

**MARKET POSITION STATEMENT 2025-2027****Older People, Ageing Well & Dementia**

*To enable older people in Bury to live fulfilled and more independent lives – involved and connected with their local communities.*





# Older People, Ageing Well & Dementia

## Introduction

This publication is one of a series of Market Position Statements and marks the start of conversations with providers and potential providers, to build up understanding and intelligence on the needs of older people, to encourage new ideas and to welcome proposals of doing things differently.<sup>1</sup>

Along with provider engagement, we understand the importance of customer engagement and have commissioned the Bury VCFA (Voluntary, Community and Faith Alliance) to run and further develop the Bury Older People's Network. The Network is well established, in its 4<sup>th</sup> year of existence and is a way for older people to work with agencies on things that matter to them, to improve health and social care services and to create better outcomes for people.

To compliment the Network and to develop the infrastructure further, we have also established an Older People and Ageing Well Partnership Board to oversee Bury's overarching responsibilities relating to the ageing well agenda. This work aligns to the Bury Let's Do It! Strategy and gives particular focus to neighbourhood working and reducing inequalities:

### LET'S DO IT... BURY 2030

Our borough is the place we are proud to call home. It includes six towns built within areas of extraordinary natural beauty. It is a place rich in possibility which we must preserve, improve and cherish for future generations

We want to recognise the distinct identities of our townships and the diversity of each community; to invest in our town centres; create more spaces where people can meet and enable access to affordable decent housing for all. As we do this, we are committed to becoming eco leaders, ensuring future generations can enjoy our green spaces and breathe clean air.

Overall, our borough is relatively less deprived than our statistical neighbours, but our trend is a negative one. Deprivation is highly concentrated and was reported to be getting worse in both 2019 and 2015. To reverse this trend



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1 Please note that all data included in this document is approximate.

and close the inequalities gap we will target our resources locally, in the places that need them most. Public services and others will work together better, seamlessly and with knowledge of communities. We will create public service hubs which work within and across townships on a neighbourhood footprint, to bring different agencies together to target resources around greatest need, understand and galvanise community assets and focus on prevention as well as management of risk.

This local approach provides a foundation stone to develop a different relationship with residents and communities to connect people together. To do this, all our work in neighbourhoods will be guided by the LETS principles: taking a local approach; driving enterprise; working together and with a strengths-based approach.

- **Local** – we will continue work to understand the needs of our ageing population in each neighbourhood area.
- **Enterprise** – we will harness a spirit of enterprise and innovation to raise aspirations for older adults.
- **Together** – we will work with key stakeholders, including older adults, to ensure we have the right provision in place.
- **Strengths** – we will recognise and celebrate the strengths and assets of our residents and communities.

For further details regarding the Let's Do It! Strategy, please visit: <https://www.bury.gov.uk/my-neighbourhood/lets-do-it-strategy>

## Our Strategic Plan 2023-26

This plan sets out the Adult Social Care Department's roles and responsibilities on behalf of Bury Council. It explains who we are, what we do, how we work as an equal partner in our integrated health and social care system and identifies our priorities for the next 3 years which are:

***'The people of Bury will have independent and fulfilling lives, involved and connected to their local communities'***



Our mission is to work in the heart of our communities providing high-quality, person-centred advice and information to prevent, reduce and delay the need for reliance on local council support. For those eligible to access social care services, we provide assessment and support planning with an emphasis on building on individual's strengths and promoting independence in line with our statutory responsibilities to all people over the age of 18 resident in the borough.

## Our Principles

- Every effort will be made to meet a person's care needs without resorting to formal care services. Offering help at the earliest opportunity to prevent and reduce demand for specialist services.
- Where formal care services are required, these will focus on returning the person to a level of independence where the need for formal care services is removed or reduced.
- Where people need longer term services, the focus will still be on enabling the person to retain as much independence as they can while ensuring they remain safe.
- Improving the experience of people using our services.
- Services will take the Strengths Based Approach, deliver value for money, offer choice and be sustainable.
- Make the best use of technology enabled care to achieve best outcomes and value for money.
- Using evidence and data to target our work where it can make the most difference.
- Growing strong partnerships with our customers, their family and carers also Providers and wider partners.
- Focus on equitable, non-discriminatory and inclusive.

