

Carefree



How it started

Carefree was established by Charlie and James Ricketts following their family's experience of caring for both their sisters through breast cancer. It is led by a unique team combining new economic thinking, tech innovation and lived experience to deliver this groundbreaking support to carers.

How it's going

Carefree is now a multi-award-winning digital charity that transforms vacant hotel rooms into vital breaks for full-time, unpaid carers.

£3.8m

Value of donated breaks

31k

Carers verified

95%

Say a break improved their wellbeing

12k

Breaks Delivered

What

Our platform enables hotels to easily donate their excess capacity to verified carers, whom our Community Partners have identified on the ground or signed up through our self-referral pathway.

Why

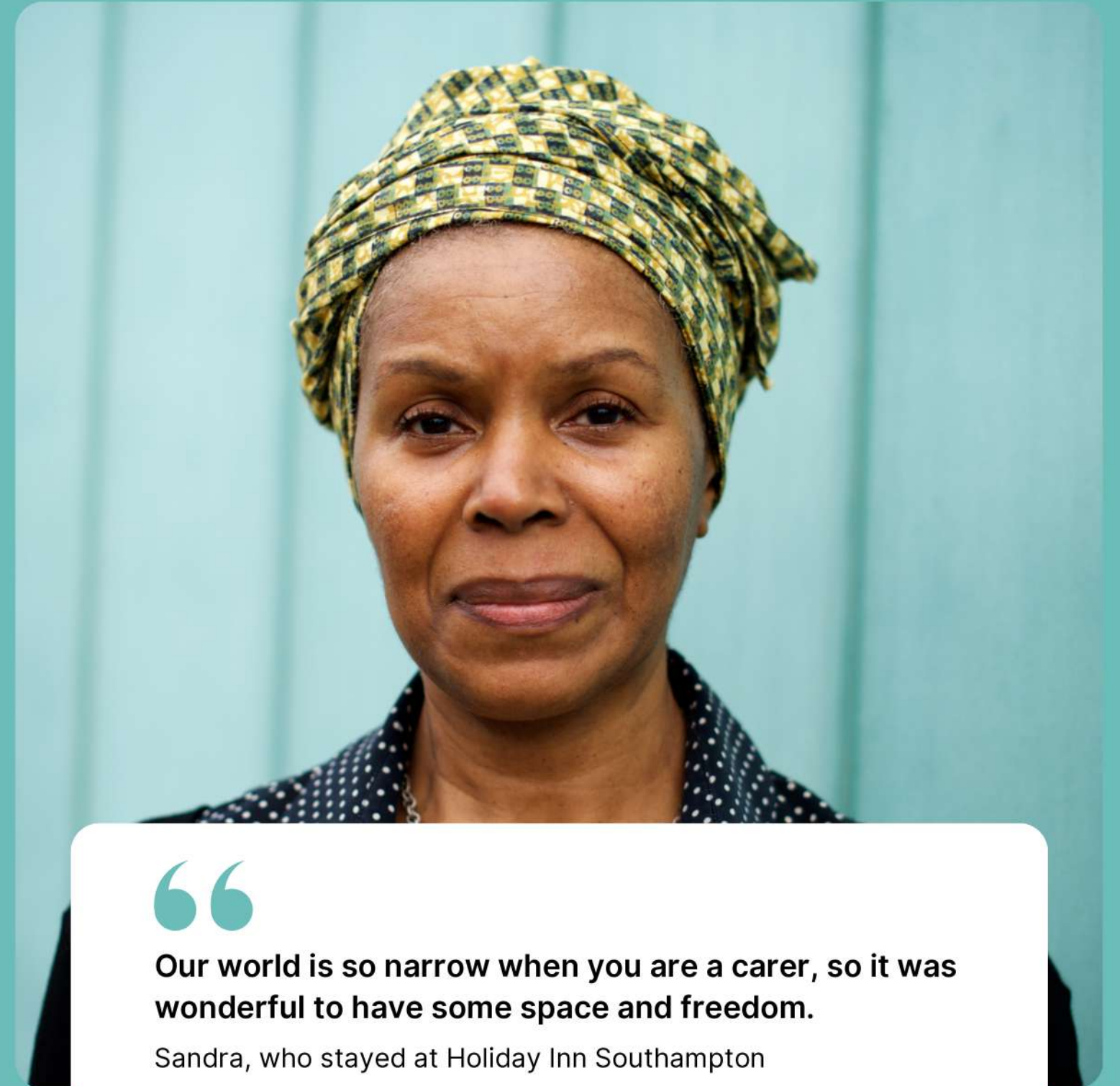
Carers are the invisible backbone of our healthcare system, providing 80% of home care in the UK and saving the public purse £162bn a year (equivalent to the entire NHS budget). Yet they are rarely recognised or supported for their frontline role.

