

**MARKET POSITION STATEMENT 2025-2027****Prevention and Wellbeing**

*Residents in Bury will benefit from a care system that promotes independence and wellbeing through early intervention and support to maintain skills and confidence, aiming to prevent or delay deterioration.*





# Prevention and Wellbeing

## Introduction

This publication is one of a series of Market Position Statements and marks the start of conversations with Providers and potential Providers, to encourage new ideas and to welcome any proposals of doing things differently.

The Prevention and Wellbeing MPS is committed to supporting the Bury Adult Carers Strategy 2025-2029, with the goal of creating an effective and robust framework that actively promotes independence and wellbeing. The strategy focuses on early intervention to support individuals, helping them retain their skills and confidence, and aims to prevent or delay deterioration wherever possible.



## Our Principles and Priorities

### 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:



**Transforming  
Learning  
Disabilities**

**Excellent  
Social  
Work**

**Superb  
Intermediate  
Care**

**Making  
Safeguarding  
Everybody's  
Business**

**Local and  
Enterprising  
Care  
Market**

**Connect  
Unpaid Carers  
to Quality  
Services**

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.

The Care Act 2014 underpins all our adult care services. It makes prevention the responsibility of local authorities, requiring us to provide and arrange services that prevent or delay the onset of care needs. This includes reaching out to people whose needs may not be being met and supporting carers as well as the adults we care for.

The Government's 2021 white paper People at the Heart of Care builds on the Care Act and sets three core objectives: people have choice, control, and support to live independent lives; can access quality and tailored care; and find adult care accessible. Prevention intersects with each of these themes.

Prevention is not only a matter for our adult social care services. Care needs are complex: some are largely unavoidable for

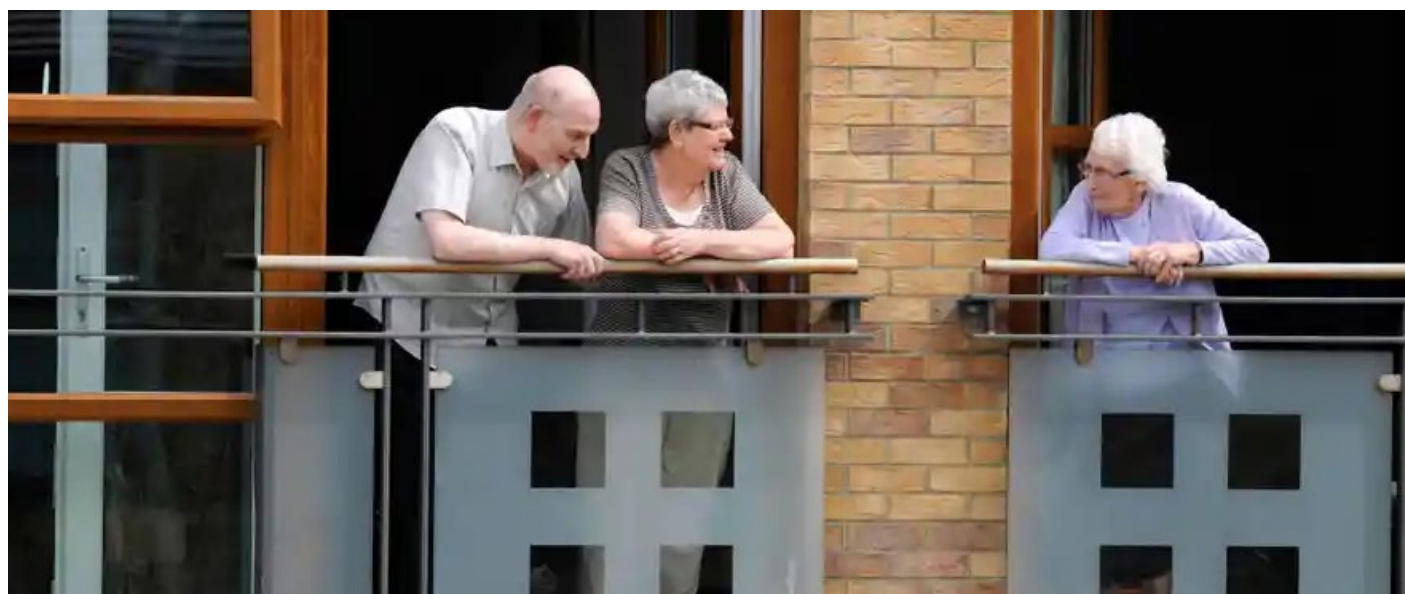
some people (although they can be delayed and mitigated), while others represent the culmination of a lifetime's exposure to different risk factors. Prevention requires a whole council, and whole borough, approach; with the actions in this strategy setting out the adult social care component of that approach.

