



# Welcome guide

Welcome to the Mobilise community. We're excited to get started, together making a difference to unpaid carers in your community.



Scan to visit [mobilise.co.uk](https://mobilise.co.uk)  
Start exploring our digital  
carer support

## Let's get started...

This Welcome Pack has been created by Mobilise for Commissioning Officers, Social Workers, Carer Support Organisations and Local Authority staff who wish to share details of Mobilise with unpaid carers, or signpost those caring to one of Mobilise's tools or resources.

We hope the guide helps you to explore Mobilise and the support it provides, as well as sharing ways you can refer people to Mobilise.

**If you have any questions about the guide - or anything 'Mobilise' - please get in touch with us, email [info@mobiliseonline.co.uk](mailto:info@mobiliseonline.co.uk)**

## In this guide you'll find:

A simple explanation of how Mobilise works, who it's well suited to, and the impact Mobilise makes.

About Mobilise	2
What support options does Mobilise offer?	3
What safeguarding measures are in place?	6
How do unpaid carers find Mobilise?	7
Who can use Mobilise?	8
Does Mobilise's online support make an impact?	9
FAQs	10
A breakdown of all our current support options	12

## About Mobilise

The Mobilise service provides online support to unpaid carers.

Since 2019 we've become the UK's leading provider of online support services for unpaid carers.

Commissioned by local authorities, the NHS and a range of charities, we:

- Deliver accessible, cost-effective support for those of us caring for a friend, family member or loved one
- Improve carers' awareness of support available to them
- Connect carers with each other for emotional support through online communities
- Increase identification of unpaid carers, so they can access the support that works for them



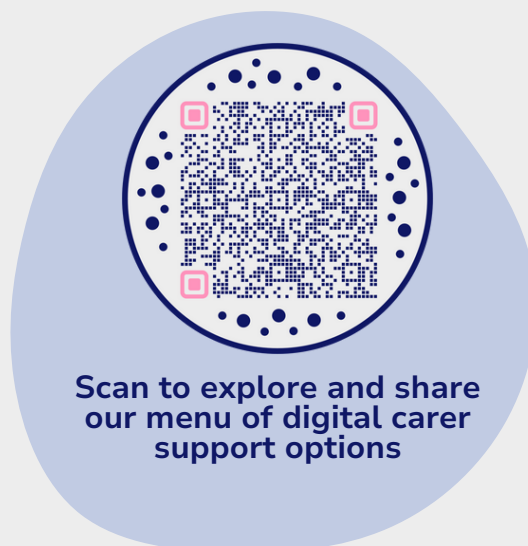
Learn more about how we work with commissioning organisations and other support services by watching [this short video](#) with Jennifer, explaining how we work together to support unpaid carers in the Highlands.



## What support does Mobilise offer to unpaid carers?

We all have unique caring situations, so the support each of us needs will vary. We'll want that support at a time and pace that works for us. That's why we can pick and choose what online support we access from Mobilise. And all of that support can be accessed online - either on your smartphone, tablet or desktop. In fact, 77% of us access Mobilise's tools and support on our mobile!

**Think of it as a menu of online support options, where you can:**



### Join our caring community in the Mobilise Hub

The Mobilise Hub is our name for the place where you can chat with a community of thousands of other carers, sharing tips and supporting each other. You can also access our carer coaching courses, live events, chat with our online, virtual assistant and use our handy checkers, toolkits and guides. The Hub is easy to access through our app - which you can download in the Apple App Store or Google Play Store - or via our website. You can also join our Facebook Group.

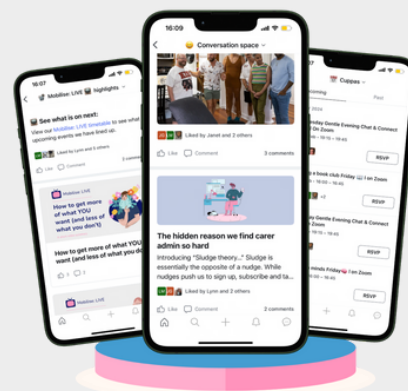


### Sign up for our weekly newsletter

Featuring community highlights, content tailored to our individual situation, key updates that may affect us as a carer, and local events, activities and support. We also share our guides and articles covering topics informed by our active daily listening to carers in our online communities, live events and on social media.

