

Our Adult Social Care Prevention Strategy



2025-2030

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Foreword

As Interim Director of Adult Social Care Commissioning, I am proud to introduce our Adult Social Care Prevention Strategy for 2025–2030. This strategy marks a pivotal moment in our journey to embed prevention at the heart of everything we do, ensuring that people across Bournemouth, Christchurch and Poole can live healthier, happier, and more independent lives.

Prevention is not a single intervention, it is a mindset, a commitment to act early, to listen deeply, and to work collaboratively. It means recognising the strengths of individuals and communities and investing in the support that helps people thrive before crisis occurs. This strategy reflects that ethos, shaped by the voices of over 400 residents, carers, professionals and partners who shared their experiences and aspirations with us.

Adult Social Care Commissioning are deeply committed to delivering the ambitions set out in this strategy. It aligns with our wider commissioning principles and the Adult Social Care Strategy and will guide how we work with our partners the community and voluntary sector, health, and beyond. Together, we will build a system that is proactive, inclusive and person-centred.

I would like to thank everyone who contributed to this strategy. Your insights have helped us define what good looks like and how we will measure success. Prevention is everyone's business, and with this strategy, we take a bold step forward in making it a reality.



Zena Dighton
Interim Director of Adult Social Care Commissioning
BCP Council

Introduction

Preventative services delay, reduce or prevent the need for long term care and support, enabling people to stay healthier, happier, and independent for longer. This, in turn, reduces demand on health and adult social care services. Prevention is also more cost-effective than crisis management: the Department of Health & Social Care's 2018 paper "*Prevention is Better than Cure*" found that every £1 spent on prevention delivers around £14 in social value.

This strategy outlines BCP Council's plan to developing a sustainable preventative approach in adult social care. It 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 reduce health and social inequalities and enhance the overall quality of life for people living in Bournemouth, Christchurch, and Poole.

To shape this strategy, we actively engaged with residents and stakeholders to gather their valuable insights. Through a series of engagement events, we collaboratively developed the vision, areas of focus, and ambitions of the strategy.

Our collective definition of Prevention in Adult Social Care

Throughout our engagement, we asked local people, carers, communities and partners: 'What does Prevention mean to you?'. It was clear that everyone shared the same vision for a future where people can live happier, healthier and more independent lives. We combined over 400 responses to develop a shared definition of prevention:

"Prevention in adult social care means taking early, proactive steps to help people stay healthy, independent, and safe for as long as possible. It focuses on supporting wellbeing, reducing risks, and avoiding crises by providing timely information, practical support, and community-based services. By working together with individuals, carers, and partners, adult social care helps people make informed choices, stay connected, and live well at home, reducing the need for hospital stays or long-term /care."



This Prevention Strategy is a key component of BCP Council's broader vision, aligning with our Corporate Strategy and the Adult Social Care Strategy, by focusing on helping people and carers stay healthy and independent for longer. Throughout the delivery of our approach, we are committed to continue working closely with partners across public health, housing, the voluntary sector, the NHS, care providers, and local communities.

BCP Council's Corporate Strategy sets out the council's direction and vision to create a place "where people, nature, coast and towns come together in sustainable, safe and healthy communities" with two key priorities:

Our People and Communities: everyone leads a fulfilled life, maximising opportunity for all.

Our Place and Environment: vibrant places where people and nature flourish, with a thriving economy in a healthy, natural environment.



BCP Council's Adult Social Care Strategy sets out our four-year plan to transform services, focusing on prevention and wellbeing.

Our Vision: Supporting people to achieve a fulfilled life, in the way that they choose, and in a place where they feel safe.

A fulfilled life looks different for everyone—whether it's living independently, building social connections, or accessing care. Our teams use a strength-based approach to understand what matters most to each person and how best to support them.

Putting people, carers and families first
We will listen and build good relationships with people, so we understand what matters to them.

Living in a place called home
We will help people to connect with their family, friends and community, in a place where they feel safe and at home.

Developing how we work.
We are creative and innovative with solutions and resources. We understand and measure the impact we are having.

BCP Council has also signed up to the Social Care Future mission statement:

"We all want to live in the place we call home, with the people and things we love, in communities where we look out for each other, doing the things that matter to us."

