



Recruiting Shared Lives carers from minoritised ethnic, cultural and religious communities

A good practice guide

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Introduction

Shared Lives is a leading innovation in social care, where people who need care and support are matched with an approved Shared Lives carer, based on shared interests and values. People can live with their Shared Lives carer or regularly visit during the day and/or overnight. It offers people who need care and support with an alternative to building based services such as supported living and residential care homes.

A host of national organisations, including the Local Government Association (LGA), Association of Directors of Adult Social Services (ADASS), NHS Confederation and the Department of Health and Social Care (DHSC) are committed to supporting the growth of Shared Lives. In October, the respected think tank, The King's Fund¹, described Shared Lives as a leading example of good practice which could be a key solution to many of the problems facing social care:

'For some, the way social care services are commissioned and provided needs to change more fundamentally. Typically, this involves a move away from institutionalised, professionalised care towards much broader forms of support, exemplified by services such as the Shared Lives scheme and other strength or asset-based approaches.'

However, one of the key challenges in growing Shared Lives is recruiting Shared Lives carers. The latest analysis in Shared Lives Plus' annual State of the Sector report shows a 3% growth in the number of Shared Lives carers in England which is promising. However, we estimate that only between 5-7% of

Shared Lives carers are from minoritised ethnic communities (18% of the UK population is non-white). Therefore, the current cohort of carers does not represent the diversity of minoritised ethnic, cultural and religious communities in England, thereby limiting the scope for support for people from these communities.

Where people can be supported by carers that match their minoritised ethnic, cultural and religious communities there is the potential for more personalised and culturally appropriate care. Sharing cultural norms, practices and beliefs can help enhance comfort, familiarity and trust in these relationships. Finally, at a time when there are growing tensions in communities and rising problems of hate crime, we need to redouble our efforts to ensure that Shared Lives is representative of the communities it serves.

We know of a number of Shared Lives schemes that have developed or adopted impactful approaches in this area and Shared Lives Plus were therefore delighted to be funded by the Hallmark Foundation to undertake some timely research on this topic, and to produce this good practice guide in recruiting carers from minoritised ethnic, cultural and

religious communities. This project is also incorporated within the Live More programme - a model of early action Shared Lives day support for people living with dementia and their families. It therefore sought to specifically explore good practice in recruiting carers from minoritised backgrounds to support people living with dementia.

We hope this guide will offer practical advice and support to Shared Lives schemes, and it helps develop and embed good practice approaches to recruitment - building a more diverse Shared Lives carer workforce and broadening the Shared Lives offer within local communities. Over the course of this research, we were particularly struck by the important role of family, community and religion in the lives of people from many minoritised communities, and how these inspire and motivate them to seek out care and support roles.

1 The Kings Fund (2025): Fixing social care: the six key problems and how to tackle them.

"If Shared Lives is to be part of every community, our carers need to reflect the diversity of local communities. There is more to do to ensure that Shared Lives carers come from a wide range of backgrounds, including minoritised ethnic, cultural and religious communities. What is pleasing, is that there is much good work going on to address this challenge. This guide brings together many of these examples of good practice, and we would like to take the opportunity to thank all those who contributed. Keep up the amazing work, and for those who want to make further progress, please do use this guide!"

Ewan King, Chief Executive Officer, Shared Lives Plus

"This guide is vital to the future growth and success of Shared Lives. Recruiting more Shared Lives carers from communities currently underrepresented will enhance people's experiences and lives. We are grateful to the Shared Lives Plus team for all the work involved in producing the guide and look forward to seeing its impact. The continued expansion of Shared Lives will give a wider range of adults, particularly older people, the support they want and need for better lives."

Stephen Burke, Chief Executive Officer, Hallmark Foundation

About the guide

This guide has been informed by a range of research and engagement activities which aimed to expand the evidence base on what works in recruiting Shared Lives carers from minoritised ethnic, cultural and religious backgrounds.

