Issues Facing Providers of Social Care at Home to Older Rural Residents
The Rural Challenges to delivering
home-based Social Care

**Demographics** of an ageing population

**Sparsity**

- Penalty of distance - Higher travel costs, opportunity costs and unproductive time for staff
- Lower population density - Impeding economies of scale. Higher per unit costs

• .....and other factors of rurality
Older and rapidly ageing population

17.7% of the population of England aged over 65
22.8% in rural areas
15.6% in urban areas

2.4%
of the population of England aged over 85
3.0% in rural area
2.1% in urban areas

The gap between urban and rural is widening
Calculated from ONS 2015 estimates
Percentage of usual resident population who are 85 years old and over, Census 2011
Actual and projected number of people aged 65 and over in England by age group, 2015/16 to 2035/36

Trend that will continue

Age UK - Briefing: Health and Care of Older People in England 2017 (February 2017)
Calculated from 2014-based sub national population projections - ONS
“Increases in life expectancy have outpaced improvements in disability free life expectancy as a result more of us are spending more time in later life with multiple long-term conditions, frailty, dementia and social care needs.” (Age UK 2017)
National Statistics and existing research

Little research or statistical information specifically considers rural areas.

Widely identified National trends include:
• The number of people getting state funded help has fallen. (Kings Fund 2016)
• The gap between need and funding has grown wider since 2010
• Most care to older people is provided by family members. Demand for care is projected to increase but there is no increase in the numbers of potential next generation carers.
Rural Issues

Available statistics do however demonstrate that rural areas have

• Higher rates of unpaid care
• Higher hourly costs of home care
• Higher rates of Delayed Transfers of Care from Hospital (DTToC)
Informal Care

• Nationally most care for older people is provided by family members (McNeil and Hunter 2014).
• The number of older people in need of care is predicted to outstrip the number of family members available to provide it.
• Older rural residents are much more likely to provide some form of care to one another.
# Hourly costs of home care

## Average Hourly Rates for Externally Provided Home Care 2015/16

<table>
<thead>
<tr>
<th>Local Authority Classification</th>
<th>Average Hourly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Predominantly Rural</td>
<td>£15.61</td>
</tr>
<tr>
<td>Urban with Significant Rural</td>
<td>£14.87</td>
</tr>
<tr>
<td>Predominantly Urban</td>
<td>£13.78</td>
</tr>
<tr>
<td>England</td>
<td>£14.28</td>
</tr>
</tbody>
</table>

Calculated from NHS statistics
Delayed Transfers of Care from Hospital

Delayed Transfer of Care. Monthly average days per 100,000 population aged over 18 years, 2016/17

<table>
<thead>
<tr>
<th>Local Authority Classification</th>
<th>All reasons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Predominantly Rural</td>
<td>19.2</td>
</tr>
<tr>
<td>Urban with Significant Rural</td>
<td>16.7</td>
</tr>
<tr>
<td>Predominantly Urban</td>
<td>13.0</td>
</tr>
<tr>
<td>England (average)</td>
<td>15.0</td>
</tr>
</tbody>
</table>

Calculated from NHS statistics
Other rural factors

• Older housing stock which may be of unsuitable design and hard to heat

• Shortage of suitable housing types in general stock

• Loss of carers because of lack of affordable housing

• Lack of supported/ extra-care accommodation

• Problems accessing services including Health Care

• Social and physical Isolation
The Three Case Studies

North Yorkshire

Shropshire

Cornwall
Challenges because of Sparsity

Distance = cost – time and money

Dispersed = cost of time

Weak market for providers
Consequences

High costs

Care Contracts handed back

Delays with Care Assessments

Difficulty providing ANY care package

Delayed hospital discharge

Crisis re-admission
Other factors

Small pool of potential carers

Low pay and low status no career or up-skilling opportunities

Increasingly complex needs of clients

Difficulties of retention
Reaching health care
Social Isolation
Fuel Poverty
Lack of appropriate accommodation
Are these challenges being tackled in case study areas?

**NOT** through Sustainability and Transformation Plans (STPs)

Better Care Fund is supporting new initiatives

- North Yorkshire
  - Stronger Communities Programme
  - Living Well Programme
Research Reflections
How might rural challenges be addressed

Better Government funding responsive to rural challenges

Need for Rural Proofing of:
- ✔ Sustainability and Transformation Plans
- ✔ Commissioning of Social Care

Ad hoc Examples of great community action, but
- not all communities have the skills or time to deliver

With proper funding social care can reach rural residents:
- ✔ Clustering of social care services
- ✔ Hubs – providing range of support/accommodation
- ✔ But MUST be TRULY accessible ‘hubs’ – transport/outreach
- ✔ Give older rural residents a voice – Go to them
Vulnerable Older People have a legal entitlement to have their needs met

Are those in rural areas missing out?