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Section 1 - Introduction

This is the Local Account for North Yorkshire Council Health and Adult Services for 2024/25. It is an account of what we have done to support people across the county during the last year, how we have invested public money, and what we aim to do in 2025/26.

The main focus of this report is adult social care; however, the council's Health and Adult Services (HAS) directorate includes public health and this report should be read in conjunction with the Director of Public Health's Annual Report, available [here](#).

Looking back at 2024/25, key areas of focus include responding to ongoing challenges for the social care sector, and preparing for our first Care Quality Commission (CQC) assessment.

On 1 April 2023, the new duty on the CQC to assess local authorities' delivery of their adult social care duties under Part 1 of the Care Act 2014 came into effect. In 2024/25 we continued to work hard to prepare for CQC assessment, seeing it as an opportunity for an independent in-depth review of our strengths and areas for development. The assessment took place over 3 days in early June 2025, and we received our [assessment report](#) and rating on 30th October 2025. We were very pleased to be awarded a 'Good' rating with an overall score of 81, which at the time of the publication of the CQC report placed us as one of the best-rated in the country. We will share more information on this in our next Local Account.

Turning to the challenges we face, the social care sector, both nationally and in North Yorkshire, continues to face unprecedented challenges. These include a changing and competitive labour market, ongoing workforce challenges across different sectors, high numbers of hospital discharges, rising demand for services and the increasing cost of living - all of which are impacting adversely on the sector's sustainability. In North Yorkshire,

these challenges are compounded by the size and rurality of the county, which bring additional costs and service delivery issues.

These issues have shaped the development of our 3 Public Health and 7 Adult Social Care improvement priorities. We first introduced these in our last Local Account and have continued to make progress during 2024/25, details of which are later in this report.

These changes are all taking place alongside national and local change. A new UK Government was elected in July 2024. In May 2024 York and North Yorkshire got an elected mayor and combined authority as part of regional devolution, focusing mainly on the economy, transport and skills. And between December 2024 and July 2025, the council, NHS, voluntary sector and care sector partners established a new North Yorkshire Health Collaborative Joint Committee to oversee and co-ordinate nearly £600m worth of NHS and local government spending on prevention and community services, including Public Health and Adult Social Care.

In this report we not only reflect on our key areas of focus in 2024/25, our plans for 2025/26 and looking ahead to 2026/27, but also celebrate our successes and highlight feedback from people about our services and how they have been involved. We hope you find this report informative and useful.



Cllr Michael Harrison
Executive Member,
Health and Adult Services



Richard Webb
Corporate Director,
Health and Adult Services
(March 2014-March 2026)



Abigail Barron
Corporate Director,
Health and Adult Services
(From March 2026)

Section 2 - Who we are and what we do

Total **population** of **615,500**

A mix of **urban, rural** and **coastal** areas

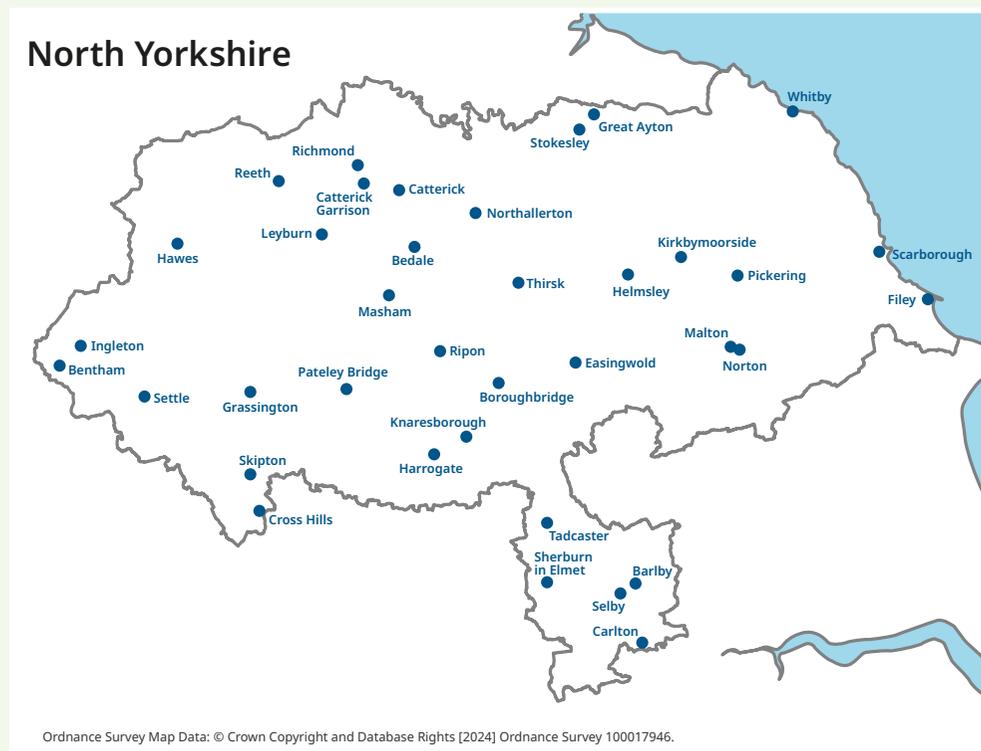
Highly rural - **65%** of the residents live in **2%** of the county's geographical area.

A small but growing **ethnic minority** population - **6.7%** compared to England average of 26.5%¹

England's **largest county**, covering a geographical area of over **8,000** square kilometres

25% of **residents** are **over 65**¹; with projected trends and inward migration of older people to the area, this figure is expected to increase to almost a third by 2035

Home to Catterick Garrison, the **largest** British Army **garrison in the world** with a population of over 13,000



80.7% of North Yorkshire's working age population are **economically active** compared to 77.4% for the Yorkshire & Humber region and 78.4% for the UK

Average house price: **£278,447** (England average: £308,781)
Average household income: **£51,217** (England average: £52,216)

Between 2025 and 2035, the population aged 0-17 will **decrease** from around 112,100 in 2025 to around 104,500 in 2035, a decrease of **7.7%**.

¹ These figures are based on ethnic minorities being defined as all non-white ethnicities, White Irish, White Gypsy, Irish Traveller, White Roma and White Other.

Examples of where North Yorkshire performs well for indicators of health

Ranked 127th most deprived out of 151 upper tier local authorities – so **amongst the least deprived** local authorities in England.



Large parts of North Yorkshire have **better than average life expectancy** when compared with England as a whole.



North Yorkshire **performs well** in indicators for **wellbeing and education**, and for some economic indicators.



Examples of North Yorkshire's challenges for indicators of health

Pockets of deprivation and inequality, with significant variation across the county - **11 neighbourhoods** that are amongst the **most deprived 10%** areas in England (most in east of county).

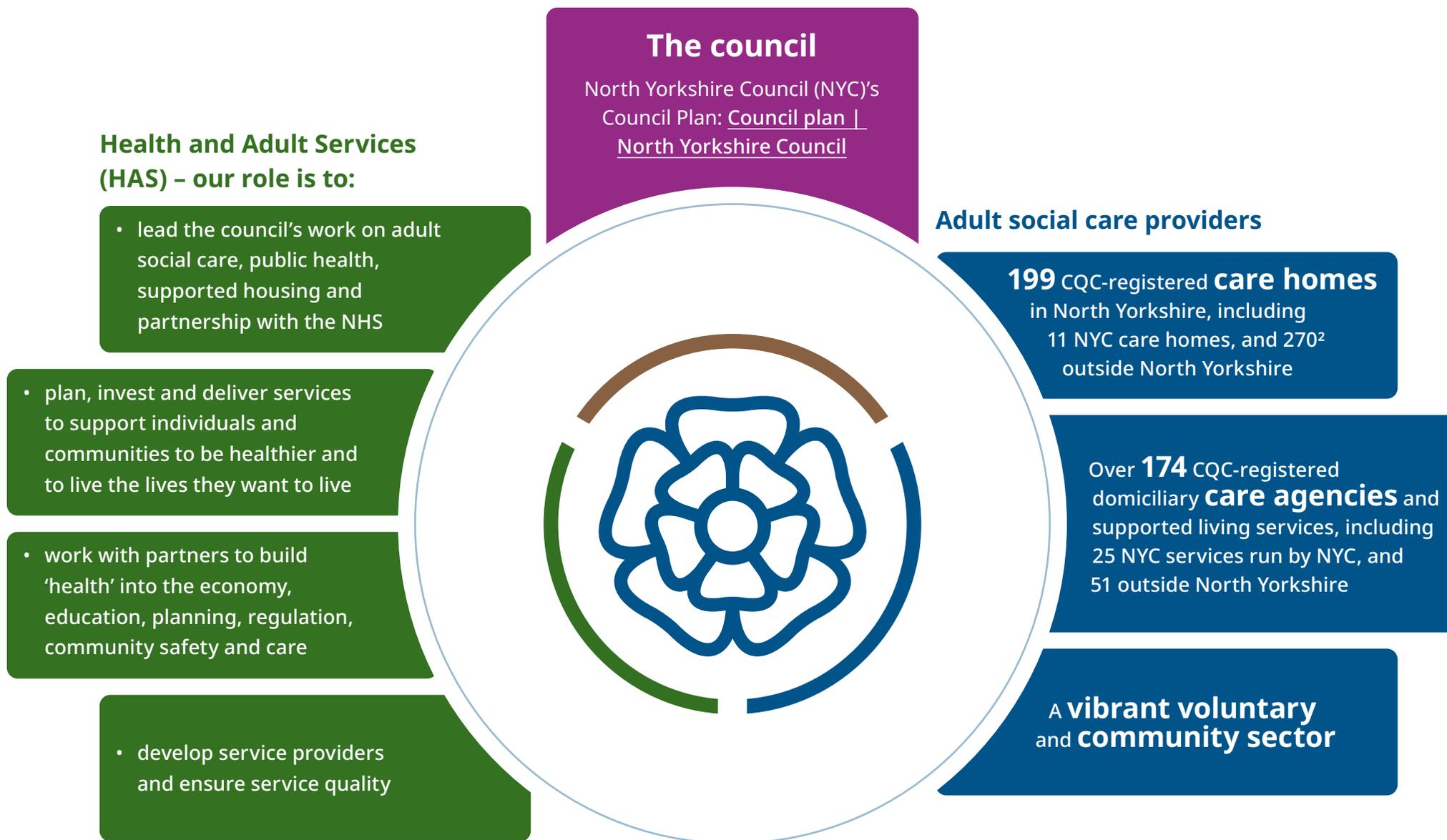


Health inequalities - the gap in life expectancy varies across the county between our most and least deprived wards, with a **gap** of up to **15.5 years** between highest and lowest wards.