This included:

- A rapid review of the wider published literature on recruiting foster carers from minoritised ethnic, cultural and religious communities and good practice in personalisation in these communities.
- Best practice research with seven Shared Lives schemes that have demonstrated success in recruiting carers from minoritised ethnic, cultural and religious communities: [Ategi \(Various locations\)](#), [Bury \(Persona\)](#); [Birmingham](#); [Dudley \(Camphill Village Trust\)](#); [Oxfordshire](#); [Rochdale and Trafford](#) ([PossAbilities](#)); and [London Borough of Tower Hamlets](#).
- A survey of 17 Shared Lives carers from across the seven schemes, the majority of whom were from minoritised ethnic, cultural and religious communities.
- Feedback from the Live More programme's lived experience group on language and messaging for promotional flyers.



This guide is designed to translate these research findings into meaningful and practical strategies for improving recruitment of Shared Lives carers from minoritised ethnic, cultural and religious communities.

Chapter one highlights the key recruitment tactics and channels that have been instrumental in engaging with minoritised communities.

Chapter two outlines the key messaging that resonates with minoritised communities, based on their values and motivations for becoming Shared Lives carers.

Chapter three highlights some of the key good practice guidelines with respect to designing tailored marketing materials.

Chapter four stresses the importance of scheme infrastructure and support, in particular the role of skilled staff and dedicated resources in targeted recruitment.

Chapter five highlights findings specific to recruiting Shared Lives carers to support people with dementia.

Finally, in the **resources** section we have included some key performance indicators that will help measure the success of recruitment approaches, illustrative marketing materials, and examples of good practice from schemes that contributed to this approach.



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Finally, we would like to share some fundamental good practice principles that should underpin the recruitment of all Shared Lives carers:

- **Our aim** is to attract carers who adequately represent and share the person-centred values at the core of Shared Lives
- **Our key messages** will be consistent throughout all comms activities
- **Our messaging and content** will relate to the target audience
- **Our channels** will aim to reach the correct audience
- **Our process** will aim to be engaging and informative throughout
- **Our approach** will build in action planning to mitigate barriers and risk
- **Our metrics and data** will be aligned and used to track success
- **Our decisions** will be based on data, success and feedback



1. Recruitment tactics and channels

1.1 Community based outreach

Scheme managers stressed the importance of recruitment through continuous, dedicated outreach and grassroots engagement.

Recruiting carers from minoritised ethnic, cultural and religious backgrounds requires schemes to dedicate time 'on the ground' in the spaces, places and institutions where communities congregate. It means identifying and making links with local community organisations, centres, forums and religious groups that are deeply rooted in communities.

Attending local events organised by these groups and organisations provides an excellent opportunity to raise awareness about becoming

a Shared Lives carer either formally through a presentation or setting up a stall, or more informally through drop-ins and coffee mornings.

Community based outreach is as much about building relationships as it is about recruiting carers. Raising awareness about Shared Lives takes time and requires consistent presence in the community, being responsive to their needs and connecting them with other services if required. This builds visibility which in turn builds familiarity and trust within communities.

1.2 The role of religion and community leaders

“Who delivers the message is as important as the message itself.”

Scheme lead

Religious and community leaders play an important role in many tight-knit minoritised ethnic, cultural and religious communities. Collaborating with these ‘trusted gatekeepers’ or ‘community connectors’ is considered crucial by Shared Lives schemes to the success of any outreach work.

Local leaders are trusted by communities and are therefore a ‘way in’ to raise awareness about the Shared Lives carer role. They can act as champions, informal ambassadors and their endorsement helps build Shared Lives’ credibility in the community.

“People are more likely to listen to people and leaders that have the same values and beliefs as them.”

Shared Lives carer

These local leaders also play an important role in helping schemes understand any misconceptions, concerns or barriers to becoming Shared Lives carers faced by local communities, and to work with them to try and address these where possible. Drawing on the experience of schemes that have successfully built meaningful relationships with a specific minoritised community is regarded as valuable in making these connections.

Schemes particularly stressed the important role that faith and religion plays in the lives of the minoritised communities they work with – working closely with religious leaders and engaging with communities at synagogues, churches and mosques was widely reported.

1.3 Shared Lives carers as advocates

Active and engaged Shared Lives carers are instrumental to successful recruitment from minoritised ethnic, cultural and religious communities. Their 'lived experience' means they are best placed to share their stories to help communities understand the role and address any barriers to participation, at recruitment and community events.

