

BECOME A

Carefree

— BREAKMAKER



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



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**When I'm on a break - I'm like the real Rowan.
Carefree and just living life.**

Rowan, who looks after his mum

Why carer breaks matter



“

Having time for myself was very precious and helped me to feel valued.

Julie's story

Julie's partner became disabled suddenly, and as his full-time carer, she found her mental health suffering. The constant demands left her feeling drained and undervalued. A respite care break offered her much-needed time for herself.

This brief but essential time away allowed Julie to recharge, improving her well-being and enabling her to continue providing care with renewed energy.

4.1m

full-time unpaid carers in the UK

68%

cannot get a break when needed (Carers Trust, 2023)

The reality facing unpaid carers

Our healthcare system is under pressure, but the real crisis is unfolding in homes. Families like Julie's are caring for loved ones with frailty, illness, or disability, often without financial support or the chance for respite.

Unpaid carers are the backbone of our healthcare system, yet many struggle with burnout and mental health challenges. Julie's story shows how vital respite care is in sustaining their well-being and ability to continue.

With your partnership, we can provide life-changing breaks to carers, helping them recharge, feel valued, and continue their essential role.

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](#)



How it works

The offer

Eligible carers aged over 18 who provide 30+ hours of unpaid care each week are invited to take an annual 1-2 night break (B&B) with a companion at a time and location that works for them.

Verification

Carers can either register via our self-referral pathway, which includes a digital identity check and evidence submission to prove their caring status or be referred by one of our Community Partners that provide hyper-local reach into hard-to-access communities.

The platform

Once verified, carers are issued with a Carefree ID and invited to choose a break on our multi-award-winning Breaks Hub.

Costs

We charge a £33 admin fee for each break that we facilitate towards the operating costs of our charity that can be paid for by the carer, their referee or sponsored by a member of the public.