88%

Couldn't have taken a break without us

76%

Feel less socially isolated



“

Our world is so narrow when you are a carer, so it was wonderful to have some space and freedom.

Sandra, who stayed at Holiday Inn Southampton

Who we're helping



“Going away has really boosted my energy and mental health. I returned to another crisis but I was able to hit the ground running and pick up my responsibilities with cheerfulness.”

Collen, who stayed at St Giles Hotel



“It had been over a year since I had a day to myself to just think and breathe. It was like being in another world, being able to just sleep and eat for one day in peace.”

Kayley, who stayed at Village Hotel Coventry



“THANK YOU SO MUCH. We could have never done this without you. Honestly, I'm crying. You are just what we needed.”

Michaela, - who stayed at Gonville Hotel



“The break was so beneficial to me, as I struggle with my mental health as a carer because my partner became disabled suddenly and unexpectedly. Having time for myself was very precious and helped me to feel valued.”

Julie, who stayed at Village Hotel Maidstone

Hotel Partners

Similar to the pathway taken by the BCorp movement, we want to see the Carefree Breakmaker brand become a true benchmark for the hospitality industry's ESG efforts.

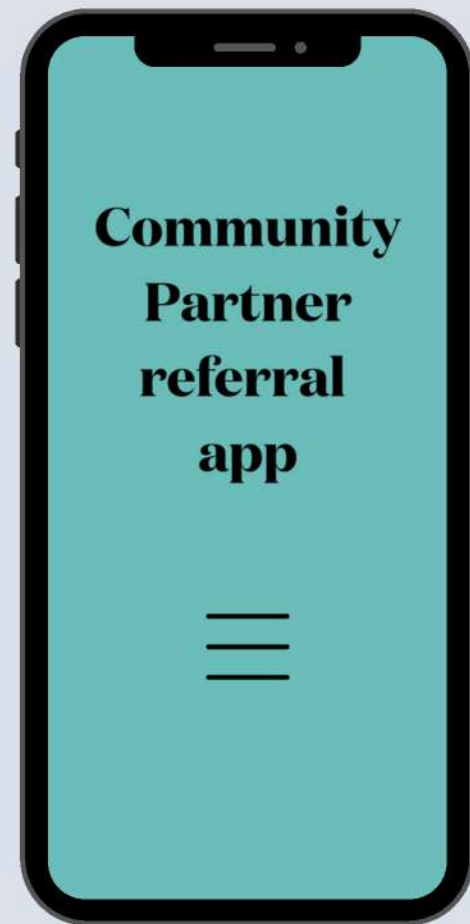
All partners donate room nights on a rolling basis in each of their properties to provide a broad spread of availability and geographic locations.

Although every hotel deal is unique, most breaks are 1-2 nights, including breakfast for two.

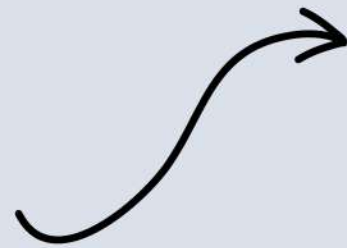
Online map of UK Hotel Partner locations [here](#)



