



| Carents<sup>®</sup>  
Trades Union Congress

# Session outline

1.

Introducing the  
parenting  
generation

2.

Identifying and  
understanding the  
parents around you

3.

Understanding the  
challenges for  
parents:

- Emotional
- Workplace
- Practical
- Cultural

4.

How Carents.co.uk  
can support you,  
your colleagues and  
your  
users/clients/custom  
ers

# Introducing the carenting generation

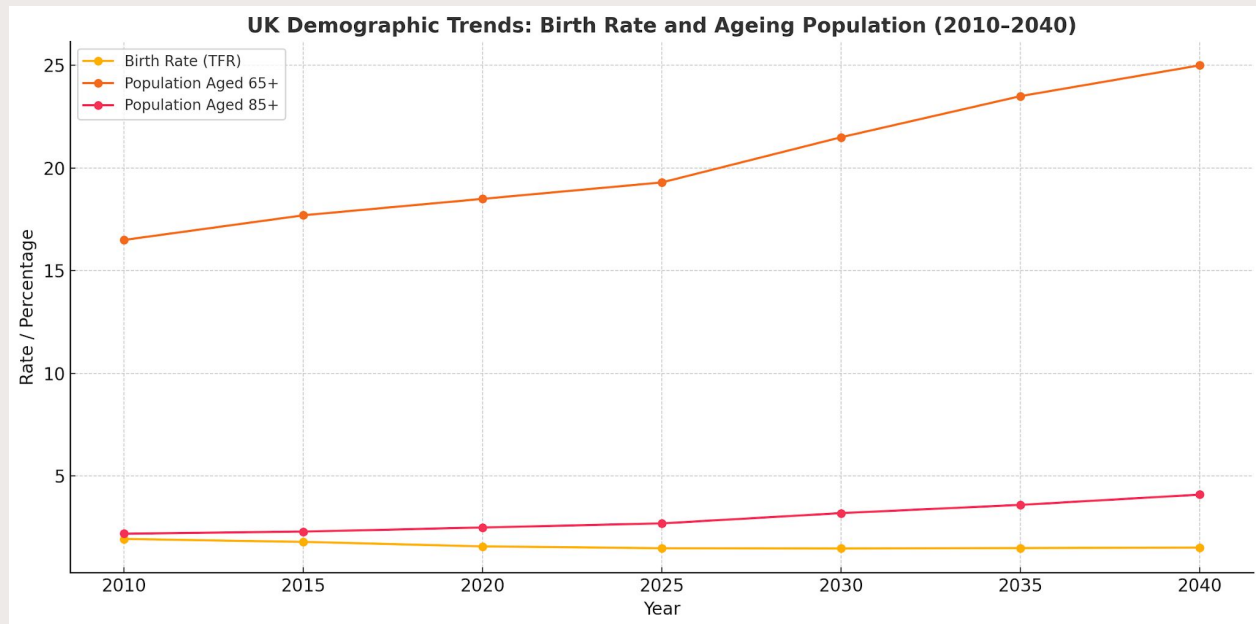
## Ageing

- More older people than ever before
- Older people are living longer than ever before
- Older people with health problems struggle to live independently
- Reliance on family to help them live independently at home

## Carents

- Adults who care for ageing parents, relatives, friends
- In the past adults aged 40-50 cared for relatives aged 60-70 years
- Nowadays carents are aged 40-70 caring for relatives aged 80-100

