

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

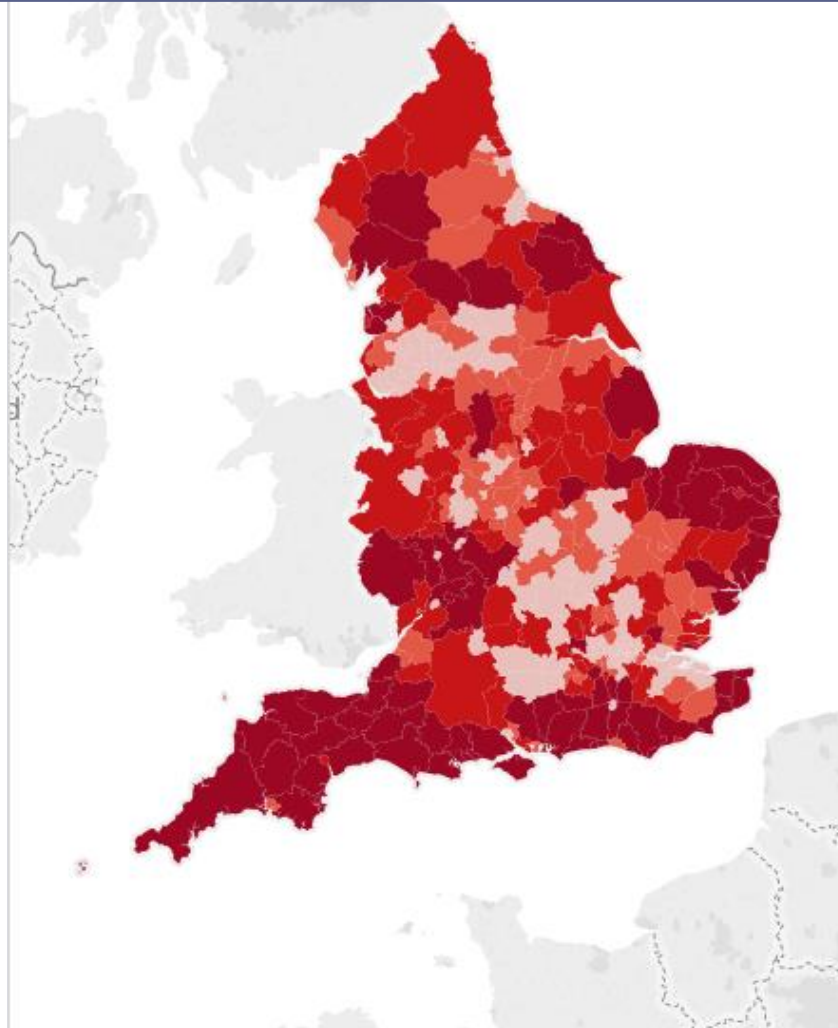
The gap between urban and rural is widening

Calculated from ONS 2015 estimates

Percentage of usual resident population who are 85 years old and over, Census 2011