In addition, and in line with the Greater Manchester ageing well work, we want to improve the lives of older people in Bury, so that residents can contribute to and benefit

from sustained prosperity and enjoy a good quality of life.

## Population

By understanding and addressing the needs of our ageing population, we can create a society that supports healthy ageing and ensures that older adults can live fulfilling lives.

Key messages from the Bury Joint Strategic Needs Assessment (November 2024):

- ❖ The unrounded population estimates by single year of age show that there were 193,855 people living in Bury in 2021. The full breakdown of the population by age and gender shows that the most common age of people living in Bury is 56. It also shows that there are 1,445 people aged 90 and over, an increase from 1,228 in 2011.
- ❖ There are 35,447 (18.3%) older adults aged 65 years and over in Bury, similar to England average of 18.4%. Elton Vale (31.3%) and Summerseat (31.1%) have the highest proportion and Fernhill and Pimhole (9.6%) have the lowest proportion of older adults in Bury.
- ❖ Bury population has continued to age. Census 2021 results show that there has been an increase of 19.8% in people aged 65 years and over in Bury similar to 20.1% seen in England.
- ❖ Based on the results of Census 2021 for Bury, the highest difference by sex is in the 65+ age group (older people), where there are 3,254 more females compared with males. On average, females currently live longer than males, which significantly impact the sex profile of Bury's population.
- ❖ Older adults in Bury are expected to see the biggest increase of 15.4% with an additional 5,617 older adults between the years 2023 to 2032. During the same time period, England is expected to see an ever-greater increase of 21.4% in older adults.



- ❖ Overall, the data shows that there is a significant gap in life expectancy between the most deprived and least deprived areas, with the gap increasing for both sexes especially for males in 2018-20 compared with 2011-13.
- ❖ For older adults, wider social determinants of health such as access to housing, food, financial resources, climate change and transportation, as well as social connections, play a critical role not only in better health outcomes, but also in improving overall well-being.
- ❖ Income Deprivation Affecting Older People Index (IDAOPI) in Bury for the year 2019 is 14.5%, statistically higher than England average of 14.2%.
- ❖ East and Moorside are the most deprived wards in Bury and North Manor and Tottington are the least deprived wards in Bury.
- ❖ Social isolation, loneliness and higher levels of deprivation are all linked with pensioners who live alone. There is a clear link between loneliness and poor mental and physical health. Although the links between isolation and loneliness are complex, for older people there is a strong correlation between isolation and loneliness.
- ❖ Dementia is a key contributor to dependence and disability among older individuals in the UK and globally. Individuals with dementia encounter substantial health challenges and may face a mortality risk that is at least twice as high as those without the condition.
- ❖ Based on the most recent data from 2020, prevalence of dementia in Bury is at 4.63%, significantly above England average of 3.97%. This could be caused by higher prevalence or by better diagnosis and recording, or some combination of the two.

For further details regarding health, social care and wellbeing needs of local communities in Bury, please visit: <https://theburydirectory.co.uk/JSNA>

## Population Increase

One of the main drivers of demand for social care services is population increase, especially amongst the over 75 age group.

At the same time, the number of people aged 18-64, from which many social care staff, and unpaid carers come from, is projected to increase by just 2%. An ageing population coupled with a relatively static pool of people who could provide paid and unpaid support to them demonstrates clear pressures, and we can expect greater numbers of:

- People living alone with increasing risk of social isolation, loneliness, and depression
- Unpaid carers, many of whom will be older people with their own care needs
- People with dementia, other long-term conditions and with multiple and complex needs

In 2023, the number of people aged 65 and over living in Bury with Dementia was approximately 2,560. This number is predicted to rise to 3,482 by 2040. As these people will experience increasing levels of morbidity, this will present a significant challenge to health and social care services.

