

# Cheshire and Merseyside innovation project

## NHS 10-year plan shift: analogue to digital

### Problem

Cheshire and Merseyside are home to some of the UK's highest density areas of unpaid carers, with more than one in ten residents living in St Helens, Knowsley and Halton, providing some form of unpaid care. There is a need for flexible and timely support for this community.

### Innovation

The Integrated Care System (ICS) area is working with online carer-led business Mobilise to launch a regional digital carers' service, in partnership with the nine local authorities (LAs) across the region.

### Project overview

Mobilise's online platform is a digital tool that helps local areas identify unpaid carers and then allows them to self-serve '24/7'. This empowers unpaid carers to access information and support. Digital support services include an online peer community of carers across the UK, easy to use self-service tools, tailor-made support guides, information on carers' rights and an artificial intelligence (AI)-powered 'assistant'.

For those accessing the service, 29% of interactions have occurred at weekends, and 74% outside of typical working hours, emphasising the need for flexible, digital support.

*"By joining this initiative, we're taking a significant step towards recognising and supporting the invaluable contribution of our local carers. The Mobilise digital tool will empower unpaid carers to access the help they need, when they need it."*

Councillor Jill Rhodes, Chair of the Adults and Health Committee, Cheshire East Council



## Key project activity

- Integration of Mobilise platform into local carer support services
- Partnership with local care networks to encourage use of the platform
- Promotional campaign for the platform to reach carers across multiple boroughs



## Emerging learnings and insights

- Collaboration with digital providers boost digital project success and impact.
- Cross collaboration across LAs supports innovation for the whole ICS area.
- On-demand information is an important resource for unpaid carers.

## Emerging impact

Since launching and up to July 2025, the service has:

- reached 23,010 unpaid carers\*
- delivered over 11,000 carer engagement support actions\*
- helped carers access £1,364,320 in Carer's Allowance support\*\*



*"Thank you so much for calling me tonight and for your help. Thank you for giving me the impetus to join in and get going with the community."*

Unpaid carer in Cheshire East

\*Source: Mobilise platform data

\*\*Source: Mobilise Carers Allowance Checker. Annual projected benefits for eligible carers