## What do we mean by wellbeing?

The Care Act defines wellbeing in terms of the following principles:

- Personal dignity
- Physical and mental health and emotional wellbeing
- Protection from abuse and neglect
- Control by the individual over day to day life
- Participation in work, education, recreation etc.
- Social and Economic wellbeing
- Domestic, family and personal relationships
- Suitability of living accommodation
- Contribution to society

All of these principles must be considered when thinking about the wellbeing of a person, group of people or the population.







**// Prevention, as defined in the Care Act (2014), is about the care and support system actively promoting independence and wellbeing.**



## What do we mean by prevention?

Prevention, as defined in the Care Act (2014), is about the care and support system actively promoting independence and wellbeing. Intervening early to support individuals, helping people retain their skills and confidence, and preventing need or delaying deterioration wherever possible.

Research carried out by Skills for Care in 2019 found that adult social care employers define prevention in four main areas:

- Supporting people to live as healthily as possible, both mentally and physically
- Reducing the use of health services, including primary care, emergency services and hospitals
- Preventing or reducing the escalation of health issues
- Supporting people to remain as independent as possible.

The main outcomes for the individual from prevention might include but not limited to:

- Increased independence, including navigation of prevention and community services and effective self-care
- Improved quality of life and wellbeing for people who need care and support and carers
- Reduced social isolation and loneliness
- Delayed and/or reduced need for care and support.



## Prevention approaches

### **Prevent – primary prevention/promoting wellbeing**

This approach should be applied to everyone, encompassing a range of services, facilities and resources that will help avoid the need for care and support developing. It could include information and advice, promoting healthy and active lifestyles, and reducing loneliness and isolation.

### **Reduce – secondary prevention/early intervention**

This approach is targeted at individuals at risk of developing needs where support may slow this process or prevent other needs from developing. These type of interventions may be appropriate regardless of whether the person is already accessing social care and can be relevant to adults and carers. It could include carer support, falls prevention, housing adaptations, assistive technology or support to manage money.

### **Delay – tertiary prevention/formal intervention**

The third approach is aimed at people with established complex health conditions, to minimise the effects, support them to regain skills and to reduce their needs wherever possible. This could include rehabilitation/reablement services, rehabilitation of people with loss of vision or severe vision impairment, meeting a person's needs at home, and providing respite care, peer support, emotional support and stress management for carers.

These examples are used to illustrate what type of services and resources could be considered as part of a prevention service and are not limited to any particular approach. Prevention should be seen as an ongoing factor through all we do and not a single intervention.

## Prevention in an integrated system

There are distinct roles for commissioners and practitioners, if the local authority is to take an effective approach to prevention, there are also shared responsibilities. The below illustrates the joined-up approach to prevention that needs to be taken locally and the role of each partner in an effective system.



