



50 years of Supporting Carers



Annual Review 2023-2024

Crossroads Care | Richmond and Kingston upon Thames
 A registered charity and network partner of Carers Trust,
 we have been caring for our local community for over 35 years.
Patron: Rt Hon Sir Vince Cable

crossroadscareruk.org

Leadership and Management

Through their wealth of experience, knowledge and proficiency, our senior management team and Board of Trustees provide ongoing strategic leadership and support.



Trustees: there are currently eight trustees on the board. Their different backgrounds offer intrinsic expertise to our organisation, and we are exceptionally grateful for their ongoing support.



Chief Executive Officer (CEO):

Julie Da Costa has a background in psychology, impact analysis and the care sector, and has worked for Crossroads Care Richmond and Kingston upon Thames for 25 years.



Chief Operating Officer (COO):

Rachel Tawadrous has devoted her career to the care sector and has worked for our organisation for over 35 years.



Operations Manager:

Nicola Wilson has worked for over 20 years within the health/social and youth sector, and our organisation for the past five years.



Care Manager:

Valentina Murzilli joined us this year and is already proving to be an invaluable member of the Crossroads team. Valentina brings with her a wealth of healthcare experience, with her previous roles having included being a nurse and practice manager.

Despite the current staffing crisis within the home care sector, we are pleased to say that we have successfully recruited and inducted a number of new care support workers and volunteers over the last 12 months.

Care Support Workers:

We currently have 23 highly trained and experienced care support workers.

Volunteers:

We have 25 regular volunteers who all bring a wide range of experience and knowledge to the team. Eighteen of them have been volunteering for Crossroads for more than ten years. They support our organisation through our outreach community-based projects, office administration and bespoke work.

Friends of Crossroads:

We have over 50 Friends of Crossroads (supporters).

Staff Milestones:

25 years: Julie Da Costa, CEO

10 years: Michelle Chisholm, Care Support Worker

5 years: Trustees Margaret Dangoor, Anna Ferguson, Jane Vines

60 years old: Geoff Lane, Trustee

30 years old: Danielle Way, Saturday Club Lead and Senior Care Support Worker

60 years old: Tandiwe Sithole, Care Support Worker

More information can be found about our staff and volunteers at:

crossroadscareruk.org/meet-the-team



Welcoming Our New Trustees!

We are delighted to have welcomed two new trustees to our board. Tara Ferguson-Jones, who is an accomplished director of communications and engagement in complex organisations including the NHS, is now advising us on media strategy. Debbie Ramsay, whose career spans strategic marketing for multinational companies and an international development non-governmental organisation as well as management consultancy, is now advising us on our marketing strategy.



Chair and CEO Foreword

Thank you for reading our Annual Review 2023-2024.

We are pleased to report that, despite the ongoing challenges for the not-for-profit sector, we have once again achieved well against our strategic plans for 2018-2023. Our new strategic plan for 2024-2029 sets out our vision statement and strategic aims for the charity and the people we serve, building upon the good work achieved over the last five years.

We have continued to move our organisation forward into an improved financial position, despite ending the

year with a small managed deficit, due to our commitment to staff welfare and wellbeing, together with staff recruitment, to help meet the new need for our services.

Increasing pressures on the home care sector, together with the national staffing crisis, and the soaring cost of living, have led to changes in lifestyle and increased anxiety for both service users and home care staff. These factors remain a high priority for the charity as we continue to adapt our services to meet local need, as well as our staff wellbeing offer.

Over the past few years, we continue to see our waiting list increase significantly, meaning that our services have never been more in demand, and staff recruitment has been a priority. Many carers are reporting a significant deterioration in both their own and their loved ones' mental and physical health and wellbeing.

Caring is often 24/7. The life of an unpaid carer can be extremely hard. For many, caring requires a life-changing commitment, with carers often having to give up work or study, friendships, support networks and social lives, which significantly diminishes the quality of their own lives.

As Chair and CEO, we are committed to supporting even more carers and are delighted to welcome all our new care support workers and volunteers. We would also like to express our enormous gratitude to the whole staff team for all their hard work and commitment, as they continue to overcome the many challenges that they face and who consistently deliver high standards of care and support to people in need throughout the two boroughs.

We would also like to pay tribute to our Board of Trustees, who through their wealth of experience, knowledge and expertise, provide ongoing strategic leadership and support.

We are especially thankful to our core funders Richmond Parish Lands Charity, Hampton Fund, The Barnes Fund, City Bridge Foundation, The Victoria Foundation, The National Lottery and the London Borough of Richmond upon Thames, NHS (South West and North West London Integrated Care System) as well as our social care partners for both children and adults, whose support enables us to continue to provide vital services to often isolated and vulnerable carers and the people they care for.

Over the years, Crossroads Care has positioned itself strategically across the borough. A network partner of national Carers Trust and regulated under the Care Quality Commission (CQC), we work with our service users and stakeholders to influence service innovation and growth.

