

# Our Place Wye

A community and needs-led response to public health and service provision in rural Kent

[www.ourplacewye.org.uk](http://www.ourplacewye.org.uk)

**More for less**



Pilot funded by:  
DCLG 'Our Place' Programme  
and Wye with Hinxhill Parish Council



## Our Place : Wye

Business Plan 2015 - 2018

Wye: 28 clients with a funded care package,  
KCC spends  
+/- £358,000 (£6,885/  
week)



Ashford Clinical Commissioning Group



# Prevention is better than cure

*(and considerably less expensive)*

Ambulance journey £344

A&E visit £111

Overnight stay in hospital x3 £750

GP visit x2 £72

Total cost of incident £1,277

Ashford CCG allocation  
per person / year £1,283

£6

(Source: The Kings Fund)





# **Our Place Wye**

**Based on evidence from Wye Neighbourhood Plan**

**Aims to improve:**

- **Health and wellbeing**
- **Independent living**
- **Quality of life and sustainability**

**Provide / enable a range of local services that are:**

- **Resilient, integrated and value for money**
- **Flexible and responsive to individual needs**

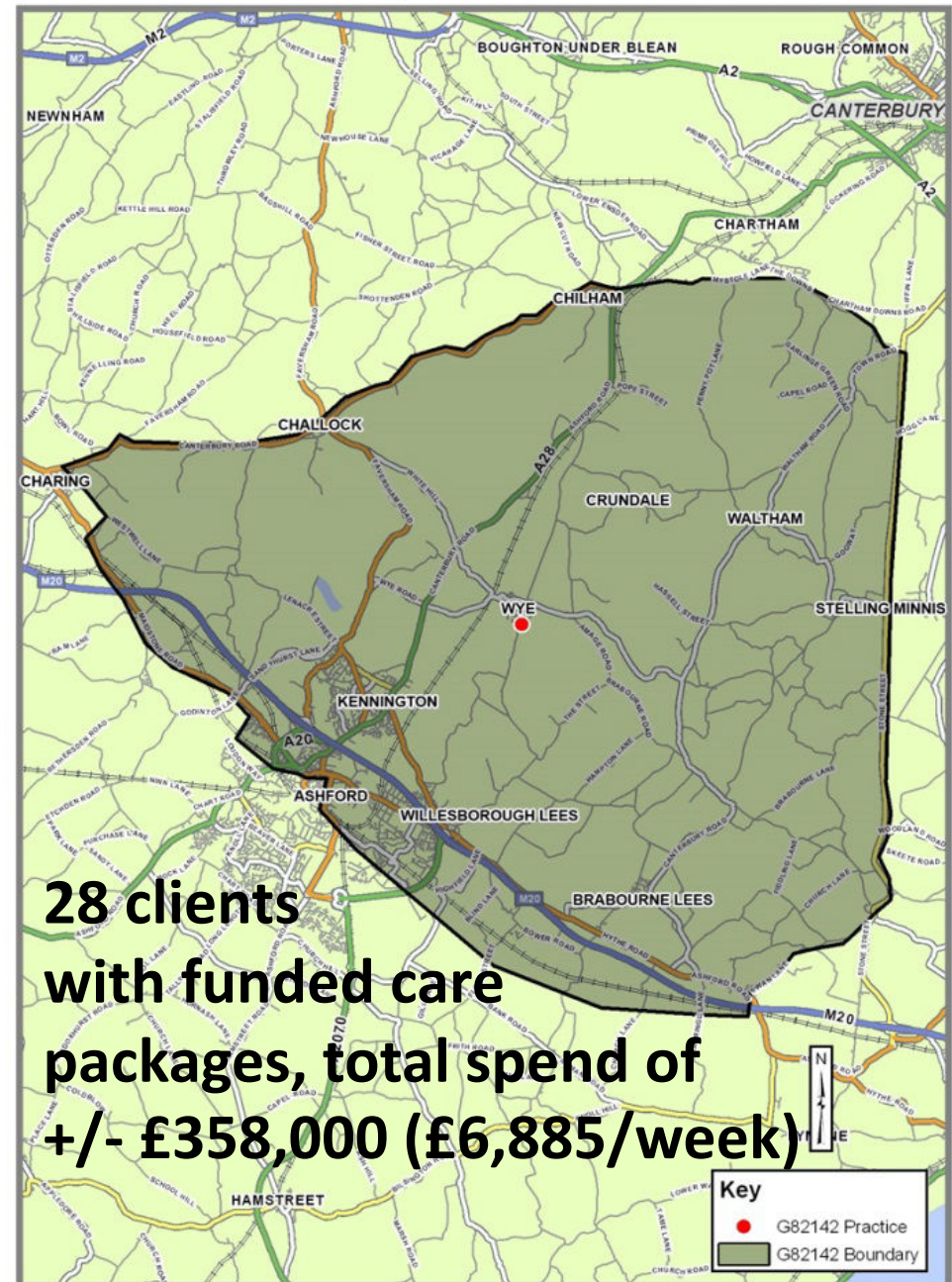
# Profile

- 1 GP surgery catchment area
- 8,400 people (Wye rural service centre)
- 100 sq km (approx)
- 30 parishes / 3 LA districts

## Parish of Wye

- Pop. density 1 person / hectare
- 1,240 households / 2 LSOAs
- 766 (1/3) of population aged > 60,
- over 16 % are aged over 75 years
- Over 10% are widowed
- 7% separated or divorced and alone
