

MARKET POSITION STATEMENT **2022-2025**



Older People and
Ageing Well





Older People and Ageing Well

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 any proposals of doing things differently.¹

Along with provider engagement, we understand the importance of customer engagement and have recently commissioned the Bury VCFA (Voluntary, Community and Faith Alliance) to develop and run 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.

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

[Let's Do It! strategy - Bury Council](#)

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.



“Bury Council is committed to stimulating a diverse, proactive market for adult social care where innovation and creativity is encouraged”

**Let's
Do It!**

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

Population

In 2020, the population of people aged 65 and over in Bury was approximately 35,000.

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

Population Increase

One of the main drivers of demand for social care services is population increase, especially amongst the over 75 age group. In Bury, by 2035:

- The number of people aged 75-79 is projected to increase by 17%
- The number of people aged 80-84 is projected to increase by 20%
- The number of people aged 85-89 is projected to increase by 70%
- The number of people aged 90 and over is projected to increase by 56%

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 2020, the number of people aged 65 and over living in Bury with Dementia was approximately 2,411. This number is predicted to rise to 3,202 by 2035. As these people will experience increasing levels of morbidity, this will present a significant challenge to health and social care services.

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:²

² 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 2020/21	Number of Council Funded OP Customers 2020/21	Number of OP Locations/ Providers in March 2022	Number of OP Places March 2022	% of These Locations (if CQC Registered and Inspected) Rated Good or Outstanding March 2022
Day Care Services	£862,000	205	2 day care centres recently merged into 1	80 places per day	N/A
Care at Home	£4,604,918	666	25	N/A	100%
Direct Payments	£2,579,000	178	N/A	N/A	N/A
Residential Care Home	£14,027,148	528	20 residential with 13 offering dementia residential placements	689	75%
Nursing Home	£2,846,576	142	8 nursing and residential with 4 offering dementia nursing placements ³	608 (including residential places)	75%

Residential and Nursing Care

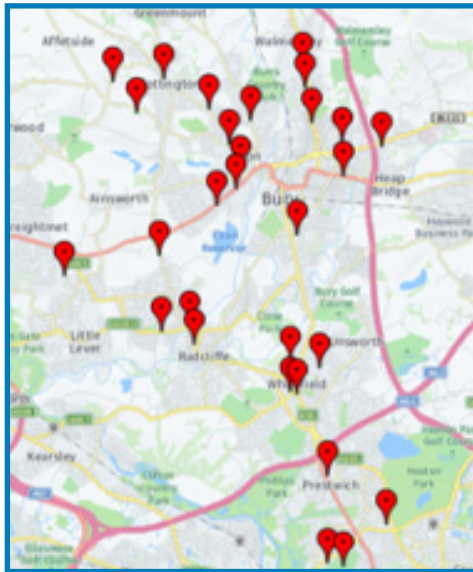
In the last financial year 2020/21 Bury Council funded approximately £25m on 1719 care packages for people over the age of 65 with the highest spend being made on Care at Home and Residential and Nursing Care. This does not include NHS GM Integrated Care contribution.

Of the total spend on care packages for those over 65 in year 2020/21, 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 51 Care Homes in the borough with 28 supporting customers over 65.

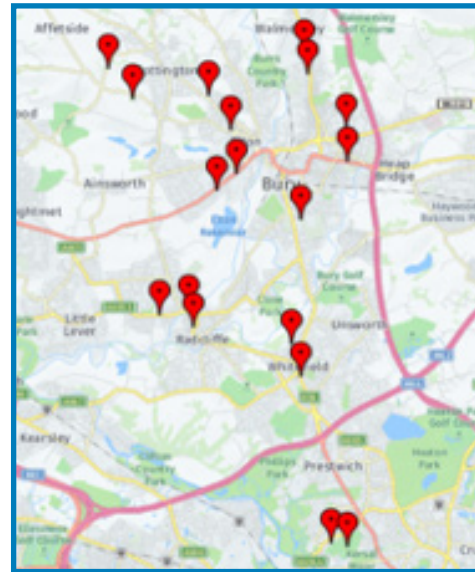
³ Some of the nursing homes also offer residential and dementia residential placements.

In 2020/21, 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.

