

Worcestershire Adult Services-Market Position Statement



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1. Our Commissioning Strategy

We are committed to the co-production of services with as wide a range of stakeholders with a particular focus on the needs of service users and carers and the role of the voluntary and community sector

In order to commission and deliver high quality, cost effective services, Adult Services are engaged in the following initiatives.

- Development of an Outcomes Based domiciliary care approach across Worcestershire. This could dramatically change the landscape of the Domiciliary Care Market in Worcestershire reducing the number of providers who will then pick up guaranteed volumes of work. This will challenge the traditional approach to delivery of homecare and providers will need to change and adapt to a more flexible form of service delivery. The 'traditional' approach are for those organisations who have large overheads e.g. big offices, large back office staff and adopt traditional ways of recruiting which don't tie into the more modern world.
- Development of a technology enabled care approach. This is for people who receive care in a community setting and those who receive care in a residential or nursing setting.
- Reviewing how equipment is used to support people at home
- To continue to work with providers to develop Supported Living provision, including provision which meets complex needs, in Worcestershire, in line with the Council's Supported Living Strategy.
- To further develop provision in Worcestershire for 16-25 year olds, including residential college provision.
- To develop a mixed market of day service and overnight short breaks (replacement care) support. For example, externally-provided Day Services for people with Learning Disabilities are commissioned under a revised specification and contract through a DPS (Dynamic Purchasing System) opened up to providers monthly to encourage more choice in the market.
- Ensuring best use of the Continuing Health Care funding
- Continuing the development and utilisation of Extra Care with Housing Providers
- Commissioning of discharge to assess beds in Care Homes
- A move towards developing in-house provision for specialist services
- The commissioning of Block Purchased beds

This commissioning strategy reflects the more immediate intentions. A longer term strategic commissioning strategy will be completed by April 2019.

Introduction

This Market Position Statement is aimed at providing a clear picture of the environment in which Adult Social Care for older people and people with a disability is provided in Worcestershire. It sets out the wider context in which we commission services, the main policy drivers that affect us and the key objectives we wish to achieve. We hope that this document will further inform on-going dialogue and meaningful relationships with stakeholders.

Worcestershire County Council's vision is that – "Worcestershire residents are healthier, live longer, have a better quality of life and remain independent for as long as possible." In supporting this vision the Commissioning Unit is committed to stimulating, shaping and sustaining a diverse, active market where innovation is encouraged and rewarded, while poor practice is highlighted and actively discouraged. We are dedicated to ensuring that services are delivered in a way that is personalised, with a strong focus on individual choice and control that takes account of issues of diversity and equality.

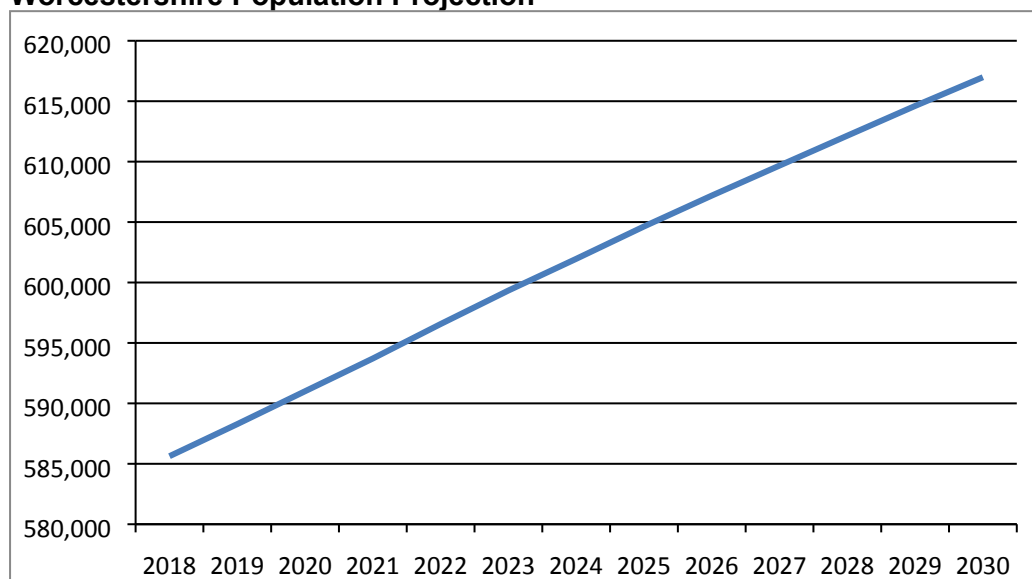
We recognise the invaluable contribution that statutory partners, providers and community/voluntary organisations continue to make in maintaining a sustainable market that provides high quality, cost effective, care and support.

The introduction of The Care Bill in 2014 is designed to ensure that the focus in health and social care is on the overall wellbeing of the individual and that this is at the forefront of any care and support they receive. It emphasises, amongst other things, the need to promote individual wellbeing, taking into account the views, feelings and wishes of the individual about the care and support they receive. This should consider all aspects of their wellbeing including physical and mental health, dignity and respect and control over their daily needs.

As a result of a growing and aging population and financial pressures, Worcestershire County Council we will all need to be innovative in the way we deliver adult social care throughout the County, including working to build new capacity across the voluntary and community sector.

The graph below shows the total population of Worcestershire where the population is projected to increase from 586,000 in 2018 to 617,000 in 2030.

