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END OF YEAR REPORT

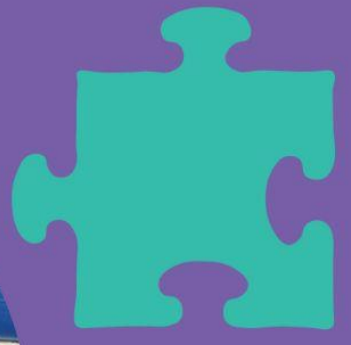


This report is the formal end of year report and presents the findings of the Respitality initiative for 2022 against the targets and deliverables agreed between Scottish Government and Shared Care Scotland.

One post (now known as Respitality Manager) was established in January 2015 and is currently funded by Scottish Government until 31st March 2023. We were fortunate enough to receive an increase in our funding, resulting in the post creation of a Respitality Coordinator, which we successfully recruited for in September 2022.

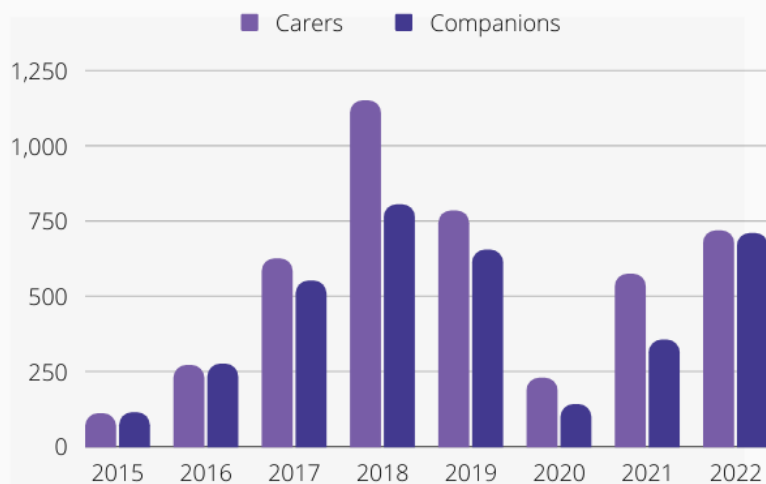
The following report is our evaluation of the Respitality programme and its impact in 2022.

We would like to thank the Carers Policy division of Scottish Government for their financial and practical support of Respitality. We would also like to extend our gratitude to the businesses who donate and promote Respitality, as well as the twenty carer organisations and their staff who are Respitality delivery partners, all of whom have been instrumental in the success of the project.



