

Adult Social Care Strategy 2025-2030

Interim Strategy Statement
to support changes to ICB
and future opportunities
for integrated working



Barnsley – the place
of possibilities.



BARNSLEY
Metropolitan Borough Council

Our vision: Living the life you want to live

Everyone lives in a place they can call home, in communities that care, doing the things that matter most to them. When they need it, everyone receives care and support that prioritises their independence, choice and recovery.

Foreword by Katy Calvin-Thomas, Executive Director for Place Health and Adult Social Care at Barnsley Council

This plan sets out our priorities for Adult Social Care in Barnsley until 2030.

Barnsley is a place made up of strong communities, with a proud history of resilience in times of adversity.

We know that Adult Social Care services across the country continue to face significant pressures; tighter local government budgets, an ageing population with increasing care needs, workforce shortages and the cost-of-living crisis.

Despite these challenges, we are immensely proud of the resilience shown by the adults and unpaid carers we support, the work we have done to make sure people remain safe and how we continue supporting people to live well.

In this demanding setting, there's much to celebrate. Our efforts in Adult Social Care played a significant role in Barnsley Council's prestigious recognition as Council of the Year in both the Local Government Chronicle Awards and the Municipal Journal Awards.

This speaks volumes about the expertise and commitment of our workforce, comprising both paid professionals and volunteers, and the strong partnerships we've forged with the NHS, Barnsley's care providers, the voluntary and community sector and you, our residents.

Our plan recognises our responsibilities under the Care Act 2014 and People at the Heart of Care. We have gathered various insights from people with lived experience, partners and the workforce to help us produce this plan, which will be a living document that builds on the great work achieved over recent years within our Better Lives programme.

We will ensure that together, we understand what needs to change, how we are going to tackle it, in what order of priority, and what will be different as a result.



Katy Calvin-Thomas

How our town looks

Barnsley's industrial past has shaped our town. We're proud of our heritage, and we know our residents are too.

As people live longer, often with complex needs and multiple conditions, we expect to see an impact on the services we deliver. This means that we need strong and effective partnerships to maximise funding.

We want to help people in a way that suits them. Our plan is to provide support that fits each person's needs. By focusing on what people are good at and what they want to achieve, we hope to help them stay independent for longer and need less support from Adult Social Care in the future.

Understanding our town will help us to plan and deliver the right services, in the right place and at the right time:

- Barnsley's population is 244,600 (2021), up 5.8% since 2011. Yorkshire and the Humber's population grew by 3.7%, while the UK's overall population increased by 6.6%.
- In Barnsley, 5% fewer people are living without a long-term condition or disability compared to the national average.
- In Barnsley, 17.7% of people are aged 65 and over. This is expected to grow by 15% by 2030 and by 43% by 2040, the highest in Yorkshire and the Humber and higher than the national average of 39%.
- Nearly twice as many people in Barnsley live in the most deprived communities compared to the national average, according to the Indices of Multiple Deprivation.
- In Barnsley, people are entering ill health at an earlier age. Healthy life expectancy at birth for men is 52.8 years. For women, it's 52.6 years. This makes Barnsley the area with the lowest healthy life expectancy for women in England and the second lowest for men. These figures are significantly lower than the national averages and highlight substantial inequalities in health and wellbeing.
- In Barnsley, 3,131 people aged 65 and over provide 50+ hours of unpaid care each week. Additionally, 946 people in this age bracket provide 20 to 49 hours, and 1,703 offer 19 hours or less of unpaid care.
- Barnsley saw the third-largest increase regionally for people providing 20 to 49 hours of unpaid care each week, rising from 1.9% in 2011 to 2.5% in 2021.
- Employment rates for those aged 16 and over increased from 53.7% in 2011 to 54.8% in 2021, while unemployment decreased significantly from 4.7% to 2.5%.

What is Adult Social Care all about?

Adult Social Care is all about supporting people to live with the people they love in the places they call home, doing the things that matter to them in communities that are welcoming, where people look out for one another.

We know that our work plays a crucial role in supporting people to remain healthy, safe and independent in their communities, whether that be through the information and advice we offer, prevention and early intervention support or more intensive support for those who need it.

The Care Act 2014 sets out our responsibilities as a council for understanding and meeting people's needs. We remain committed to delivering care in line with the Care Act's statutory guiding principles, which are:

- Clearer and fairer support to both people needing care and carers.
- Improved physical, mental and emotional wellbeing of both the person needing care and their carer.
- Preventing and delaying the need for care and support.
- Putting people in control of their lives.
- Improved and more personalised approaches to safeguarding for both the carer and the person needing care.

Our role in leading Adult Social Care remains the same, but you'll notice changes in how we work during this strategy. We're responsible for making sure people can choose their support, that it meets their needs, and it is well-coordinated and effective.