This reflects our commitment to supporting people to live fulfilled lives. It aligns with our strategic priorities, shifting away from process-driven systems towards compassionate, strengths-based practice. The vision helps us focus on what truly matters to individuals: living in the place they call home, surrounded by what they love, and connected to their communities



National Context

Our Adult Social Care Prevention Strategy, influenced by national changes, applies to all adults. With an ageing population and rising disability rates, the UK must shift from reactive to proactive care to ensure sustainability and better outcomes for people, carers and communities

With people living longer, the 85+ population is set to grow by 75% in 20 years, and care demand for over-65s could rise by 80%. However, longer life often means living with complex conditions. Disability is also rising among working-age adults, and unpaid carers face growing pressures. Without a shift toward prevention, this trend is unsustainable for adult social care.

The Association of Directors of Adult Social Services (ADASS) Spring Survey 2025 found that in 2024/25, 80% of councils overspent on adult social care and most directors lack confidence in meeting legal duties for prevention and wellbeing.

The Local Government Association (LGA) report – “Earlier action and support: The case for prevention in adult social care and beyond” shows how investing in prevention is both ethical and cost-effective by highlighting that early support could save councils £3.17 for every £1 spent, with potential national savings of £7.6 billion.

The Care Act 2014 imposes a statutory duty on local authorities to promote wellbeing, prevent or reduce care needs, and offer clear information and support to adults and carers – ensuring care is fair, person-centred, and focused on helping people achieve what matters most to them

Prevention is better than cure (2018) focuses on promoting good health to reduce the need for intensive social care. By addressing root causes and promoting early intervention, it aims to keep people healthier for longer, reduce health inequalities, and use social care resources more effectively.

‘Prevention is about helping people stay healthy, happy and independent for as long as possible. This means reducing the chances of problems from arising in the first place and, when they do, supporting people to manage them as effectively as possible. Prevention is as important at seventy years old as it is at age seven.’

Fit for the future: 10 Year Health Plan for England is part of the government’s health mission to build a health service fit for the future. It sets out how the government will reinvent the NHS through 3 radical shifts:

- hospital to community
- analogue to digital
- sickness to prevention

£774m

Total overspend by councils on their adult social care budgets in 24/25

74%

of directors have partial or no confidence budgets are sufficient to meet legal duties for prevention and wellbeing.





Local and Strategic Context

The 3 Conversations and Fulfilled Lives programme

Since 2022, we've been using the 3 Conversations (3Cs) approach in adult social care, with support from [Partners 4 Change](#), to shift from traditional care management to a more person-centred, strengths-based way of working.

3Cs seeks to enable us to think more preventatively and creatively in our work with people, focusing on building relationships, understanding what matters to people, and supporting them to live fulfilling lives – moving away from simply assessing for services – and aligning with our Care Act duties.



"The core purpose of adult care and support is to help people to achieve the outcomes that matter to them in their life." – [Care Act guidance 1.1](#)

Adult social care plays a key part in the **Dorset Integrated Care System (ICS)**, a partnership of health, care, and community organisations working together to improve wellbeing and outcomes across the region.

Integrated Neighbourhood Teams (INTs) in Dorset brings together professionals from health, adult social care, housing, and the voluntary sector to deliver joined-up, person-centred support in local communities. Their goal is to improve experiences and create a more equitable, integrated care system.

The FutureCare Programme aims to transform urgent and intermediate care in Dorset by 2027, creating a more integrated, people-centred system. It focuses on reducing unnecessary hospital admissions and helping people recover at home or in community care more quickly.



Our Population

Formed in April 2019 as part of Local Government Re-organisation, Bournemouth Christchurch and Poole Council is the tenth largest urban local authority. The area is home to just over 400,000 residents, which is predicted to grow to 403,600 by 2028. Alongside this growth, the area has one of the highest proportions of older people with high levels of care needs in the country and some of the most deprived areas, emphasising a need to prevent, reduce or delay the onset on long-term needs developing.

Overall, however, people living in Bournemouth, Christchurch and Poole generally live for longer than the national average. The area also has a strong and independent voluntary sector.

This strategy has been supported by data from various sources including the Dorset Insight and Intelligence Service (DiiS), the State of Ageing in Bournemouth, Christchurch and Poole (2024) report and BCP Council's Joint Strategic Needs Assessment (JSNA). These highlight key health and wellbeing priorities, such as health inequalities, economic inactivity, and mental health, guiding targeted strategic action.