UNPAID
CARERS

UNPAID CARERS AND COMPANIONS TAKING A RESPITALITY BREAK 2015-2022



Distance

how many carers in 2022 travelled outside their local region for a Respite break

16%

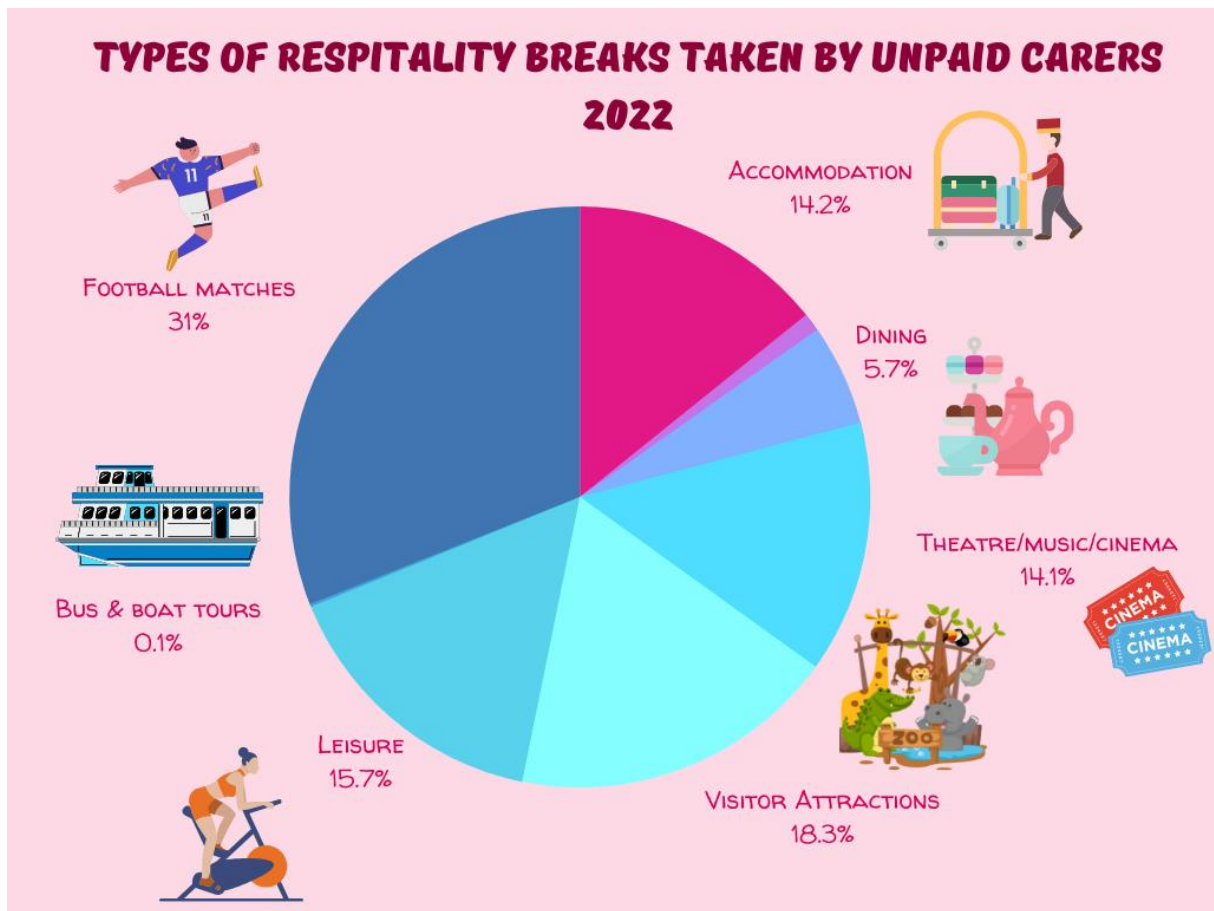
Football tickets

was the most common break choice for Respite

31%

In 2022, we were able to support **718 carers** to access a short break from their caring routine via Respite, **a 26% increase from the previous year**. The majority of carers accessing breaks in 2022 resided in Falkirk, Clackmannanshire, Edinburgh and Midlothian, making up 69% of break recipients. **In seven years**, Respite in Scotland has been able to support **4,461 unpaid carers to take a short break from routine**. Companions range from family members, friends, the cared for person and support workers.

Attending football matches emerged as the most common break choice (31%) through Respite, a first for the initiative. Days away to visitor attractions (19%) and recreational activities such as gym passes (16%) were close behind.



We have seen a **distinctive move away from virtual/online breaks**, a stark contrast from last year's findings. We received a large donation from the Falkirk Foundation who committed to fifty tickets per home game for the whole football season, which has contributed to the shift. We also believe the shift towards accessing more days out as a short break is down to the **changing perceptions of what a short break can be**, and the positive impacts can be. The **lifting of Covid-19 restrictions during 2022** has also been a contributing factor.

Laura and her husband are parent carers to their disabled son.

A seven night stay at the West Gallaton Farmhouse in Stonehaven was arranged at short notice to suit dates that their son would be in respite care. **This break suited the carers needs as they gained the relaxation from a rural area to explore, but it was close enough to home to travel back should an emergency situation arise.**

Laura was particularly grateful for the break as their son who requires 24/7 care has recently transferred from child to adult services which has been stressful for the family. **She particularly enjoyed spending time alone with her husband and got to enjoy a lunch out and go for walks** which they can't usually do due to their sons' disabilities.

Laura stated that the break from appointments and phone calls and not having to get up through the night was particularly welcome as **"a broken parent carer is an exhausted one"** which could lead to **"more expense through the costs of emergency staff"**.

*"A rested and happier
pair of parents....
Recharged!"*





George is from Lanarkshire and cares for his wife who has severe mobility issues and a lung condition. The couple, along with some family members, stayed in a lodge at Wyndham Duchally Country Estate in Perthshire.

George told his support worker *"it was fantastic, the lodge was huge...bigger than his house! They had a complimentary hamper on arrival which contained all essential foodstuffs. They were also contacted on the Sunday and offered a full complimentary Sunday roast dinner for all the family which he said was great and they didn't pay a penny. It was a fantastic break, and just what George and his wife needed. They want to live there permanently!"*

George's wife is a wheelchair user. Thanks to **accessible leisure facilities**, they were able to make full use of the sauna. George said the staff couldn't have done enough for them, they kept the pathway clear of ice and snow for the wheelchair.