Shared Lives schemes reported that recruitment through 'word of mouth' is particularly effective in tight knit minoritised communities, where 'people trust people'. It creates a ripple or snowball effect, with the recruitment of one carer often leading to interest in the role from others in the community.

For carers to act as advocates for Shared Lives, they need to feel valued and respected. Investing time in supporting them through regular check-ins, informal get togethers, cultural and religious celebrations (Eid, Diwali, Christmas etc) fosters a sense of community and helps build goodwill. Refer-a-friend schemes, where carers are financially incentivised, can also work well to increase engagement.

Many foster carers transition over to become Shared Lives carers to continue supporting people and therefore also play an important role in raising awareness about the Shared Lives carer role within the foster carer community.

Almost all Shared Lives carers surveyed identified existing Shared Lives carers as being best placed to encourage people from their ethnic, cultural or religious community to take on the Shared Lives carer role.

"There's no better testimony than from someone doing it and loving it."

Shared Lives carer

1.4 Targeted and tailored recruitment

Some schemes have had success using a data-driven approach to develop marketing and recruitment strategies that are tailored to the needs of minoritised ethnic, cultural and religious communities.

Mapping and analysing local demographic data using segmentation tools such as ACORN, can build a detailed profile of the local area. It can help identify which minoritised ethnic, cultural and religious communities are under-represented amongst Shared Lives carers. It can map the neighbourhoods and places where people congregate and the local organisations that serve them. Building a profile of local communities can also include understanding people's values, motivations and cultures to develop targeted marketing material.



1.5 Local print and media channels

Approximately half of the carers surveyed identified adverts and articles in local media as one of the top three most effective recruitment channels.

All schemes stressed the importance of advertising Shared Lives – this includes ensuring marketing material such as leaflets and banners are visible in local community spaces – for example, local shops, markets, places of worship and community centres.

Targeted advertising and awareness campaigns in local community

magazines, newspapers, radio stations and on community organisation websites can also help build visibility. Schemes stressed that building awareness of and familiarity with Shared Lives takes time and people need repeated exposure through advertisement across various channels.

1.6 Other tactics and channels

Many schemes also reported working closely with teams across their local councils, for example fostering, transition and learning disability teams to build awareness. Independent and / or commissioned schemes find it particularly helpful to draw on the local council's established

links with local community organisations and leaders. Some schemes mentioned using social media – Facebook in particular – but many commented that social media has not been very successful in reaching these communities.

2. Messaging and motivations

2.1 Family, religious and community values

Ten carers surveyed stated that “an opportunity to give back or support a family from their community” would encourage people from their community to become carers.

A clear message across the research was that many minoritised ethnic, cultural and religious communities have a strong sense of community and therefore highly value opportunities to ‘give back’, through charity, care and support. This often ties into religious values as well as strong family ethics amongst many of these communities. Interestingly this is also echoed as one of the potential barriers to people becoming Shared Lives carers – a lack of time and capacity as they are already informally caring for friends and family.

In practice this means that schemes develop tailored messaging that emphasises the Shared Lives carer role as another way to care for and help people who need support in their communities. e.g., ‘support that feels like family’ and ‘support people in your community’. One scheme also reported using messaging relating to faith that had yielded positive results: ‘Could you share your home and your faith?’

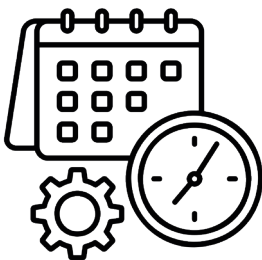


2.2 Shared Lives as flexible and part time

Thirteen carers stated that “a flexible role that fits around other commitments” would encourage people from their community to become carers.

Schemes and carers stressed that messaging about the Shared Lives carer role should highlight the flexible nature of the role. In particular messaging should illustrate how the role can easily be integrated into daily routines and family, religious and community commitments, adding value to people’s lives rather than impeding them. Existing Shared Lives carers are often best placed to bring to life how the role works for them and their family.

Similarly, messaging should also highlight that the role can be part-time, for example through offering day support. Schemes recognised that often people would like to provide support but may not have the additional room needed for live in support (often identified as a barrier to recruitment) or may want to start small with day support before they commit to short breaks or live in arrangements. Messaging could therefore include a reference to ‘no spare room needed’ to make the role more accessible to a wider cohort of carers.



