

Rural Social Care and Health Sub-Group Meeting

Date: Monday 15th November 2021
Subject: Rural Social Care and Health Sub-Group
Chair: [Graham Biggs MBE](#), Chief Executive, Rural Services Network
Host: Online Event via Zoom

Learning Outcomes

Examples of Good Practice/Reports/Information

- [The State of Care in County and Rural Areas](#) a joint report published by the Rural Service Network and County Councils Network in September 2021, highlighting the challenges faced by rural areas.
- [Rural Proofing for Health Toolkit](#) produced by Rural England CIC and the National Centre for Rural Health and Care in December 2020, providing a framework to develop health strategies to meet the needs of rural communities.
- [Somerset Micro-Providers](#) a short video produced by Somerset County Council about bespoke independent care.
- [Community Directory](#) detailing over 900 care providers in the Somerset area.
- [Free Support for Carers](#) and [Carers Rights Day](#) produced by Community Council for Somerset.
- [Revitalising Rural Campaign](#) led by the Rural Services Network highlighting a number of key policy areas and Government asks. Relevant campaign elements for the Health and Care Sub-Group include:
- [Access to Rural Health and Care Services](#)
- [Managing an Older Rural Population](#)

Key Learning Points

- Key issues facing rural councils in delivering care services include:
 - **Resource**, rural areas receive significantly lower levels of funding from Government than urban areas.
 - **Workforce**, recruitment and retention of staff in rural areas is more challenging due to lack of affordable housing, travel costs, etc.
 - **Demography**, rural areas have a higher concentration of older people compared to urban, which places a higher burden on rural local authorities to deliver care services.
 - **Self-funders**, there are higher levels of people funding their own care in rural areas, making them more sensitive to funding reform.
 - **Care Homes**, there are greater numbers of care homes in rural areas compared to metropolitan areas, many of these care homes however service the needs of non-rural residents.
 - **Sparsity**, there are geographical challenges in providing care in large and remote rural areas due to the time and costs involved in delivering care over long distances.

Providing a voice for rural communities and service providers

Rural Services Network

Kilworthy Park, Tavistock, Devon, PL19 0BZ

Tel: 01822 851370

www.rsonline.org.uk email: events@sparse.gov.uk twitter: [@rsonline](https://twitter.com/rsonline)

- Benefits of the micro-providers care model:
 - Flexible care delivered by passionate local people for local people.
 - Provides a quality assured framework, and confidence to individuals to set up as professional carers (micro-providers).
 - Delivers person centred support that those cared for and their families value, including light domestic work, social interaction as well as care.
 - Supports people to stay in their own homes, makes hospital discharge less daunting and supports community resilience.
 - Reduces travel times to deliver service so care is not rushed and is kinder to the planet.

Any Other Key Outcomes

- [Living Memories](#) provide several free as well as paid for archive films on their website which can be used to help reduce the isolation of older people, particularly in rural areas.
- [Cumbria Social Care Announcement](#) shared by Eden District Council during the meeting.

Attendance and Apologies

Attendance

Full Name	Organisation
Cllr Philip Atkins	Staffordshire County Council
Graham Biggs MBE	Rural Services Network
Dr Hayden Bird	YMCA Lincolnshire
Kerry Booth	Rural Services Network
Matthew Byrne	Community Council Somerset
Cllr Stephen Clarke	West Northamptonshire Council
Michael Crawshaw	Shrewsbury & Telford Hospital NHS Trust
Jane Crisp	South East Water
Rhys Davies	Somerset County Council
Cllr Christopher Day	Wychavon District Council
Cllr Judith Derbyshire	Eden District Council
Conor Finch	Anglian Water
Lauren Giddins	Community Council for Somerset
Mark Gussy	Lincoln International Institute for Rural Health, University of Lincoln
Prof Alastair Hutchinson	Dorset County Hospital NHS Foundation Trust
David Inman	Rural Services Network
Sean Johnson	Lincolnshire County Council
Guy Kilminster	Cheshire East Council
Rona Laity	Godolphin Cross Community association

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Cllr Robert Lanzer	West Sussex County Council
Cllr Tony Leech	West Devon Borough Council
Ian Luscombe	South Hams District Council and West Devon Borough Council
Cllr Colin Matthews	Lincolnshire County Council
Jane Mordue	Citizens Advice Rural Issues Group
Cllr Roger Phillips	Herefordshire Council
Gary Powell	Teignbridge District Council
Cllr Jeremy Savage	South Norfolk District Council
Sarah Trelfa	Cheshire East Council
Nadine Trout	Rural Services Network
Cllr Mark Whittington	Lincolnshire County Council

Apologies

Full Name	Organisation
Cllr Fiona Baker	West Northamptonshire Council
Cllr Owen Bierley	West Lindsey District Council
Isabel Blake	West Devon Borough & South Hams District Council
Tracy Cullen	Western Power Distribution
Dr Ananta Dave	Lincolnshire Partnership NHS Foundation Trust
Helen Flynn	Nidderdale Plus Community Hub
Joel Hammond-Gant	Cheshire East Council
Anna Green	University of Birmingham
Lauren Hopson-Haw	Ryedale District Council
Cllr Amanda Jupp	West Sussex County Council
Stuart Maitland-Knibb	University of Central Lancashire
Cllr Karl Love	Isle of Wight County Council
Rich Matthews	Rural Media
Brian Norris	Living Memories C.I.C.
Andrew Powell	Broadacres Housing Association
Kate Pym	Pyms Consultancy
Suzanne Shead	Newark and Sherwood District Council
Ian Kenneth Sherriff	University of Plymouth
Cllr Richard Stanley	Tewkesbury Borough Council
Dean Wallace	Derbyshire County Council
Cllr Sue Woolley	Lincolnshire County Council

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