



Nottinghamshire Carers Association Case Study

Nottinghamshire Carers Association



Carer Friendly
Employer

Carers in Employment Case Study - Rushcliffe Borough Council

Introduction

Rushcliffe Borough Council is a local authority providing public services across the borough, delivering community support, planning, environmental services, and corporate functions. As part of its commitment to staff wellbeing, the Council has been developing its approach to supporting employees with unpaid caring responsibilities.

In 2023, the Council began work with the Nottinghamshire Carers Association (NCA) to strengthen carer-friendly practices and embed consistent support across policies, culture, recruitment, and staff engagement.

<https://www.rushcliffe.gov.uk/>



The Challenge

With many employees balancing their work commitments alongside unpaid caring responsibilities, the Council recognised the need to:

- Identify carers more effectively during recruitment, induction, and ongoing employment.
- Improve awareness among leaders and staff regarding carers' needs.
- Ensure policies, procedures, and communication channels clearly reflected and supported unpaid carers.
- Provide accessible resources, peer support, and a visible network of Carers Champions.

The goal was to establish a proactive, structured approach to supporting unpaid carers across the organisation.



The Solution

Working collaboratively with NCA, HR, wellbeing leads, and Carers Champions, the Council implemented a comprehensive action plan, including:

- Carer Awareness Training delivered to leadership.
- Recruitment and induction processes updated to identify carers.
- Multiple policies reviewed and updated with carer-specific considerations.
- Creation of new communication materials and visibility across digital and physical spaces.
- Carers Champions recruited and trained.
- Resources and wellbeing content prepared and published.
- Added a section to the recruitment application pack highlighting support for unpaid carers.
- Initiated staff survey planning to better understand carer demographics and support needs.
- Embedded caring-related questions into wellbeing conversations.
- Began developing a carers-specific section for the Supporting People Policy (clarifying terminology).
- Planned the introduction of a Carers Passport.
- Ensured workplace support, policies, and procedures were communicated to all staff.
- Planned events for Carers Week (June) and Carers Rights Day (November).
- Created a Microsoft Teams channel for resources and partner information.
- Included "Carer Friendly Employer" messaging on the recruitment
- Supported development of a peer-to-peer Carers Network.

The Council's collaboration with Nottinghamshire Carers Association has improved confidence, awareness, and visibility around unpaid caring. Staff have expressed positive engagement with the new training and communication materials, while Carers Champions report feeling well-supported in their roles.

The Council continues to build on this work, recognising the importance of supporting unpaid carers to ensure wellbeing, retention, and an inclusive workplace culture.