

Report subject	Update on the Adult Social Care Prevention Strategy
Meeting date	12 January 2026
Status	Public Report
Executive summary	<p>The Adult Social Care Prevention Strategy (2025-2030) was approved at Cabinet on 29 October 2025 and sets out five 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>a) Members note the content of 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
Corporate Director	Laura Ambler, Corporate Director for Wellbeing
Report Authors	Emma Senior, Strategic Commissioning Manager for Prevention and Wellbeing
Wards	Council-wide
Classification	For Update

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 five 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 ASC Prevention Strategy was approved at Cabinet on 29 October 2025.

12. The ASC Prevention Strategy is provided in Appendix 1 and a detailed action plan with timescales is provided in Appendix 2.

13. Since Cabinet approval of the Adult Social Care Prevention Strategy, we have taken forward a range of actions to progress our priorities. We have been meeting regularly with Public Health colleagues to explore how the Public Health Grant can be most effectively utilised, ensuring that investment is targeted towards initiatives with the greatest potential impact. In particular, we will be focusing on developing pilot projects for Priority 2, which aims to promote better physical health and prevent falls. These ongoing discussions will enable us to identify innovative approaches and potential areas for collaboration that will support residents to live and age well.

14. We have also engaged with the Dorset Intelligence and Insight Service (DiiS) to explore participation in a pilot as part of their targeted prevention hub work, which will enhance our ability to deliver data-driven, targeted interventions.
15. We are also working closely with procurement colleagues to review and remodel existing preventative contracts. This comprehensive review will ensure that our commissioned services are aligned with the evolving needs of our communities, supporting the delivery of effective and sustainable prevention across adult social care.

Summary of financial implications

16. A total commitment of £817,000 was approved by Cabinet for the ASC Prevention Strategy. This includes an identified £317,000 in base revenue budget resources, an investment of £203,000 to protect current levels of service delivery, £150,000 of public health funding and an additional investment of £147,000 per year for 3 years as proof of concept.
17. The table below outlines the demand reduction savings to be realised, in absolute figures and an incremental format.

ASC Prevention Strategy - current funding, additional investment and demand avoidance savings

	2025/26	2026/27	2027/28	2028/29
	£000s	£000s	£000s	£000s
Current ASC Prevention Strategy - Absolute Values				
Base revenue budget resources	317	317	317	317
Public Health Funding	150	150	150	150
Temporary Funding (ends 31 March 2026)	203	0	0	0
Total Current Resources for ASC Prevention Strategy	670	467	467	467
Growth Bid to maintain current business as usual prevention strategy		203	203	203
Total Current Resources for ASC Prevention Strategy	670	670	670	670
Growth Bid - MTFP - Incremental Basis		203	0	0
Demand Reduction Savings	(1,537)	(3,074)	(4,611)	(6,148)
Incremental Demand Reduction Savings (already factored into in MTFP)		(1,537)	(1,537)	(1,537)

	2026/27	2027/28	2028/29	2029/30	Total
	£000s	£000s	£000s	£000s	£000s
Additional ASC Prevention Strategy - Absolute Values					
3 Year - Invest to Save - Time limited one-off revenue budget resources (proof of concept)	147	147	147	0	441
Total Additional Resources for ASC Prevention Strategy	147	147	147	0	441
Additional Demand Reduction Savings	0	(330)	(680)	(1,050)	(2,060)
Incremental Demand Reduction Savings (MTFP Format)	0	(330)	(350)	(370)	

18. Using best practice and tools that have been developed by other Local Authorities to measure the benefits of preventative services, we are working with our data analytics

and management information colleagues to create our own BCP Council bespoke benefits realisation methodology. This will evaluate both the financial impact and the broader societal value of preventative initiatives within the ASC Prevention Strategy. The tool will enable ongoing measurement of effectiveness and success, ensuring that the strategy delivers its intended outcomes and achieves the additional savings target.

Summary of legal implications

19. 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.
20. The strategy supports and encompasses the statutory duties placed on the local authority to people and carers living in Bournemouth, Christchurch and Poole.

Summary of human resources implications

21. 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

22. 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

23. 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

24. An Equality Impact Assessment (EIA) screening tool was completed and reviewed by the EIA Panel.
25. 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

26. A new risk assessment will be developed in the forthcoming months which will be linked to the Strategy implementation as any new risks will then be identified.

Background papers

None

Appendices

1. The Adult Social Care Prevention Strategy
2. The Adult Social Care Prevention Strategy Action Plan