



Westmorland  
& Furness  
Council

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# Market Position Statement - Adult Social Care 2025-2027





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# Foreword

We are pleased to present the Westmorland and Furness Council Market Position Statement for 2025-2027.

The purpose of this document is to outline our understanding of the current adult social care market in Westmorland and Furness including setting out:

- The demand for services that are currently being delivered
- What we think future demand may look like
- Our future vision
- Future opportunities for the market
- What are our current challenges
- Where are the gaps in our understanding

Our Vision for Adult Social Care is:

- People living in a place they call home,
- With people and things they love,
- In communities where they look out for one another,
- Doing the things that matter to them

We recognise our vision is within the context of a challenging environment which includes financial, rising demand and workforce pressures. We can only achieve our ambition for people in Westmorland and Furness by working together with all our key partners.

We greatly appreciate the commitment to achieving the best outcomes for people from the provider market across Westmorland and Furness and want to continue to improve our connections and collaborative working with you.

We know we all will have to think about how we can work differently together to achieve the best for our residents and this market position statement is the first step to help provide clarity around the challenges and the future of the market across Westmorland and Furness. This will be an ongoing process with the market position statement being regularly reviewed and updated.



**Cath Whalley**  
Director for Adult Social Care

This is the first Market Position Statement for Westmorland and Furness; and it reflects the ongoing dialogue commissioners are having with our residents who use the services, carers, providers and others about our vision for the market and adult social care providers. It is intended to provide current and future providers with detail about what we want to see more of, where our current challenges are and how we think these might change over the coming months and years.

The data, information and assumptions in the statement are presented in such a way to show providers our current available market and where we think there are challenges with sufficiency; encouraging providers to analyse, interpret and think innovatively how they can contribute to our vision for an innovative and effective commissioning organisation, with access to vibrant and sustainable markets.

As commissioners, we recognise the importance of balancing supply, demand, and availability with quality and high-performing services that meet the needs of our residents. This will continue to be managed through the commissioning process, ensuring we have services that deliver the vision for Adult Social Care in Westmorland and Furness.



**Sharon Simpson**  
**Assistant Director Commissioning and Procurement**

Our ambition is for the people of Westmorland and Furness to have healthy, happy independent lives. We know to achieve this we will need to collaborate with all those organisations, communities and people that deliver care and provide support to our residents who need it.

This document provides an overview of some of the challenges and opportunities in Westmorland and Furness and it is our plan that this will help current and new providers that share our ambitions to develop and deliver the services our residents deserve. We want this to help shape the future conversations with providers and communities to ensure we can future proof our services.



**Cllr Patricia Bell – Cabinet Member for Adult Care**



# Key Messages for the Market

Westmorland and Furness Council will work with people, partners and providers to ensure we have a vibrant and sustainable market that delivers high quality care in meeting the needs of our residents. Our key messages are:

## Key Priorities

- We will support the continued delivery of high-quality care and support the drive for improvement where required
- We will enhance the power of the voice of people who access adult social care services to develop and improve services
- We will continue to improve our relationships and communication with providers of adult social care to meet our aims for ensuring a safe, quality and sustainable market
- We will work closely with our local authority and NHS partners to maximise any joint commissioning, shared learning and alignment opportunities to improve outcomes for the people we serve.
- We will deliver a strength-based approach that focuses on maximising people's independence and supporting people to remain within their own communities.
- We will wherever practicable to do so, ensure people can access services within their communities
- We will build a strong working relationship with the voluntary, community, faith and social enterprise (VCFSE) sector
- We will support the development of a skilled and sufficient workforce
- We will maximise the opportunities of digital, AI and other technologies to support people to achieve their outcomes
- We will build the support for unpaid carers
- We will ensure Westmorland and Furness Council is financially sustainable



## Key Opportunities and Challenges

- Through innovative approaches and changes, the Homecare market in Westmorland and Furness has excess capacity presenting competition for each package of care offered by Westmorland and Furness Council
- Challenges in specific geographies in relation to availability of dementia and nursing care beds
- Improving the employment support offer for people with a learning disability
- Opportunities for developments that give people wider choice and flexibility to use direct payments meaningfully
- Further developing services within Westmorland and Furness that can deliver complex support (including for people with learning disabilities and/or physical disability and/or mental health condition) to avoid the need for people to access services outside of the local authority area unnecessarily
- Reviewing our model around supported housing options such as extra care housing and supported living with the ambition to improve access to accommodation for adults with disabilities
- There is further information for providers regarding the future direction on pages 27, 32, 36, 38, 41, 42 and 46

## Introduction

The health and care economy across Westmorland and Furness faces a number of challenges in terms of finance, increased demand and workforce pressures.

We recognise that only by working with people, partners and providers can we achieve our ambitions for the residents of Westmorland and Furness.

This market position statement is a document produced by the Council and is aimed at a wide range of adult social care providers who are providing services in or for Westmorland and Furness council, or providers who are considering entering the local market.

This is our first market position statement and will set the basis of our immediate and mid-term commissioning intentions.

We will continue to develop our understanding of future demand and will harness opportunities for service development; being cognisant of any national policy developments that will impact our strategic commissioning approach. As such, we view this as a working document and intend to publish regular updates as required.

This document should be read alongside the following:

[Westmorland and Furness Council Commissioning Strategy](#)

**Joint Local Health and Wellbeing Strategy**

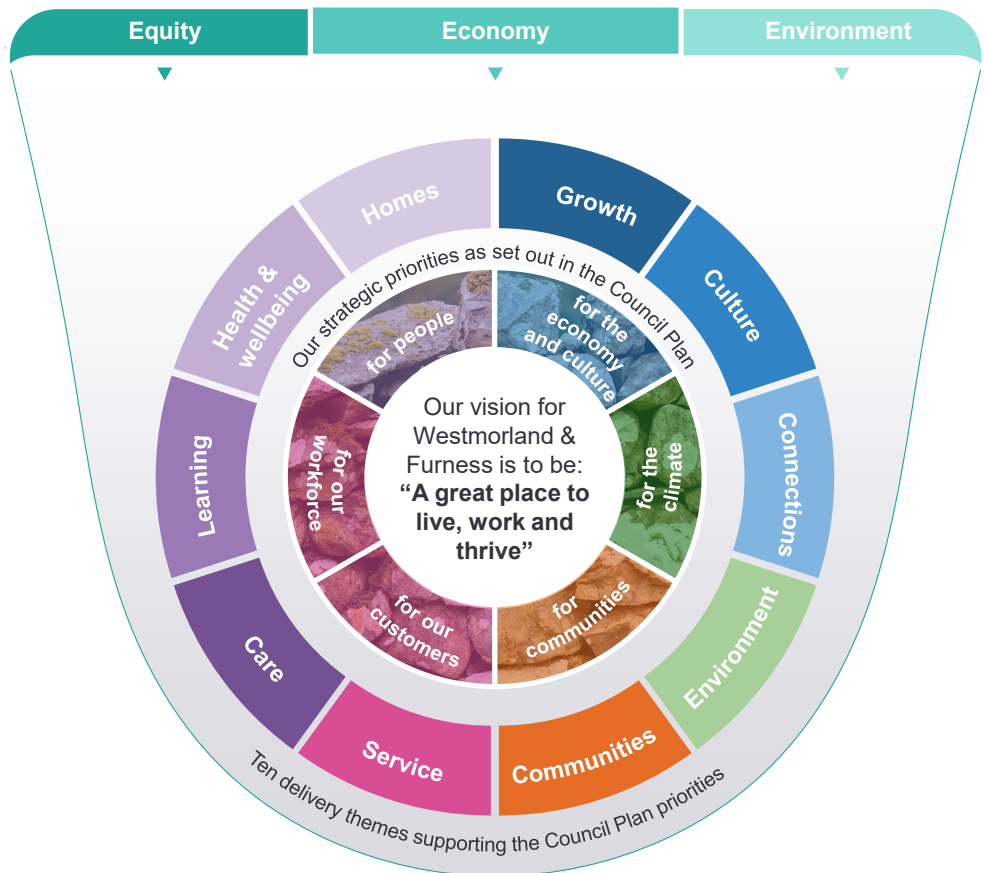
**Westmorland and Furness Summary Joint Strategic Needs Assessment**

# Westmorland and Furness Council

Westmorland and Furness Council comprises the areas previously served by three district councils (Eden District Council, South Lakeland District Council and Barrow Borough Council) and half of Cumbria County Council, and was established by Local Government Reorganisation (LGR) on 1 April 2023.

In common with other councils created in this way the work to align, aggregate services and create the conditions to maximise the benefit of the reorganisation process takes time.

We are an ambitious council with a clear vision, as laid out in our Council Plan and Council Plan Delivery Framework – together with a clear set of priorities and organisational values.



## Community focus



We will focus on early intervention and prevention, working with individuals, community groups, parish and town councils, the voluntary sector and partners to reduce need for our services and improve health and wellbeing.

## Effective services



Services will be user friendly, caring and accessible through multiple channels. Wherever possible services will be available and delivered digitally, reducing demand for phone and in-person interaction so those resources can be focused on those most in need.

## Community focus



Services are outcome focused and maximise use of technology to drive efficiency and effectiveness. Service delivery is citizen-centred and seamless between services and partner organisations.

## Enabling processes



Internal processes and functions are supported by key enabling functions including Human Resources, Project Management Office, Legal, Commissioning and Procurement working closely with service delivery teams.

## Supporting technology



'Fit for purpose' technology across the council that supports the delivery of services, promotes digital ways of working, and enables organisational efficiency.

The Council Plan sets out the council's vision, values and priorities. It describes the transition from the four previous councils which provided services in the Westmorland and Furness Council area, and a period of transformation over the next five years. The plan is about delivering the best for our residents, customers, and communities. Its priorities are set out as:

### **For people - Supporting active, healthy happy lives for young and old**

Our aim is ensuring that people are healthy, happy, active, and able to lead fulfilling independent lives, thriving in their communities. We will support everyone to start well, live well and age well. We will maximise the potential of our natural environment to provide open spaces for activity and recreation, and improve footpaths and cycle routes. We are ambitious for all our children and young people; committed to listening to their aspirations and showing them how much we care.

### **For people - Supporting people in need and reducing inequality**

We are committed to reducing inequality in Westmorland and Furness. We will seek to reduce some wide inequalities in health outcomes. This means tackling the wider determinants of health, such as access to good quality housing, jobs, training and local environmental quality, and enabling everyone to reach their full potential.

### **For communities**

We want to create/support/enable confident, empowered, resilient communities. The council will work closely with the residents and businesses it serves to enable them to shape their own destiny and thrive. Building strong links with parish and town councils and keeping local service centres. Effective local representation and a thriving voluntary and third sector are critical.

### **For our customers**

We care about our customers and listening to our customers, we will put customers at the heart of everything we do. Customers and communities' needs are at the heart of designing our services, with customers able to access services and information easily using a channel of their choice.

### **For our workforce**

We value individuals and are committed to leading and empowering our workforce to be innovative, engaged and customer focused. We will support employee wellbeing, nurture talent, and create a healthy working environment that enables everyone to fulfil their potential and a place where the whole workforce is focused on delivering great services.

### **For the economy and culture**

Sustainable, inclusive economic growth is essential to deliver high-quality jobs.

### **For the climate**

We will provide leadership in the drive to become carbon net zero.

The council has an ambition that:

***“Communities are welcoming, inclusive and provide a good quality of life. They are proud of and care for their local areas. They are able to make the right choices for them. They are resilient, and their voices and choices are heard through local participation.”***



Community Power<sup>1</sup> supports the council's vision of a thriving Westmorland and Furness by placing the focus on communities. It is a community-led way of working which when embedded across the organisation will bring about positive benefits and will reduce the need for our services as our communities grow stronger.

We believe this entirely fits with the ethos of Prevent, Reduce and Delay set out in the Care Act. The more we can enable communities to take the lead, to recognise themselves as offering the fundamentals of support and care for people on the edge of care and before, the more we will reduce the requirement for intervention and regulated care as well as reducing isolation, a leading cause of physical and mental deterioration.

Over 227,000 people live in Westmorland and Furness. It is also expected that by 2040 the population of people aged over 65 will increase from 59,300 to 75,800 – placing even greater strain on the Adult Social Care service, making it even more important that we embrace new ways of working, new technologies and embedding our commitment to Community Power.

## Housing

Our new Housing Strategy<sup>2</sup> sets out our current reality and our ambition for housing, building on the once-in-a-lifetime opportunity coming from LGR to transform services, drive innovation and improve outcomes for communities who need it most.

As a Provider of Social Care, we:

- Provide and source care, which may include residential care, to people with care needs, including older adults, people with disabilities and vulnerable adults and children
- Provide support for people with care needs to remain in their own homes

There are some big challenges in Westmorland and Furness that affect our residents and communities, and impact on housing and adult social care alike:

- An ageing population – Westmorland and Furness is a net importer of older people, retiring to the area
- Significant inequalities in health and social outcomes
- Sparsely populated rural communities and pockets of deprivation, a low-wage economy
- Housing affordability and access to good quality homes
- Improving the energy efficiency of our housing stock and reducing fuel poverty
- The impacts of Climate Change on our population and communities
- Local areas facing differing issues and therefore having different needs

<sup>1</sup>Community Power LMS document

<sup>2</sup>Westmorland and Furness Council Housing Strategy 2025-2030

## Key Housing Facts



- Area: 3,754 Km<sup>2</sup>
- Area within National Parks: 1,900 Km<sup>2</sup>
- Population: 226,592 (Census 2021) and is expected to grow to 228,201 by 2043
- Living in rural areas: 55%
- Largest town: Barrow - Population 55,000



- Ageing population (65 plus): 58,500 (Census 2021) /26.0% of Westmorland & Furness Population (Mid-Year 2022 Estimates)
- Ageing population (65 plus) projected 2043: 75,118 (equating to a 28.4% increase) (2018 sub-national population estimates)
- Working age population (16-64 years): 133,863 (Census 2021) /59.0% of Westmorland & Furness Population (Mid-Year 2022 Estimates)
- Working age population (16-64 years) projected 2043: 120,422 (equating to a -10.0% decrease) (2018 sub-national population estimates)



- Primary schools: 122
- Secondary schools: 20
- Special schools: 3



- Businesses and jobs: 11,815 businesses providing 114,000 jobs



- Number of households: 103,529 (Census 2021)
- Average Household Size: 2.2 residents per household, lower than the national average of 2.4 residents per household (Census 2021)
- 17.1% of households rent privately (Census 2021)



- Average house prices: £298,050 (© Experian 2023 - All rights reserved)
- Average household income: £41,045 (© Experian 2023 - All rights reserved)
- Average rent: £698 per calendar month (ONS, Private rental and House prices UK)



- Over 11,000 residents (5.2%) report their general health to be 'bad' or 'very bad' (Census 2021)
- Over 42,000 residents (18.7%) state that a disability means their day-to-day activities are limited (Census 2021)



# Joint Health and Wellbeing Strategy

From our Joint Health and Wellbeing Strategy, our Vision for Health and Wellbeing is: *“To enable all residents in Westmorland and Furness to live happy, healthy and fulfilling lives”*.

We will achieve our vision through collaborative action focused on our five themes:

The central theme underpinning our strategy is “improving the building blocks of health and wellbeing”. These are the conditions in which we are born, grow, live and age, and are the foundations of our health and wellbeing.

We have heard from our communities and partners that there is a need for us to act to protect and promote good mental health and emotional wellbeing. Our second theme of “supporting good mental health and emotional wellbeing for all” highlights that our mental health has equal importance to our physical health.

The remaining three themes of our strategy have been built around a life-course approach, recognising that the factors impacting on our health and wellbeing will change throughout the different stages of our lives.





# Our strategy for adult social care

We are currently in the process of gathering evidence and ideas to build a new five-year Adult Social Care Strategy that is centred on the ambition and priorities of the new council and which is co-produced with our community, staff, other directorate colleagues and partners. In the meantime, we rely on the principles set out in the previous Cumbria County Council Adult Social Care strategy and guided by our vision statement:

*“People living in a place they call home, with the people and things that they love, in communities where they look out for one another, doing the things that matter to them”.*

The Promoting Independence and Wellbeing Programme delivers that strategy; this transformation programme is one of the Council's four priority service transformations and will deliver a fundamental redesign and overhaul of how Adult Social Care works in Westmorland and Furness. In scoped phases, the first phase incorporates changes required in day-to-day operations – staffing structures, data improvement, quality and practice, reporting, workforce recruitment and retention, and our fundamental operating model.

Also included is the work required with our Members, community, and staff to define the future of our in-house Care Services provision, and how that interfaces with our commissioned services to ensure the most appropriate support is available when it is needed, in the most cost-effective way, to ensure that the widest possible support infrastructure is enabled.

We have a Co-Production strategy and a plan to develop a new Partnership Board for Adult Social Care in Westmorland and Furness, and we have an active role in the NW ADASS Co-Production Network. We know there is a shared ambition across social care and our communities to empower people with care and support needs and their carers to work together in co-designing the ways in which we respond to social care need.

## Current Performance

The Adult Social Care Outcomes Framework measures how well care and support services achieve the outcomes that matter most to people. In 2023/24 we scored above both national and regional averages for social care-related quality of life. We also reported higher proportions of people who use services feeling safe and like they have control over their daily life, as well as the proportion of people still at home 91 days after receiving reablement/rehabilitation than national and regional averages.

Opportunities for improvement include overall satisfaction with care and support and the proportion of people who use services having as much social contact as they would like, both of which are below national and regional figures.

We also have a comparatively high rates of working-age adults (18-64) whose long-term support needs are met by admission to residential and nursing care homes and a lower proportion of adults with learning disabilities living in their own home or with their family.

# About Westmorland and Furness

## Population and Rurality

Westmorland and Furness is home to roughly 228,187 people, spread across three districts – Eden, South Lakeland and Barrow-in-Furness – and 33 wards.