Inequalities across North Yorkshire include rural access to **services, fuel** poverty, affordable **housing** and **digital** exclusion.





2 The number of CQC-registered care homes outside North Yorkshire on NYC’s residential and nursing approved provider list (the list of providers NYC commission to offer residential and nursing placements) was 143 in 2023/24. Providers can apply to join the approved provider list at any time, which is the reason for the large increase in numbers in 2024/25. This however does not mean that the council will make placements with each provider on the list.

NHS partners

<p>Four main acute and community NHS trusts</p>		<p>Two main Integrated Care Boards (ICBs): Humber and North Yorkshire ICB and West Yorkshire ICB - responsible for planning the commissioning of NHS services in North Yorkshire</p>
<p>One community NHS trust</p>		<p>Bentham and Ingleton areas - Lancashire and South Cumbria ICB</p>
<p>Two mental health NHS trusts</p>		
<p>Over 70 GP practices</p>		

Our information, advice and guidance offer

Good information and advice are the starting point of supporting adults and carers to live healthier lives and have choice and control over the way they live their life.

Information and advice can be found on our website at [Adult Social Care](#) or by contacting our Customer Services Centre on 0300 131 2131.

Our website explains what Adult Social Care does. This information meets current accessibility standards and is available in different formats and languages. You can also use online forms to request care and support, complete a carers assessment and to find out how much you may need to contribute to care and support services.

Our Customer Services Team offers one-to-one advice and guidance. They can direct people to local services or refer them to our social work teams for an assessment.

We can also provide interpretation by phone, video or in-person, including British Sign Language.

Number of contacts for Adult Social Care in 2024/25: 19,198

Percentage of people subsequently referred on for an assessment, given advice or signposted to other services: 86%

Section 3 - What we did in 2024/25, our plans for 2025/26 and onwards into 2026/27

Our plan for Health and Adult Services and our improvement priorities

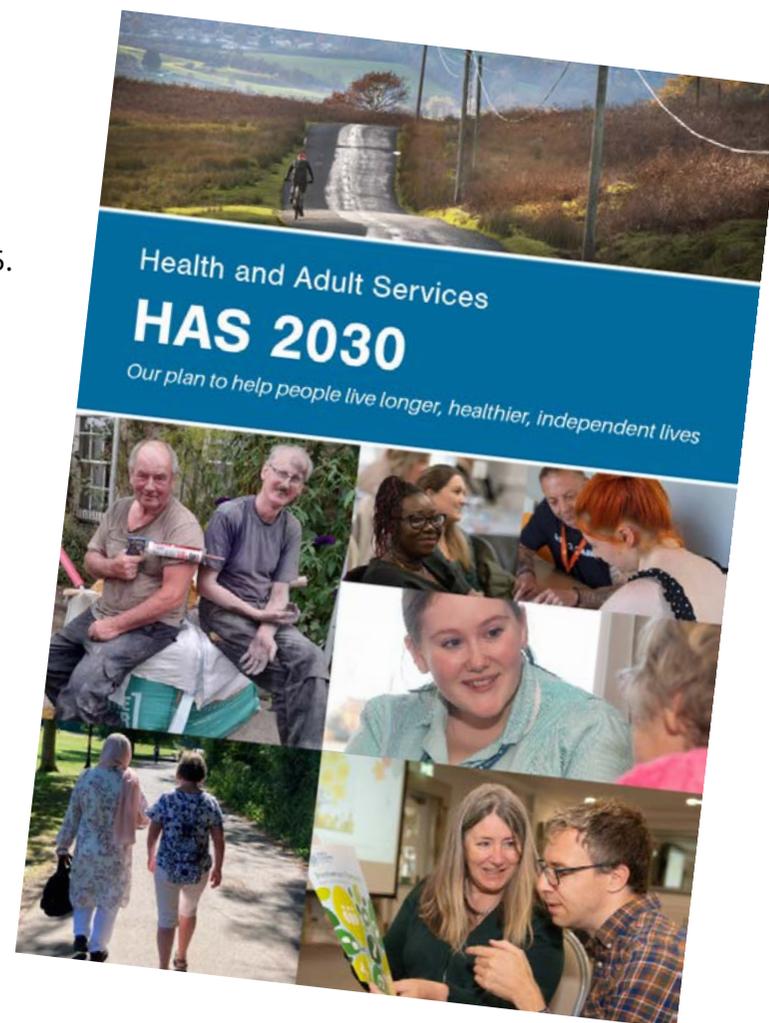
Our vision for North Yorkshire is for people to live longer, healthier independent lives. We created a plan to achieve this in 2021/22 and shared updates each year in our annual Local Accounts. We reviewed and updated the plan during 2024/25, which was approved in April 2025.

Our plan, [HAS 2030](#), builds on feedback received from people who use our services and their carers and sets out how North Yorkshire's Health and Adult Services (HAS) will change by 2030, including developing new services and improving existing services. It will also contribute significantly to the directorate's current Medium Term Financial Strategy (MTFS) savings target of £13 million by 2028.

HAS 2030 will evolve over the next five years, guiding future joint strategies with the NHS and other community partners.

We also reviewed our improvement priorities for Public Health and Adult Social Care in autumn 2024 and agreed to continue them for the rest of 2024/25 and for 2025/26.

In this year's Local Account, we will continue to share our progress against these priorities and our plans for 2025/26. You'll also see examples of feedback on our services, and how people have been working with us and sharing their lived experience.



The 10 improvement priorities for 2024/25 have been:

3 Public Health improvement priorities	
1	Having the best start in life
2	Getting people moving more
3	Healthy ageing
7 Adult Social Care Improvement Priorities	
4	Waiting Well - actively managing people's waiting time throughout their care journey
5	Reviews - making sure people get a review of their support at the right times
6	Direct payments - supporting more people to choose direct payments, and sourcing more personal assistants
7	Carers - a clear and consistent support offer everywhere to help unpaid carers to continue to care for their family members and friends
8	Reablement - continuing to support the recovery of the reablement offer post-pandemic
9	Home First - helping people return home after a stay in hospital
10	People with Complex Life Circumstances - a clear and consistent support offer with excellent services available everywhere across the county

3 Public Health improvement priorities

Having the best start in life

What we're working on

Promoting healthy lifestyles in the youngest children: We are helping young children develop healthy habits like brushing their teeth, eating well, staying active, and getting good sleep. Over 140 nurseries and childminders in North Yorkshire have joined our Healthy Early Years Award, with 35 already receiving awards. We are also starting a new project in Scarborough to support healthy lifestyles in early childhood, funded by Humber & North Yorkshire ICB.

Continuing the focus on online safety from the earliest years: Online safety and screen time are key concerns from the Growing Up in North Yorkshire survey. Many young children have online friends they don't know in real life, and some aren't supervised online. Schools are getting support through training and resources, and new flyers with advice for parents have been shared: [Resources for Schools - Growing up in North Yorkshire Survey > Healthy Schools North Yorkshire](#)

Whole family wellbeing: We are supporting whole family wellbeing through programmes like the Solihull Parenting Programme, which has helped over 1,500 parents in North Yorkshire. We have also introduced auto-enrolment of free school meals, helping around 800 more children get meals. A new toolkit has been shared with schools to help reduce the impact of poverty in the classroom.



Younger Primary School Children

Every two years since 2006 North Yorkshire Council has done the Growing Up in North Yorkshire survey with children and young people in schools across North Yorkshire to find out what they think about various aspects of health, wellbeing and learning/education.
This flyer aims to share the main findings from our last survey and to direct families to information, support and services that may be helpful.

The below facts are about 6-7-year-olds

Online Safety 4 in 5 said they know how to keep themselves safe online. 1 in 4 said that they have friends online that they don't know in real life.	Talking about internet use and safety helps to protect children from risks.
Lifestyle 4 in 5 said that they cleaned their teeth at least twice on the day before the survey.	Good oral health can keep children free from toothache, infection and cavities.
Sleep 2 in 5 said they have a TV in their bedroom, and most of them are allowed to watch it after they go to bed.	Managing screen use and technology-free bedrooms and bedtimes can help your child get a good night's sleep.
Emotional Health and Wellbeing 1 in 3 said they worry about their family and 1 in 5 worry about how they look. But this is much less than in 2022!	Helping children to understand their feelings and ways that they can manage them can be helpful for the future.
Lifestyle 1 in 5 children said they have never had swimming lessons. More boys than girls found physical activity and sports easy.	Staying active has been shown to improve physical and mental health. Help your child to find ways to stay active that they enjoy!

