



The Greater Lincolnshire Local Enterprise Partnership wants to see the Health and Care Sector as being...

A vibrant sector which offer great places to work and have a career in and which provide the right environment for local research, innovation, technology and service provision that leads to economic growth.

HEALTH AND CARE IN GREATER LINCOLNSHIRE THE WAY FORWARD 2014

Introduction

THE LOCAL ENTERPRISE PARTNERSHIP IS COMMITTED TO CHAMPIONING A WORLD-CLASS HEALTH AND CARE SECTOR IN GREATER LINCOLNSHIRE, WHICH IS STRONG AND VIBRANT, AND BASED ON INNOVATIVE AND COLLABORATIVE PARTNERSHIPS.



Dr Tony Hill, as the Greater Lincolnshire Local Enterprise Partnership Board Lead, has led the preparation of a strategy for growing the economic value of the health and social care sector.

“It is my view that there needs to be a new approach to health and social care, that will improve the quality of care, integrate services, reduce the burden on the taxpayer, and help to grow a new invigorated sector at the same time.

The health and care sector across Greater Lincolnshire need to be seen as vibrant, and good places to work and have a career. This links to the work we are doing in the ‘Lincolnshire Health and Care’ programme.

The sector also needs to provide the right environment for local research, innovation, technology and service provision – leading to economic growth. This will all need to be based on local people having a role in shaping the future of services and products.”

Dr Tony Hill
Public Health, Lincolnshire County Council

We will achieve this by...

Working collaboratively with local businesses, higher education institutes, educational bodies, public sector, sector skills councils, and the Third Sector. In addition we will engage with local people in order to research how future services and products can be improved.

We will deliver this by...

- Removing barriers to growth and productivity
- Supporting the right infrastructure and technology
- Engaging with local people

We will support the economy by...

- Stimulating growth and the creation of jobs
- Promoting a culture of enterprise and innovation
- Supporting an increase of productivity within growth

In order for these aspirations to become reality, we will seek to promote...

