

Health and well-being in rural South Worcestershire

David Manning
Rural Communities Programme
Manager, Wychavon District Council
3rd March 2015

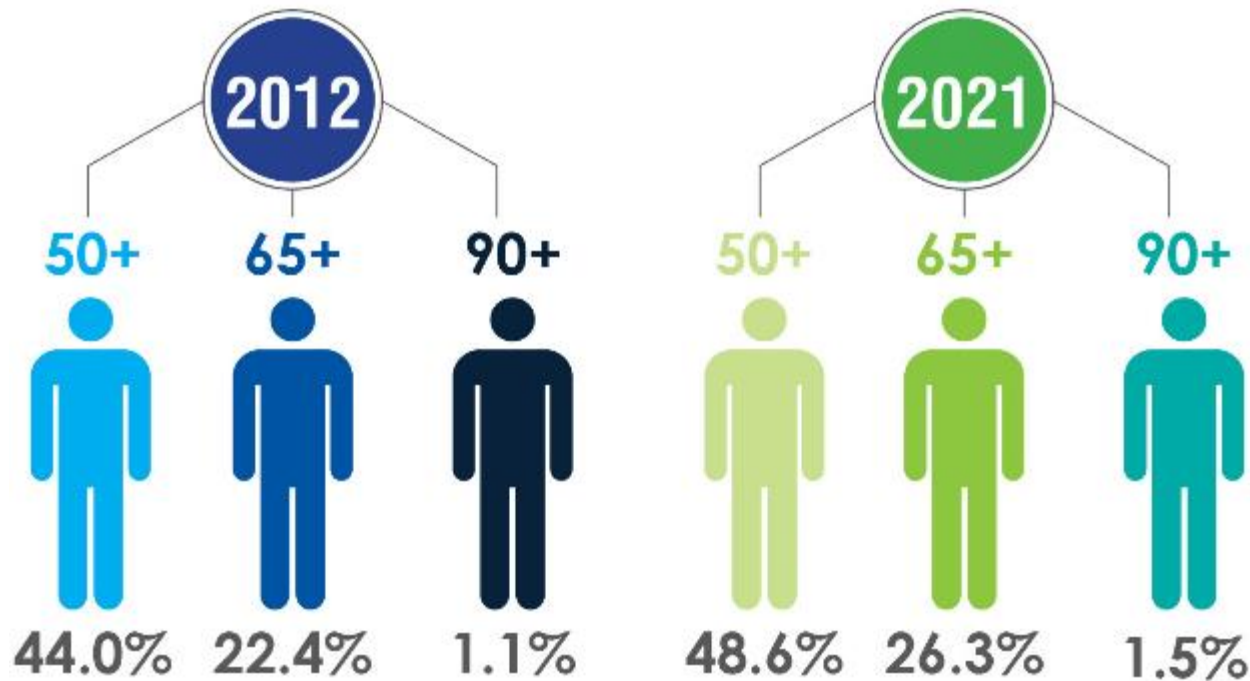
South Worcestershire



- 291,500 total population
- Malvern Hills, Wychavon, Worcester City
- 98,000 live in rural areas

The picture in South Worcestershire

- **22%** of the population in Wychavon are over 65, **24%** in Malvern Hills
- Set to rise to **26.3%** by 2021
- 90 + population is set to nearly double (1100 – 2000)



Key health and well-being issues

- Older people in South Worcestershire are fairly healthy. However...
- Depression, stroke, falls and dementia are projected to grow
- LLTI numbers are expected to rise
- Increasing pressure on all budgets
- Increasing need and demand



Rural challenges for the future

- Digital inclusion
- Social isolation and loneliness
- Fuel poverty
- Transport and access
- Carers

MATT



'Do you realise that if we sold our house we could afford to heat it?'

Impact of rural commissioning

- Pressure on budgets continuing
- Interface with the community
- What is the future role of Local Authority?
- The panacea of volunteering
- Impact on VCS

Solutions?

Commissioning is not going to disappear so

All change...

- The role of community groups
- The role of the VCS
- Rural proof commissioning
- The role of the Local Authority

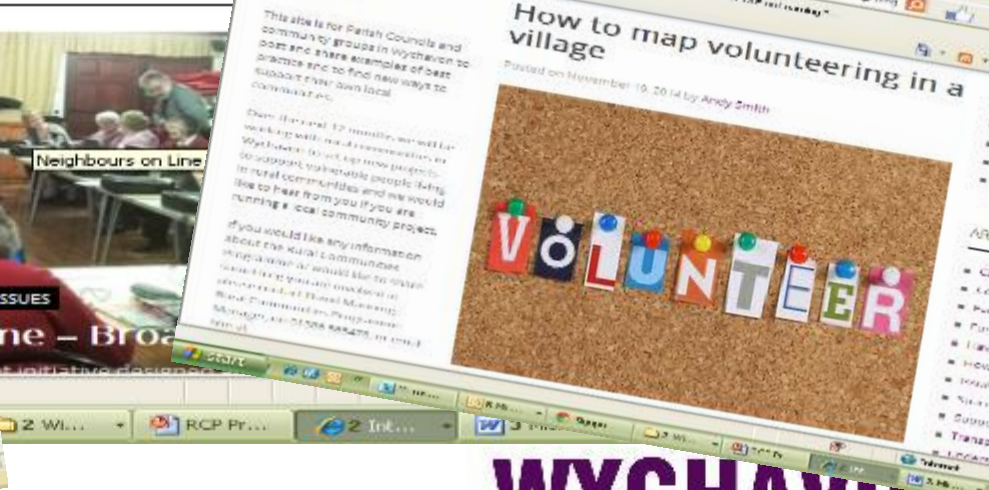
Solutions? – the Rural Communities Programme

- Aims to support and strengthen rural communities
- Increase understanding and ownership
- Create network of contacts
- Provide information and feedback for service providers



Rural communities website

www.wychavon.gov.uk/rural



WYCHAVON
Rural Communities Programme

Thank you

Any questions?