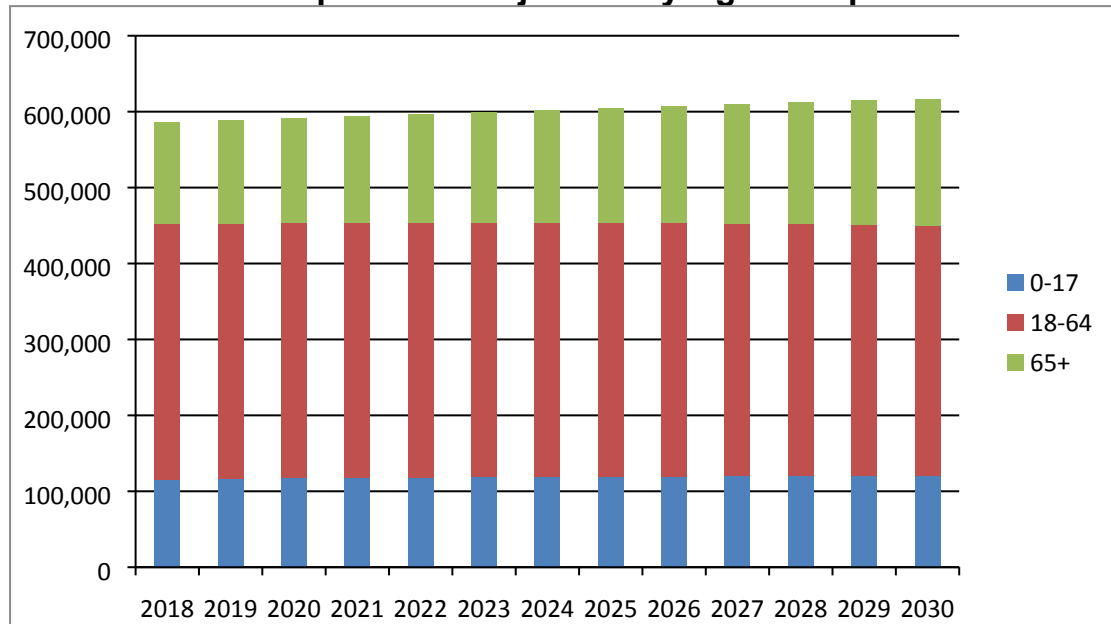
Worcestershire Population Projection



Source: Office for National Statistics, Subnational population projections for England: 2014-based projections

Nearly all of the projected growth in the population is amongst those aged 65 and over, with this group projected to increase by 34,000 or 25% by 2030. The appendix provides further details showing that most of the projected growth is amongst those aged 75 and over, with this group projected to grow by 30,000 or 50% by 2030.

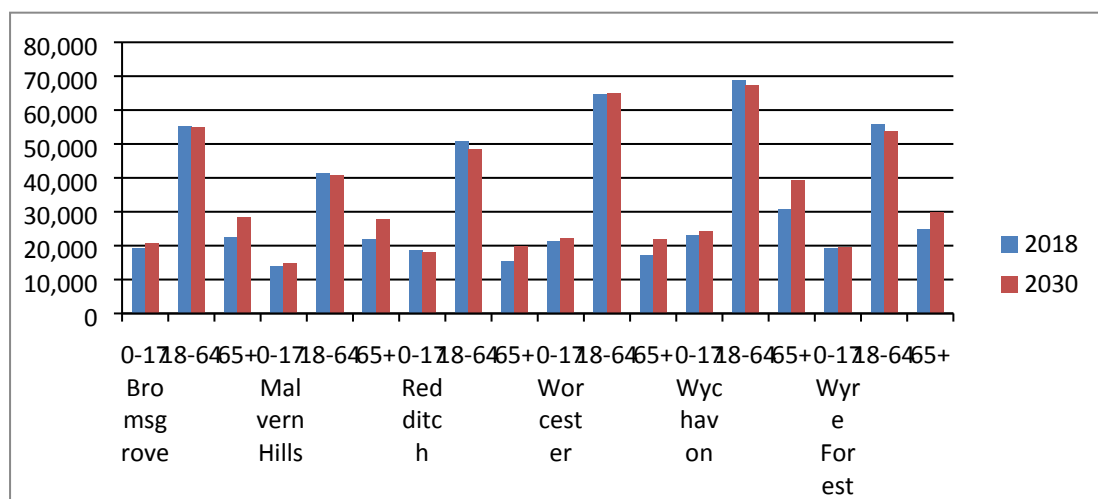
Worcestershire Population Projection by Age Group



Source: Office for National Statistics, Subnational population projections for England: 2014-based projections

In every district the largest projected increases in population are amongst the 65 and over group.

Population Projection by District



Source: Office for National Statistics, Subnational population projections for England: 2014-based projections

Wider context to commissioning in Worcestershire

The Council's aims within Adult Social Care are to achieve long term quality outcomes, manage demand and reduce costs in doing so there are a number of pressures and drivers to consider. These include:

Finance - Although the Government has made several announcements on social care such as the Improved Better Care Fund and the Social Care Precept the sector still faces significant challenges to meet future demand.

Integration and STPs - There remains a drive for greater integration as a route to efficiency and better outcomes in the sector. An example of this is the development of Sustainability and Transformation Plans. STPs are five-year plans covering all aspects of NHS spending, as well as focusing on better integration with social care and other local authority services. Nationally, forty-four areas have been identified as the geographical 'footprints' on which the plans are based, with 1 specifically covering Worcestershire and Herefordshire. The impact for the market is that there will be an increasing need to work with multiple commissioners and get consistency in approach across STP footprints. Providers may also see more integrated services commissioned with tenders looking at both health and care needs.

The Care Act 2014 - this act has significantly impacted on how Adult Social Care operates across Worcestershire and in order to continue to deliver within the cash limit with a particular focus on:

- The full roll out of Three Conversation Model across Adult Social Care social work teams
- Reviewing all packages of care to ensure they are fit for purpose and continue to support the needs of individuals
- Making best use of Occupational Therapists and ensuring they have, where appropriate, input in the delivery of care
- Increasing the use and capacity of in-house services to support discharge from hospital
- Facilitating greater independence for people with a disability in areas such as supported living and day services
- Using new and emerging technology to deliver a Technology Enabled Care approach and further improve outcomes for people
- Continuing with plans to deliver Extra Care housing for older people with a renewed focus on closer working across Health, Housing and Adult Social Care
- Building new capacity across the voluntary and community sector

Supporting the development of the emerging Integrated Care Teams across the Worcestershire

Adult Social Care Provider Workforce

The estimated number of adult social care jobs in the Worcestershire area was 15,500 including 1,200 managerial roles, 800 regulated professionals, 11,500 direct care (including 8,400 care workers), and 2,000 other-non-care providing roles.

Around a quarter (25%) of the workforce in Worcestershire were on zero-hours contracts.

Approximately half (47%) of the workforce worked on a part-time basis, 43% were full-time and the remaining 10% had no fixed hours

The majority (85%) of the workforce in Worcestershire are female and the average age was 44 years old. Those aged 24 and under made up 11% of the workforce and those aged over 55 represented 26%. Given this age profile approximately 3,900 people will be reaching retirement age in the next 10 years.

Care Sector Wages. The sector faces high vacancy and turnover rates and greater competition with other sectors to fill vacancies. Staff that leave usually go on to work in health service, but other sectors including retail are now more attractive due to the national living wage.

