

IT'S TIME FOR A CARE FULL ECONOMY

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CARE FULL: A NEW ORGANISATION BORNE FROM EXPERIENCES OF UNPAID CARE

Care Full is a new organisation founded by Hannah Webster and Ruth Hannan: two unpaid carers who believe in creating a caring future, work which requires us to transform our economy and the systems that uphold it.

Having met whilst leading policy and research at the RSA alongside our caring roles at home, together we explored ideas of collective wellbeing, economic security, and care. We each recognised that the mainstream solutions to challenges experienced by unpaid carers wouldn't have a tangible impact on our lives.

We founded Care Full in January 2024 to fill the nascent space between new economy movements and care with a hopeful ambition for a fairer, more caring future. Care Full brings together our experience in quantitative and participatory research, policy influencing, systems change, and movement building alongside our lived experience of unpaid care.

Find our full CV's here: [Hannah](#) / [Ruth](#)



TRANSFORMATIVE ECONOMIC CHANGE IS URGENT WORK

- 1. Care is a part of all of our lives but too often individualised.**
From unpaid care to parenting, care work and caring for our communities, care shows up across all our personal relationships, professional lives and the places we live. But as public services are cut and support systems erode, care is pushed further into private spaces; unseen, unsupported, and individualised.
- 2. Driving this are economic systems that don't care about care.**
Care is necessarily devalued in an economy built around paid work, profit, and perceived productivity. This leads to policies that sideline care in favour of paid work, including:
 - *Carers Allowance under-supporting unpaid carers with just £83 a week to live on*
 - *Cuts to PIP averaging £4,500 a year under the guise of creating pathways to work*
 - *Paternity leave stuck at just two weeks, upholding outdated patriarchal family dynamics.*
- 3. Millions with a relationship with care experience poverty, but there is no adequate systemic response.**
Unpaid carers, single parents, and disabled people are disproportionately likely to live in poverty, but the response to this is fragmented into policy siloes. With an ageing population, worsening health across the nation, and societal risks of climate change, the need for systemic change to centre all experiences of care is urgent.

CARE FULL EXISTS FOR A HOPEFUL ALTERNATIVE

Care Full have a **vision** of social and economic systems that centre care - in all its forms - by design. We understand this will require transformative change that engages with the root causes of marginalising care in our economy.

Our role is to drive forward that change; building essential evidence, catalysing a movement of solidarity and shifting narratives towards a more expansive and collective understanding of care.

Care Full is uniquely placed to take on this work; marrying our lived experience with extensive professional experience working in health and social care policy and leading research programmes. In our first year **we have:**

- Established our position as the only care-centred new economy organisation in the UK.
- Built an active following of over 1,000 followers (LinkedIn, Blue Sky, Instagram) and over 3,000 website visitors.
- Been interviewed on BBC Breakfast, BBC Five Live & LBC and joined the NEON Spokesperson Network.
- Engaged a growing network across progressive economic movements and care including collaborations with the Autonomy Institute, Oxfam GB, Connected by Data and Citizen Network.
- Contributed to the Government's Carers Allowance Review and shared recommendations for better data on care and the economy at the National Statistics Assembly.
- Launched the 'Words of Affirmation' podcast to challenge language affirming our economic status quo.

CARE FULL

will

1. **fill the data gap around care and the economy** by evidencing the need for change & **demonstrating** the potential of alternatives
2. catalyse **solidarity & movement building** around experiences of care
3. establish new **narratives** that value care & challenge the status quo

so that...

*power holders and influencers
see a new economy is possible
and necessary;*

*power is shifted towards those
who care;*

*decisions are made that actively
centre care in the systems and
processes that surround us;*

for a future where...

*we can all care for ourselves,
one another and the planet.*

OUR THEORY OF CHANGE TAKES A SYSTEMIC APPROACH

CARE FULL WILL: EVIDENCE THE NEED FOR CHANGE

Research on care tends to focus on issues linked to our current health and social care system, and presents solutions from the existing model of support. But our experience of care is more expansive than this and shaped by our whole economic model. Our narrow scope for reform and the devaluation of care in our dominant economic model leaves significant gaps in our understanding about the intersection of care and the economy.

We are looking for funding to build our evidence base including:

- Research to evidence the intersection of care, precarious work and financial insecurity.*
- Impact analysis of progressive economic policies such as a 4-day week and Universal Basic Income from the perspective of care.*
- Partnerships with local organisations to map opportunities for neighbourhoods of care.*

CARE FULL WILL: CATALYSE A SOLIDARITY MOVEMENT

Unpaid carers, care workers, parents, foster carers, disabled people and others with a relationship with care are often split into policy silos, minimising their voice. We believe that taking a systems approach means centring the experiences and challenges that unite us, working together towards a caring economy. Our ecosystem mapping has identified latent potential for solidarity movement building at the intersection of new economic thinking and care.

We are looking for funding to catalyse and strength a new movement for a caring economy including:

- Piloting a collective campaign for a caring economy building on our scoping of a care solidarity movement.*
- Facilitating a regular forum across experiences of care to identify system leverage points for shared activism.*
- Map the wider ecosystem for change towards a caring economy.*

CARE FULL WILL: ESTABLISH NEW NARRATIVES

We believe that an essential step towards a more caring economy is centring hopeful and ambitious narratives about care. These challenge assumptions an extractive economy relies on; moving from care as individual, taken on by a small number of 'heroes' and centred around binary task-based relationships towards care as collective, foundational and reciprocal. By starting to question outdated narratives on care - and build new ones - we can begin to imagine and enact a fairer future for care.

We are looking for funding to position care as an economic systems change issue including:

- Designing and delivering a narrative campaign for stakeholders in the new economy and care policy landscape.*
- Continuing to grow critical analysis of existing narratives amongst a general public audience through our podcast Words of Affirmation.*
- Enabling Care Full to share our vision for care and the economy through speaking at events, roundtables, in the media and engaging policy makers, drawing on our lived and professional experience.*

WE'RE SEEKING FUNDING AND PARTNERSHIP TO DELIVER ON OUR MISSION

Interested in what we're working on and want to explore ideas further?

You can email Hannah & Ruth at hello@carefull.uk or [book in time to meet us](#).