Our platform



Community Partners refer as many carers as they want in a matter of minutes

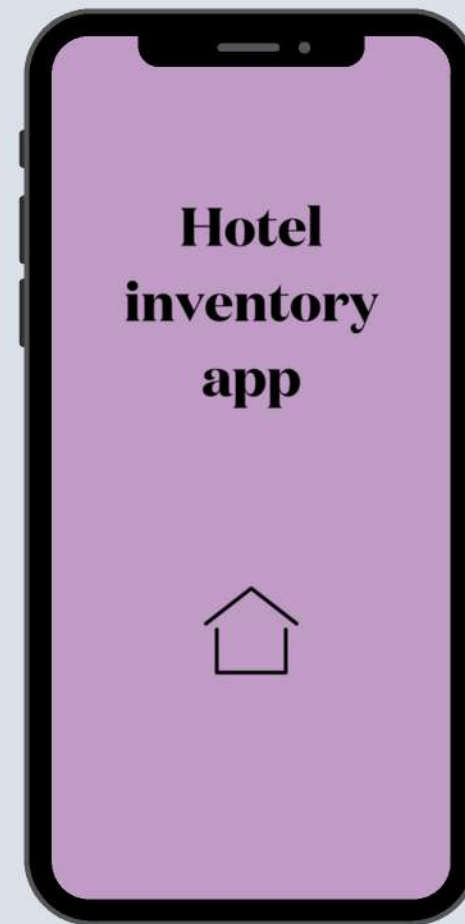


Referred carers gain instant access to our platform to choose a time and date to go away that works for them

Booking requests are sent to hotels by email & via our app



Booking is confirmed or declined



Hotel Partners share their forecast excess capacity 45-60 days in advance

KEY FEATURES

Quick referrals

It takes only a few seconds to connect your carers to Carefree's platform to give them instant access to our Breaks Hub.

Accessible to carers

Hundreds of hotels nationwide donate unsold rooms to us, creating a wide spread of possible dates and locations from carers to choose from

Supportive

We'll provide training for staff your staff for a smooth onboarding experience and dedicated account management

Customisable

Use our marketing templates to share info about the offer with your carers

Informative

Access to live impact reporting and heartwarming stories that vividly illustrate the impact on carers

Who is eligible?

Our offer is for full-time, adult unpaid carers only.

- Unpaid carers 18+
- Full-time (30+ hours per week)

What carers need to know

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

Carers may book up to one break per year until they are no longer caring.

What's the cost to the carer?

There is no charge for the accommodation, but there's a £33 break admin fee at the point of booking towards the operating costs of our charity.



The benefits of membership

Quick referrals:

Easily refer as many carers as you like to gain instant access to our Breaks Hub. With hundreds of hotels nationwide donating unsold rooms to us, you can instantly boost access to respite breaks in your area.

Key account management:

we'll help to onboard your staff, provide training materials and additional customer service support through our platform

Marketing materials:

Utilise our customisable marketing materials to effectively communicate the offer to more carers in need of a break.

Live impact reporting:

You can track how many referred carers have taken a break and the £ value of the donated hotel stays you've leveraged through your personalised impact dashboard.

Maximise your breaks budget:

If you have a small pot to sponsor the break admin fee, you can stretch its impact by pre-purchasing £33 break credits for your referred carers

Post-break testimonials:

Access carer stories and testimonials directly from your dashboard.

Pricing

The model

The Community Partners membership model is designed to set fees in the 0.1% range of your annual turnover.

Increasing value for money

Typically, 1 in 5 referred carers make a booking. With each break valued at £275, a £1,000 membership fee yields a social return on investment (SROI) after just 3.6 breaks. For example, 200 referrals lead to 40 breaks, equating to an £11,000 break value, resulting in an 11x SROI.