This break has had a very positive impact on them, and it has made them very grateful for what they have.

TOURISM INDUSTRY



Thank you to
Coffee @ 124
for helping Respite #MakeACarersDay
2022

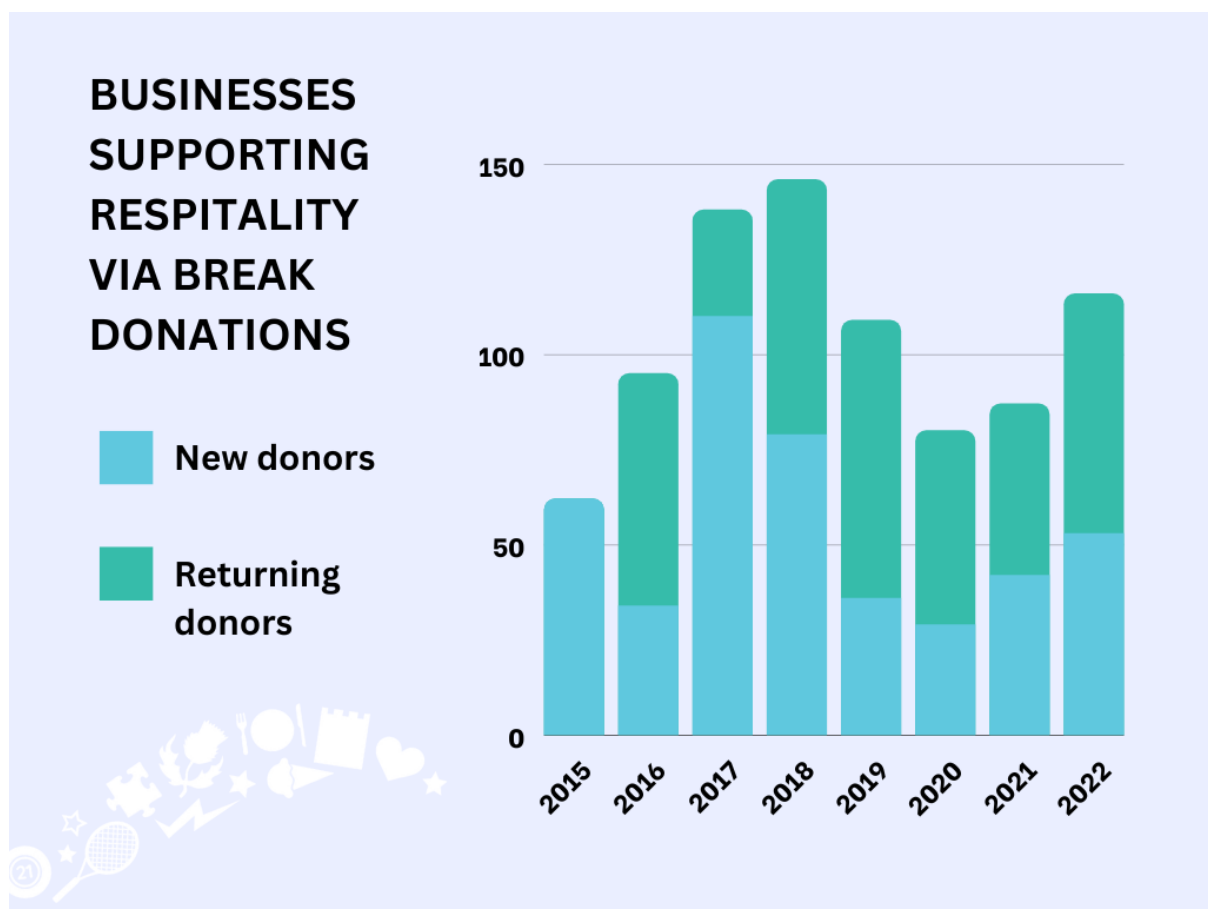


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In 2022, we received **donations from 116 businesses**, which is a **33% increase** on 2021 figures. The majority donating to Respitality in 2022 continue to be independent businesses, with **31% of businesses being part of a national business chain**.

We continue to encourage delivery partners to build direct relationships with businesses to increase their local offering to unpaid carers. Consequently we have seen a **15% increase in delivery partner relationships originating with businesses** in 2022 in comparison to 2021. This is a very positive outcome as it perhaps demonstrates that our social franchise model is sustainable and works in practice. The increase may also be explained by the increase in delivery partners we have welcomed into the initiative.

In the last seven years, we have received donated breaks from 444 businesses.



