

CARERS IDENTIFICATION AND DISCOUNT CARD SERVICE

Quarterly KPI Monitoring Report Quarter 1 2023-2024



Get In Touch

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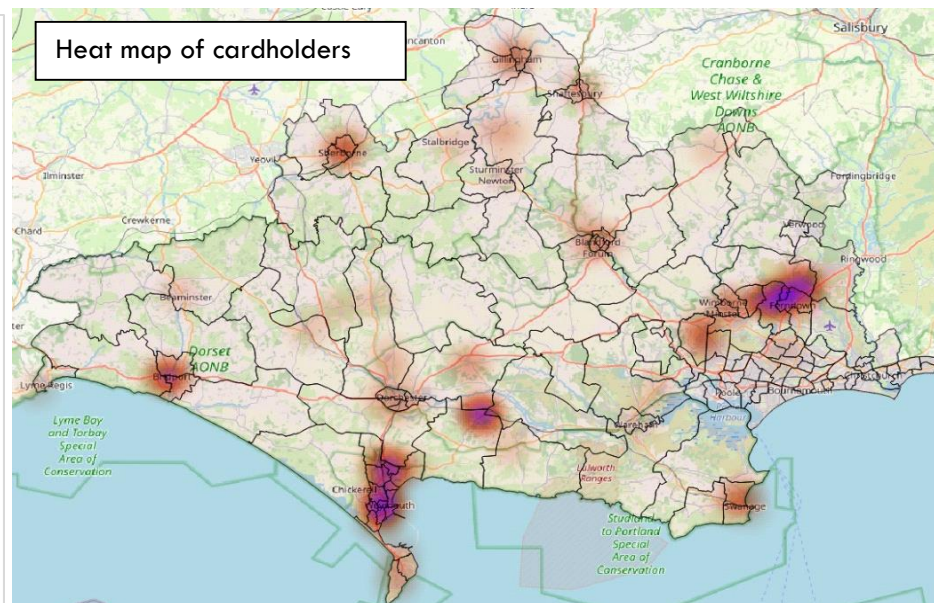
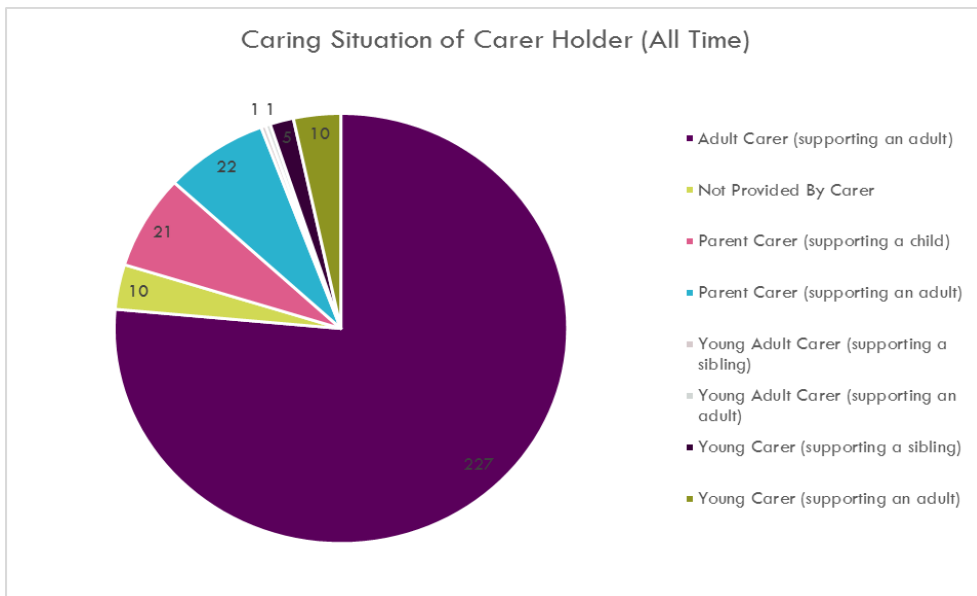
