

Action for Carers Surrey – Missing Carers Campaign Report July 2025



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1. Summary of key results

4.5k visitors to the campaign landing page

128 new carers signed up on the specific campaign landing page, with a slight increase on the standard self-referral and professional referral sign up forms, plus a big jump in young carer referrals, in the campaign period.

Crucially Incoming calls to the Helpline (prominent on all campaign materials), enquiries to the standard email addresses, and direct inputting of new carers into the database cannot be measured, which is a challenge to analysing results, but **anecdotally all these are notably up**.

Paid advertising on FB and Instagram was very successful with **408,084** impressions (that's amounts of time our ads shown to people), and **125,490** unique people seeing ads withing that.

Website traffic overall up – June 2025 page views **21,708** (versus June 2024 page views 19,887).

2. Missing Carers campaign plan

Background and aims

We knew that from national and local statistics, Surrey has likely 120,000 unpaid carers in its 1.2m population. However, Action for Carers only has c20,000 registered.

So we created a campaign to try and reach more carers, and get them to register with us, with the secondary aim of widening understanding of carers with professional and public audiences.

Challenges: a key issue is that people do not realise that they are carers. They think of themselves as 'just' parent, partner, sibling, friend, not realising that what they do means they are a carer –

and that there is support just for them. So there was a double comms challenge: 1) you ARE a carer and 2) there is support.

Objectives:

Primary objective: To get people to realise they are carers, that support is there and relevant for them, and to register (via all methods, postcards at Hubs/events, online, phone calls, text, emails)

Secondary objective: Raise awareness of these 'missing carers' with wider audience, especially professionals, and supporters, but also the public at large, explaining to all what a carer is and what that means to someone's life.

Goal: 300 new unpaid carers.

Timing

Main focus of June 2025, in and around Carers Week (9th-15th June) but starting from May and running into the first half of July. (NB Posters remain 'out there' in most locations, until removed.)

Messaging

Various approaches for different audiences, and variations within those, but key broad message for carers:

Are you looking after someone who needs extra support? You are a carer are missing out on support that's there for you.

An unpaid carer is anyone looking after a friend or relative who is ill/disabled or has addiction issues who couldn't manage without this support. Charity Action for Carers Surrey is there for all unpaid carers, aged 5-95, supporting with practical, emotional and financial help. Register with us and get the help you deserve.

CTA: Register today – it's quick and easy

3. Campaign tactics

A broad range of activity took place:

Standard activity:

- Campaign landing page (all traffic directed there) with shorter sign up form.
- Press release: particular focus on free newsletters and radio
- Campaign promotion/sharing request to multiple partners/other organisations in Surrey
- Emails/newsletters to variety of audiences
- Social media
- Posters

Enhanced activity

- Paid social
- Google ads
- Pharmacy bags
- Outdoor ads (16 sites, bus stops)
- Stands: high streets, shopping centres etc. (10 planned specifically for campaign, but only 6 managed, however additional stands took place for hospitals/CW generally which boosted numbers).

4. Measurement

General approach

Comparing months of April ('control') to May and June 2025, with where possible comparison to May and June 2024:

- Traffic to website, mainly campaign landing page, but also others (e.g. Carers Week page)
- Website form registrations of all types (including shortened referral form)
- Mailchimp Email open and click rates
- Social (paid and free), and Google Ads engagement rates
- Enquiries of all types – SEE POINT BELOW



Click above and answer 3 quick questions to find out if you are carer. by Action For Carers

What we can't measure

A primary measure should have been phone calls into our Helpline – as this was a key call to action across all campaign materials. However, our current set up does not allow this. The same applies to our text number and general (for Helpline and Admin) email addresses. This will change with the new phone system, but meant we could not measure the increase (which there was felt to be, see below) across the campaign period.

We were also not able to measure the numbers of new carers being registered by staff into the database over the period/to compare it to previous periods.

We had a unique email address on materials (SupportMe@actionforcarers.org.uk), but believe most people would have searched for our email (which would have found the generic one) or called up.

Soft measures

Verbally reported estimates of phone/email traffic from Helpline team (and Admin). Referrals seem higher for June/July; normally c30 a day, but increased by c3/4 per day. Also a higher volume of calls. Additionally getting c7 postcards per week for June.

Stand numbers: stands were fairly consistently busy, with the majority of time, staff making the approaches to people, having a brief discussion and handing out leaflets (though there were spontaneous approaches too). An estimate of encounters per hour, per stand would be 45.