2.3 Culturally specific messaging

More than half the carers surveyed responded that “knowing there is a specific need for carers from my ethnic, cultural or religious community” would encourage people from their community to become carers.

Schemes reported that they often aim to recruit carers from specific communities, for example, where within community matching is identified as a priority by people referred for support, or when trying to ensure the cohort of carers is more representative of local communities. Some schemes have found it useful to adopt recruitment messaging that is direct and specific. Clearly articulating the need for carers from a specific minoritised ethnic, cultural and religious community can reinforce the message that carers from these communities are valued and needed. It can also spread awareness about people from these communities who need support. For example, messaging such as ‘we are looking

for Muslim carers to support a young Muslim man’ has proven successful for one scheme.

Feedback from the carers surveyed also indicated that supporting a person from the same minoritised ethnic, cultural and religious community as them works well for a number of reasons: similar values and beliefs, observing the same traditions and festivals, better communication, and being able to provide culturally sensitive care.

“We have more in common, and the same shared values.”

Shared Lives carer

2.4 Opportunity for generating income

Eight carers stated that “earning some income while caring from home” would encourage people from their community to become carers.

Including information about the opportunity to earn income when developing messaging for the recruitment of carers is also important. This is particularly important when aiming to reach homemakers who may be looking to earn some income whilst being able to meet their family commitments.

A number of schemes have adopted this approach, often emphasising that people can earn an income while doing something fulfilling. This resonates with many communities’ commitment to giving back whilst also reassuring them that the carer role is in fact a paid opportunity.



3. Marketing materials

3.1 Clear information about Shared Lives

Thirteen carers surveyed said the most effective content on Shared Lives advertisements was “clear information about the safety, structure and benefits of Shared Lives.”

One of the key barriers to recruitment, across all communities, tends to be a lack of awareness of Shared Lives compared to other more traditional building-based services. Providing clear information about the safety, structure and benefits of Shared Lives is also important from the perspective of Shared Lives carers. This can include information on the matching process, the skills needed, the fees and benefits, the safety of the arrangements and the support and oversight from Shared Lives schemes.

Clear information about the role can provide people with the impetus to take the next step, to enquire about applying. Understanding the role can also help people determine whether it is practical and viable for them. Additionally, an emphasis on support and training from schemes can build people's confidence and reassure them that the Shared Lives carer role is in fact appropriate for them.



3.2 Case studies and testimonials

Twelve carers surveyed said the most effective content on Shared Lives advertisements was “stories or examples from people in my community who do this role.”

Schemes that have successfully recruited carers from diverse minoritised ethnic, cultural and religious backgrounds often use case studies of carers from within these communities. These real-life stories help potential carers relate to the role and understand how it can fit around their lives as well as provide insight into the application, approval and matching process. When people see or hear from someone with a similar background or lifestyle, they are more likely to identify with the role and feel confident that it can fit alongside their own family, cultural or religious commitments.

These case studies are also an important way to illustrate the benefits and positive impact of being a Shared Lives carer. One scheme referred to these as ‘stories of change’, which highlight the relationship between the carer and the person they support and how the lives of both have changed, identifying improved outcomes to health and wellbeing where applicable. Sharing these stories — whether in print (with quotes and images) or through videos — is a powerful way to connect with and inspire communities.

3.3 Inclusive and culturally sensitive visuals

Seven carers surveyed said the most effective content on Shared Lives advertisements was “using images and language that reflect my community.”

Schemes highlighted that they use a diverse set of images in their marketing materials in order to accurately reflect the population of the local area. This ensures that the materials resonate with and appeal to people from a range of minoritised ethnic, cultural and religious backgrounds. As with case studies, seeing people from their own community helps individuals picture themselves in the role.

Schemes also stressed the importance of avoiding stereotypes and accurate and culturally sensitive representation in marketing materials. For example, one scheme recruiting from the

Orthodox Jewish community respected the community's preference to avoid photographs in materials. Instead, they used symbolic imagery — such as trees representing growth and connection within Shared Lives — which proved to be a successful approach.



3.4 Language accessibility

Six carers surveyed said the most effective content on Shared Lives advertisements was “information in my community’s language.”