It is the 3rd largest local authority in England and Wales by land area, covering 3,760km<sup>2</sup>. This makes it the 5th most sparsely populated local authority nationally. For comparison, the local authority with the most similar population – Rochdale with an estimated 229,756 people – covers just 158km<sup>2</sup>. Our rurality poses unique challenges to the delivery of social care, but also provides us with unique strengths and the opportunity to pursue innovative models of care.

	Total Population	Population Density (people per km <sup>2</sup> )
Barrow-in-Furness	67.4K	865.6
Eden	55.5K	25.8
South Lakeland	104.8K	68.2
Total	228.2K	60.7

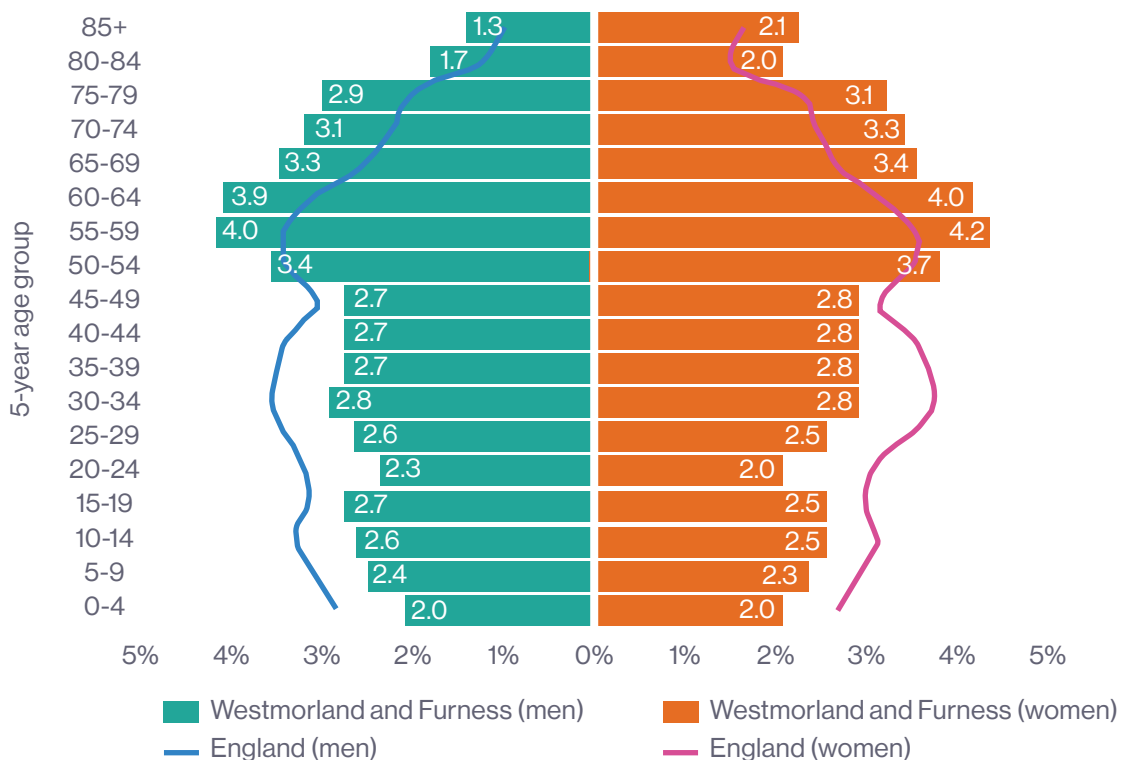


## Age and Gender

Westmorland and Furness had a relatively even split between women and men at 51% and 49% respectively at the last census (2021). Compared to England, Westmorland and Furness has a much older population, with a higher proportion of people aged 50+ than the England average (see figure 1). Moreover, Westmorland and Furness has a super-aging population, with the proportion of people aged 65+ predicted to rise to 33.3% by 2040, compared to an average of 24.1% for England (see table below).

Area	Age Group	2024	2025	2030	2035	2040
WaF	18-64	54.9%	54.7%	52.8%	51.3%	50.6%
England	18-64	59.1%	58.9%	58.1%	57.3%	56.6%
WaF	65+	27.6%	28.0%	30.5%	32.6%	33.3%
England	65+	19.8%	20.1%	21.8%	23.3%	24.1%

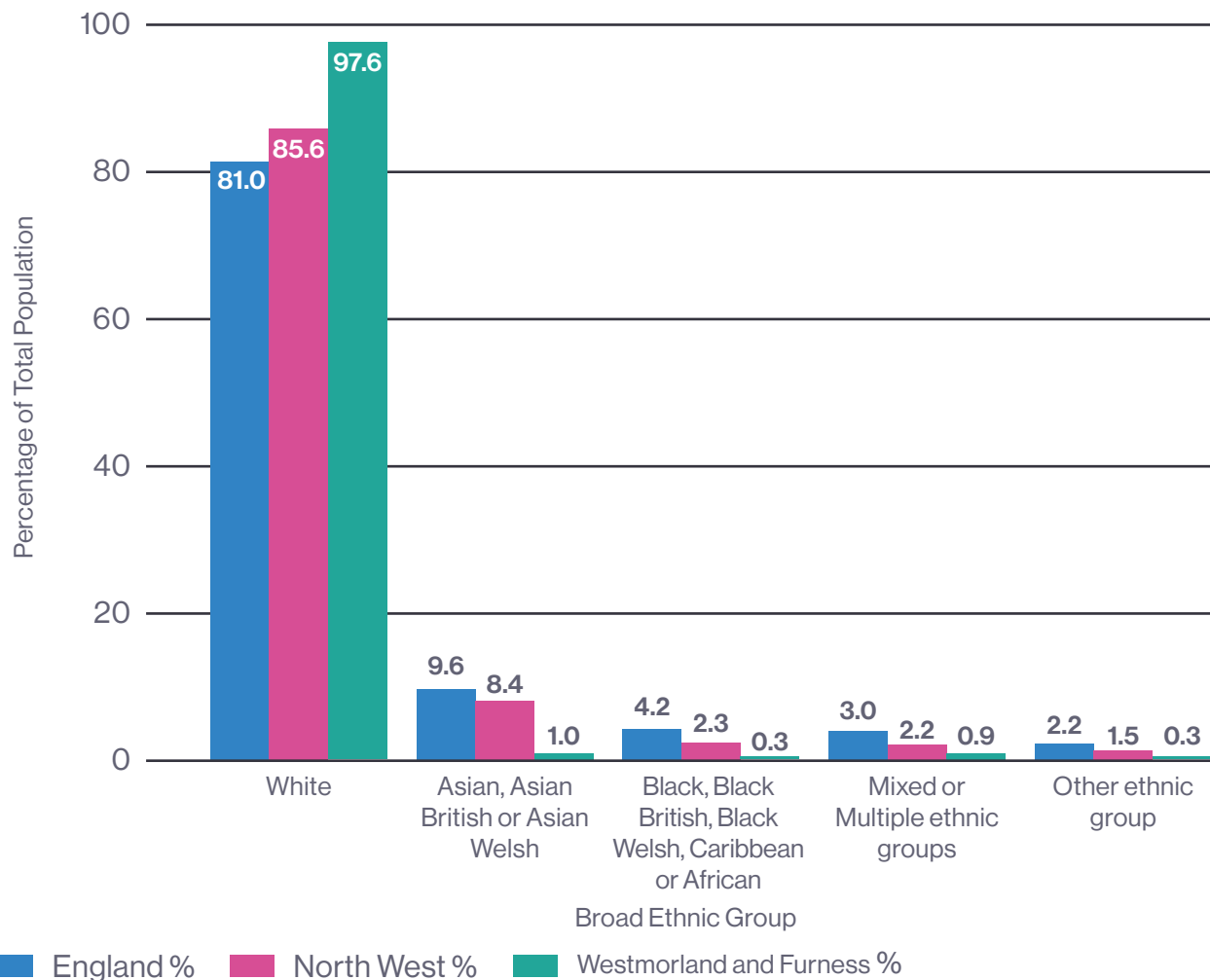
Figure 1



## Ethnicity

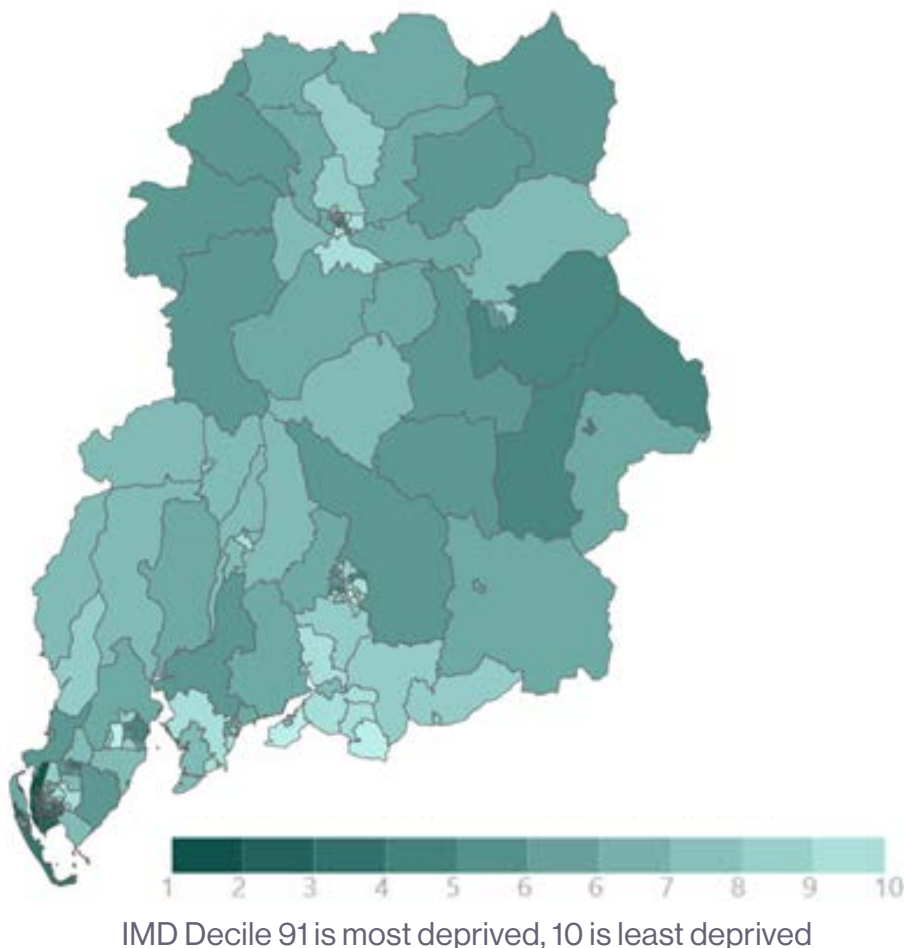
Westmorland and Furness has a significantly higher proportion of residents identifying as White (97.6%) compared to the North West (85.6%) and England as a whole (81.0%). Meanwhile, we have a much smaller proportion of residents from other ethnic backgrounds, with only 1.0% identifying as Asian, Asian British, or Asian Welsh, compared to 8.4% in the North West and 9.6% in England. Similarly, Black, Mixed or Multiple, and Other ethnic groups each make up less than 1% of the population.





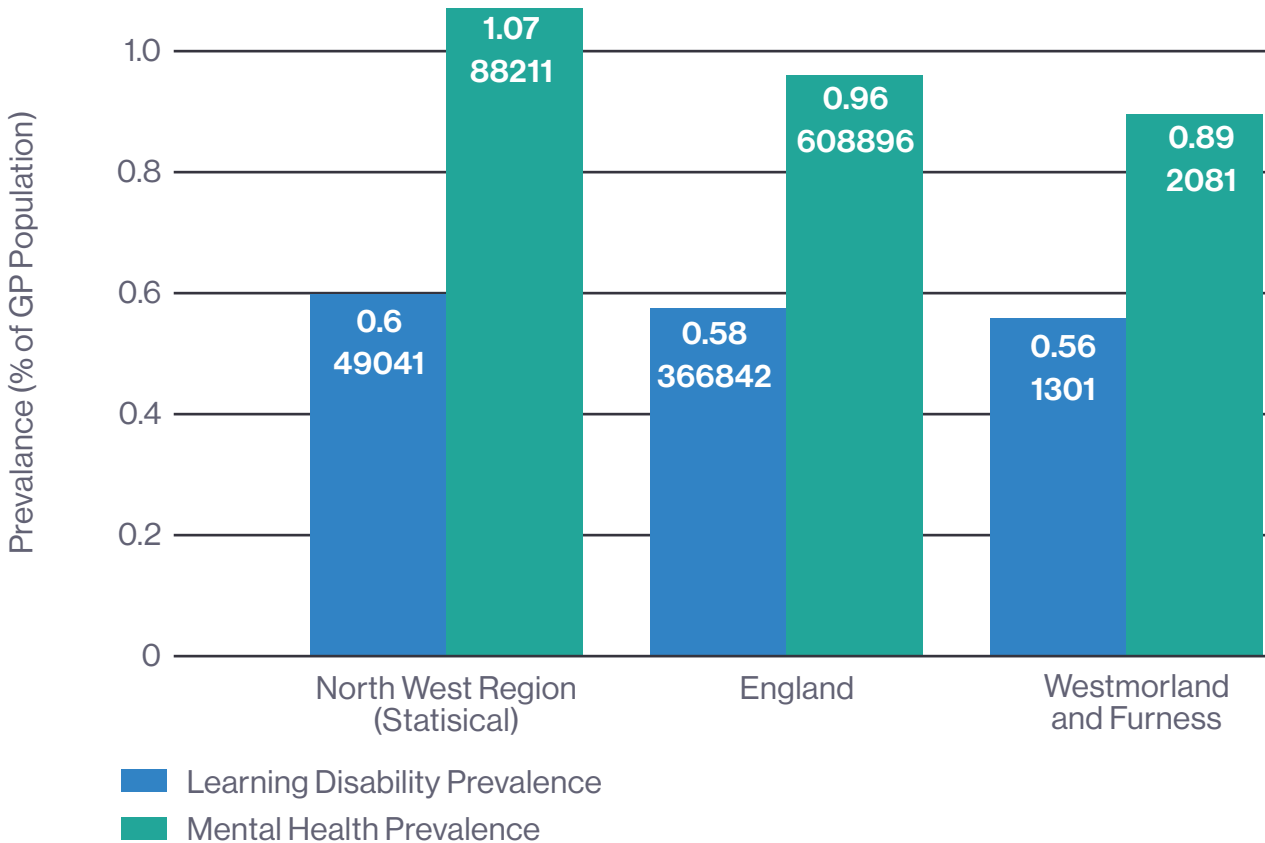
## Deprivation

Many of our residents are impacted by social and economic deprivation. The index of multiple deprivation (IMD) is comprised of information on income, employment, education, crime, the living environment and barriers to housing and services. 12 of our neighbourhoods are within the 10% most deprived areas in England (i.e., have an IMD Decile of 1). These neighbourhoods are all located in Furness. We also know that our rural communities face specific challenges that may not be visible in national measures to assess deprivation (see figure opposite).



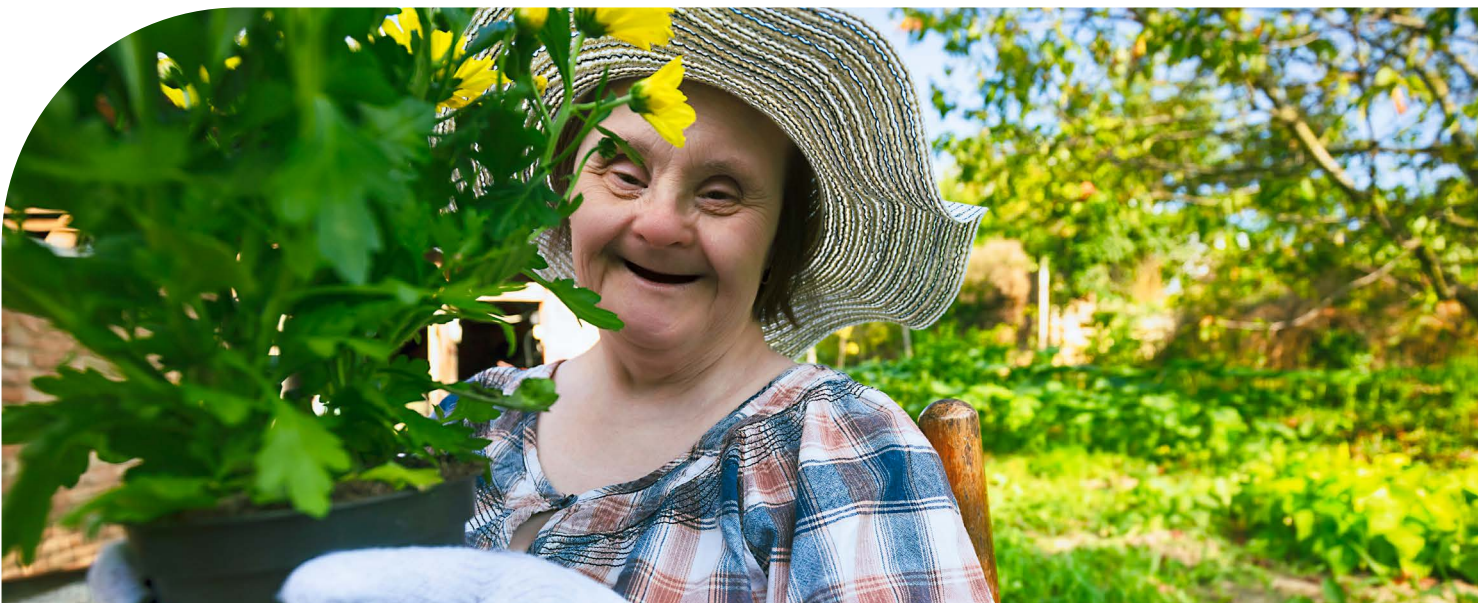
## Learning Disabilities

According to Mencap, an estimated 2.16% of adults and 2.5% of children in the UK have a learning disability. However, local primary care (general practice - GP) data for Westmorland and Furness suggests an all-age prevalence of just 0.56% - 1,301 people out of the total GP population. While this aligns with regional and national averages also from GP data (see graph below), all prevalence rates appear low compared to Mencap's estimate. This may indicate under-identification or recording of learning disabilities, which could impact planning and service provision.