5. Website data

Visits to website overall: Top 5 visited webpages

2024	April		May		June
Home Page	1,867	Home page	1,771	Carers Week 2024	1,989
Events	1,735	Events	1,434	Home page	1,828
Register as a carer with your GP	1019	Carers Week 2024	1,004	Events	1,579
Financial help	893	Register as a carer with your GP	827	Register as a carer with your GP	909
Carers for someone with Mental Health	609	Financial help	786	Financial help	856
Total Page Views	19,807		22,912		19,887

2025	April		May		June
Home Page	1,787	Events	1,867	Missing 100k	3,222
Events	1,532	Home Page	1,796	Home Page	1,853
Register as a carer with your GP	775	Missing 100k	1,230	Events	1,397
Young Carers (under 18)	503	Register as a carer with your GP	745	Carers Week 2025	950
Register Young Carer	496	Register Young Carer	644	Register Young Carer	872
Total Page Views	15,865		19,505		21,708

Visits to campaign page and clicks from there (obviously this is NOT a comparison page)

	Page Views	Users	Click on Registration Link
Missing 100k Page May - June 25	4,452	4,096	128

Carer referral website forms (standard)

Unfortunately, not a great increase shown, but they were not the primary CTA. Exception being the SYC jump in June, which could have due to multiple causes, but including the campaign.

May 2024	June 2024	April 2025	May 2025	June 2025
Carer self referrals				
90	92	96	90	98
Professional adult referrals				
77	76	80	62	85
Young carer referral/self referrals				
NA	NA	80	114	162

6. Social paid/unpaid including Google Ads

Followers

Followers May/June 2024 compared May/June 2025:

Platform	May-24	May-25	+/- Yr on Yr	Jun-24	Jun-25	+/- Yr on Yr
Facebook	2605	2956	351	2641	2986	345
Instagram	1324	1506	182	1344	1543	199
X Carer	3207	3127	-80	3208	3131	-77
X SYC	2625	2556	-69	2641	2555	-86
LinkedIn	317	477	160	329	495	166
TOTAL	10078	10622	544	10163	10710	+547

Followers March - June 2025:

Platform	Mar-25	+/-	Apr-25	+/-	May-25	+/-	Jun-25	+/-
Facebook	2896	21	2918	22	2956	38	2986	30
Instagram	1443	19	1468	25	1506	38	1543	37
X Carer	3148	-13	3142	-6	3127	-15	3131	4
X SYC	2563	-3	2560	-3	2556	-4	2555	-1
LinkedIn	459	5	466	7	477	11	495	18
TOTAL	10509	43	10554	45	10622	68	10710	88

Likes/Engagments


Facebook: May



Action for Carers Surrey
May 21, 14:02

A BIG THANK YOU to Spelthorne Borough Council and Cllr Med Buck, Mayor of Spelthorne, for recognising our work with unpaid carers in the borough with a donation from the Mayor's Charity Fund last week. We were delighted to attend a special


15 likes and reactions
7.04 % engagement rate



Action for Carers Surrey
May 30, 10:00

We're thrilled to be part of the Dorking Tens Run this year and so grateful to (Dorking & Mole Valley AC) for choosing Action for Carers Surrey as one of their two charity partners for this year's Dorking Tens event on Sunday 1st June - alongside the Royal Marsden


11 likes and reactions
8.5 % engagement rate



Action for Carers Surrey
May 11, 18:00

Save the Date: Carers Week 2025 | 9-15 June Join us as we celebrate Surrey's amazing unpaid carers with a week full of free activities, support, advice, and refreshments across the county. Events take place at 7 of our regular carer drop-in Hubs,


11 likes and reactions
5.08 % engagement rate



Action for Carers Surrey
May 05, 17:50

It's time to look after you! At Action for Carers, we know how easy it is to put your own wellbeing last when you're caring for someone else. That's why we offer a range of free wellbeing events - both in person and online - to help you take a little time for

11 likes and reactions
15.73 % engagement rate




Action for Carers Surrey
May 29, 10:00

Are you missing out on support? Many people spend years helping a loved one who is ill or disabled without realising something important: you are a carer. If you're supporting someone who couldn't manage without you, you're not 'just' their partner,

10 likes and reactions
7 % engagement rate


Facebook: June



Action for Carers Surrey
Jun 05, 17:45

Thank you to Will Forster MP for stopping by and showing your support for unpaid carers at our stand in Woking today. It was also lovely to speak with so many local residents. We had some really meaningful conversations about caring and support and


