

# Carefree

An introduction  
2021 - 2022



**Carefree transforms vacant  
accommodation into vital breaks  
for unpaid carers.**

**Welcome to the Caring Economy**

# 9 million

9 million unpaid carers



# 46%

unpaid carers  
have had no break  
for 5 years

# 2 million

2 million full-time unpaid carers

# “

**Carers give their  
time freely and  
make a massive  
difference to the  
people they look  
after.**

Simon Tregonning  
Chairman, Classic Cottages



# The Challenge

In the UK, 80% of home care is unpaid. It is provided by a hidden workforce of 9 million remarkable individuals, 2 million of whom provide full-time care. Their contribution to the public sector is worth a staggering £132 billion each year, equivalent to the entire NHS budget, yet the tendency is to see them as somehow different from other frontline workers.

In truth, unpaid carers are an integral, vital and irreplaceable part of the system. They experience many of the same pressures as their salaried counterparts and their need for support is every bit as great. Without adequate help from the state, caring for someone takes its toll. The majority of carers develop health problems of their own. Many struggle to make ends meet. To make matters worse, most of them rarely take a break.

So what can be done about it?



# The Solution

The answer is alchemy.

Excess capacity is a fact of life for every hotel and holiday cottage owner, but empty rooms don't have to lose their value. Our ground-breaking model enables accommodation providers to turn surplus inventory into priceless short breaks. It's a simple transformation with a powerful impact.

**20 million**

potential 3-night  
breaks each year

**5 months**

low season vacancy  
for holiday cottages

**1 million**

unsold hotel rooms in  
the UK every week

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Carefree is a genius concept. Simple, effective and highly motivational. You should get involved if you possibly can.

Robin Sheppard - President at Bespoke Hotels



# The Impact

The impact of a break on a carer's wellbeing is tremendous, but it doesn't end there. By joining forces with the business and social care sectors we are not only demonstrating a new way to tackle complex social challenges, we are also building resilience in a system that is overstretched and under-resourced.

The changes that we make now will shape the social care landscape for years to come, and as all of us will either give or receive care at some point in our lifetime, those changes have a particular significance for us all.

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**Just what the doctor ordered and much better than any prescription they could ever give.**

**Susan - Carer**

**86%**

carers would not  
have had a break  
without our help

**96%**

community partners  
report increased  
access to breaks

**98%**

carers report  
improvement in  
wellbeing



# How it Works

Carefree provides the means by which these surplus assets can be shared. We build partnerships across the business and social sectors, employing easy-to-use, flexible technology to mobilise a network of support for those in need.

Community Partners are able to refer registered carers using our Referral Tool

Hospitality Partners are able to donate rooms through our Booking Platform

Unregistered Carers can apply directly using our Referral Tool

Once verified, Carers are issued with a Carefree ID and invited to choose a break on our Booking Platform

We provide multiple channels of customer support and online Member Spaces for all of our users



THE PLATFORM

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**This is not just about carers, it's about  
our whole society and our community  
all giving something back.**

**Ruth McLeod -  
Kernow Carers Service**

# Who's eligible?

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## To qualify for a break carers must be:

- Aged 21 or over
- Full-time unpaid carer (30+ hours per week)
- Able to arrange interim care
- Able to pay for extras (£25 admin fee, transport, food, travel insurance etc.)

The break is for the carer only. They are welcome to take a companion but not the person(s) they care for.

## What do we mean by unpaid care?

For us, that means anyone who looks after a family member, partner, friend or neighbour who can't cope alone for reasons including frailty, illness, disability, mental health problem or addiction, for 30+ hours per week, including night times.

Example of what this his could include:

- Mobility
- Shopping
- Cooking and housework
- Admin and financial matters
- Medication and prescriptions
- Assisting with personal care, i.e. hygiene, bathing
- Support with anxiety/emotional stress
- Available to talk any time of the day or night
- Available on the phone at any time to talk
- Available throughout the night to assist with anything
- Substance abuse support
- Sharing responsibility between other family members







# Join us!

Collectively, we have the power to shape the future of social care. With your help, we can get there faster.

If you're interested in joining our rapidly growing family, we'd love to hear from you.

If you'd like to register for a break as an unpaid carer, go to our website to sign up, or speak to your local carer support organisation.

[www.carefreespace.org](http://www.carefreespace.org)

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Go for it 100%. We couldn't be more grateful.

Claire - Carer

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