The table below demonstrates the Bury population aged 65 and over, projected to 2040:

	2023	2025	2030	2035	2040
People aged 65 – 69	9,400	10,100	11,300	11,300	10,300
People aged 70 – 74	8,900	8,400	9,200	10,400	10,500
People aged 75 – 79	8,300	8,500	7,400	8,100	9,200
People aged 80 – 84	5,000	5,400	6,800	5,900	6,600
People aged 85 – 89	3,100	3,200	3,600	4,600	4,100
People aged 90 and over	1,700	1,800	2,100	2,500	3,200
Total population 65 and over	36,400	37,400	40,400	42,800	43,900

### Further statistics tell us that:

- ❖ The total population of Bury people aged **65-74 living alone** is predicted to rise from 4,524 in 2023 to 5,132 in 2040 with the majority here being female.
- ❖ The total population of Bury people aged **75 and over living alone** is predicted to rise from 7,391 in 2023 to 9,408 in 2040, again, with the majority here being female.
- ❖ The total population of Bury people aged **65 and over predicted to have dementia** is likely to rise from 2,560 in 2023 to 3,482 in 2040.
- ❖ The total population of Bury people aged **65 and over with a limiting long-term illness** (whose day-to-day activities are limited a lot) is likely to rise from 9,217 in 2023 to 11,527 in 2040.

- ❖ The total population of Bury people aged **65 and over predicted to have a fall** is likely to rise from 9,657 in 2023 to 12,048 in 2040.
- ❖ The total population of Bury people aged **65 and over providing unpaid care** is predicted to increase from 5,144 in 2023 to 6,102 in 2040.

Data taken from POPPI website in December 2024 (Projecting Older People Population Information System).

In 2023, the population of people aged 65 and over in Bury was approximately 36,400.

The table below provides a breakdown of where people aged 65 and over live across the borough:

Integrated Neighbourhood Team (INT) Area	Number of people aged 65 and over
East (includes the wards of East, Moorside and Redvales)	5,251
West (includes the wards of Church, Radcliffe East, Radcliffe North and Radcliffe West)	8,592
North (includes the wards of Elton, North Manor, Tottington and Ramsbottom)	9,317
Prestwich (includes the wards of Holyrood, Sedgley and St Marys)	5,758
Whitefield (includes the wards of Besses, Pilkington Park and Unsworth)	6,107

## Current Position

Many older people manage their care needs through informal support from family, friends, and neighbours. Early intervention and prevention services also enable people to live at home for longer, without formal support in place:

- Information and Advice
- Assistive Technology
- Community Meals
- Housing Support
- Befriending Services
- Volunteer Support
- Luncheon Clubs
- Physical Activity Sessions
- Community Groups
- Faith Groups

However, a range of formal care options are available for those in need, these are highlighted in the table below:<sup>2</sup>

<sup>2</sup> In addition to the providers included in the table, Bury Council will spot purchase services from other providers as appropriate.

Service Type	Council Spend on OP Commissioned Services 2023/24	Number of Council Funded OP Customers 2023/24	Number of OP Locations/ Providers in March 2024	Number of OP Places March 2024	% of These Locations (if CQC Registered and Inspected) Rated Good or Outstanding March 2024
<b>Day Care Services</b>	£862,000	205	2 day care centres recently merged into 1	80 places per day	N/A
<b>Care at Home</b>	£4,604,918	666	25	N/A	100%
<b>Direct Payments</b>	£2,579,000	178	N/A	N/A	N/A
<b>Residential Care Home</b>	£14,027,148	528	20 residential with 13 offering dementia residential placements	689	75%
<b>Nursing Home</b>	£2,846,576	142	8 nursing and residential with 4 offering dementia nursing placements <sup>3</sup>	608 (including residential places)	75%

## Residential and Nursing Care

In the last financial year 2023/24 Bury Council funded approximately £25m on 1719 care packages for people over the age of 65 with the highest spend being made on Care at Home and Residential and Nursing Care. This does not include NHS GM Integrated Care contribution.