44 likes and reactions
13.56 % engagement rate



Action for Carers Surrey
Jun 13, 10:00

Thank you so much to everyone who joined us for Carers Week... From wellbeing sessions, carer hubs with coffee and cake to hospital information stands and a fantastic online conference - it's been a hugely positive and uplifting week. But caring


29 likes and reactions
19.91 % engagement rate



Action for Carers Surrey
Jun 26, 14:50

Last week we were at the Friday market in Goddams as part of our Missing Surrey Carers campaign. We had such a warm welcome and chatted to lots of people some of whom knew us and many of whom didn't! Some said things like, 'I just pop in to check


22 likes and reactions
4.98 % engagement rate



Action for Carers Surrey
Jun 09, 07:00

Carers Week 2025 is here! 🌟 This week, we're celebrating the thousands of unpaid carers across Surrey who give their time, energy and love to support someone close to them. 🧡 Whether you're caring for a partner, parent, child or friend - and

21 likes and reactions
6.86 % engagement rate

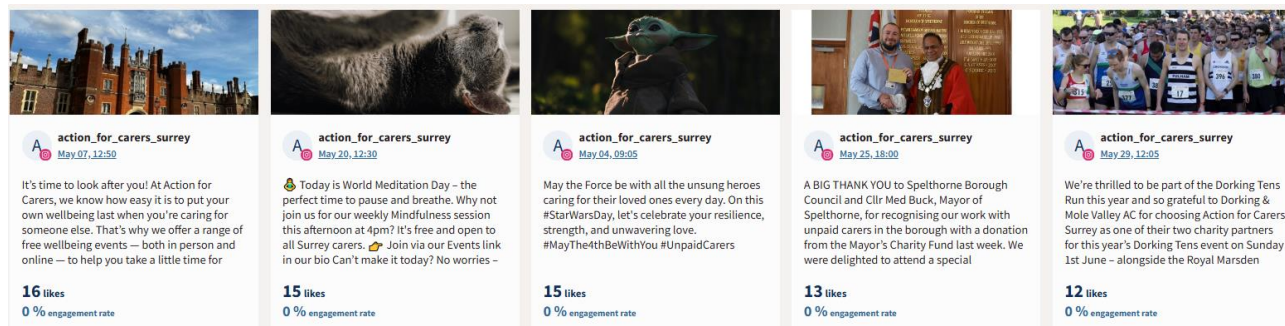


Action for Carers Surrey
Jun 12, 18:00

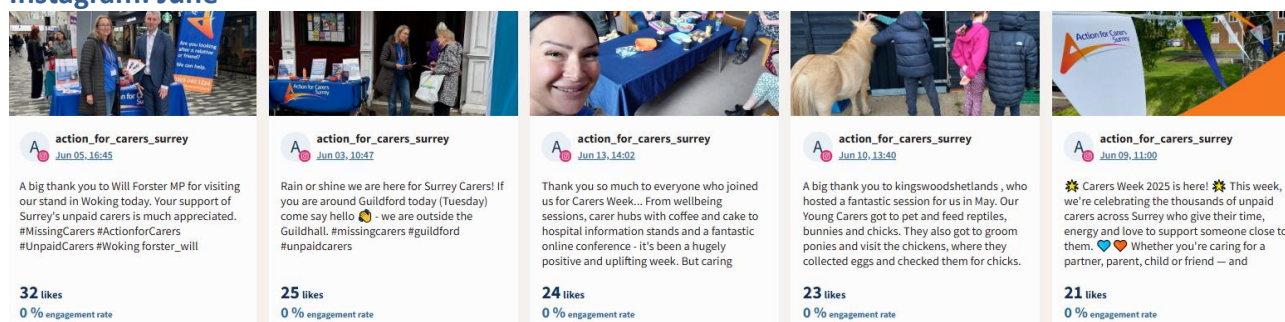
We had a lovely morning at Epsom Market today! It was great to chat with so many local residents - some already registered with us, and others who were surprised (and pleased!) to learn that there's support available for their caring role in Surrey. We

17 likes and reactions
7.74 % engagement rate

Instagram: May



Instagram: June



Definitions for social:

- **Likes** — when someone taps the *like* button on your post
- **Engagement** — actions such as likes, comments, shares, saves or clicks (note: you can share to feed on FB but only to story on Instagram)

Meta (Facebook/Insta) Paid Ads

Social Ads	May	June	Total
Impressions	45,021	363,063	408,084
Reach	22,641	102,849	125,490
Landing Page Views	836	2,650	3,486
Cost per landing page view	£0.22	£0.23	
Total Spent	£181.71	£599.40	£781