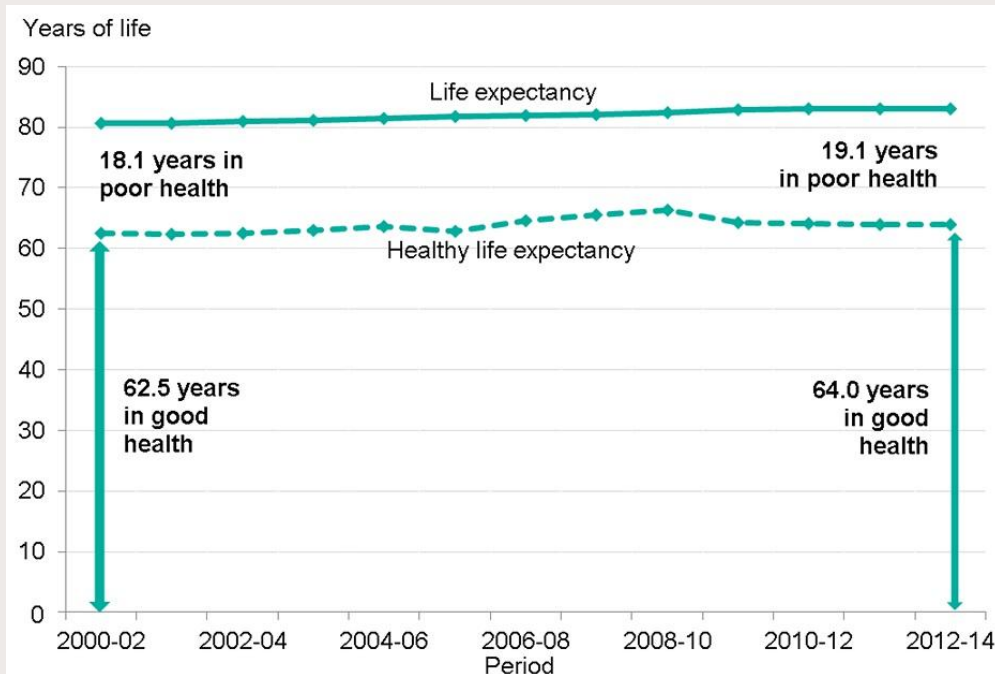
# Scale of ageing



- The number of people aged **85 and over** in the UK is **projected to almost double by 2047**
- Older age groups are growing faster than younger ones



# Health span vs life span



- **Over 85%** of individuals aged 85 and above in England live with multiple long-term health conditions (NIHR)
- Many people can now expect to spend nearly **20 years living with ill health, disability or complex care needs.**

# Who are the carents?

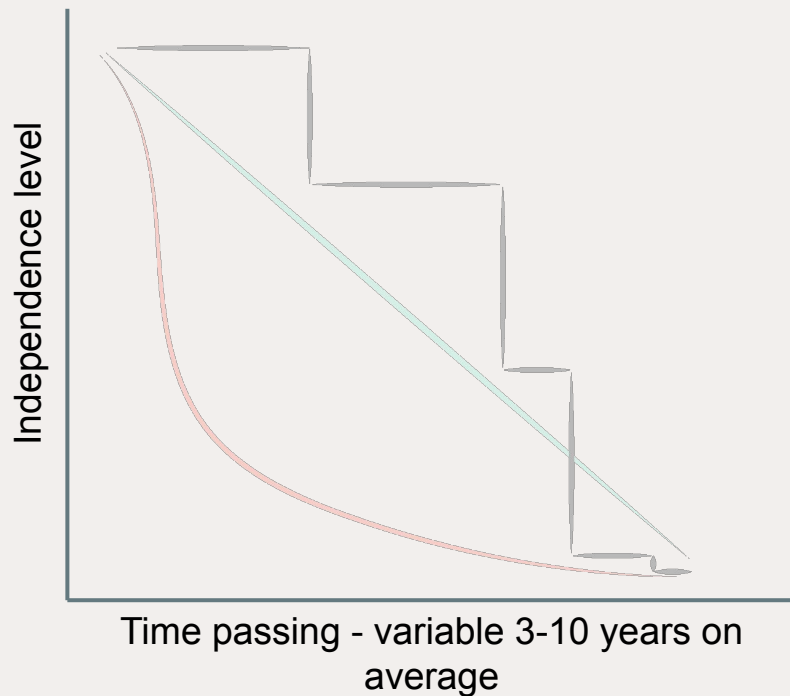
## Adults providing care to ageing parents, relatives, friends