### Take a carer-coach-created course

Our courses, also in the Mobilise Hub, take you step-by-step with bitesize sessions through common challenges, such as carer finances, realistic wellbeing, getting support and much more.



## Ask a question

Get answers, around the clock, to questions you have about caring - whether you're looking for emotional, financial or practical support. Simply type your question into our Mobilise Assistant - our online, virtual assistant that's available around-the-clock.

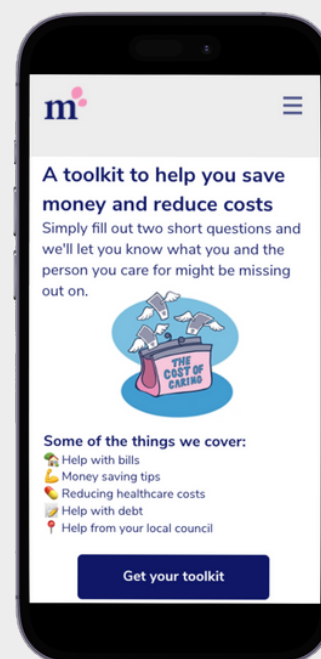
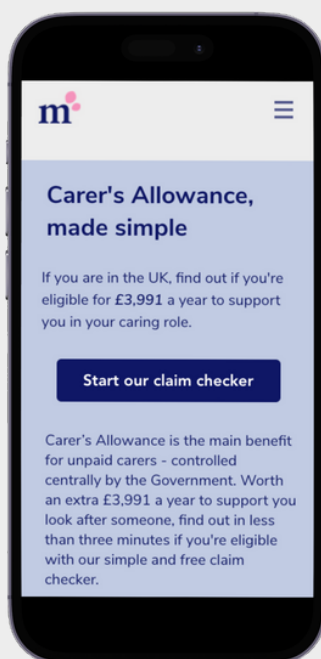
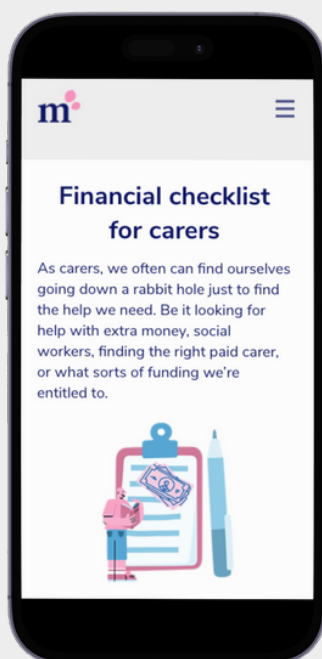


## Join one of our live events

Listen in and ask questions at a live event covering a topic we know carers want answers to right now - from respite to emergency planning. Or join a cuppa, where you can chat with others who are also caring.

## Use one of our financial tools

Navigate financial support that may be available to us as carers. Get quick and easy answers using our Carers Allowance, Carers Credit or Blue Badge Checkers, sign up for our benefits and savings toolkit or read our guides - covering everything from discounts for carers to financial help with debt, healthcare, legal or respite costs.



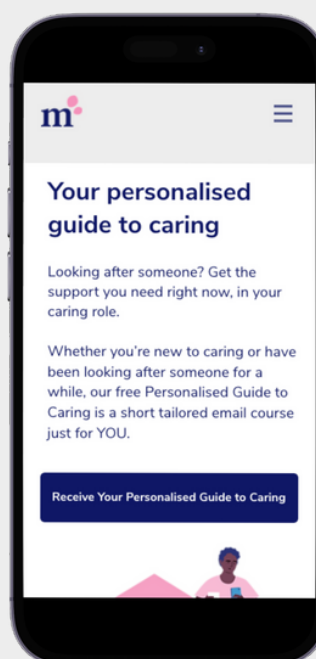
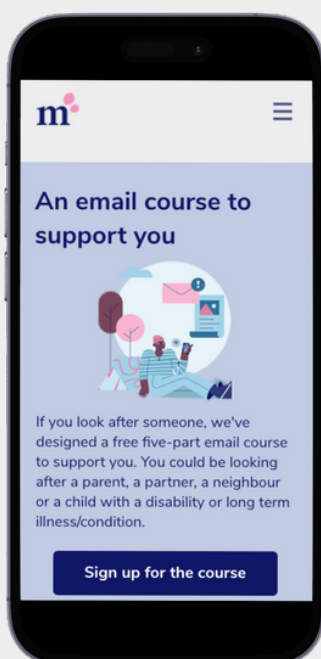
## Speak with a trained carers coach

One-to-one support calls for those of us wishing to work through an issue with a trained coach. These are available during extended hours (evenings and weekends) to maximise accessibility for working carers.