- Life expectancy at birth is **83.5 years** for **females** and **79.4 years** for **men** in the BCP Council area, which is higher than the national average
- **1,315** people are registered as **blind** or **sight impaired**. Over **half** are **over 75** and **555** have an **additional disability**
- There are **2474** people with a **learning disability** and **3660 autistic people** in the BCP Council area
- **22%** of the population are **over 65** years old, **4% higher** than the **national average**
- There are **33,352** unpaid carers in BCP Council area, with **2.5%** of residents providing **50 hours or more** of care **per week**
- There are **1050 serving armed forces personnel** and **15,894 veterans**
- Over **80 languages** are spoken in the BCP Council area
- Around **12%** of BCP Council residents say they **feel isolated**
- There is a projected increase of **17%** of people living alone in the BCP Council area by **2043**
- Admissions to hospital for **alcohol related conditions** are **higher in BCP (890 per 100,000 population)** compared to England (**626 per 100,000**)
- The BCP Council area has **657 registered charities** and over **2,600 Voluntary and Community Sector** groups

BCP Council ASC support 2022-24



Numbers of people accessing long-term support services*

2022/23	2023/24
5,435	5,615

*permanent care home placements and community based support



New requests for support*

2022/23	2023/24
9,495	10,639

of which **47%** led to **no services** being provided

*Requests for support from ASC include support with rehabilitation, admissions to care homes, community-based support, occupational therapy

Introducing our Priorities for Prevention



“All of these priorities are important areas. Some areas already having strong development work in progress which will be a benefit. This is a strong strategic approach that will complement, support and further strengthen what is already happening across Adult Social Care” – VCSE Member

Priority 1: A change in culture

Focus Area	Objective
Strengths based and Holistic approaches	Leverage the skills and talents of individuals and communities to promote independence, resilience and sustainable positive outcomes.
Equality and Diversity	Promote equal opportunities to create a more inclusive and supportive environment for all individuals.
Co-production	Support the implementation of BCP Adult Social Care’s Co-production Strategy and create opportunities for people to support the development of preventative initiatives.
Language and listening	Foster a more inclusive and supportive environment by using empowering language and addressing key issues that create barriers in access.

Priority 2: Living and ageing well

Focus Area	Objective
Falls Prevention, strength and balance	Reduce the risk of falls and improve physical health and independence among older people and adults with physical conditions and mobility limitations through targeted interventions.
Better physical health	Promote physical activity in adult social care to improve health and wellbeing.
Financial stability and security	Work alongside our Communities Team and partners to ensure adults and families have access to financial assistance and advice to maintain a dignified standard of living.
Age friendly communities	Continue to work in partnership with the Age Friendly Network to support the development of Age Friendly Communities across Bournemouth, Christchurch and Poole.

Priority 3: Individual resilience to build wellbeing

Focus Area	Objective
Information, advice, guidance and self-education	Empower individuals and the provider market to prevent, delay or reduce the need for long-term care by providing accessible, timely, and inclusive information, advice, and self-education resources that promote healthy behaviours, early intervention, and informed decision-making.
Supporting people with sight and/or hearing loss and impairment	To promote independence, inclusion, and wellbeing for individuals with sight and/or hearing impairments by ensuring timely access to preventative support, accessible services, and inclusive community opportunities.
Hoarding and self-neglect	Work with partners to identify and co-ordinate multi-agency approaches to identify, engage, and support individuals who hoard or self-neglect, reducing risk and promoting safety, wellbeing, and independence.
Self-funders and people on the cusp of eligibility	Enhance support for self-funders and individuals near the eligibility threshold by improving access to information, advice, and community resources that promote independence, financial resilience, and wellbeing.
Supporting Carers	Strengthen early identification and support for unpaid carers by improving access to information, advice, direct payments and wellbeing services, enabling them to maintain their caring role, avoid crisis, and live well alongside caring.
Occupational Therapy and Care Technology	Promote independence and prevent the escalation of care needs by expanding access to Occupational Therapy and Care Technology that supports daily living, enhances safety, and empowers individuals to manage their health and wellbeing at home.

Priority 4: Supporting the workforce

Focus Area	Objective
Workforce wellbeing	To strengthen workforce wellbeing in adult social care, ensuring a resilient, motivated, and high-performing workforce capable of delivering preventative, high-quality support.
Staff development and training	Empower the adult social care workforce through accessible, high-quality learning and development opportunities that embed preventative approaches and promote continuous improvement.
Leadership commitment	Cultivate strong, compassionate leadership that prioritises workforce wellbeing, fosters a culture of continuous learning, and drives the delivery of preventative, person-centred support.
First, think prevention	Embed a prevention-first mindset across the adult social care workforce by strengthening access to community-based knowledge, training, and leadership support that empowers practitioners to act early and innovatively.
Integration, collaboration and communication	To strengthen workforce capacity for prevention by fostering integrated, collaborative, and communicative partnerships across health, social care, and community sectors.