Average pay rate of selected job roles by area

	England	Region	Area
Full-time equivalent annual pay			
Social worker	£33,300	£33,200	£30,900
Registered nurse	£27,900	£28,900	£30,100
Hourly pay			
National Living Wage	£7.50	£7.50	£7.50
Senior care worker	£8.66	£8.81	£9.13
Care worker	£7.85	£7.97	£8.09
Support & outreach	£9.11	£9.45	£9.35

Source: Skills for Care (March 2018) - <https://www.skillsforcare.org.uk/NMDS-SC-intelligence/Workforce-intelligence/documents/Local-authority-area-summary-reports/West-Midlands/Worcestershire-Summary.pdf>

Within Worcestershire there are areas of high employment e.g. Wychavon this aligned to a dispersed population base make recruitment of care staff more difficult

Brexit and Overseas recruitment – It has been estimated that close to 80,000 workers in the care sector could lose their right to work in the UK following a British exit from the European Union. Providers within Worcestershire have expressed concerns and about the loss of workers from other non-EU countries due to current immigration rules

Managing Delivery of High Quality Services:

Worcestershire County Council is continuing to develop the Quality Assurance model including the profiling of providers financial accounts on a regular basis providing the Council with additional insight into the stability of the marketplace

In some areas Performance will continue to be monitored via electronic workbooks and with additional emphasis being placed on Electronic Care Monitoring (ECM), particularly for Domiciliary Care.

Commissioning and Managing Service Delivery

Adults Services Leaderships Team's key focus is to:

- **Reduce** the number of Older and younger adults whose long term support needs are met by admission to care homes
- **Increase** the number of people whose short term support services enable them to live independently for longer

- **Increase** the number of older people who stay at home following reablement or rehabilitation
- **Sustain** the current performance on delayed transfer of care from hospital

To support delivery on these key areas Worcestershire County Council groups services and activities into four broad areas over which there is strategic commissioning oversight. These are;

- Supporting People with a Learning Disability
- Supporting Older People and People with a Physical Disability or Sensory Impairment at home and in the community
- Supporting Older people and people with a Physical Disability in a Care Home
- Supporting People with Mental Health issues

Worcestershire County Council has recognised that managing across these broad areas can deliver:

- Improved outcomes and quality of care for individuals
- Sustainability of service provision and the market, including excellent, commercially focussed, contract management
- Savings through increased efficiency, understanding of markets and planning of service delivery

Supporting People with a Learning Disability:

The Council funds around 1,440 adults with a Learning Disability who are eligible for packages of care under the Care Act 2014. The following types of support are commissioned to meet these eligible assessed needs:

- Learning Disability Residential and Nursing Care placements
- Supported Living placements
- Shared Lives placements
- Domiciliary Care
- Learning Disability Day Services
- Learning Disability Replacement Care (Overnight Respite) Services
- Transport

Worcestershire County Council also funds packages of support through Direct Payments, where individuals choose and purchase their own support. Approximately 450 people with learning disabilities currently receive a Direct Payment from the Council.

Key current and future commissioning priorities for Worcestershire to support people with a Learning Disability include:

- To continue to work with providers to develop Supported Living provision, including provision which meets complex needs, in Worcestershire, in line with the Council's Supported Living Strategy
- Development of additional provision in Worcestershire for 16-25 year olds, including options for developing residential college provision within Worcestershire
- The continued development of a mixed market of day service and replacement care (overnight respite) support.

For example, externally-provided Day Services for people with Learning Disabilities are now commissioned under a revised specification and contract through a DPS (Dynamic Purchasing System) opened up to providers monthly to encourage more choice in the market. The external provision complements a range of Council-provided day service provision, ensuring variety and quality of services in Worcestershire as a whole, based on a mixed market of services available to extend customer choice

The Worcestershire Learning Disability Provider Forum is an opportunity for providers to hear about Worcestershire County Council's commissioning priorities for Learning Disability Services, hear about future opportunities and share best practice. Join up at <https://www.yammer.com/wldpf> (by requesting an invite).

Supporting Older People and People with a Physical Disability at Home and in the Community:

The Council funds 3014 Older People and People with a Physical Disability in community settings (as at July 2018).

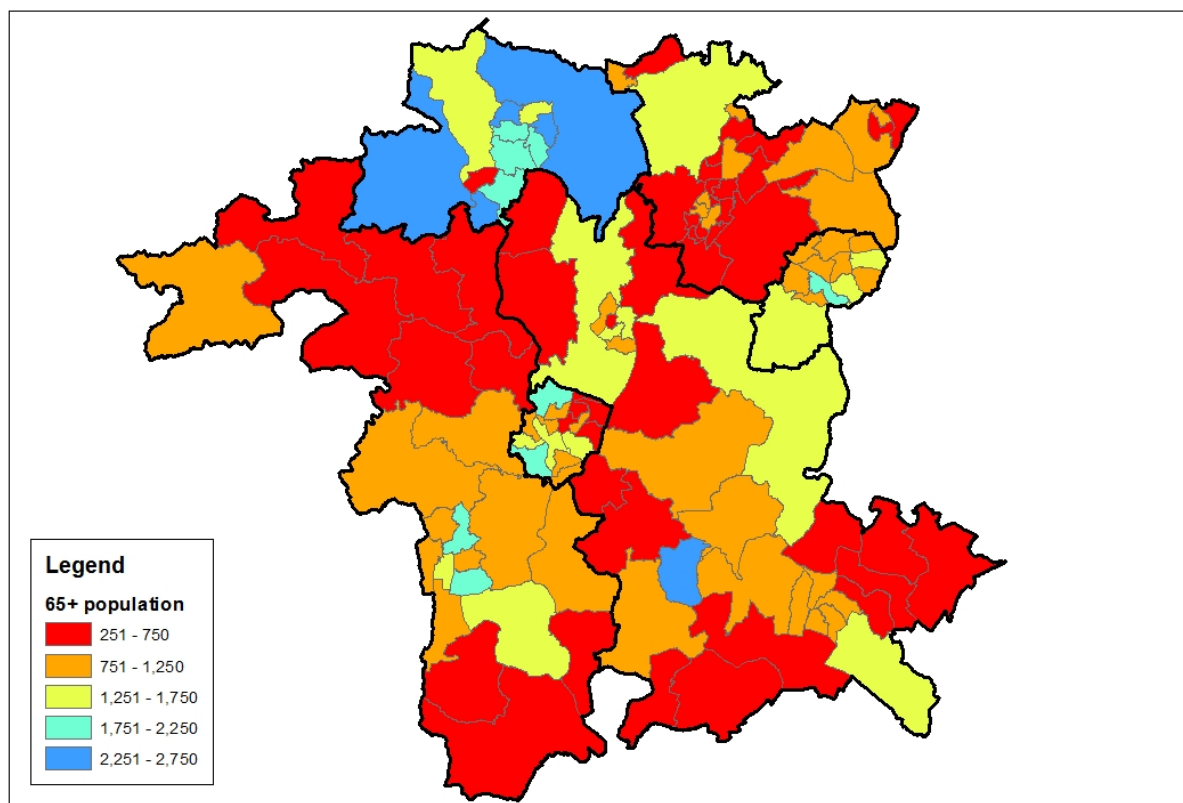
Older People (65+) Population Projections