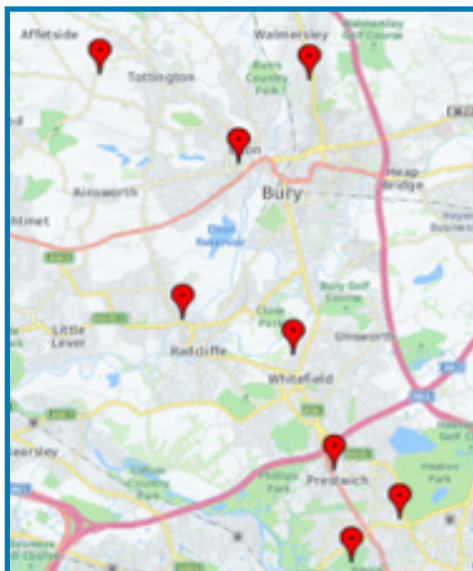
The following maps highlight where existing provision is located



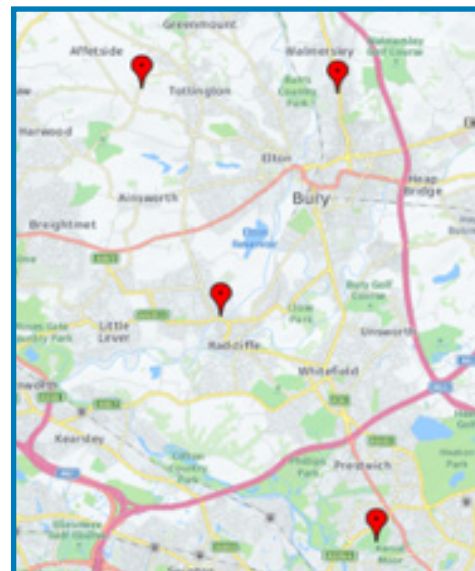
Residential



Residential Dementia



General Nursing

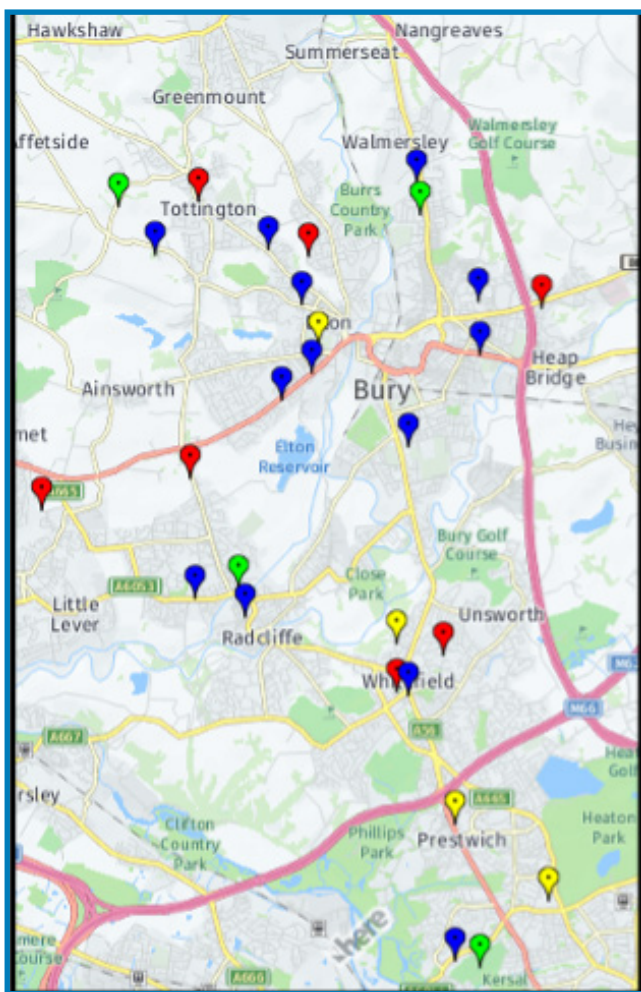


Nursing Dementia

The following table provides a further breakdown of placement types in the 28 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 28 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/England)

While further details are included in the Provider Development 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 **£4.6m** 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 re-tendered its Care at Home service in 2021 with the new contract starting in October 2021. There are now 10 Providers covering 5 zones across the borough. Two Providers cover one zone and operate a week on/week off model. Where those 'main' contracted Providers are unable to pick up packages, there are now an additional 15 framework Providers who can pick packages borough wide.

While further details are included in the Provider Development Market Position Statement, 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 also supports the full 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.

Challenges

Please refer to the Provider Development Market Position Statement for the challenges we face relating to Covid 19, finances and the workforce. This highlights how 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 4-5 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 2035 that we would need at least 60 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 recently commissioned the Bury VCFA to develop and run 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.
- A new way of working has recently been introduced to Care at Home in Bury, with a significant focus on blended roles which is planned to develop and evolve over the length of the contract.
- We intend to develop day services for older people so there is a clear and sustainable offer that continues to meet the needs and aspirations for 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.