

**UWE
Bristol**

University
of the
West of
England

mobilise
Together we care and thrive

Academic research - July 2024

What's the impact and influence of digital carer support?

We've been working with researchers from Bristol Business School, University of the West of England (UWE). They've been exploring the impact our services are having on unpaid carers and how they are valued by our community and the local authorities, NHS bodies and organisations we work with.

In the last four years, Mobilise has worked with over 50 local authorities and NHS trusts, undertaking hundreds of thousands of engagements with carers.

Using this data and more, the team at UWE, Bristol have put together this report, uncovering their learnings to date.



mobilise.co.uk

In this report you'll find...

The highlights:	
A two-page summary of UWE's research	Pages 1-2
The full report:	
A bit of helpful background	Page 3
The paradoxical landscape of unpaid care	Page 4
Data that shapes the landscape of unpaid care	Pages 5-7
Who are Mobilise's users?	Pages 8-9
Research into virtual support	Page 10
Impact on a carer's quality of life and wellbeing	Pages 11-12
What Mobilise users value	Pages 13-18
Overall user satisfaction with Mobilise services	Page 19
What Mobilise clients (local authorities and NHS bodies) value	Pages 20-23
Extending reach and profile	Page 24
About Mobilise	Page 25

The highlights

There's a lot of detail about UWE, Bristol's research in the following report. So, if you just want the highlights, here's a quick two-page summary.

Context:

- Unpaid care in the UK is valued at over £132 billion annually.
- Supporting carers' resilience is vital, but that support can only be delivered if we know who and where carers are.
- Local authorities recognise that Mobilise manages to both:
 - Reach more people who provide care but have not yet self-identified as carers, and provide a more cost-effective approach to providing support.
- At the time of writing, 13,891 Mobilise Community members have engaged in mutual support.

Choice and flexibility of the online service

The 'human touch' embedded in the service

A network of support and community

What do users of Mobilise value?

Ease of access



The opportunity to learn and build confidence

User satisfaction:

- Users are highly satisfied with Mobilise's service.
- Positive impact appears to increase over time for long-term users.

“These interactions can change the lives of unpaid carers, generating resilience, connection and the courage to go on. The stories they shared with us and among members of the community highlight the importance of this work.” - UWE, Bristol

- Almost four in five users have not previously accessed support.
- Three-quarters care 35 hours+ a week.
- One quarter are retired, with a roughly equal split between those working and not working.

The highlights (cont.)



Impact and reach (based on examples from three clients):

- Total reach: 11,800 - 21,000 carers
- 78-82% not using another service
- 60-66% of contacts out of hours
- 71-76% caring more than 35 hours/week
- 57-71% of carers of working age

Key benefits of Mobilise's approach:

1. Increases accessibility without requiring carers to leave care recipients.
2. Potential for anonymity, allowing gradual self-identification as carers.
3. Peer-to-peer support builds confidence, community, and caregiver agency.
4. The service makes inroads into reaching the estimated 90% who don't otherwise access caregiver support services.

Conclusion:

Mobilise offers an innovative, digital approach to supporting unpaid carers, addressing many challenges faced by traditional services. It provides accessible, flexible support that complements existing offerings and reaches previously unsupported carers. Both users and local authority clients report high satisfaction and value from the service.

A bit of helpful background

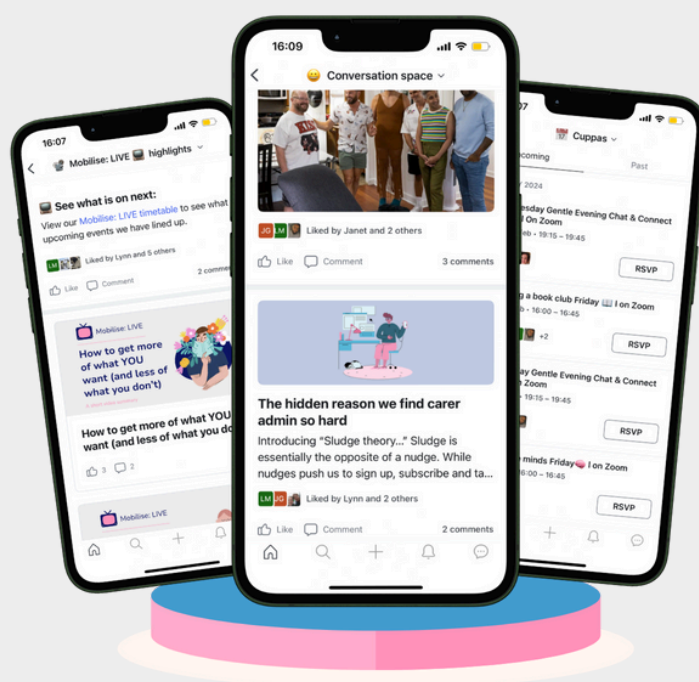
Mobilise asked us - researchers at Bristol Business School, University of the West of England (UWE) - to undertake a review of their internal data and the insights it can provide into the impact and influence of Mobilise's services on the carers who use them.

