

8 Insights into TSB's Adult Caregiver Support Playbook



TSB Bank's Angela Gibson highlights how their data-driven strategy is changing the future of adult caregiving support in the workplace.

“What we understand from our own experience is that a caregiver's journey is very unique to them not prepared for it.”

Angela Gibson, Senior Manager,
Colleague Experience and
Employment Policy



Reflecting on their six-year journey to support caregivers in the workplace. This insight encapsulates the bank's innovative approach to addressing the hidden challenges faced by employees juggling work and caregiving responsibilities.

We sat down with Angela Gibson, who leads TSB's colleague experience agenda, as she shares candid insights into the bank's evolving strategy for supporting caregivers. From recognising the "hidden" nature of adult caregiving to implementing practical solutions such as paid leave and a 24/7 care app, TSB's journey offers valuable lessons for companies looking to create a more inclusive workplace for caregivers.

As demographic shifts and changing workplace expectations bring caregiving to the forefront of corporate agendas, Gibson's experiences and predictions provide a roadmap for organisations aiming to stay ahead of the curve. Her words not only highlight TSB's commitment to its employees but also underscore the business imperative of supporting caregivers in today's competitive talent landscape.



About TSB

TSB is a UK-based retail bank with a workforce of 5,000 employees and a network of 170 branches. Known for its commitment to employee wellbeing, TSB has long focused on offering innovative and impactful solutions to support its diverse workforce.



1

TSB Bank's first step to becoming a carer-inclusive workplace

"Six years ago we started exploring the needs of working carers as part of our inclusivity agenda... we estimated around 500 of our employees were likely to be carers at that time."

2

Identifying carers in their workplace

"Now we collect data. Actually asking the question as part of our diversity disclosure process means we now know that one in eleven TSB colleagues has disclosed that they are an adult caregiver."

3

Child caregiving is planned and celebrated – adult caregiving is not

"Sometimes it creeps up on people... it can be an emergency situation that takes you by surprise. If you don't create the right environment in your workplace, it's difficult for the carer to talk out loud about it."

4

Having senior leadership champions is critical to success

"Engaging senior leaders early is critical. They help shape your views [so] you understand where the early barriers are. We had strong sponsorship from our corporate affairs director. He leads our 'Do What Matters' plan under our responsible business strategy."

5

No two caregiving journeys are the same

"What we understand from our own experience is that a caregiver's journey is unique to them."

6

KareHero gives TSB employees easy 1:1 access to care experts

"Flexibility and accessibility are the number one things that carers tell us that they need. Being able to hold something in the palm of your hand [such as the KareHero app] is really important. It was a critical part of our journey, and seamless to implement as well."

7

Supporting caregivers directly correlates with retention

"We now know that our carers stay with us three years longer than the average length of service for TSB."

8

A future of more structured support

"I predict more companies will start to invest in structured caregiving support, meaning caregiver conversations become the norm. I think legislation and workplace expectations are definitely shifting, such as protected rights for carers and statutory paid leave following the recent introduction of the Carer's Leave Act."

Supporting families through the chaos of care.

About KareHero

KareHero is the UK's first and only fully-comprehensive adult caregiver support service, helping businesses offer legal, financial and care support as an employee benefit solution to help employees through the entire care lifecycle of a loved one.

KareHero is on a mission to help businesses become carer inclusive, focusing on providing practical and essential support to caregivers and their entire family at every stage of their journey.

Contact our team to find out more about how our adult care support can help you future-proof your organisation.

Contact hello@karehero.com, or scan below to book a call with us directly.

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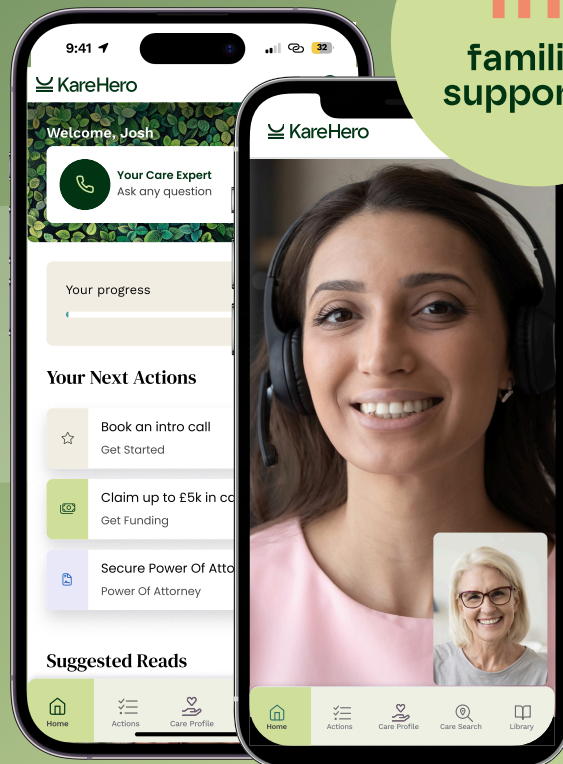
Access to £5k + per employee
through funding experts

Same-day Legal Power
of Attorney

Personalised Care
Assessment & Care Plan

Direct access to Vetted
Quality Care Providers

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