

**CROSS
ROADS
CARE**

Richmond & Kingston
upon Thames

*We are the people
Carers turn to*



Crossroads Care
Richmond and Kingston upon Thames

Annual Review

2019-20

*Caring for our local community
for over 32 years*

www.crossroadscarerk.org

Patron: Rt Hon Sir Vince Cable

A registered charity, and network partner of Carers Trust, together we are working for the benefit of the UK's (estimated, post COVID-19) 13.6 million unpaid Carers.

Source: Carers UK, 2020

"I am delighted to be a Patron of Crossroads which does a wonderful job supporting Carers and those who need care"
Rt Hon Sir Vince Cable, Patron

Who we are

Crossroads Care is a key provider of high-quality bespoke home and community respite care services for Carers and 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 32 years in Richmond, and Kingston since 2011.

A lead organisation for Carers, a network partner of national Carers Trust and a non-profit organisation, we are regulated under Care Quality Commission (CQC) and Carers Trust, which ensures we provide a quality and safe service. We are also recognised as a 'Centre of Excellence' under the Carers Trust quality mark and were rated GOOD, and OUTSTANDING for 'well-led' in 2019 by 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

Our Vision: Crossroads Care Richmond and Kingston upon Thames wants 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: to provide services that respond to the needs and desired outcomes of carers and those they support; work with service users and stakeholders to influence service innovation and growth.

What we do

Our charity provides specialist, high-quality and bespoke home and community care and support services that give Carers and their cared-for peace of mind. We provide a minimum of two hours 1:1 respite service within the home or community. This allows them to:

- Spend quality time alone
- Have time out
- Meet appointments
- Participate in activities with their other children or with friends
- Spend time with their partner

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).

Cover: Cover: Stephen Tonkin, Crossroads Care Support Worker with Matheus, 12, and his supportive parents, Joana and Vinicius. Stephen is wearing a Vagal Nerve Stimulator (VNS), a specialist treatment device to help manage Matheus' epilepsy.

Photos: Crossroads Care Richmond and Kingston upon Thames

Crossroads Care Cricket Fun Day

"We had a fabulous day of cricket, food and fun" A Carer



On Sunday 11 August, the Teddington Cricket Club hosted a Crossroads Care Cricket Fun Day in Bushy Park and raised £1,090.08 for our charity. Barclays match-funded £2,000 so the total was £3,090.08. Thanks also to Teddington Together and Vestey Foods UK for your support.



From The Chair and CEO

Thank you for reading our Annual Review 2019-20. In these increasingly difficult times for the not-for-profit sector, we are very pleased to report that this financial year has again been positive, achieving well against the strategic aims of our Plan for 2018-23, and continuing to move our organisation forward into a new improved financial position.

The COVID-19 crisis – now considered the most significant challenge affecting the UK since WW2 – erupted in mid-March (the end of this financial year). As a proactive and regulated key provider, our response was immediate and impactful, yet beyond our mission remit for Carers, as we believe we have a civic responsibility to respond and meet the needs during a national crisis.

While 2020 has proved to be an especially difficult year for everyone so far, this is particularly true for Carers and the people they care for, whose only social contact is often outside the home. Our support services have never been more essential, and we have worked hard to adapt and continually risk assess to meet demand and needs. Our team have responded exceptionally well to these challenges.

In the year under review, the charity continued to strengthen and improve the services we offer to clients, despite again facing significant challenges. As CEO and Chair, we would like to pay tribute to the magnificent response of the Crossroads Care staff during an extremely turbulent period in our history. Also, to all our amazing volunteers who immediately jumped on board to help.

Over the years, Crossroads Care has positioned itself strategically across the borough. We are committed to sustaining growth, and with the support of core funders, sponsors, Friends of Crossroads and partners we have continued providing high-quality home and community services where needed, particularly to those most isolated, vulnerable and often outside the statutory framework. We are especially thankful to Richmond Parish Lands Charity, Hampton Fund, Barnes Fund and The Victoria Foundation.