## Sign up for an email course

Whether it's our five-part course designed to support people with a caring role, or our award-winning Personalised Guide to Caring, our email courses are a popular way of getting bitesized information and support straight to your inbox.



**Want a full list of the different online support tools we provide to unpaid carers?**

Head to page 12

## What safeguarding measures are in place?

When someone uses one of our support options, we consider them a part of our community. And as part of our community, we look out for one another. We also have a brilliant team of carer experts who bring an essential human element to our digital support.

In practice, that can mean a number of different things:

- Any of our online community spaces, where we can chat with other carers, is facilitated. Trained team members from Mobilise ensure a healthy and safe discussion.
- Appropriate safeguarding procedures are in place to identify any of us who may need additional support, or who may benefit from a check-in from our Carer Support Team.
- Because there are thousands of us in our community, we need to make sure we have processes in place that can flag carers of concern. To help us to do this we use technology - namely automation and personalisation through our Customer Relationship Management platform. This is a complex process, with many different layers of communication involved, from tracking changes in behaviour throughout our 80,000+ community, to automated check-in emails, and one-to-one communication from our Carer Support Team.

As just one example of how this works in practice, we track carers who previously engaged with our weekly emails, but who have now “gone quiet” - i.e. a change in behaviour. Our system allows us to do this at scale:

We email carers identified as “gone quiet”. They are given the option to access immediate support, but also to answer a short questionnaire asking “what’s happening with you right now?”. Their responses trigger an automated support email - which is timely and relevant, and where appropriate flagged carers of concern to our Carer Support Team.

## How do unpaid carers find Mobilise?

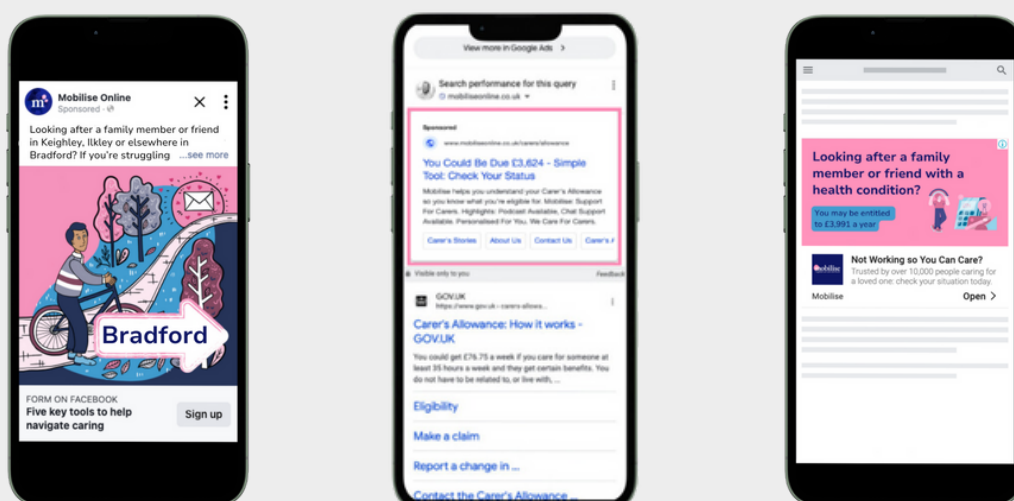
80% of those using Mobilise's tools have never before accessed support. And that's really important because it shows the work we're doing is reaching people who may not know about the support available to them.

Our caring journeys can - and do - frequently change. They can stop and start, we may begin caring for additional people, the person we look after may die, or we choose to stop our caring role; we may find caring creeps up on us, or begins abruptly as the needs of the person we care for change.

All of this means there are always unpaid carers whose support needs are changing and evolving. That means we need to make sure Mobilise is reaching new people all the time: growing our community and identifying new unpaid carers.