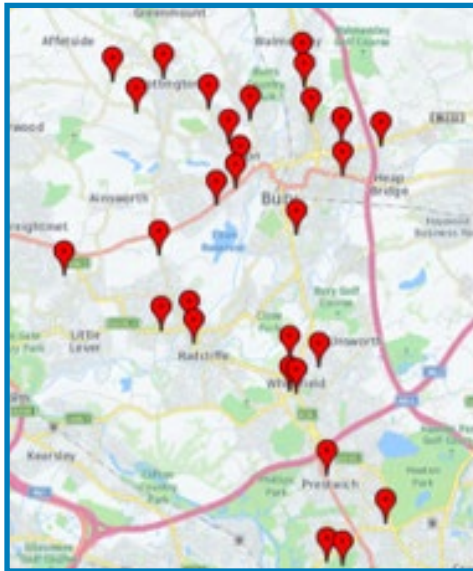
Of the total spend on care packages for those over 65 in year 2023/24, 66% is on 670 funded residential and nursing care placements. The Care Home market in Bury is currently inclined to supporting customers with lower level needs when, demand for more complex support, including nursing and dementia is increasing. There are currently 49 Care Homes in the borough with 26 supporting customers over 65.

<sup>3</sup> Some of the nursing homes also offer residential and dementia residential placements.

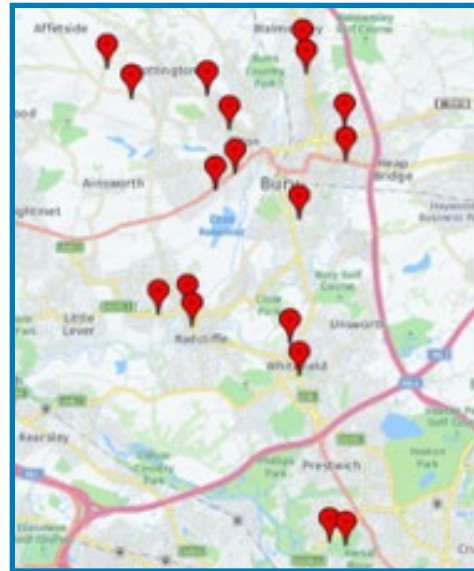


In 2023/24, the number of residential placements for older people out of borough was 166 and the number of nursing placements for older people out of borough was 78. Although some people choose to move out of borough to be closer to family, others move due to a lack of suitable provision in the Bury area.

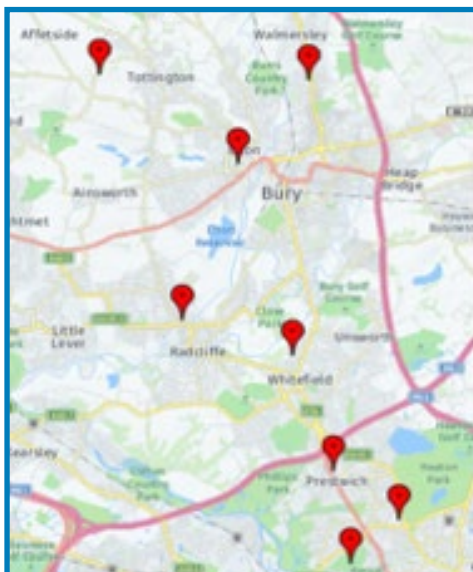
The following maps highlight where existing provision is located