Definitions for Meta:

- **Reach** — the number of unique people who saw your ad at least once.
- **Impressions** — the total number of times your ad was shown (including repeated views by the same person).
- **Difference:**
Reach counts *people* (unique viewers), while impressions count *views* (can include multiple views from the same person).
- For example: If 1 person sees your ad 3 times → **Reach = 1, Impressions = 3.**
- **Landing page** — the specific web page people arrive at after clicking your ad e.g. Missing Page
- **Social Ads** are shown in Facebook & Instagram: targeted for Surrey only

Social Ads Demographics

(Totals may vary as user may not have gender or age defined)

Demographics

1 May–30 June

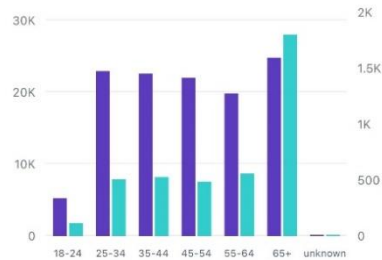
All Women Men

118,549

People reached

3,992

Landing page...



Demographics

1 May–30 June

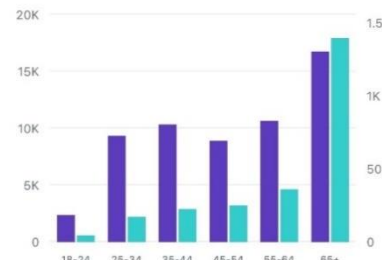
All Women Men

58,374

People reached

2,448

Landing page...



Demographics

1 May–30 June

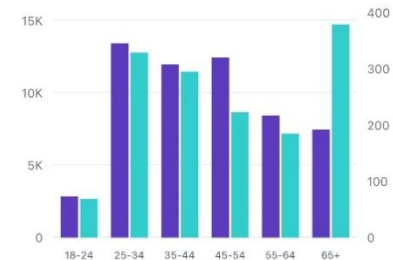
All Women Men

56,614

People reached

1,480

Landing page...



Google Ads: No costs (except staff resource) as free charity account

Google Ads - Missing Campaign	May	June
Impressions	830	375
Clicks	21	58
Avg. CPC	0.54p	£8.43
Total Monthly EQUIVALENT Cost	£11.37 (£0 to us)	£489 (£0 to us)

*Increase in costs June due to introducing key word 'Carers' (competitive word)

Key Words (May-June)	Clicks
Carer Support Surrey	36
Carers	34
Young Carers	5
Carer Support	3
Carer Support Surrey	1

7. Paid advertising (excluding digital, above)

Pharmacy bags

We had a limited budget, but knew that carers have to go to certain places, mainly the GPs, the pharmacy and to shop. So paid for pharmacy bags advertising in 50 of Surrey's independent pharmacies, with our campaign printed on 50,000 bags.

Tracking can only be done by measuring visits to the website/forms completed, and assessment of growth in in-bound calls etc (not measureable).



Bus stops

We also knew it was an opportunity – and need – to reach out to a much broader, new audience, so paid (heavily discounted) for 16 bus tops ads, in the Guildford, Woking, Dorking and Leatherhead areas.

Tracking as above.



8. Campaign sharing/promotion requests

Emails (Mailchimp), campaign sharing requests/press requests sent out as Emails (Mailchimp and Outlook) and print letters (including assets, digital and print to share):

Audience	Comms type	Activity	Details
Early years SEND parents – 600	Article for newsletter	Story in Early Years SEND Bulletin (Surrey wide) (600 families)	