Choice

Flexibility

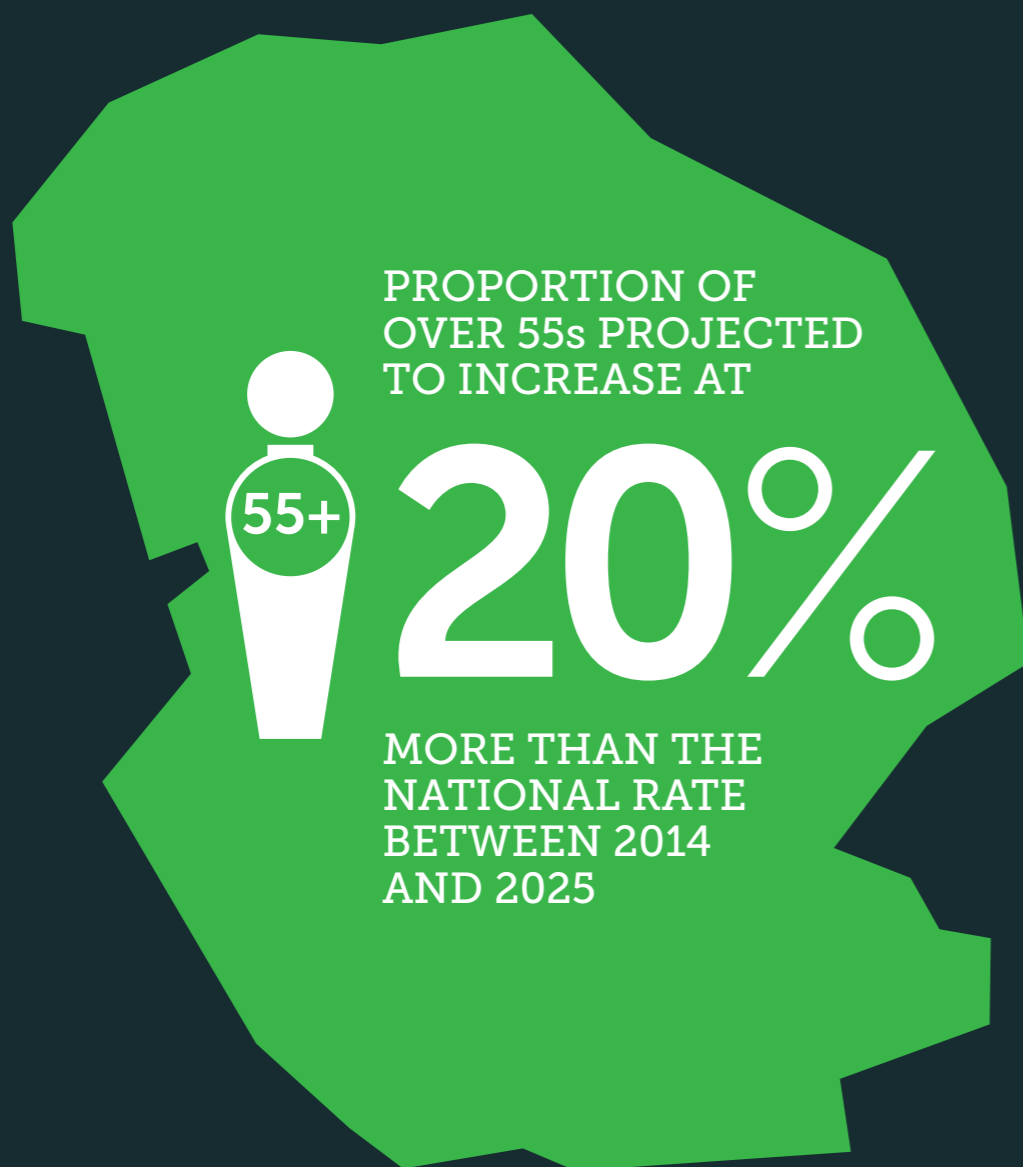
Entrepreneurship

Smart Growth - accessible, sustainable and affordable

Research, innovation and development

Workforce development

The demand on Greater Lincolnshire's Health and Care Sector is on course to increase, as our population changes



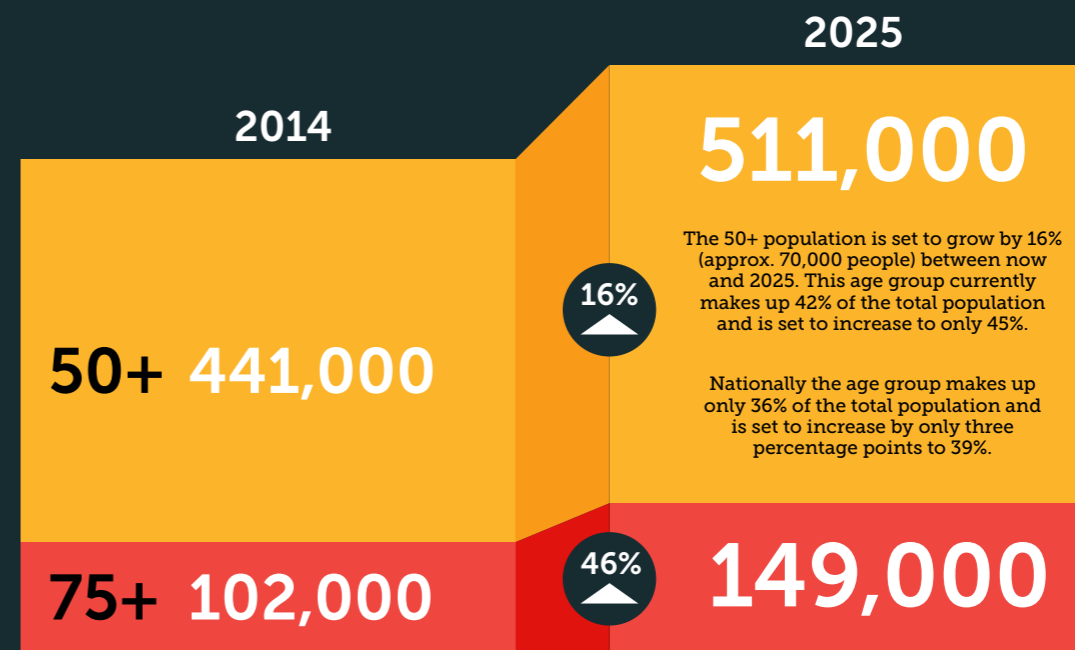
It is among the older population groups where growth is currently projected to be faster

Overall, the Greater Lincolnshire population is set to grow by 6% between now and 2025, in line with the national rate of growth.

