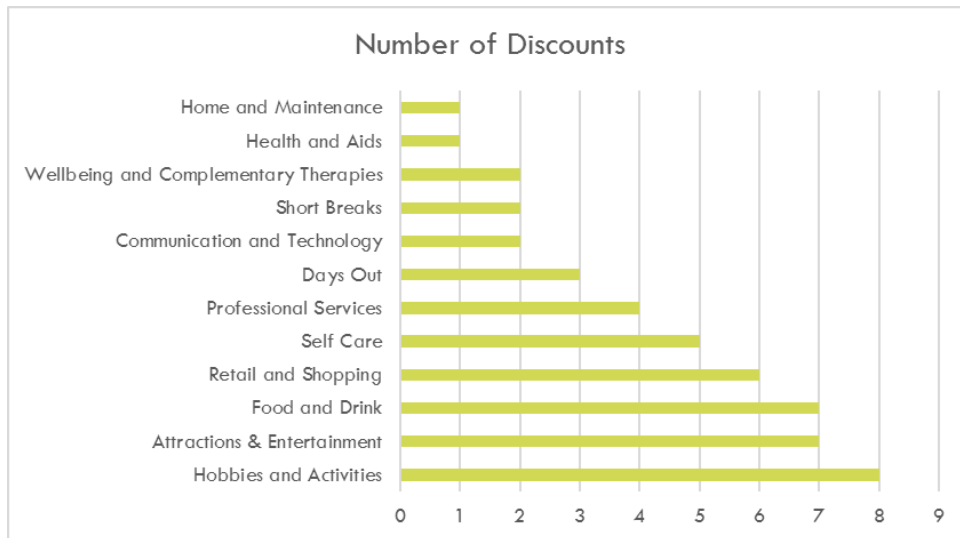
**Business Involvement and Discounts**

**Carer Friendly Business Status**



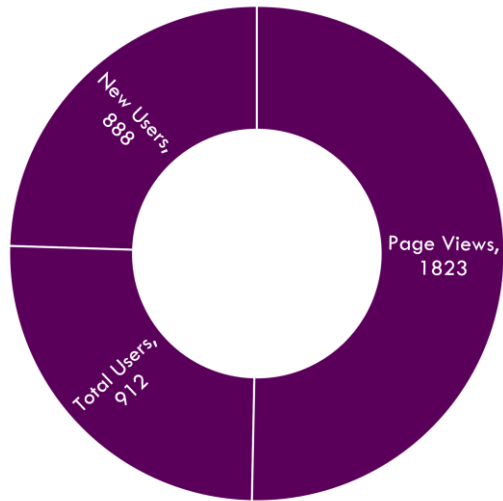
Indicator	Quarter Totals
Number of Business Approached	27
Number of Business Taking up with offer in Quarter	19
Number of Business Ceasing Discount/Offer in Quarter	4
Rolling Total of Business With an Active Discount/Offer	36*

\* Additionally a list of 447 Discounts was provided at the beginning of the contract. We are contacting these organisations to confirm continuation of their discounts. The value provided is the combined total of new business and confirmed continuing businesses