Schools (ACS contacts) – 511 schools	MailChimp of 6th June	Story in ACS Bulletin	37.8% opens, 8.8% clicks
Schools (all Surrey)	Article for newsletter	Story in Surrey Schools Bulletin	
Schools (special) – 30 letters	Postal mailing	Letter, with print poster	
Borough Councils - 12	Outlook emails	Individual emails to all known MarComs contacts at each, campaign info, request for stands, posters and further sharing	
Professionals - 665	MailChimp of 30th May	Email update focusing on campaign – asks identify more, share content, poster up – plus normal news/updates	25.3% opens, 8.7% clicks
CABs - 5	Outlook email request AND Postal mailing	Request share campaign/put up posters	
Housing associations - 2	Outlook email	Request to share campaign/put up posters	
Shop mobility -5	Postal mailing	Letter, with print poster	
GPs - 113	MailChimp of 6th June	Standard GP email with campaign leading, poster, plus digital screen stories	23.8% opens, 11.3% clicks
Pharmacies independent - 50	Pharmacy bags	Bag campaign	
At home care agencies - 158	Mailchimp email	Request to share campaign/put up posters	
Residential care homes - 260	Postal mailing	Letter with print poster	
MPs - 11	Outlook email	Campaign update, with sharing request	Would have liked to use individual constituency carer numbers, but out of time.
ACS Staff - c60	MailChimp	Updates and requests in various Weeklies	27 May 2 June 9 June
Adult Carers – 3,082 for print; 11,249 for email	April-June Newsletter Email of 27 th May Email of 8th June	Campaign update and requests to put up posters, reach other carers	Main email 8 th June 52.8% opens, 3.5% clicks

ACS Volunteers - 26	MailChimp of 4th June	Standard volunteer email with campaign leading, poster support request	0.8% opens, 34.6% clicks
ACS Supporters – 1,508	MailChimp Email of 9th June	General FR email including campaign and request for poster up in workplace, social sharing, etc	44.7% opens, 2.9% clicks

Direct Messages, via Facebook

We also sent c100+ Direct Messages via Facebook directing pages to our campaign and asking them to share. Audiences for these messages included, libraries, medical centres/GPs, CAB, youth groups, churches and borough councils. This resulted in posts on their feeds using our resources, probably around.

Missed, and learnings

- **Benefits Offices** – low chance of use, no easy list to mail.
- **Libraries** – missed postal deadline, but do qualify, potentially, for leaving sharing, for next time ([INFO ON LIBRARIES](#)). Did put up posters in individual libraries.
- **National chain pharmacies** – key place carers go. How could we/should we get in there?
- **Garden centres** – potential to do more here. Carers have to visit doctor, pharmacy and food shops. If there is time for a little break, garden centres are a likely destination.

9. Press/media coverage

[Press release](#) was sent, as well as individualised requests to primary known contacts (such as free mags); and borough councils. (Including shared with the Surrey Communications Group.)

We had an initial expression of interest from BBC radio Surrey, which fell through, but did get print/digital coverage in several publications, for example:

- All editions of free newsletter [Vantage Point](#) (p33 this edition)
- [Reigate and Banstead Borough News](#)
- As well as sector/professional comms such as [Voluntary Support news](#), Adult Social Care Bulletin, [Surrey Schools Bulletin](#) etc.



10. Stands



We held stands in **Dorking, Woking, Guildford, Epsom, Staines, and Godalming**. With additional stands held for Carers Week, including Woking Morrisons, our Hospitals, etc.

Organising stands, and attending stands, is very resource heavy, and there were a lot of issues around booking high street locations. For example, many settings you had to involve the Borough Council, the shops adjacent, and the Highways Agency. (And additional depts to contact if fundraising.)

We engaged a lot of people on the stands, but usually had to really push the explanation (firstly, clarifying we weren't fundraising) – i.e. did you know someone looking after someone ill or disabled. Frequently people would say no, but then you'd explain and they'd say, 'oh yes'.

There were also a surprising amount of already registered carers, who came up spontaneously at all stands to say how wonderful ACS was and thank us for our support 😊.

We handed out large numbers of leaflets, especially core, but didn't commit many people to sign up on the day. The weather was very hot most days, so reduced 'lingering' time. But there were many positive conversations, including potential supporters (e.g. businesses/Rotary).

Stand learnings

- With limited resource, are stands the best choice for MarComs to spend time on organising and attending? (Sourcing, arranging, taking stand materials, early set up (markets), time at, follow up, returning materials, etc)
- How can we track benefit – are they worth it? How can volunteers be involved?
- How can we better count/estimate stand interactions?
- How do we show even more clearly we're not asking for money (in the main)
- How do we crack the 'understanding' gap... what a carer is. Multiple conversations went something like this... 'do you know anyone looking after someone ill or disabled?' No. Us 'you sure? A husband looking after wife, or parent after child'. Them, 'Oh YES... My neighbour, brother, me!!'

11. Poster campaign

Reaching new people



It was imperative to reach new audiences, so posters were a key part of the campaign overall.

We created two main versions (though there were more), and printed and shared these with all the audiences. Additionally, we asked our staff and volunteers to support with putting posters up.

Targets were public notice boards; settings with notice boards (notably libraries, supermarkets and cafes) and settings with windows where posters were put up (mainly newsagents, some pharmacies) and other local shops.