We are again grateful to our trustees who, through their wealth of experience, knowledge and expertise, provide ongoing strategic leadership and support, and continue to guide the organisation through the tough challenges ahead. As well as our team of dedicated Care Support Workers, volunteers and supporters who constantly seek to deliver high standards of care and support to those in need. Thank you for your commitment and dedication, and for always going the extra mile.

With thanks,

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

For more about our response to the pandemic, please read our separate document 'COVID-19 Response 2020'. This is available online under 'Publications & Reports'. For a printed copy, please contact us.

In 2019-2020
we delivered over
44,200 hours care
and support to
over 700 Carers

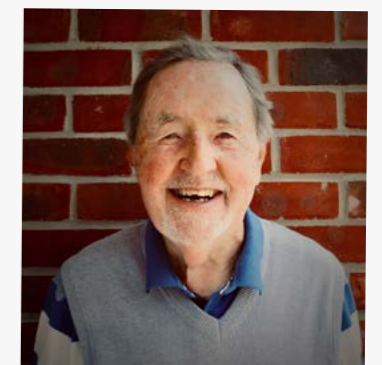
This year, we
have 26 staff
members and
75 volunteers
(55 COVID-19
related)

Photo: Julie Da Costa, CEO; Peter Adcock, Chair; Cllr Nancy Baldwin (Richmond Mayor 2019-2020) and Rt Hon Sir Vince Cable at the Crossroads Care 2019 AGM, York House, Twickenham.

In Memoriam: Brian Amor 1932-2020

"Brian was an exceptionally kind man and very dear to me and all at Crossroads Care. When I became CEO two years ago, he gave me the confidence, strength and courage I needed to embrace the role and the subsequent challenges ahead. A kind, gentle and selfless person who is already greatly missed, Brian will be remembered with the greatest of regard and respect."

**Rest in Peace, from Julie Da Costa and all
at Crossroads Care Richmond and Kingston upon Thames**



Brian Amor, Crossroads Care Trustee, 2011-2020



During a safe distance visit in March, Joyce, 90, received a bunch of flowers from Care Support Worker, Michelle. "It really brightened my day!" says Joyce.

Our Impact

Delivering a Better Future for Carers

National Carers: there is an estimated 13.6 million unpaid Carers across the UK (26% of the UK population). This is 4.5 million more people since the coronavirus outbreak began. Due to demographic changes in the future, 3 in 5 people are expected to become Carers at some point in their lives by 2031.

Financial Cost of Caring: the vast majority of care is provided by family, friends and relatives; and the care they provide is worth an estimated £132bn per year (Carers UK), more than the total spending on the NHS, which was £124.7bn in 2017-2018.

Impact of Caring: the social, financial and health impacts on carers can be considerable:

- Carers are twice as likely to develop or have at least one long-term health condition
- Over 70% of Carers aged 65+ reported not to have sufficient social contact
- 39% are providing more than 50 hours of unpaid care per week
- 37% "struggle to make ends meet"
- 47% are cutting back on food and heating to cope
- 72% have suffered mental ill health
- 61% have suffered physical ill health as a result of caring

Local Demographics

- **Carers:** 15,802 (8.5% of all residents) living within the borough have identified as Carers
- **Older Carers:** 22% are aged over 65 years old and 60% are aged 50 or over

- **Dementia:** a higher proportion of Richmond's population are living with a diagnosis of dementia (2,000 or 0.6%). This is higher than average in the rest of London (0.5%).
- It is anticipated that there will be a 74% increase in the number of people aged over 65 years living in Richmond between 2018 and 2035

Obstacles: Carers can often be 'hidden' and 'hard-to-reach' and at risk of breakdown:

- "23% of Carers reported refusing health and social care support 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"
- Many do not see themselves as Carers

What we Offer:

- **Regulated Services:** inspected under CQC and Carers Trust
- **Partnerships:** a network partner of national Carers Trust, every day we work with other voluntary and statutory services to strive to meet the needs of the Carers and the people they care for
- **Carers Support:** we have been able to identify specific 'hidden' and 'hard-to-reach' groups
- **Specialisms:** we have developed specialisms and extended our services (beyond core home respite services e.g. Caring Cafés, Transition Project) to help cover the needs of the local demographics and community – to include, older people, adults, children and babies

Statistical Impact

- We supported over 700 Carers and the people they support
- Provided over 44,200 hours of home and community care and support
- Identified more than 60 new Carers through the COVID-19 crisis
- Trained and inducted one adult and three Young Carers (with special educational needs) as ambassadors

Financial Impact: our annual income of £664,027 directly supported Carers and the people they care for. We were 50% funded through health and social care commissioned services, the other 50% was generated through grants, fundraising and donations.