- 13.5% elderly on state support
- (2.5% Borough average)
- 12% provide unpaid care

Dr R. Waller and Partners - Wye Surgery - G82142  
Location of practice - Catchment area





# Practical example: falls prevention

- About 3 million people in the UK have osteoporosis
- Around 1/3 of adults over 65 (3.5m) who live at home will have at least one fall a year, and about 1/2 of these will have more frequent falls

128people



Age UK's seven point action plan

1.Exercise





# Fall prevention

Local councils can help  
the Public Health agenda  
**menu**

1. Exercise ☒
2. Eyes and hearing
3. Footwear and feet
4. Manage medicines
5. Keep bones healthy ☒
6. Trip hazards ☒
7. Fear of falling ☒

**4,618 deaths 2014**

Age UK Falls Prevention

**Falls** are a leading cause of injury deaths, unintentional injuries, and hospital admissions for trauma. Falls result in loss of independence and quality of life



# Barriers to mobility

Public realm improvements

Remove trip hazards

Dropped kerbs

Street lighting

Seating ☒



## Are local councils part of the solution?

# Define, Plan, Implement

<http://mycommunity.org.uk/programme/our-place/>

## Our Place methodology

- **Operational Plan identifies local priorities**
- **Which local services to be redesigned**
- **Who will deliver the new way of working**
- **How it will be managed**
- **Business case, logic model and cost benefit analysis**
- **Clear and credible implementation route**