Our new strategic plan for 2024-2029 builds on over 50 years of knowledge and experience supporting unpaid carers and the people they care for, of all ages and disability. It provides a clear and effective strategic direction for us to move forward productively, while taking local and national challenges into account.

In the year under review, Crossroads Care continued to adapt, strengthen, and improve the services we offer to clients, to help meet local need and demand.

Our new aims for 2024 onwards are to have an even greater impact on the lives of carers and their families who are at the heart of everything we do.

We are committed to sustaining growth, and with the support of core funders, sponsors, Friends of Crossroads, and partners, our ambitions are high — as we aim to support even more unpaid carers, helping to prevent family crisis and ultimately breakdown.

We are extremely grateful to you all for your unwavering support.

**Peter Adcock (Chair)
and Julie Da Costa (CEO)**



In 2023-2024, we delivered over 48,322 hours of care and support to over 1,150 carers and the people they care for, of all ages and disability, often those most at risk, vulnerable, socially isolated.

Become a Friend of Crossroads Care

Why not join us in our mission and help us reach even more carers by becoming a Friend of Crossroads?

Visit https://crossroadscareruk.org/wp-content/uploads/CRC_Adult-leaflet-2022.pdf

"Without Crossroads Care, I would feel even more like a care professional"
"John" took early retirement to become a full-time carer for his wife, who was diagnosed with early onset Alzheimer's at age 54. Determined to look after his beloved wife for as long as he can, John says, "Without the help and support of Crossroads Care, I would have given up. The Main Care group gave me an opportunity to meet other people like me. We listen to each other's stories, and that gives you class. It helps."
*Name changed for confidentiality purposes and photos are stock images.

Who we are

“ I am delighted to be a Patron of Crossroads which does a wonderful job supporting carers and those who need care. The pandemic has been a massive challenge and the carers who kept going, shielding the vulnerable, were heroic. ”

Rt Hon Sir Vince Cable, Patron

Who We Are

Crossroads Care Richmond and Kingston upon Thames is a key specialist voluntary organisation supporting carers, giving them time out for themselves, by providing specialist, high-quality bespoke home and community respite care and support to the people they care for.

We have cared for babies, children, young people, adults and older people with all disabilities, and their families, for over 35 years in Richmond, and Kingston since 2011.

We provide essential services to those often hard-to-reach families and carers – often outside the statutory framework. More recently, those most affected by COVID-19 and the soaring cost of living – those socially isolated, most vulnerable, at-risk, and financially affected.

“ [They] provided seamless levels of high-quality care. People could not praise the competence, professionalism and the way staff performed their duties highly enough. ” CQC 2019

A network partner of national Carers Trust, we work with service users and stakeholders to influence service innovation and growth. A non-profit organisation, we are the lead organisation for carers, and regulated under the Care Quality Commission which ensures we provide a quality and safe service.

We are recognised as a ‘Centre of Excellence’ under the Carers Trust quality mark and were rated GOOD, and OUTSTANDING for ‘well-led’ in 2019 by the CQC.

“ This meant service leadership was exceptional and distinctive. Leaders and the service culture they created drove and improved high-quality, person-centred care. ” CQC 2019

What We Do

Our organisation provides specialist, high-quality bespoke home and community respite care and support services, for carers and the people they care for, of all ages and disability, including behavioural, emotional and/or medical needs, as well as dementia care and palliative care.

A key regulated provider and network partner of Carers Trust, we provide integrated support services, in relation to individual and local need, together with health and social care priorities.

We aim to reduce the negative impact caring can often have on the physical and mental health and emotional wellbeing of the carer and the person they care for, by providing:

Core services:

Respite Breaks. Our highly trained and experienced care support workers provide 1:1 respite support within the home and community, giving unpaid carers an essential respite break from their caring role, enabling them to take time out, attend appointments or spend time with family and/or friends.

Specialist Groups/Advice. Monthly sessions and regular discreet/interpersonal support and professional advice to manage personal and unfamiliar tasks. These meetups help to develop friendships and support networks.

Signposting (information/advice). Ensures carers are aware of (local and national) services, resources and relevant information.

Age/Carer-Friendly Communities. So the role/contribution of unpaid carers is better recognised.

Our services are accessible through:

Commissioned Contracts: through Health and Social Care — for both children and adults

Charitable Provision: typically providing 1:1 free/affordable respite support (a minimum of two hours per week)

Private or Match Funding: often through direct payments



For more information on our services, please head to our website:

crossroadscarer.org





Who is a Carer?

A carer is a person of any age who provides unpaid care and support to a friend or family member who, due to illness, disability, a mental health problem or an addiction, cannot cope without their help. Carers can be parent carers, young carers, young adult carers, distant carers, older carers, double carers or 'sandwich carers' (often caring for older relatives and children).

