

Mobilise Essentials Service

Definition

About Mobilise

Mobilise is a UK based digital service provider supporting unpaid carers on behalf of local authorities, the NHS, and voluntary sector organisations. Since 2019, Mobilise has been commissioned by local authorities across England to deliver scalable, digital first support for carers, helping councils meet their statutory duties under the Care Act 2014. Mobilise is a certified B Corp and the service is shaped by lived experience of caring.

Service overview

Mobilise Essentials is a digital support infrastructure that helps councils and their partners connect carers they already identify into a simple, always available digital support system. It is designed for authorities who want a reliable digital layer for information, guidance, and community support, without commissioning proactive identification, intensive operational oversight, or managed service delivery. This is an infrastructure layer and not a managed service.

Mobilise Essentials is delivered through WhatsApp, so carers can ask questions and get immediate answers at any time. The product learns what matters most to each carer by establishing their main challenge early, then adapting support over time through ongoing conversation.

The product provides councils with basic visibility through a live dashboard focused on behavioural usage, without additional reporting overhead.

Intended users

Primary users

- Local authority commissioners
- Carers Leads and Adult Social Care managers
- Commissioned carers services and delivery partners

End users

- Unpaid carers already identified by councils or their partners
- Carers at any stage of a caring role

What the product includes

Digital support via WhatsApp

- 24/7, 365 automated support through WhatsApp
- Immediate answers to a large variety of common questions via WhatsApp
- A needs-led experience that establishes the carer's main challenge, then adapts as the service learns more over time

Information, guidance, and peer support

- Access to Mobilise's national library of information and guidance
- Access to a national peer support community
- Community moderation by Mobilise's Expert Carer Support Team to maintain a safe and supportive environment

Local signposting, limited configuration

- Standardised service with very limited local configuration

Council dashboard and oversight

- Live dashboard access only, no scheduled reports
- Behavioural usage measures such as referral source, throughput, and Monthly Active Users
- Council can view carer records and manually export carer data
- Council cannot message carers via the system

Onboarding and implementation

- Initial training provided for council and partner staff via a self serve platform

What the product does not include

It does not include:

- Proactive identification campaigns or outreach undertaken by Mobilise
- Partner referrals and coordination via a partner portal
- Automated safeguarding monitoring
- Out of hours human support
- Live events or facilitated sessions
- A named Mobilise Account Manager or Account Director
- System integrations, APIs, or automated data feeds
- Advanced insight such as geo mapping, demographic reporting, or impact measurement

Mobilise Connect (Core and Enhanced) would be appropriate services for councils seeking these features

Referral and onboarding

Carers are referred into Mobilise Essentials by councils or any local organisation involved in carer support. Mobilise does not undertake identification activity within this service.

Minimum onboarding data is expected to include postcode and a contact route, phone and or email, with consent requirements to be defined as part of implementation.

Safeguarding and risk

Mobilise provides community moderation only. All safeguarding responsibility and operational safeguarding processes sit with the commissioning council. The service does not include automated safeguarding monitoring.

Constraints and availability

- Accessed via an internet enabled device using WhatsApp
- Target availability of 99.5% uptime across the year

Data, reporting, and exports

- Live dashboard only
- Manual export only
- No scheduled reports, no management packs, no inspection ready outputs
- No integrations or API feeds

Security and resilience

Mobilise services are hosted on secure cloud infrastructure with resilience measures such as redundancy, backup, and disaster recovery arrangements. Mobilise maintains Cyber Essentials certification and reviewed business continuity plans.

Not suitable for

Mobilise Essentials is a non-managed product. For councils seeking a managed service, Mobilise Connect (Core and Enhance) can offer:

- Proactive campaigns to find and engage carers through campaigns or outreach
- Automated safeguarding and risk monitoring, including escalation workflows
- 24/7 out of hours human support, events, or facilitated programmes
- Partner coordination, referrals, and two way updates across the ecosystem
- Inspection ready reporting, impact measurement, or deeper analytics for CQC and senior stakeholders
- A dedicated account function to drive adoption, stakeholder management, or continuous service optimisation