**Assembling evidence, and building a partnership and business case takes time**



# **“... demographic change**



**“...more  
children,  
more elderly  
will soak up  
every  
available  
penny”**

**Nick Walkley,  
Barnet Council  
chief executive  
(in 2011)**

# Graph of Doom



**"In five to seven years it starts to restrict our ability to do anything very much else.**

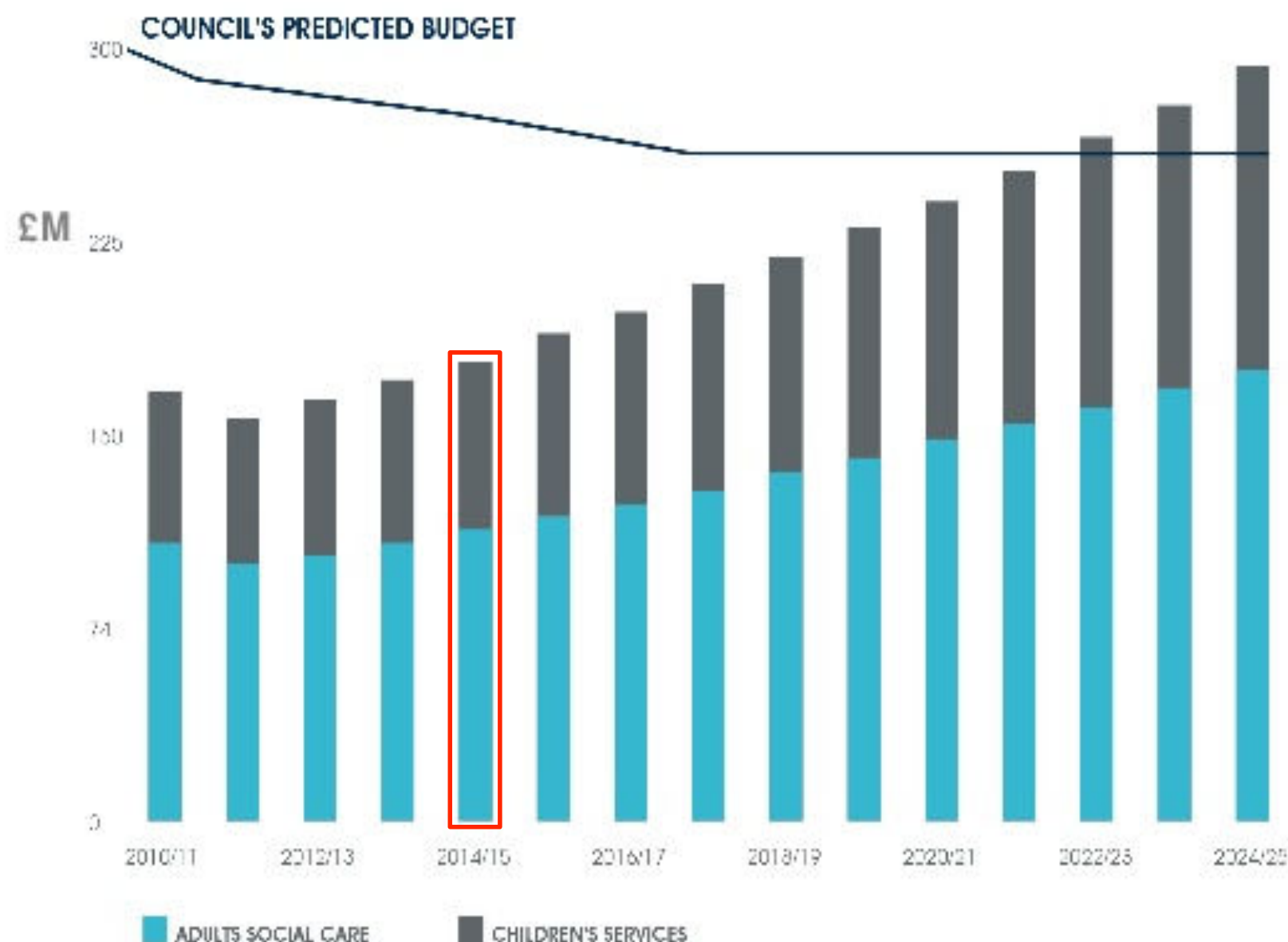
**Over a 20-year period, unless there was really radical corrective action, adult social care and children's services would need to take up the totality of our existing budget."**

**Nick Walkley,  
Barnet Council  
chief executive  
(in 2011)**



# Barnet's "graph of doom" – the challenge ahead

34



# Local impact - quality of life

## Reduce:

**Loneliness and isolation**  
**Depression, malnutrition, dehydration**  
**Number of people entering the care system**  
**Hospital admissions, visits to GPs, medication**  
**Residential and nursing care admissions**

## Increase:

**Individual confidence, resilience and ability to cope**  
**Improve circumstances for 10% of the elderly population**

**Save        £7,365 - for each person helped**



# **Our Place Wye**

## **Cost Benefit Analysis (CBA)**

**Costs** **£88,600**

**Benefits** **£439,600**

**Ratio** **£1 : £4.96**

**What is the catch?**  
**144% precept increase**

**Rigorous New Economy CBA methodology**  
**Business plan approved by DCLG**



# Our Place Wye

“to function as a community of place”  
independent living + social engagement

Challenge the old, top-down service delivery approach. Instead, place individuals at the centre, base services around all needs and priorities



# KCC spend on Wye clients 2014-15

Number of Clients	Female	Male	Service Type	Weekly Spend
3	2	1	Adult Residential	£811.24
3	2	1	Day Care	£714.22
6	2	4	Direct Payment	£3489.05
42	29	13	Domiciliary	£1854.97
29	23	6	Equipment / Adaptation	£0.00
1	1	0	Independent Living Scheme (Hourly)	£15.38
4	0	4	Social Work Only	£0.00
1	0	1	Telecare	£0.87
89	59	30		£6885.73

£44.16

Care - poor quality, poor value, not socially and economically sustainable

**[www.ourplacewye.org.uk](http://www.ourplacewye.org.uk)**



**Thank**

**Wye with Hinxhill Parish Council**