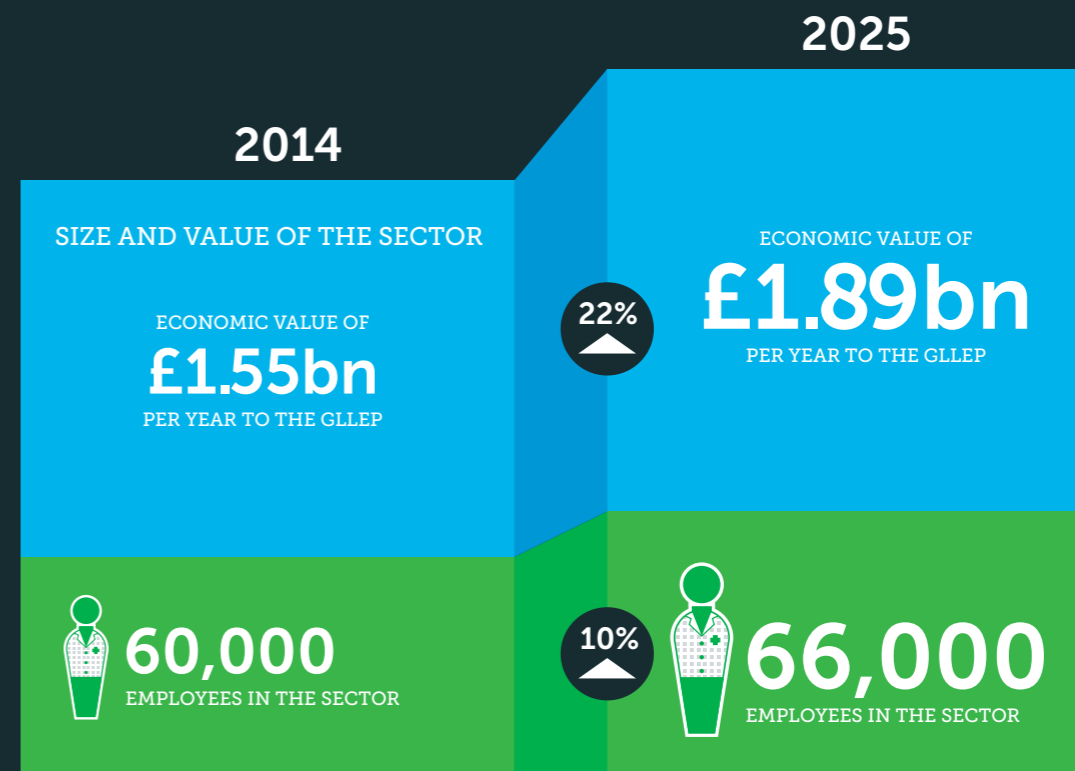
However it is among the older population groups, where growth is currently projected to be faster.

The health and care sector is already an important element of our local economy. The Greater Lincolnshire Local Enterprise Partnership sees our ageing community as an opportunity rather than a problem, and as the next statistics show, the need for this sector is set to grow over the next 10 years.

The current population of 50+ individuals, and 75+ year old people in Greater Lincolnshire, is projected to increase in the future



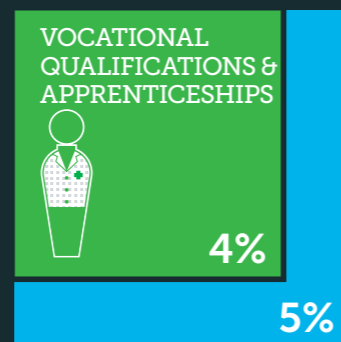
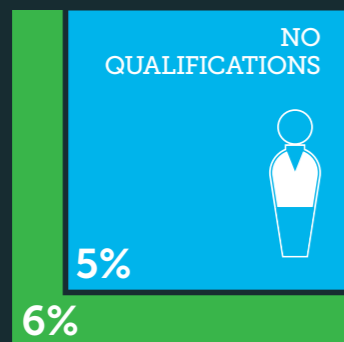
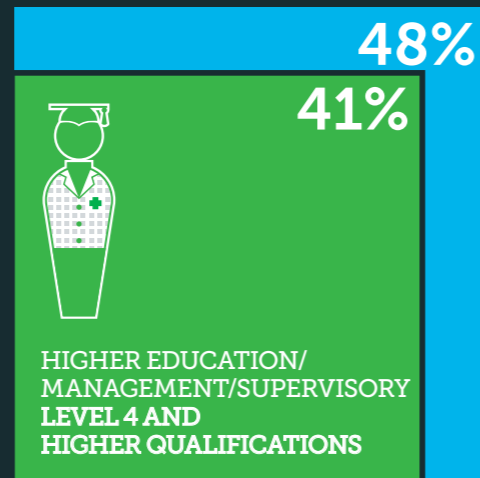
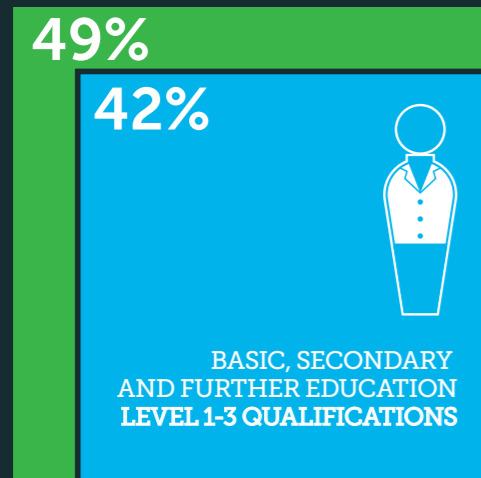
Greater Lincolnshire Health and Care Sector has a current economic value and workforce, that is set to increase...