Our Vision, Mission and Values

Our Vision

For the role and contribution of unpaid carers of all ages to be recognised, and for them to have access to the support and services they need to live their own lives.

Our Mission

Crossroads Care seeks to:

- Provide services that respond to the needs and desired outcomes of carers and those they support
- Help create a stronger, more connected and carer-aware community
- Work with service users and other stakeholders to influence service innovation and growth

Philosophy of Care

We respect the individuality of carers and those with care needs, and seek to promote their choice, independence, dignity, and safety. We believe carers should have access to high-quality bespoke services that enable them to fully benefit from a break from their caring responsibilities.

We respect the privacy and personal choices, lifestyles, customs, cultures, and values of each person who receives a service and seek to involve carers and their cared-for in this process.

Crossroads Care Richmond and Kingston upon Thames:

- **Seeks** to provide a high-quality, person-centered, and user-led service
- **Ensures** our staff are trained, supervised, and supported to deliver high-quality services to people (including children) with a wide range of disabilities and illnesses
- **Seeks** to provide a flexible service, delivering care and support when it is most needed
- **Is committed** to continually improving the services we provide and carries out two annual service user satisfaction surveys

“The staff induction and mandatory training was of a very high calibre that enabled staff to support people and meet their needs in an outstanding way.” CQC 2019

We provide specialist-quality bespoke home and community respite care and support services, placing the needs of the carer and the people they care for at the heart of everything we do.

If you would like to support our work, contact:

crossroadscareruk.org | 020 8943 9421



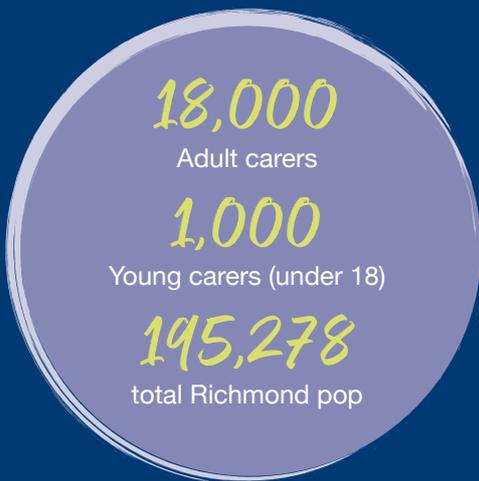
Donate

The Environment and Challenges

Across the UK



The Local Picture



“Care roles are far more than minimum wage jobs and we need to go further to attract, retain and develop a talent pool for the future.”

The Homecare Deficit 2021

- **CARING** Over 80% of home care in the UK is undertaken by a hidden unpaid workforce of **10.6 million** remarkable individuals, worth a staggering **£132bn per year**.
- **IMPACT** Caring takes a huge toll on the physical and mental health and emotional wellbeing of carers.
- **COVID-19 AND THE COST OF LIVING** The long periods of isolation together with the additional stresses and worries around finances have disproportionately affected carers and the people they care for.
- **LOCAL PICTURE** Ageing population, multiple health needs, dementia, double carers; increase in social isolation across socio-economic groups.
- **OBSTACLES** Carers can often be ‘hidden’ and ‘hard-to-reach’ and at risk of breakdown: 23% refuse care due to concerns over quality, which demonstrates a clear need to provide high-quality services that effectively meet the health needs of carers and the people they care for.
- **CARE STAFF CRISIS** NHS trusts are struggling to discharge people from hospital due to lack of capacity in social care and community services (ITV News, 2021), with care workers leaving faster than they can be replaced (Townson, 2021). Care workers are feeling undervalued compared with equivalent roles in the NHS and are not only exhausted after the COVID-19 pandemic, but are now being hit hard by the significant rise in the cost of living.

If you would like to support our work, contact:

crossroadscareruk.org | 020 8943 9421



Crossroads Care Ambassador: *50 years of Caring*

As Crossroads Care celebrates 50 years of supporting carers, we explore the charity's roots, and find a remarkable connection to our ambassador, actress Jacki Piper.

In April 2023, we welcomed Teddington-based actress Jacki as our ambassador, but in fact, Jacki's links to the charity go much further back than that.

Crossroads Care originated from the TV soap opera *Crossroads* which ran on ITV from 1964 until 1988, and again from 2001 until 2003. Back in 1973, *Crossroads* featured a storyline in which motel owner Meg Richardson (later Mortimer), looked after her disabled son Sandy. Sandy (played by Roger Tonge) became paralysed after a car crash. When Meg (played by Noele Gordon) took a holiday, the script writers realised there was no one to look after Sandy. They acknowledged this was a huge issue faced by unpaid family carers. There was no government funding available for family carers and no charity to support them. In the show, Meg launched a fictional 'caring for carers' scheme. When letters and calls came in asking about the scheme, Noele Gordon decided it was time for ATV "to do something about it". ATV then donated £10,000 towards a 'caring for carers' pilot scheme, which was to become the start of Crossroads branches across the country.