Sources: Dementia Health Needs Assessment (Prevention and Care), LBRUT 2019; LBRUT Richmond Carers Needs Assessment (Commissioning and Quality Standards Division, Adult Social Services), Feb. 2019; Carers UK, 2020



Core 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, Achieving for Children, and hold the Emergency Respite Services for the London Borough of Richmond. We provide the specialist home and community support that gives Carers and the people they care for peace of mind. To include:

Children's and Adult's 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 gives unpaid Carers an essential break from their caring role.

Emergency Respite Care For over 15 years, we have provided Emergency Respite Services and Support for the London Borough of Richmond.

Community Services

Our specialist outreach and community services meet local demographics and need. They offer safe, supportive, confidential and specialist environments. These are:

- Children's Saturday Club, Hampton
- Caring Café (Dementia Café), Sheen
- Carers Café, Hampton Hill
- Men Who Care and Dads Who Care (varied locations with the borough)
- The Transition Project, Teddington
- Expert Carers Group and Carers Support Groups (held at Caring Café, Sheen)



"Matheus is the sunshine of our lives," says his mum and dad, Joana and Vinicius.

gestures, noises, vocalisations and a wide smile to express his feelings and needs. Matheus can walk short distances with some support, however he is reliant on a wheelchair for mobility. He requires constant 1:1 round-the-clock supervision and support at school, in the community and at home.

"Matheus is the sunshine of our lives. We gave up our lives so Matheus can have the best care in the world and Crossroads Care is a big part of that," says Joana and Vinicius who grew up in Brazil and are fluent in Portuguese and English. Matheus understands both languages but particularly loves Brazilian TV programs and music.

Supporting the family since 2012, Crossroads Care escorts Matheus to and from school on the minibus. We provide the whole family with 32 hours of respite support a week through a bespoke care package, mostly funded through Achieving for Children and Community Nursing Service, Hounslow and Richmond Community Healthcare NHS Trust.

This package meets all of Matheus's needs, to include epilepsy management (emergency medications), moving and handling, administering medication, bathing and changing. As his condition means that he can have up to 90 seizures within a 24-hour period, his parents and Care Support Workers wear a VNS; a specialist treatment device to help manage his epilepsy.

Due to COVID-19, Matheus' education has been interrupted, however when at school, he is learning how to use the Picture Exchange Communication System (PECS) and slowly developing self-help skills.

"They are such a caring and loving family," says Nicola Wilson, Care Manager, Crossroads Care. *"Matheus' parents are experts in the complex care and needs of their son and place Matheus at the heart of the family and everything they do."*

Matheus' Story

"It is an absolute pleasure to work with this family. From the moment you step foot through the door, you feel welcomed and appreciated. The love and devotion to their child is inspiring and it's a privilege to give them the respite they so need and deserve," says Stephen Tonkin, Crossroads Care Support Worker.

Matheus is 12 years old and lives with his mum and dad in the London Borough of Richmond. He has Lennox-Gastaut Syndrome, a severe form of epilepsy, with associated global developmental delay; he has limited verbal skills and uses facial expressions, body language,



Young Carers from the Saturday Club enjoying a three-day Haven Holiday.

Therapy Rooms

As many Carers don't often have the time for self-care or feel it isn't as important as caring for their loved ones, we wanted to create a space specifically for them.

After receiving funding last year from The Victoria Foundation, we excitedly set to work transforming the plain ground floor space at our Teddington Head Office into relaxing, meditative rooms reflective of those found in health and well-being centres.