Since 2019 we have continued to see returning businesses as the **majority donors**, and 2022 continued this trend (**54%**). This is a strong indicator of the lasting relationships we are building and nurturing with our donors.

We have also observed that businesses in 2022 were in a stronger position in their recovery period and therefore were more inclined to be able to support our initiative.

Following discussions with the Benevolent Society (The Ben), we were delighted to again be able to offer **the use of their self-catering property in Pitlochry, Perthshire from June of 2022**. Due to pandemic restrictions, the cottage has not been available since March 2020.

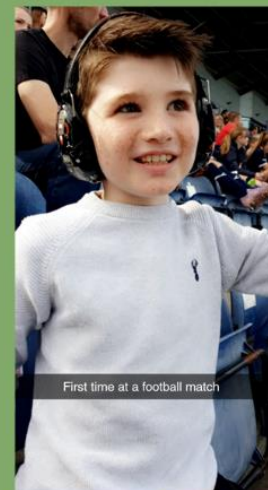
In 2022, we received **break donations valued at £104,891** in total, which is a **49% increase** in comparison to the value of breaks in 2021. Furthermore, the 2022 donation total is **the highest amount Respitality has ever received**.



Due to cancellations, postponements or suitability to carers' needs, **28% of these donations went unallocated**. This is a 9% increase on 2021, which we attribute to various reasons, including **changes of staff teams due to increase in funding locally for delivery partners and the running of ScotSpirit** which impacted on delivery partners capacity to develop and work on Respitality.

We also observed an increase in breaks being cancelled or unallocated due to the **impact of cost of living on carers**, particularly for those breaks requiring travel outside their region, or accommodation that was longer than one night and would involve catering for themselves. We expect to see more carers struggling to meet these additional costs in 2023 and so we will highlight Time to Live as a potential source of extra assistance.

*"The football was brilliant! Everyone had a great time especially **my daughter who loves football**. Even my son joined in cheering and really enjoyed his pie and hot chocolate. **It was so nice to do something all together as a family.**"*



*"It was a break for my child from being a carers and quality time with me as well. It was really good, they had a fantastic time, and **he loved spending time with me** and his friends. Thank you for making it possible for my son and I to have a great time, and **for us to make positive memories together doing what he loves - football.**"*

Feedback from carers who attended home matches at Falkirk Football Club



*"I care full time for four children with additional needs. Two are currently not attending school, so **it is full on and I felt exhausted**. I felt I had let myself go, as I hadn't had a haircut in two years. So I decided to access a short break with Respite and get **a cut and blow dry with SLA Hair**.*

*The break took place near my home and everything was super easy because everything was done for me thanks to the fabulous support I received from Angus Carers Centre. **All I had to do was show up!***

*After my break, I felt **tidied and refreshed**. I had not seen to my own needs and care for years, so **it was very nice to have some time for me**. The hairdresser was very friendly and we had a great chat and laugh! **I am very grateful**, it was such a lovely treat."*



Isla is a carer for her father, and lives in Angus. She said *"To be honest, **before my break, I was probably at a very low point mentally.** The offer of the break came at a time when I certainly needed it. Having dad living with us for the over past three years is becoming more and more difficult, and at times very volatile."*

With the support of the team at Angus Carers Centre organising the break on Isla's behalf, Isla and her husband excitedly packed their bags and set off to **enjoy a seven night stay with Rubha Mor in Ullapool** in March 2022.

After the break, Isla told us, *"My husband and I were very impressed with our break. What I enjoyed most about the break was to be **totally free of all responsibilities and just to have some me time.** Everything was perfect...Having never been so far North/West, we did **lots of exploring around Ullapool and across to Lewis & Harris.**"*

The accommodation provided in Ullapool was excellent - it was so quiet and relaxing. **Kate and Paul were exceptional, friendly, welcoming and always ready for a wee chat and providing lots of ideas to explore.** We can't thank them, or Angus Respite for all they have done."

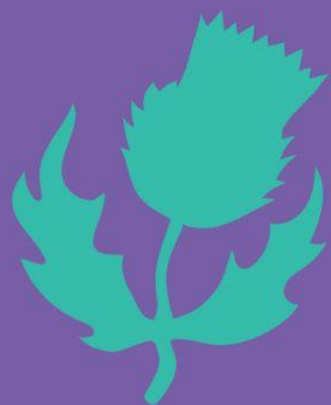


From a donor perspective, Kate from Rubha Mor also found the experience to be extremely positive, as she told us, *"We had a delightful couple come and stay in our flat for a week and they were lucky to bring great weather with them! We don't like to impose ourselves but despite that **we had some good conversations together.** They were most appreciative and gave us a lovely surprise of a box of chocolates and wine as a gift when they left, and a lovely card. **They also gave us a great on-line review which is most helpful** as we need to show this for our quality assurance with the ASSC."*

This is a great scheme and I only wish I knew about it myself and for my husband, when we were carers for elderly parents."