- Est. 4 million across UK
- 57% of all unpaid carers
- 10% of all employees
- Gender differences - about 65% of unpaid care is provided by women
- Av. age 45-69 years
- Sandwich, distance, in-laws, shared homes, grandparents
- Family dynamics and cultural differences

“We have seen a **massive increase** in the number of people who have become **carers for elderly parents or relatives..**”

- *Sandwich Medical Practice*

# Carenting pathways



## Clinical Frailty

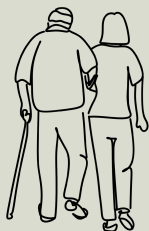
Managing well

Living with mild frailty

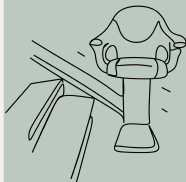
Living with moderate frailty

Living with severe frailty

# The Realities of Carenting



**Initial stage  
- Mild frailty**



**Progressive  
stage -  
Moderate frailty**



**Later stage  
- Severe  
frailty**

## **Help outside the home**

Finances - transport –  
medicines - shopping  
-walking outside alone-  
meal prep - housework

## **Help in the home**

All outside activities and  
housework/maintenance.  
Inside - problems with  
stairs - need help with  
bathing & some dressing

## **Help 24/7**

Completely dependent for  
personal care,  
Stable and not at  
high risk of dying

# Helen's story

I supported both parents for about 10 years. Gradually doing more and more for them. It started with helping with the garden and DIY, taking them out. Continuing to taking them shopping and to all appointments.

Insidiously the time spent with them grew more and more.

As dad got frailer, I took over banking, shopping, gardening, decorating, DIY. More time spent with them than in my own home.

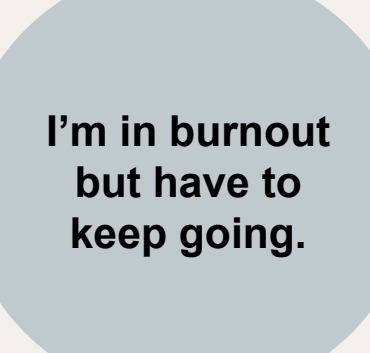
Dad died in 2020, and since then mum has steadily needed more and more support. I was trying to work and care but my stress levels, as well as going through the menopause were unsustainable so I took early retirement from the NHS in 2022.

Each year has seen more and more time spent caring until 7 months ago when I had to move in with mum to provide 24/7 care



**I am  
exhausted. I  
have no time  
to myself. I'm  
very isolated.**

**It's just all  
too stressful.  
There is little  
help or a  
minefield to  
navigate.**

[illegible]

**I'm in burnout  
but have to  
keep going.**

**Only those  
people who  
are or have  
been Carers  
will  
understand.**

# Carents®

# Challenges at work

Impact on work

71%

Impact on retirement

37%

Something has to give but I have to pay the bills so it's my mental wellbeing.

My biggest worry is financial - how do I plan for my own future?

I am worried I am going to lose my job and my husband.