When the *Crossroads* soap opera hit the news again recently – via ITVX drama *Nolly* starring Helena Bonham Carter, which focuses on the life of Noele Gordon – it emerged that actress Jacki Piper, who stars in the new show, also appeared as an extra in the original series!

Not only that, but Jacki's husband, Douglas, who was diagnosed with Alzheimer's disease in 2015, and sadly passed away in December 2023, was cared for by our charity.



Jacki, who is best known for films such as *Carry on Up the Jungle* and *Carry on Matron*, says, "I was absolutely amazed when I found out that the *Crossroads* series had led to Crossroads Care being set up."

Jacki met her husband Douglas when she was 16 years old while acting in a play at college in Birmingham.



They eventually moved to Teddington in 2006.

When Douglas was first diagnosed with Alzheimer's, Jacki was able to cope with his needs, but as his health deteriorated, she was unable to leave him even for a moment.

"Caring is tiring and lonely," says Jacki. "You get the diagnosis and you're simply left to your own devices."

"Our sons and I started researching support and that's when we found out about Crossroads Care. One of their wonderful care support workers, Jess, came to the house to draw and read with Douglas, and this gave me the space in which I could do jobs that I couldn't do while caring for Douglas, as he demanded all of my attention."

"I cannot praise highly enough the work that Crossroads Care does to support carers. I was bowled over by the team, who are so kind, and even after Douglas went into care, the support from Crossroads didn't just stop. Operations Manager Nicola contacts me regularly to see how I'm doing."

"It's great that the publicity surrounding Nolly is helping to highlight the important work that Crossroads Care does to support carers. The charity is amazing."

"We were absolutely delighted when Jacki agreed to become our ambassador. Having used our services over the years, Jacki really knows and understands the needs of carers and appreciates what a difference good quality care can make to the lives of carers and the people they care for. It was a fascinating coincidence to later discover that she was an extra in the original *Crossroads* soap opera from which our charity originated. We cannot thank her enough for helping us to highlight our important work."

Julie Da Costa, CEO, Crossroads Care

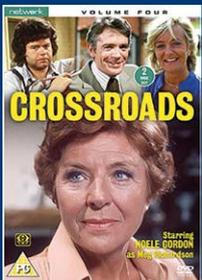
If you would like to support our work, contact:

crossroadscarer.org | 020 8943 9421



50 years of Crossroads

This year we are celebrating **50 years** since our founder charity was established – inspired by a storyline in the soap opera *Crossroads*. Our charity is now part of a network of more than **120 local carer organisations**. Together, we support nearly **one million unpaid carers** across the UK.



The *Crossroads* soap opera (refer to full story on page 7), turned the spotlight on the issue of carers. ATV (Anglia TV – later known as ITV) donated £10,000 to the cause.

1973



We appointed our very first patron, the Rt Hon Sir Vince Cable.

2017

We set up the Men Who Care project, as we recognised that male carers are more at risk of breakdown.



1974

The Government match-funded ATV and the Crossroads Care Scheme began.



1977

The Crossroads Care Attendant Scheme became a national organisation.

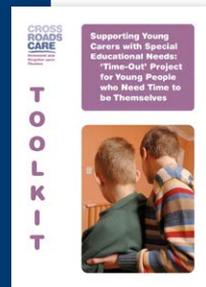
1987

Local Crossroads Care schemes expanded, each affiliated to a national association, The George Square Trust (predecessor of The Princess Royal Trust).

1981

We extended our reach to Kingston.

2011



We produced *The Young Carer with Special Needs Toolkit* – an invaluable resource for organisations and groups with an interest in young carers with SEND.

CARERS TRUST

2016

2012

The Princess Royal Trust for Carers and Crossroads Care merged to form the Carers Trust.

2019

We started another group for men – the Dads Who Care group – aimed at fathers of children with SEND and/or complex needs.



2020

Our Covid-Response included regulating over 50 Crossroads Care Key volunteers who helped us support those most vulnerable and at-risk.





CROSSROADS CARE RICHMOND OPENED.

1991

The Princess Royal Trust for Carers was founded as the successor to The George Square Trust.



2001

We opened the Saturday Club for children and young people aged 8-18 with special educational needs and disabilities (SEND).



2004 - 2008

WE ARE MACMILLAN. CANCER SUPPORT
A Macmillan grant enabled us to provide a funded palliative care service.



2004 & 2007

Princess Alexandra visited our Caring Café.



We set up London's very first 'Dementia Café', initially in partnership with the Alzheimer's Society.



2020

At the end of 2020, following government guidelines, we opened our new therapy and multi-sensory rooms at our head office in Teddington. The funding for this transformed space was received from **The Victoria Foundation's Annual Ball 2019**.