We do that through a mix of:

- Geo-targeting digital campaigns to the area covered by the commissioning authority
- Actively listening to our community of 80,000+ carers and developing ad creatives that will resonate with carers - even if they might not identify themselves with the label 'carer'
- Deploying carefully-targeted advertising on a range of channels, including social media and search engine advertising
- Monitoring campaigns on a weekly basis to maximise efficiency and effectiveness in reaching key audiences



## Who can use Mobilise?

Those who live in areas where their local authority commissions Mobilise will be able to access premium features and the full suite of our tools, such as:

- Local conversation spaces in our app, the Mobilise Hub
- Courses on carer finance, realistic wellbeing, getting support and much more
- Exclusive online cuppas and live events
- One-to-one support calls with our Carer Support Team
- Coaching programmes
- Localised information

For those not living in an area where Mobilise is commissioned, they can still read our guides, use many of our handy tools and join our community,

Mobilise is particularly well suited to those of us who aren't necessarily able to get somewhere for in-person support, or who may simply not want to. Our support is a great option for those of us who need 'always-on' support, or support at hours beyond the normal working day. 75% of us are working ages, 36% are working in some capacity, and the majority of us spend over 35 hours a week caring.



One of the many great things about our digital support is that it's available 24/7 - whether we're searching for answers at 3am or in need of social interaction after a busy day at work. Our one-to-one support calls are also available during extended hours (evenings and weekends) to maximise accessibility for working carers.

When we're communicating with carers who are searching for the support options available to them, we'll share the details of any known local Carer Support Organisations with them. We strongly believe that the best support infrastructure for carers is a holistic blend of both digital and local options.

## Does Mobilise's online support make an impact?

- 83% of our community agree we've provided helpful support for their caring role.
- 80% say our information and community have had a strong positive impact on their lives.
- 86% say they would be likely to recommend us to a friend.<sup>1</sup>

With over 200 5\* Trustpilot reviews, and thousands of comments and replies, every day we see the difference our community makes. We receive messages like:

“What a great resource. As a carer it's quite difficult to keep up to date with what's going on outside your own little bubble. The Mobilise service is really **outstanding when it comes to keeping in touch with others in the same boat**. The website and app work seamlessly and the support team never seem too busy to answer questions and queries.”

“This is a really good platform for sharing information with other carers and receiving advice. There are so many tools to use and well scripted guidance on an abundance of topics which are all helpful. **It is a safe space to be in and definitely gives a personal touch. It is supportive and genuine.** There are lots of different ways you can join in to things and always something that will fit your needs.”

But this impact isn't incidental. It's because every piece of content we create - whether that be a tool, guide, post in our community conversation spaces, or email - allows us to support carers at scale, in the most effective way. We use behavioural modelling, active listening in our community, positive language and segmentation so information and support is reaching carers at the right time, in a way that works for them.

Many of us feel exhausted and disenfranchised as carers, so we focus every piece of content on creating a positive outcome. We don't 'just' provide information: we create feelings of capability, opportunity and motivation.

## FAQs

### Do you refer carers to other organisations and services?

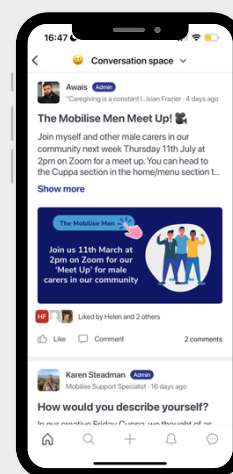
Collaborating with commissioned carer support organisations, we look to agree a referral pathway for unpaid carers who may benefit from the support they offer. If you're part of a carer support organisation and you'd like to discuss referral pathways with us, please email [info@mobiliseonline.co.uk](mailto:info@mobiliseonline.co.uk) or reach out to the Mobilise account manager for your region.

Carers also benefit from the signposting we do, sharing details of local support in regular emails and in our community. This is a great way for us to let carers know about the breadth of support available in their area. If you have details of an initiative, event or organisation supporting carers in your community, please reach out to us on [info@mobiliseonline.co.uk](mailto:info@mobiliseonline.co.uk).

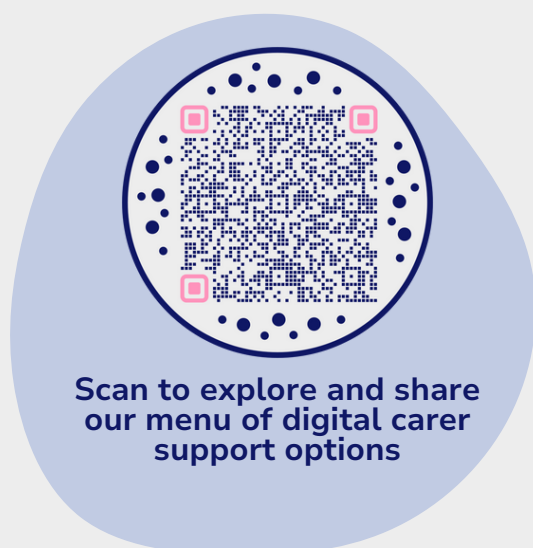
### Is there an app carers can download?