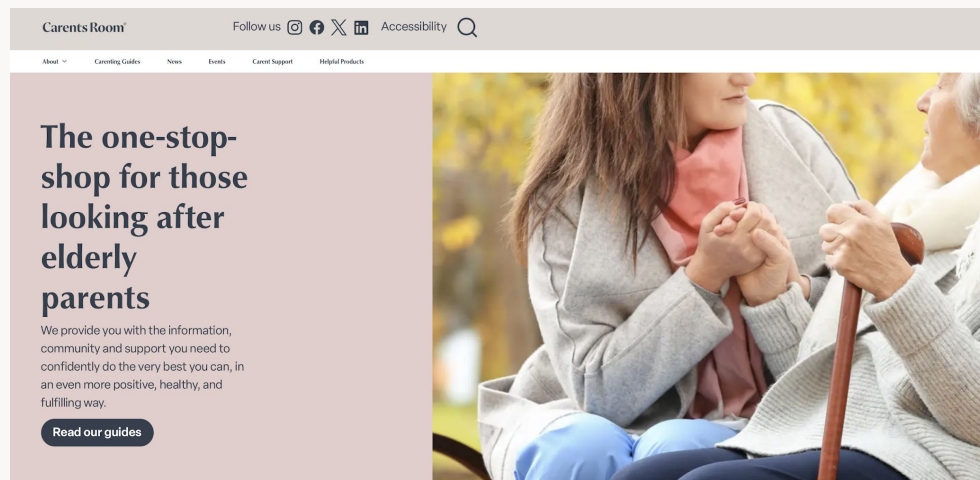
Scan via your phone

Carents.

# Carents.co.uk

A dedicated online platform - free 24/7 - giving carers the information, community and connections they need to keep themselves and their ageing parents safe and well

You are an **invaluable 4th emergency service**. Even for those of us at the start of the journey. You've really **helped my mental health** knowing **I'm not alone** and it's ok to feel however **I feel with no judgements** so I can come to terms with the situation and **I know you'll be there throughout my journey whenever I need you**. Thank you xxx



**Carents.co.uk**

A multimedia digital platform

- A website
- Private chat groups
- Email communications
- Webinars
- Downloadable e-books
- Social media channels
- Carents Community

- 50K+ users per month
- 85K+ community

**Carents.**

**Carents Room®**

Follow us



Accessibility



About ▾

Carenting Guides

News

Events

Carent Support

Helpful Products

## The one-stop-shop for looking after elderly parents

We provide you with the information, community and support you need to confidently do the very best you can, in an even more positive, healthy, and fulfilling way.

[Read our guides](#)





All the information you need in one place

## Practical Guides to care: **the bookcase**



Search



Planning Ahead



Healthcare



Dementia



Mobility



Care Services



Personal Care



Home Safety &  
Security



Money & Legal



Quality of Life

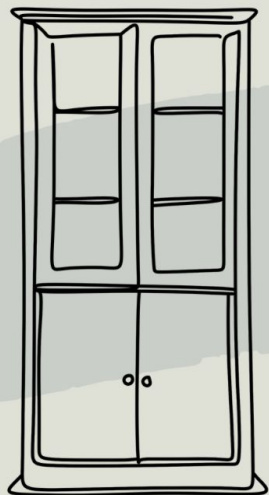


# Planning Ahead & Legal Matters

- Lasting Power of Attorney
- A survey suggests **78% of UK adults (including 77 % of those over 55) do *not* have a registered LPA** in place. (Westminster Law)
- Carer's Allowance
- Advance Decisions or Statement
- Message in a Bottle

|                                                                                     |                                            |   |
|-------------------------------------------------------------------------------------|--------------------------------------------|---|
|  | Care Services                              | ▼ |
|  | Personal Care                              | ▼ |
|  | Home Safety & Security                     | ▼ |
|  | Money & Legal                              | ^ |
|                                                                                     | Practical Banking Tips                     | ▼ |
|                                                                                     | Grants & Benefits                          | ▼ |
|                                                                                     | Legal Matters                              | ^ |
|                                                                                     | Free Legal Toolkit                         |   |
|                                                                                     | Lasting Powers of Attorney                 |   |
|                                                                                     | Advance Decisions and Statements           |   |
|                                                                                     | 2026 Legal Reset: Getting Affairs in Order |   |
|  | Quality of Life                            | ▼ |

|                                                                                     |                                 |   |
|-------------------------------------------------------------------------------------|---------------------------------|---|
|  | Planning Ahead                  | ^ |
|                                                                                     | DNAR/DNR Orders                 |   |
|                                                                                     | Message in a Bottle             |   |
|                                                                                     | Getting organised               |   |
|                                                                                     | Advance Decisions or Statements |   |
|                                                                                     | Loss of Capacity                |   |
|                                                                                     | Difficult Conversations         |   |
|                                                                                     | Emergency Grab Bags             |   |
|                                                                                     | NHS Proxy Access                |   |
|  | Healthcare                      | ▼ |
|  | Dementia                        | ▼ |
|  | Mobility                        | ▼ |