Alongside quantitative user data, we draw on 19 semi-structured interviews conducted with Mobilise users and three semi-structured interviews with Mobilise clients.

Every carer and Mobilise user is unique in their circumstances and their experience of caring. In the short examples in this report we combine quotes from a number of Mobilise users who share similar care profiles to highlight themes in the why and the way carers benefit from Mobilise' services.

At the time of writing, 13,891 Mobilise Community members have engaged in mutual support, giving and receiving top tips, sharing resources and Virtual Cuppas, stories about trials and successes of caring.

These interactions can change the lives of unpaid carers, generating resilience, connection and the courage to go on. The stories they shared with us and among members of the community highlight the importance of this work.



The paradoxical landscape of unpaid care

Mobilise is situated in a landscape where the cost of replacing informal care across the health and social care system is estimated as being in excess of £132 billion.

The Government white paper 'People at the Heart of Care' (2021) also stresses the importance of supporting carers' resilience. Support for resilience depends on knowing who and where those carers are.

In this landscape local authorities are conscious that a key restriction on the support they can provide is the capacity of the infrastructure available to support carers.

Local authorities recognise that Mobilise manages to *both*:

Reach far more people who provide care but have not yet self-identified as carers (nearly four in five of Mobilise users), and

Provide a more cost-effective approach to providing support than traditional models.



Data that shapes the landscape of unpaid care

“The Care Act creates increased responsibilities for councils to address carers’ needs: both through **preventive services** and by **meeting carers’ eligible needs**.”

“1.2 million carers spend over 50 hours caring for others, this equates to a fulltime workforce larger than the entire NHS. **Carers are estimated to save the UK economy £119 billion a year in care costs**, more than the entire NHS budget and equivalent to £18,473 per year for every carer in the UK.”

See also Royal College of GPs <http://www.rcgp.org.uk/clinical-and-research/clinical-resources/carers-support.aspx>

For national policy:

“Increasing the availability of support could help more unpaid carers live healthy lives, access breaks and balance caring with other responsibilities, saving the government money in the long run. This is particularly relevant in the context of current concerns about the number of working-age people dropping out of the labour market due to caring responsibilities, the annual cost of which is estimated at £2.9bn in benefit payments and lost tax revenues.

“Therefore, as well as relying on unpaid carers to prop up the health and social care systems, the government has an economic interest in supporting working-age carers to remain in the workforce.”

<https://www.health.org.uk/publications/long-reads/can-you-tell-we-care>



Data that shapes the landscape of unpaid care (cont.)

For local authorities:

*“The extent of the undercounting of carers in local authority data in the NDL [Networked Data Lab] areas indicates that the gaps may not simply reflect a lack of need for support. According to the 2021 census, carers providing care at the highest intensity (50+ hours per week) account for more than 30% of the total carer population. Yet the ascertainment of carers in local authority data did not exceed 3% in any area. **Without knowing who the unpaid carers in their population are, local authorities cannot understand the needs of this important group** that they have a legal duty to support under the Care Act 2014.*

“In the context of the current budgetary pressures and funding constraints facing local authorities, there is a question about whether councils would be able to support more carers even if they could identify them. Yet an approach that relies on people coming forward for carer assessments is likely to paint both an inaccurate and biased picture of the local need and is therefore an inadequate basis for commissioners and services to build appropriate support offers.

*“Having a better grasp of the total carer population would allow social care services to design and deliver more equitable services, target specific interventions at particular groups of carers and better manage the overall demand for services, thereby ensuring that support is provided where the need and benefit are greatest. In many cases, **valuable support (for example, access to peer support groups) can be provided at relatively low cost.**”*

<https://www.health.org.uk/publications/long-reads/can-you-tell-we-care>

Data that shapes the landscape of unpaid care (cont.)