## Our key priorities

- **A single sustainable system** – working together, leading the change, and using our resources in the most effective way.
- **Prioritising prevention** – supporting people to be healthy, independent, and resilient throughout life. We'll offer help early to prevent and reduce demand for specialist services.
- **Tackling inequalities in communities** – providing support for those who are most in need and address wider factors that impact on wellbeing.
- **Integrating ways of working** – collaborating in the delivery of person-centred care to make sure services are joined-up, consistent and make sense to those who use them.
- **Developing an adults prevention and early help approach that** - enable a reduction in Adult Social Service demand; by preventing, reducing and delaying the need for formal care.
- **Working hand in hand with our VCSE colleagues** - recognising the significant role our VCSE colleagues undertake in the promotion of health and wellbeing and preventing the need for formal care is key to driving forward the agenda.

## Current Offer

Bury offers a range of preventative care and support for adults and unpaid carers as part of our wider adult social care service. Prevention is part of many of our services, including giving information and advice, our safeguarding and assessment processes, and the provision of care and support services themselves.



## Co-production & engagement

Co-production and engagement with people are important to us in Bury and therefore we want to work with partners who are willing to work opening and transparently with a range of stakeholders to enable greater inclusion in the development and delivery of services.

Each of the adults and unpaid carers that we support are individuals. They have their own interests, aspirations, and support needs. Providing suitable support involves listening to them and matching our offer to their desires.

This is particularly important for preventative services and care. Our practitioners are skilled professionals who can identify solutions and suitable packages of care, and effective prevention requires buy-in and support from the adult or unpaid carer themselves.

We are committed to treating people as the unique individuals they are, including listening to them and allowing them to shape the support they receive. This includes listening to people before they contact adult social care services, reacting to community feedback to ensure that our universal services offer continues to be suitable and effective.





## Commissioning Intentions

- Improve our information, advice, guidance and support available online (such as the Council website and The Bury Directory) and in various formats for people. We hope this will help people and Providers navigate the system and understand how they can help themselves and each other, when needed access the right services at the right time.
- Commissioners and practitioners need a shared understanding of the scope of prevention, the different approaches, and the likely opportunities to prevent, reduce or delay need.
- Proactively understand local needs and provision, and to work collaboratively with a wide range of partners.
- Understand why people make first contact (our 'front door'): streamlining our processes and ways into our Adult Care Connect and Direct Hub, building stronger links with voluntary, community and faith networks.
- Work creatively to support and sustain the longer-term infrastructure and investment offer to support voluntary, community and faith activity linked to prevention, social prescribing and reducing social isolation and loneliness.
- Ensure a broader linkage between prevention and the wider community support offer.
- Support people to take charge of their health, care and lives.
- Gaining social value from council contracts to support local people, enable preventative services and our voluntary, community and faith networks.
- Drive the Technology Enabled Care offer in borough to enable people to live independently at home for as long as possible, preventing the need for alternative formal health and social care.
- Continue to support the Home from Hospital model that will help support timely and safer discharge from our hospital, prevent risk of readmission and potentially prevent admissions in the first place.



## MARKET OPPORTUNITIES

- Develop a Prevention and Wellbeing Strategy which defines stronger commissioning intentions that supports the prevention of needs arising, building personal resilience, and having increased choice and control at the right time and life stages assured of the right support at the right time and the right way.
- Expand our step-up, step-down approaches to meet people's needs at the most suitable level. This will allow us to provide short-term support at a higher level before returning to a lower level when appropriate, supporting prevention, reablement, and independence.
- Work with local voluntary, community and faith organisations to expand services that support prevention and early help to understand uptake of our universal services offer, including seeking to identify any demographic groups that are underrepresented.
- Refresh our approach and review our current approach to adapting properties to best meet people's needs. These include minor adaptations, such as grabrails, as well as more extensive adaptations such as level access showers. This includes increasing the visibility of adaptation options to assessors, allowing it to be routinely considered and discussed as part of the needs assessment process.
- Work with Providers to review the effectiveness of services currently commissioned looking at opportunities to reduce duplication and freeing up capacity to support commissioning gaps.
- Adapt and update our online resources, making them clear and including accessible options such as easy read and large print. We will also investigate developing online self-assessment tools.
- Technological advances offer new options to help people maintain independence and control. We will share information with our workforce to support more informed conversations with adults and unpaid carers.