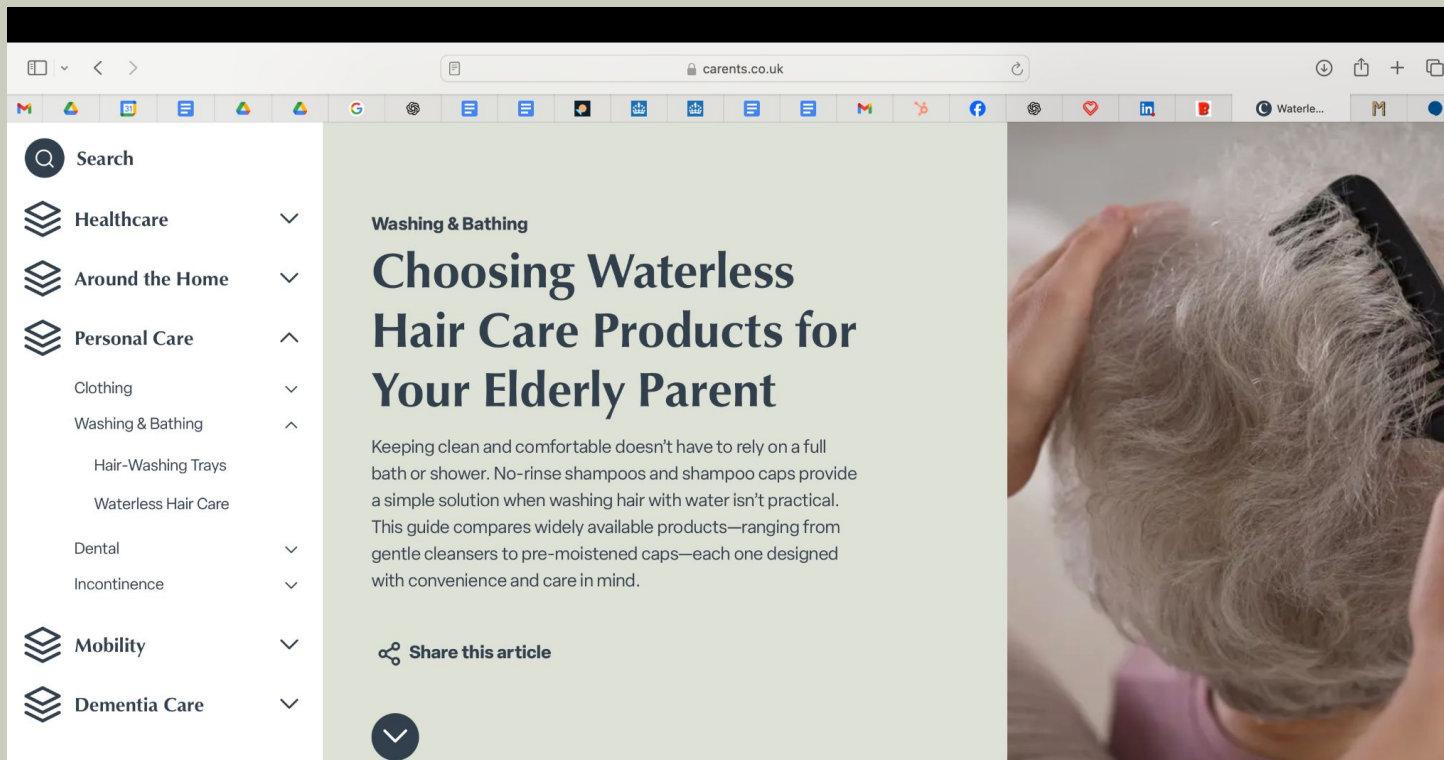


## Helpful products: the store cupboard

-  Healthcare 
-  Around the Home 
-  Personal Care 
-  Mobility 
-  Dementia Care 

# Helpful products: the store cupboard

Carents.