We aim to help the people of Barnsley lead the lives they choose.

Barnsley 2030 Strategy

In Barnsley we want everyone to have a good life. This means everything from a quality place to call home, to good physical and mental wellbeing and a sense of self-worth through diverse and secure employment opportunities. It's also about having access to the best possible local facilities in a community that values our people and our place.

In Barnsley we want to ensure that everyone has opportunities to learn, develop new skills and, most importantly, to achieve their personal potential.

Barnsley aims to be an exemplar place to live and a great place to do business. We want to both retain and attract new people and businesses to the area, creating an inclusive and diverse community enriched with skills, knowledge and experiences. We want to meet the needs of today, without compromising the needs of the future and encourage people to connect to each other as well as to our place.

This is why our vision for 2030 is: **'Barnsley - the place of possibilities'**.

Our vision

Living the life you want to live: Everyone lives in a place they can call home, in communities that care, doing the things that matter most to them. When they need it, everyone receives care and support that prioritises their independence, choice and recovery.

Adult Social Care Strategy

This strategy explains how we will work with people in Barnsley. It builds on our Better Lives programme and shows our plans for Adult Social Care in the future. We will work with residents, health services, the voluntary and community sector and Barnsley's care providers to make this possible. Our Adult Social Care Strategy puts residents at the heart of our plans, guiding professionals in and around Adult Social Care.

It helps everyone know what they can expect from our services and support. We will focus on prevention and early help for all residents, while developing care and support options for those who need our support and their loved ones.

Our strategic aims are backed by strong partnerships and collaboration with the local community. You can read more about our plans for health and care in:

- [Barnsley's Health and Wellbeing Strategy](#)
- [Barnsley's Health and Care Plan](#)

This strategy has interdependencies with other key strategies.

To learn more about our Better Lives programme, please visit barnsley.gov.uk/BetterLivesProgramme.

To support the delivery of our Adult Social Care Strategy, we are undertaking a review of our operating models within Adult Social Care and Commissioning, Improvement and Assurance services to ensure that we allocate our resources in the best way to achieve our vision and priorities.

Our priorities for Barnsley

We have set important priorities that will guide all our work in Adult Social Care, including our strategies and different projects. These priorities will help us focus on what matters most and what we want to achieve for Barnsley.

Build on the opportunities of our joint management arrangements with health

We will take advantage of having a joint executive management role between Barnsley Council and NHS South Yorkshire Integrated Care Board to support integrated working, with the opportunity to transform services to maximise resources and improve outcomes.

Joining up support will help us make it a seamless journey between and within services and ensure safe care at home.

- "I only have to tell my story once"
- "Services are easy to access and use"

Empowering people to stay healthy and independent

We will work with health services, the voluntary sector and local communities to create strong support networks. By focusing on early help and local solutions, we will enable people to live well and stay independent, doing things that matter to them.

We will make our information and advice available online and offline to support you in finding the information you need in the way you prefer to access it.

- “I feel confident and supported to live the life I choose”
- “I know where to find information or who to speak to if I have any questions”
- “I have fair access to care and support”

Keeping people safe and well

We will help keep people safe from vulnerable situations, and we won't wait until people are in crisis. We will work with partners, including the voluntary sector, to support people at the earliest opportunity, connecting with community groups, local activities and wider services.

- “I am free from harm and feel safe”
- “I feel listened to and respected”

Support that works for you and your family

We will continuously improve our services by working closely with residents and partners.

By focusing on people's strengths and needs, we can create better joined-up support together, improve wellbeing, involve people in decisions about their care and help them reach their goals

- “I am an equal partner in decisions and conversations about me”
- “The care and support I receive is tailored to my goals and what is important to me”

A valued and empowered workforce

We recognise and celebrate the dedication of our Adult Social Care staff.

We will continue investing in their development, providing strong leadership and creating opportunities for growth. By working together across health, housing and the voluntary sector, we will strengthen our impact and enhance the wellbeing of our communities.

- “It seems the professionals and services involved in my care talk to each other and work together”
- “Professionals regularly communicate with me; they are open and honest”

We will look at digital as an enabler

Digital advancement is continually evolving, and we will look at innovative ways to continue to develop and deliver our services, but not through digital by default. We will develop our services with the ethos of ‘digital by choice’.

- “My language and communication needs are met”

Measuring our success

There are lots of ways you can see how we're doing in supporting our communities, such as our annual Adult Social Care Local Account. You can learn more about performance, including our latest data and reports, by visiting our website:

- [Our latest quarterly performance report](#)
- [Our latest Adult Social Care Local Account](#)
- [Our Adult Social Care performance webpage](#)

Annually our Better Lives programme will reflect our response to the changing circumstances within Adult Social Care. We will continue to listen and learn to improve what we do.