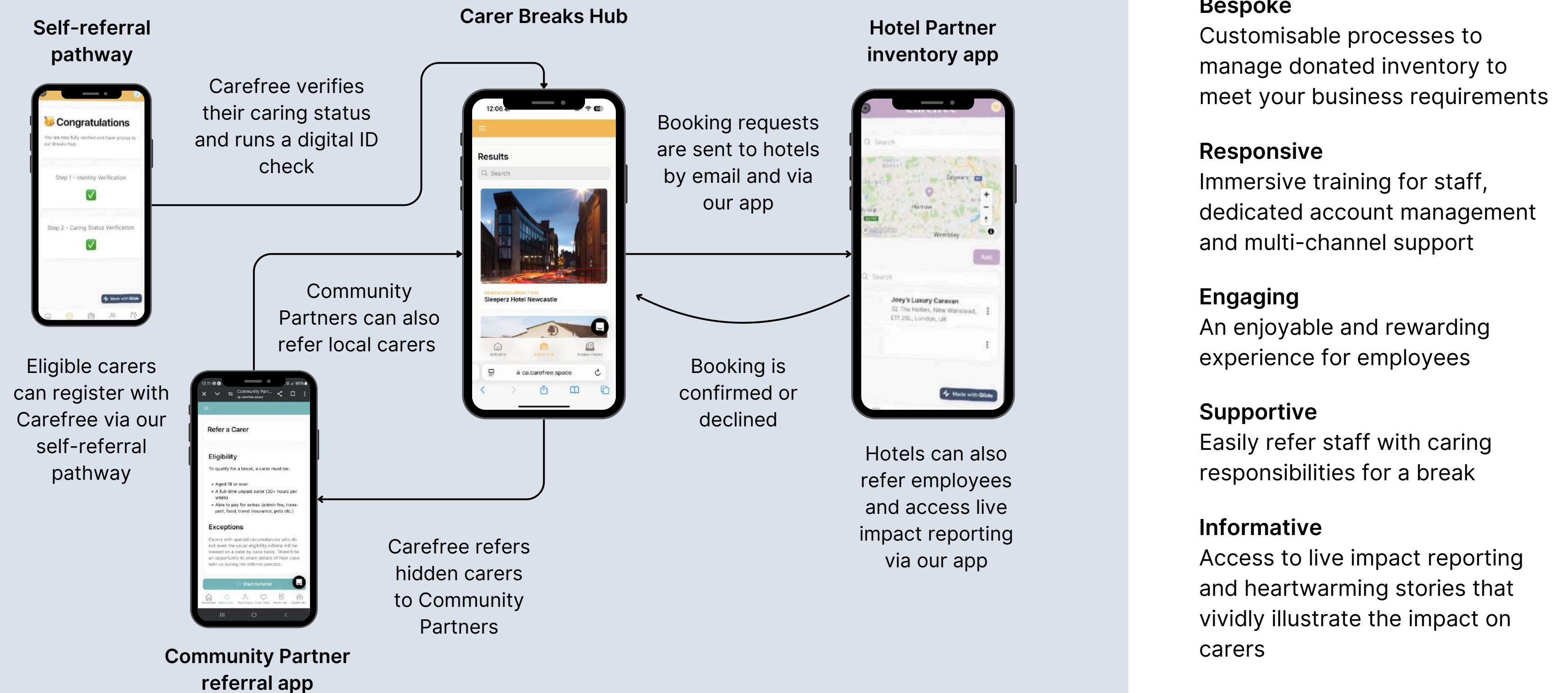




Inventory management

- Based on your forecast excess capacity, we ask you to make available a broad range of inventory which you can adjust at any time. This is because a wider range of potential dates to choose from makes it easier for carers to secure respite cover for their cared-for person.
- We can update blackout dates with short notice, to prevent hotels from receiving booking requests during high-demand periods.
- You have final approval over all booking requests, so you stay in full control of the inventory.
- We will handle all the customer support until the arrival at the hotel.
- We will provide all the information materials on the initiative to your staff so they can easily process incoming booking requests.

Our Platform



Key features

Bespoke

Customisable processes to manage donated inventory to meet your business requirements

Responsive

Immersive training for staff, dedicated account management and multi-channel support

Engaging

An enjoyable and rewarding experience for employees

Supportive

Easily refer staff with caring responsibilities for a break

Informative

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

**All of us will either give or
receive care at some point
in our lifetime.**

**This is your story.
Or has been.
Or will be.**

Caring in the workforce

1 in 7: Employees will be caring for someone who is older, disabled or seriously ill. Many will give up work or reduce their hours.

Carers Leave Act 2023: New legislation gives employees who are unpaid carers up to 5 days of unpaid leave from work a year so they can better balance their caring responsibilities.

68% of carers can't get a break when they need one (Carers Trust). Generally, time off from work doesn't mean time out from your caring role. Access to our employee referral scheme for an annual break will support their mental health, wellbeing and ability to sustain their caring role alongside their job responsibilities.

1 in 7

5 days

68%

Key benefits

Cost-neutral

Carefree's model is designed to deliver both economic and social value to all of our partners - bringing more footfall into your hotels during times of low occupancy and anchoring efforts to better support employees with caring responsibilities at little to no additional operational cost.

Amplified impact

Carefree can play a key role on the path to net zero - providing a clear means to draw greater resource efficiency from otherwise wasted room nights to benefit society that can be readily tracked and reported on to meet corporate compliance standards.

Powerful brand value

The sustainability of our social care system touches every corner of our society.

Positioning the hotel group as a key supporter of our nation's unpaid carers has the power to win over the hearts of your customers and generate great headlines.





Join us!

Our goal is for every full-time unpaid carer to have access to an annual break.

By joining forces with you, we'll be a step closer to making that happen.

Contact: Miruna Harpa - Head of Breaks Delivery at miruna@carefreespace.org.

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Working with Carefree makes it easy for us to reach deserving carers and give them a truly memorable stay in rooms that would otherwise be left unoccupied.

Anaël Peu, Senior Partner and Chief Commercial & Information Officer at Axiom Hospitality

Contact

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