The screenshot shows a web browser displaying the Carents website. The browser's address bar shows 'carents.co.uk'. The website has a navigation menu on the left with categories: Search, Healthcare, Around the Home, Personal Care, Clothing, Washing & Bathing, Hair-Washing Trays, Waterless Hair Care, Dental, Incontinence, Mobility, and Dementia Care. The main content area features an article titled 'Choosing Waterless Hair Care Products for Your Elderly Parent' under the 'Washing & Bathing' category. The article text discusses the benefits of no-rinse shampoos and shampoo caps for elderly parents. A 'Share this article' button is visible below the text. On the right side of the article, there is a large image of an elderly person's head with white hair being styled with a black hairbrush.

Search

Healthcare

Around the Home

Personal Care

Clothing

Washing & Bathing

Hair-Washing Trays

Waterless Hair Care

Dental

Incontinence

Mobility

Dementia Care

Washing & Bathing

## Choosing Waterless Hair Care Products for Your Elderly Parent

Keeping clean and comfortable doesn't have to rely on a full bath or shower. No-rinse shampoos and shampoo caps provide a simple solution when washing hair with water isn't practical. This guide compares widely available products—ranging from gentle cleansers to pre-moistened caps—each one designed with convenience and care in mind.

Share this article



## Carent support: the arm chair

“The basic message here is that giving of yourself must be balanced with giving to yourself. Making yourself **strong, knowledgeable**, and in **good spirits** makes you a better provider for those in need.”

- *Christina Maslach, Burnout expert*

Caring is linked to physical , mental  
and financial vulnerability

- Emotional Support ▾
- Your Stories
- Support Groups
- Physical Health
- Financial support for you ▾
- Employee Support
- NHS support for you
- Local Council support for you
- Help a Carent
- How Long Will You Be Caring for Your Parent?

# Carent support: the arm chair

When Siblings Won't Help

Emotional Support

Your Stories

Support Groups

Physical Health

Financial support for you

Employee Support

NHS support for you

Local Council support for you

Help a Carer

How Long Will You Be

Armchair

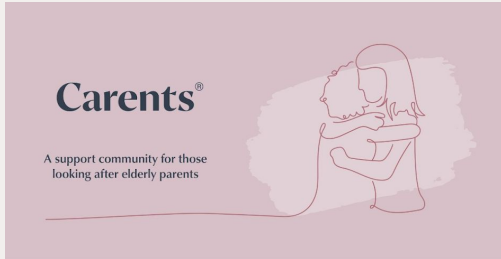
## What to Do When Siblings Won't Help Care for Elderly Parents

A practical, honest guide for anyone carrying the load of caring for an ageing parent while siblings stay distant, unhelpful or absent.

 Share this article



# Peer support: 12,000+



Carents Lounge

Carents® Forum



Carents Garden

Carents.co.uk

*“It’s so nice to find a community of people who **actually understand** what we all deal with”*

*“It is **extremely hard** and this group has been very helpful, giving me the **courage** in this difficult journey”*

*“The kind words and advice you sometimes don’t think about **helps massively**”*

*“This is such a lovely **supportive community**. There’s **practical advice** as well as the chance to vent in a safe and **non judgmental** space”*

CARENTS DAY 2026

*You Matter Too*

# Carents Day 2026

A national day for the four million adults in the UK supporting an ageing parent.

Thursday 8th October 2026 • Free, online, nationwide

**Carents.co.uk**



# The vision for 2026

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## 8th October 2026

A full day of free online events for carers across the UK.

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## A bigger programme

Eleven live sessions, more drop-ins, a creative element and high profile speakers.

## Theme: You Matter Too

A message to four million people that they matter, their wellbeing matters, and support exists for them.