The Nuffield Trust (2022) tells us:

Despite the laudable policy statements in support of carers, and the additional pressure put on unpaid carers during the Covid-19 pandemic, the reality for unpaid carers has been one of diminishing help over time: evidence reveals an 11% drop between 2015/16 and 2020/21 in the numbers of carers in receipt of 'direct support', meaning that at the end of this six-year period 13,000 fewer carers were being given the choice and personalisation that this type of support is designed to offer. Access to breaks for carers – funding for 'carer support involving the cared-for person' – also declined during this period, by 42%.

At the same time local authority gross expenditure on services for carers has also reduced: the latest data detail an 11% drop in 2020/21 compared with 2015/16. This has translated into a reduction in the support offer available to carers, with local authorities providing fewer direct support payments and directing 36,000 more carers to information and advice only. Carers report finding it harder to access adequate advice and support, and satisfaction with carer support services is declining.

<https://www.nuffieldtrust.org.uk/sites/default/files/2022-10/nuffield-trust-unpaid-carers-web-final.pdf>

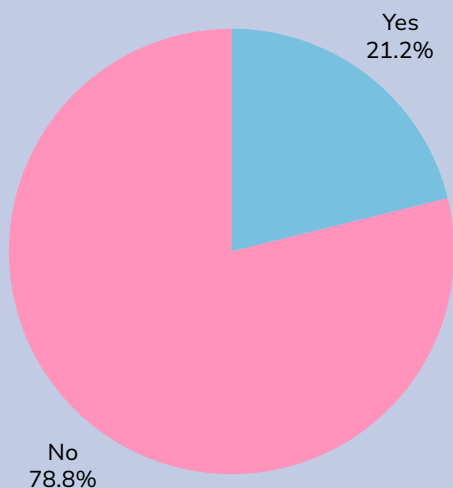


Who are Mobilise's users?

- Almost four in five Mobilise users have not previously accessed support.
- Yet three-quarters of Mobilise users are caring more than 35 hours a week, nearly one-third 24/7.
- One quarter are retired, with a roughly equal split between those working and not working.

Many Mobilise users are in groups that are often seen as harder to engage.

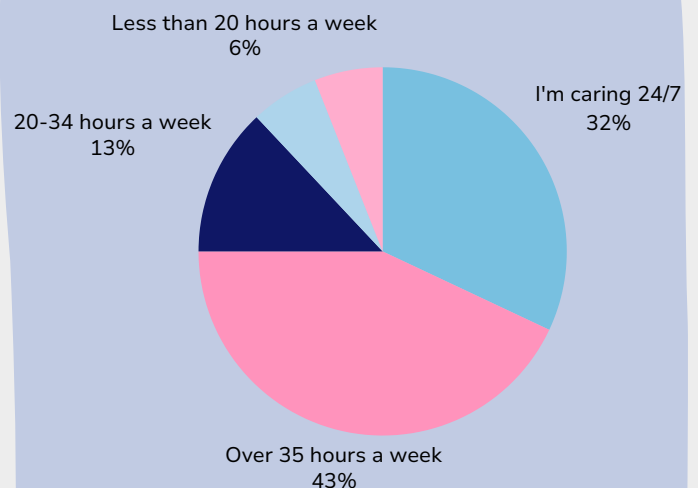
Have you previously accessed any support in your caring role?



n=7,924

Source: Users of the Personalised Guide to Caring

How much time do you spend caring on average?

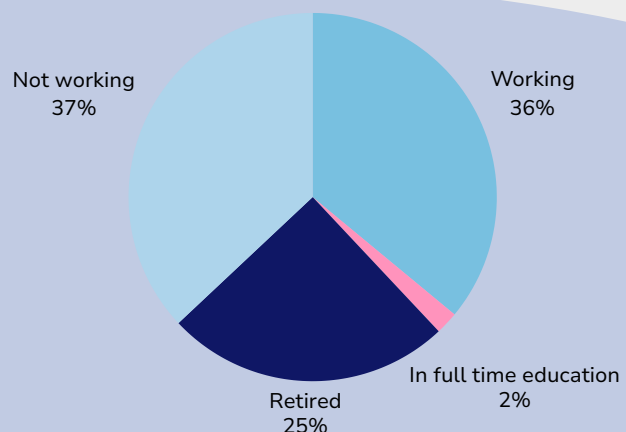


n=40,304

Source: users of Mobilise' Carers Allowance tool

What is your working situation?