Joining up initiatives to support the health of children and parents into services: We are working to join up services so families can get help more easily. This includes the 0-19 Healthy Child Service, parenting courses, and vaccinations during pregnancy. A new mental health programme for children and young people launched in December 2024 to improve early support and make services more accessible. We are also helping schools become Asthma Friendly to better support pupils with asthma.

OUR OVERALL VISION

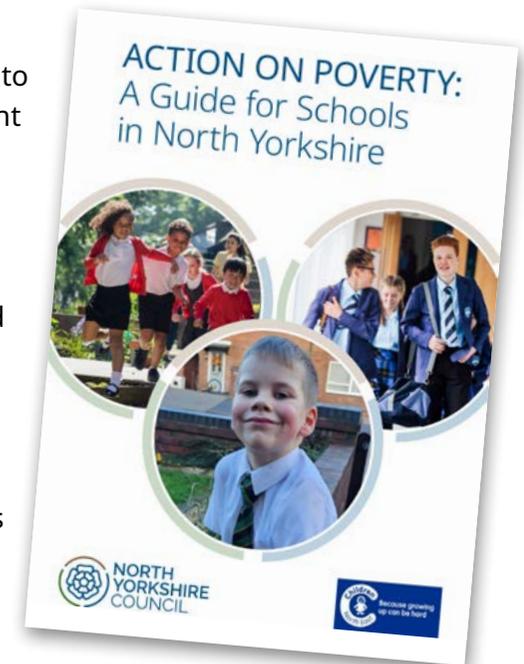
Every child and family deserves to feel safe, loved, and supported. We're here to listen and provide the right support at the right time so everyone can live their best lives

OUR SHARED PRINCIPLES

01. Would this be good enough for my own child, family member or loved one?
02. If not you or us, who? If not now, when?
03. Are we truly working together as one collaborative system?
04. Are we considering the strengths and needs of the whole family?
05. Have we got the right people around this child and family? Who is missing?

Our plans for 2025/26, and onwards into 2026/27

We are working with our local oral health providers to make sure that Government funding for supervised toothbrushing enhances our current offer and reaches children aged 3-5 living in our most deprived communities. We are continuing the early years healthy lifestyles project in Scarborough, and to monitor child obesity rates across North Yorkshire. We will be supporting schools to implement the poverty guide for schools and will evaluate its impact. We are also expanding the myHappyMind wellbeing programme in primary schools.



Getting people moving more

What we are working on

We have been working closely with the council's Active North Yorkshire leisure service to redesign how leisure services are delivered. As a result, several leisure services that were previously run by external providers are now directly managed by North Yorkshire Council (NYC).

We have also launched a new all-age weight management service called 'Healthy You', offering online, group, and one-to-one support to help people explore the wider benefits of being more active and living a healthier lifestyle.

To support this work, we have created a new role focused on movement and physical activity. This officer works across Public Health and North Yorkshire Sport, helping both organisations work more closely together and share resources to promote physical activity across the county.



Our plans for 2025/26, and onwards into 2026/27

We are working with partners and local communities to shape a joined-up approach to improving movement and physical activity across North Yorkshire. Together, we are setting shared priorities and actions to help people stay stronger for longer - both physically and mentally - through movement, play, and sport. We are calling this work 'Moving North Yorkshire'.

We will continue supporting our Active North Yorkshire colleagues to review the current leisure centre services and make sure they provide good opportunities for people to be active. This includes testing a new service for people with musculoskeletal health issues, especially those struggling to stay in work, or already off work due to health reasons.

The Public Health team is also working with other council teams to build successful school street pilots, helping more children and young people travel to and from school in a safe and active way.

Healthy ageing

What we are working on

[The Director of Public Health \(DPH\) annual report 2023-24](#) focused on healthy ageing. It sets out our priorities, developed with older people, showcases the progress achieved so far and includes key recommendations for the future. The report has been widely shared to help partners plan for an ageing population.

We also ran a photo competition celebrating older people in North Yorkshire, with 125 entries. The winners are featured here: [North Yorkshire photo competition winners embrace their age - BBC News](#). Other initiatives included a campaign to boost pension credit uptake, events marking the International Day of Older Persons, and a seminar for council members.



1st



2nd



3rd

Our plans for 2025/26, and onwards into 2026/27

We will continue our work to implement the recommendations of the DPH annual report, including focusing more on falls prevention; creating a focused offer for leisure services for older people through Active North Yorkshire; and a plan to share information and raise awareness about healthy ageing and how we are making North Yorkshire a great place to grow older.

7 Adult Social Care improvement priorities

Waiting Well – actively managing people’s waiting time throughout their care journey

What we are working on

Like most councils, some people in North Yorkshire may need to wait for an assessment or a service. We are working hard to reduce these waits and have introduced a Waiting Well process to make sure people get consistent support while they wait. We contact people within 1-5 days after their referral, have an initial discussion to assess what support may be needed and how urgent it is, and then either allocate a worker immediately, or write to the person with useful information and check in again with them in 2 to 4 weeks to see how they are managing and if their situation has changed.

We have introduced new posts of Occupational Therapy (OT) Assistants, which has cut the number of people waiting for OT assessments by 40%, with average waiting times nearly halved, from 182 to 95 days.

For Deprivation of Liberty Safeguards (DoLS), North Yorkshire faces unique challenges due to its large rural geography and high number of care homes. In 2024/25, monthly referrals rose by 14% (from 438 to 495), above the national average of 11%. To meet this demand, we have trained more staff, streamlined processes, and improved how assessments are carried out.

Our plans for 2025/26, and onwards into 2026/27

We will continue checking progress each week and adjust our approach to make sure people feel well supported while they

wait. This includes ongoing investment to increase DoLS capacity and encourage innovation, as well as making sure the Waiting Well process is used consistently across all services.



Reviews – making sure people get a review of their support at the right times

What we are working on

In last year's Local Account, we talked about the new Countywide Reviewing team. This team carries out reviews for people in long-term residential and nursing care, helping to ease the pressure on community social care teams.

Alongside the new team, our community teams have set aside specific days for annual reviews to help reduce waiting times and make sure people get support when they need it.

This approach has worked well: 4501 reviews were completed in 2024/25, an increase of 10% on the previous year.

Our plans for 2025/26, and onwards into 2026/27

We will expand the Countywide Reviewing team's role to include reviews for people living in the community. We will also explore using trusted reviewers (people working in other health and social care organisations who are trained to carry out reviews on behalf of Adult Social Care), and develop guidance for carrying out reviews for people who live in care settings or with family outside of North Yorkshire.

Direct payments – supporting more people to choose direct payments, and sourcing more personal assistants

What we are working on

We have simplified processes for Direct Payment Advisors (DPAs), making it easier to deliver consistent and effective support. Colleagues in community teams now complete new Direct Payment (DP) training, and DPAs offer drop-in sessions for teams to help make sure that DPs are more routinely considered during assessments.

This has led to more people being offered and accepting DPs. We are also recording why some people choose not to take up the option of a DP so we can understand and remove the barriers.

Our plans for 2025/26, and onwards into 2026/27

We will review assessments where a DP was not offered to understand and remove any remaining barriers. To support this approach, the DP team will run a 12-month support planning pilot in Whitby and Craven areas starting in summer 2025. This will give people more flexibility in how they reach their goals, and improve quality of life and their independence. It will also reduce service delays and increase the number of people choosing a DP. We will also test different approaches to attracting and retaining more personal assistants in Ryedale and Harrogate.

We will also launch a project to promote Individual Service Funds³, which offer more choice and flexibility for people who may feel less confident managing a DP themselves.

³ Direct Payments are personal budgets which get paid directly to the individual to manage and purchase their own care and support. Individual Service Funds (ISFs) are similar, but allow individuals to choose a provider to manage their personal budget.

Carers – a clear and consistent support offer everywhere to help unpaid carers to continue to care for their loved ones

What we are working on

There are 53,723 unpaid carers living in North Yorkshire, including adult carers aged over 25, young adult carers aged 18-25, young carers under 18 years old and parent carers. Our community teams carried out 1,735 carer assessments in 2024/25. To help us reach more carers, the Living Well team also offer carer assessments, completing an average of 28 carer assessments a month in 2024/25, an increase from 18 a month in 2023/24.

We developed our online carer self-assessment with carers and our local carer support organisations, to make it easier for carers to complete the assessment at a time that suits them. It will go live in summer 2025 and carer support organisations will be able to support people to complete the online assessment, meaning carers only tell their story once.

We worked with the carer and dementia support organisations we commission through regular Carers Round Table meetings to shape our improvement plans for carers.



Our plans for 2025/26, and onwards into 2026/27

We will continue work with carer support organisations and carers to produce our Carers Strategy. We will gather views through an online survey and engagement workshops and share a draft for public consultation. The final strategy will be published in early 2026.

We are reviewing the carers break service to see how well it is working. We will listen to carers' experiences to help us improve the service in the future.