Although Shared Lives carers speak English, it is important to recognise that it may not be their first language. Several carers highlighted that providing materials in their community’s language was an effective and appreciated way to promote the role.

Some schemes have worked with translators to produce materials in multiple languages. While this can require additional funding and design work, it is essential for inclusive engagement. This could involve creating materials in the most common languages used in your area or producing double-sided

leaflets with English on one side and another language on the reverse. This approach not only supports accessibility but also demonstrates Shared Lives’ commitment to inclusion and respect for diversity.



4. Scheme infrastructure and support

4.1 Dedicated resources and staff capacity

One of the key challenges experienced by Shared Lives schemes in recruiting carers (from all backgrounds) has been a lack of resources and staff capacity. One scheme described recruitment as historically having been very 'reactive' with staff capacity stretched across various tasks and responsibilities. In recent years there have been examples of one off government investments which have allowed schemes to pause, reflect, and plan more strategically.

The increase in staff capacity that followed these types of investments will mean more time devoted to community outreach, building relationships with local leaders and minoritised ethnic, cultural and

religious communities - thereby raising awareness and driving both recruitment of carers and referrals for support.

Dedicated resources have also allowed schemes to develop more targeted marketing materials, with inclusive visuals, nuanced messaging and in different languages, which resonate more with minoritised ethnic, cultural and religious communities.

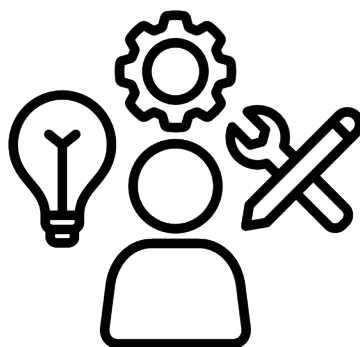


4.2 Experienced and skilled staff

Schemes stressed that the skills, experience and commitment of scheme staff have been instrumental to successful recruitment of carers from minoritised ethnic, cultural and religious backgrounds. This includes having team members with a background in community work who can drive outreach and engagement through their links with local communities. It also includes having marketing and communications expertise within the team – a specialist skill set that is also key to successful recruitment.

Most importantly, schemes highlighted the importance of interpersonal and communication skills – staff need to be flexible and intuitive, tailoring their language and description of the Shared Lives carer role to people's circumstances, values

and beliefs. There is also an emphasis on cultural competence and humility – approaching minoritised ethnic, cultural and religious communities with openness and respect, using appropriate language, and awareness and responsiveness to cultural and religious norms, holidays and festivals. Again, this is about building relationships and trust and thereby increasing awareness of Shared Lives within communities.



4.3 Scheme staff representative of local communities

Many schemes highlighted the importance of having members of staff that are representative of local communities. Being able to connect with people in their own language is considered particularly important. This is helpful on the ground when engaging with people, explaining Shared Lives, addressing concerns and questions, as well as responding to enquiries over the phone. Staff that are representative of local

communities also understand their cultures, norms and practices – this helps ensure that recruitment events, marketing material and messaging are appropriately timed and respectful. Finally, schemes stressed that staff that are representative of local communities are better equipped to build trust within communities and assign greater credibility the Shared Lives carer role.



5. Recruiting carers to support people with dementia

Thirteen out of seventeen carers surveyed said they would consider supporting someone with dementia.

As mentioned earlier, this research is nested within the Live More project – a model of early action Shared Lives day support for people living with dementia and their families. The research therefore aimed to draw out learning on how to recruit Shared Lives carers, particularly those from minoritised communities, to support people with dementia.

5.1 Providing training and support

Interestingly most Shared Lives carers surveyed reported that they would consider supporting people with early-stage dementia. Respondents were also asked about what type of support they would need to consider supporting someone with early-stage dementia. The feedback indicated a desire for training and information, to better understand dementia, the kind of symptoms and behaviours

associated with it, people's care and support needs and the skills needed to meet these needs. Additionally, some people also expressed the desire for external help and support - 'someone at the end of a phone, if needed'. With respect to recruitment messaging, it is key to communicate that carers will receive the training and support needed to care for people with dementia.