In terms of workforce skills within the Health and Care Sector, in Greater Lincolnshire, we need to...

Maintain skills levels where we outperform, or compare favourably to the national average...

Support skills improvements where we are below the national average...



Greater Lincolnshire Local Enterprise Partnership qualification levels

National Health and Care qualification levels

One of the biggest challenges for the sector workforce is that...

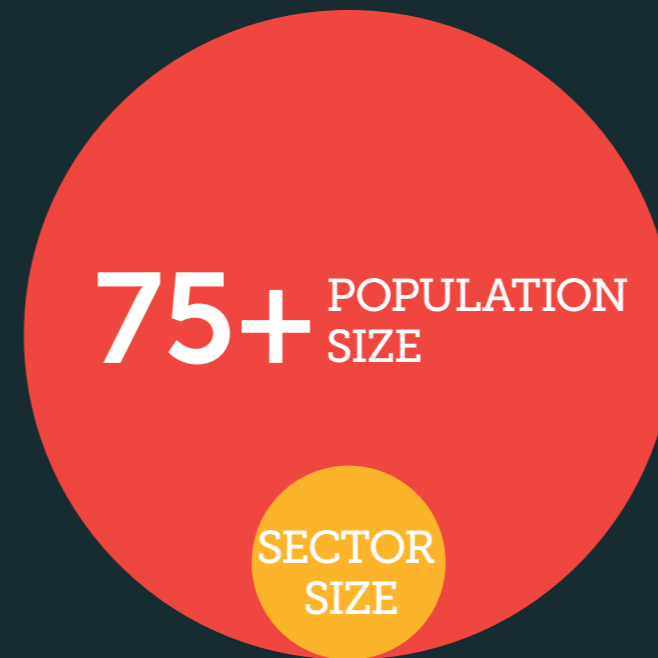
There will be more demand for technically complex healthcare in the future, however routine care will also remain vital. We will ensure that relevant skills training is available to deal with the complex, and routine care skills alike.

Effective leaders/supervisors will also be needed to help workers at all levels find meaning and value in their work, promote team co-operation and collaboration, and reduce staff turnover rates.

Supporting the change needed around these advances, will profoundly change the workforce, in what the work is, where it can be done, and who does it.

Supporting the skills needed around new technology, putting power into the hands of users/ patients, ultimately means that more health and care provision can take place outside the existing established settings.

Which leads us to identify that the most important issues that will affect the Health and Care Sector into the future are...



POPULATION OF 75+ YEAR OLD INDIVIDUALS PROJECTED TO GROW AT OVER...

10x

THE PROJECTED GROWTH OF THE SECTOR



40%



OF THE SECTOR WORKFORCE ESTIMATED TO RETIRE BY 2021, CREATING DEMAND



8%

IN THE HIGHER LEVEL AND MANAGEMENT SKILLS, AGAINST NATIONAL LEVELS



The Challenges We Face

Frail, vulnerable and older people provide significant support to their local economies and communities, through spending money locally on goods and services, particularly in rural areas. They should expect to have access to diverse and competitive ranges of products and services, regardless of where they live in Greater Lincolnshire.



Key partnerships will support these opportunities...

The private sector plays a key role in Greater Lincolnshire's wealth creation, whilst providing opportunities for new products.

This will mean that companies will need to do more than simply develop products and services for a stereotyped idea of dependent people. The over 50s market will demand innovative products and services into the future.

Businesses will need to think creatively and strategically about:

- Developing products and services to help frail, vulnerable and older people make the most of continuing work, business, volunteering, enjoying leisure, or taking up other opportunities in daily life
- Designing new techniques to help individuals appraise their options into retirement
- Developing and marketing new training and learning packages to enable people to deal with their changing circumstances, and continue to engage in the society that they live in
- Developing innovation in the housing market, to design adaptable built environments for the future

There are also additional future opportunities for the third sector...