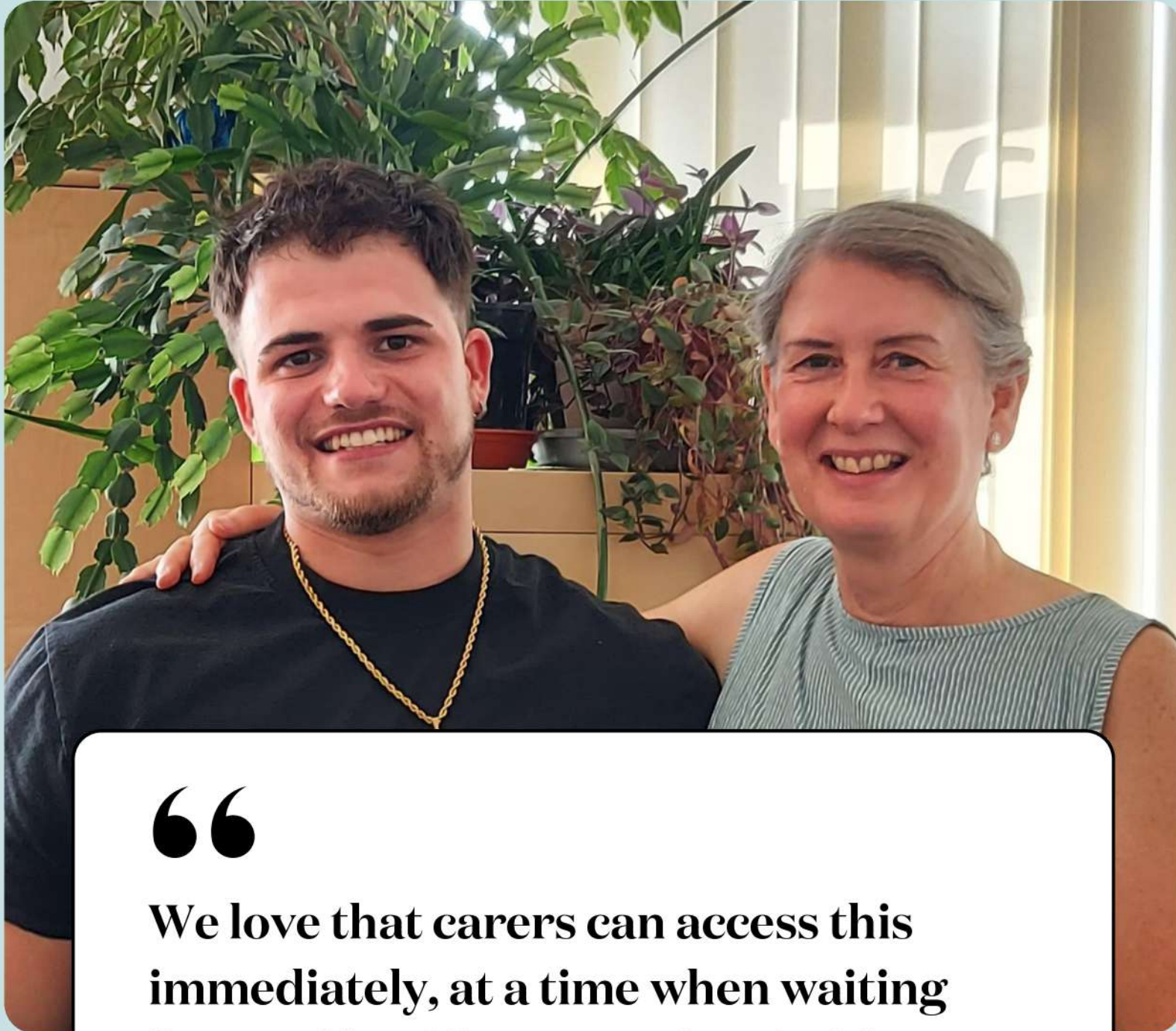
Carer Support Organisations

We operate a turnover-based annual membership model. If you provide more than carer-focused services, charges apply only to the relevant area of your carer support operation.

Below £300k	£300+VAT
£300k – £500k	£500+VAT
£500k – £1m	£1,000+VAT
£1m – £2m	£2,000+VAT
£2m – £3m /	£3,000+VAT
Above £3m	£4,000+VAT

Local Authorities

Prices based on Local Authority ASC expenditure range from £2,000 to £5,000 per year, but may vary with specialised projects.



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We love that carers can access this immediately, at a time when waiting lists and backlogs seem inevitable. It gives them something to look forward to and a sense they are valued.

Karen Bonney & Josiah John, Rethink Mental Illness

Join us!

#changehappensovernight

Contact

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