

# Market Position Statement

# **Age Well**



**April 2024**

**Bolton  
Council**





# Introduction

Age Well is the pillar of the wider commissioning team which focuses on services for older people.

These range from Voluntary, Community and Social Enterprise (VCSE) activities which reduce and prevent the need for formal services, to commissioned long term care provision, such as home care or residential care.

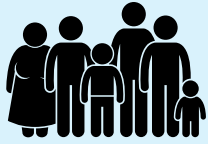
The Market Position Statement (MPS) is a prospectus which intends to give local providers vital information to inform business plans as well as those organisations that are interested in developing new services in Bolton. The MPS is not intended to be comprehensive but reflects our current key priorities.

The MPS will help identify the future demand for care and services across the borough.

MPSs are available for each life stage (Start Well, Live Well, Age Well).

The MPSs are aligned to the Commissioning and Quality Improvement Strategy.

# The Bolton context



Bolton has a population of **298,903** (mid 2022 estimate)

Census 2021 shows that...



29% of the Bolton population are aged 55+ **86,200**



12% are aged 70+ **36,900**



Bolton is richly diverse with **31.2%** of the population at Census 2021 described as from a background other than 'White: English, Welsh, Scottish, Northern Irish or British'



Between 2021 and 2031 the number adults aged 65-75 is predicted to increase by **2,750**, the number of adults aged 75+ is predicted to increase by **5,149**, meaning significant increases in the number and proportion of older people in Bolton.



The length of healthy life expectancy in Bolton is 60.3 years for men and 62.4 years for women, significantly lower than the national figures of 63.1 years and 63.9 years, respectively.



Of those aged 65+ in Bolton, **30.3%** live alone



The estimated number of people with dementia in Bolton aged 65+ is **3,274**, this is predicted to increase to 4,089 (21.9%) by 2030.



In Bolton, the older population (statistically) live further from the centre, whilst the younger population tend to be concentrated within central Bolton.

Source:

[Ageing well – Bolton JSNA](#)

[Demographics and Determinants of Health in Your Area | LG Inform \(local.gov.uk\)](#)

[Health Inequalities Dashboard \(phe.gov.uk\)](#)

[Age - Census Maps, ONS](#)



# Age Well Commissioning Priorities

## Self-directed care and community assets

Using a person's individual strengths and social networks to encourage and promote independence, encouraging social and wellbeing activities, which promote choice and control.

### Key outcomes

- To have a well known, locally accessible neighbourhood offer, which is understood by the people of Bolton, with a particular focus on vulnerable adults, carers, and prevention.

## Living well at home

Supporting people to live in the place they call home, for as long as it is appropriate and safe for them to do so.

To promote and explore opportunities around assistive care and technology to enable a home for life.

### Key outcomes

- People in Bolton are able to live fulfilling lives, which are focused on their individual strengths.
- Enabling everyone to live in the place that they call home, for as long as is safe for them to do so.

## Short term care and support

Support services which work proactively with people, their carers, and families to promote independence, and wellbeing, building on the person's individual strengths and assets. Ensuring people live their best day, every day.

### Key outcomes

- Responsive local Home Care and Respite services.
- An assistive technology offer which meets support needs.
- An Independent Living Service which supports people who need short term care and support.

## Long term care and support

A well-developed Home Care and Residential Care market with strong local community connection, offering choice, innovation, and control.

### Key outcomes

- High quality residential care and nursing home sector.
- Excellent dementia respite services.
- Excellent End of Life provision and support for families.

## Developing our provider market

A provider market which is thriving, outcomes and solution focused, flexible and responsive to changes in local demand and need. Whilst also maintaining excellent quality and good value for money.

### Key outcomes

- Excellent choice of local providers.
- Market supply which meets local demand.
- Excellent relationships with local providers, which informs future pilots, and test for change initiatives.



# Age Well priorities

## Self-directed care and community assets

Using a person's individual strengths and social networks to encourage and promote independence, encouraging social and wellbeing activities, which promote choice and control.

### Key data and intelligence

- [My Life in Bolton](#) - a directory of services in Bolton - activities, events, things to do and what's on
- Neighbourhood working: Neighbourhoods – [Bolton JSNA](#)
- Dementia United: Greater Manchester Dementia Care Pathway ([gmdementiaresources.org.uk](#))
- LGA local profile: [Personal Wellbeing in Bolton | LG Inform \(local.gov.uk\)](#)

### What resources we have available?

- Voluntary, community and social enterprise sector (VCSE)
- Prevention grants [Grants Managed by Bolton CVS | Bolton CVS](#)
- Big Bolton Fund: [Our People – Big Give](#)
- Established partnerships: Bolton Ageing Well Partnership, chaired by Age UK.