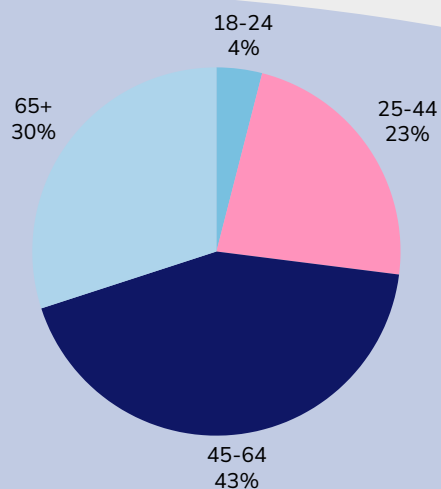
n=40,304
Source: users of Mobilise' Carers Allowance tool



Who are Mobilise's users? (cont.)

Age profile

n=44,500
Source: Predominantly users of the Personalised Guide to Caring



Registered:



29% male, 71% female

Gender

Source: Website users – Google Analytics;
Registered – Mobilise
NB Gender is assumed from first name

Reached (website users):



43% male, 57% female

Research into virtual support

Although research into virtual support for unpaid carers is limited and tends to focus on caregivers for those with specific conditions, systemic reviews¹ suggest:

- Significant impact on reducing caregiver depression.
- Significant impact on improving caregiver’s quality of life.
- Little/no impact on caregiver overload/burden of care.

Lorca-Cabrera et al (2019) also note increased sense of competence and confidence.

During the Covid-19 pandemic, qualitative research into Mobilise’s Virtual Cuppas² highlighted the impact of the peer support they offer on caregivers’ quality of life.

Example quotes included:

“I love the ideas that come out of this. I always come out of these calls, very inspired, very energised, very motivated to do something.”

“Come in and out. You feel like you start to become family, a real sense of a group and understanding. You are learning about other people’s difficulties.”

“It’s been quite worrying with all the COVID stuff, but you know, we have managed to keep it together. And I think Mobilise has helped me definitely to keep it together.”

¹ E.g. Hopwood et al, 2018 (dementia); Lorca-Cabrera et al, 2019 (chronic disease); LI et al, 2022 (cancer).

² See Donellan et al (2023) <https://www.nuffieldtrust.org.uk/sites/default/files/2022-10/nuffield-trust-unpaid-carers-web-final.pdf>

; Lariviere et al (2020) <https://www.nuffieldtrust.org.uk/sites/default/files/2022-10/nuffield-trust-unpaid-carers-web-final.pdf>

Impact on a carer's quality of life and wellbeing: Systematic Reviews

Examples from published research (systemic reviews):

Li et al (2022)

"Informal caregivers' quality of life is affected by their physical, social, psychological, and spiritual wellbeing (Cai et al, 2021)" E-Health interventions:

1. Provide access to **knowledge and skills** that help caregivers adapt to their role
2. Can support caregivers' mental health, offering **timely** self-care suggestions and opportunities to connect with medical professionals
3. Are readily accessible at any **time and place**, keeping them **engaged**.

Hopwood et al (2018)

"Use of internet-based interventions may be an option to close the support gap for informal caregivers, particularly for those finding it difficult to leave their home or requiring flexibility due to caring responsibilities. Internet-based support interventions have the benefit of being relatively low cost and, by bringing the intervention into the home, may have a role in reducing the social isolation that comes with caring."

"The provision of information was often at the core of interventions, and this supports findings from previous research where most caregivers preferred to receive information online rather than in paper format."

Lorca-Cabrera et al (2020)

"Several studies examined positive aspects of caregiving such as satisfaction, positive feelings, empathy, and inter personal relationships. Significant improvements included an increase in the caregiver's psychological well-being (Ali et al, 2014), interpersonal relationships with the caregiver (McKechnie et al, 2014) and empathy towards the caregiver (Hattink et al, 2015)."