## Mental Health

Based on primary care (GP) data, which records patients diagnosed with schizophrenia, bipolar affective disorder, and other psychoses, the prevalence of severe mental illness in Westmorland and Furness is 0.89% (2,081 people out of the total GP population). This is lower than national and regional figures.

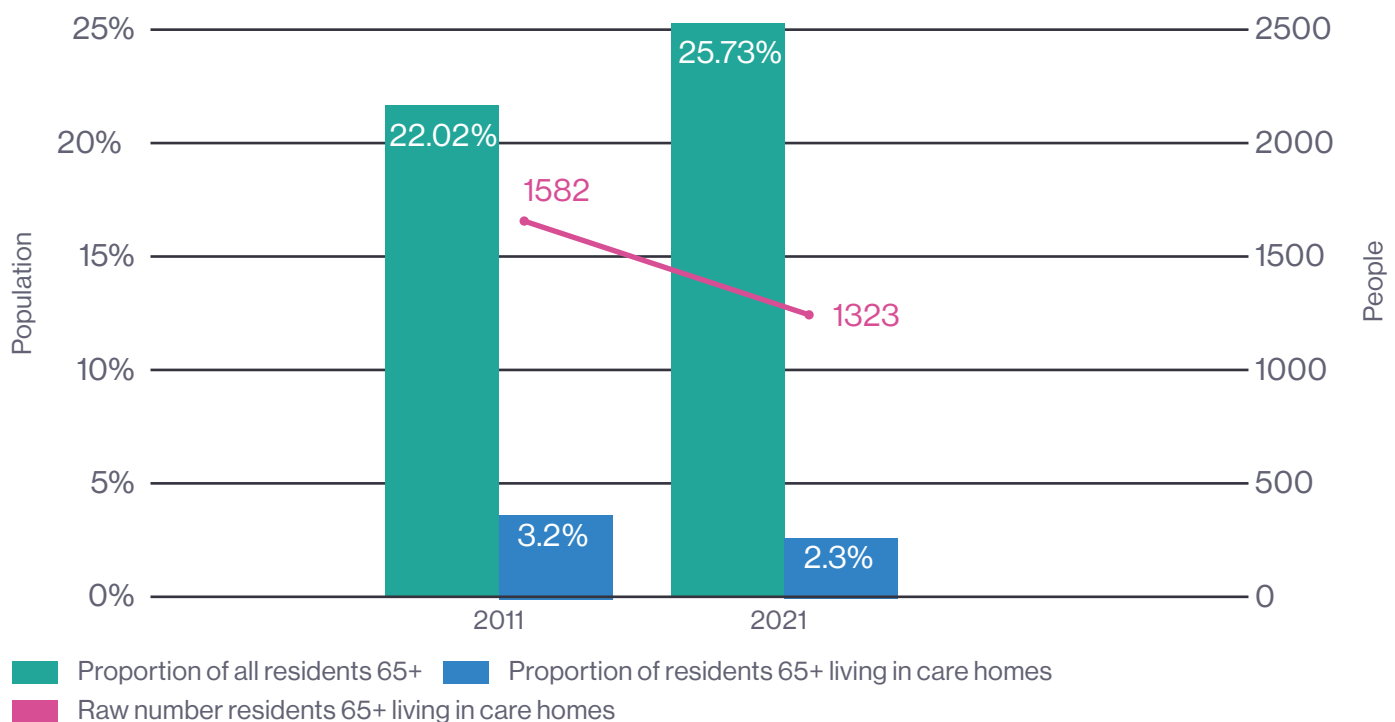
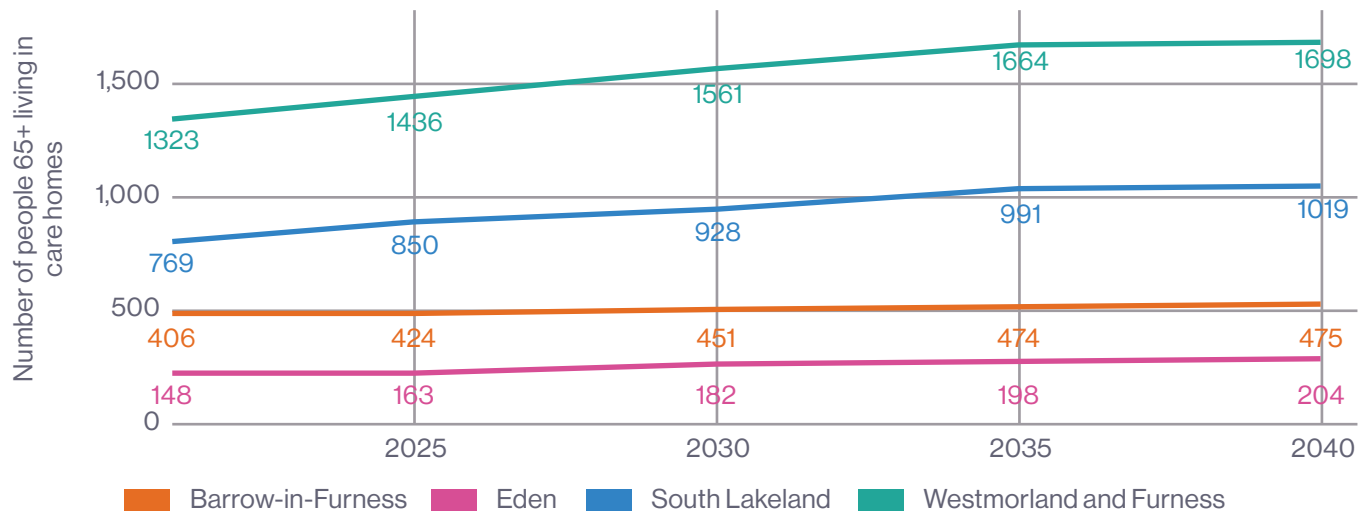


# Future Projections

## Care Home Residents

At the last census in 2021, 2.3% of people aged 65+ lived in a care home in Westmorland and Furness. By applying the total and district proportions for 2021 to projected population changes, we can project how the care home resident population might change. In other words, if we maintain 2.3% proportion of people aged 65+ living in a care home, there could be 1698 people in long-term residential and/or nursing care by 2040 across Westmorland and Furness. These increases are mostly being driven by large predicted increases in the number of people aged 65+ in South Lakeland. We have also recently seen an increase in the number of people placed by Adult Social Care in residential and nursing care (see Residential and Nursing chapter).

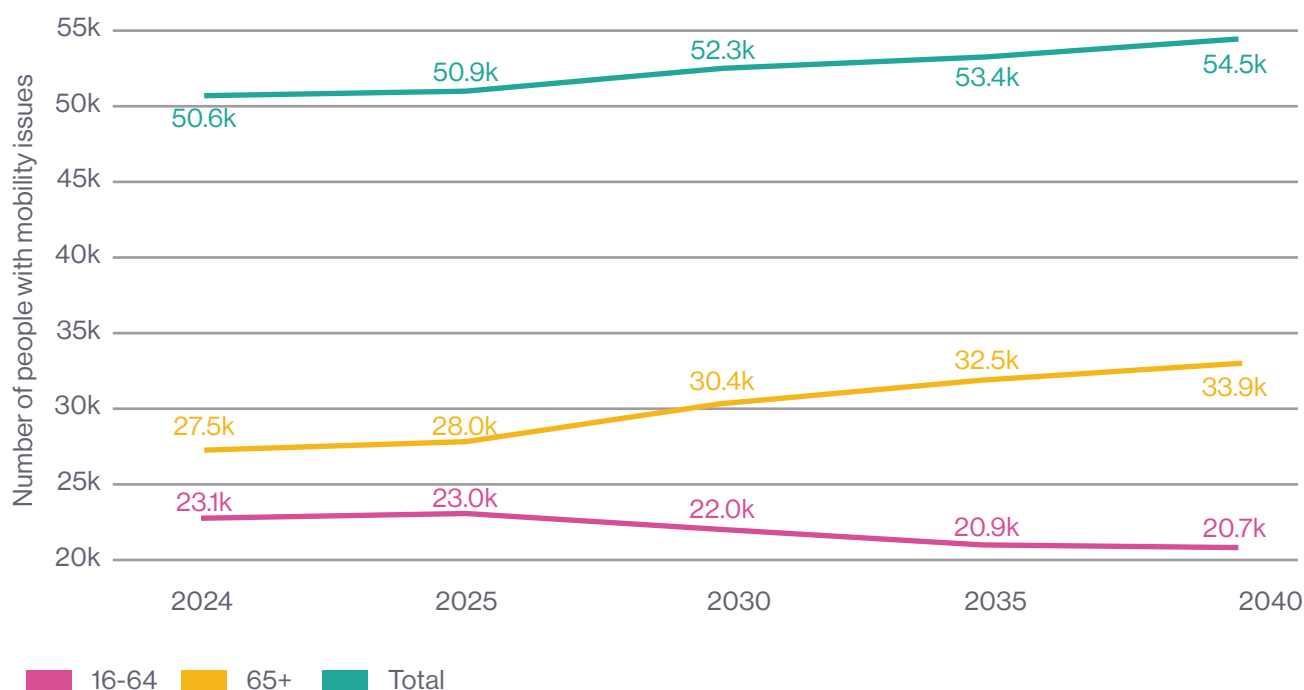
However, since the previous census in 2011, whilst the proportion of people aged 65+ has increased to 25.7% from 22.0%, the proportion – and raw number – of people aged 65+ living in care homes has decreased. It is important to note that the 2021 census was conducted during the COVID-19 pandemic, which may have affected the number of residents in care homes at that time.





## Mobility

Using data from the Health Survey for England 2018 and the population projections, it is estimated that the number of people aged 16+ in Westmorland and Furness who have some difficulty with mobility will increase to over 54,500 by 2040. This is mostly driven by the large expected increases in people aged over 65.

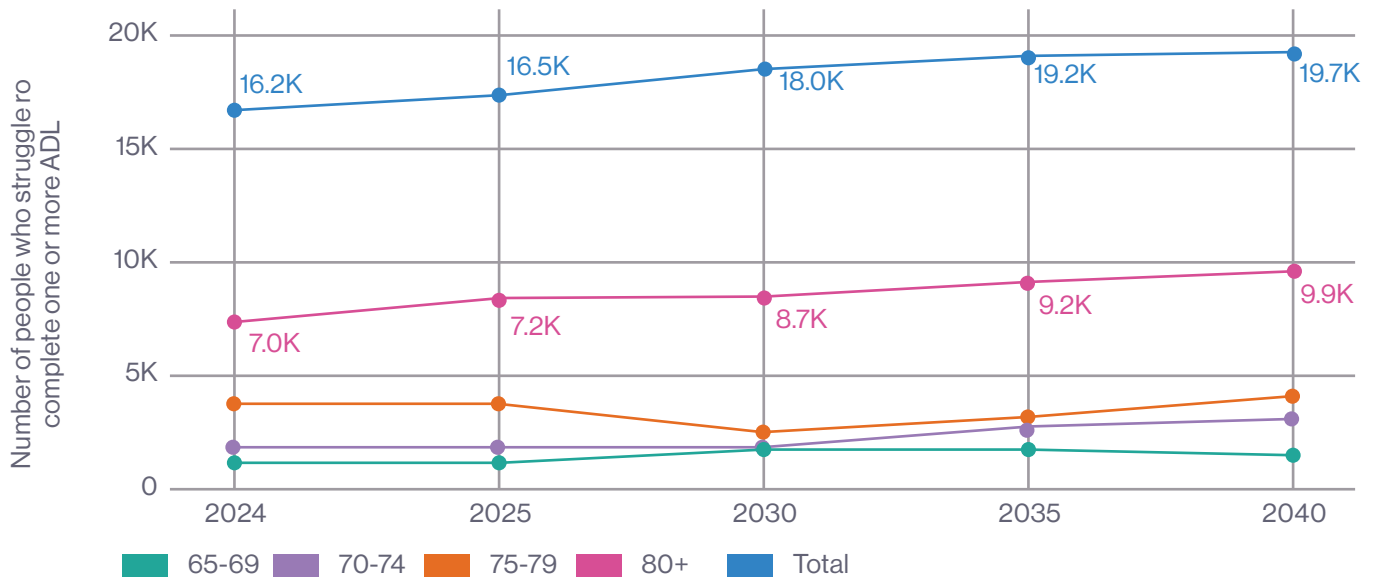
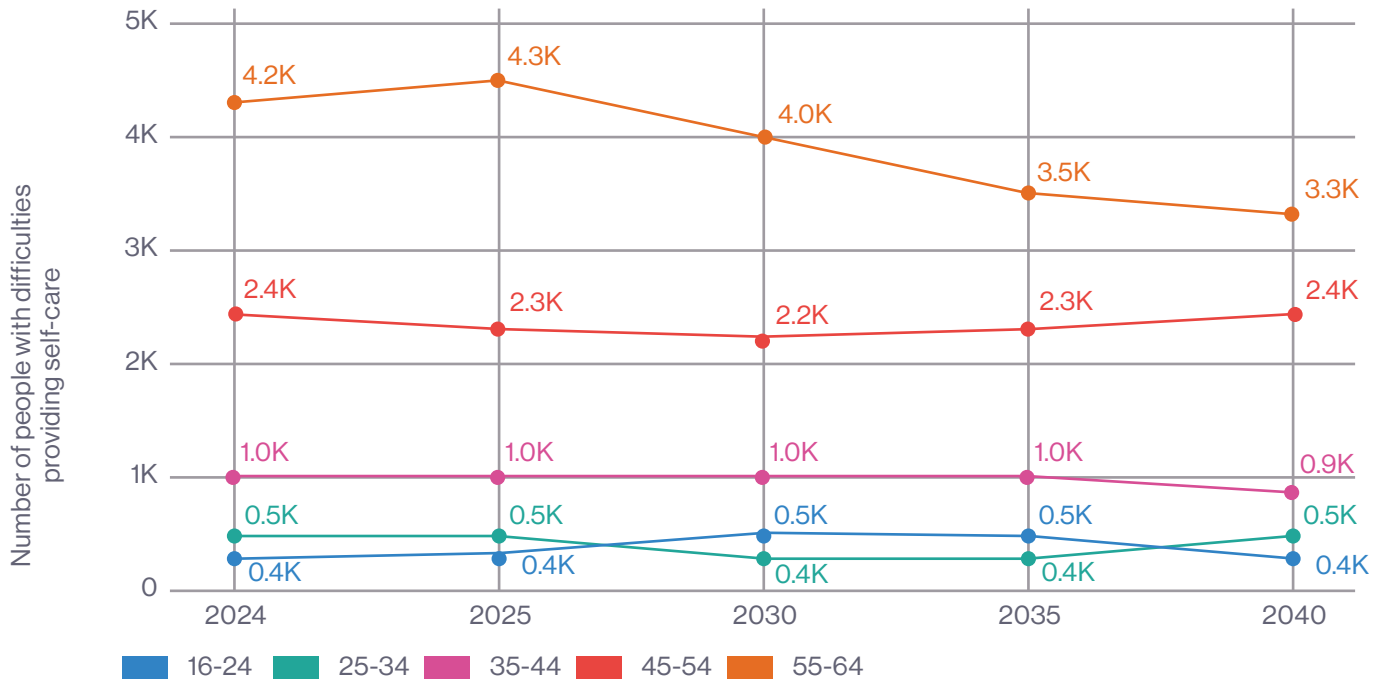


People aged 65+	2024	2025	2030	2035	2040
Slight or Moderate mobility issues	21,550	21,917	23,787	25,440	26,534
Severe mobility issues (requiring complete assistance)	5,959	6,062	6,571	7,027	7,360
Total	27,509	27,979	30,358	32,467	33,894

## Self-Care and Activities of Daily Living (ADLs)

For people aged 16-64, we can use data from the Health Survey for England 2018 and the population projections to show that the number of people aged 16-64 in Westmorland and Furness who have some difficulty with self-care (either bathing or dressing themselves or both) could decrease to around 7619 by 2040 (from 8582 in 2024).

For people aged 65+ we can use data from the Health Survey for England 2021 and the population projections to show that the number of people aged 65+ in Westmorland and Furness who struggle with one or more ADLs (these include: getting up and down stairs, having a bath or shower, dressing or undressing, getting around indoors, getting in and out of bed, taking medicine, eating, including cutting up food, using the toilet and washing their face and hands) could rise to 19,672 in 2040 from 16,221 in 2024.