Reablement - continuing to support the recovery of the reablement offer post-pandemic

What we are working on

Our reablement service helps people regain their confidence and skills to live as independently as possible, especially after an illness or deterioration in health. It is a short-term service, usually lasting 3 to 4 weeks, after which people are referred for ongoing care and support if that is still needed.

The reablement service is performing well, above the target set for it. The number of people supported through reablement has returned to pre-pandemic levels with reablement delivery up 33% in 2024/25 compared to 2023/24 and 476 additional people having received a reablement service.

Reablement is once again offered as a first option to people as part of the council's work with health partners to join up reablement and rehabilitation support. Reablement teams are also working with the technology-enabled care (TEC) team to help to expand the TEC offer.



Our plans for 2025/26, and onwards into 2026/27

We want reablement to be offered to anyone at any point in their adult social care journey, not only after a hospital stay. Subject to funding, we will look at expanding these services for people who live in the community, including people with a learning disability who may need a longer period of reablement support to become more independent. The work to join up reablement and rehabilitation support will continue, and there is more information about this in the next section on 'Home First'.

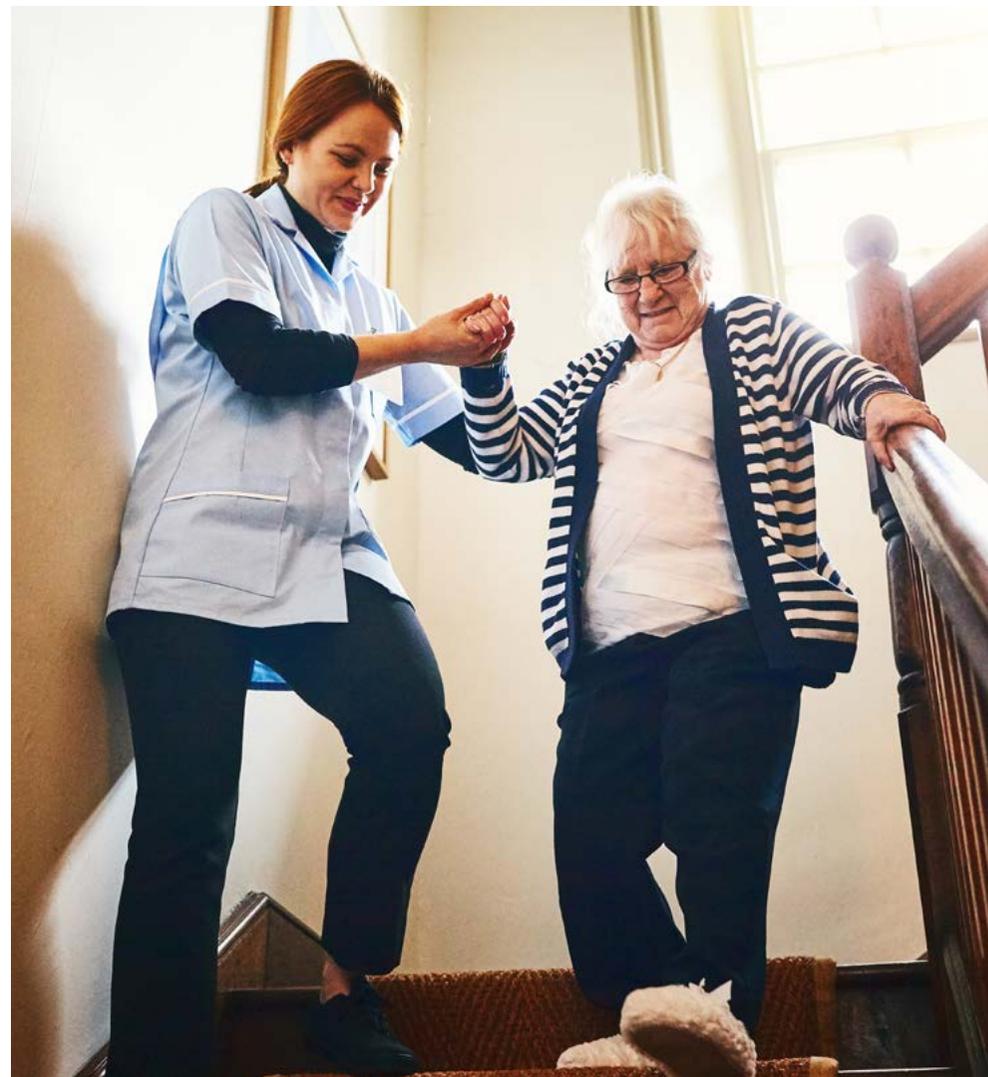
Home First – helping people return home after a stay in hospital

What we are working on

We want to help more people to stay living at home for as long as possible. We are providing more live-in care services where people's needs are assessed at home with a live-in carer. This also means more people can return home following a hospital stay.

We have started designing and testing innovative new Home First services with the voluntary and independent sectors in the Nidderdale and Washburn Valley area.

We have recommissioned a bridging service to enable people to come home following a hospital admission with support from a home care provider. This temporary service is for up to two weeks until the reablement service can offer further support, or until the person no longer needs support.



The HAS Supported Housing Team and the Community Development Housing Team continue to work closely together to develop shared ways of working; this helps ensure people receive a joined-up service from NYC.

We have strengthened our in-house [home improvement service](#), which supports older and disabled people to make their homes safer and more accessible. This includes help with adaptations, repairs and maintenance.

As part of this, we have introduced a single Disabled Facilities Grant (DFG) policy for North Yorkshire. DFGs fund essential changes like stairlifts or level-access bathrooms, making everyday life easier. Before local government reorganisation, each of the seven district councils had their own policy. Having one county-wide policy means we can make fairer, more consistent decisions for residents.

Our plans for 2025/26, and onwards into 2026/27

We will provide more support to people in their own homes by increasing our community offer, reducing the need for people to be admitted to hospital or a care home. We will also create new ways to reach people in hospital emergency departments and offer prevention services so that more people can get the help they need at home.

We are rolling out our Home First pilot to more parts of the county so that everyone has fair and equal access to the same support.

North Yorkshire Council and the NHS are continuing to work more closely together on intermediate care – this is short-term NHS and social care support that helps people avoid unnecessary admission to hospital, be as independent as possible after a hospital stay or illness, or remain living at home if they are having increasing difficulties with daily activities. By 2027, we expect to approve a plan that will fully join up reablement and rehabilitation services to create a reliable, effective system that helps people recover at home whenever possible. We will provide more detail on this in our next Local Account.

One of the ways we also help people achieve good outcomes is through our short stay offer, where someone stays in a care home for a short time before returning home when they are well enough.

A short stay of 3 to 4 weeks is the ideal amount of time for helping a person regain strength and mobility, but people are currently staying longer than this. We have put a plan in place and created a new job role to help people move on from short stay beds more quickly and smoothly, making sure everyone has the best possible experience.

People with Complex Life Circumstances – a clear and consistent support offer with excellent services available everywhere across the county

What we are working on

We are developing specialist care and a ‘team around the person’ approach. This means professionals and community support work together with the person and their family to create a shared care plan based on what matters most to them. This is especially for people with complex needs, for example a combination of mental health issues and disabilities or neurodiversity and, sometimes, substance use. We are also working with Housing to become more trauma-informed⁴, starting with leadership training, awareness e-learning, workforce support, and a self-assessment toolkit.

Our plans for 2025/26, and onwards into 2026/27

By November 2025, most leaders and managers will be trained in trauma-informed practice. We will also begin general and champion training. We will also finish the first phase of our self-assessment, and involve people with lived experience in shaping services.

In 2026, we will expand our social care mental health and specialist services, including a multi-agency team working with people who face multiple disadvantages caused by disability, mental health issues and substance use.



⁴ [‘Trauma-informed’](#) means being sensitive to the trauma that people may have experienced and actively seeking to prevent re-traumatisation.

How we involve people in shaping our work and improving what we do – some examples

People are experts in their own lives, and we want their voices to be at the heart of Health and Adult Services. Over the last year, we worked closely with people and communities to shape our services and continued our work to enable a broader range of people to speak up and be listened to, guided by our Involvement Framework and Charter. We are very grateful to all the people who contribute their time and experience to help us develop and improve what we do.

You can find out more about the voice groups that we work with here (see menu on left of web page): [Adults | North Yorkshire Partnerships \(nypartnerships.org.uk\)](#) or by contacting: HASengagement@northyorks.gov.uk

Feedback on the Local Account

We asked people involved in our voice groups and Healthwatch North Yorkshire volunteers to tell us what they thought about the Local Account, what was good and what could be better. Some of their suggestions have been included in this year's Local Account and we will build more of it into next year's report. For example, we heard that the report could be easier to understand, so we have made some changes to the language and layout in this year's report. We have also created a short summary in several different formats to improve accessibility.

“When we work on a project or plan in a way that is co-produced, it's like weaving a tapestry of our diverse views and perspectives. Working in this way to include others, strengthens the fabric of what we hope to achieve.”

“There's a big difference from being done to. You can make changes, improvements and change direction.”

“I thought I had a good understanding of the issue. Hearing from people with lived experience challenged my view and made me a better worker.”

Self-advocacy re-procurement project

We are strengthening self-advocacy support across North Yorkshire. We have invested lots of time into conversations with self-advocates, the public and partners, and now we are putting their feedback into action for long-term change. We are launching a small grants scheme, new ways for people to share their experiences, and co-creating resources that show what great involvement looks like.