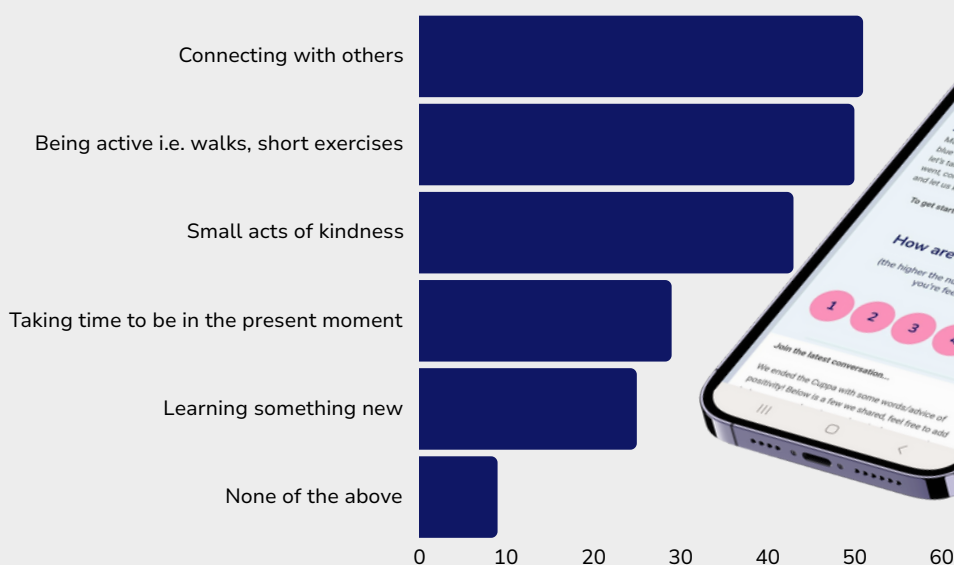
Impact on a carer's quality of life and wellbeing: Mobilise Moments

Monthly check-ins (Mobilise Moments) provide insight into what carers are currently feeling or thinking.

- Starting with the 'How are you feeling?' question (scale 1-5; higher the number the better they're feeling).
- If a carer has rated 1 (very low), flags a task to the Mobilise Support Team to check in with the carer.
- Responses to the questions that follow generate helpful and timely content to play back to carers.

Mobilise Moments example question:

Which of the following do you factor into your week?



What Mobilise users value: The human touch

- Mobilise services are designed and delivered **by carers, for carers** and this comes across and is appreciated in interviews and Mobilise Moments responses.
- Regular check-ins and the informal yet informative tone of emails and newsletters brings a personal touch. Mobilise users feel they are cared for and part of a community, which can reduce loneliness and social isolation.

Jenny is caring for a sibling with a chronic condition; it's not a role she was expecting to take on. Her sister lives relatively close by and, for now, Jenny can fit her caregiving around her job and her commitments to her husband and children, but it's a struggle.

"The weekly newsletters with the information in it, as I said before, it is invaluable. I mean, it's literally priceless because I don't know how they do it, but they sort of feed into my thought processes at that time. And it's as if they really get what's going on. It sounds a little bit as if they're in the room with me going: oh I've got an idea for you."

"Near the beginning when it was more new to me, I had had an hour in the morning with her [a member of the Mobilise Carer Support Team] and it was really comforting. I can't remember, it was quite a long time ago, but I did use that. I did take that up and it was very nice to know that I could always phone her again. Just to know it's there is very, very powerful."

"I like the fact that they check up on once a month: how are things, what's good. I do like that because there are people who will do that around you...so I do appreciate that, and I feel like somebody's there, somebody's thinking of me."

"It is still a great privilege to care. There is a huge amount of love. It's so challenging, but the payoff of love is so important and sometimes that gets missed."

"And I think that the newsletter is written with a very personal touch...A very, very, very warm human personal touch, which is lacking because all the medical and mental health things, they kind of use formal language - they have to. So I think that that's something I appreciate."

What Mobilise users value: Learning and confidence

- Mobilise users appreciate the **range and relevance of information** provided by Mobilise and the learning they provide.
- **Signposting** to other services and knowing the questions to ask to access support were part of this and **built carer confidence**.
- Even experienced carers noting the **learning and confidence** they gained – both in terms of their caregiving and in asking for support.

Lucy is relatively new to her caring role for a partner who has been recently diagnosed with a degenerative neurological condition. She and her partner are still adjusting to the changes it has brought.

"Mobilise is the best source of information that I've found to help me with my caring role."

"Suddenly you've gone into a foreign land, and you don't have a map and you don't know the language. And people say, well why didn't you ask? And I said, well, because I didn't know there was a question to ask. If you think there's a solution, you'll try and find it. But if you don't think there is any help available, you just plug on."

"I would say that it [Mobilise] has given me confidence to do things that I was anxious about doing for my husband, driving into different clinics all over [city] and across the other side of [city]."

"There's always something, I learn something every single time, I honestly do mean this. I learn something each time I read those emails and I think, oh, right, I'm gonna look at that. And I read it and there will be something in it that is particularly pertinent. And it might be that I don't actually learn something new, but it just validates what I'm doing."