### What we want to grow or do more?

- More accessible information about preventative services and their offer, in partnership with NHS and voluntary sector.
- Technology Enabled Care (TEC), social prescribing networks. Support and grow more resilient VCSE groups.
- Diversify and broaden the carers' support offer. Promote and ensure recognition of the added value that carers bring to the community. Co-design to transform and innovate the local support at earliest possibility opportunity.

### What we want to do less of?

- Services that don't promote independence and self-care.

# Age Well priorities

## ○ Living Well at home

Supporting people to live in the place they call home, for as long as it is appropriate and safe for them to do so.

To promote and explore opportunities around assistive care and technology to enable a home for life.

## ● Key data and intelligence

- LGA local profile: [Summary of registered adult social care provision in Bolton as reported through the PIR | LG Inform \(local.gov.uk\)](#) [Understanding Housing in Bolton | LG Inform \(local.gov.uk\)](#)
- Extra care: [www.bolton.gov.uk/downloads/file/2490/independent-living-bolton-s-housing-strategy-for-older-people](http://www.bolton.gov.uk/downloads/file/2490/independent-living-bolton-s-housing-strategy-for-older-people)
- [Extra Care Strategy 2018/25 \(bolton.gov.uk\)](#)
- Greater Manchester Housing: [Better Homes, Better Neighbourhoods and Better Health - Resource Library - Resources - Housing LIN.](#)

## ● What resources we have available?

- Commissioned Home Care, where paid carers deliver daily support at home. Bolton Council spends approximately £16m per year on home care.
- Bolton's Independent Living Service (ILS) enables customers to continue to live independently in their own homes by providing equipment and making modifications that meet their needs.
- Grants to VCSE groups, including delivery of "Home from Hospital Services".
- Partnerships: Bolton Community Homes, Ageing Well Partnership, Bolton Community and Voluntary Services (CVS).

## ● What we want to grow or do more?

- Increase access and uptake of Technology Enabled Care (TEC) products and services, such as the Helpful House, providing information on TEC and products to help people live at home for longer.
- Develop a workforce that is skilled to support people to enable delivery of the Live Well at Home ethos and promote independence.
- Increase availability of appropriate housing options for older people that sustain independence and a home for life.

## ● What we want to do less of?

- Services that don't promote independence and create long term dependency.

# Age Well priorities

## Short term care and support

Support services which work proactively with people, their carers and families to promote independence, and wellbeing, building on the person's individual strength and assets. Ensuring people live their best day, every day.

### Key data and intelligence

- LGA local profile: [Adult Social Care Outcomes Framework \(ASCOF\) for your area | LG Inform \(local.gov.uk\)](#)
- [Bolton's All Age Carers' Strategy](#)
- [JSNA data on carers: Equality characteristics – Bolton JSNA](#)

### What resources we have available?

- Independent Living Service: enables customers to continue to live independently in their own homes by providing equipment and making modifications. Reablement and Residential Intermediate Care: provides temporary care to help people get back to normal and stay independent.
- Discharge to Assess (DTA): supports people to leave hospital, and continue their care and assessment in the community, normally in a care home.
- The Hospital to Home Service is provided by the VCSE and supports people following discharge from hospital or A&E. It is specially directed towards those aged 65 and older who live alone or are a main carer.
- Life opportunities (day care) is available in three centres in Bolton.

### What we want to grow or do more?

- Increase the offer and choice for respite care, particularly for those affected by dementia. Flexible services that deliver the right support for carers, ensuring provision for short term need or at time of crisis.
- Life opportunities (day care) services for people with dementia.

### What we want to do less of?

- Ensure pathways for people leaving hospital are least restrictive and prioritise people returning home.

# Age Well priorities

## ○ Long term care and support

A well-developed Home Care and Residential Care market with strong local community connection, offering choice, innovation and control.

## ● Key data and intelligence

- In Bolton there are 36 older people care homes, 11 are nursing homes and 25 are residential homes. They provide approximately 1,500 beds.
- Bolton has 56 CQC registered home care providers, the council commission approximately 20,000 hours of home care per week.
- LGA local profile: [Registered adult social care provider market in Bolton \(Nov 2023\) | LG Inform \(local.gov.uk\)](#)

## ● What resources we have available?

- The council's budget for older adult residential and nursing care is approximately £26 million for 2023/24.
- Bolton has the lowest proportion of care home beds relative to the population size in Greater Manchester (784 per 100,000 people aged over 75).
- The budget for council commissioned home care is approximately £16 million in 2023/24.
- On average, Bolton has a higher number of registered home care providers compared to neighbouring boroughs. However, some of these providers are supported living or extra care providers.