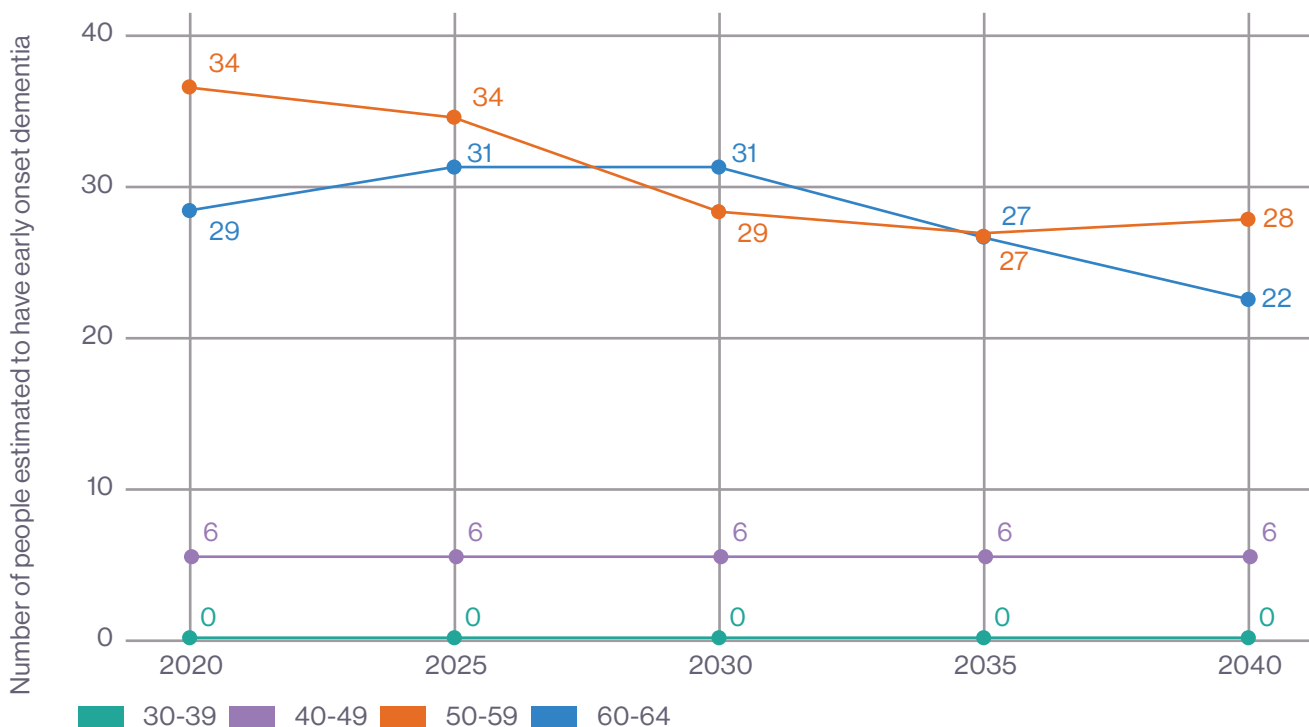


People aged 16-64	2024	2025	2030	2035	2040
Slight or Moderate self-care issues	6834	6806	6490	6131	6048
Severe self-care issues (need complete assistance)	1748	1738	1662	1592	1572
Total	8582	8544	8152	7723	7619

## Dementia

Using data from the Alzheimer's Society from 2024 and the population projections, we can estimate that the number of people aged 65+ living with dementia in 2040 could rise to 6380 with people aged 85+ most affected.

Using data from Projecting Adult Needs and Service Information, the estimated number of people aged 30-64 that could be living with dementia in 2040 could be approximately 59, falling from 72 in 2024.

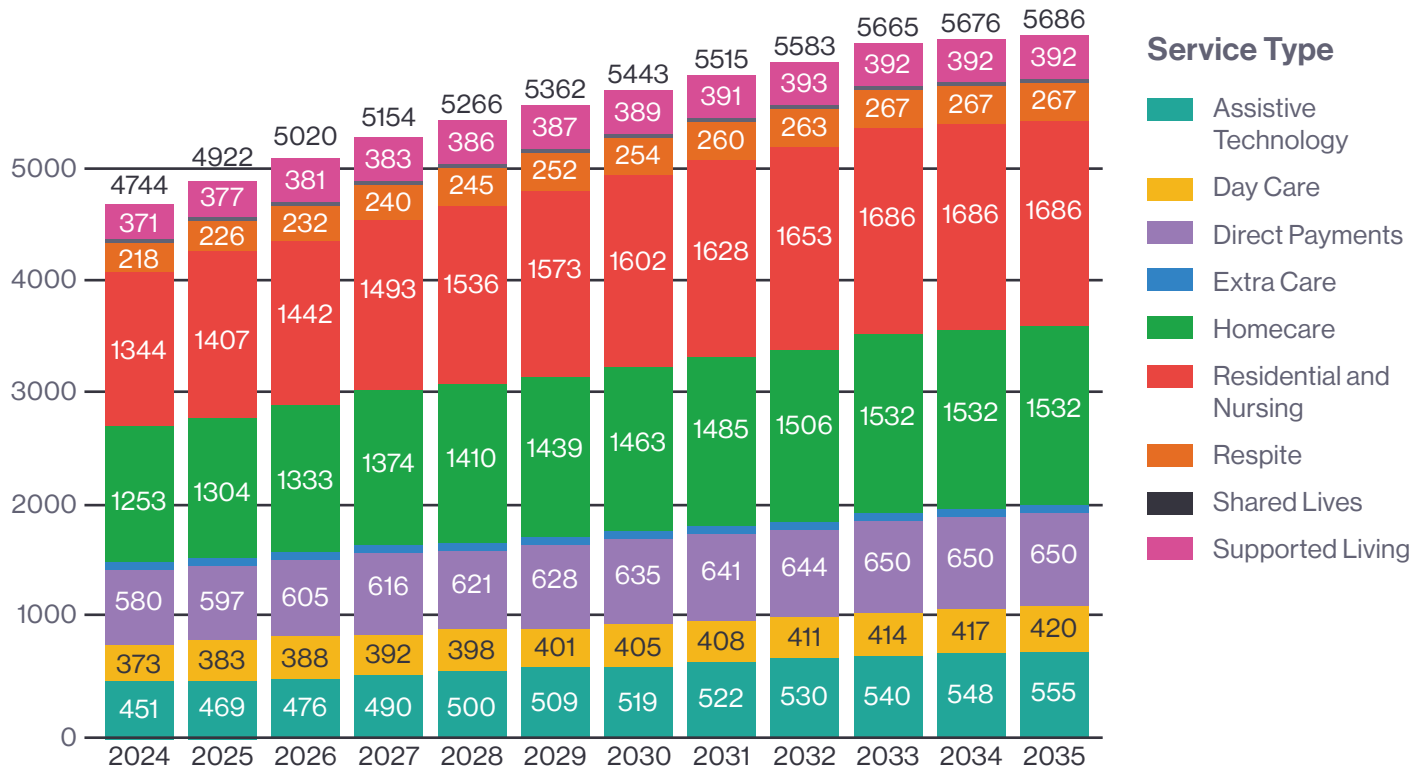




## Service Projections

By applying current service use (snapshot of the number of service users taken for financial year 2023/24) to projected population changes, we can predict how service use might change over time. The graph demonstrates that by 2035, Adult Social Care in Westmorland and Furness could be supporting as many as 5686 people, with most supported by either residential and nursing care or homecare.

**Headcount Projection based on 2023/24 Service Provision - Trend (Poppo/Pansi 2020) - All ages 18+**

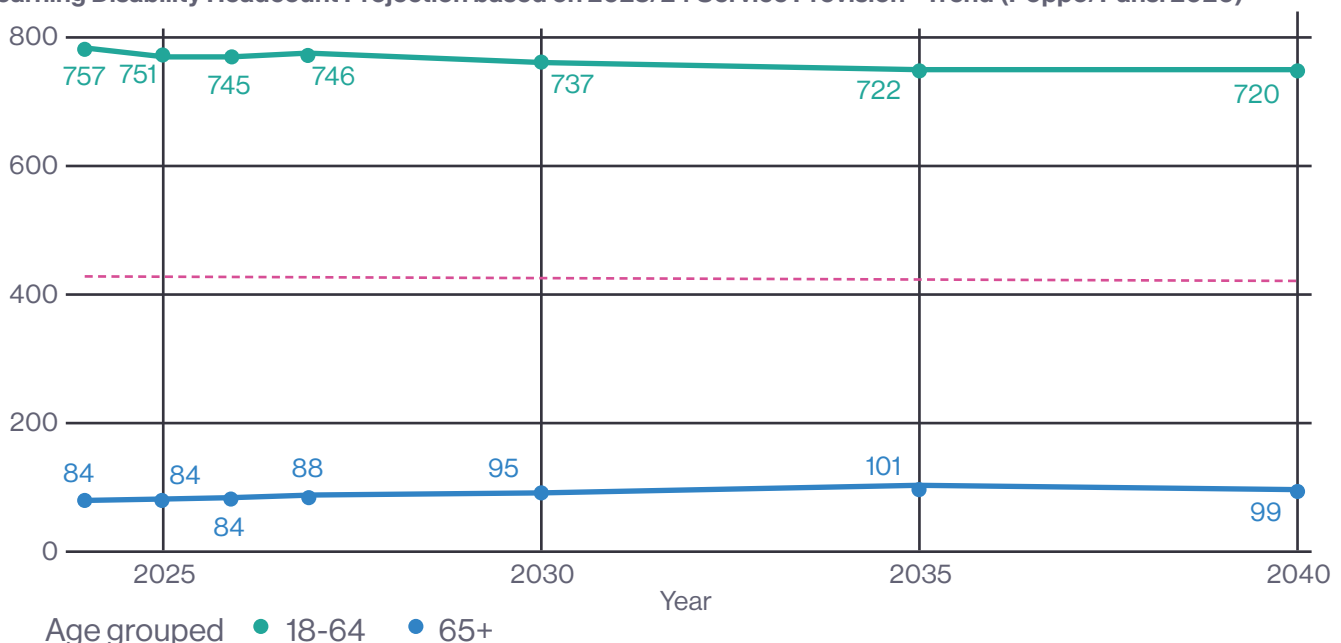


## Learning Disability

By applying the current number of adults with a learning disability that are supported by adult social care (snapshot taken for financial year 2023/24) to project population changes, we can predict how the number of adults with a learning disability that we support might change over time.

The graph below demonstrates that by 2040 we could be supporting 819 adults with a learning disability, with the majority aged 18-64.

**Learning Disability Headcount Projection based on 2023/24 Service Provision - Trend (Poppo/Pansi 2020)**



# Workforce

Across Westmorland and Furness there are roughly **5,700** people employed in the adult social care sector with **17.5%** (1,000) of these directly employed by the local authority, according to Skills for Care's workforce data for 2023/24. Job roles include people providing direct care such as care workers, social workers, occupational therapists, and nurses, as well as managers.

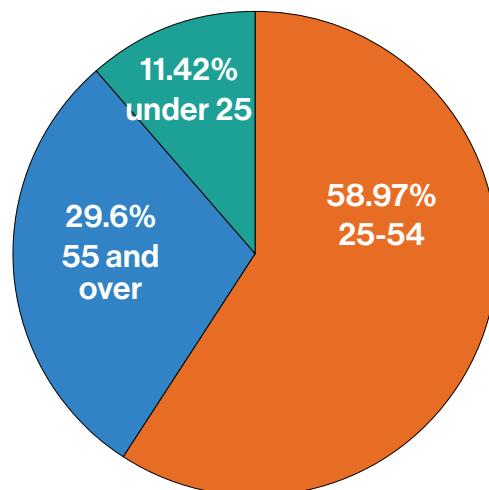
## Demographics

The workforce is predominantly female, with women making up **89%** of staff and men **11%**.

In terms of ethnicity, the majority of workers are (**88%**) white, with **7%** identifying as Asian or Asian British, **3%** identifying as Black African, Black Caribbean or Black British, **1%** identifying as Mixed or Multiple ethnic groups and **1%** identifying as other ethnicities. This differs from our population demographics, where **97.6%** of people are white (see 'About Westmorland and Furness'). The higher ethnic diversity in the Adult Social Care workforce could be due to the use of international recruitment to fill shortages, although the vast majority (93%) of the workforce are British, whilst 5% are from non-EU countries and **2%** from EU countries.

However, hiring internationally and having a more ethnically diverse workforce than the general population has implications in terms of treating international recruits ethically, and what considerations need to be taken to combat racism and discrimination. The Council has developed new processes to support this area.

The average staff age is **45.9** and almost **30%** of workers are aged **55 and over** (see graph below). This presents a challenge for workforce planning in ensuring sustainability in recruitment as a large cohort approaches retirement age.



## Recruitment and Retention

**56%** of current staff were recruited from within adult social care and **73%** have 3 or more years in the sector. This suggests that despite a turnover rate of **26.7%** (1,500 leavers), staff are committed to the sector. However, there will be additional work required to attract and retain people from outside adult social care.

## Vacancies and Unemployment

The overall vacancy rate for adult social care in Westmorland and Furness is **11.3%**, higher than both regional and national figures.

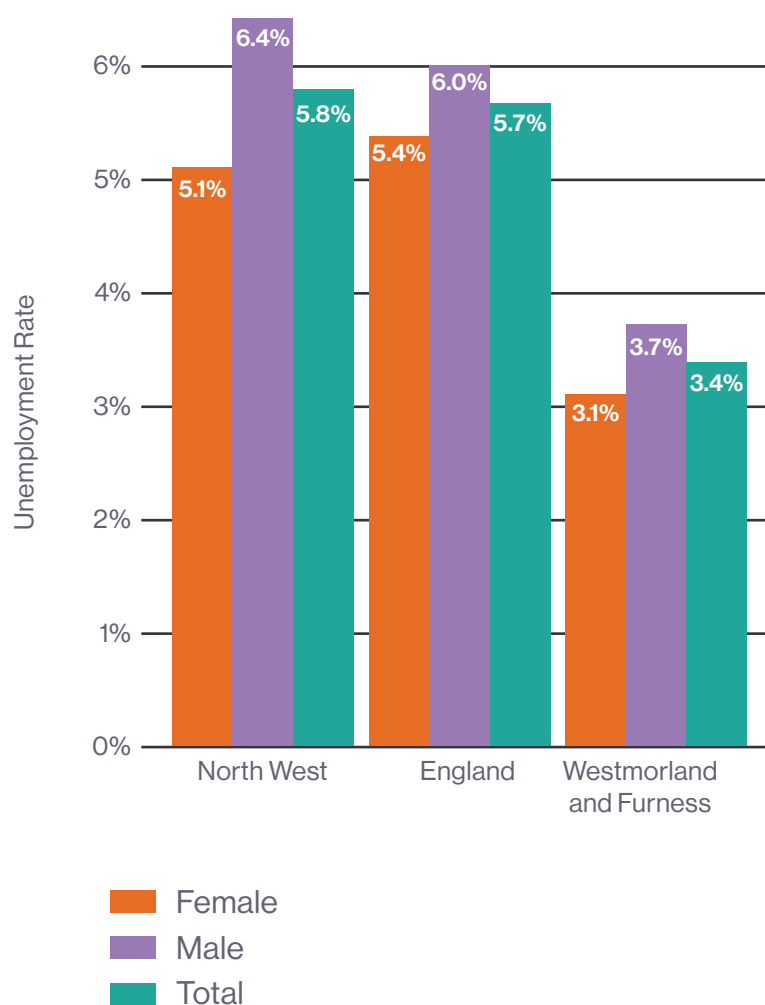
The non-residential sector has the highest vacancy rate (see table opposite) however the local homecare market remains robust with high capacity (see Homecare section, page 9).

Nonetheless, at the last census (2021), Westmorland and Furness had a significantly lower jobseekers rate than both the country and the region at just **3.7%**. Only **3.1%** of economically active women were unemployed, indicating a tight labour market and potential difficulties in filling vacancies in a sector primarily staffed by women. Combined with the aging population for both staff and residents, this presents additional challenges for workforce sustainability.

## Commentary

The data in this section is largely supplied by Skills for Care, which collects information about the adult social care sector and workforce from providers and then publishes weighted estimates. The quality and generalisability of these estimates therefore depends on the proportion of providers who submit data and how consistently and frequently data is supplied. In Westmorland and Furness, 61% of eligible providers have submitted data to Skills for Care so far this financial year (data correct February 2025). Submitting regular updates will help us build a clearer, more representative picture of the local workforce and associated challenges, supporting better planning and decision-making.

Westmorland and Furness is currently refreshing its Adult Social Care workforce strategy.





Our priorities include:

- Efforts to recruit more younger people and more male carers into the sector by working in partnership with providers to increase career development opportunities and effectively market existing ones
- Support for providers to focus on retaining international recruits rather than seeking further recruitment from abroad (in-line with the national approach)
- Reducing churn by supporting providers to maintain positive cultures, stable contracts, carer development and manageable workloads
- Commitment to the training of a highly skilled workforce that can deliver great outcomes for our residents. In particular, we want to ensure that the workforce is equipped to deliver more complex support.

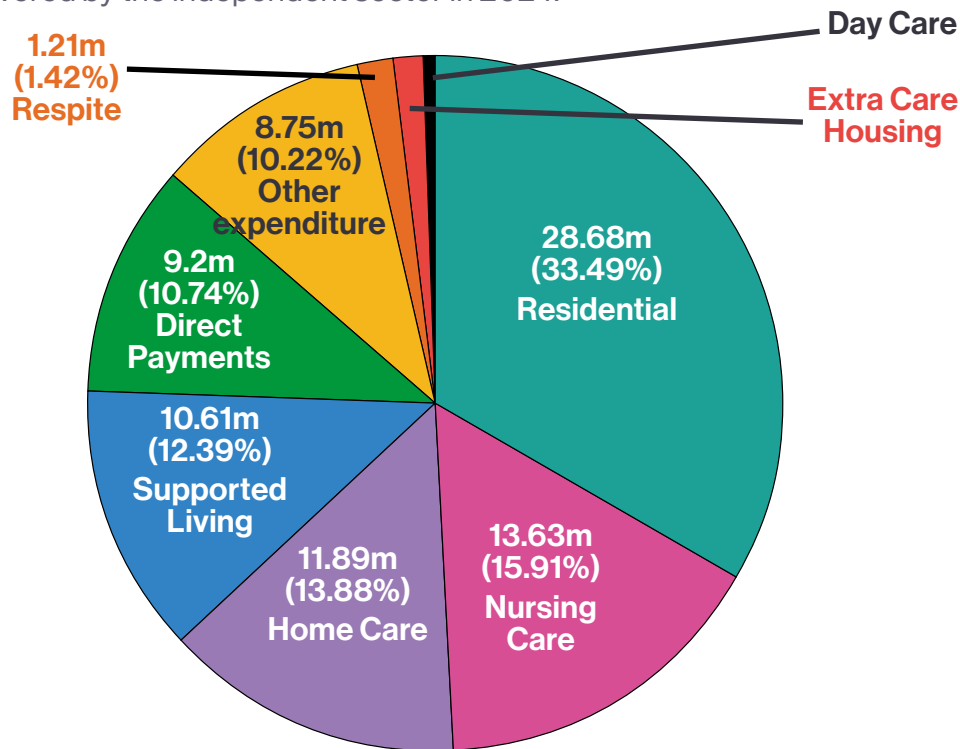
	Vacancies	Total Posts	Vacancy Rate
Care Homes with Nursing	75	1500	4.8%
Care Homes without Nursing	75	1450	5.1%
Non-Residential	525	2800	19.9%
Total (All sectors including those working for direct payment recipients and in the NHS)	800	8200	11.3%





## Finance

The graph below displays Westmorland and Furness Council's expenditure on adult social care services delivered by the independent sector in 2024.