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## National PR campaign

Media outreach to shine a spotlight on carers and build public recognition.

## Target: 500 attendees

With a stretch target of 750, a 50 to 100% growth on 2025.

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## Meaningful partnerships

Sponsors of any size who share our values and want to stand with this audience.

CONFIRMED SPEAKERS

*You Matter Too*

## The line-up so far



**Natalie Cassidy**

Actress and carer, in  
conversation with Dr Jackie  
Gray



**Dr Louise Newson**

GP and hormone specialist,  
Newson Health



**Suzy Reading**

Author and chartered  
psychologist, on sustaining  
the carers



**Jo Moseley**

Award winning author,  
speaker and carer, Midlife  
Joy



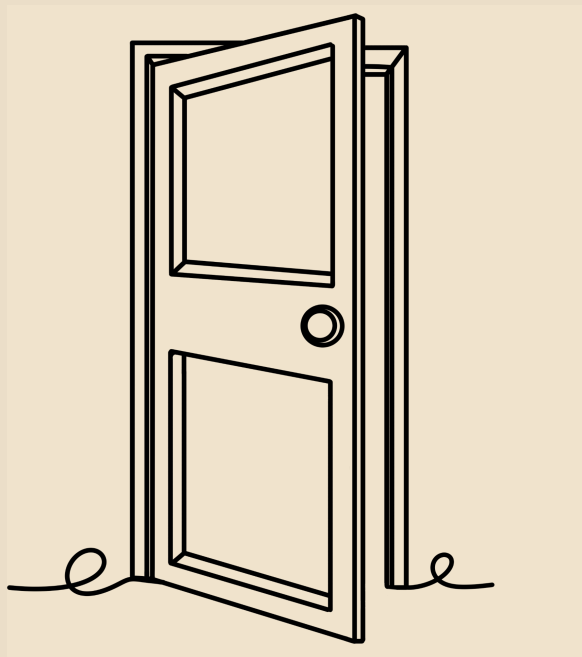
**Sophie Bostock**

Sleep scientist, on protecting  
your sleep while carering

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ALSO SPEAKING

Andy Langford, Clinical Director at Cruse Bereavement • Kirsty Carne, Royal Osteoporosis Society • Marlene Kelly, IMPACT • Jacqueline Weeks on juggling work and care • Leah Muckle on legal matters, with further speakers to be announced



## Find us:



[Carents | The One Stop Shop For Those Looking After Elderly Parents](#)



[carents\\_room](#)



[Carents | The One Stop Shop For Those Looking After Elderly Parents](#)



[Carents | For Anyone Caring For Elderly Parents](#)

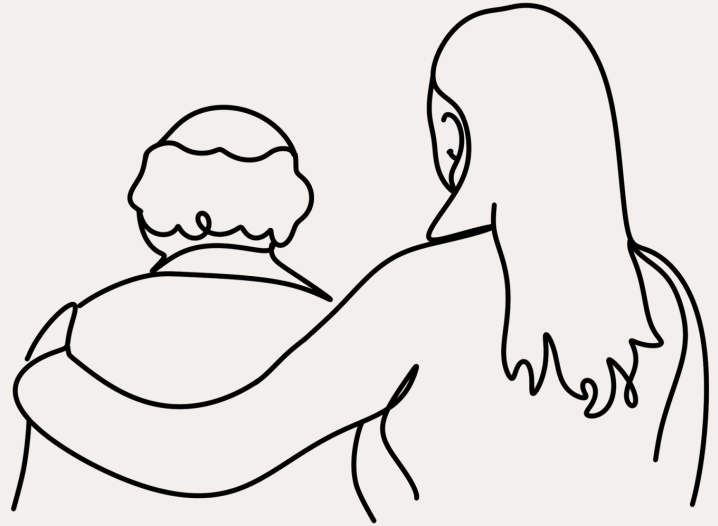
# Thank you!

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Contact details:

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