

## EfC Business Benefits

An ageing workforce, with fewer young people entering the job market and later retirement ages (including later state pension ages). Tighter public sector budgets for care and support services which are increasing the pressure on families and friends to care. More people are therefore needing to work and care longer. Forward looking employers now recognise caring as an issue which will have an increasing impact on their employees and on themselves as businesses.

In Wales juggling work and care remains a challenge, with 16% of carers having reduced hours to manage their caring responsibilities, and 6% had given up work to care since the COVID-19 pandemic. The Corporate Leadership Council estimates that the cumulative costs to an organisation of an employee leaving work are equal to the employee's last salary, while Hay Group suggests it could cost anywhere from 50-150% of their salary.

In a recent survey, among carers continuing to work the same hours, 1 in 6 (17%) said their job had been negatively affected by caring, i.e. lateness, tiredness and stress. Here again the consequences of not addressing support for carers in the workplace are not only negative for employees but also for employers. There is evidence that the impact of staff turnover, absence and stress as a result of juggling work and caring unsupported could be costing UK businesses over £3.5 billion every year, so there are significant savings to be made by better supporting employees to combine work and caring.

In a survey on the business benefits of supporting working carers conducted for Supporting Working Carers, 223 responses were received from micro, small, medium and large employers: 46% were from the private sector, 38% from the public sector and 17% from the third sector. Most respondents said supporting carers in their workforce had either a 'major' or 'some' benefit through:

- Increasing staff morale and loyalty (93%)
- Staff retention (92%)
- Reducing sick leave and absenteeism (88%)
- Improving staff engagement (85%)
- Improving people management (80%)
- Making team working more effective (75%)
- Improving service delivery (72%)
- Increasing productivity (69%)
- Reducing recruitment and training costs (65%)
- Improving the ability to attract (61%)
- Producing cost savings (55%)

\*Please see footnote for business examples

## Umbrella Membership Benefits

Supporting people to combine work and care also has benefits for society as a whole and, as with the economy, there are associated risks if this is not addressed. In recent years the contribution of unpaid carers in Wales has been calculated at £8.1 billion per year. Since the outbreak of COVID-19, however, this contribution has increased still further. Research published in November 2020 calculated the care provided by families over the course of the pandemic in Wales, equivalent to £33 million each day. Carers (80% of whom are of working age) play a crucial role both in providing (unpaid) care and in helping their relatives or friends to stay out of hospital or, in some cases, residential care. They provide a very valuable contribution, therefore, not only for individuals and families but also for our wider economy and society.

**Mark Greening, Carers Commissioning Manager explains why West Sussex County Council is reaching out to SMEs through Umbrella Membership:**

*"I wish I'd known sooner" is a phrase we hear all the time from carers in West Sussex, and we know this is echoed throughout the country.*

*We believe the key to improving support for carers is through partnership working and joined-up thinking. This means identifying more and more stakeholders with a role to play in helping to raise awareness of caring and to connect carers with information and support that could help them avoid crisis.*

*Workplaces have a huge role to play here. That's why at West Sussex County Council we've focused on making our own workplace carer friendly and then reaching out to other employers in the area and helping them to become more carer aware.*

*So far we've recruited nearly 40 local SMEs to join EFC through our membership.*

*We're working on reaching many more!"*

*\*There are 44 councils signed up as Umbrella members*

## Your Membership Plan Includes

- **Access to our online members' platform, EFC Digital**, containing guides, e-Learning, best practice examples, templates, sample policies and case studies; designed to help build your strategy around supporting working carers. The platform is co-branded to reflect your corporate identity. The platform has also been translated into the Welsh language.
- **An initial consultation/diagnostic session** - used to identify where we can best work with you to build upon your existing employee support or to look at a particular issue of relevance to you.
- **Regular lunch & learn or training sessions** tailored to meet your individual requirements.
- **A dedicated Account Manager** to help you make full use of your EFC membership.
- **Direct support from the EFC Wales Hub for Wales based organisations** or organisations with a Welsh presence/regional office.
- **Tailored promotional materials** to help promote EFC membership within your organisation.
- **Invitations to Members Networking Events** each focusing on a specific area of interest (approximately four per year).
- **Further opportunities to share your experiences** by hosting and speaking at our events. (Previous hosts include Cardiff Council, North Wales Police, NHS England and Companies House among others).
- **A discounted assessment fee for Carer Confident**, our employer benchmarking scheme, which you can read more about [here](#).
- **Opportunity to connect with peers from the same sector**, as well as across sector and regions, to share best practice, including via 1-2-1 connections and our social media channels (LinkedIn).
- **Regular communications** such as our monthly e-bulletin newsletter, featuring latest legislation and policy updates.
- **Use of our logo** on job adverts, company websites, intranets, email footers, etc.
- **Branding and sponsorship opportunities** across our websites, communication channels, publications and social media.
- **The chance to be at the forefront of new research** – as and when it's released – and to engage in topical policy debates.
- **Opportunities to participate in major research**, both national and international projects.
- **Invitations to key Carers UK events**, such as the annual Carers Rights Day Parliamentary reception.
- **Support from EFC for your workplace events**, such as Employee Wellbeing Fairs, Diversity and Inclusion showcases and Health and Wellbeing Weeks.
- **Opportunities to take part in national campaigns** such as Carers Week and Carers Right's Day, and receive a face-to-face presence from Carers Wales staff.
- **Opportunities to showcase your support for carers** in our literature and at events.
- **Free online membership of Carers Wales**, which is available for staff in your workforce with caring responsibilities.

## Umbrella Membership Plan Includes

Umbrella membership is an extended Efc membership arrangement which gives small and medium-sized businesses (SMEs), Staying Well at Work Project, GPs and health partners the opportunity to engage with Efc. This enables SME businesses that are part of an umbrella membership scheme to gain **FREE ACCESS** to Employers for Carers resources.

Our definition of an SME is an organisation with fewer than 250 employees. SMEs, health partners, Staying Well at Work Project and GPs benefit from umbrella membership in the following ways:

- Accessing member resources on the members' platform, Efc Digital, which includes relevant legal information, practical case studies, guides and template leaflets/workplace surveys.
- Being part of an employer network within the locality which could also host local employer networking sessions
- discounts on Carers Wales and Efc products such as training, e-learning, Carer Confident and Lunch and Learns

## Membership Investment

Membership cost is based on the number of employees within your organisation. The investment for membership is:-

Employers for Carers membership\*                      £2,000 per annum

\*As a member you will also receive a discounted Carer Confident Assessment at £500 (normally £2,000)

Employers for Carers Umbrella membership\*                      £3,000 per annum

\*All signed up SMEs will also receive a discounted Carer Confident Assessment at £500 (normally £2,000)

This offer is valid to 30<sup>th</sup> November 2021. If at that time there is no confirmation about this proposal, we recommend we set up an additional meeting to discuss how to move forward.

If multiple years are paid for in advance then we can adjust your invoice to include a 5% discount.

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*Reduced costs - Centrica* estimates potential costs savings of £2.5m through increased staff retention and £4.5m through reduced unplanned absenteeism

*Reduced staff turnover - Listawood* (SME) While only 56% of employees felt their pay was competitive 97% felt they offered better work life balance

*Reduced stress and absenteeism - BT* achieved a productivity increase of 21% a year, at least £5 million on the bottom line

### A win-win for employers:

'Stress related absence has been reduced by 26% through flexible working alone'

'Retaining carers through support or special leave arrangements represents a saving to the company of about £1 million a year'

'The cost of recruiting is incomparable to the cost of 2-3 days emergency leave'