## Homecare

Westmorland and Furness provides domiciliary care services for adults who have eligible care and support needs throughout the day, in their own homes.

The Framework assesses quality of providers as part of the tender evaluation process with an overall pass/fail score requirement to join.

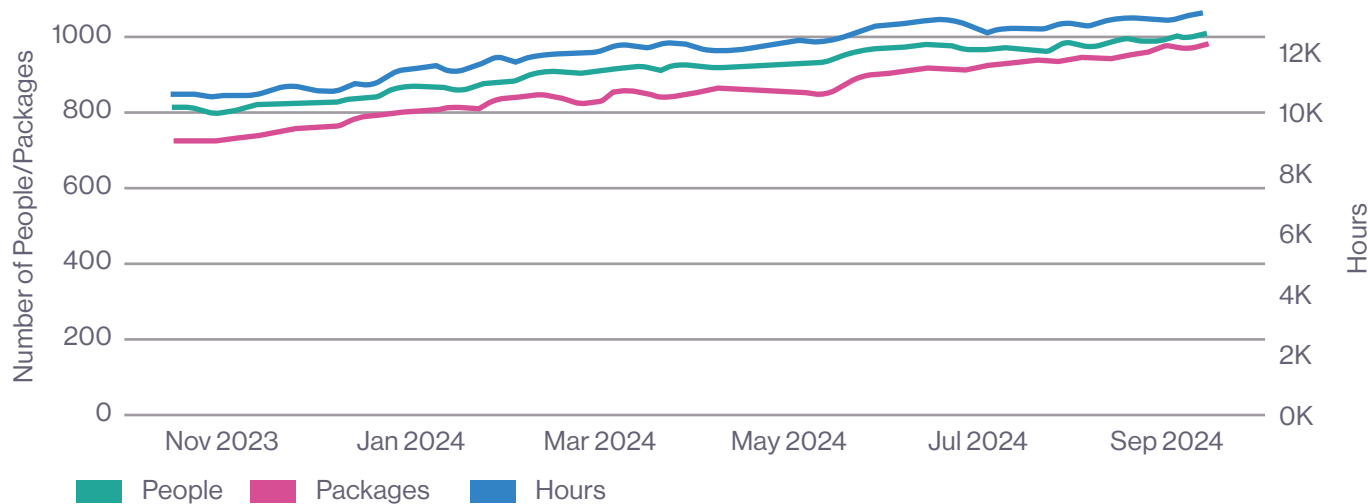
The Framework was commissioned to consider views of service users and families. The service quality is measured through Key Performance Indicators (KPI) which were enhanced during the commissioning process with a focus on training, competencies and direct service user feedback.

November 2023 – October 2024	Average Number of Hours Delivered per week	Average Number of Packages Delivered per week	Average number of offers received per package of care (excluding cancelled orders)
Barrow-in-Furness	4505	519	4.0
Eden	1,809	167	3.2
South Lakeland	4,246	293	3.3
Out of Local Authority Area	79	9	Data not Available
Total	10,639	964	3.4

## Current Provision

The number of people receiving homecare in Westmorland and Furness has been steadily growing. In October 2024, there were almost 1000 service users receiving support, and over 1050 packages and 12,000 hours of care delivered each week.

The market is buoyant, with an average of 3.4 offers submitted per package of care (excluding cancelled orders) in the last 12 months.



20th May – 9th of June removed due to data quality issues during new framework introduction.

## Pricing Structure

Westmorland and Furness provide a pricing structure for homecare that reflects the rurality of our districts.

## Quality

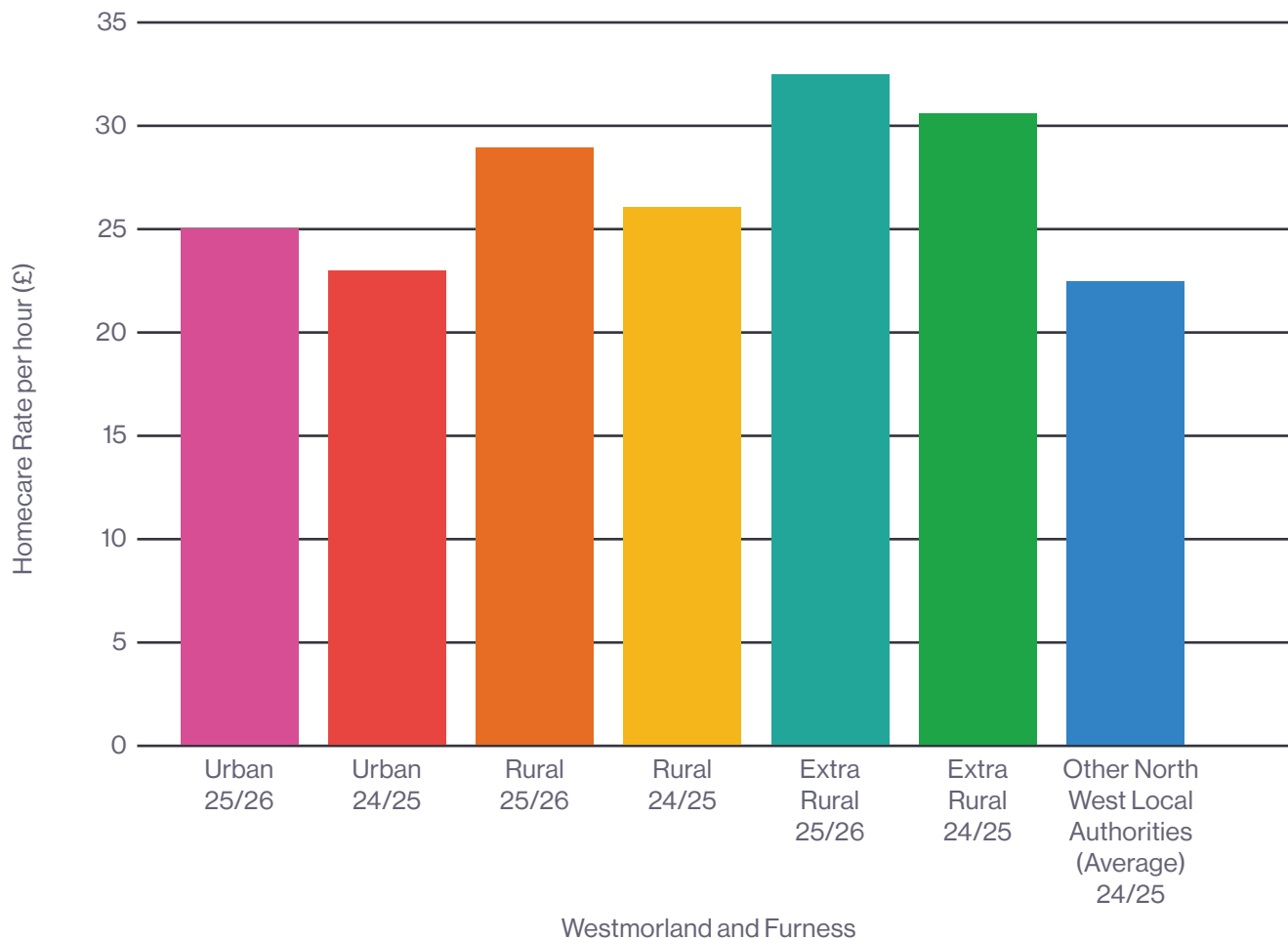
Of our homecare providers who have been rated by the CQC, 87% have been rated either Outstanding or Good. No providers have been rated Inadequate. We recognise there are a number of providers who are yet to receive their rating.

According to our latest KPI information:

- 100% of providers have mechanisms in place to receive feedback from service users.
- 83% of providers deliver their care calls within 30 minutes of the scheduled call time.
- 93% of providers pay the Real Living Wage.

This demonstrates the potential of our new framework approach to highlight areas of good practice, identify areas for improvement, and support ongoing performance monitoring and quality assurance.

The quality team provides monitoring and support for providers to improve and maintain the quality of their service. We work in partnership with providers on a proactive and reactive basis depending on the circumstances. Our future ambition is to integrate further with partners to streamline and improve information sharing and quality processes. There is an ambition to reorganise how this is done to improve its reach into the market as it is recognised there are capacity challenges.



### The users' view

The majority of customers are very happy about the quality of their care. There are also some areas of development around ensuring all calls are delivered on time and to the quality standard we expect. It has been identified that as the workforce coming from outside Westmorland and Furness increases, further support is required to ensure successful delivery of care. We are constantly monitoring and working with all providers to make any improvements necessary and support them to continue to provide a quality, timely service.

### The providers' view

Providers report that staffing remains a challenge, with overseas recruitment bringing further challenges and cultural complexities. Some providers state that they struggle to cover the extra rural areas, and that it is difficult to set up a "round" that is financially viable for the service.

Discharge to Assess placements can be difficult to manage due to the time pressures, significant reductions in the amount of visits post discharge, and the impact this has on business plans.

A buoyant market can mean some providers struggle to win bids.

### Future Direction

The Council is considering its future homecare arrangements and will be engaging with the market during 2025 to consider future options. Principle ambitions will be:

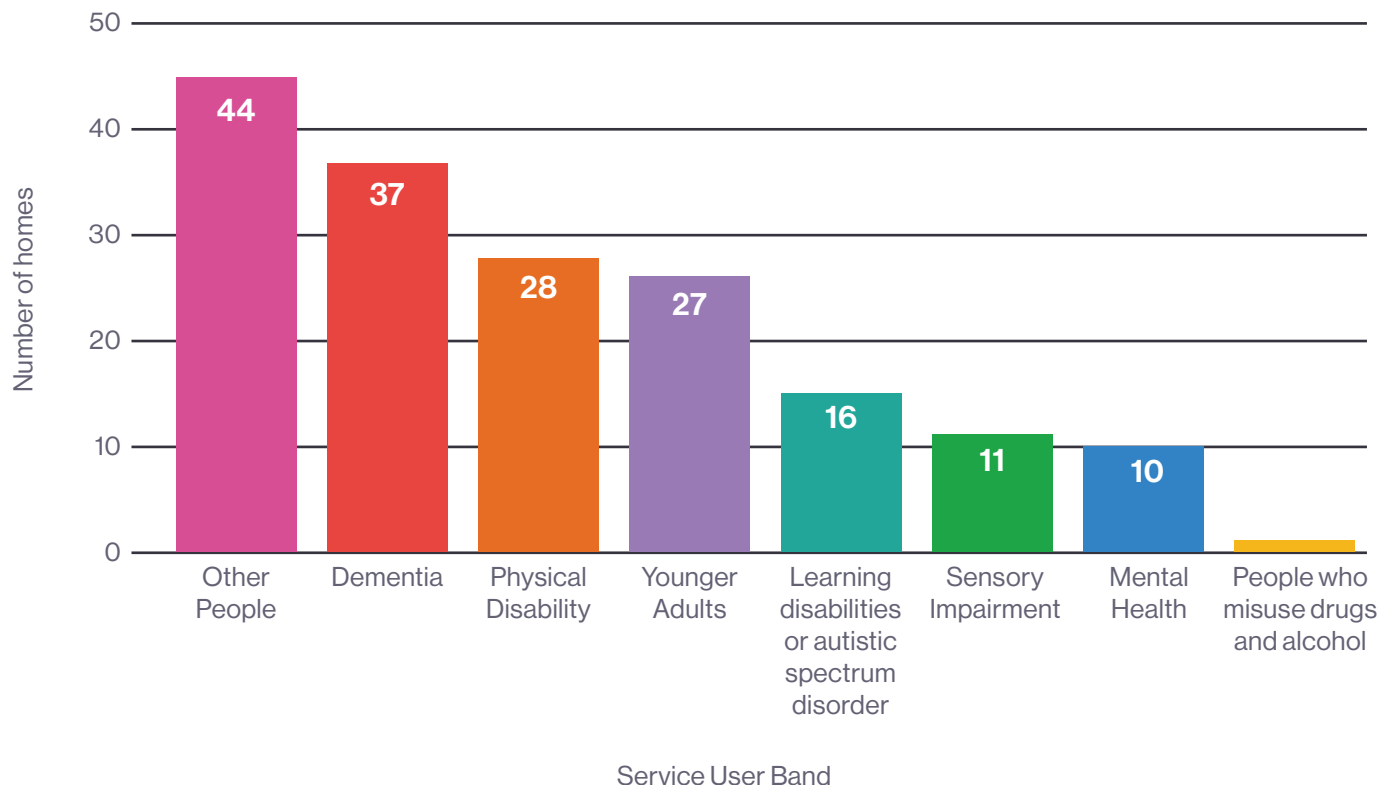
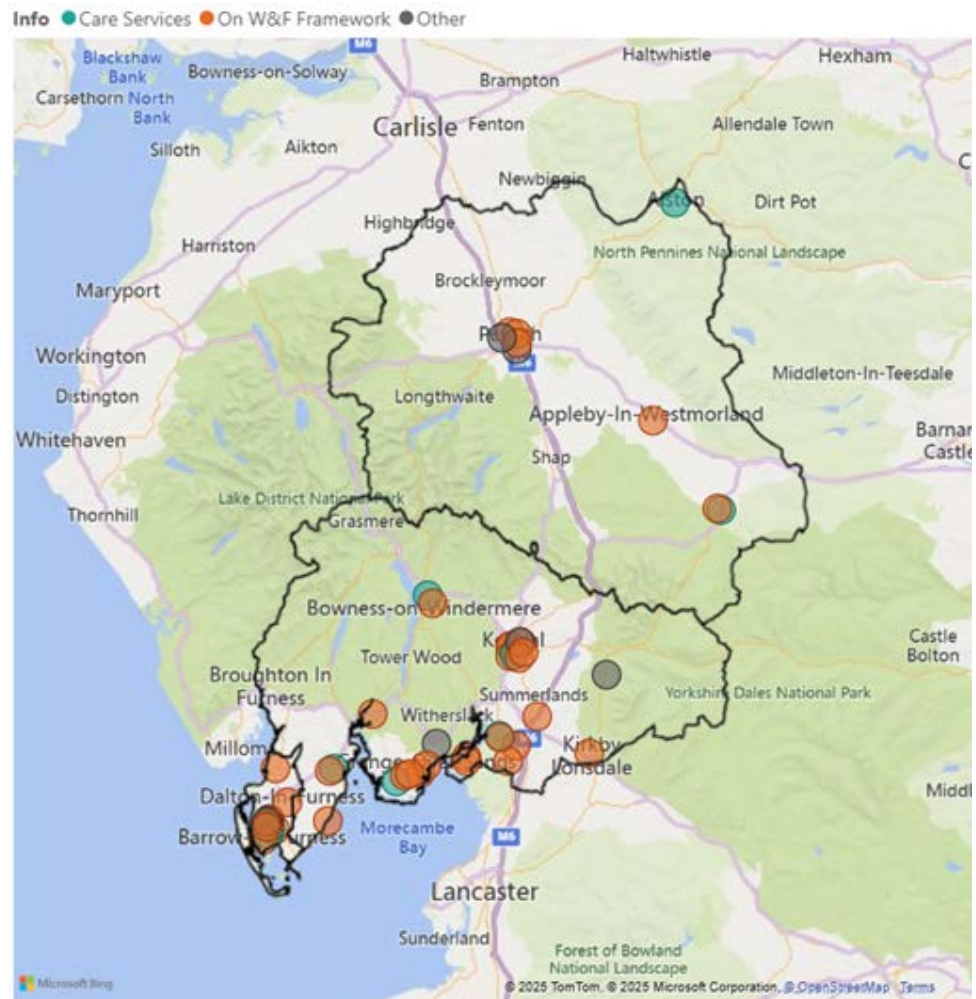
- Quality
- Choice
- Sustainability
- Financially responsible

# Residential and Nursing Care

Westmorland and Furness provides residential and nursing care services for adults who meet Care Act eligibility.

## Current Provision

There are 57 Care Homes registered with the CQC in Westmorland and Furness, 9 run by our internal provider, Care Services, and the others by the independent sector. 33 of the homes are registered on the older adult residential & nursing framework.





Resident Type	Number	Percentage of Total
WaF fully and partially funded residents	613	36.7%
Care-managed Self-funding residents	231	13.8%
Residents awaiting financial assessment	9	<1%
WaF and Health joint-funded residents	131	7.8%
Fully Health-funded residents	<5	<1%
Sub-total (Care-managed residents)	995	59.6%
Non-care-managed self-funding residents*	674*	40.4%
<b>Total</b>	<b>1669</b>	<b>-</b>

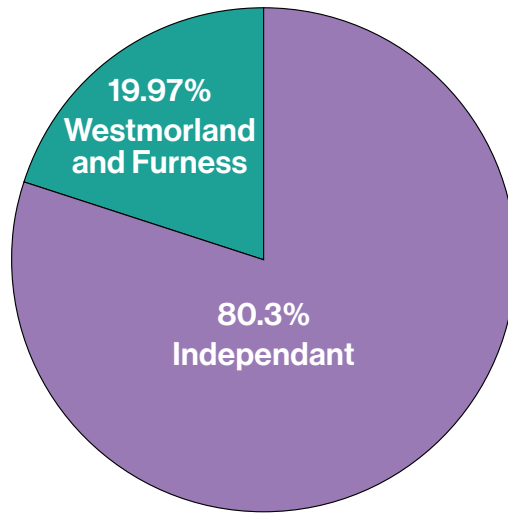
\*This figure may include some non-self-funded care such as respite

44 homes provide support for Older People (65+) and 27 provide support for Younger Adults (18-64). 46 homes provide support for multiple service user groups.

The table above demonstrates Westmorland and Furness' residential market overall as of October 2024 and the table below demonstrates the number of placements per district as of October 2024.