We opened our Carers' Book Club initially online due to the Covid-19 lockdowns, bringing together parent carers for monthly meetups to talk about books, build friendships with other like-minded carers and receive support.

The Queen and HRH The Princess Royal joined an online video call with carers during Carers Week in the Queen's first ever Zoom call.

2023

We launched a much needed 16+ Saturday Group for Young People with SEND.

2021

Our Carers Café opened its doors, offering a safe space for carers, former carers and people who are cared for to meet other carers, share experiences and take part in gentle exercise classes.



Our Annual Christmas Hamper Appeal was launched, to help lift the spirits of unpaid carers, post-covid and during the cost-of-living crisis.

2021

Actress Jacki Piper became our ambassador. Jacki, whose husband Douglas was cared for by Crossroads, appeared in the original Crossroads television series and went on to star in ITVX drama, *Nolly*.



Our Aims *and* Services: Delivering a Better Future For Carers



Photo: A Crossroads specialist mentoring client by iJudge Photography

Crossroads Care Richmond and Kingston upon Thames provides the specialist, high-quality bespoke home and community respite care and support services that give carers and the people they care for, of all ages and disability, peace of mind.

Our services are aimed at the ‘caring’ experience: helping to prevent breakdown/crisis and improving quality of family life by providing respite breaks, signposting (information and advice) and practical/emotional group support. Our organisation:

- Provides direct support to the ‘neediest’ families
- Supports carers and families through crisis or challenging periods, together with a respite break
- Ensures effective integrated working, information sharing and signposting

Organisation Aims

Our core services and community projects reflect local need and commissioning health and social care priorities in the London boroughs of Richmond and Kingston upon Thames, and enable us to deliver improved outcomes, in line with the NHS Outcomes Framework and **Promoting Wellbeing and Independence**.

By addressing **four (4) specific areas**, our services enable us to provide better outcomes within this already especially vulnerable and socially isolated group.

We aim to reduce the negative impact caring often has on the physical and mental health and emotional wellbeing of carers and the people they care for, through:

- 1. Improved Mental Health** through regular breaks, timeout, and improved support and social engagement/ friendships, carers are better able to cope with the demands of their caring role, ultimately helping to prevent burnout and breakdown. Helping carers to lead more active, independent, and healthy lives that are rich and fulfilling.

- 2. Improved Emotional Wellbeing** by reducing social isolation/loneliness and feelings of stress, fear, anger, depression, and worry — promoting responsive relationships and emotionally safe environments. Increasing support and network/friendships, self-confidence/esteem, awareness, and better coping strategies.

- 3. Improved Physical Health** breaks enable carers to attend appointments (GP, hospital, etc) and engagement in social/informative groups promotes better mental health and self-care. We are also helping to raise awareness of carers’ needs and increase local support.

- 4. Respond to Care/Support Needs; Provide High-Quality Bespoke and Flexible Respite Care and Support** we do this by providing essential home and community respite services, which ensure carers receive a much-needed break from their caring role, delivered by our highly skilled, familiar, motivated, experienced and trained staff team.

Our Services

We extend our services beyond our charitable provision, providing private and commissioned services through contracts from health and social care providers e.g., NHS, Continuing Care, Adult Social Services and Achieving for Children (AFC), to carers and the people they care for, of all ages and disability, providing:

Children’s, Adults’ and Older Persons’ Services Our team cares for babies, children, teenagers, adults, and the elderly with behavioural, emotional and/or medical needs (including dementia care).

Complex Care Our 1:1 complex and palliative respite care services within the home give unpaid carers an essential break from their caring role.

Emergency Respite Care For almost 20 years, we have provided Emergency Respite Services and Support for the London Borough of Richmond.

“The agency had a highly developed professionals’ network that enabled seamless joined-up working between services based on people’s needs, wishes and best interests.” CQC 2019

Carers are telling us that the following will make a real difference to their lives:

- 1. Better support for the person they care for**
- 2. A break from providing care**
- 3. More money**

SOURCE: Carers Trust — *Pushed to the Edge*, Dec 2021

Our Community Projects: Building a more Cohesive Community for Carers

We work closely with the council and our voluntary and statutory partners, to strive to meet the needs of carers and the people they care for. This has enabled us to identify specific 'hidden' and 'hard-to-reach' groups, and over the years, with the support of local and national funders, we have been able to develop specialisms and extend our services, to cover the needs of our local community of all ages and disabilities, to include:



Caring Café. For carers caring for people with dementia. It was 'showcased' as an example of excellence in the government's 2008 strategy document, *Carers at the Heart of 21st-century Families and Communities*.

Carers' Café. For carers and former carers. Run in close association with our community partners.

Children's Saturday Club. For 8-18-year-olds with special educational needs and disabilities (SEND). Running for over 20 years, in close association with SEND schools.

16+ Saturday Group. For young people with SEND. We started the group after becoming increasingly aware that older members of our Saturday Club still very much need our support as they embark upon all the challenges that come with the transition to adulthood.