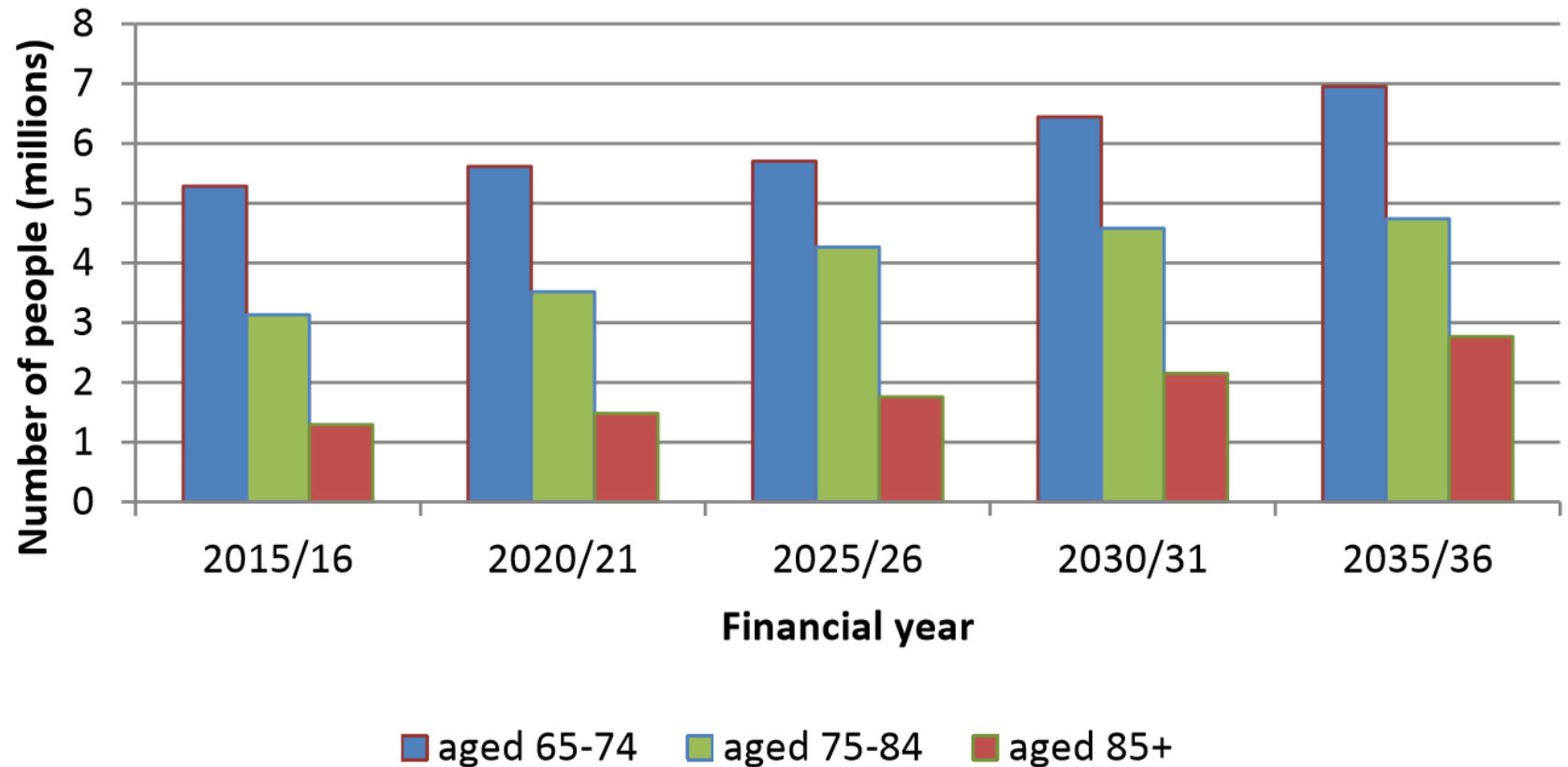
Quartile

- 1st quartile (0.7% to 2%)
- 2nd quartile (2% to 2.3%)
- 3rd quartile (2.3% to 2.7%)
- 4th quartile (2.7% to 5.2%)