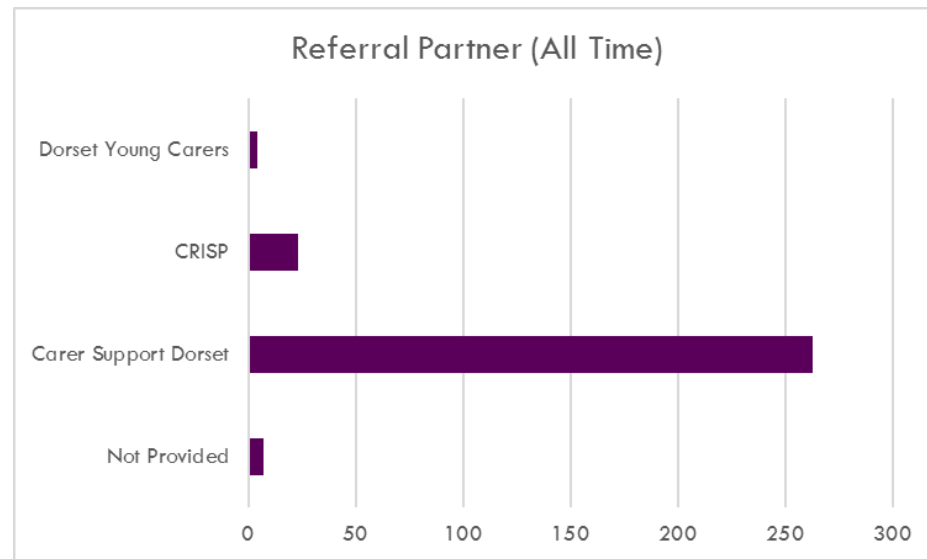
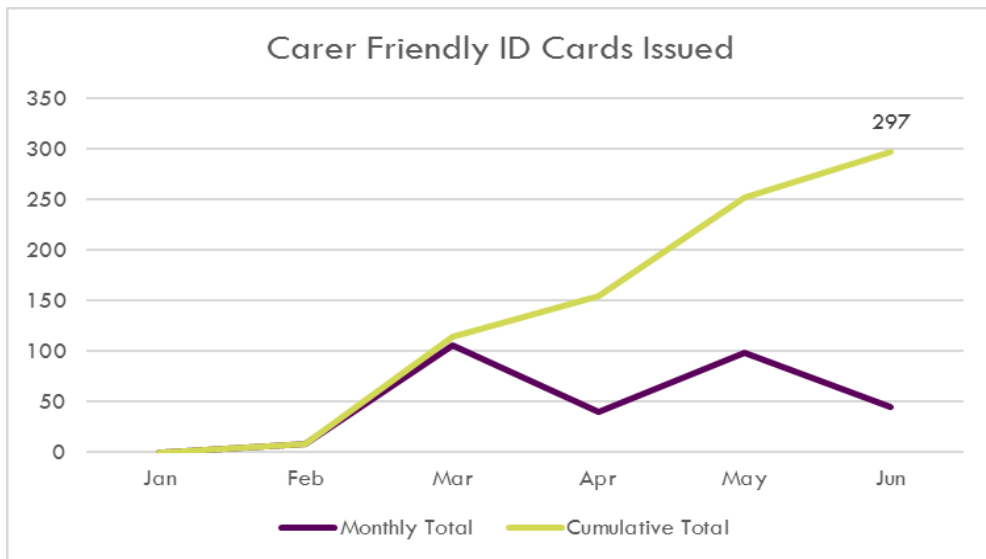
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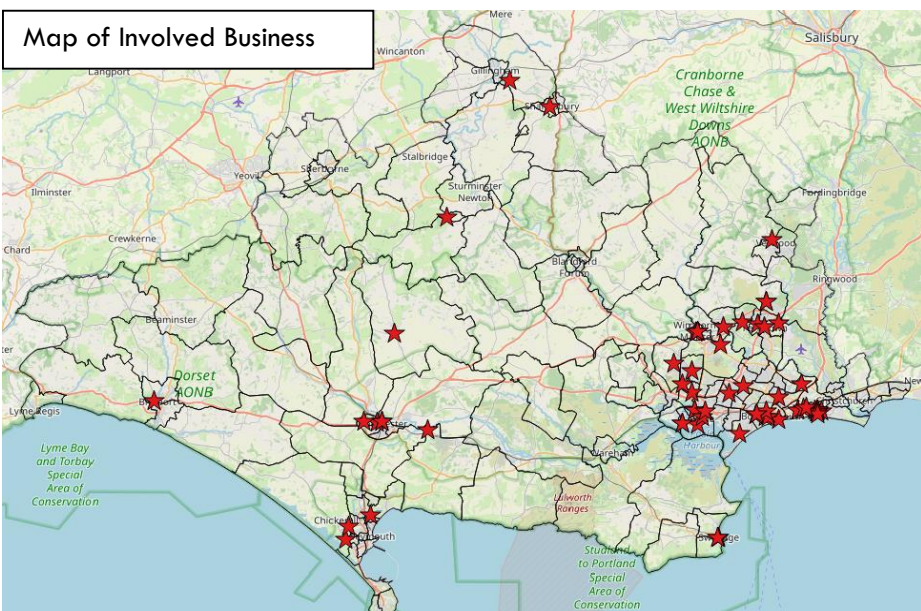
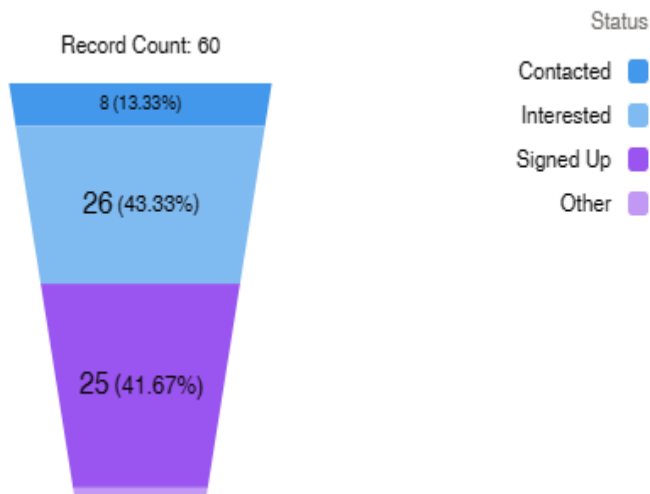