Specialist Mentoring Service. Three-year project for young people with complex needs, focusing on holistic, preventative, and sustainable support interventions – working with the family as a whole. Run in close association with Achieving for Children (AFC) and Children and Adolescent Mental Health Services (CAMHS).

Men Who Care/Dads Who Care. Monthly social groups for male carers. Run in close association with Day Centres, AFC and CAMHS.

Mental Health and Wellbeing Support Programme. For carers, parent carers, children with disability and the Crossroads' staff team – specialist workshops, individual and group mental health and wellbeing sessions and therapies.

Therapy Rooms. Many carers often feel that self-care isn't as important as their loved ones. For this reason, we wanted to create a space specifically for them. Therapies and respite care are offered subject to availability and funding, though can also be purchased privately.

Talking Therapy Room. For talking therapists, counsellors, psychotherapists, and similar practitioners.

Holistic Therapy and Treatment Room. Offering stress-release massage treatments.

Carers' Book Club. Run on a monthly basis by local author, editor and Crossroads Care Media and Communications Officer, Fiona Mitchell, the Carers' Book Club is a great way for carers to take timeout and develop new friendships.

New Community Services

Peer Support Project. Crossroads Care offers tailored individual support for carers and/or the people they care for who are experiencing enduring mental health conditions. We assess, develop and deliver plans of support to carers that will optimise their ability to continue caring whilst maintaining their own health and wellbeing.

We work closely with the Community Mental Health Transformation Programme (CMHTP), Richmond Mind, and alongside South West London & St George's Mental Health NHS Trust (SWLSTG).

The aims of the project are to improve pathways and coordinated services for carers experiencing mental health issues, often as a direct result of caring. This new model of care has been developed to help remove barriers between primary and secondary care, promoting better integration between services, reducing waiting times and the number of people going into crisis.



Winter/Summer Response Programme 2023-2024.

With the soaring cost of living, we once again stepped in to offer a comprehensive Winter/Summer Response Programme which included a Warm/Cool Hub for carers and the people they care for. Thanks to grants from Richmond Council and the NHS (South West London Integrated Care System), the charity opened its doors throughout the winter/summer months, Monday to Friday, offering hot soup in winter, as well as a range of drinks, fruit, and biscuits.

We focused on our waiting list and those most isolated, vulnerable and at-risk during the cold/summer spells. Our nurse and experienced, skilled, and trained staff team also provided free health checks, information and advice, risk assessments, winter safety plans and more.

"The agency played a huge role in the community, running and participating in many projects, through well-established working partnerships that promoted people's participation and reduced social isolation."

CQC 2019

Thank you to our core funders for enabling these projects:



Impact and Highlights

“Crossroads is the best organisation that I have come across in years. The care support workers that come in show that they care as much as the carer does – it’s more than a job to them.”

Delivering Better Outcomes for Carers

By providing high-quality bespoke respite care and support, our services enable us to meet positive outcomes within this already especially vulnerable and socially isolated group. Our robust monitoring and Care Quality Assurance evaluation tools for 2023-2024 revealed:



Respond to Care/Support Needs; Provide High-Quality Bespoke and Flexible Respite Care and Support

- 100% of service users felt positively about the Crossroads Care service they received, and the reliability of, and care from, the allocated care support workers.

“There isn’t anyone else like Crossroads. They’ve been there through it all. The level of support they offer feels absent everywhere else.”

Improved Mental/Emotional Health

- 100% reported improved mental health – saying they felt less trapped, helpless and depressed and experienced fewer negative thoughts and feelings.

“The Dads Who Care group has allowed me to open up, express myself and learn how to manage challenges and communicate better with others. But most importantly, it has helped me on my journey of being a husband, a dad and a man.”

Improved Emotional Wellbeing



- 100% felt ‘Better Supported with ‘Improved Communication and Social Networks’.

“The winter months can be particularly lonely when you’re caring for someone, and it’s hard to get out. Even when you do, so many environments are too loud and busy, and people just don’t know what you’re going through. Sometimes you can end up feeling even lonelier. At Crossroads, they understand. You can find so much more than just warmth there – it’s a place where you can find peace.”

Improved Physical Health

- Almost 90% reported improved physical health, with 80% feeling ‘less exhausted’.

“Hebe absolutely loves the dance sessions at the Saturday Club,” says her mum Katie. “It’s the highlight of her week. She practises the moves at home and although she can be selectively mute, after attending the Saturday Club she is so chatty.”



SOME HIGHLIGHTS 2023-2024



The King’s Coronation –
Thanks to a special grant from Richmond Council, we were able to hold celebratory parties across all our community projects to mark the Coronation of King Charles III in May 2023.



Boat Trip – Two groups of carers and the people they care for went on the wonderful River Thames Boat Project from Kingston Bridge to Molesey, all thanks to an anonymous donation from one of our volunteers and service users.