DELIVERY PARTNERS



To help us deliver Respitality as a social franchise, we recruit and support local delivery partners, all of whom have a local role in offering information and support to unpaid carers, including with short breaks. Our local delivery partners also have a role in developing and maintaining positive relationships within their local tourism sector.

In 2022, the Respitality team at Shared Care Scotland supported our delivery partners through a variety of activities:

- We virtually **hosted network meetings with the local delivery partners** every three months to learn about Respitality's progress nationally, as well as provide the delivery partners the opportunity to share their own Respitality news and learning.
- Eighteen **1:1 support sessions** were carried out with staff members to offer training on the admin portal and general support around local promotion of Respitality.
- **Monthly email bulletins** to the delivery partners were introduced in July 2022 to encourage ongoing engagement. The email consists of current national breaks on offer, highlighting good news from across the country and noting important deadlines. With an average open rate of 36.4% and 11% click through rate, this method is proving successful.
- The **introduction of the Respitality Coordinator** in September whose key role is to support the delivery partners has had a positive effect on our relationships with the delivery partners. The delivery partners have responded well to the increased opportunity to access 1:1 support more readily, and as a result, we have observed increased engagement rates from our delivery partners.
- Between August and December, we carried out an online survey with all delivery partners, followed up by 1:1 conversations to **determine the effectiveness of the current support in place**, the promotional materials available and what is utilised and any other support/resources they would like to see introduced. In addition to this, we hosted a virtual development session where we facilitated "solution circles" to encourage learning exchange opportunities. In 2023, we will utilise the data gathered from the above activity to review how we support delivery partners going forward.

Due to the ongoing impact of the pandemic, our delivery partners' capacity to operate and develop Respitality was limited. The expansion of Time to Live funding through our Short Breaks Fund, and launch of VisitScotland's ScotSpirit Holiday Voucher Scheme also impacted on Respitality. However, the group meetings, along with one-to-one training and support, has helped to keep the delivery partners engaged and motivated to build on their local capacity in 2023, while we nationally continued to canvas for national donations. Despite the challenges faced, Respitality has achieved a higher level of donations and increased level of carers breaks.

Scott from Perthshire is an unpaid carer for his mother, who identified he was needing a break from his caring role.

“Before the break, I was feeling stressed and tired. My mother's mental health is still not great and I'm doing a lot for her. **I had been feeling run down** and I was worried about her and myself.”

Scott was able to access a short break through Respitality thanks to the facilitation of one of our fantastic delivery partners PKAVS Carers Hub, and to one of our valued donors, **Hostelling Scotland**, who donated a two night stay in their beautiful Oban hostel.



“Being by the sea was fantastic and so relaxing. The cooked breakfast was fantastic, and I slept so well, being away from home and not caring for my Mum. I would love to do this again.”