Over the last 12 months, around 1/5 of care-managed residential placements were delivered by our in-house care provider, Care Services.

Care-Managed Long-Term Care	Nursing	Residential	Total
<b>18-64</b>	<b>18</b>	<b>111</b>	<b>129</b>
Barrow-in-Furness	16	25	41
Eden	<5	<5	<5
South Lakeland	<5	38	39
Out of Local Authority Area	-	45	45
<b>65+</b>	<b>266</b>	<b>601</b>	<b>866</b>
Barrow-in-Furness	100	119	219
Eden	<5	93	96
South Lakeland	117	293	410
Out of Local Authority Area	45	96	141
<b>Total</b>	<b>284</b>	<b>712</b>	<b>995</b>

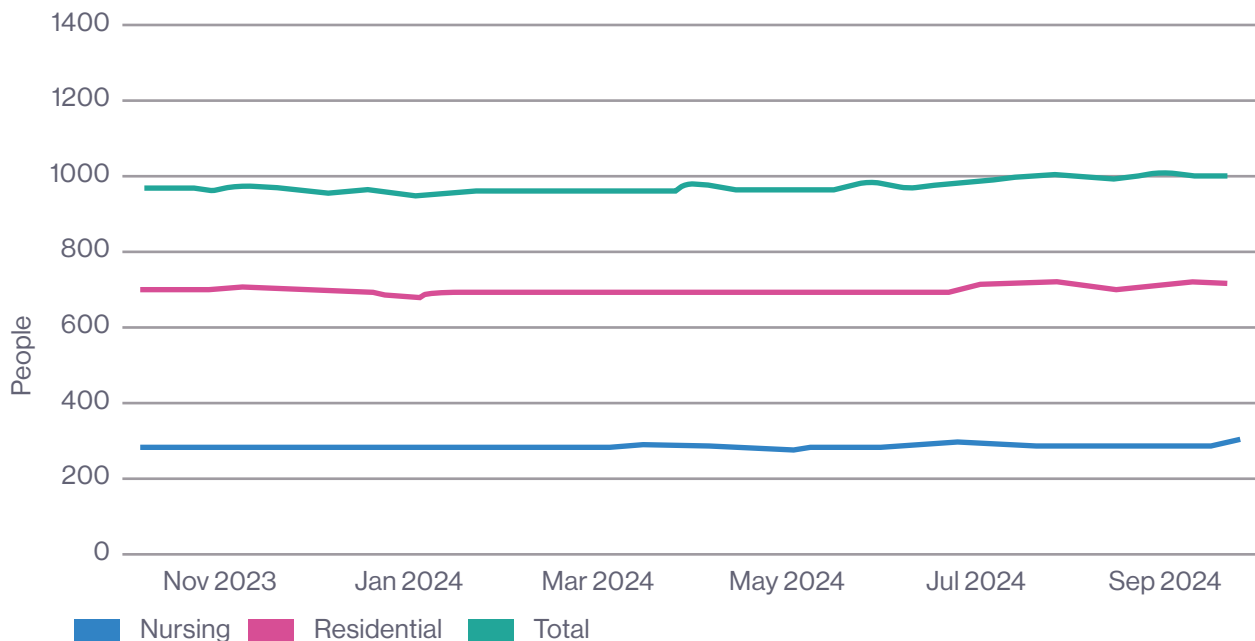


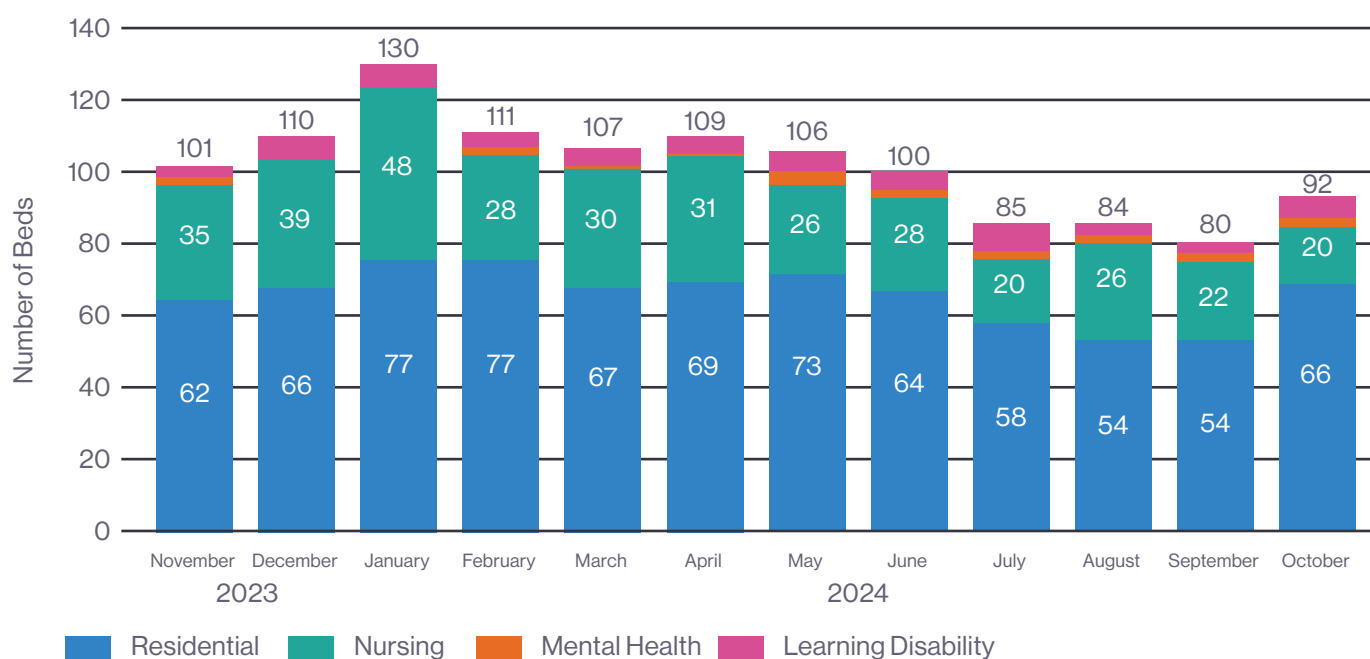
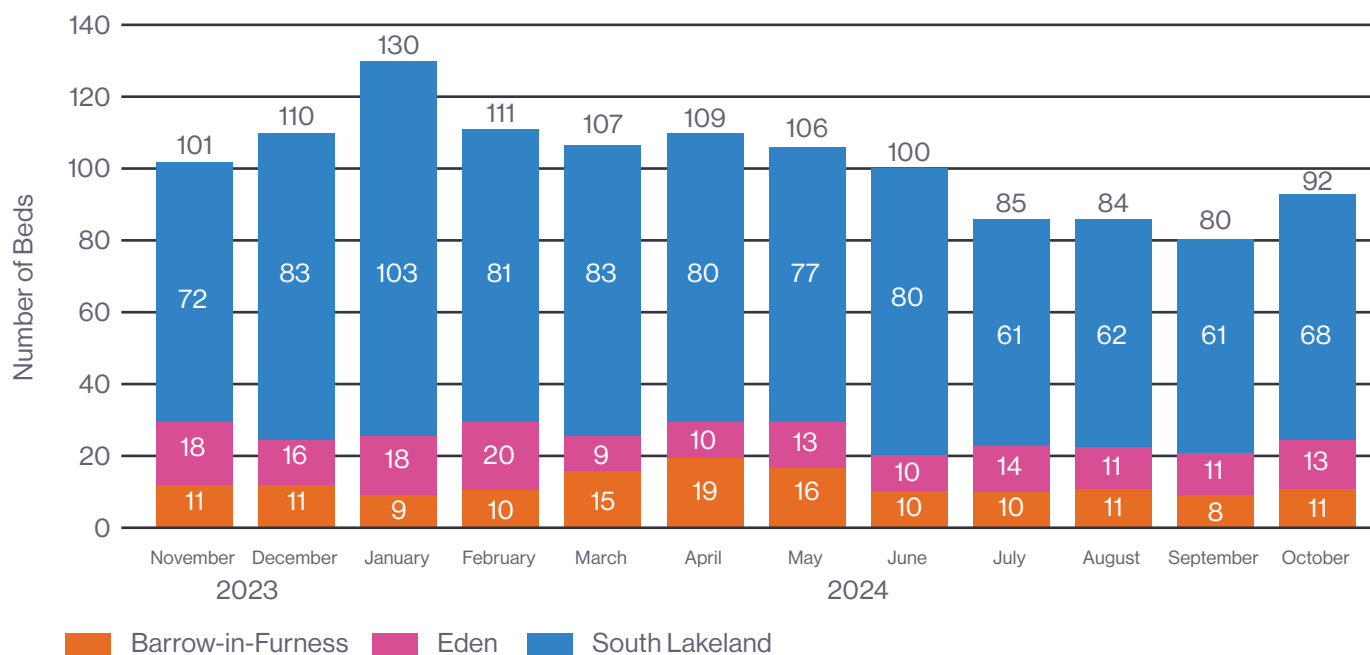
## Recent Trends

Between November 2023 and October 2024, care-managed residential placements remained relatively consistent, rising slightly in the last five months from 948 in June to 995 in October. This increase is mostly due to rising admissions for nursing care.

The number of admittable vacancies has remained relatively constant over the last 12 months, with a high of 130 beds available in January 2024 and a low of 80 in September 2024.

Whilst capacity has largely been adequate there have been recent indications that there may be emerging challenges in dementia and nursing in specific geographies.





## Quality

Of the 33 Care Homes in Westmoreland and Furness that are on our Older Adults Residential and Nursing framework, 81.8% are rated Good by the CQC. No Care Homes are rated Inadequate.

Our quality team provides monitoring and quality support across all ages for providers where required. We work in partnership, offering both ongoing proactive support and targeted interventions as necessary. It is however recognised there are restrictive capacity issues and the council is looking to reorganise this to improve availability and contact.

Residential Rates	Other North West Local Authorities 24/25 (Average)	Westmorland and Furness 24/25	Westmorland and Furness 25/26
Older Peoples Residential Care	£688	£754	£802
Older Peoples Nursing (Excluding FNC)	£754	£850	£1004
Dementia Residential Care	£773	£822	£906
Dementia Nursing (Excluding FNC)	£943	£978	£1042

## The users' view

Engagement with providers, service users, and their families has been undertaken in the last year to inform the commissioning of a new Older Adult Residential & Nursing Care services framework in addition to our ongoing engagement as part of quality monitoring. The majority of residents are very happy about the quality of their care and feel involved in the care planning process.

Areas identified for development include:

- Greater and more suitable activities available, including outside the homes.
- More frequent engagement with service users about the care they receive

## The providers' view

Some providers report several challenges:

- Increasing complexity of need including challenging behaviours that require additional staffing and training
- Rising operational costs – inflation and recent national insurance rises could impact financial sustainability and reduce the ability of providers to invest in maintaining and improving residential facilities
- Workforce challenges – difficulty recruiting and retaining staff, particularly in rural areas and additional challenges with overseas recruitment processes bringing further challenges

## Future Direction

Our overarching ambition is to integrate further with partners and streamline and improve information sharing and quality processes. We want to work in partnership with providers to achieve their and our ambitions for people.

Westmorland & Furness Council has just completed the process of commissioning a new Older Adult Residential & Nursing Care services framework which went live in May 2025.

The new framework has been designed to embed quality as the main requirement for being on the framework. Individual question pass/fail scoring has been introduced on two focus questions relating to person centred-care planning, person-centred activities (including inside and outside the home), staffing competencies and safeguarding. This therefore integrates the feedback from service users and wider communities.



A requirement to gather service users' thoughts and feedback is included within the specification and Key Performance Indicators of the new framework and also forms part of the tender evaluation questions.

We have an ambition to introduce a similar residential framework for Younger Adults.

The possibility of introducing additional care bandings is being considered as part of ongoing service review for future pricing models. This would take into account the difficulties of challenging behaviours.

The recent reshaping of our Adult Social Care structure now incorporates a dedicated Care Homes Review Team. This will lead to a proactive approach to the review of people living in care homes and the opportunity to further build relationships with providers.

### **What does this mean for you as a provider?**

- There may be opportunities for dementia and nursing developments in specific geographies
- There may be opportunities in supporting that includes more complex support



# Community Choices

Community Choices (formerly Day Opportunities) have a role in encouraging individuals to remain as healthy, safe and independent as they can. The focus of activity is on tackling issues which influence demand for support such as reducing social isolation and increasing education, skills and employment opportunities. Opportunities either:

- Actively promote independent living and should not automatically be viewed as a service for life, but for a planned period as a stepping-stone to greater independence; or
- Maintain the level of independence the person can achieve;
- And/or help reduce, prevent and delay the need for more intensive services, in line with Care Act priorities.

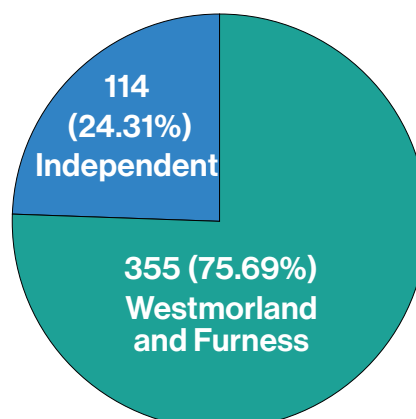
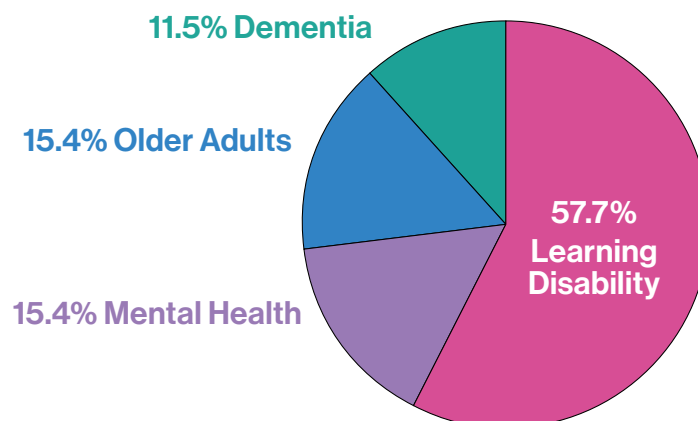
## Current Provision

On our current framework (May 2025), there are 12 organisations providing day opportunities, 9 within Westmorland and Furness and 3 in Cumberland.

Most services (57.7%) provide support for people with a learning disability. There are no day services providing specialist support for people with dementia located in South Lakeland, and no day services providing specialist support for people with mental health conditions located in Eden.

In the last 12 months, 366 people have accessed day support, three quarters of whom aged 18-64 and over half from the Furness District.

Over 75% of day opportunities placements are provided by Care Services, our in-house provider.



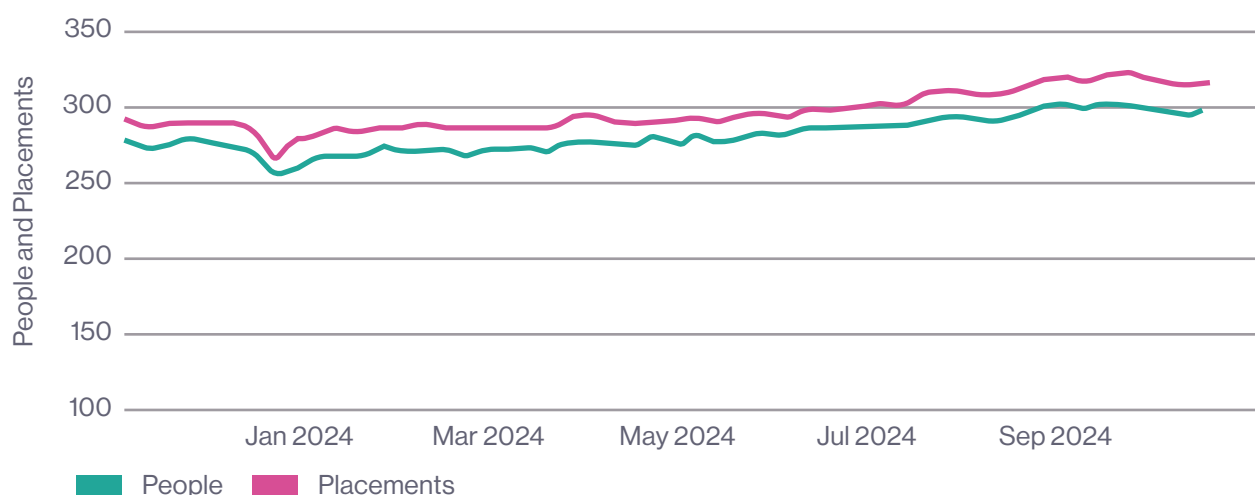
Client Location November 2023 – October 2024	18-64	65+	Total
Barrow-in-Furness	109	41	147
Eden	46	12	57
South Lakeland	112	41	152
Out of Local Authority Area	8	<5	10
Westmorland and Furness (Total)	275	96	366

## Recent Trends

Both the number of people served, and the number of placements delivered per week have remained relatively constant, rising slightly since January 2024.

## The users' view

Extensive engagement with providers, service users, and their families and carers has been undertaken in the last year including an online survey, telephone interviews, focus groups and face-to-face meetings and visits.



Results have demonstrated that a high proportion of service users and carers are satisfied with the service they receive. Areas identified for development include:

- Supported employment opportunities.
- Increasing provision across Westmorland and Furness to minimise travel times and meet growing need.
- Eco-therapy courses and access to allotments and swimming sessions
- Dementia-specific services and courses



## The providers' view

Providers have told us that they like the flexibility of the current framework but note that an outcomes-related framework might be better to measure success. Providers suggested designing a 'pick-and-mix' approach that would allow people to pursue different options in the service of achieving an ambition or aim – whether in the short, medium or long term.