Annual General Meeting (AGM)
– Our 2023 AGM brought together our brilliant staff team, clients, as well as our patron Sir Vince Cable and the Mayor of Richmond amongst many other guests.



Carers’ Christmas party –
Our extra-special Christmas party at The Anglers, Teddington, on 4th December 2023 was full of sparkle and joy! It brought together 50 of the people that we support for a delicious festive meal.

Thanks to our funders and supporters:



Financial Snapshot 2023-2024

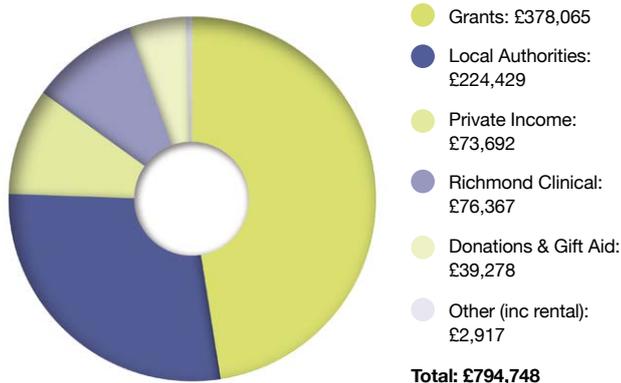
Income and Expenditure for the year ended 31 March

	2024	2023
Total Income from all Sources	£794,748	£756,129
Less: Total Expenditure	(£816,614)	(£677,392)
Net Income (Deficit) for the Year	(£21,866)	£78,737
Reserves Brought Forward	£290,622	£211,885
Total Funds Carried Forward	£268,756	£290,622

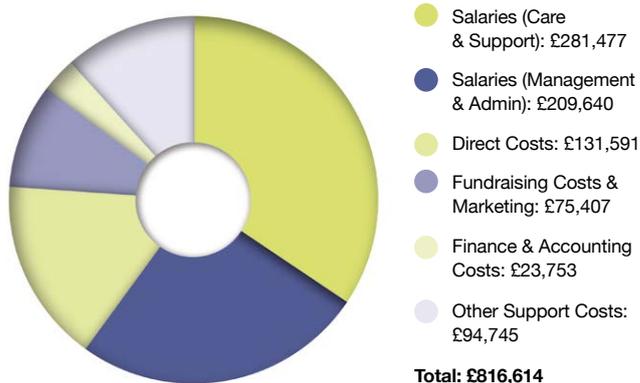
Balance sheet as at 31 March

	2024	2023
Fixed Assets	£305,090	£306,841
Debtors	£71,699	£52,806
Cash	£214,175	£303,811
Less: Current Liabilities	(£180,836)	(£220,783)
Long Term Liabilities	(£141,372)	(£152,053)
Total Assets Carried Forward	£268,756	£290,622

Income 2024



Expenditure 2024



Major Fundraisers

As we face the daunting challenges within the current economic environment and move towards 2024-25, sponsorship, fundraising, volunteering, and donations have become even more important to us.

Tough Mudder Challenge. Our incredible Operations Manager, Nicola Wilson, and her teammates, Sally and Laetitia, took on the very messy Tough Mudder in April 2023, raising more than £3,000.

The Victoria Foundation's Tartan and Tiaras Ball. An online auction held at this festive event on 9th December 2023 helped to raise money to enable us to continue providing our vital Mental Health and Wellbeing Support Programme for carers and children with SEND.

Christmas Hamper Appeal. Our 2023 festive hamper appeal raised £1,579, allowing us to lift the spirits of more than 50 older carers by delivering luxury hampers to them.

Brand-New Crossroads Care Uniform. In March 2024, SporTedd made another kind donation to Crossroads Care, allowing us to buy new jumpers and t-shirts for our Saturday Club and 16+ Group staff team!



Photographs clockwise from top left show: fundraisers Nicola Wilson and her friends Sally and Laetitia; The Victoria Foundation Tartan and Tiaras Ball; staff and young people at The Saturday Club; 93-year-old Joyce receiving her Christmas hamper.



New Strategy

As a network partner of Carers Trust, our Five-year Strategic Plan 2024-2029 builds on over 50 years of knowledge and experience supporting unpaid carers and the people they care for, of all ages and disability. Our new aims for 2024 onwards are to have an even greater impact on the lives of carers and the people they care for, who are at the heart of everything we do.

The plan sets out our vision and strategic aims for the charity and the people we serve, building upon the good work achieved over the last five years.



“ Our vision is that unpaid carers are heard, valued and have access to the support, advice and resources they need to live a fulfilling life alongside caring. ”
Carers Trust 2022-2025 Strategy

The operation of our business depends on a given combination of people, processes, and technology, in connection with a set of current business assets. Our Business Risk Assessment Register – Governance covers four key areas around: Finance, Services, People, Quality and Governance. Our Five-year Strategic Plan 2024-2029 was developed in conjunction with our staff team of care support workers and volunteers, Friends of Crossroads, trustees, and service users (carers and people with care needs)

across our home and community services and is reviewed annually at our Strategic Away Day. These documents and activities unite the strategic objectives for the forthcoming five years.