It's hard to measure what was put up where, but some partners (notably borough councils) did confirm they'd share them (as well as the campaign generally).

Many staff helped, but potentially we could have asked more and potentially commandeered official time for staff to do this in their local areas.

(NB Posters are still up in many locations.)

12. Other assets

A lot of time was spent on asset creation, posters, leaflets, social media assets etc.

A very few samples below. We even had a branded dog.



Don't miss out!

Sign up for support at
www.actionforcarers.org.uk/missing-carers



Don't miss out on support for YOU
www.actionforcarers.org.uk/missing-carers



Don't miss out on support for YOU
www.actionforcarers.org.uk/missing-carers



Don't miss out! Sign up for support at
www.actionforcarers.org.uk/missing-carers



13. Miscellaneous feedback

Carer: Hi Rachel, Love the campaign, any chance of an "I'm just his/her son!" for social posts, I'm caring for my Dad. Thanks!

Carer: Picked up husband's prescription from chemists, saw the bag. Been a carer for 5 years, didn't know about us. So called today to find out more and register! (22.07.25)

Trustee: Wishing you and the team all the best with this week. The marketing has been brilliant, I've seen several posters around and online, and it's really impressive. Rob

Borough Council: We would be happy to share any promotion of this campaign, such an important one. Jennifer Sutton, Waverly Borough Council

Staff (various): loved the campaign and thought the core concept 'I'm just his...' really got to the heart of the matter.

14. Costs

Budget was £10,000

Budget excludes BC and LW's time.

Spend:	
Printing (posters)	£345

Social media paid advertising	(total was £781, but spend £150 'normal' months) £481
Bus stands: art working	£480
Bus stands: 16 adverts	£3,000
Pharmacy bags	£3,950
Sessional Admin support (data/mailings)	£388
TOTAL	£8,644

This total is below budget, but there were **additional costs** for **printing extra (standard) leaflets** and **buying merchandise** for stands, but these costs went into the overall on-going print/merch budget lines. There was also **postage** for the residential care home mailing, and other (small) postage costs, that were done via the ACS general post, so not included in the above.

15. Summary and learnings

Summary

Overall, it worked. The numbers we can measure are good. Ideally next time, we will also be able to measure incoming calls/staff inputting new carers into the database.

There was a 'buzz' around the campaign, and positivity around ACS. Great to have ideas from colleagues (thanks Kay for the SupportMe@ email and Marcus for the strapline 'you look after them, let us look after you!'), as well as good feedback and help with posters.

Legacy – an overall improved understanding of carers/and knowledge of our offer across multiple audiences.

Learnings

See individual learnings under specific headings about too.

Time period – we started in May, and it ran officially till end June. Probably needed to be a bit longer. We needed to start earlier and have the creative/materials done, to put these both into Google Ads testing (it needs sufficient 'learning time') as well as into those publications with longer lead times, such as Borough newsletters, or Surrey printed magazines. We could possibly have then run it a little longer, into July, to benefit from the overall build.

Working within Carers Week – negatives, the campaign could get 'lost' within the broader activity, it created extra pressures on MarComms, and possibly too many messages to put at one time; positives, benefit from local and national 'amplification' of carer stories, as well as interest in carers generally during this period; gave a hook (for comms and when talking to the public/others) etc. Jury out on this.

Resource – a campaign of this scale is ambitious and very resource heavy for 1.7 people to manage on top of the standard workload. Took a lot of man hours, probably about the amount expected, but potentially need to manage the impact on other work/others' expectations, better, and assign clear time in the annual schedule.

There were items we wanted to produce, for example stickers and a mini-leaflet, that we were out of time to do. As well as potential avenues missed – for example libraries, or putting individual stats in MPs letters, press release follow up actions. Could have done more stands clearly too. Ideally would have posted directly to local FB community group pages too, but lacked the time as this cannot be scheduled, and has to be created and posted on each community page.

Advertising choices – social/Google Ads definitely right, pharmacy bags felt right, bus stops were good, overall brand wise (for photos etc), but don't know if it was worth it because no unique measurement.

Poster campaign definitely right, but needed more put up. Potentially give staff dedicated time and official request to put up posters next time. Or pay for a service to do this?

Future campaigns

Learnings above to go into future campaigns. Currently have a broad list of ACS activities to promote, but potentially may be looking to promote more widely young carers, and longer-term it may be right to have a campaign to target under-reached groups, such as minoritised communities.