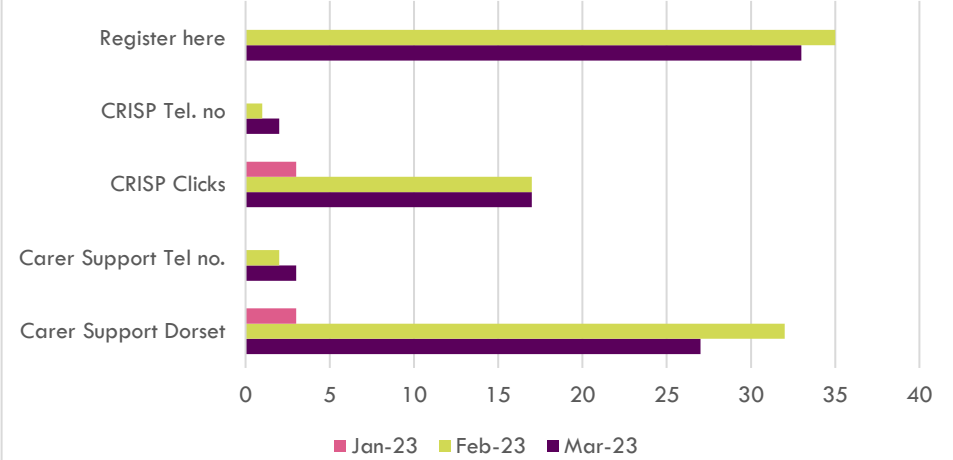


Online and Social Platforms

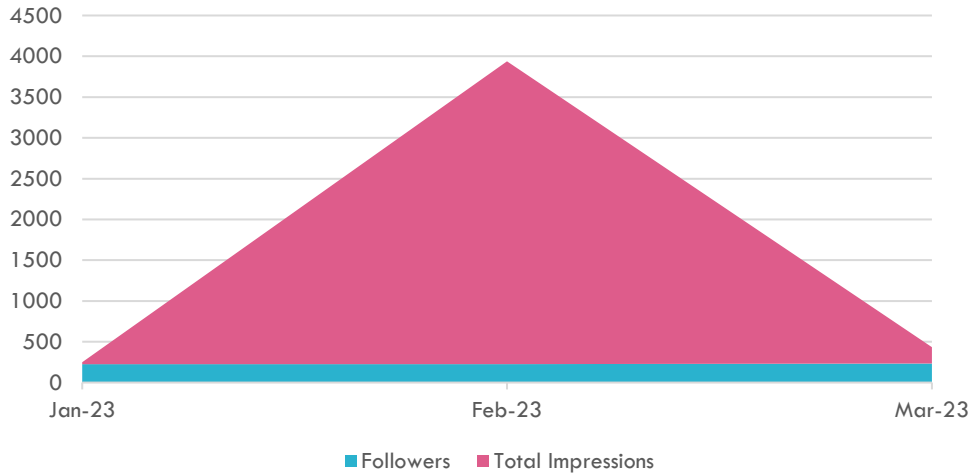
Website Engagement



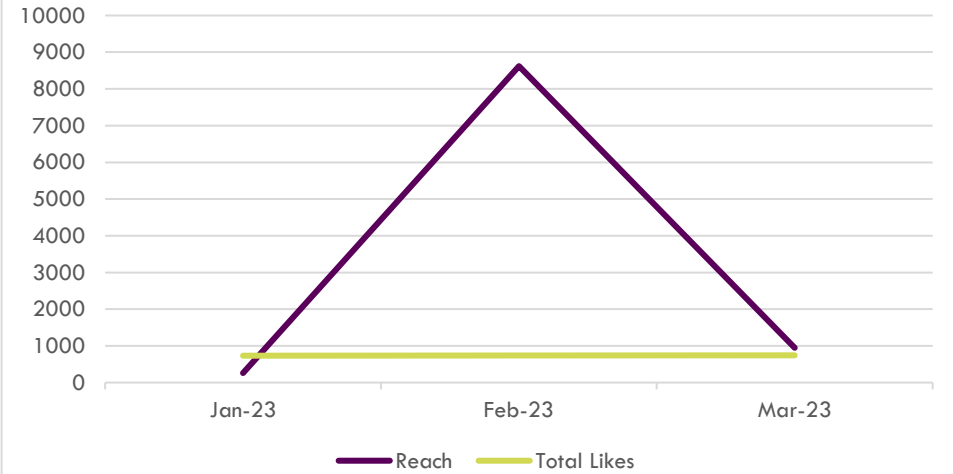
Website Interaction



Twitter Engagement



Facebook Engagement



## Partnership work

### Organisations worked with

Dorset Carers	Care Dorset – Day Centres	Digital Champions	Library Services	Community Action Network
CRISP	Dorset Healthcare	My Time	Dementia Carers Support	NHS Carers Engagement Team
Dorset Young Carers	Volunteering Dorset	BCP Business Angels	Help and Kindness	Carer Lead – Poole/Bournemouth NHS
Dorset County Hospital	Age UK	PRAMA	Winton Business and Tourism Association	Corfe Mullen Carers Support Group
Southbourne Traders				

## Challenges and Successes

One of the challenges we are facing is that previous businesses that we expected to have already been contacted had not, due to this, a key area has been sent trying to make contact with the existing businesses, we have found this more time demanding than initially thought. Our Project Manager, Rachel Close has and will continue to spend time making personal contact with the businesses to ensure they are onboard.

We have had some successes in re-engaging with some businesses who did not want to transfer across to us, with in many cases an improvement on the previous offer.

The partnership work we have initiated over the first quarter has helped us to build strong connections with services who can help us in our mission to create a Carer Friendly Dorset.

## Case Study

### Da Ninos - Cafe and Takeaway

Tracey and Guy are a husband-and-wife team that run a lovely Italian Cafe and takeaway in the BCP area. They make homemade Italian food including pizza. They were recommended to us via a local hairdresser that had signed up with an offer to the Carer Card. This personal introduction was followed up with a text message to arrange a chat and email explaining about the project on the 9th of February 2023. Our first meeting was rearranged for the following week, however they needed to cancel this for a personal reason. It was clear they were then on catch up and we managed to arrange a moment for me to visit them. This was arranged to coincide with two other local organisations in the same area which led to them signing up with an offer on 23<sup>rd</sup> March.



Tracey herself had been a Carer for her mother who sadly has died and was formally registered with CRISP. This was interesting to hear and led to a conversation about the former card, support for Carers and why she had considered making an offer. I learnt that she had a former Card, but really wasn't sure what it was about. As a business owner who was also a Carer, she spoke about how she "really didn't have time to consider support and they were managing ok anyway". Later in the conversation after sharing my own experience as a Carer she reflected on how CRISP the new Card could have helped her and her family. They made the offer of a 10% discount to all non -paid Carers, put up the Carer Friendly Communities sticker on their front door and made an area on the till counter for our Carers Card information leaflets. Whilst they use Deliveroo for the majority of their home deliveries and can't offer the discount this way, they have been able to offer Carers home deliver with the 10% discount if they phone them direct. I took a few lovely photos, including Tracey with her Carer Friendly Communities sticker for our social media platform and have this scheduled a feature on their business in April.

Tracey and her husband have also stated they would be willing to be involved in Carer events in the future with enough notice, which is an added benefit. This case study is representative of the shorter timescales it takes to gain an offer from interested parties.