What Mobilise users value: Ease of access

- All Mobilise users interviewed valued having so much information available in one place, on an **easy-to-navigate** website.
- The **availability of information when it's required** helps them cope with changing and unpredictable care needs, contributing to **carer resilience** and confidence in the quality of care they are giving.

Julie is caring for a parent with dementia. Though she has been caring for several years, as her mother's condition progresses, her care needs change and Julie has had to give up work to accommodate them.

"I love the layout of Mobilise ... they're very easy to read. I get some emails sent through and the platform is tiny, it's light grey on a background and it, you know, I think don't even bother ... I unsubscribe to them if they're not easy reads. If I think I need to get the glasses up, read it, I just don't bother. So Mobilise is really good, its layout, it's bright. It's always quite cheerful."

"The thing is, in the old days, you were scrambling about for information and trying to find out these things. I mean you've got on Mobilise, about the benefits, about everything... there are those practical things on it."

"I just felt really good that there was a place where I could go and find the information in one place...so that was really great when I discovered there was a place I could go to and check out some videos, and perhaps find some tips, inspiration how to do that and how to perhaps help your everyday life or for the one who is you're caring for"

"What's useful is I know it [Mobilise] is there if I need it. I might not get 'round to it, but I still know it's there. It's a service that I know is going to be there which is, that's good in itself. Even not using it, it's there."

What Mobilise users value: Growing networks of support from other carers

- Being **part of a Mobilise community of fellow carers was highly prized**, with opportunities to give, as well as receive, practical tips; 'giving back' adding to the sense of being part of a community.
- Access to a **virtual community offered opportunities to broaden networks** beyond their immediate neighbourhood, with people who can empathise, which can **reduce stress**.

Michael has many years experience as a carer, first for his mother and more recently for his partner. He also has issues with his own health and has been finding it difficult to get out and about.

"Being a carer for over 30 years for different people with different conditions...you find that you can't do it on your own. You do need support, and you need your own network or toolkit, whatever you want to call it, to be able to draw on things to support yourself."

"[It's good to] communicate with somebody else who has been in my situation, who understands and empathises with me ... it helps you to understand and to calm you down a bit, taking your stress level down. It's also a chance to give back, which is also important."

"I think you can sometimes feel a bit like you are all on your own and I think it is very important to find out, no, you're not actually. There are other people that the situations might be a bit different, but you're not on your own ... It's wonderful for me to know that it's there for me."

"It's given me support, given me psychological support when I was feeling isolated, because I don't actually have many friends... because I'm new to the area, so it would take me a long time to find other people who are carers. So that's been priceless."

What Mobilise users value: Choice and flexibility on how and when you engage

- As the profile of Mobilise users indicates, the ability to access the service out-of-hours and to engage how and when needed encourages **engagement from carers who might be less able/willing to access face-to-face support.**
- The availability of 'light touch', practical support, the ability to jump in and out according to need was often seen as enough on its own.

Simon is in his mid-30s and welcomed their first child during Covid-19. His wife continues to suffer from post-natal depression and is unable to work. Alongside caring for her, he has taken on extra hours to compensate. Their son is awaiting an autism assessment.

"I remember this past spring I had a bit of a moment like that and I couldn't then do one-on-one chat with the Mobilise online, but around that time I did go and sit in on the Cuppa moments with other people just to listen to chit chat."

"I haven't been very active in the group on Facebook but they were very helpful to me at the time we had [problems] and they were the other people who really listened and very friendly. I've been on a couple of calls that they have ... and that's been really, really helpful and they have a lot of information that is useful."

"I was keen to hear, advice from how other people do in these situations and maybe something! need to pick up on, or maybe something I haven't realised. So far, I've been just trying to use it as an information point."

What Mobilise users value: Having it there

Overall, interviewees were happy to have access to Mobilise services.

*"I think [Mobilise] is brilliant...
everything is so useful and pertinent*

"Mobilise feels like a helping hand."

*"I realised at the end of the session
that there was possibly a light at the
end of the tunnel or at least halfway
down it and it was from that point,
that's the point at which I actually
made the phone calls [to set up a
respite week]. And so, it did galvanise
me into taking that step"*

*"I know that I think the contract [with
LA] was coming up for sort of re-
tender and they were looking for
feedback. So I did feedback to [LA]
saying, I think this is great and I'm
glad to have that because like I say I'm
not really getting help otherwise, so I
do find it useful."*

*"you guys [Mobilise] at least gave
me the information. The issue is
with the [LA], not Mobilise*

*"Just keep Mobilise going - it helps so
many people."*

Overall user satisfaction with Mobilise services

Whilst no directly comparable data are available, a snapshot taken from the Nuffield Trusts 'Survey of Adult Carers in England' highlights how Mobilise services can help to increase carers' satisfaction with the support they receive...

