

HEALTH AND ADULT SOCIAL CARE OVERVIEW AND SCRUTINY COMMITTEE



Report subject	Adult Social Care Prevention Strategy
Meeting date	23 September 2025
Status	Public Report
Executive summary	<p>The Adult Social Care Prevention Strategy (2025-2030) sets out 5 key strategic priorities to reduce, delay or prevent the need for long term care and support for people living in Bournemouth, Christchurch and Poole.</p> <p>The strategy has been shaped by the views and experiences of local people, carers, the voluntary and community sector and partners. It aims to develop a sustainable approach to prevention in adult social care. The strategy emphasises early intervention, the promotion of wellbeing, and collaboration with key partners, to not only prevent the development of long-term needs, but also to enhance the overall quality of life for people living in the BCP Council area.</p>
Recommendations	<p>It is RECOMMENDED that:</p> <p>Committee supports the recommendation to cabinet to approve the Adult Social Care Prevention Strategy, contained in Appendix 1 to this Report</p>
Reason for recommendations	<p>The Strategy:</p> <ul style="list-style-type: none"> i) Delivers a sustainable, preventative approach to delaying, reducing, or preventing the need for long-term care and support services. It contributes to improved outcomes for people while generating financial benefits for adult social care through more effective demand management ii) Meets the requirements of the Care Act (2014) iii) Supports the priorities of the Corporate Strategy and Adult Social Care Strategy; and iv) Supports the Fulfilled Lives transformation programme

Portfolio Holder(s)	Councillor David Brown – Health and Wellbeing
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Wards	Council-wide
Classification	For Recommendation

Background

1. BCP Council is facing increasing demand for adult social care services. There was an increase in new requests of support of 28% from 2022/23 to 2023/24 for people aged 18-64, and an increase of 7% for older people aged 65+.
2. The number of residents aged 65 and over is set to increase by 15% between 2018 and 2028. By 2028, 24% of the local population will be aged 65+. Living longer does not always equate to living healthier lives. While healthy life expectancy in the BCP area is better for both males and females compared to nationally, the difference between life expectancy and healthy life expectancy shows that locally, people may live between 15 to 18 years in ill health.
3. Mental health conditions such as depression and anxiety are the leading cause of disability in those aged 15-49, accounting for around a fifth of disability in this age group in the BCP Council area.
4. In order to manage this increase in demand, we need to shift the focus from crisis management to prevention and enable people to live happier, healthier and independently for longer.
5. In February 2025 we began engagement with local communities, the voluntary and community sector, the local market and the adult social care workforce, to understand their needs, preferences, aspirations and ideas for a new adult social care approach to prevention.
6. We delivered 30 presentations at community events, team meetings and conferences and met with over 30 different Voluntary and Community Sector organisations to hear their views.
7. We produced a series of surveys and offered 1:1 support and easy read copies, to which we received 180 responses.
8. We held a multi partner prevention event which brought together 117 key partners and stakeholders. We shared insights from public health and our adult social care fulfilled lives programme, celebrated best practice from voluntary and community sector organisations and hosted workshops to explore key questions about prevention and our developing priorities.

9. Overall, we had a combination of over 400 attendees at various events who collaboratively shaped the priorities of the adult social care prevention strategy.
10. The 5 key strategic priorities for the Adult Social Care Prevention Strategy are:

Priority 1: A change in culture

- Strengths based and holistic approaches
- Equality and diversity
- Co-production
- Language and listening

Priority 2: Living and ageing well

- Falls Prevention, strength and balance
- Better physical health
- Financial stability and security
- Age friendly communities

Priority 3: Individual resilience to build on wellbeing

- Information, advice, guidance and self-education
- Supporting people with sight and/or hearing loss and impairment
- Hoarding and self-neglect
- Self-funders and people on the cusp of eligibility
- Supporting Carers
- Occupational Therapy and Care Technology

Priority 4: Supporting the Workforce

- Workforce wellbeing
- Staff development and training
- Leadership commitment
- First, think prevention
- Integration, collaboration and communication

Priority 5: Connecting Communities

- Connection and a sense of belonging
- Addressing health and social inequalities
- Community first
- Safety and security
- Supporting the voluntary and community sector

11. The strategy identifies the areas where success will be measured and a detailed action plan with timescales is provided in appendix 2.
12. The strategy will be taken to Cabinet on 29th October 2026.

