

Supporting our Aging Population

South Gloucestershire Council

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Head of Service

Costs of Care

In average you can expect to pay around **£30,000** a year in residential care costs, rising to over **£44,000** a year if nursing care is necessary*.

<http://www.payingforcare.org/care-home-fees>

Source: Laing & Buisson Care of Older People, UK Market Report 2013/14

Prompts for Action

South Gloucestershire council

About 110,000 Households and 266,000 residents

By 2037, South Glos' population projected will rise by 52K (to 318.4k)

Age structural changes. By 2037:

- 32k more residents 65+yrs
- 15.2K more residents 80+yrs
- Dependency ratio projected to rise from 57% to 74%

10 Personas

1. Emma and Simon in their 30's with a young family and puppy
2. Nick and Shelley in their 50's with a step family of teenagers and older parent who recently moved in
3. Michelle in late 20's , a single parent with two children and new boyfriend
4. Dave and Kerry in their early 40's with twins one of whom has Cerebral Palsy
5. Ethel in her 80's and struggling to cope
6. Harold and Betty in their 70's
7. Charles and Hillary in their 60's , recently retired on a high income
8. Josh and Megan in their early 20's starting out
9. Roger and Barbara in their late 50's with grown up children who cant move out
10. Dawn and Lynne who live in Bristol but work as professional who contact the council

SGC Response

Profile

Age: Early eighties
Income: Low income
Location: Kingswood
Acorn Type: 45 - Low income, older people, smaller semis – 1.5% SGC population
Local info: 4.4% SGC population over 80.



“I love living in Kingswood the people are so friendly and I have so many fond memories. Unfortunately old age is slowing me up and I am starting to struggle to cope on my own.”

Characteristics

- Widowed 5 years ago
- One son Robert who moved to New Zealand 20 years ago and last visited England for his fathers funeral
- Ethel still lives at the home she shared with Albert and is reluctant to leave as it has so many memories

Needs

- Albert used to take her to church and neighbours commented that she doesn't get out as much as she used to
- Ethel is concerned about crime and the groups of youths that gather near to her house, problems with street lighting mean it is often dark during winter months
- Ethel is struggling financially
- Worried she might have mice and about the state of her garden
- Neighbour Eddie takes her shopping once a week and puts her rubbish out. He has suggested applying for support from the council for meals on wheels, blue badge and sheltered housing/residential care
- Ethel has complex needs that are escalating and is hidden from the council

Preferences

- Ethel doesn't know how to contact the council last time she visited the council, it was years ago when it was Kingswood borough
- Ethel relies on printed material but doesn't seem to get anything about services for old people
- Does not have a mobile phone or PC but does have a phone at home

One Council



The business case for developing an innovative approach to the service



Scope of the Works

Subsidised service for Vulnerable Adults

Non subsidised service for all residents

Non subsidised service for home improvements

Why our 'HandyVan' model supports social care objectives

Contribute to the principle of 'well being'

Timely discharge from hospital

Prevent care needs from becoming more serious

Maintains independent living and dignity

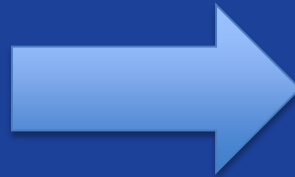
Other benefits

An assured quality service

Provides peace of mind

That is

- trustworthy,
- flexible,
- reliable,
- responsive, and empathetic.



Enhanced
reputation of
the Council

Feedback from our Customers

So glad this service is available to carry out the jobs I can no longer do myself, thank you

I have found it very reassuring to have this service at hand being a pensioner and a widow as well as having such a pleasant and helpful handyman, nothing was too much trouble

As an elderly widow on a low income this has given me a support I needed to keep my small property in good repair

As a lone pensioner could not do without this service

It was a great relief to me to find I could get this help through SG Council

This help is a godsend for elderly people, enable them to stay in their homes for longer

Challenges ahead

Managing expectation – waiting times increasing

Very difficult to demonstrate benefits in terms of

- Incidents avoided
- Human suffering avoided
- Pounds, shillings and pence not spent

Future funding of the service

On Going work to Prove Worth

Example: Manchester Care & Repair

An analysis of the handyperson activity by Manchester Care & Repair, using the DCLG toolkit in 2012 found that:

From an investment of £275,000, commissioners will realize £452,054 of costed benefits

The biggest beneficiary of these costed benefits (apart from vulnerable clients themselves) are Social Services with £319,268 of costed benefits followed by Health with £95,938 of costed benefits.

Where Next

Review approach

- Increase income through hour rate
- More core funding

Or

Manage expectations and control marketing



**THANKS
FOR
LISTENING**