Gloriously Ordinary Language

This national project explores how the complicated language often used in health and social care can make it harder for people to get the support they need. We are working with self-advocates to create information and materials everyone can understand.

Relationships and social lives working group

This group was set up after a question at one of the regular Q&A sessions with Richard Webb, our Corporate Director for Health and Adult Services. They wanted to know how people, especially those with disabilities or learning disabilities, can enjoy social lives, relationships, and intimacy like anyone else. We are now working with people with lived experience, Humber and North Yorkshire ICB and other partners to improve support and services that help people build healthy, meaningful connections.

North Yorkshire Disability Forum (NYDF) development

In 2024, we commissioned a report to look at the future of NYDF and its local forums across North Yorkshire. It recommended that NYDF become an independent organisation, with stronger governance, broader representation, and a more diverse membership. Since then, we have been working closely with local forums, the Chair, Disability Action Yorkshire, and Community First Yorkshire to help shape and support this transition.

North Yorkshire Health Determinants Research Collaborative (NY HDRC)



Established in 2024, NY HDRC is supporting North Yorkshire Council to strengthen partnerships with academic institutions and to become more active in research, to help inform the council's decisions. As well as collaborations with universities and other partners, the HDRC includes a Public Advisory Group made up of residents living across North Yorkshire with experiences of health inequalities. Their role is to provide a resident's perspective on where research needs to focus to improve health and wellbeing services for our communities. Find out more: [Health Determinants Research Collaboration North Yorkshire \(HDRC NY\) | North Yorkshire Council.](#)

Safeguarding Week

We marked Safeguarding Week in June 2024 with our annual online campaign, featuring a programme delivered by inspirational and motivational speakers who are experts in their fields.

Partners from Safeguarding Adults Boards, Children's Safeguarding Partnerships, Community Safety Partnerships across North Yorkshire, the City of York, East Riding and Hull worked together to plan and deliver 44 sessions, attended by over 3700 people.



Some feedback from sessions organised by North Yorkshire Safeguarding Adults Board:

A really powerful session
– thank you to everyone
who shared their
experiences, all to help
and support others. Very
brave and commendable
Suicide Prevention session

Really informative
thank you. Great
session, what a
fantastic resource
Drink Drug Hub is.
**Drink Drug
Hub session**

Huge thank you
for organising the
Safeguarding Week
events last week.
Everything was so
well organised and
ran so smoothly, and
the speakers were
really interesting
and engaging.

Feedback from people about our services

During 2024/25, 745 compliments were recorded for Health and Adult Services. This is an increase of 146 compliments from last year. Here's a small selection (some have been edited for length).

“

“Thanks for everything...

...that you and your staff have done to care for my mum whilst she was at Silver Birches. I think I speak on behalf of all family members who came to visit when I say the place is an absolute credit to you & your team. The staff were always exceptionally helpful and friendly which made my mum feel completely at ease - which is exactly what was needed for her recovery. [...]” (NYC Care Provider Services)



“

“Just a note to thank you both...

...for your prompt, professional help during the grant process. Any home alteration can be stressful but your knowledge, clarity and understanding were really valued. You both worked collaboratively with each other and me, actively listening to address my needs and my husband's visual and spatial needs (due to Alzheimer's). The result has been transformative for us. [...]” (Occupational Therapy)



“

“Each and every carer...

...that attended to me be it only once or several times were absolutely fantastic, caring, kind, encouraging and complimenting in how well I'm doing on my own even when they have to stand with their hands behind their backs watching me. [...] Thank you all.” (Reablement)



“

“I would just like it noted...

... that after dreading the process of application for financial assistance I have been amazed at how simple and straightforward it has been. Your team has been incredible and made the whole experience an actual pleasant one. You and Benefits, Assessments and Charging officers have been fantastic to deal with, explained so much to me and represented NYC as a caring, efficient and an on the ball council. Hats off to you and a huge thank you for listening and providing an excellent service.” (Benefits, Assessments and Charging)



“

“I’d like to thank the Living Well Service,...

...especially the Living Well worker for all the help and support that was given at the time when I really needed it. The support I was given was very caring and I didn’t feel judged in anyway. I was trapped in myself and lacked motivation, and I didn’t know where to start but the Living Well worker has given me the freedom in my mind I was looking for. I am thankful for the Living Well worker’s help because I am now looking forward to a happier, healthier life. I understand there will still be ups and down days but thanks to the Living Well worker and Living Well I’ve got more focused mind to deal with the situations when they arise.” (Living Well)



“

“I would like to send my thanks and appreciation for the support...

...you have given me over the past six weeks. This is one of the most difficult things I have ever had to deal with in my life. I do not have any direct family so having a support team is incredibly important. Your attention to detail and practical help have been invaluable. [...] You have kept in regular touch and been compassionate and professional throughout. [...]” (Prevention)



Information about complaints and learning from complaints received in 2024/25 is available in Section 4.

What we're celebrating

Healthy Schools Awards

In June, pupils from across North Yorkshire and York gathered at RHS Garden Harlow Carr to celebrate the Healthy Schools Award Programme. They took part in fun hands-on activities promoting healthy eating, physical activity and well-being. So far, over 280 schools have joined the scheme, with 129 earning awards. The event celebrated their achievements and encouraged continued focus on health in schools.



Festival of Care: celebrating together across North Yorkshire

In July, the Festival of Care brought energy and enjoyment to care settings across North Yorkshire, with people in our care provider services joining in a month of creative, music-filled events. Residents and staff came together for tea parties, performances, and a county-wide dance competition, celebrating connection, creativity and community spirit.



Launching our Involvement Charter

In September, we launched our new Involvement Charter, giving communities a stronger voice in shaping public health and social care services. Co-produced with local groups, the charter commits to involving people in planning and delivering support. It highlights the value of lived experience and encourages more residents to get involved through events, feedback, and creative activities. The initiative aims to ensure services reflect what truly matters to the people who use them.



Celebrating ageing well through photography

To mark International Day of Older Persons on 1 October 2024, we celebrated the vibrant lives of older people in North Yorkshire through our 'Ageing Well' photo competition. With more than 125 joyful and inspiring entries, the competition challenged stereotypes and showcased the many ways older people stay active, connected, and involved in their communities. We shared the images in a touring exhibition across the county, reminding us that growing older is something to be celebrated.



Living Well Smokefree: life-changing support to quit smoking

We marked the 13th annual Stoptober campaign by sharing inspiring success stories from our Living Well Smokefree service. We heard from people how personalised support and practical tools helped them to quit smoking, saving them money, boosting their health and transforming their lives. An example of those success stories can be found here: [Support and motivation help relatives stop their smoking habits | North Yorkshire Council](#). Information and contact details are available here: [Stopping Smoking | North Yorkshire Council](#).

Supporting social care leaders: a mentoring first

Also in October, we celebrated the successful conclusion of the UK's first mentoring programme for registered social care managers, designed to tackle burnout and build resilience in the sector. The North Yorkshire scheme supported 22 professionals in a 12-month programme, helping them feel valued, confident, and better equipped to lead. Led by experienced mentor Jayne Richardson, the programme has left a legacy of stronger leadership, improved wellbeing, and a more connected care sector.



Celebrating outstanding contribution to care

In November, we celebrated Sarah Fiori, our principal nurse, who received an honorary Doctor of Science from York St John University for her outstanding contribution to health and social care. With over 30 years' experience, Sarah has led innovative projects to improve care and reduce harm. A Queen's Nurse and Gold Award recipient, she continues to inspire through her leadership and compassion.



Stepping safely to support healthy ageing

Falls prevention is a key part of making North Yorkshire age friendly. At a 'slipper social' in Pickering Library in December, older residents received free anti-slip slippers and connected with local support. Over 750 pairs have been given out so far at libraries across the county, helping people stay steady, independent, and connected.



Health and Adult Services Awards

In December, we held our annual Health and Adult Services Awards celebratory event to celebrate the hard work and dedication of our Public Health and Adult Social Care teams working above and beyond in our communities. Judging panels shortlisted 130 nominations for 10 different award categories. At the event 14 winners and 22 highly commended were recognised. The Care Provider Services Choir performed two songs, inviting everyone to sing and sign along using Makaton.



Transforming care with new specialist hubs

In January 2025, we celebrated the approval of a major step forward in adult social care, as the council's Executive approved plans to build up to five new specialist care hubs across North Yorkshire. These purpose-built centres will transform support for older and disabled people, offering high quality dementia care and rehabilitation services to help people recover after hospital stays and stay well at home. This multi-million-pound investment is part of our commitment to healthy ageing and becoming an Age Friendly county, ensuring care is modern, compassionate, and ready for the future.

Remembering the COVID-19 pandemic

In March, we marked five years since the start of the COVID-19 pandemic with a special ceremony at County Hall in Northallerton to honour the dedication of care workers and NHS staff. A tree was planted as a lasting tribute to those affected, with moving reflections from frontline workers who shared their personal experiences. The event also featured music and prayers, offering a moment of remembrance and gratitude.



NYC 'Delivering for North Yorkshire' staff awards

Also in March, the council celebrated the achievements of extraordinary teams and colleagues at the first 'Delivering for North Yorkshire' staff awards. Our Care Provider Services leadership team won the Creative category for building music and movement into the lives of the people they support, and our Public Health Team were awarded runners-up in the Inclusive category for their Healthy Ageing work and in the Together category for the Women's Health work. We are very proud of all the teams who won awards, and of everyone who entered.