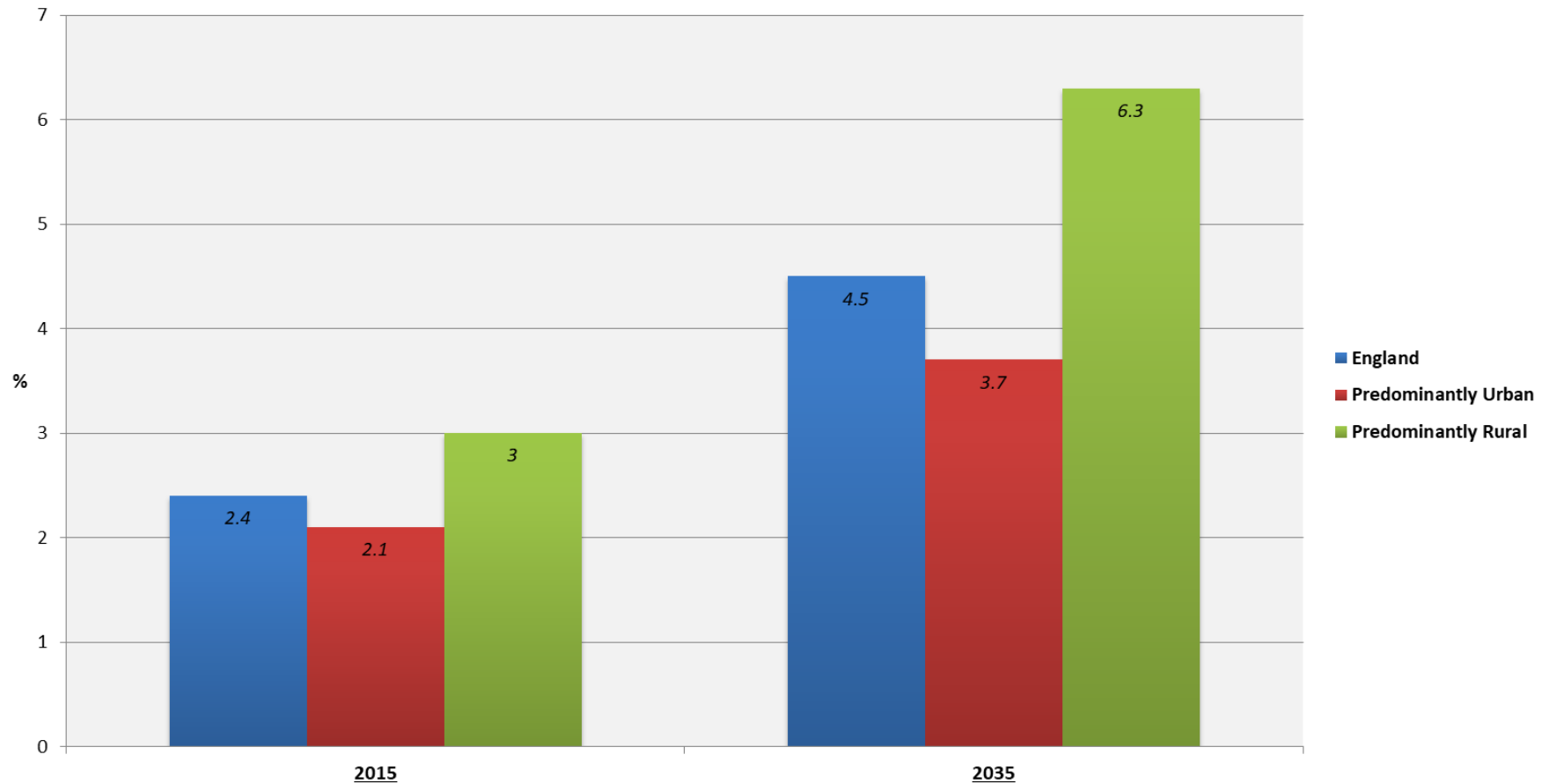
Actual and projected number of people aged 65 and over in England by age group, 2015/16 to 2035/36

Trend that will continue



Age UK - Briefing: Health and Care of Older People in England 2017 (February 2017)

Percentage of population aged 85+



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 (DToC)

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

Local Authority Classification	Average Hourly Rate
Predominantly Rural	£15.61
Urban with Significant Rural	£14.87
Predominantly Urban	£13.78
England	£14.28

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

Local Authority Classification	All reasons
Predominantly Rural	19.2
Urban with Significant Rural	16.7
Predominantly Urban	13.0
England (average)	15.0

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 are
missing out?