## Future direction

People with care and support needs need to be involved in communities and activities of their own choice. A new open framework titled "Community Choices" will begin from Summer 2025. This has four lots:

1. Mental Health Rehabilitation and Recovery
2. Dementia
3. Social and Community Connections
4. Preparation for Employment

This will encourage a move away from a predominantly building-based approach in favour of a broader scope incorporating both social care funded and mainstream assets which provide community-based support. In addition, work on employment support will begin in 2025.

## What does this mean for you as a provider?

- Greater flexibility to develop diverse, community-based support beyond traditional building-based services.
- Opportunities to expand provision, particularly in dementia care, mental health support, and supported employment.





## Supported Living

Supported living is typically defined as housing where support and/or care services are provided to help people to live as independently as possible. Supported living provides people with individual tenancies. This means that they have a home of their own and will benefit from a greater level of autonomy as far as their environment is concerned.

People may live in an individual flat or have a room in a house with two or three other adults with similar support needs. Personalised care and support are designed and provided according to the needs of the individual, with a focus on maintaining, or if appropriate, increasing independence. Care is provided under a separate contractual arrangement to those for the person's housing.

District	Number of Sites	Number of Units
Barrow-in-Furness	20	128
Eden	14	45
South Lakeland	30	156
Westmorland and Furness (Total)	64	329

### Current Provision

There are 15 providers of Supported Living services (87% of which are on our framework) with 64 sites and 329 units across Westmorland and Furness.

There is a high occupancy rate in Eden (data correct as of November 2024; excludes Out of Local Authority Area and sites where vacancy information was unavailable).

83.8% of the capacity is provided by the independent sector and 16.2% by the council's Care Services.

November 2023 – October 2024	Average Number of Hours Delivered per week	Average Number of People living in Supported Living units per week
Barrow-in-Furness	4,696	103
Eden	1,143	29
South Lakeland	4,213	88
Out of Local Authority Area	1,950	26
Total	12,002	246

### Recent Trends

The number of care hours rose slightly between November 2023 and October 2024, whilst the number of people living in Supported Living units has remained relatively constant.

### Quality

Of the locations that have been rated by the CQC, 100% are "Good", however a number are awaiting assessment.

## The Providers' View

Recent engagement with providers has revealed challenges in sourcing suitable housing for new schemes, however, despite previous workforce difficulties, recruitment has improved over the last 12 months.

### Future direction

We are currently reviewing available accommodation and modelling future demand. Work will start on the commissioning of a new Supported Living framework in 2025 with market engagement planned for summer 2025. Priorities for this work include tackling the accessibility of service models and reviewing the current tender process to reduce lead times. In addition, we are exploring approaches to securing suitable housing.

### What this means for you as a provider?

- Potential opportunity to develop services to reduce the number of out of local authority area placements – with a focus on complex support
- Opportunity to work with the local authority to develop and shape new commissioning arrangements



## Extra Care Housing

Extra care housing is typically defined as purpose-built (or purpose adapted) single household accommodation that is owned or occupied under a tenancy agreement. The accommodation is in a building or campus of similar households specifically designed to facilitate the delivery of care, primarily - but not exclusively - to older people, either now or when they need it in the future.

### Current Provision

There are 9 Extra Care Housing schemes across Westmorland and Furness, 1 in Barrow-in-Furness, 4 in Eden and 2 in South Lakeland. We organise the care support for 7 of these schemes: in 3, care is delivered by the council's Care Services and 4 have care provided by the independent sector.

Across the 7 schemes that we organise the care support for, there are 306 units, 44.4% of which (136) are allocated to Adult Social Care. 53.3% of units are in South Lakeland, 33.3% in Eden and 13.4% in Barrow-in-Furness. This has led to high overall occupancy in Eden and Barrow-in-Furness (data correct October 2024, see map).

District	Total Units - Care Services	Total Units - Independent Sector	Total Units -Total	Adult Social Care Allocated Units - Care Services	Adult Social Care Allocated Units - Independent Sector	Adult Social Care Allocated Units - Total
Barrow-in-Furness	-	41	41	-	41	41
Eden	19	83	102	9	46	55
South Lakeland	83	80	163	40	-	40
<b>Total</b>	<b>102</b>	<b>204</b>	<b>306</b>	<b>49</b>	<b>87</b>	<b>136</b>

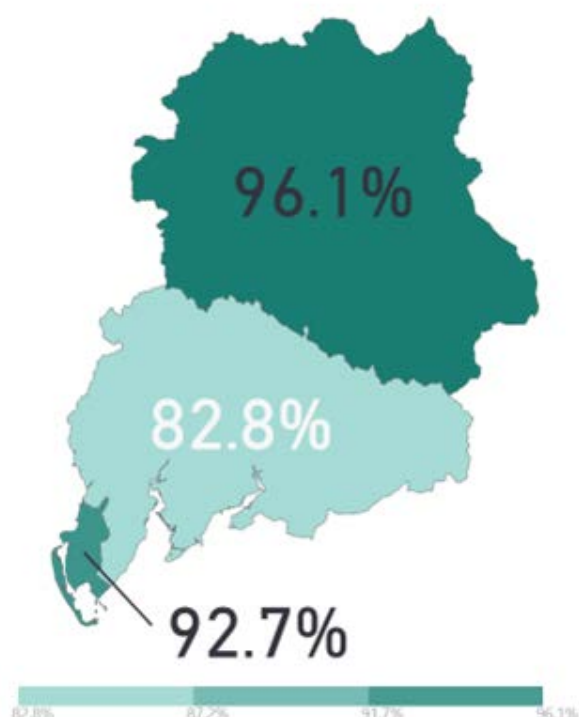
Occupancy Rate by District

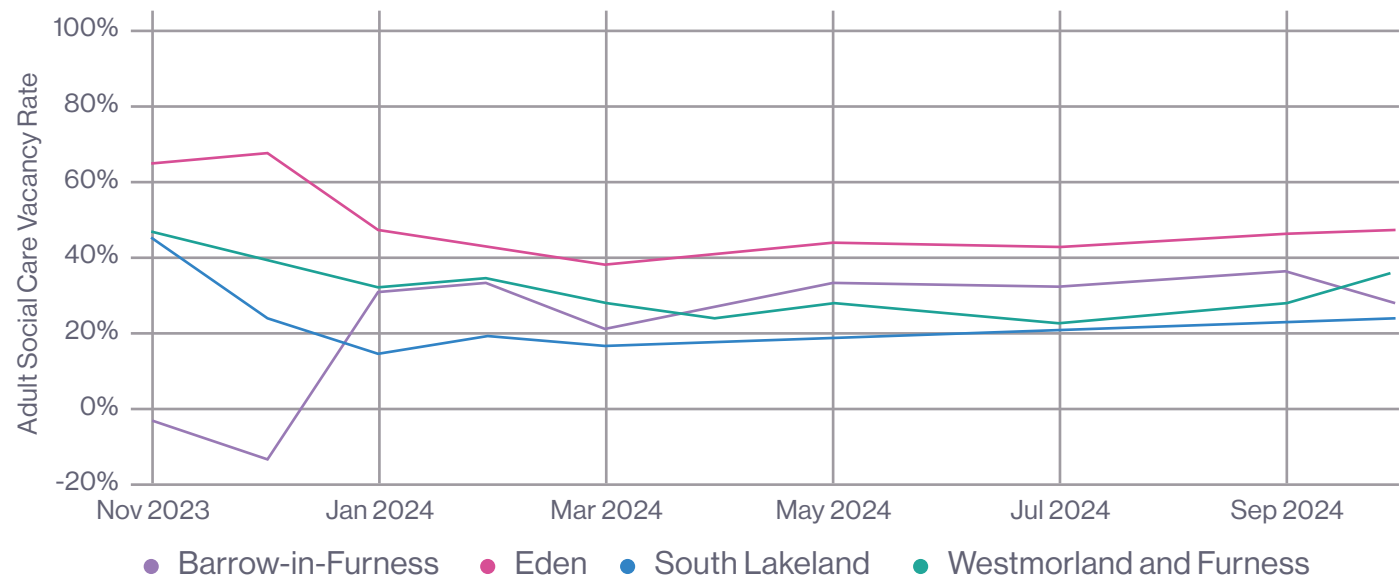
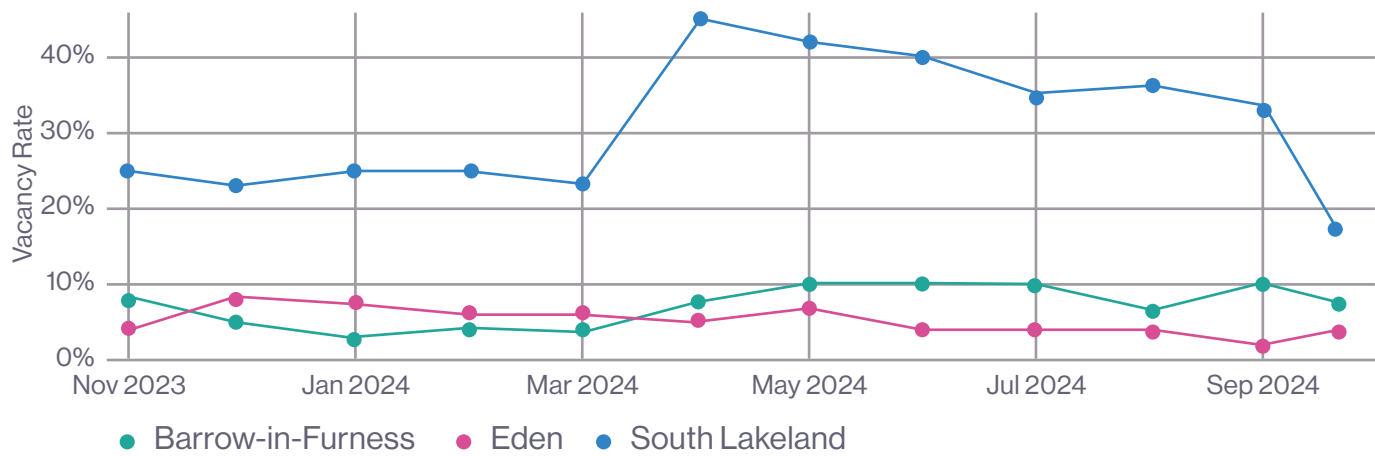
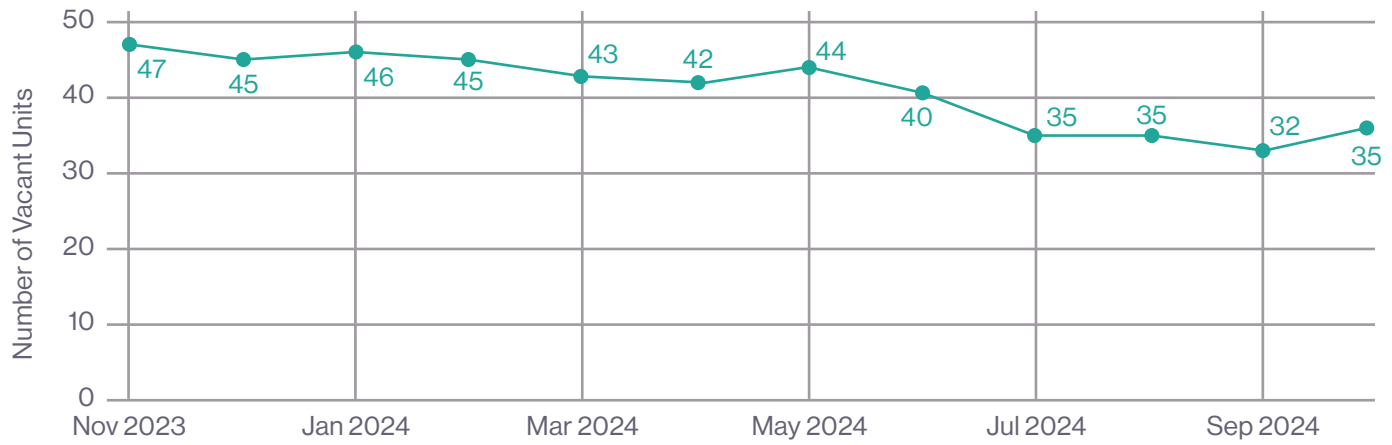
Adult Social Care allocation is relatively evenly split between the districts.

### Recent Trends

The number of vacant units decreased from 47 in November 2023 to 35 in October 2024, primarily driven by decreasing vacancy rates in South Lakeland.

Despite steady decreases, over the 12 months between November 2023 and October 2024, South Lakeland has had the highest vacancy rate overall. However, it has the lowest vacancy rate for Adult Social Care allocated units.





Please note: A data quality issue with Adult Social Care nominations was identified and resolved in January 2024; information presented in this graph for Barrow-in-Furness and Eden is accurate from January.

## Care Hours

Despite increasing Extra Care occupancy, the number of people living in Extra Care Housing supported through a care-managed route by Adult Social Care and the number of care hours they receive have remained relatively constant over the 12 months between November 2023 and October 2024, with a slight decrease since July.

There are additional care hours delivered in some schemes – both independent and internal – by Homecare providers.

## Quality

Of the locations that have been rated by the CQC, 100% are “Good”, however a number are awaiting assessment.

## Current Commissioning

Care and support providers are currently commissioned on a scheme-by-scheme basis via open tender to allow for flexibility and to respond to changes in market conditions.

## The users' view

Most residents are positive about their experience of Extra Care Housing, appreciating the care, social opportunities and sense of safety. Some schemes have resident-led activities and gardens that contribute to well-being. However, some challenges include a lack of communal space and costly laundry services. In addition, remote locations can make accessing other areas difficult. Residents have suggested additional trips to reduce isolation and additional guest accommodation for relatives.

## Future Direction

We will continue to support models that help to keep people in their own homes and communities such as Extra Care Housing, but significant additional work needs to be undertaken to fully understand future demand and commissioning models. We are planning to engage with the market to start this process during 2025/26.

## What this means for you as a provider?

- The council needs to complete a detailed review before committing to a significant shift or new developments in Extra Care Housing
- There is an opportunity to work with the local authority to help develop and shape future models, commissioning approaches and developments in extra care housing



# Respite/Short Breaks

Respite/Short Breaks provides short term support for people to allow their caregiver the crucial opportunity to maintain their own wellbeing.

It is also important to consider the outcomes for the person being supported in a short break service and maximise any opportunities.

## Current Provision

For people aged 65+ there are a range of respite beds available within our internal provider, Care Services. For people with a learning disability and/or autism, there is a 3-bedded service commissioned in the independent sector in the Eden area. There is also a service under development in the Barrow area for up to four additional beds. Otherwise, bedded respite care is spot purchased through our usual residential framework. For the 12 months from November 2023 to October 2024, the majority of respite packages were delivered by the independent sector (87.7% for people aged 18-64 and 58.6% for people aged 65+).

In addition, Westmorland and Furness Council runs a Shared Lives service where care is provided in a community setting. Currently, in October 2024, there are 9 carer households available to offer respite care and 14 people with respite arrangements in place.

## Users View

Most people who attend respite are positive about the care they receive and the activities they participate in. Increasing the provision of respite care is one of the recurring themes in surveys of our adult carers.

## Providers View

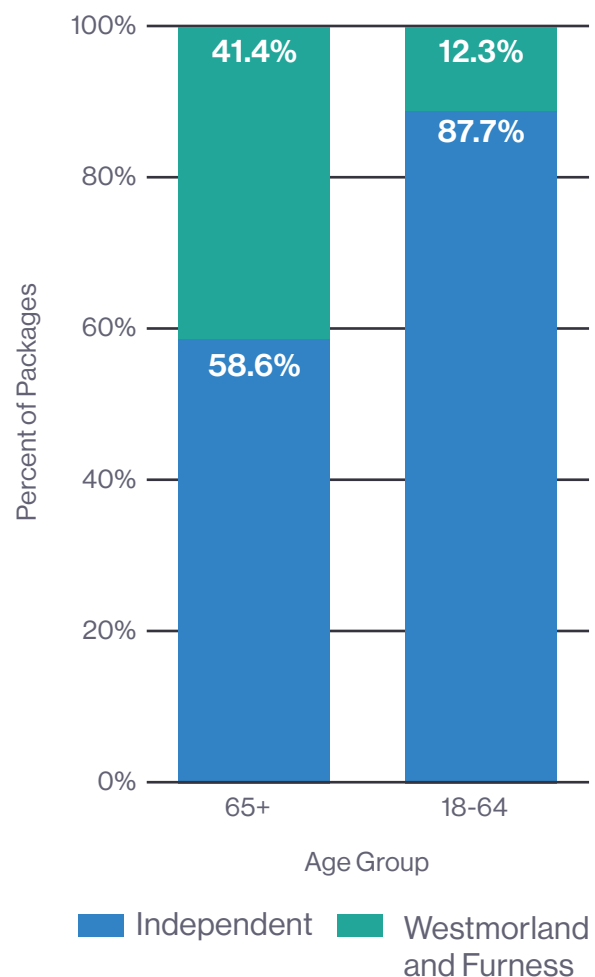
For residents where more complex support is required in terms of equipment space is a key challenge.

## Future Direction

In the future, to meet service user demand, we may block-purchase units for bedded respite care for people aged 65+. We are currently developing an in-house service in Barrow to support people with a learning disability and/or autism

## What this means for you as a provider

- The council will complete a full learning disability services review before significant changes to respite support for this cohort but will consider options such as Shared Lives
- There may be options for providers to work with the council to develop block respite arrangements for older adults



# Short-Term and Intermediate Care

Intermediate Care covers a range of community and bed based services that deliver time limited support to people to enabled them live as independently as possible often after a period of illness and/or an accident.