Our workforce

Workforce recruitment and retention is still a challenge across the adult social care sector, nationally and locally. In North Yorkshire, vacancy rates are lower than average (6.3% overall, just over 5% in NYC) and this is due in part to international recruitment within the wider care sector (although, much less so within the council) and to targeted efforts. These include steps we have taken to improve recruitment and retention for our Approved Mental Health Professionals, reviewing how the role works, updating shift patterns, and refreshing our recruitment materials. We have also successfully introduced a new Occupational Therapy Assistant role and are creating clearer career pathways into Occupational Therapy. Finally, we have also strengthened our partnerships with universities, colleges and schools to promote careers and offer placements across HAS.

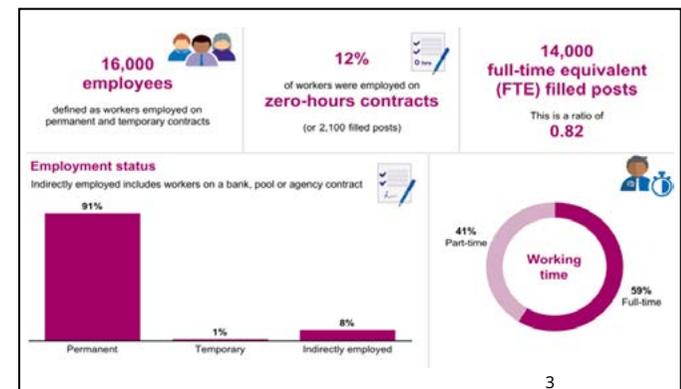
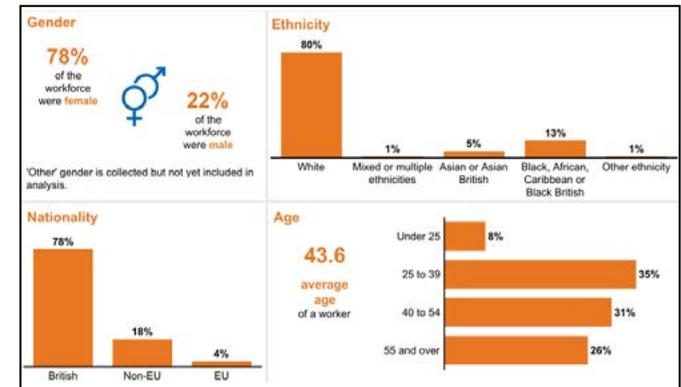
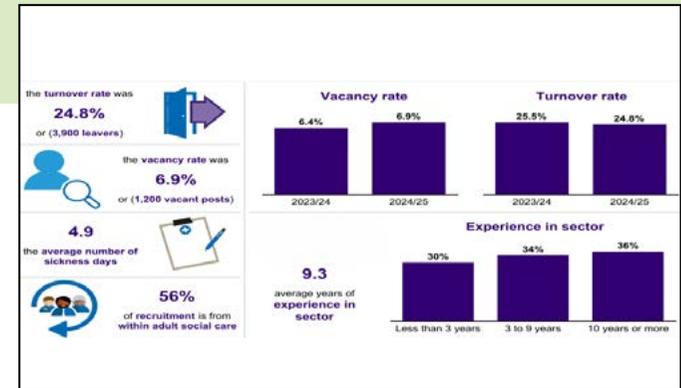
From July 2025, the Government is changing immigration rules, meaning that the Health and Care Worker visa will close to new overseas applicants. Those already sponsored in care roles will be eligible to extend their visa until 22 July 2028, but no new workers can come through this route.

There is an increased focus on supporting care workers already in the UK whose employers lost their licence to sponsor visas. North Yorkshire is leading this work, with the Make Care Matter Recruitment Team acting as a regional hub. The council is also helping tackle worker exploitation, sharing learning nationally.

To keep the workforce strong, North Yorkshire Council is:

- creating and coproducing a workforce strategy, linked to national plans;
- supporting recruitment through Make Care Matter, a free service for care providers; and
- working with health partners on joint workforce projects.

One key challenge is that pay and conditions in the care sector do not match other sectors. In October 2024, the Government published the Employment Rights Bill, which includes plans for a Fair Pay Agreement in adult social care. If fully funded, this proposal could help attract and keep more UK-based workers when it becomes law, which is expected to be in Autumn 2026.



Section 4 – How did we do?

Care Quality Commission local authority assurance

As mentioned in our introduction, the Care Quality Commission (CQC) has a new duty to check [how well local authorities deliver adult social care under the Care Act 2014](#). In our last Local Account, we shared how we were preparing for this. Throughout 2024/25, we kept working on our priorities and improvements, and our CQC assessment took place over three days in early June 2025. The [assessment report](#) was published in October 2025 and we were awarded a 'Good' rating. Our overall score of 81 out of a potential maximum of 100 was made up of nine quality statements, 7 of which were rated as 'Good' and two as 'Outstanding' – 'Equity of outcome and experience', and 'Learning, improvement and innovation'. We will share more about what we learned and how we plan to build on this to continually improve in our next Local Account.

Public Health Peer Review

In February, our Public Health team undertook a Public Health Peer Review. This is a voluntary activity and is part of the Sector Led Improvement work of the Yorkshire & Humber Association of Directors of Public Health. You can read more about this in the Director of Public Health Annual Report 2024-25.

A team of trained peers from local government and health carried out the review, giving us a valuable opportunity to reflect, take stock and inform future planning. The review team highlighted a wide range of strengths, including leadership, impact, engagement and partnership working. Recommendations for improvement included strengthening how we use data and intelligence to support strategic decision making, clarifying focus on health inequalities and defining Public Health's role in devolution.



Performance

In this section, we are sharing some performance information to complement the information about our 3 Public Health and 7 Adult Social Care improvement priorities in section 3.

In Adult Social Care, during **2023/24** we provided:

9,654 people with long term support services, made up of:

6,177 with
community-based packages

3,477 with
residential packages

1,538 Extra Care places

3,669 contacts to Living Well Service

1,979 Direct Payments

During **2024/25** we provided:

9,808 people with long term support services, made up of:

6,242 with
community-based packages

3,566 with
residential packages

1,538 Extra Care places

2,880 contacts to Living Well Service

2,141 Direct Payments

Living Well service performance

The Living Well service helps people who are not eligible for ongoing social care support, but who need a bit of support to make small changes to their lifestyle to improve their quality of life and become more independent. The service now includes a broader offer, including support for the Homes for Ukrainians scheme, social prescribing activity for GP practices in two areas of the county, and assessments for unpaid carers.

There were 2,880 referrals to the Living Well service during 2024/25. This is a decrease of 21.5% (789 referrals) from the previous year. However, as part of their broader offer, the Living Well Team also carried out 157 Homes for Ukraine visits, 331 carers assessments and, on average, 380 social prescribing appointments per month in the Harrogate area and 200 per month in the Selby area.

From feedback from people supported by Living Well, 91.9%⁵ 'would definitely recommend the service' (compared to 93.1% the previous year). Wellbeing levels continued to increase following a Living Well intervention, with people who said that they 'never felt good about themselves' reducing from 27.6% to 10.9% at the end of their Living Well involvement (compared to 34% reducing to 13% the previous year).

Residential care and domiciliary care services performance

Looking at CQC ratings, 85% of residential care settings and 91% of domiciliary care services were rated as "Good" or better. This is a slight increase for both from last year (83.7% and 90% respectively). It is also above both the regional average of 80.6% for residential and 86.5% for domiciliary care services and the national average of 82.2% for residential and 87% for domiciliary care services.

⁵ Feedback for quarter 4, January – March 2025 compared to quarter 4 January – March 2024.

Our public health improvement programmes

- **Adult Weight Management Service:** The new Healthy You Service was launched on 1st January 2025. In its first 3 months, there were 604 referrals across the county.
- **Smoking Cessation Service:** 765 smokers quit at 4 weeks over the 2024/25 financial year, an increase of 8% on the 2023/24 figures⁶.
- **NHS Health Checks:** 16,517 people in North Yorkshire received a health check in 2024/25, covering 8.6% of the eligible population. This is a slight increase from the previous year and just below the England rate of 9.0%.
- **Substance Use:** The total number of adults in treatment increased in 2024/25 from 2,584 to 2,840, slightly below the target of 2,856⁷.

The [Adult Social Care Outcomes Framework \(ASCOF\)](#) and the [Local Authority Health Profiles](#) provide information that helps us to see how we are doing in certain areas compared to other local authorities in England. The table to the right shows our assessment of our performance in 2024/25 against this benchmarking information.