Card Holders



Business Involvement and Discounts

Carer Friendly Business Status



Indicator	Quarter 4	Quarter 1
Number of Business Approached	27	33
Number of Business Taking up with offer in Quarter	19	7
Number of Business Ceasing Discount/Offer in Quarter	4	1
Rolling Total of Business With an Active Discount/Offer	36*	47*

*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. We intend to combine new active discounts and continuing discounts for the Q2 report.

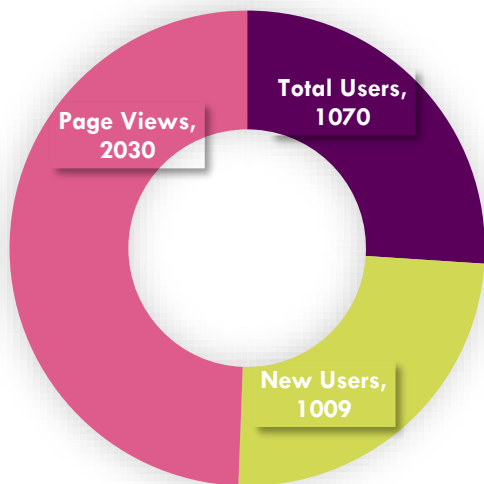


Note: The categories used in this graph will be updated in Q2 to reflect the newly agreed categories