Summary of financial implications

13. Preventative services in adult social care are currently funded by a number of small funding streams. These are limited in scope and do not offer the sustainability required to support long-term preventative initiatives. Funding is restricted to one year contracts, which undermines continuity and strategic impact. To achieve meaningful and lasting outcomes, a long-term, sustainable financial commitment is essential, one that embraces an 'invest to save' approach.
14. At present, there is no dedicated fund for prevention, but establishing one is critical to enable consistent investment in preventative measures and for the successful implementation of the strategy.
15. The annual expenditure on our current preventative services stands at £670,000. According to the Local Government Association, every £1 invested in prevention can generate £3.17 in savings for councils through reduced demand on services and improved outcomes. Applying this multiplier, the estimated cost avoidance resulting from our preventative services is £2,152,629 per annum.
16. The funding streams for our current preventative services i.e. Public Health, MSIF and Ageing Well, are all ceasing in 2026, therefore, to maintain existing service levels, a minimum of £670,000 per annum will need to be secured. However, to fully realise the ambitions of the strategy, financial modelling indicates that an annual investment of £817,000 would be required. Based on Local Government Association estimates, this level of funding could generate £2,587,157 in cost avoidance, reflecting the substantial value of preventative approaches.

Summary of legal implications

17. Under The Care Act (2014) and associated statutory guidance, the first two general duties placed on local authorities are to promote individual wellbeing and to prevent, reduce or delay the development of needs for care and support, for people and carers.
18. The strategy aims to support and encompass the statutory duties placed on the local authority to people and carers living in Bournemouth, Christchurch and Poole.

Summary of human resources implications

19. To ensure the successful delivery of the Adult Social Care Prevention Strategy, it is essential that the senior commissioning officer for prevention and wellbeing post is extended beyond its current funding period, which ends on 30 April 2026 and is currently funded by transformation funding. Continued investment in this role will maintain the strategic capacity to implement the strategy and embed prevention across adult social care.

Summary of sustainability impact

20. A decision impact assessment report has been produced and is showing a positive impact on:
 - Communities and culture

- Economy
- Health and Wellbeing
- Learning and Skills
- Transport and Accessibility

Summary of public health implications

21. The Adult Social Care Prevention Strategy will improve the health and wellbeing of people living in Bournemouth, Christchurch and Poole. Priority 2 focuses on enabling people to live and age well and priority 3 supports individual resilience to build on wellbeing.

Summary of equality implications

22. An Equality Impact Assessment (EIA) screening tool has been completed and reviewed by the EIA Panel. A copy is contained in appendix 3 to this report.
23. The priorities of the Adult Social Care Prevention Strategy will have positive equality implications. Throughout its implementation, the experiences of people with different needs will continue to be considered to ensure that everyone can access preventative support to remain as independent as possible and live healthier happier lives.

Summary of risk assessment

24. If dedicated funding sources for preventative services cannot be identified i.e. Public Health, MSIF, Ageing Well, there is a significant risk that all current commissioned preventative services e.g. the BCP Handyvan Service, will need to be decommissioned. These services play a vital role in reducing long-term demand on statutory provision and improving outcomes for people.
25. The absence of a financial commitment would undermine the ability to plan and deliver preventative work effectively, potentially leading to increased pressures on adult social care services and missed opportunities for early intervention.
26. A lack of sustained investment would also compromise our ability to meet our statutory requirements under the Care Act (2014), to delay, reduce, or prevent the development of long-term care and support needs.
27. Continued funding is also vital to support the delivery of the Fulfilled Lives programme, as prevention is a key element underpinning its success.
28. As the priorities of the strategy were developed through engagement with people, carers and the voluntary and community sector, if these are not supported there is a risk of reputational damage to BCP Council for not taking into account the views of the people the strategy has been written for.

Background papers

None

Appendices

1. The Adult Social Care Prevention Strategy
2. The Adult Social Care Prevention Strategy Action Plan
3. Equality Impact Assessment Screening Tool for the Adult Social Care Prevention Strategy