Our strengths are:

- 1 The proportion of people who use services who reported that they had as much social contact as they would like (51.1%, ranked 11/152)
- 2 The proportion of [section 42] safeguarding enquiries where a risk was identified, and the reported outcome was that this risk was reduced or removed (97.6%, ranked 16/152)
- 3 Overall satisfaction of people who use services with their care and support (70.0%, ranked 17/152)
- 4 Procuring NHS Health Checks for adults aged 40-74: the proportion of the eligible population receiving NHS Health Checks is above the national average in Q2 2024/25 having been below the national average in Q1. The proportion of adults receiving a health check of those invited is 71.2%, ranking 14th out of 153 local authorities and almost double the England average of 37.5%
- 5 Healthy Child Programme: for the year 2024/25, North Yorkshire achieved completion rates above the England average and above the average for 14 similar rural counties (“statistical neighbours”) for:
 - new birth visits (92.6% NY, 85.2% England)
 - 6-8 week visits (95.2% NY, 85.1% England)
 - 12-month visits (99.5% NY, 88.4% England) and
 - 2-2.5 year visits 96.7% NY, 80.8% England)

Our areas for further development are:

- 1 Relatively low proportions of people who receive long-term support and who live in their own home or with family
- 2 Low proportion of people aged 65 and over discharged from hospital, who received reablement services (3.7%; ranked 92/152)
- 3 Low proportion of people using social care who receive direct payments (23.1%; ranked 87/152)
- 4 There has been a slight increase in smokers accessing Stop Smoking Services, from 2.1% of smokers in North Yorkshire setting a quit date in 2023/24 to 2.3% in 2024/25, but this remains below the national average of 4.5%. To increase people accessing the service, more clinics are in place, full pharmacotherapy offer is available, and specialist advisors have been recruited to help to deliver the national “Smokefree 2030” ambition.
- 5 Levels of child overweight and obesity in North Yorkshire are a continuing concern, especially in the reception-aged children (4-5 year-olds). We have seen a large relative increase in **obesity** rates in 4-5 year-olds of over 2% in just 2 years – 10.4% of these children are now classed as living with obesity. And the levels of 4-5 year-olds classed as **overweight or obese** are now 25%, which is higher than the national average (23.5%).
For the older children, 34.2% of 10–11-year-old children were classified as **overweight or obese**. It should be noted that although this is lower than the England rate of 36.2%, it is still notably higher than all pre-COVID estimates between 2006/07 and 2019/20.

⁶ Comparison to England rate not available as national benchmarking data for 2024/25 not yet published.

⁷ Comparison to England rate not available as no recent benchmarking data available (last published for 2021/22)

Complaints, compliments, LGSCO and MP enquiries

Complaints

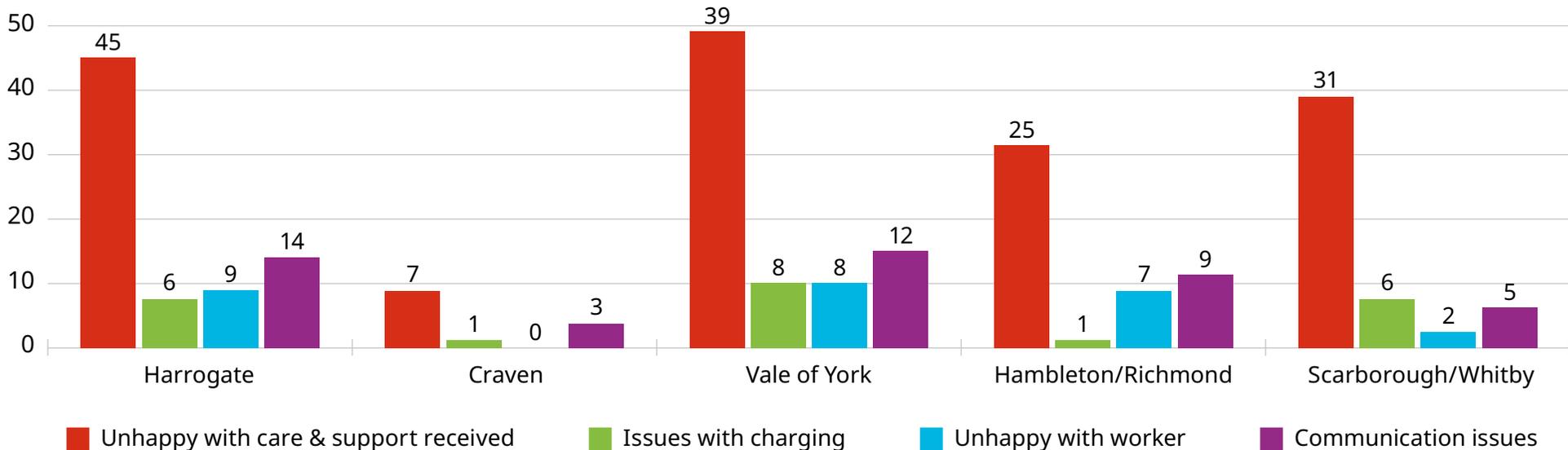


For **2024/25** we received **486 complaints** which is **168** more than last year.

It is difficult to establish a definitive reason for this increase. It could be because we are more confident about signposting individuals to the complaints process if they are unhappy as we continue to develop a culture of learning from customer feedback. The number of complaints which are upheld decreased to 23% in 2024/25 compared to 39% in 2023/2024. We received a total number of 89 complaint reviews for 2024/25, 5 fewer than last year.

This chart provides a breakdown of the root cause of complaints by locality :

Top 4 Root Causes for Locality Areas 2024/2025



The most common reason people complain is because they are 'Unhappy with care and support received'. The main sources of discontent for people are around:

- feeling they need more care than they are receiving;
- feeling the quality of the care they are receiving is poor;
- care being withdrawn despite the person feeling they still need it;
- unsuitable and/or varying visit times; and
- delays in equipment and housing adaptations being received.

We listen to what people tell us through complaints so we can learn and keep improving our services. We have looked closely at how we communicate, to understand what is not working and how we can make things better. Sometimes small changes, like making sure a new social worker meets the previous one, can really help.

In 2025/26, we will set up an Adult Social Care Learning and Improvement Group. This group will look at all types of feedback, including from Safeguarding Adult Reviews, serious incidents and complaints, to identify key themes and trends and implement any necessary changes or improvements to practice.

MP Enquiries

During 2024/25, **99 MP enquiries**, which is 6 more than the previous year. We have seen more people asking their MP to intervene at the same time as the council is looking into their complaint.

Local Government & Social Care Ombudsman (LGSCO)

The Local Government and Social Care Ombudsman investigates complaints about local authorities and some other organisations. Their role is to investigate complaints in a fair and independent way. The complainant has the right to refer their complaint to the Ombudsman at any point, although the Ombudsman would usually expect the complainant to have exhausted the local authority's complaints procedure before they would consider the complaint.

During 2024/25, we received **15 new cases** from the Ombudsman, which is 7 more than the previous year. 10 cases were closed in 2024/25:

- 3 of those cases found fault with maladministration and injustice, i.e. the Ombudsman found that the complainants were disadvantaged by the administrative fault.
- 1 case found no fault.
- 6 cases were not investigated, as the Ombudsman felt it would not add or make a difference to the council's findings and response to the complainants.

Compliments and commendations

During 2024/25, we received **745 compliments** for Health and Adult Services - 146 more than the previous year. You can see some examples in section 3 of this report.

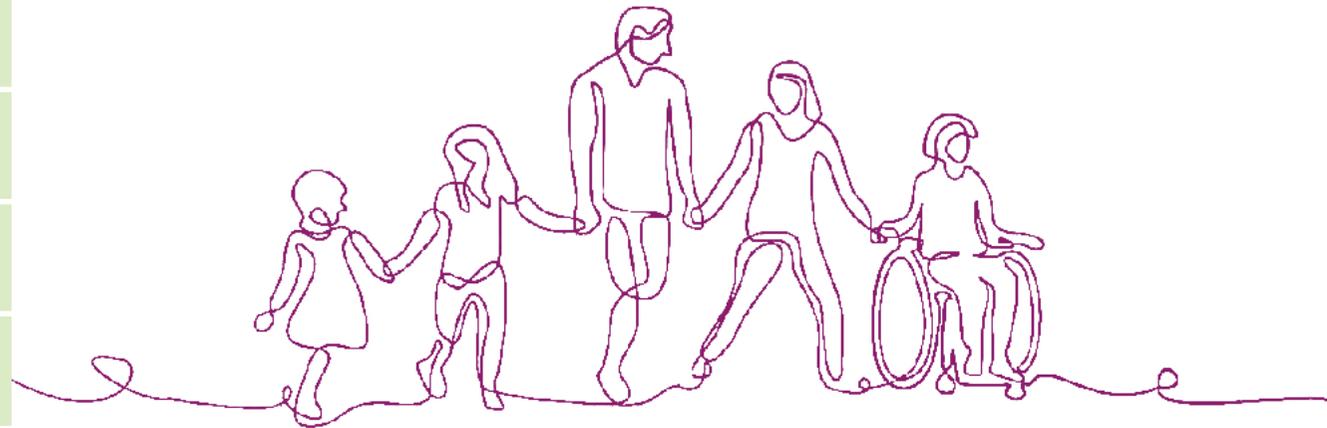
Safeguarding adults

The safeguarding year in numbers

8,198	safeguarding concerns received in 2024/25, an 18% increase compared to 2023/24
2,075	safeguarding enquiries in 2024/25, up from 1,849 in 2023/24, an increase of 12.2%
92.4%	of enquiries had risk reduced or removed, down from 93.6% in 2023/24
42%	of reported abuse occurred in the adult at risk's own home, the same as in 2023/24
44%	of reported abuse occurred in care homes, slightly down from 45% in 2023/24
80%	of adults at risk felt their outcomes were fully met, down from 83% in 2023/24
6,200	Deprivation of Liberty applications were received, up 14% year on year

Making Safeguarding Personal means putting the person at the centre of everything we do during a safeguarding enquiry from start to finish. It's not about putting a person through a process; it's about having a conversation with them (or their representative) to understand what happened and what outcomes they want. Of the 74% of people that did say what outcomes they wanted:

- 80% of these people's outcomes were fully achieved – 3% lower than last year but above the national average of 70% in 2023/24;
- 18% of people (275) said their outcomes were partially achieved; and
- 1.6% of people (25) said their outcomes were not achieved.