Area	2018	2019	2020	2023	2028	5 year % change	10 year % change
Bromsgrove	22,264	22,671	22,973	23,964	26,104	8%	17%
Malvern Hills	21,779	22,155	22,480	23,710	26,199	9%	20%
Redditch	15,511	15,911	16,228	17,217	18,517	11%	19%
Worcester	17,372	17,666	17,928	18,746	20,742	8%	19%
Wychavon	31,290	32,040	32,690	34,781	38,878	11%	24%
Wyre Forest	24,900	25,278	25,547	26,410	28,238	6%	13%
Worcestershire	133,116	135,720	137,847	144,828	158,678	9%	19%

Source: Office for National Statistics, 2016-based subnational population projections

Wychavon has the largest population aged 65 and over and is also projected to see the largest percentage increases in this age group.

The map below shows the 65 and over population by ward. To some extent the size of the population reflects the number of wards in a district with Bromsgrove and Wychavon having a much larger number of wards than other districts.



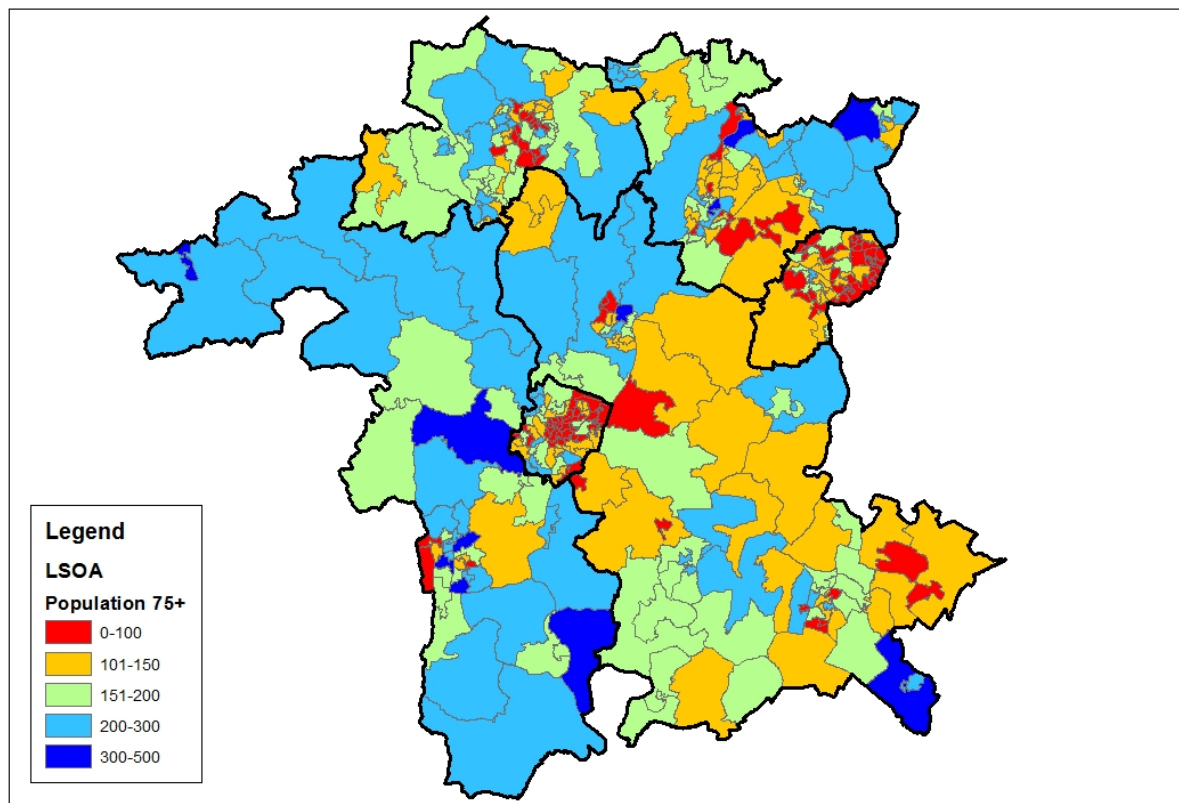
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65+ population by ward

Produced by Market Management and Research (July 18)



The 75 and over population by Lower Super Output Area provides a better indication of the relative concentration of older people as LSOAs have a population of around 1,500.



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Population aged 75+ by LSOA

Produced by Market Management and Research (July 18)



The commissioning activity in Worcestershire to support Older People and People with a Physical Disability at home and in the community includes:

1. Care and Support received within an individual's home e.g. Reablement, Domiciliary care

Homecare is vital for people with care and support needs to remain at home, yet it is the most fragile part of the social care market. Market instability can have a significant impact on the lives and experience of people who use care and support. The homecare provider market in Worcestershire is diverse, with a high number of small and medium enterprises, as well as larger, corporate, providers. The Council has to balance the responsibility to develop and arrange high quality care that gives people choice and control, with the necessity to make significant savings in budgets, whilst maintaining sustainable markets with a sufficient workforce capacity. Likewise, providers have to balance quality, increasing costs, and risks to their financial viability and their ability to recruit and retain suitable workers. This balance is increasingly hard to achieve and the viability of contracts becomes key, along with active engagement between commissioners and providers to develop positive business relationships and the shared aim of delivering good quality, sustainable care.

The intention in Worcestershire is to deliver an Outcomes Based Commissioning approach for Domiciliary Care. We will achieve this by working with a number of trusted, high quality domiciliary care providers to ensure an OBC approach with the implied behaviours and ways of working is delivered consistently across Worcestershire for the benefit of the people who require domiciliary care. The model will also reflect the need to develop even closer business relationships recognising the need to deliver sustainable and high quality care.

Focussing on peoples outcomes and supporting the Three Conversation model, which is being adopted by Adult Social Work teams across Worcestershire in 2018, will allow for scope to review and potentially develop the reablement model within Worcestershire supporting people to remain at home where ever possible.