General satisfaction levels:

Nuffield Trust's analysis of Survey of Adult Carers in England (SACE) data¹ suggests in 2021/22 36% of carers reported being extremely or very satisfied with the services and support they received, compared with 41% in 2014/15

Mobilise satisfaction levels:

Of those who responded:

- 94% were happy with the support they received from their 'Personalised Guide to Caring' (n=232), with 83% rating its impact as 4 or 5 on a scale of 1-5 (n=220)
- On a scale of 1-5, 84% rated the helpfulness of the Carers Allowance tool as 4 or 5 (n=2,160)
- 91% were happy with Mobilise's email course (n=268), with 72% rating its impact as 4 or 5 on a scale of 1-5 (n=259)
- Although numbers of responses are too small to draw firm conclusions, they suggest that for those who remain members of the Mobilise Community see the impact increase over time, with 68% claiming a somewhat or strong positive impact after 30 days (n=77), rising to 76% after 90 days (n=45)

¹Paddison, C. & Crellin, N. (2022) *Falling short How far have we come in improving support for unpaid carers in England? The Nuffield Trust*. Available at: <https://www.nuffieldtrust.org.uk/sites/default/files/2022-10/nuffield-trust-unpaid-carers-web-final.pdf>

What Mobilise clients value: Identifying 'hidden carers'

A repeated priority for local authorities in their carer strategies is to reach these groups of carers, a challenge exacerbated by carer self-identification¹. Mobilise appears to be an effective way of achieving this.

We also know that reaching carers early improves their resilience and therefore reduces their demand on services, so would expect to see fewer carers drawing on more intense services than would otherwise have been the case.

"The data that they're telling us, you know, the overwhelming majority of people have been caring for some time and have never sought support before ... you know, 70 odd percent of people who never sought the support before have been caring for a substantial period of time. Why didn't they"
Client C

"People don't identify [as a carer], they don't like the term, particularly those who care for a partner. Care for, you know their sibling, you know, or a child. That's just. 'I'm just looking after, you know, my husband or my father.' ... We think it could be five times that amount [from ONS figures]" Client A

"People can stay anonymous on Mobilise so they can join a group with the camera off. We found for some demographics like we've spoken to carers of people with addiction or, you know, mental health problems, drug use and they've not really wanted to show their face in the community, which I mean is a whole other issue."
Client B

"It's important that it's increased the number of people that are recognising themselves as carers and going to get support and particularly some of the groups, like I said before, like men, younger people. I think that's really important, you know, that's difficult to do face to face." Client B

"Our priorities are set out for us from the strategy, but they all come back round to that self identification because if we haven't got that right ... You're going to have smaller impact on everything else because you're not reaching the kind of audience that you need to reach"

"[Mobilise has] absolutely phenomenal reach. No, we couldn't have done that in any other way ... We only got 500 new people going to the adult carer centre to get their letter for COVID vaccination. And yet in a year we've got 11,000 clicking on a link to find out a bit more about Mobilise." Client C

What Mobilise Clients value: Another string to their bow

Mobilise was seen to complement other service provision, notably:

- Mobilise can attract caregivers who don't self-identify as 'carers', facilitating earlier intervention
- Mobilise services are available 24/7 to access as and when needed
- Carers can remain 'anonymous' if they wish, making taking the initial steps to access support easier for some to take

"So the whole digital kind of component of that lower level support accessible 24/7. Someone might not want a phone call but just wants to ask a question and a chat function and have that kind of more anonymous kind of peer review or peer kind of answering questions and things like that... that's where the Mobilise offer fits in." Client A

"So our offer, as I say, is quite additional, they [Mobilise] provide support groups, peer support groups, they are good at linking in with other voluntary sector organisations in the [LA]" Client C

"Rather than, you know, having to think, put something in your diary, say support group in your diary plus the travel time. Plus you've got to get there. You've got to find it. You've got to pay for parking or transport. You know, there's a lot involved with going to support group, whereas I think being able if you need some information or you need some support, you might only need you know 10-15 minutes. And I think it gives you the ability to do that when you've already got a pressured day"
Client B

"our issue always was that people are working and they can't come to support groups they can't access telephone lines and this sort of plugs that gap."