5.2 Focus on day support or respite

Very few schemes reported that they currently support people with dementia. One of the key challenges identified by schemes, with respect to referrals, is that many communities feel they should be providing long term care and support for family members with dementia themselves. From the point of view of prospective carers, intergenerational living arrangements can be quite common amongst some minoritised communities, and this may create a barrier to providing support

due to a lack of space. Additionally, Shared Lives carers are often worried about the progression of dementia which may make it difficult for them to cope and / or make the adaptations needed in their homes. For these reasons, schemes suggested that recruiting carers for the provision of day support or respite is likely to be more effective than for long term live in support, both from the perspective of carers and families looking for support.

5.3 Tailored communication

With respect to messaging, some schemes highlighted the need for tailored communications – being specific that a carer(s) is needed to support someone with dementia, identifying their care and support needs, so that potential carers are clear about ‘what the ask is.’ Finally, other schemes mentioned that caring for older people is highly regarded in many minoritised communities

and messaging should focus on community values.

Feedback from the Live More programme’s lived experience group also indicated a need for more tailored communication, highlighting the importance of shared interests and support that will help people living with dementia participate in the activities and hobbies they enjoy.

6. Resources

6.1 Key performance indicators

We have identified some key performance indicators which can help local schemes measure the impact of the good practice we have outlined in this guide. Being able to track recruitment activity and results produced, through different approaches, messaging and channels is important to identify what is working well and with which communities. Reviewing this information regularly will help refine and further tailor recruitment strategies.

- **Understanding your local area** – Have you analysed the demographics of your local area to map the different local minoritised ethnic, cultural and religious communities? Which geographical areas / neighbourhoods are they in? What are the local spaces where they meet, shop and congregate?
- **Community networks and contacts** – How many local community organisations and leaders have you engaged with? Are they representative of local minoritised ethnic, cultural and religious communities? Where are the gaps? How have they been engaged? How many carers have been recruited through these networks?
- **Involvement of Shared Lives carers** – How many carers have been involved in recruitment? Are they representative of local minoritised ethnic, cultural and religious communities? How have they been involved? How many enquiries and/or applications have been received following carer involvement events? How many enquiries and/or applications have been received through any refer a friend schemes?

- **Targeted marketing material** – What types of messaging has been used to target different local minoritised ethnic, cultural and religious communities? Are your images and videos inclusive and are your case studies of carers representative of local minoritised ethnic, cultural and religious communities? What has been the response to these materials? What audiences have been reached and have these translated into enquiries and applications?
- **Local print and media channels** – Are you able to track enquiries against specific print and media channels? What has been the response and how does this differ across different local minoritised ethnic, cultural and religious communities? Where in particular have enquires translated into applications?
- **Staff capacity and skills** – Is your team able to dedicate time to community-based outreach and relationship building? Do you have the right combination of skills and experience across the team? What's missing?



6.2 Recruitment materials

Drawing on the good practice identified, we have created relevant messaging for three audiences:

- **Faith specific messaging** – Recruiting carers from the Muslim community.
- **‘Giving back to the community’ messaging** – Recruiting carers from various minoritised ethnic, cultural and religious communities, highlighting flexibility of the role.
- **Supporting people living with dementia** – Recruiting carers from various minoritised ethnic, cultural and religious communities to provide day support, highlighting training and support provided and the importance of shared interests.

Examples of relevant imagery:



Faith specific



‘Giving back to the community’



Supporting people living with dementia

Recruiting carers from the Muslim community

Your values can change someone's life and your culture and language matter! With Shared Lives you can offer support that feels like family, from the comfort of your own home.

We are looking for people from the Muslim community to become Shared Lives carers to care for adults with a learning disability or other care need from the Muslim community. We need carers who reflect the people we support!

With Shared Lives, you can support people to live with dignity and belonging, right from your home. This can be during the day, in the evenings and weekends, or on a long-term basis.

No spare room? No problem. Day only support is a great way to give back to your community for a few hours a week with no spare room required.

You will receive full training and support and can earn a weekly fee while making a lasting impact in someone's life.

Get in touch today to find out more.

Shared Lives is a unique opportunity to offer care and connection by sharing your home and your life.

'Giving back to the community'

"It's the most incredibly rewarding role out there. You change people's lives and sometimes you even save them. There's nothing that beats that."

You already have the heart to care, what if you could do that flexibly and from your own home?