Our new five-year plan provides a clear and effective strategic direction for Crossroads Care Richmond and Kingston upon Thames to move forward productively, while taking local and national challenges into account, into an improved position for 2024 onwards.

Our new vision involves extending our support and reach – to improve the lives of even more carers and the people they care for.

“ To maintain and grow our financial and people resources to support more unpaid carers and meet unmet need; to be the local champion for carers. ”
Crossroads Care 2024-2029 Strategy

Strategic Objectives 2024-2029 The Next 5 Years

Four priority areas have been identified with key initiatives that need to be delivered in order to meet each of the objectives



For more information on our services, please head to our website:

crossroadscarer.org



Looking Ahead

As we move further into 2024-2025, our biggest challenges ahead are to maintain, grow and continue to secure the financial and staffing stability of the organisation so we can meet:

- **The new need.** Our waiting list continues to increase, based on local carers' needs, many waiting for urgent support (many over 80 years of age)
- **National/local staff challenges/needs.** Recruitment, retention, and salaries in relation to the significant rising cost of living
- **Respond to changing needs.** Carers in their 60s-70s (who were previously managing) are now at breaking point, and young onset dementia
- **Deliver the level of support required.** With the growing ageing population, people living with more than one long-term condition and dementia-related health problems, together with the impact of COVID-19 and the rise in the cost of living, our services have never been more in demand.

We will continue to:

Grow in a sustained manner through secure long-term and stable grants so we can continue meeting local need.

Improve our financial status, reserves and income which is crucial to the financial stability of our organisation.

Expand and/or develop existing and new services by growing our business revenues, margins, and reserves.

Deliver high-quality services that meet the needs of carers and the people they care for.

Help carers and their cared-for to have a 'voice' in the community.

Secure and/or build upon and expand our quality services and projects to meet the health and social care needs of carers and the people they care for.

Develop and maintain our people, including our partnerships, to ensure that the necessary and appropriate organisational, governance, financial and staff structures are in place to support the pursuit of our objectives.

Increase our social impact and profile through measurement, marketing and quality standards and accreditations.

Continue to work closely with local commissioners and other health and social care service providers and the voluntary sector to sustain, promote and develop services, knowledge and relationships.

Registered in England No. 3004206

Charity Registration No. 1053224

Sources: Care and Support Alliance (CSA) – A cry for hope: why 2021 must be the year for social care reform • Dementia Health Needs Assessment (Prevention and Care), London Borough of Richmond upon Thames (LBRUT) 2019 • LBRUT Richmond Carers Needs Assessment (Commissioning and Quality Standards Division, Adult Social Services), Feb 2019 • Carers Trust, Pushed to the Edge, Dec 2021 • The Homecare Deficit 2021 • I care, Carers Week report on unpaid carer identification, June 2023 • Carers UK's State of Caring survey 2022

Our Strategy

- We continue to promote and expand our services, projects, and relationships with our partners.
- As our aim is to provide affordable services, we continue to promote and offer match-funding. This will allow us to support more people.

How You can Help:

Leave a Legacy

Leaving a legacy can help support us in our mission to provide vital services to often vulnerable and socially isolated families and carers. It is also a lovely way to keep a loved-one's memory alive.

We were deeply touched and so very grateful to one of our late clients who recently left us a generous legacy in her will.

A family member said: *'The legacy feels like a drop in the ocean compared to what Crossroads Care did for us, but at least it's something.... Crossroads made a huge difference.'*

Our team is always here to help. Simply pick up the phone and call us on **020 8943 9421** or email us on **info@crossroadscareruk.org.uk**

If you would like to leave a legacy, please note that our formal name is Richmond upon Thames Crossroads Care and quote our Registered Charity Number: 1053224.

Donations

- Every donation, large or small, helps Crossroads Care to improve the lives of carers and the people they care for
- Funding will help us directly reduce our long waiting list – to support individuals and families and carers both emotionally and practically through their caring experience
- £27 will buy 1 hour of high-quality emergency respite support
- £15 will enable a carer and their loved one to attend one of our community-based projects

Easy Ways to Give

- Fundraise as an individual, school or corporate using www.justgiving.com to create a fundraising platform
- Make a regular or one-off donation via: <https://xero.gocardless.com/pay/co/GEN3398333991>
- Volunteer for the charity
- Join us by becoming a Friend of Crossroads, and attend our AGM and help influence strategy https://crossroadscareruk.org/wp-content/uploads/CRC_Child-leaflet-2022.pdf

Get in Touch

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The people Carers turn to



Together Making a Difference