Yes! You'll find our caring community and tools in the palm of your hand in our easy-to-use app. Only those who live in areas where their local authority commissions Mobilise, however, will be able to access its premium features (see page 8). Download the app from Apple App Store or Google Play Store, or learn more here: [support.mobiliseonline.co.uk/register-for-the-mobilise-hub](https://support.mobiliseonline.co.uk/register-for-the-mobilise-hub)

*We kindly request only people with a caring role join the community. It is a safe space for those who provide care for a family member or friend.*



### I'm speaking with someone who I think could benefit from Mobilise's support, where do I send them or what info can I share with them?



- Share this page with details of how to download our app: [support.mobiliseonline.co.uk/register-for-the-mobilise-hub](https://support.mobiliseonline.co.uk/register-for-the-mobilise-hub).
- They can explore our website: [mobilise.co.uk](https://mobilise.co.uk)
- Invite them to ask our **Mobilise Assistant** a question - including 'How can I get started with Mobilise?'
- Share the QR code (or this link: [mobiliseonline.co.uk/mobilise-services](https://mobiliseonline.co.uk/mobilise-services)).

### What days and times is the Mobilise service available?

Our online guides, tools and courses can be used 24/7. The Mobilise app can be downloaded and used any time too: access our tools and community, reading posts, or sharing your own questions and comments, whenever it works for you.

Our one-to-one support calls are available during extended hours (evenings and weekends) to maximise accessibility for working carers. **Carers can book a call here.**

### How do we know if Mobilise is effective for our community?

Commissioners will receive regular reports outlining service usage, broken down by different tools and activities within the platform. Dedicated account managers will be on hand to meet with commissioners and explain the data, including any trends that might be specific to that authority.

Reports include a mix of quantitative data and qualitative input, including case studies and feedback from carers using the service.

Mobilise also uses this data to continually improve our services and product.

### What does Mobilise look like in real life for carers?



Have a watch of our video, sharing the different journeys of three different carers in our community:

**<https://organisations.mobiliseonline.co.uk/rick-tommy-amara-carer-journeys>**

### Who can I speak with at Mobilise for more information?

If you'd like general information about Mobilise, please email us on [info@mobiliseonline.co.uk](mailto:info@mobiliseonline.co.uk). If you work for a local authority or carer support organisation, please get in touch with the account manager from your region - we look forward to collaborating with you.

## All our services

### Core service detail

#### Carer identification

Mobilise uses advertising on common large internet platforms like google and facebook to identify unpaid carers, even those who might not self-identify as a carer. Our advertising creative has been developed and tested over four years to be highly-effective and to appeal to a wide range of caring situations.

We undertake wide 'reach' based campaigns to make a huge number of people aware of the support we offer and combine this with promotion of our courses and tools as an incentive to get registrations.

#### Carer content

Content and community are at the heart of everything that Mobilise does. We have over 300 pages of guide and article content, supported with videos and tools. We cover off the big topics such as Carer's Assessments and Carer's Allowance alongside the unseen side of caring [such as making romantic relationships work and caring](#) or [how to cope with draining caring interactions](#). All of our content is written and assessed to be easily read by someone with the reading age of a 12 year-old and we embed behavioural psychology such as the COM-B model for change into everything that we do. Finally, we are big believers that alongside telling you straight, a smile and a laugh makes a big difference, so you'll find dollops of silly alongside the 'real talk'.

#### Community

Mobilise is founded on the idea of community. We exist to share our combined knowledge, wisdom and expertise. Who better to support you than someone who has been down that road before? Mobilise currently facilitates two communities one on Facebook and another that we call the Mobilise Hub, which can be accessed via our app - available to download in the Google Play Store or Apple App Store. The Hub can also be accessed via the web. Learn more here: <https://support.mobiliseonline.co.uk/register-for-the-mobilise-hub>

Our expert Carer Support Team stimulate conversation, moderate when necessary and make sure that no one is left unsupported. We have strict codes of conduct and have created vibrant welcoming spaces.