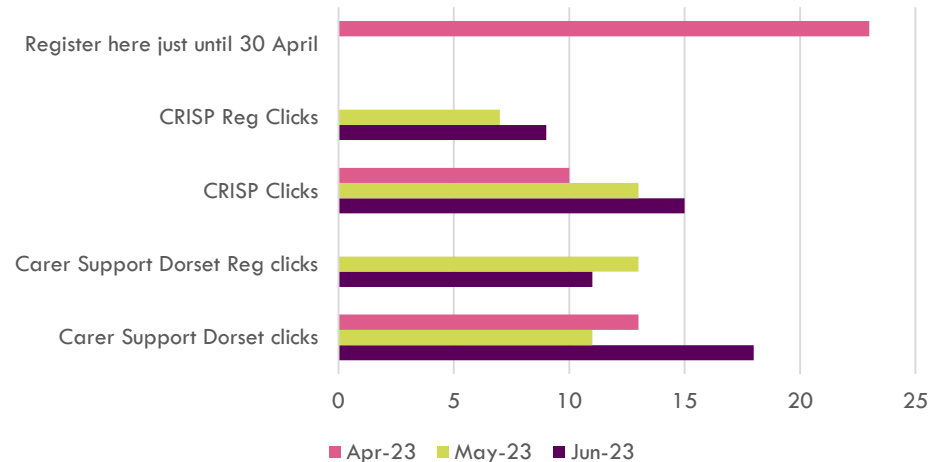


Online and Social Platforms

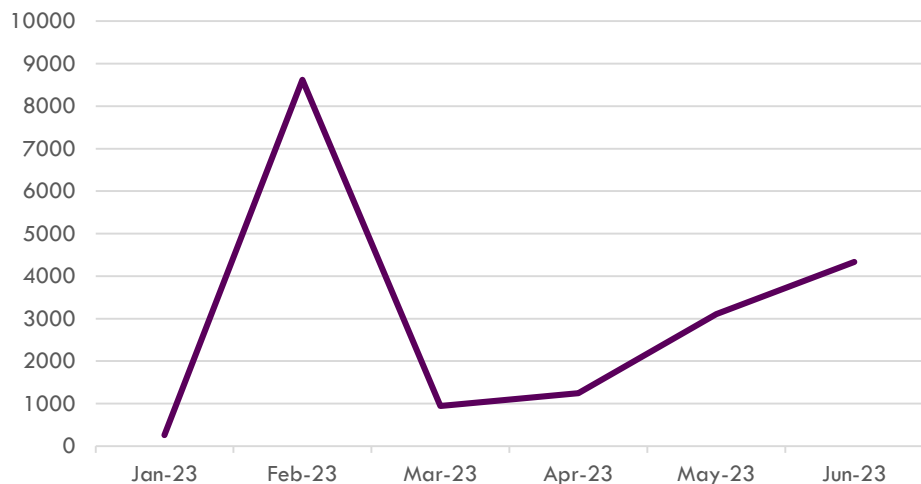
Website Engagement (Quarter)



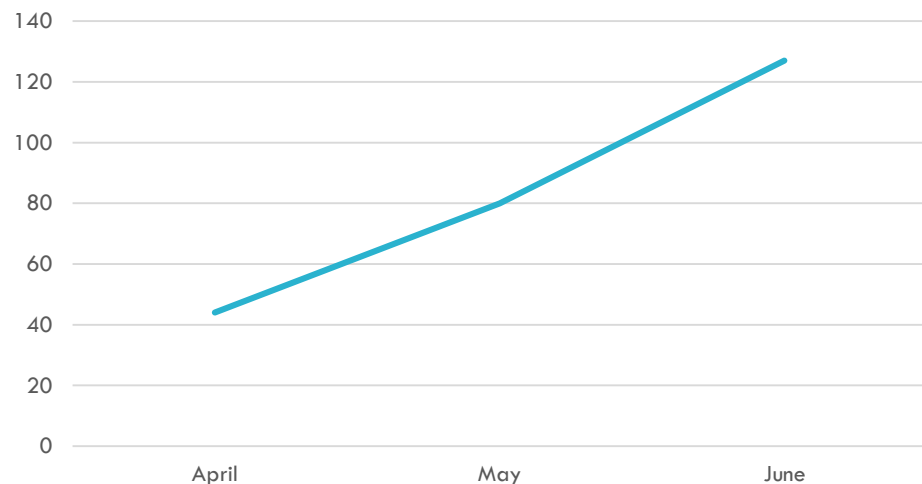
Website Interactions (Quarter)



Facebook Engagement (Reach)



Instagram Cumulative Likes



Partnership work

Example Successes

Dorset Museum

Has reached out to work more closely with us and support each other's projects. They have a new offer that all children under 18 years old will be free. They are also reviewing if they can give free or discounted entry to all Carers. They would like some bespoke training for their staff and over 200 volunteers about 'Non- paid Carers awareness', how to access support and what support the museum will offer their volunteers.

Frith Opticians

As mentioned at the previous quarterly report, Gillingham Carers Group gave us a list of new businesses they nominated and ones from historical list they sue. All of these have now been contacted. A lovely outcome is Frith Opticians are wanting to make an offer. They have 10 Practices/stores all over Dorset, one in Wiltshire and one in London. We are meeting with them next week to discuss the offer and how this will be managed.

Testimonials from signed up Businesses

Liz Cumberbatch Coaching (National)

Over the years, I have witnessed the impact of the caring role, both positive and negative, on those within my family and friendship group. I'm passionate about supporting people who otherwise might not have access to opportunities such as life coaching. I've seen how the role of Carer can leave little room for one's life goals and dreams. Carers Card is an ideal place for me to offer my support. I've worked closely with those going through key life transitions, for example, starting a new job or ending a career. Sometimes the demanding nature of some carers' roles requires support and space to reflect on strengths and resilience to enhance their well-being and achievements. A simple hour a week or month of life coaching could make all the difference.

Alexsander Lodge – Guesthouse (BCP) *They also provide accommodation to those on kidneys dialysis at the clinic in Southbourne.*

Hi we are Andi and James who run a gorgeous Edwardian guesthouse 2 mins from the Dorset coast. We have several regular guests that are Carers and have provided Care within our own family too. We know how important a rest and break is. We want to help in our own small way with our little oasis.

