

## Older People's Accommodation with Care – Planning for future demand

June 2021

The considerable growth forecast amongst the older population over the next 15-20 years is likely to require significant growth and development of specialist accommodation with care for older people.

In winter 2020, Cambridgeshire County Council (CCC) and Peterborough City Council (PCC) began a programme of work to ensure both local authorities (LAs) develop sufficient, quality and affordable care to meet future demand.

Initial demand forecasts for each LA were created based upon complex modelling of population growth and existing service provision and subsequently adjusted following publication of the latest market analysis by Laing-Buisson. The forecasts provided initial estimates for residential and nursing care homes and housing with care up to 2036.

In March 2021, CCC and PCC hosted a market engagement event to discuss the development of future accommodation-based care for older people. Attended by 35 organisations representing a range of care home operators, registered social landlords, architects and domiciliary care providers from around the UK, the event enabled both LAs to share and seek views on future trends, innovations and opportunities. The initial demand forecasts were shared with the market to 'test and refine' and were well received as being 'forward thinking'. Innovation ideas around tenancy based models of care, enhanced care in Extracare and embedding nursing care into housing with care were discussed, as were potential market opportunities for blending care types and care operators around a setting to offer a 'home for life'. There was support for the Council's early thoughts on market shaping and intervention.

Feedback from the market reinforced the importance of collaboration with District Councils and Health in developing future provision and further dialogue with the market to develop new models. Providers requested more detailed demand forecasts focusing on specific areas and further information on tender opportunities once they became available.

Currently, CCC are engaging with District Council and Health colleagues to produce district level demand profiles to inform health and LA commissioning strategies and support District Councils in developing Local Plans and planning decisions. In PCC, collaboration with internal planning departments will produce a locality demand profile for Peterborough.

Planning for initial engagement with service users is also underway to ensure the needs, wishes and preferences of local older people shape future developments. To support or take part in this engagement activity please contact [alison.bourne@cambridgeshire.gov.uk](mailto:alison.bourne@cambridgeshire.gov.uk)

A further round of market engagement is anticipated to share the detailed demand forecasts (once complete) and begin detailed discussions around new models and commissioning strategy. Organisations and individuals wishing to participate in forthcoming market engagement events can register their interest via [Cambridgeshire County Council & Peterborough City Council Development of Accommodation with Care for... \(due-north.com\)](http://Cambridgeshire County Council & Peterborough City Council Development of Accommodation with Care for... (due-north.com)) or contact [jane.heath@cambridgeshire.gov.uk](mailto:jane.heath@cambridgeshire.gov.uk)