

## AT A GLANCE:

### Unique issues for county and rural areas when delivering Social Care

- **RESOURCE:** Government funded support for adult social care service costs is significantly lower in county and rural areas.
- **WORKFORCE:** Recruiting adult social care staff to work in rural areas can be more difficult than in urban centres.
- **DEMOGRAPHICS:** The higher average age alongside ageing population projections within county & rural areas places a high burden on these local authorities.
- **'SELF-FUNDERS':** The balance of adults self-funding their care is higher in rural areas and likely to be more sensitive to reforms made to the funding system.
- **CARE HOMES:** The proportion of residential care homes situated in rural locations is higher than in metropolitan areas, often encouraging service user inflow to counties.
- **SPARSITY:** Geographical challenges in providing adult social care in large and remote rural areas, particularly the time and costs involved in delivering personal care over large distances.