2. Community-based support at home e.g. voluntary sector services

The Council will continue to work with voluntary sector to ensure that the services they deliver are both innovative and cost effective. Increasingly the Council will work with voluntary sector providers to support them to access to alternative funding streams and identify opportunities to become even less reliant on Council funding.

3. Day Opportunities/Care

There are 11 providers who have contracts with the Council to provide day opportunities for Older People, People with a Physical Disabilities, Sensory Impairment and People living with Dementia.

The day care market is static in terms of numbers of people having fully supported day services.

The Council is working with providers to embrace new and differing models of providing day opportunities and supporting a move away from building based day care services.

4. Housing-based Care and Support e.g. Extra Care

The term 'extra care housing' has become one of the most widely used and adopted as the generic term for purpose designed, self-contained, housing for older and disabled people with care and support.

There are currently 869 Extra Care units within Worcestershire. These are located across the County as per the table below.

North Worcestershire		Total units	Minimum age
Arch Hill	Kidderminster	97	55 years
Berrington Court	Kidderminster	100	55 years
Dorothy Terry House	Redditch	42	55 years
Gilbert Court	Bromsgrove	92	55 years

St. David's	Redditch	54	55 years
Terryspring Court	Redditch	58	55 years
School Gardens	Stourport	60	55 years
South Worcestershire			
Clarence Park	Malvern	101	55 years
Meadow Court	Worcester	57	55 years
Noble House	Worcester	60	55 years
Yates Court	Evesham	95	55 years
Cherry Orchard	Pershore	53	55 years

Worcestershire County Council with its District and Borough Council partners has developed a countywide strategy for extra care housing for older and disabled people. The strategy sets out the framework for the future development of extra care housing in Worcestershire. It covers the period 2012-2026. The report can be found here: http://www.worcestershire.gov.uk/downloads/file/4269/worcestershire_extra_care_housing_strategy

Through the delivery of the strategy it is planned to make extra care housing an increasingly well-known and chosen form of specialist accommodation in every District of the County. It will be available for people who want to buy and for people who want to rent. The local authorities will take a leading role in enabling extra care housing and they will encourage and work with providers from the social, charitable and private sectors to deliver the extra care housing required in Worcestershire.

5. Home Improvements e.g. Integrated Equipment Services and Home Improvement Agencies
6. Technology enabled lives i.e. the use of technology to support people to remain at home

The Council, through its Technology Enabled Lives programme, will provide Assistive Technology options to social workers to enable them to develop a technology first approach when considering peoples care and support needs.

- The Council anticipates to use the latest technology to support the delivery of Domiciliary Care, Supported living and Extra Care for older people, people with mental health and learning disabilities.
- Implementation of 'technology first' approach when developing new care packages
- Supporting changes in front line work practices to ensure that social workers have the skills to make informed decisions regarding the use of Assistive Technology aids
- Deliver a pilot during 2019/2020 to understand the better the possibilities of using technology and artificial intelligence. The Council intends to procure an Assistive Technology partner following the pilot.

7. Sensory Impairment

As referred to in Table 5: Projected number of older people with sensory impairments, by 2030 there is predicted to be around 122,000 people in Worcestershire with a hearing loss and/or a visual impairment.

Key current and future commissioning priorities for Worcestershire to support people with a Sensory Impairment include:

- Awareness and Prevention - Worcestershire residents understand the importance of looking after their sight and hearing
- Support for Independence - People living with sensory impairment in Worcestershire are supported to take the maximum possible control over living as independently as possible, while also getting direct assistance when required
- Information and Advice - access to information and advice to manage their health and wellbeing
- Engagement and Participation – ensure people with a sensory impairment are involved in decisions that may affect the way in which they are able to live in Worcestershire

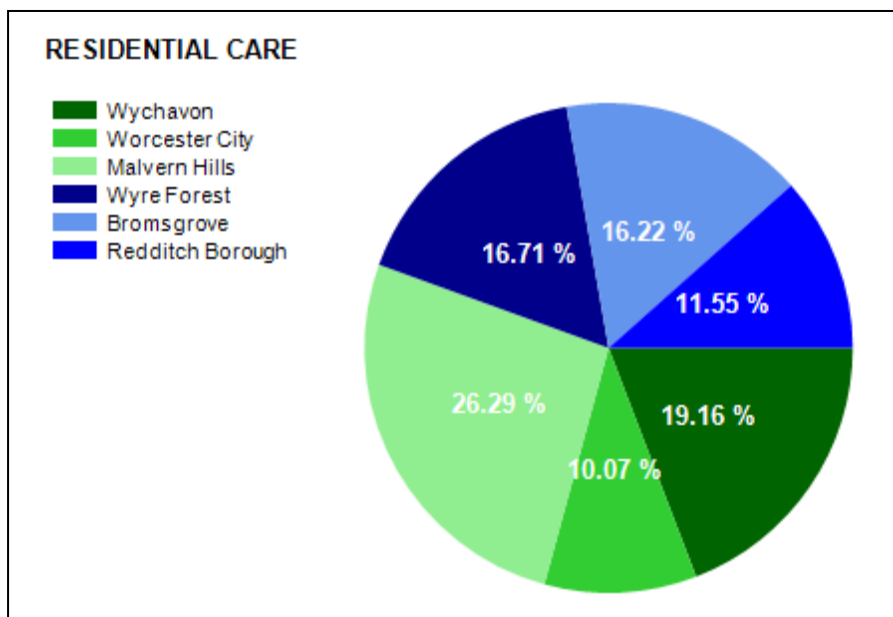
Supporting Older People and People with a Physical Disability in a Care Home