## Email newsletters and social media

It's not sufficient simply to create great written articles or videos, if nobody reads or watches them. Our team are experts in content marketing, and combined with our tech and data enable us to segment our messages and audience ensuring to ensure that each message is relevant to the person receiving. Take a message on carer's allowance, if you're past the retirement age you aren't eligible, so we would focus on other benefits that might be more applicable.

Our social media channels allow individuals to engage with our content in different ways. If video is your favourite way of consuming information, subscribe to our Youtube channel. If you're a visual learner - our Instagram account is the place for you.

## Financial support

### Carers Allowance

Our automated tool advises users of their eligibility for carer's allowance. Due to the significant numbers interested in this key benefit, it is one of the key entry points to the Mobilise service. Once a user has entered some simple information about their situation we establish whether they are eligible or not and send them an email response in around two minutes. The email details where to go next or why they might not have been eligible and what a simple next step might be.

The tool has been used over 37,000 times. 85% of users rated the service as good or excellent (source: Mobilise Data Room | n=2,631)

The tool is accessed here and is accompanied by a comprehensive guide:

<https://www.mobiliseonline.co.uk/carers-allowance>

### Carer's Credit

Our automated tool advises of the user's eligibility for Carer's Credit. We typically use this as a follow-on tool, presenting it as an option to applicable users (women, under-state pension age) who have completed the carer's allowance tool or our financial toolkit.

The tool is accessed here and is accompanied by a comprehensive guide:

<https://www.mobiliseonline.co.uk/carers-credit>

### Financial toolkit

A series of 3-5 emails reviewing your financial situation and connecting you to a range of support. The tool collects basic information about your circumstances and then advises you of eligibility as well as identifying areas where you might be able to get further financial support (e.g. winter fuel payments) or areas you might be able to save money (e.g. discounts for carers). The service also connects you to ongoing support via email.

You can access the toolkit here: <https://www.mobiliseonline.co.uk/financial-toolkit>

## Other automated tools

### Mobilise Assistant

Mobilise Assistant is our automated tool which uses our library of over 300 guide pages and articles to respond to common carer problems. Users can chat with the assistant and get simple directions to the best information for them. If they raise an issue which we don't have a response for, we direct them to our Carer Support Team and if they raise an emergency query we direct them to emergency contact details and remind them we are not an emergency service. At present, all queries are reviewed by our Carer Support Team.

Try the assistant here: <https://www.mobiliseonline.co.uk/>

### Mini Carer's Assessment Tool

A quick check-in to address the most important issues that a user is facing. They can choose from the following:

- I'm new to looking after someone, I want to get it right, from the start
- I want to find out more about benefits and financial support for me and the person I care for
- It's time to get more hands on support with my caring role
- I'd like to focus on my own physical and emotional wellbeing
- I'd love to connect with other carers
- I'm in a crisis and need urgent help
- Something else

Based on each of these options we then send them an automated email from our Co-founder and Head of Carer Support; Suzanne, with further information and support. Crisis routes receive information on urgent support and are followed up by our Carer Support Team.



### Blue Badge

Mobilise has developed a tool which checks the person being cared for's eligibility for a Blue Badge to help with parking. A simple web form is completed and an email reply with the results are sent to the user.

You can access the tool and our accompanying comprehensive guide here:

<https://www.mobiliseonline.co.uk/bluebadge>

## Absence from caring

### Emergency Plan

Our emergency plan process is a straight-forward, simple way of planning for an emergency. You request the template and we send it to you for you to complete and store with whoever you need to.

You can access the tool here: <https://www.mobiliseonline.co.uk/emergency-planning-for-carers>

### One Page Profile

Our one-page profile is a template to create a brief summary of vital information about the person we care for, reducing repetition and ensuring key details are recorded. It highlights personal preferences, communication styles, likes, dislikes, favourite foods, and any strict prohibitions, prioritising these over medication schedules for smoother caregiving.

You can access the tool here: <https://www.mobiliseonline.co.uk/one-page-profile>

### Welcome Pack

Our Welcome Pack service offers newcomers to caregiving a comprehensive guide, detailing essential household information and personal preferences, akin to a holiday welcome pack, distinct from the One Page Profile which focuses on individual preferences and communication styles, and emergency planning which prepares for unforeseen situations and contacts for assistance.