You already care for your community, all you need is a spare room and Shared Lives can help you care for someone flexibly and around your current commitments, with guidance every step of the way. Guided by compassion, supported by your community and ours.

With Shared Lives, you can offer care in your own language, culture, and way of life to adults with a disability or care need. This can be during the day, in the evenings and weekends, or on a long-term basis.

No spare room? No problem. Day only support is a great way give back around current commitments, with no spare room required.

You will receive full training and support and can earn a weekly fee while making a lasting impact in someone's life.

Interested in finding out more? Contact us today for more information

Shared Lives is a unique opportunity to offer care and connection by sharing your home and your life.

Supporting people with early-stage dementia

Could you support someone from your community who is living with dementia to stay active, connected and well? Maybe you're looking for a flexible way to give back, that works around your home life?

We're looking for carers who can support people living with dementia to do the things that matter to them, either out and about or from your home. Whether it's walking in the park, watching sports, fixing things, dancing, or simply chatting over a cup of tea - it's just a few hours a week, and gives people's loved ones an opportunity to recharge their batteries.

Worried you may not have the skills or experience? There is training and guidance available and hands-on support from us whenever you need it. You will be matched based on shared interests, hobbies and values, helping to build a meaningful connection through companionship and trust.

No spare room needed, day support is a great way to give back to your community for a few hours a week around your current commitments. You'll earn a weekly fee while making a lasting impact in a family's life.

Want to find out more? Contact us for further information.

Shared Lives is a unique opportunity to offer care and connection by sharing your home and your life.

6.3 Good practice examples

Ategi – with Slough Borough council

Ategi have designed two flyers that use different messaging. The first depicts an Asian woman and highlights the need for Muslim carers, whilst also recognising the important role religion plays in the lives of these communities.



The second depicts an Asian family and highlights the flexibility of the role. They also include a QR code linking directly to the application page, making it easier for people to apply. Simplifying the process in this way helps to remove barriers and can lead to higher enquiry numbers.



Bury Shared Lives

Bury in Greater Manchester have successfully recruited a cohort of carers from the orthodox Jewish community, providing care and support to people from within the community.

As depicted in the first flyer, Bury included a case study of the experience of an existing Shared Lives carer from the community. Sensitive to the community's preferences, they didn't use any photographs and instead opted for symbolic images such as trees and candles.

The flyers also emphasise the importance of matching carers and people who need support based on their needs, beliefs and values. They also provide reassurance about the ongoing support the scheme with provide.

Try Something New - Give Something Back[®]
with **Bury Shared Lives**
*and get paid while you do it




"I was a therapist and I had a client who couldn't be at home any more. It was so hard for him because there was nobody who could take him in and he was extremely unhappy, it was horrible. This people he was placed with really didn't understand what he needed and it was a difficult situation. My wife said 'I think we need to look a bit'."

"I absolutely said a no; I said it would be such an immense and I'd never be able to do it. Then we agreed to take him in for one week and we realised it was do-able; he got along well with the children and we found that Shared Lives had a very good financial package for carers, so we could convert our house to make more room for him."

"We are every person to become a Shared Lives carer, it's very pleasant. We were spoken to about ourselves and our lives, our homes. They got to know us, it was quite therapeutic really." Alice, Bury Shared Lives carer in Prestwich.

There are people in our community now who need understanding care from you.
Please help them to live their best life and become a Shared Lives carer with us.

We are Bury Shared Lives and we are looking for carers in the Prestwich area.
to support people in your community with short stay or long term matches.

To find out more about Bury Shared Lives, visit <https://bshl.org.uk/burysharedlives>



Bury Shared Lives helps people lead the life they choose with care from people in their own community.
We carefully match each person with a carer who shares their needs, beliefs and values for short stays or for a long term match. Once people are happily matched, we check regularly that the match still works; it can be ended if it doesn't.

Carers are supported by our diverse team of staff who understand your concerns and can support you with any challenges. Our carers are self-employed.

Be Someone's Light in the Dark this Winter




Care for People in Prestwich with Bury Shared Lives

We are Bury Shared Lives and we are looking for carers in the Prestwich area.
to support people in your community with short stay or long term matches.

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Contact us

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Registered Charity Number
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