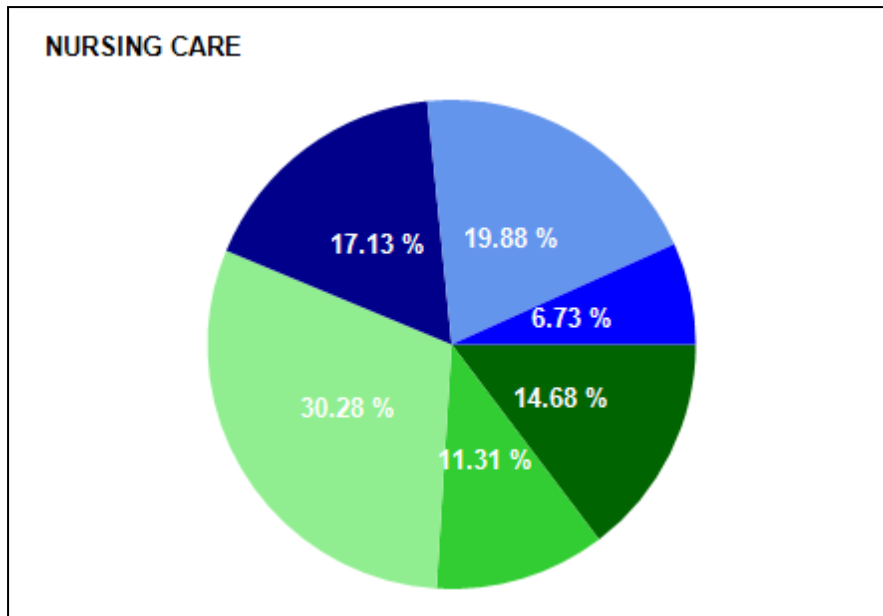
As at 30th June 2018 there were 60 care homes registered with CQC for the provision of long term nursing services for older people within Worcestershire (approximately 2800 beds) and 67 for residential care (approximately 2150 beds). One of the residential homes is owned by the Council.

Worcestershire County Council funds the long term care of 1506 older people in care homes (644 for a nursing service and 862 for a residential service). Over 90% are in care homes within the County. (July 2018)

Between June 2017 and May 2018 (12 months) 734 new long term placements were made by Worcestershire County Council into care homes within the County (327 for nursing and 407 for residential care) – an average of 62 per month.

The distribution of new long term placements over the last 12 months within the County has been:





We are aiming to ensure that the most effective and efficient services are available for our Worcestershire clients by:

- Reducing hospital admissions from Residential and Nursing Care
- Identifying types of service which are difficult to source and considering new commissioning approaches to meet those needs. A current example is the provision of residential care for people who are mobile and exhibit behaviours that challenge as a result of dementia or other conditions.
- Making better use of technology through the Technology Enabled Lives programme
- Using short term interventions, such as Discharge To Assess beds to ensure that an presented need for care home admission upon hospital discharge is the right decision
- Exploring the potential to further develop in-house provision for specialist services
- Looking at different models to meet different needs e.g. block purchase arrangements
- Working closely with partners to contribute to new initiatives such as the implementation of the ReSPECT process, supporting STP-based work to support a consistent approach to End-of-Life care, development of Neighbourhood teams who work closely with local homes and ensure alignment of homes to a named GP etc.
- Contribute to system-wide work to further understand workforce pressures and potential actions.
- Looking at the potential to develop joint contracts with the CCGs

Supporting People with Mental Health issues:

Worcestershire County Council funds around 350 adults with Mental Health issues who are eligible for packages of care under the Care Act 2014 or the Mental Health Act 1983. The following types of support are commissioned to meet these eligible assessed needs:

- Mental Health Residential and Nursing Care placements
- Supported Living placements
- Domiciliary Care

Worcestershire County Council also funds packages of support through Direct Payments, where individuals choose and purchase their own support. Approximately 70 people with mental health issues currently receive a Direct Payment from the Council.

Key current and future commissioning priorities for Worcestershire to support people with Mental Health needs include:

- To continue to work with providers to develop Supported Living provision, including provision which meets complex needs, in Worcestershire, in line with the Council's Supported Living Strategy
- Development of additional residential care provision in Worcestershire for adults with long-term Mental Health issues, providing a recovery-focussed approach to enable people to continue their recovery within community settings.
- Optimise access to Direct Payments for people with mental health issues to enable them to choose and purchase their own support.

Supporting Carers in Worcestershire:

There are around 7 million carers in the UK - around one in ten people. By 2037, the number of carers will increase to around 9 million. The value of unpaid care carers give in the UK is estimated at £132 billion (Carers UK Valuing Carers 2015).

Worcestershire County Council supports carers through the:

- Commissioning and provision of replacement care/overnight short breaks services which enable carers to continue their caring role. We recognise the value that carers provide – for example, in Worcestershire, on average it costs over £500 more per week to support someone with learning disabilities in an external Supported Living or Residential placement than the weekly cost to support someone living at home with a family carers
- Commissioning of the Carers Hub, which is delivered by Worcestershire Association of Carers • In 2017/18 there was a total investment of £1.87m in the Carers Hub by Worcestershire County Council and Health.

In 2017/18 the Carers Hub recorded that there were:

- 12,500 Carers on the carers register
- 3501 Carer Emergency Cards issued
- Training courses on which 281 Carers attended
- 1240 Carers supported through peer support networks
- 2947 Carer referrals of which 1394 were for new Carers

Key current and future commissioning priorities for Worcestershire to support Carers include:

- Further development an strengths based approach when supporting Carers, ensuring carers are connected and stay connected to their support networks and in turn preventing, reducing or delaying the need for other services
- To support the effectiveness of Neighbourhood teams and the Three Conversation Model in Social Work teams through increasing our partnership working with Worcestershire Association of Carers
- Continuation and development of services for people with care and support needs who are supported by family carers, for example replacement care provision and day services.

Appendix 1 – Population Demographics

Table 1: Adult Population by Age and Gender, 2016

Area	Gender	18-44	45-64	65-74	75-84	85+	Total
Bromsgrove	Male	14,254	13,605	5,580	3,209	1,094	37,742
	Female	14,089	13,869	5,840	3,726	2,155	39,679
	Total	28,343	27,474	11,420	6,935	3,249	77,421
Malvern Hills	Male	9,380	11,119	5,496	3,169	1,100	30,264
	Female	9,663	11,519	5,730	3,502	1,938	32,352
	Total	19,043	22,638	11,226	6,671	3,038	62,616
Redditch	Male	14,797	10,824	4,523	1,857	565	32,566
	Female	14,675	11,305	4,463	2,128	1,107	33,678
	Total	29,472	22,129	8,986	3,985	1,672	66,244
Worcester	Male	19,360	12,670	4,380	2,372	731	39,513
	Female	19,585	12,483	4,730	2,985	1,562	41,345
	Total	38,945	25,153	9,110	5,357	2,293	80,858
Wychavon	Male	16,561	17,752	8,263	4,383	1,402	48,361
	Female	16,808	18,548	8,399	4,918	2,560	51,233
	Total	33,369	36,300	16,662	9,301	3,962	99,594
Wyre Forest	Male	14,643	13,412	6,846	3,420	1,038	39,359
	Female	14,559	13,902	7,127	3,906	1,851	41,345
	Total	29,202	27,314	13,973	7,326	2,889	80,704
Worcestershire	Male	88,995	79,382	35,088	18,410	5,930	227,805
	Female	89,379	81,626	36,289	21,165	11,173	239,632
	Total	178,374	161,008	71,377	39,575	17,103	467,437

Source: Office for National Statistics, mid-2016 population estimates

Across all districts the highest percentage growth between 2018 and 2030 is projected to be amongst those aged 75 and over.