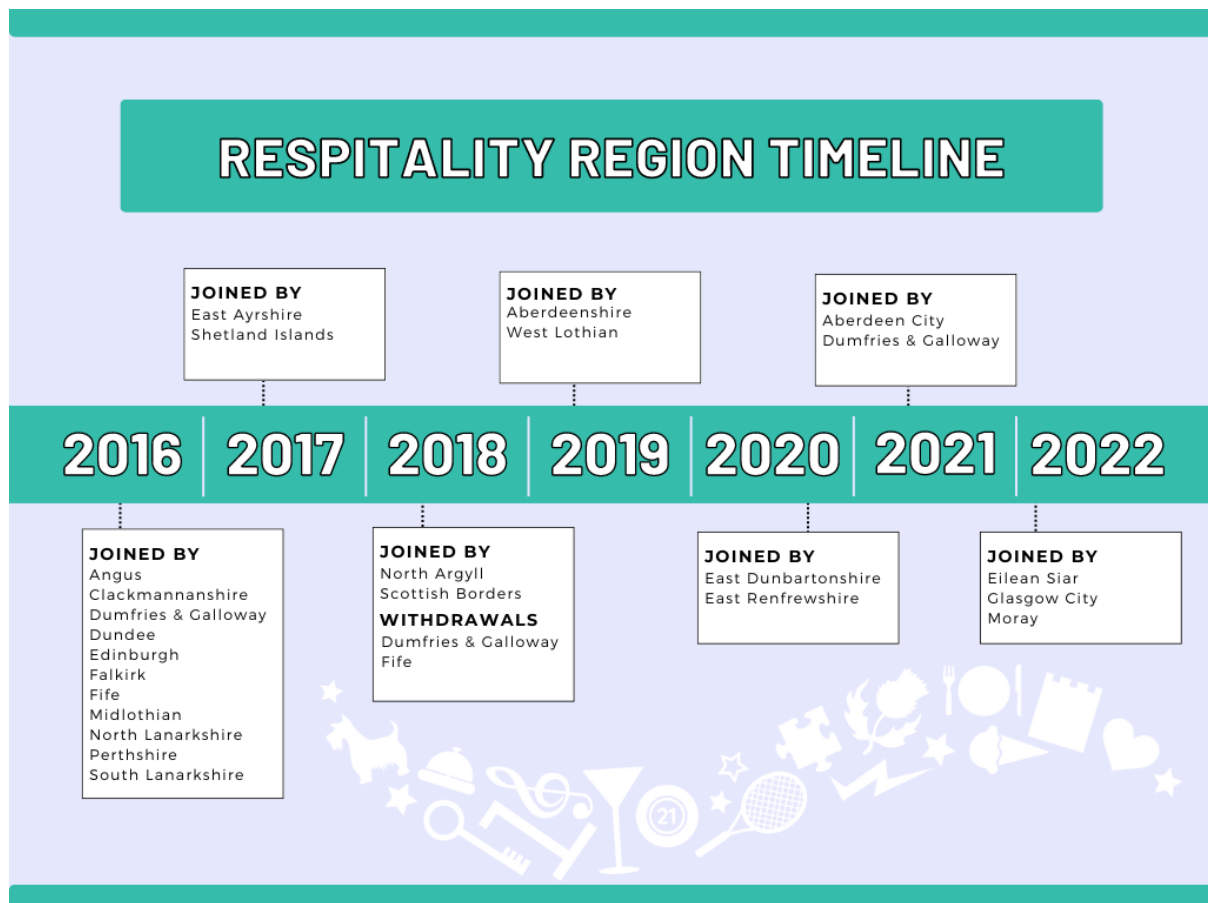
After the break, Scott told us he felt energised and less anxious as he enjoyed time out for him. It has **motivated him to plan regular breaks for the future**, as well as made him **feel valued as an unpaid carer**.

*“It was so good to take a break. Everything was perfect, and the staff at Oban Youth Hostel were just great too, as **we could take our 2 dogs with us**. This was a fantastic experience for me, my partner and my dogs. This was so needed as it's a struggle for me caring for Mum and working full time. **Some self-care was so much appreciated.**”*

And Scott had a special message for the team at PKAVS who organised the break on his behalf: *“The support I have received has been 100% amazing for me. PKAVS have been my saviours. Marie and Anne have been so kind and offered so much support and by offering me the chance to go on this break. Thank you both. **You have saved me....** Thank you to PKAVS so much.”*

With regards to recruiting new delivery partners, we hosted two sessions (one virtually) for carer organisations interested in delivering Respitality locally. These sessions were attended by five carer organisations.

In 2022, **three new regions joined Respitality from Eilean Siar (Western Isles), Glasgow City and Moray**. Feedback from organisations signing up strongly indicated that their commitment to Respitality was a result of additional funding offered out to them through the Delivery and Development Allocation that became available in the summer of 2022.



As of December 2022, Respitality is operating across 21* local authority areas in Scotland, co-ordinated by 20 carer organisations. (**We also work with North Argyll, one territory of Argyll and Bute, which we cannot include as a full region in our figures*). Two further regions are projected to join Respitality in 2023.

*"As soon as I was made aware of what the scheme was set up for, I was keen to be involved. Having had paid carers taking care of my parents had already alerted me to **how much effort is involved in caring for someone, and for someone to do this unpaid must be extremely difficult.**"*

Not only are our small team of staff aware of what we offer to the Respitality Scheme and the importance of it, we are also vocal on our social media sites.

I think, we as a business in Shetland, have a particularly good relationship with locals and the involvement in the Respitality Scheme has further bolstered us in a position of being a favourite amongst Shetlanders."