You can access the tool from this page on '[widening our caring circle](#)'.

## Courses

### Email Course

We created a free five-part email course to support those who care for a parent, partner, neighbour, or child with a disability or long-term illness. Delivered directly to your inbox, the course covers accessing essential services, building a support network, emergency planning, and staying informed, ensuring you are well-supported and never feel isolated.

The course has been used over 20,000 times.

You can access the course here: <https://www.mobiliseonline.co.uk/email-course>

### Personalised Guide to Caring

Our personalised guide is designed to support both new and experienced carers, providing practical tips, essential knowledge, and support to help you feel more confident and less isolated in your caring role. Delivered as a short, tailored email course, each of the five emails covers crucial topics like benefit entitlements, access to paid care, and self-care, tailored to your specific situation and crafted with input from experts and other carers.

The course has been used over 11,000 times.

You can access the course here: <https://www.mobiliseonline.co.uk/personalised-guide-to-caring>

## Live events

### Cuppas

Our virtual cuppa is designed to connect carers through a free 45-minute video call, allowing you to share experiences with around 12 other carers who understand your journey. Facilitated by carers, for carers, these sessions offer a supportive environment where you can laugh, cry, and share ideas, all from the comfort of your home using any internet-enabled device.

Our cuppas have been attended over 6000 times.

Find out more about our Cuppas here: <https://www.mobiliseonline.co.uk/cuppa>



## Mobilise: LIVE

Mobilise LIVE is designed to offer carers a dynamic, panel-style discussion on topics important to those caring for a family member or friend. Join Suzanne and our community of carers as they explore issues like benefits, savings, and how to achieve your goals, with each session providing practical advice and a supportive environment. These are differentiated from Cuppas by having microphones and cameras off, allowing viewers anonymity. Carers can interact in the chat function and we utilise all of the content created within our emails and guides.

Find out more about our events here: <https://www.mobiliseonline.co.uk/mobilise-live>

## All-in-one support app

You can access the Mobilise Hub and our thriving community, along with all of the content, tools, courses and live events mentioned in this guide, in the palm of your hand with our app. Connect with others who understand, access expert guidance, and join supportive sessions. Download the app now:

- Apple App Store: <https://apps.apple.com/gb/app/mobilise/id6504262356>
- Google Play Store: [https://play.google.com/store/apps/details?id=mobilise.online.community&hl=en\\_US&pli=1](https://play.google.com/store/apps/details?id=mobilise.online.community&hl=en_US&pli=1)

The Mobilise Hub is also accessible via a web browser.

*We kindly request only people with a caring role join the community. It is a safe space for those who provide care for a family member or friend.*

## Proactive support

**At risk engagement:** If we notice that someone has stopped opening or clicking on our emails we get in touch to check in on them. If they respond to this one of our Carer Support Team will follow up with them.

**Low score follow up:** In many of our regular digital touch points we ask a simple question, “How are you doing?” people rate this from 1-5 and we store this. If an individual’s score drops below three, our friendly Carer Support Team reaches-out to check-in.

**Mobilise moment reply:** Every two weeks we conduct micro-surveys with our community. The topics can vary considerably and normally cover issues that are currently present in the community, or elements which will help us shape future supportive content. Wherever we have free text options for people to respond, these are reviewed by our Carer Support Team and if necessary are followed up on with a quick check-in

## Support from our expert team

### Individual support call

Our personalised support service is designed to provide unpaid carers with free 30-minute calls, focusing on what matters most to them. Available by telephone or video call at a wide variety of times, seven days a week, our team—who are also carers—offer a listening ear, practical advice, and a coaching approach to help you navigate your caring role, available at times that suit your schedule, including evenings and weekends.

Request a call and find out more here: <https://www.mobiliseonline.co.uk/individual-support>

### Coaching Programme Session

Our personalised coaching programme is designed to provide carers with four free 30-minute conversations with a certified coach, allowing them to focus on their overall well-being. Delivered by Suzanne, an experienced coach and carer, these confidential sessions help them create action plans, improve quality of life, and unlock potential, all tailored to your needs.

Request coaching and find out more here: <https://www.mobiliseonline.co.uk/coaching>

### Other support from our Carer Support Team

- Email support
- Reply to mini carers assessment, where an automated reply was not possible
- Referral to other services including safeguarding
- Any other support interaction