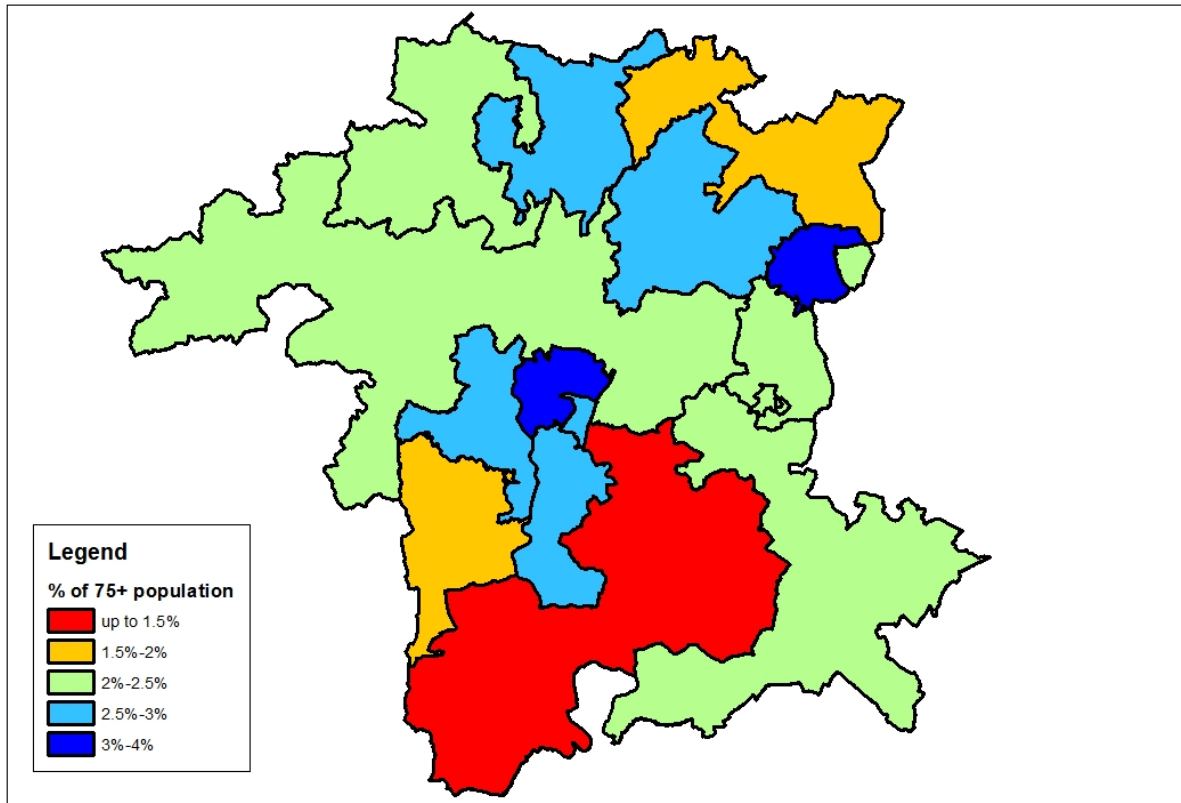
Table 2: Adult Population Projections, 2018-2030

Area	Age	2018	2020	2025	2030	% change 2018 - 2030
Bromsgrove	18-64	55,418	55,322	55,283	54,899	-1%
	65-74	11,736	11,735	11,639	12,816	9%
	75+	10,761	11,596	13,845	15,494	44%
	Total	77,916	78,653	80,767	83,209	7%
Malvern Hills	18-64	41,556	41,532	41,226	40,686	-2%
	65-74	11,475	11,362	11,073	12,249	7%
	75+	10,444	11,306	13,922	15,570	49%
	Total	63,475	64,200	66,222	68,504	8%
Redditch	18-64	50,763	50,161	49,151	48,396	-5%
	65-74	9,579	9,700	9,383	9,519	-1%
	75+	6,019	6,682	8,748	10,274	71%
	Total	66,361	66,544	67,282	68,188	3%
Worcester	18-64	64,659	64,781	64,977	65,039	1%
	65-74	9,382	9,554	9,519	10,609	13%
	75+	7,988	8,436	10,103	11,304	42%
	Total	82,029	82,771	84,599	86,952	6%
Wychavon	18-64	68,737	68,616	68,321	67,242	-2%
	65-74	16,893	16,898	16,561	18,355	9%
	75+	13,984	15,230	18,801	21,087	51%
	Total	99,614	100,744	103,683	106,683	7%
Wyre Forest	18-64	55,805	55,380	54,818	53,810	-4%
	65-74	13,818	13,423	12,223	13,210	-4%
	75+	11,127	12,274	15,220	16,622	49%
	Total	80,750	81,077	82,260	83,642	4%
Worcestershire	18-64	336,939	335,792	333,776	330,073	-2%
	65-74	72,884	72,672	70,399	76,757	5%
	75+	60,322	65,524	80,638	90,350	50%
	Total	470,145	473,988	484,813	497,179	6%

Source: Office for National Statistics, mid-2016 population estimates

Number of domiciliary care packages as a proportion of the 75+ population:

The map below shows the number of domiciliary care packages in each GP cluster area as a proportion of the 75 and over population in each area. Areas with a low proportion of packages relative to the 75 and over population could indicate that a higher proportion of the 75 and over population are self-funders.



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Number of packages as a proportion of the 75+ population

Produced by Market Management and Research (May 18)



The largest increases in older people living alone are projected to be amongst those aged 75 and over, reflecting population growth for this age group.

Table 3: Projected number of older people living alone

Area	2018		2030		% change 2018-2030	
	65-74	75+	65-74	75+	65-74	75+
Bromsgrove	2,940	5,285	3,220	7,626	10%	44%
Malvern Hills	2,910	5,136	3,060	7,538	5%	47%
Redditch	2,400	2,931	2,400	4,892	0%	67%
Worcester	2,360	3,962	2,660	5,543	13%	40%
Wychavon	4,230	6,805	4,620	10,225	9%	50%
Wyre Forest	3,470	5,387	3,320	8,135	4%	51%
Worcestershire	18,270	29,655	19,280	44,081	6%	49%

Source: Projecting Older People Population Information System

Worcestershire is relatively affluent overall, but does have pockets of deprivation.