Grant O'Neil, co-manager of
Busta House Hotel



***"My husband and I had not been out for a meal since before Covid. Our daughter struggles to go to new places, so we do not go out for meals as a family. We were feeling stressed and exhausted.**"*

We felt relaxed and rested after our break, it was a wonderful experience...Thank you so much. It really does mean so much to have an evening's break from the caring role we both provide and to experience such wonderful service with beautiful surroundings."

- Carer who enjoyed an overnight stay
with Busta House Hotel



**PROFILE
RAISING**



We continued to work hard to promote Respitality locally, nationally and globally through various activities in 2022.

- The social media channels are managed by the Respitality team, of which we have 1.5k followers and fans.
 - Our **Facebook** platform saw high engagement rates around the periods we shared our quarterly newsletter and end of year stats. Our post impressions and reactions varied throughout the year but have stayed at a reasonable level. We have seen a 14% increase in audience, having surpassed 740 fans.
 - Our **Twitter** account saw high engagement rates in the first two months due to the release of our quarterly newsletter, and the introduction of our Respitality Ambassadors Group. We also observed a 4% increase in followers in 2022, an 8% decrease on the previous year.
 - Our **Instagram** account, which launched in the Summer of 2021, has increased in followers this year by 34%. Generally, the account had a low engagement, with the exception of a feedback post from a Shetland family.
 - Our **LinkedIn** account has gained 59 followers over the year, and similarly to Instagram, also had a low engagement rate throughout the year, with the exception of our Crieff Hydro support announcement in April.
 - Similar to last year, our social media channels and engagement have not been as strong as in previous years due to limited capacity. Our plans for 2023 will be to discuss the opportunity for our internal communications team to provide support around storytelling and media content and promotion.
 - Furthermore, we observed that engagement on our **website** has been varied. Whilst we observed a drop in users compared to 2021 figures (both new and existing) as well as number of sessions, we also found an increase in duration each user was within a session as well as a reduction in bounce rates. These findings are expected, and we hope to build on these with our 2023 plans.
- In 2022, we sent out four of our **quarterly newsletter Respitality Reporter** to our mailing list, as well as sharing on our website blog and social media channels, as well as sharing through VisitScotland regional Facebook groups. This has been a great platform for us to connect with our stakeholders, and let them know how the initiative is progressing, and how they can continue to support us. With an average open rate of 31.7%, and an average click through rate of 3.9%, the newsletters have proved successful in helping us to celebrate successes and call on our tourism supporters to donate more.
- In 2022, Respitality successes were highlighted in **three press releases** which were published across various media outlets locally and nationally. One

of the press releases covered the announcement of returning support from the Crieff Hydro Family of Hotels and was published in four different online hospitality and social care media areas. A further two press releases covered local business support for Shetland Carers of the initiative (which were organised by the delivery partners directly) Furthermore, two stories around new donors were mentioned in carer and business online blogs.

- We **attended three tourism events** – two of the events involved profile raising through an exhibition stall and a presentation. Thanks to the ongoing support of our Ambassadors group (whom we held two group meetings with and various individual meetings) we were able to consider other tourism opportunities, however they were not attended due to time and cost factors.
- Sharing and gaining learning from our **global connections** was consistent throughout 2022:
 - We hosted a learning exchange with members of the Respitality Global Network which we founded in 2021. This was attended by organisations from Wales, England and Canada.
 - Launch of Simcoe
 - We held meetings with two Canadian organisations who were keen to learn about our model and what systems/processes we have in place. We are delighted that [Empower Simcoe](#) has now launched its own Respitality programme.
 - We took part in a consultation session with a company hired by a local authority in Wales to help them understand our model and how they could apply this.
 - We attended and participated in one meeting with All Wales Forum who are exploring how to best pilot a Respitality model in their region.
 - We began discussions with Edinburgh Napier University who want to carry out a study on the Respitality model in Scotland and evaluate what works well, as well as provide opportunities for learning.

*“It was really good to sit and relax somewhere and have a nice coffee, something to eat in pleasant surroundings. **It took it away from the atmosphere of home and speaking and joking with other people rather than what goes on in our lives.**”*

The sandwiches and cakes were lovely. It was nice stuff. We have said that we would go again.”

Daniel and his partner from, Dundee both care for their child who experiences poor mental health and has Autism and Pathological Demand Avoidance (PDA).

Their child can at times displays challenging and destructive behaviours which are difficult for Daniel and his partner to cope with.

Daniel and his partner enjoyed an afternoon tea at the Pinecone Café.