"the parameters for being eligible for social care input, you know, are so great that most carers don't reach that"
Client B

"the whole essence of mobilise is about helping people be curious [they just] click on that learn more button.

Or if they've done the Google search and it has come out at the top to have the confidence to click on that and say oh that looks interesting. And then you know that's it. You know, you're hooked in as much as you want to be."
Client C

What Mobilise Clients value: Collaborating and connecting

The Mobilise team are seen as open, transparent and easy to work with:

- Happy to share their data with other partners and to signpost other service provision
- Responsive to client requests and suggestions
- Data on how carers are accessing services can influence approaches to digital in other areas

"They're very open and transparent about the data. You know, every time you want data, we'll just request it and it comes straight through"

Client B

"I've been able to share data with other parts of the Council around how people are accessing the information ... by being able to share that with some of our digital team, our adult social care, we're thinking about implementing a new approach ... to be able to draw on Mobilise information to inform other things has been really, really beneficial as well." Client C

"absolute pleasure to work with ... Mobilise have been nothing but professional happy to share what they're doing, they do regular updates to our All Age Carers Partnership board ... and they're more than happy to share you know that the work that they're doing, they want to work with other organisations." Client A

"We have made some tweaks to the provision over time. They're very open to us making some suggestions" Client B

What Mobilise Clients value: Value and cost-effectiveness

Whilst it is difficult to attach a financial value to savings that may accrue from the support services Mobilise provide to carers, clients are clear that:

- Early, light-touch interventions contribute to carer resilience and quality of life
- It is a cost-effective way to extend their reach, including amongst demographic groups (e.g. men, working age) they otherwise struggle to reach
- Mobilise offers cost-transparency

“When our adult carers service are providing services, they have their staffing costs, but another organisation [may have] the delivery costs ... Compared to Mobilise, if they say it cost us [£xx] to offer a support intervention, that is the cost. It's a more transparent figure”

Client C

“We've been very pleased with the cost effectiveness, the level of engagement”

Client B

“But we are operating in a financial envelope, so if we identify, you know, an extra 100,000 carers [we] can't do that. So that whole early help giving people that need that low level stuff, they have more information, they've got more guidance and support earlier on potentially we're delaying them needing you know social care support.” Client A

“[Strategy] clearly identifies carers as being a key area of focus and that's particularly in terms of early help and supporting their overall well-being. So that essentially if we support them earlier on, they can maintain the caring role because we all know the national stats ... if carers weren't able to continue caring, you know the NHS and social care would just collapse.” Client A

Extending reach and profile

Client (duration)	Total reach	Mobilise users total	Not using another service	% Contacts out of hours	% Caring more than 35 hours/week	% Carers of working age	Supported to access carers allowance
Client A (34 wks)	21,000	928	78%	60%	76%	57%	£798k
Client B (31 wks)	12,400	488	82%	66%	71%	62%	£93k
Client C (60 wks)	11,800	785	82%	65%	76%	71%	£337k

- “It is estimated that around 10% of informal caregivers access caregiver support services (Beesley, 2006) with the difficulty of leaving the care recipient and stigma being important barriers to uptake.” (Hopwood et al, 2018)

Mobilise’s online services make inroads into the 90% who don’t otherwise access caregiver support services, through:

- Increased accessibility that doesn’t require leaving the care recipient and allows the caregiver to access at a time that is convenient to them
- The potential for ‘anonymity’ in the online environment, which means the caregiver can identify as much as they wish - and only if and when they feel ready
- Peer-to-peer support online builds confidence, community and caregiver agency

About Mobilise

In early 2020 our Co-Founders, James and Suzanne, were sitting in a coffee shop chatting about their very different experiences of caring for a family member. It started as an unremarkable moment, except for three powerful ingredients:

1. A shared frustration at the experience of so many carers across the country.
2. The hope offered by the knowledge, wisdom and expertise of millions of carers and the potential of technology to connect us, making it available to all.
3. The unique opportunity of a pandemic allowing us all to reimagine how things work.

From there, Mobilise has grown into a nationwide community of tens of thousands of people caring - where peer support boosts wellbeing, and wisdom, knowledge and experiences can be shared.

Mobilise is now the UK's largest provider of carer support and has reached millions of unpaid carers using targeted digital campaigns. Our accessible, light-touch carer support for those caring for a family member or friend ranges from online tools and co-produced content, through to one-to-one calls, coaching and live online events.



Scan to visit mobilise.co.uk
Start exploring our digital
carer support