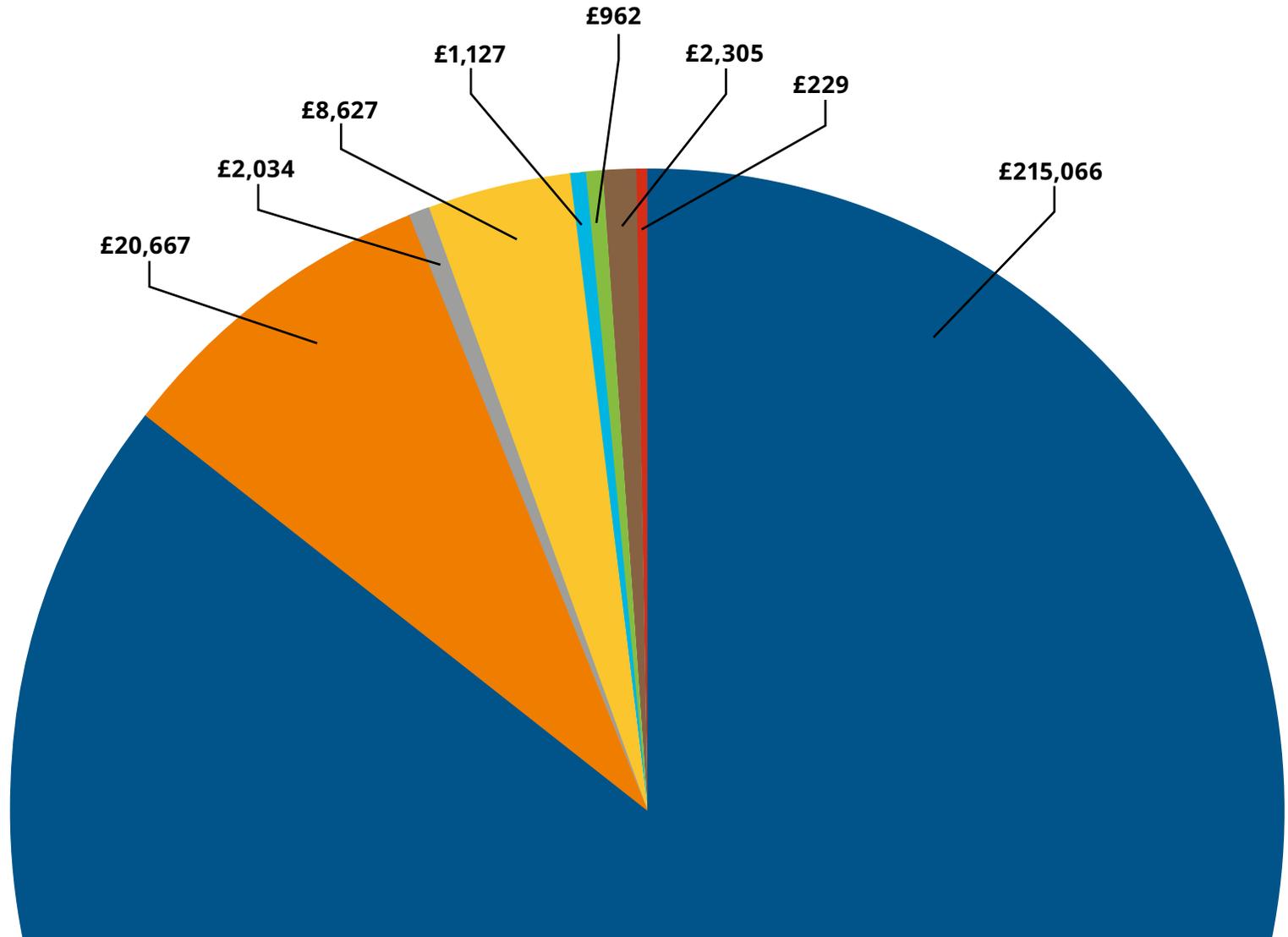


Section 5 - How much did we spend?

The adult social care (ASC) net spend for 2024/25 was £251,017,000. It was invested in a range of services as illustrated below:

ASC Net Spend 2024/25

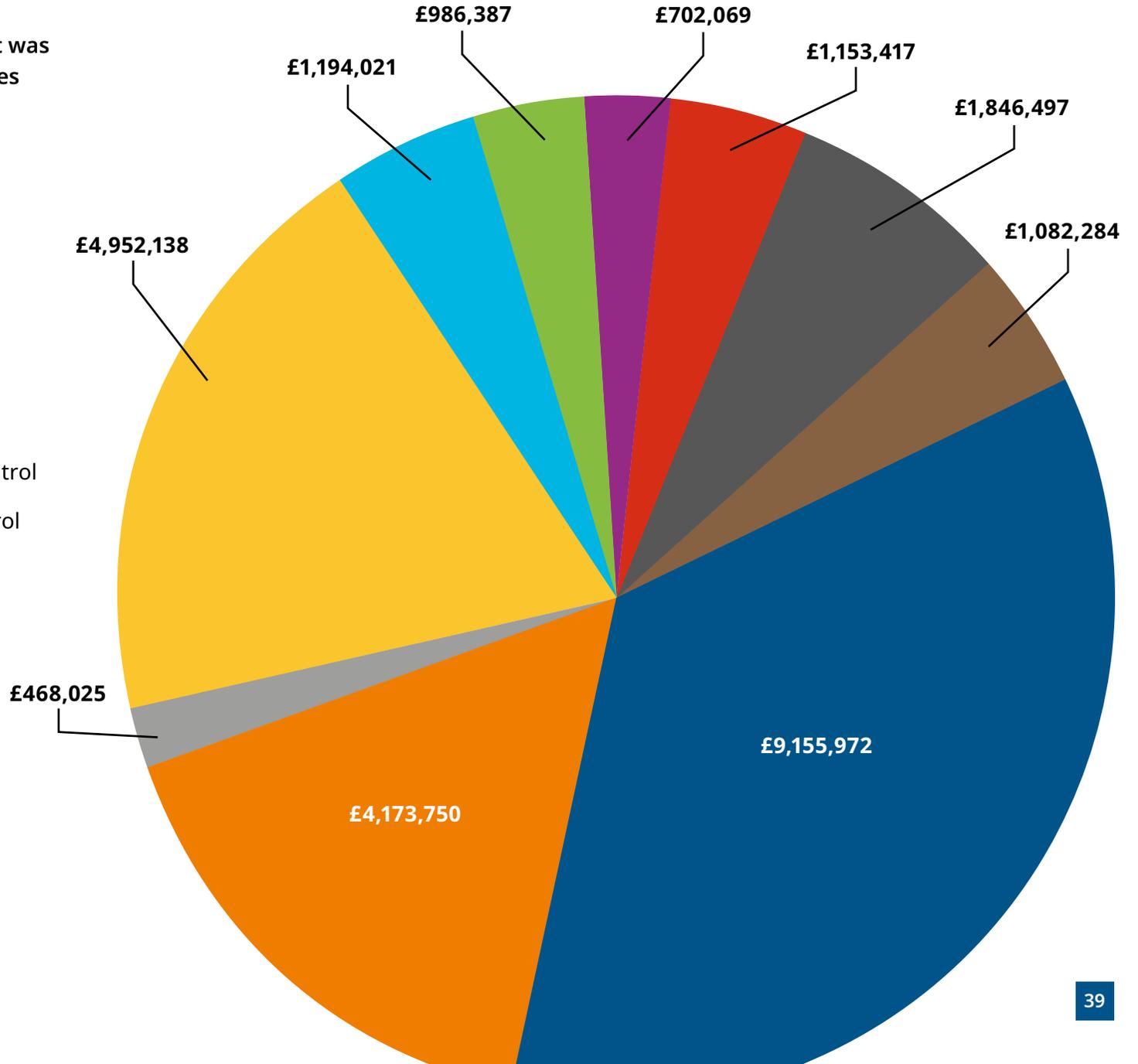
- Care & Support
- Provider Services and EC/PCAH
- Prevention and Service Development
- Mental Health Services
- Quality
- Involvement and Governance
- Resources Unit
- Director & Cross-Directorate



The Public Health spend against the Public Health Grant in 2024/25 was £25,714,561. It was spent on the following public health services and interventions as illustrated below:

Public Health Spend 2024/25

- Children’s public health programmes
- Sexual health - STI testing & treatment
- NHS Health Check programme
- Specialist substance use service
- Obesity and Physical Activity
- Stop Smoking Services and Tobacco Control
- LA role in surveillance and disease control
- Stronger Communities Programme
- Targeted Prevention
- Services with focus on Older People



We hope you enjoyed our Local Account for Health and Adult Services 2024/25. If you have any feedback on our Local Account, it would be great to hear from you.

Please send feedback to: has-governance@northyorks.gov.uk

Contact us

Online: northyorks.gov.uk/contactus

By telephone: **0300 131 2 131**

North Yorkshire Council, County Hall, Northallerton, North Yorkshire, DL7 8AD

You can request this information in another language or format at
northyorks.gov.uk/accessibility