Built purposefully for complementary massage and holistic therapies for Carers and their cared-for (of all ages) living in the London Borough of Richmond, our new therapy and multi-sensory rooms were due to be launched in April 2020.

Unfortunately, due to the COVID-19 outbreak, this project was temporarily put on hold. Therapies and respite care will be offered subject to availability and funding; these can also be purchased privately.

The two rooms are:

- **Talking Therapy Room:** for talking therapists, counsellors, psychotherapists and similar practitioners
- **Holistic Therapy and Treatment Room:** offering stress-release massage treatments.



"It is important that Carers' take time out to care for their own well-being." Jess West, Massage Therapist and Crossroads Care Support Worker

Aims and Outcomes

Our aims and outcomes are specifically aimed at the 'Caring' experience. We help prevent breakdown and crisis, and improve family life quality for Carers and their cared-for, by providing:

Respite Breaks. Carers receive much-needed breaks from highly skilled, experienced and trained staff.

Specialist Outreach Community Projects. We offer Carers and their cared-for with a range of meet-up environments and social activities.

Support Groups for Carers. Offering discreet, interpersonal support and professional advice to manage personal and unfamiliar tasks.

Signposting. Information and advice ensuring Carers are aware of services and information (locally and nationally).

Support and Promoting Independence. We deliver specialist/practical support, social activities and inclusion, and discreet individualised forms of support.

By raising the awareness of Carers needs and addressing their health, support and care needs, our services enable us to meet our outcomes.

Outcome 1: Improved Mental and Emotional Health by reducing social isolation and feelings of stress, loneliness, fear, frustration, anger, depression and worry.

Outcome 2: Improved Physical Health and Well-Being through regular breaks, time out/alone, ability to attend appointments (G.P, hospital, etc.) and time to engage in social/informative groups.

Outcome 3: Improved Support Networks and Care Needs which improves self-confidence and self-esteem and increases awareness and better coping strategies.

Feedback and Quality

Our most recent survey reported that:

- 100% would not want to make any changes to their visits
- 100% of service users are happy with the service, reliability and care received
- 100% are satisfied with the quality of our support
- 55% of Carers use their break to do practical tasks such as shopping (rather than self-care)



Financial Snapshot 2019-2020

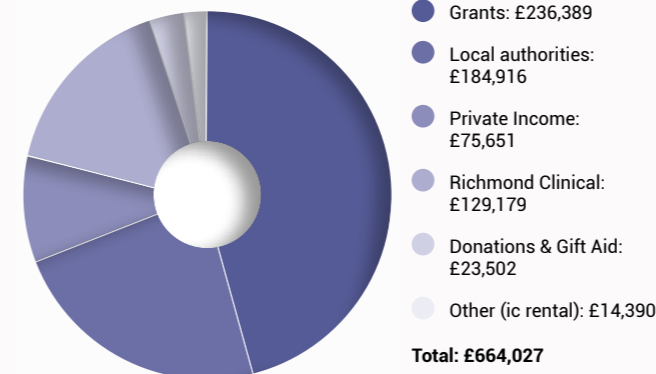
Income and Expenditure for the year ended 31 March

	2020	2019
Total Income from all Sources	£664,027	£563,532
Less: Total Expenditure	(£644,486)	(£555,162)
Net Income (Deficit) for the Year	£19,541	£8,370
Reserves Brought Forward	£137,603	£129,233
Total Funds Carried Forward	£157,144	£137,603

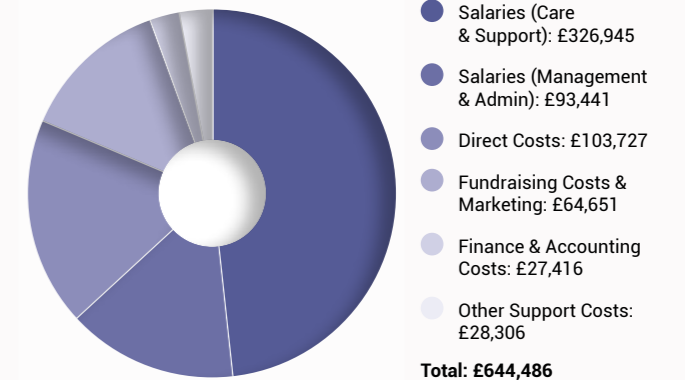
Balance sheet as at 31 March

	2020	2019
Fixed Assets	£317,243	£320,124
Debtors	£50,231	£50,205
Cash	£133,353	£123,195
Less: Current Liabilities	(£162,146)	(£165,096)
Long Term Liabilities	(£181,537)	(£190,825)
Total Assets Carried Forward	(£157,144)	£137,603