Table 4: Population by level of deprivation

Level of Deprivation	Population	% of population
20% most deprived areas in England	43,271	7%
20-40% most deprived areas in England	97,966	17%
40-60% most deprived areas in England	116,986	20%
20-40% least deprived areas in England	168,990	29%
20% least deprived areas in England	151,380	26%

Source: Health Deprivation and Disability domain of the English Indices of Deprivation 2015

Projected increases in people aged 65 and over with sensory impairments are similar across districts reflecting similar rates of population growth in this age group.

Table 5: Projected number of older people with sensory impairments

Area	Impairment	2018	2020	2025	2030	% change 2018-2030
Bromsgrove	hearing loss	13,850	14,509	16,138	18,221	32%
	visual impairment	1,982	2,093	2,361	2,627	33%
Malvern Hills	hearing loss	13,484	14,172	15,932	18,126	34%
	visual impairment	1,928	2,034	2,358	2,605	35%
Redditch	hearing loss	8,976	9,547	10,917	12,351	38%
	visual impairment	1,294	1,361	1,605	1,809	40%
Worcester	hearing loss	10,490	10,965	12,146	13,733	31%
	visual impairment	1,518	1,574	1,784	1,995	31%
Wychavon	hearing loss	18,642	19,654	22,081	25,102	35%
	visual impairment	2,682	2,831	3,274	3,646	36%
Wyre Forest	hearing loss	14,952	15,723	17,348	19,308	29%
	visual impairment	2,149	2,275	2,580	2,797	30%
Worcestershire	hearing loss	80,394	84,570	94,562	106,840	33%
	visual impairment	11,559	12,205	13,936	15,505	34%

People aged 65 and over predicted to have some hearing loss and a moderate or severe visual impairment. Source: Projecting Older People Population Information System

Much of the projected increase in people with dementia is forecast to be amongst those aged 65 and over age, reflecting the population growth projected for this group.

Table 6: Projected number of adults (aged 30+) with dementia

Area	Age	2018	2020	2025	2030	% change 2018 - 2030
Bromsgrove	30-64	27	28	29	28	4%
	65+	1,681	1,781	2,075	2,439	45%
	Total	1,708	1,809	2,104	2,467	44%
Malvern Hills	30-64	23	24	24	23	0%
	65+	1,620	1,708	2,033	2,434	50%
	Total	1,643	1,732	2,057	2,457	50%
Redditch	30-64	22	22	22	21	-5%
	65+	970	1031	1211	1459	50%
	Total	992	1,053	1,233	1,480	49%
Worcester	30-64	25	25	27	25	0%
	65+	1,219	1,306	1,508	1,723	41%
	Total	1,244	1,331	1,535	1,748	41%
Wychavon	30-64	36	37	39	36	0%
	65+	2,167	2,282	2,687	3,207	48%
	Total	2,203	2,319	2,726	3,243	47%
Wyre Forest	30-64	27	27	29	28	4%
	65+	1,649	1,790	2,175	2,520	53%
	Total	1,676	1,817	2,204	2,548	52%
Worcestershire	30-64	161	164	169	163	1%
	65+	9,277	9,867	11,676	13,873	50%
	Total	9,438	10,031	11,845	14,036	49%

Source: Projecting Adult Needs and Service Information and Projecting Older People Population Information System

Projected increases in people aged 65 and over with care and support needs are similar across districts reflecting similar rates of population growth in this age group.

Table 7: Projected number of older people with care and support needs

Area	Need	2018	2020	2025	2030	% change 2018-2030
Bromsgrove	self-care	7,660	8,069	9,044	10,300	34%
	domestic tasks	9,319	9,831	11,045	12,546	35%
Malvern Hills	self-care	7,494	7,818	8,880	10,092	35%
	domestic tasks	9,138	9,556	10,867	12,314	35%
Redditch	self-care	4,837	5,139	5,985	6,692	38%
	domestic tasks	5,871	6,272	7,355	8,212	40%
Worcester	self-care	5,807	6,010	6,726	7,628	31%
	domestic tasks	7,068	7,336	8,234	9,301	32%
Wychavon	self-care	10,173	10,716	12,266	13,910	37%
	domestic tasks	12,403	13,098	15,028	17,000	37%
Wyre Forest	self-care	8,074	8,565	9,579	10,813	34%
	domestic tasks	9,865	10,505	11,769	13,221	34%
Worcestershire	self-care	44,125	46,271	52,493	59,559	35%
	domestic tasks	53,782	56,536	64,303	72,755	35%

People aged 65 and over unable to manage at least one self-care activity or domestic task on their own. Source: Projecting Older People Population Information System

Key service commissioning - timeline

The milestones below illustrate specific commissioning intentions of the Worcestershire County Council.

Area	Key milestones
Domiciliary Care	<ul style="list-style-type: none"> • New DPS implemented – April 2019 • Key OBC partners identified – April 2019 • OBC Implemented – 2019/2020
Technology Enabled Care	<ul style="list-style-type: none"> • Pilot complete – April 2020 • Procurement starts – Sept 2019 • Service starts – April 2020
Support at Home service (Voluntary Sector)	<ul style="list-style-type: none"> • Tender advertised – November 2018 • Service starts – April 2019
Learning Disabilities	
Supported Living	<ul style="list-style-type: none"> • New DPS implemented – April 2019
Replacement Care	<ul style="list-style-type: none"> • Tender advertised – October 2018 • Contract award – December 2018 • New contract start date April 2019
Commissioning of placements for people with complex needs	<ul style="list-style-type: none"> • Market engagement – Autumn 2018 • Tender – Q4 2018/19 • Contract award – Q1 2019/20
Supported living planned developments on WCC land	<ul style="list-style-type: none"> • Droitwich – This specialised supported housing will consist of 2 x 6 bedroom bungalows. <ul style="list-style-type: none"> • tender – Q4 2018/19 • build completed Q4 2019/20 2019/ • Kidderminster - 12 flats complex/challenging behaviours and small nursing home – <ul style="list-style-type: none"> • Q4 2020.
Mental Health	
Dementia post diagnostic support	<ul style="list-style-type: none"> • Tender advertised – September 2018 • New contract start – April 2019