## ● What we want to grow or do more?

- Home care: More partnership focused commissioning, that is neighbourhood focused, with more emphasis on reducing over provision in individual care packages. Services focused on supporting people to live at home longer and achieve their own outcomes.
- Care homes: increase supply and choice in residential and nursing provision, particularly those supporting people with dementia and those with complex needs.
- Extra care: provision of new purpose-built schemes. If people can access this support at an earlier stage, they may be able to live independently for longer.
- TEC that supports workforce and quality of care.
- Developing opportunities for the workforce and support for blended roles.

## ● What we want to do less of?

- Placing people in residential and nursing care too early in their life, as this reduces independence and accelerates deterioration on physical wellbeing.
- For end-of-life care, reduce the number of people dying in hospital rather than at home.
- Reduce staff turnover in social care by investing in training and career pathways.



# Age Well priorities

## ○ Developing our provider market

A provider market which is thriving, outcomes and solution focused, flexible and responsive to changes in local demand and need. Whilst also maintaining excellent quality and good value for money.

### ● Key data and intelligence

- LGA report: [Registered adult social care provider market in Bolton \(Nov 2023\) | LG Inform \(local.gov.uk\)](#)
- Skills for Care: [Local area information \(skillsforcare.org.uk\)](#)
- Market Sustainability Plan: [market-sustainability-plan-march-2023 \(bolton.gov.uk\)](#)
- Commissioning services for children and adults: [Commissioning services for children and adults – Bolton Council](#)
- Housing with Care and Support 10 years Prospectus: [housing-with-care-and-support-prospectus-2023-2033 \(bolton.gov.uk\)](#)

### ● What resources we have available?

- Developmental approach to services, committing providers to an approach that promotes ongoing adaptation and improvement, focused on the needs of service users.
- New approaches to procurement through changes in procurement laws.
- GM wide approach, working in partnership to respond to shared issues, such as joint pilot work on Dementia Discharge to Assess scheme with Bury Council.

### ● What we want to grow or do more?

- Work in partnership with NHS organisations and local providers to develop local strategies for TEC and the workforce.
- Use of longer contractual arrangements that promote investment and commitment to the borough.
- Co-production, outcome focused services, with greater understanding of providers' costs and pressures.
- Collaboratively work with providers to grow a local Bolton workforce which is stable, skilled, valued, has clear employee succession and development pathways and is resilient to changes in the wider labour market.
- Respond to challenges of an ageing workforce by developing innovative recruitment models which will attract and capitalise on the skills and abilities of younger people.

### ● What we want to do less of?

- Services that just focus on outputs. There is a need to consider outcomes too.
- Reduce recruitment gaps and use of agency and temporary staff.

# We are looking for providers who...

- **Co-production** have a track record of co-designing services with people in mind.
- **Collaborative** embedded with a culture and work ethic that is collaborative, partnership orientated and focusses on quality of provision.
- **Passionate** about meeting needs and demands of our people in Bolton.
- **Open and transparent** around how it manages services for people it supports, employees, financial (due diligence) and governance arrangements.
- **Delivering social value** investing in Bolton, providing local employment, buying local services and products.
- **Continuous improvement** to proactively adapt to evolving needs and expectations of our local citizens.
- **Outcome and impact focused** providing support which enables people to be as independent as possible.
- **Achieve and maintain** a CQC rating of “Good” or “Outstanding”.
- **Innovative and solution focused** working in our neighbourhoods to identify and utilise local assets (including environmental) to support people.

# As a local authority we will provide...

## ○ Ambition

Forward facing health and care environment with ambition for transformation of services.

## ○ Collaborative and vibrant environment

Including working with Health and Care Commissioners, clinicians, VCSE sector and other providers.

## ○ Communication

Regular communication via provider forums, bulletins and other information exchange mediums.

## ○ Shared intelligence

Council and GMICS intelligence to be shared with the market to help develop the support and care offer and provider business plans.

## ○ Workforce development

Support from the council's workforce development through a core training offer, business support, Bolton CVS support.

## ○ Access to support

Access to other council expertise, environmental services, revenues and benefits, corporate property.

## ○ Dedicated quality assurance support offer

Provision of a dedicated link officer, assistance with improvement work, advice and guidance around regulatory frameworks and best practice/new legislation.





## **Key contacts...**

### **Age Well Commissioning Team:**

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