Income 2020



Expenditure



Our Highlights

Fully-Funded Activities and Events

- Over 90 Carers and children attended the annual Christmas pantomime at Richmond Theatre
- 6 Young Carers with SEND went on a much-needed Haven Holiday
- The Caring Café Christmas Party was funded by Friends of Barnes Hospital
- Thank you to the trustees for funding our annual Christmas party for staff and volunteers

Marketing and IT

- Our IT systems were improved
- We employed a part-time Media and Communications Officer to help grow our media profile
- The continued success of Friends of Crossroads has enabled us to increase our unrestricted funds and extend our respite services
- Due to COVID-19, we took our outreach projects online. For those financially affected and without computer or internet access, we applied for individual grants through Carers Trust and local funders

New Ambassador

In March, Fiona Mitchell, Author and Editor, began volunteering with our organisation and has since become an ambassador. Fiona's novels, *The Maid's Room* and *The Swap* are published by Hodder & Stoughton.



We helped trustee, Margaret Dangoor, celebrate her 80th Birthday with family and friends at the Caring Café.



"It's an absolute honour to be asked to become an ambassador," says Fiona Mitchell. Mitchell. Photo: Jed Leicester

Structure and Strategy

- At our annual Strategic Away Day for 2019 we continued to embed the new Strategic Plan for 2018-2023
- We continued to promote and expand our services, projects and relationships with partners
- As our aim is to provide affordable services, we continued to promote and offer match-funding
- Ongoing support from local charities, particularly Richmond Parish Lands Charity, Hampton Fund and Barnes Fund, has enabled us to continue to meet local need and reduce our waiting list

Looking Ahead

Over the next 12 months we will continue to:

Secure the financial stability of the organisation so we can improve the financial status, reserves and income.

Grow business revenues, margins and reserves by expanding and/or developing both existing and new services.

Continue to deliver high quality services that meet the needs of Carers and the people they care for.

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

Our Partners

A non-profit organisation, we extended our respite breaks beyond our charity services and provisions through private purchasing or match funding with direct payments, and contracts from health and social care providers e.g. NHS, Continuing Care Nursing team, Adult Social Services, Achieving for Children.

We pride ourselves on the excellent working relationship we have with our voluntary and statutory Health and Social Care Professionals across Richmond and Kingston. Together we are ensuring that Carers and the people they care for, living within these boroughs, receive the very best possible care and support.

Our Supporters

We would like to thank all our supporters, Friends of Crossroads, volunteers and funders, particularly **Richmond Parish Lands Charity, Hampton Fund and Barnes Fund**. These organisations have been generously donating and supporting Crossroads Care Richmond and Kingston upon Thames for many years.

We would also like to thank **The Victoria Foundation** for their continued support and generous proceeds from the silent auction at their annual Christmas Ball 2019.

Get involved

As a charity, Crossroads Care Richmond and Kingston upon Thames – outside of providing contractual respite services to the borough – is entirely dependent upon our supporters, funders and volunteers. Without your assistance, we could not continue. Every donation, large or small, helps us to improve the lives of Carers.

Become a Friend of Crossroads Care

- **Fundraise** as an individual, school or corporate through www.justgiving.com
- **Give** easily when you shop through www.easyfundraising.org.uk
- **Volunteer** make a difference and join our team
- **Make** a regular or one-off donation. Visit www.crossroadscarerk.org/donate or call 020 8943 9421
- **Join us** become a member and attend our AGM and help influence strategy

Get in Touch

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