In supporting the health and care sector around developing a new concept of community, particularly as older people begin to constitute the majority of local populations, and more people live alone. The increased number of older people have the potential to create a growing level of skill and commitment in the community, and in particular there will be scope for intergenerational working.

The third sector should develop agendas for frail, vulnerable and older populations, as they continue to expand. The challenge for these activities will be in building resilience and self-sufficiency in these populations, in the future.

Challenges for the third sector

- Driving the unprecedented opportunity for engagement and expansion
- Removing barriers and building capacity within communities, to benefit from the expanding numbers of older individuals
- Building resilience and self-sufficiency among predominantly older populations

Looking ahead we have identified four areas which can make a difference to the sector.

These four areas we feel can make a difference in how the sector is positioned in the future.



RESEARCH AND DEVELOPMENT

from cell to community



SKILLS AND WORKFORCE

growing the sectors' skills and career aspirations



HOUSING

supporting better housing options and choice



COMMUNITY RESOURCING

using people's input and skills to shape their future

We want to achieve this by looking at activity that...

Delivers research and development activity which reflects two models:

- Developing new products
- Discovering/creating new knowledge about scientific and technological topics

Works with employers and other partners to be able to recruit, retain and have the right skills at the right time – in order to deliver a high-quality service and skills pool

Supports the provision of personalised packages and services, that promote independence, wellbeing and choice

Supports individuals who are looking for opportunities to keep active, and remain engaged in economic/civic life

Tapping into these assets, requires new models of engagement, and changing the 'lens' through which we traditionally view the frail, vulnerable and elderly

In the short term, we will....

- Support the development of the Science Park in Lincoln, as a research hub
- Develop 'Living Lab' research activity, which links into the hub
- Support marketplace development for research innovations and opportunities

- Provide support to an emerging Personal Assistant Scheme
- Support the availability and development of leadership and management/ supervisory and entrepreneurial skills offers

- Support general retirement/ extra care/respite care models and provision
- Develop better information around options, that will be available to all

- Engage individuals on study cohorts, linking this back to products, processes and services that have been identified within research proposals for the Greater Lincolnshire area

Looking further into the future, it will be important to continue with the four themes, and develop medium and long term views of activity and support, in the Greater Lincolnshire area.



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In the medium term, we will...

- Support supply chain/export advice
- Develop cross-sectoral support partnerships, and knowledge transfer partnerships
- Encourage HE/public/private sector/third sector collaborations

- Improve information, advice and guidance in schools and colleges, including career paths and sectoral information
- Improve vocational routes, i.e. traineeships, apprenticeships, study programmes – including development of higher level apprenticeships
- Support improved continual professional development offers and postgraduate qualifications

- Provide improved continual professional development offer for allied services
- Embed marketplace links with adaptation and assistive technology providers
- Seek development of knowledge transfer partnerships

- Add wider community engagement and value with the Wellbeing Scheme, First Contact and Neighbourhood Teams, including any new proposals in the future
- Change the perception of ageing, frailty and being vulnerable
- Support mentoring and volunteering programme development

In the long term, we will...

- Create national centres of excellence around research, innovation/technology, business support and specialist training

- Seek a removal of barriers, sharing expertise/resources across organisations

- Look at how planning development protocols for new developments can be better articulated and delivered
- Investigate private sector flexibility within provider contracts, to support 'value for money' delivery

- Nurture care support groups in key areas of need
- Support Intergenerational projects

In summary

All of the activities described feed into our Strategic Economic Plan (SEP), which will be supporting activity that...

Fosters an increased understanding of the Greater Lincolnshire's 'silver economy', and developing innovative and appropriate products and services for the future.

Works with housing developers and registered providers to develop whole-life housing, personalised support packages and new models of supported living that promote independence, well-being and choice.

Develops the skills base of the health and care sector through enhanced information, advice and guidance, apprenticeships and adult training opportunities, to support long-term workforce recruitment and retention.

Creates opportunities for the frail, vulnerable and elderly to become a community resource through intergenerational schemes, volunteering schemes and involvement in research and development projects.

Develops Greater Lincolnshire's role as a 'living laboratory' to pilot and roll out assistive technologies to support the management of long-term conditions.

Acknowledgments:

Herman Kok - (GLLEP) Board Member

Lincolnshire County Council

Lincolnshire Research Observatory

LinCA

LACE Housing

Skills for Care

Skills for Health

University of Lincoln

Health England (East Midlands)

Care Plus

North Lincolnshire and Goole Hospital Trust

Lincolnshire Home Improvement Agency