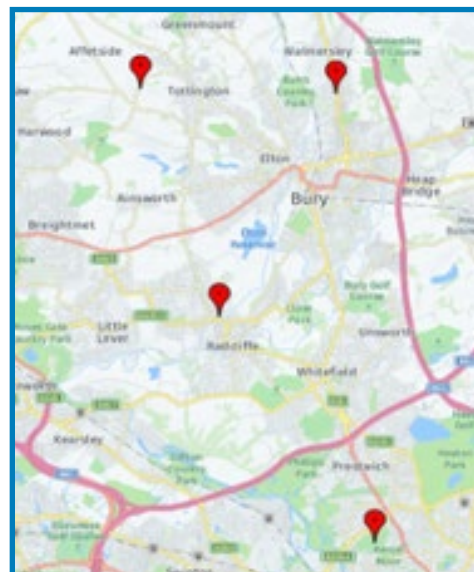
**Residential**



**Residential Dementia**



**General Nursing**

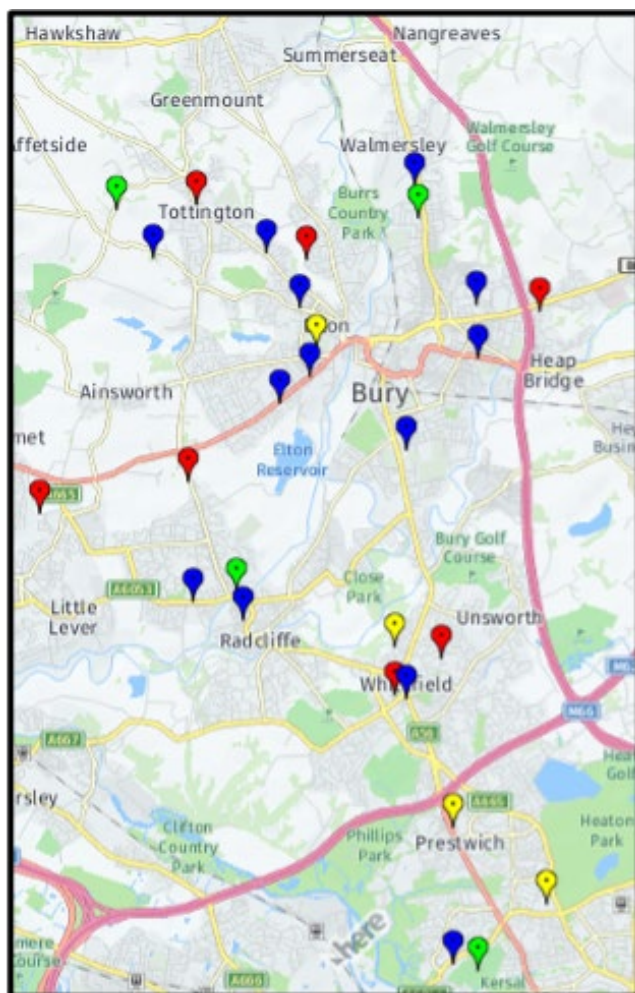


**Nursing Dementia**

The following table provides a further breakdown of placement types in the 26 Bury Care Homes supporting customers over 65:

Placement Type	Number of Places
Residential	712
Dementia Residential	292
Nursing	192
Dementia Nursing	101

The following map shows the location of the 26 Bury Care Homes



## KEY:

Red: residential

Blue: dementia residential

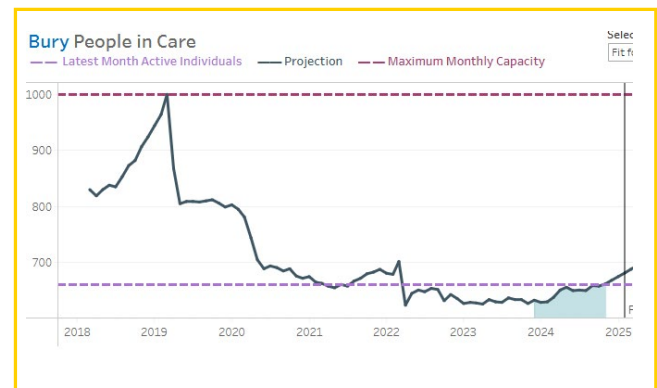
Yellow: nursing

Green: dementia nursing

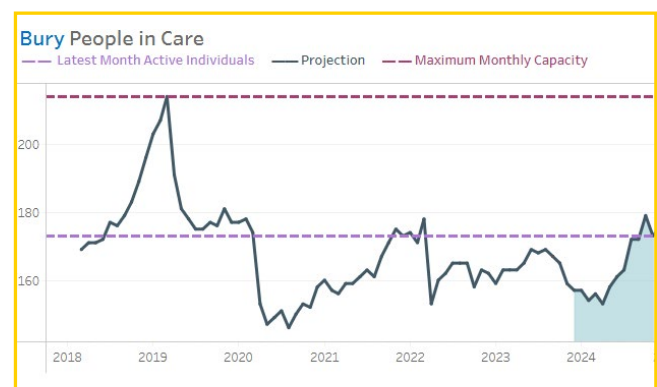
Please note: the care homes have been colour coded into the highest level of care on offer.

Please refer to the CQC website for an interactive map of Care Homes and their performance: [CQC service ratings across England \(arcgis.com\)](https://www.cqc.gov.uk/service-ratings)

Demand for standard residential care has reduced dramatically since the highs of pre-pandemic 2019 as outlined in the graph below:



While demand for standard residential has increased slightly in the last 12 months, capacity continues to outstrip supply. However, for long term nursing care, the graph below shows that while demand has reduced from historic highs in 2019, in the last 12 months demand for more complex provision has increased. Capacity projection estimates that considered the number of people entering and exiting nursing care, predict that Bury will have exhausted its capacity in 16 months. Further details are outlined in the Bury State of the Market Position Statement.