Priority 5: Connecting Communities

Focus Area	Objective
Connection and a sense of belonging	Strengthen community cohesion and social connectedness to reduce loneliness and isolation, enhance mental and physical wellbeing, and build resilient, inclusive communities
Addressing health and social inequalities	To reduce health and social inequalities by strengthening community connections, improving access to inclusive and person-centred care, and building trust with underserved groups - ensuring that all individuals, regardless of background or circumstance, can access the support they need to live healthier, more independent lives.
Community first	Enable people to live independently at home for longer by prioritising community-based, person-centred support to reduce avoidable admissions, delayed discharges, and reliance on long-term residential care through integrated, localised, and accessible services
Safety and security	Promote safer, more secure communities by raising awareness of personal and digital safety, strengthening partnerships with key stakeholders, and empowering residents to maintain their safety and security through community-led safety initiatives.
Supporting the voluntary and community sector	Support and strengthen the sustainability, diversity, and capacity of the voluntary, community, and social enterprise (VCSE) sector by embedding supportive commissioning practices and promoting collaborative relationships - ensuring the sector can thrive as a key partner in prevention and wellbeing.

Strategy Coproduction and Engagement

From November 2024 to May 2025, we engaged with residents, carers, professionals, and partners to shape this strategy. By exploring prevention from multiple perspectives, we gained valuable insights into people's experiences and the vital role of communities, the VCSE sector, and care teams in preventing and reducing long-term support needs.

We produced a series of surveys and offered 1-1 support and easy read copies, to hear the experiences and views of local communities, residents, carers, workforces and local organisations that support people to live well.

We attended various events and held in depth discussions to share our vision which enabled us to identify gaps and opportunities and gain valuable feedback.

Our ASC multi-partner prevention event

On 23 May 2025, we celebrated our first ASC multi-partner engagement event that brought together 113 key partners and stakeholders to collaboratively shape our ASC Prevention Strategy. On the day, 17 stall holders joined us to share the work they do, and we heard insights from Public Health and the Fulfilled lives programme. We also celebrated best practice in engaging ways and hosted table-top and open space workshops to explore key questions about prevention and our priorities.

The event gave us the opportunity to share the priorities and areas of focus we have identified throughout our engagement, and we have received strong support for our vision.

- 95% agreed or strongly agreed with the priority: A change in culture
- 96% agreed or strongly agreed with the priority: Individual resilience to build wellbeing
- 96% agreed or strongly agreed with the priority: Living and ageing well
- 100% agreed or strongly agreed with the priority: Supporting the workforce
- 100% agreed or strongly agreed with the priority: Connecting communities

Comments we received about our approach included:

"Looks a great strategy and priorities. Looking forward to working with you on it"

"Fabulous aspirational approach."

"I think it's hugely positive and moving in the right direction, maybe it's also about giving people the tools to swim...rather than rescue them."

"All important areas. Some areas already having strong development work in progress, which will hopefully benefit from a strong strategy"

Positive responses on the event with strong support for more like this:

"Fantastic event, great workshops and networking opportunities. Thank you."

"Perfect length of event, kept me captivated throughout, more should be like this"



180 responses to our combined surveys



Met with over 30 VCSE organisations and community groups



Gave over 30 talks and presentations at events, team meetings and conferences



A combination of over 400 attendees from various events



113 attendees at our Multi-Partner Prevention event

Measures of success

What does good look like?



INCREASE

The proportion of adults who say they find it easy to access information and advice



INCREASE

The proportion of people who report they have as much social contact as they would like



INCREASE

The number of people offered care technology



INCREASE

The proportion of people who use services who say those services have made them feel safe and secure



INCREASE

The proportion of new clients who receive short term support to maintain their independence, develop skills and continue living at home for longer.



INCREASE

Engagement and partnership working with the VCSE sector, health and other partners



INCREASE

Co-production with local people, carers and communities from all backgrounds



INCREASE

The overall satisfaction of people and carers with social services



INCREASE

The proportion of people who feel their health and wellbeing has improved because of the support from preventative services



INCREASE

The awareness of community resources and services that can support people



INCREASE

Investment into preventative services and interventions



INCREASE

Workforce confidence and satisfaction in their roles and ASC culture



INCREASE

Awareness and confidence from people in underserved groups, to find and use local services and support that meet their individual needs



REDUCE

The proportion of people referred to LTC locality teams for a care act assessment



REDUCE

The spend on long-term traditional services

From strategy to action

What will we do?