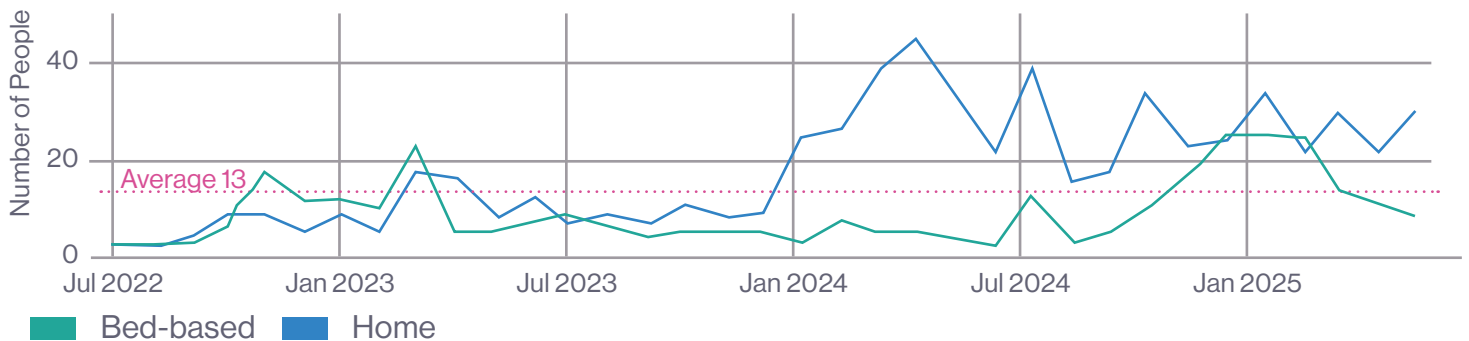
## Current Provision

On average, in financial year 24/25, there were 83 new clients a month for our in-house reablement service. Most new clients (58.6%) were given reablement in their own homes, following discharge from hospital.

4.9% were given reablement in a bedded setting after hospital discharge, also known as 'step-down' care. This follows the opening of step-down intermediate care beds at one of our Care Homes in August 2024.

Since May 2025, we have begun to trial 'step-up' intermediate care where people can be referred from the community, as well as on discharge from hospital.

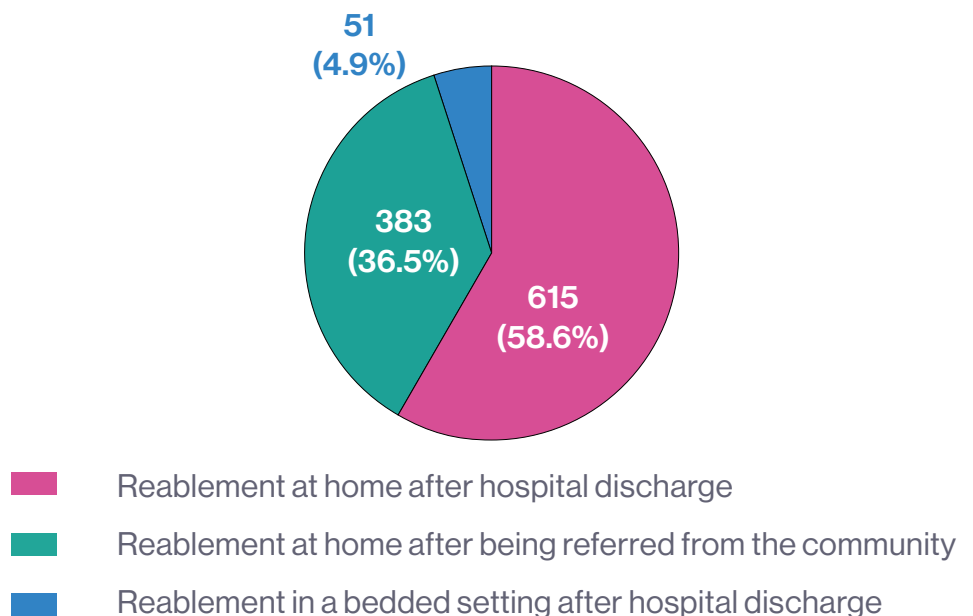
Discharge To Assess is a model that allows people to leave hospital when it is safe and appropriate and be assessed by social workers at home or in the community. On average, for financial year 24/25, there were 28 people a month who were Discharged to Assess at their homes and 12 people a month Discharged to Assess in a bed-based setting.



## Recent Trends

Over the last few years there has been an increase in people being Discharged to Assess and a step-change between January and April 2024 (see graph).

For reablement, there has been a gradual increase across financial year 24/25.



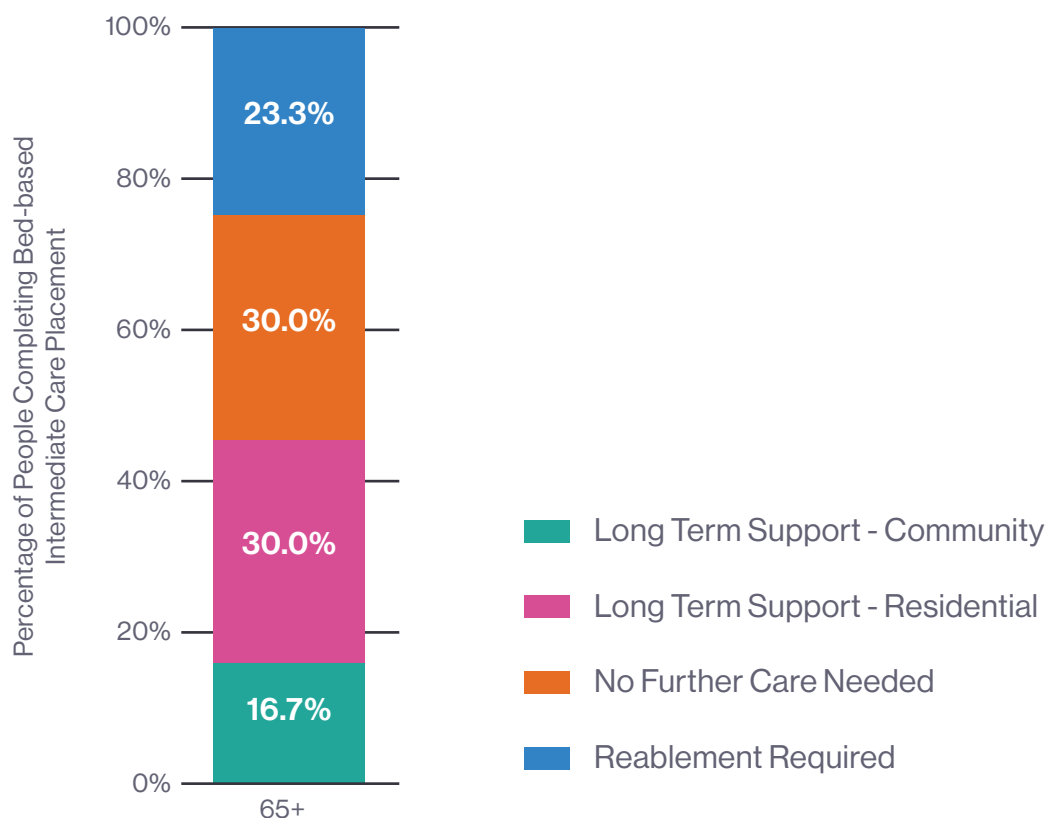
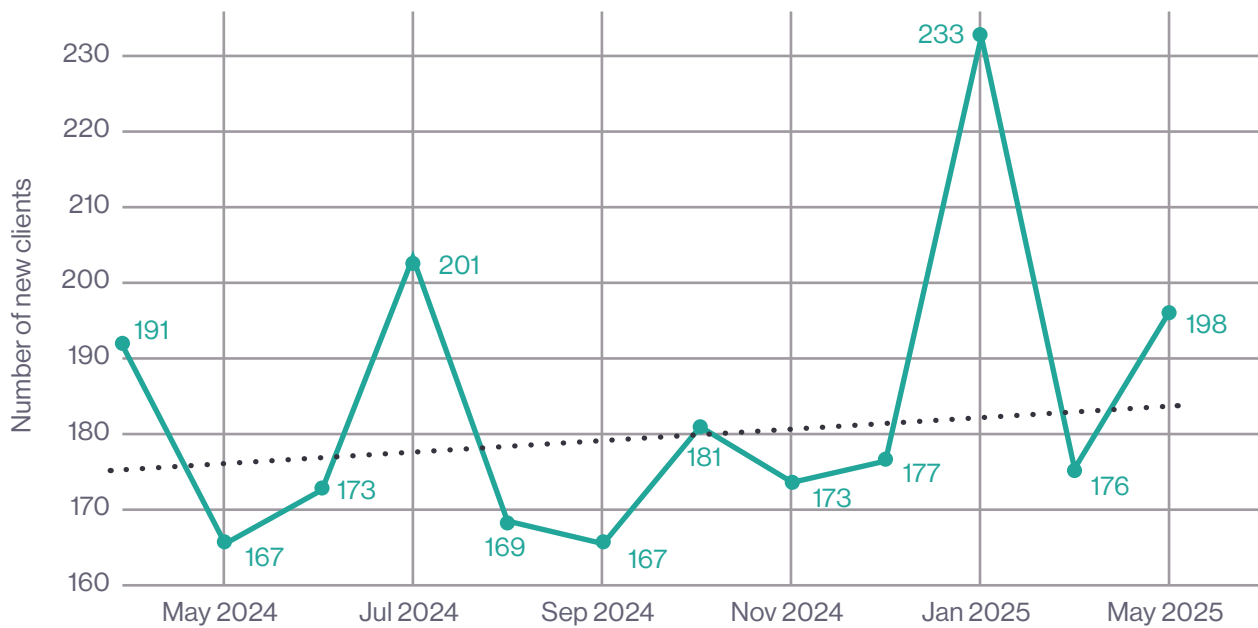
## Outcomes

For people who completed reablement delivered by our in-house reablement service in 2023/24, 79.11% had no further care needs.

For people who completed a bed-based intermediate care placement between August 2024 and March 2025, 30% had no further care needs.

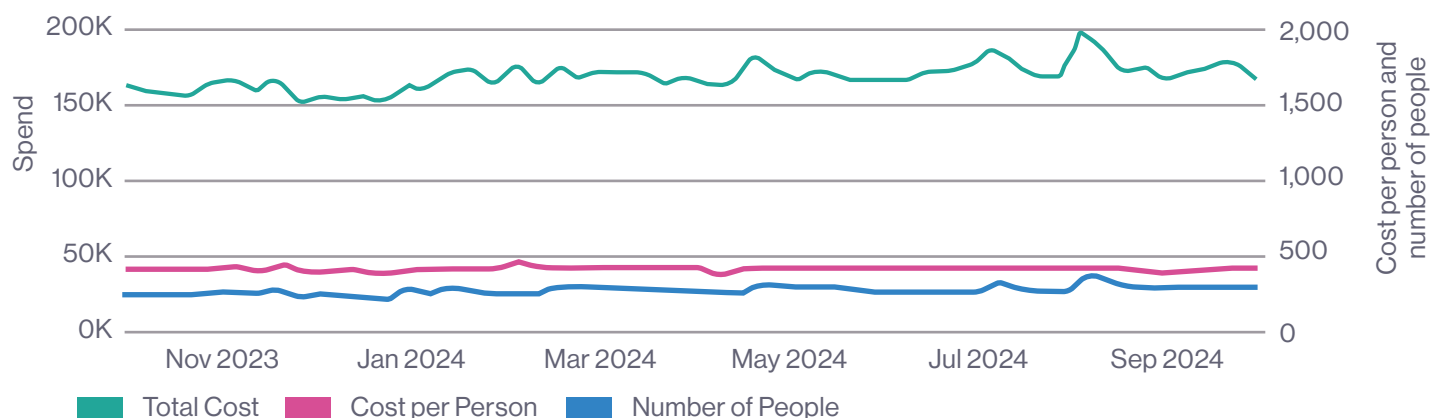
## Future Direction

We have an ambition to further increase intermediate care across Westmorland and Furness, including a delivery mission within the Council plan to increase reablement capacity by 25% in 2025/26.



## Direct Payments

Westmorland and Furness Council want people to have control and choice with regards to the support they receive. This can be achieved with direct payments which gives people a personal budget to allow people to make choices how their needs are best met. There can only be real choice and control if there is the right support for people to use their direct payments and there are genuine options in the market within peoples' local communities that can deliver what people want and need. The council is committed to further understanding what the gaps are for people and developing a marketplace that will allow people to use direct payments in a meaningful way to improve choice, control and outcomes.



### Recent Trends

Between November 2023 and October 2024, the number of people receiving a direct payment has remained relatively constant around an average of 464 a week.

Similarly, the weekly direct payment per person have remained steady at around £374 per week.

November 23 – October 24	Number of People 18-64	Number of People 65+	Number of People Total	Average Weekly Direct Payment per Person 18-64	Average Weekly Direct Payment per Person 65+	Average Weekly Direct Payment per Person All Age
Barrow-in-Furness	290	112	400	£289.84	£405.50	£309.42
Eden	118	73	190	£332.95	£335.70	£341.47
South Lakeland	345	189	530	£420.86	£426.20	£422.60
Out of Local Authority Area	14	6	20	£350.97	£400.24	£369.50
<b>Total</b>	<b>767</b>	<b>380</b>	<b>1140</b>	<b>£362.49</b>	<b>£402.47</b>	<b>£373.89</b>



## What this means for you as a provider?

- The council wants to work with people to better understand potential gaps in the market
- The Council wants to improve its support offer to people who use direct payments
- Depending on outcomes of engagement with people who use or would consider using direct payments, the council may look to grow alternatives in provision in local communities for people

## Carers

In the 2021 census, 20,101 people identified themselves as unpaid carers in Westmorland and Furness, 9.3% of the resident population. Internally, we have identified 6,294 carers and, of these, 2553 people have a carers support plan (data correct February 2025). There are challenges in terms of carer identification and ensuring their access to support.

Of the people who responded to the adult carers survey in Westmorland and Furness, over half (55.1%), care for someone with a physical disability and 40.4% care for someone with dementia, although there is likely to be some overlap within these categories.

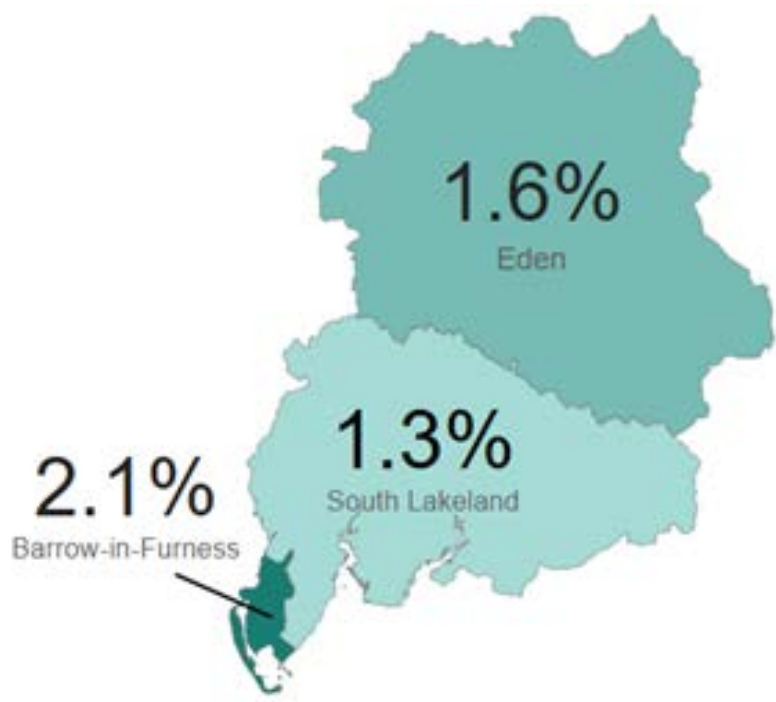
Westmorland and Furness out-performs both England and the North West region for overall carer-reported quality of life and satisfaction of carers with social services. A higher proportion of carers in Westmorland and Furness receive self-directed support (100%), report that they have been included or consulted in discussions about the person they care for (72%) and have as much social contact as they'd like (38%).

Our carers reduce pressure on health and social care services. Many carers derive pride and satisfaction from their roles, but caring can also have a cost. In our survey of adult carers 2023/24, 89% of Westmorland and Furness carers said that caring had impacted their health.

## Current Provision

We commission an organisation to deliver carers assessments and advice, guidance and signposting for carers of all ages. In December 2024 our carers support service had 3,616 carers or former carers engaged with their service.

Most of these carers are carers of older adults. The proportion of the population who are engaged with the service differs across the districts and is highest in Barrow-in-Furness at 2.1% of the district population – see map. 80.6% of carers engaged with the service in Barrow-in-Furness care for an older adult, higher than the average for Westmorland and Furness (76.7%) – see table below.



Number of carers engaged with the service, including former carers (Q3, 2024/25)	Barrow-in-Furness	Eden	South Lakeland	Westmorland and Furness
Adult Carers	1,121 (80.6%)	584 (69.2%)	1,070 (77.5%)	2775 (76.7%)
Parent Carers	73 (5.2%)	65 (7.7%)	121 (8.8%)	259 (7.2%)
Young Carers	197 (14.2%)	195 (23.1%)	190 (13.8%)	582 (16.1%)
<b>Total</b>	<b>1,391 (38.5%)</b>	<b>844 (23.3%)</b>	<b>1,381 (38.2%)</b>	<b>3,616</b>

## The users' view

Engagement with carers of all ages has taken place throughout early 2025. Carers reported being largely happy with the support provision from the commissioned provider, particularly appreciating in-person peer support groups and organised days out. Areas for development include:

- Increased and improved respite opportunities to provide breaks from caring responsibilities
- Signposting – many carers report not knowing how to access information they need
- Links with health services who may be the first to identify that someone is a carer.

This is in-line with findings from our adult carers survey, where recurring themes for development included increased access to respite, information and services.

In 2023, Healthwatch Cumbria engaged with 76 unpaid carers via survey and focus groups, producing the I Care report. The reports highlights the need to improve identification and recognition of unpaid carers to ensure appropriate support. It recommended raising awareness of carers' rights, simplifying access to local services, expanding respite and social opportunities, and increasing emotional, financial, and practical support. Additional priorities include offering free training, supporting advanced care planning, and providing bereavement counselling.

## Future Direction

We are currently undergoing recommissioning process including market engagement with a view to tendering in Summer 2025.





Westmorland  
& Furness  
Council

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