It is clear from the data, the need for care homes to support people with more complex needs, including nursing and dementia support is increasing, set against a backdrop of a reducing need for standard residential placements going forward. Support is available from the Council Commissioning Team and partners to those providers looking to change their provision to ensure it meets the needs of Bury customers in the future or set up a new provision supporting more complex customers.

## Care at Home

Bury currently spends approximately **£12m** on Care at Home packages of care and there are currently 848 customers, including Older People and those with a Mental Health condition in receipt of support by Bury Care at Home Providers.

Bury will be re-tendering its Care at Home service with a new framework to start in October 2025. There will be 10 Providers covering 5 zones across the borough. Two Providers cover one zone and operate a week on/week off model. Where those 'main' Providers are unable to pick up packages there will be up to 5 framework Providers who can pick up packages borough wide.

The need for packages of Care at Home is increasing with people preferring to live at home for as long as possible to support their independence, and delay going into 24-hour care in a residential setting. This supports the emerging picture of the reduction in the need for standard residential care and the increase in the demand for more complex care in later years, including nursing and dementia support.

The scope of the new Care at Home service in Bury will also support the development and roll out of the Blended Roles programme which will allow Care at Home providers to take on low level health tasks, traditionally delivered by District Nurses. This will support early identification of changing health and social care needs, prevent escalation of manageable conditions, and avoid unnecessary hospital admissions, improving quality of life and the experience of the customer and their families, as well as improving and optimising the care worker role with defined career opportunities.

## Locality Sectors in Bury





## Challenges

Please refer to the Bury State of the Market Position Statement for the challenges we face relating to finances and the workforce. This highlights how the legacy of the Pandemic has had a huge impact on our already stretched care providers and those financial pressures are felt by both providers and the council.

However, we must maintain the provision of good quality care for our customers and understand the importance of being a Real Living Wage paying authority. We recognise that the key to a well-functioning, high quality and sustainable market is a workforce that is properly trained, professional, caring, appropriately paid with progression opportunities and job/employer satisfaction.

## Commissioning Intentions and Market Opportunities

- Bury has three extra care housing schemes located in the wards of Redvales, Radcliffe North and Moorside. In total there are 169 properties, a mixture of flats and bungalows. A Housing Needs Assessment for Bury completed in 2021 suggests that an increased number of extra care housing schemes will be needed in Bury moving forwards. Plans are in place for 5 new build extra care schemes over the next 10 years to offer improved housing options and choice to customers.
- In line with this, we aim to reduce the number of residential beds that we commission significantly and increase the number of care and housing options available in the community. This includes more options for people with complex needs to avoid them being placed out of borough. It is predicted, based on the increased trajectory to 2040 that we would need at least 80 more nursing and dementia care beds in

the borough. Providers are encouraged to move away from standard residential care and support the gaps in need by diversifying to more complex dementia care and nursing care.

- A review of sheltered housing is currently underway due to an urgent need to modernise the councils existing stock which was built in the 1960s and no longer fit for purpose.
- Where people have increased levels of need, we will work with providers to expand the number of nursing/dementia beds in care homes and offer higher levels of fee increases.
- As a result of our investment in early intervention and prevention services, we intend for more people to live a good quality of life at home for longer with as much independence as possible. With support from the Bury VCFA, we are keen for providers to expand their prevention offers via new and innovative ways.
- We are committed to strengthening the voice of older people in Bury and have commissioned the Bury VCFA to continue to run and further develop the Bury Older People's Network. The Network is a way for older people to work with agencies on things that matter to them, to improve health and social care services and to create better outcomes for people.
- We will continue to strengthen the relationship between health and social care colleagues to ensure we have a shared understanding of needs and can commission the right services at the right time. The promotion of partnership working will also improve the quality of health and social care provided to older people.
- Lastly, we will continue to support the vibrancy and stability of the care market to ensure that we have a sustainable supply of good quality care options across the borough.