Rebecca is from Falkirk and cares for their child with autism alongside their partner and young carer sibling. Rebecca had accessed Respite breaks in the past and was looking for an overnight break for the whole family to attend. Rebecca and the family were recently ill with COVID, and were grateful to have the opportunity to go a break and decompress after a very stressful time.



Rebecca had a lovely, relaxing break at Howe of Torbeg in Ballater and described their experience as very special and **‘magical’**. They enjoyed **staying somewhere different** and are now looking forward to **exploring more alternative breaks**. Rebecca cannot work due to their caring role and explained how **it can be a struggle to explore any breaks due to their financial constraints**. By having the opportunity to have a break facilitated by Respite, **Rebecca was able to make new memories with their family**. Rebecca felt a **big improvement in their mental health** after having such a peaceful, relaxing break. They explained that they had a **more refreshed outlook** on their return from their break.

YEAR 8 PLANS



As Respitality in Scotland continues to grow, we are planning to concentrate on the following areas of work to help it expand in both quality and scale:

- **Recruit a minimum of two new local authority areas** onto the project as Respitality delivery partners which will increase carer break options in Scotland.
- Provide **regular communication, support, networking/training opportunities and practical assistance to Respitality delivery partners**
- Engage further and maintain relationships with break donors to **lower the percentage of unallocated breaks and increase the number of breaks donated.**
- Explore how we can **re-build the Respitality administrative breaks portal** on the website to increase the user experience, create more data and therefore reduce manual data collection for our delivery partners.
- Ongoing work with our Ambassadors individually and collectively to highlight **event engagement and promotional opportunities within the tourism industry.**
- Work closely with **Edinburgh Napier University on their Respitality study**, celebrating and showcasing the model, as well as taking any learning to further develop the Respitality model in Scotland.
- Continue to work closely the **Respitality Global Network individually and collectively** to share our learning and influence the development of this concept in other parts of the world.
- Ongoing communications with our stakeholders through a **quarterly online newsletter and regular social media content** to promote our work and encourage support.
- **Telling the Respitality story strongly and consistently** through various media outlets by working closely with our Communications team to explore opportunities and accessible systems.
- Building relationships with individuals and organisations in the tourism sector that can help us **strengthen our position as a reputable social tourism initiative**, including working with VisitScotland on their ScotSpirit legacy programme.
- **Continue work with Scottish Government to identify potential support** from Executive and non-executive departments, as well as MSPs within the tourism and inclusion sectors.

*"My two nights in town had a huge impact on me. This was my first social event in two years and friends joined me for dinner at the hotel - it was so good to relax and be social. The change of view looking out at the Knab and having super cooked breakfasts **not having to do anything, worry about anything, was amazing and showed me that it is still possible to feel like the 'old me' given a chance.***

***The whole of the following week I was much more productive and found myself singing!** If I had not experienced the massive positive effect this had on my own mental health and sense of wellbeing I would not have understood just how important initiatives like this are."*

- Carer who enjoyed a weekend stay in Brudolff's Lerwick Hotel



"Brudolff Hotels continue to be involved as we recognise being a carer is such a difficult job and they deserve to have a bit of care for themselves. If we can contribute to that in any small way we are happy to help.

*In addition, it's local, for Shetland People, so **we are keen to look after our own.**"*

Marjorie Barrie, Regional Manager of
Brudolff Hotels



2022 has seen the Respitality model in Scotland going from strength to strength. Despite the limited capacity of delivery partners and donors in the tourism sector facing various challenges that affect their financial positions, the number of carers taking a Respitality break are almost at 2019 levels and we received many testimonials from both carers and donors highlighting what a positive experience it has been for them. We are in a prime position in 2023 to further share the Respitality story in various formats, which we hope will have a positive ripple effect amongst all the sectors we engage with resulting in growing numbers of carers enjoying Respitality breaks.

We are also delighted that 2022 saw the highest value of donated breaks since Respitality was officially launched in 2015. However, we also need to consider the projected climate in 2023 we are facing around cost of living, which will affect both the carers accessing breaks and donors offering breaks (we have already begun to see the impact of this towards the end of 2022).

As our delivery partner network continues to grow, one of our main objectives in 2023 is to ensure systems and processes are as straightforward and effective as possible, by exploring the possibility to develop our current Dynamics programme by utilising its CRM functionalities, as well as re-build our breaks portal.

Thanks to increasing capacity of both Shared Care Scotland and our local delivery partners, we are confident in our abilities to 'pick up the pace' in supporting our delivery partners to best utilise Respitality as a short breaks option, as well as continue to raise the profile of Respitality and the need for short breaks for unpaid carers in Scotland.