2025-26

Celebrate success by recognising the achievement of preventative outcomes through 'our stories of difference'.

Create focus groups with local people, carers, and stakeholders to co-produce preventative interventions and form a strategic steering group to monitor preventative outcomes.

Support the Age Friendly Network to align initiatives with the WHO Age Friendly Communities Framework.

2026-27

Create a framework for measuring preventative outcomes consistently

Raise awareness of support for people who hoard or self-neglect to reduce stigma and work with cross sector partners to identify opportunities.

Enhance workforce and public knowledge of community assets through joint campaigns, awareness raising and regular prevention updates.

Use the ASC Research Champions network and work with partners to identify research opportunities and funding.

Collaborate with ongoing preventative programmes and projects, such as Integrated Neighbourhood Teams

Partner with public health, communities and housing teams to ensure consistent messaging and raise public awareness

Promote information, advice, and self-education through targeted campaigns in various formats, using relatable and empowering language

2027-28

Work with partners and the local market to increase opportunities for peer support within communities and tackle barriers that prevent people from accessing their communities (i.e. Transport)

Boost ASC workforce knowledge of community assets by developing a prevention area on our ASC Intranet, sharing resources and hosting webinars

2028-29

Utilise data to identify at risk adults and collaboratively provide targeted support.

Create connect and collaborate forums for the ASC workforce and VCSE Partners to network, collaborate and share learning.

Review the information, advice and guidance provided to self-funders to ensure people have access to clear and effective resources to help them manage their own care and support.

Work with our learning and development team to identify learning opportunities for the workforce as well as the VCSE, provider market and communities.

Embed Occupational Therapy and Care Technology into early intervention pathways and equip staff, individuals, carers and communities with the knowledge and tools to use these services confidently and effectively.

2029-30

Collaborate with communities and local markets to enhance local assets for wellbeing, offering alternatives to traditional care services like micro-enterprises

From strategy to action

What outcomes do we want to achieve?

People stay at home safely for longer and have access to home adaptations, small works, reablement and care technology

Unpaid carers feel recognised and are supported to take a break from their caring role

Relationship focussed wellbeing support is available to prevent hospital admissions and support safe discharges

Professionals have the tools to connect people to community support and can collaborate effectively with partners

People with sight and/or hearing loss are connected to community services and offered solutions that can support them to live fulfilled lives

People at a higher risk of loneliness and isolation are identified and connected back into their communities

People can regain, build, and maintain skills to stay independent for longer with less support from, or without the need for, long term services

People at a greater risk of addiction are identified in communities, hospitals and primary care and are connected to specialist and community support

Peer support networks and long-term relationship-focussed support is available for people who hoard or self-neglect to reduce risk, prevent hospital admission, support safe discharge and enable people to stay at home for longer.

Our ASC Prevention Strategy will be supported by a robust action plan to monitor, track and measure progress in our focus areas.

It will detail how each service area prioritises prevention and ensures consistent outcome reporting, allowing us to track changes over time

The action plan will also clarify the roles of different professionals, departments, and programmes and how they link in with Adult Social Care, reinforcing the ethos that 'prevention is everyone's business'



With thanks...

Prevention is everybody's business, and we recognise that prevention cannot be delivered in isolation. Successful delivery of this strategy will only be achieved through collaborative working to provide a joined-up approach for our residents and communities across Bournemouth, Christchurch and Poole.

In developing this strategy, we have shared our aspirations with many key stakeholders to understand their thoughts and hear their feedback. This has helped shape our areas of focus which we feel will have the greatest impact and improve outcomes for local people, carers and communities.

Throughout the implementation of this strategy, we are committed to continue working in equal partnership with our partners and local residents to ensure their voices are central to everything we do.

We would therefore like to extend our thanks everyone who has contributed, supported and acted as a critical friend in the development of this strategy.



We hope you find the Adult Social Care Prevention Strategy useful, interesting and informative and would welcome and questions or comments that you may have.

We would also be interested to hear about your experience of services or what you would like to see improved.

To let us know e-mail comments.adultsocialcare@bcpcouncil.gov.uk