

Local Account 2024-2025



Introduction



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Welcome to the Royal Borough of Greenwich's Adult Social Care Local Account for 2024–2025. This report provides a transparent and comprehensive overview of how we have supported adults with care and support needs, their families, and carers over the past year. It highlights the progress we've made, the challenges we've faced, and the priorities we continue to pursue to ensure that every resident receives high-quality, person-centred care.

The report should be read alongside the CQC self-assessment document which includes complementary evidence of the outcomes that residents have been supported to achieve.

The Royal Borough of Greenwich is a growing and diverse borough, now home to over 289,000 people. With a 13.6% population increase since 2011 and a rising number of older residents and people living with complex needs, the demand for adult social care continues to grow. In 2024–2025, we responded to nearly 14,000 requests for support, delivered vital services to over 5,300 people, and empowered hundreds more through direct payments and reablement services.

Despite increasing pressures, we remain committed to delivering care that promotes independence, dignity, and wellbeing. Our approach is rooted in prevention, early intervention, and strong partnerships with our communities. We are helping more people live safely and independently in their own homes

through initiatives like expanded reablement services, and enhanced support for carers, and Home First - a community-based care model that supports people to recover and live independently at home, reducing the need for hospital stays.

This Local Account reflects not only our performance but also the voices of those we support. With 70% of service users reporting that they feel safe and secure, and 73% finding it easy to access information and advice, we are proud of the progress made while recognising there is always more to do.

We invite you to explore this report to learn more about our achievements, our ongoing work, and how we are shaping adult social care in Greenwich for the future.

Key Areas of Improvement

The Local Account highlights several areas of improvement across Adult Social Care in Greenwich. The reablement service continues to deliver strong outcomes, with 66% of users regaining full independence. There has also been a marked increase in the uptake of Direct Payments, rising from 644 to 755 recipients, reflecting enhanced personalisation and autonomy.

Carer support has expanded, with a 26% increase in assessments and a 43% rise in carers receiving Direct Payments. Notably, waiting times for Occupational Therapy assessments have significantly reduced, from 43 days to just 9, while the waiting list itself has halved. Safeguarding processes have improved in timeliness and responsiveness.

Additionally, the borough has strengthened its prevention strategy, with improved satisfaction in health checks and expanded social prescribing services. These improvements demonstrate a commitment to responsive, person-centred care and continuous service enhancement.

Greenwich: Our Community Snapshot

The Royal Borough of Greenwich is home to 289,100 people, an increase of 13.6% from 254,600 in 2011, one of the highest population increases of any London borough over the past 10 years.

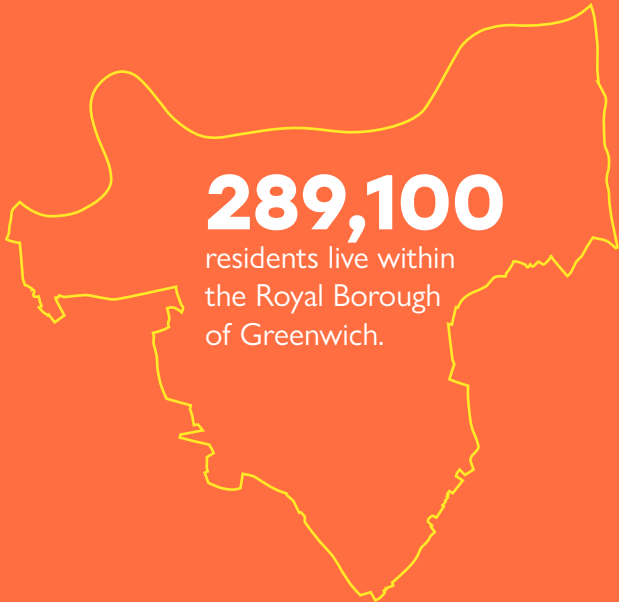
We are a diverse borough, with 41.4% of the population being White British, with other sizable groups (as categorised by the Census) being 15.3% Black African, 12.3% Other White and 5.1% Other Asian, as well as many other ethnicities. There are over 90 languages spoken across the borough.

Adult Social Care receives approximately 30,000 contacts per year with demand for social care having risen 16% compared to 2022-2023, and a 9% rise in the number of requests for assessments.

In 2021, 8.4% of Greenwich residents were identified as being disabled and/or 'limited a lot'. The number of people aged over 65 has increased by 15.6% since 2011. Many of these people will live with age-related needs that will make them more vulnerable to long-term limiting illness issues including dementia; mobility needs and mental health challenges. With people living longer and increasing numbers of people with chronic or multiple conditions, this will drive extra demand for health and social care services.

Facts about Greenwich and its people

Population



The population is estimated to have increased by 13.6% from 254,600 in 2011.

➔ This is higher than the overall percentage increase in population size across England (6.6%) and London (7.7%) for the same period.

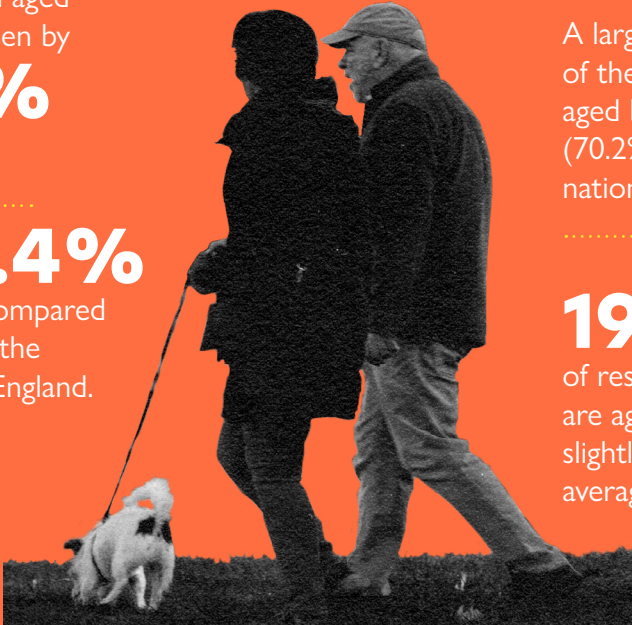
Royal Greenwich has seen one of the highest population increases, by percentage, of any London borough since 2011.



Age

The number of residents in the borough aged over 65 has risen by **15.6%** since 2011.

This is **10.4%** of residents, compared with 18.4% of the population in England.



A larger proportion of the population are aged between 15 to 64 (70.2%), compared with a national average of 64.2%.

19.4% of residents in Royal Greenwich are aged 15 or under, which is slightly larger than the national average of 17.4%.



Ethnicity



Ethnic Group	Percentage (2022)	Percentage (2011)	Difference
White British	41.4%	52.3%	-10.9%
Black African	15.3%	13.8%	1.5%
Other White	12.4%	8.3%	4.1%
Other Asian	5.1%	5.0%	0.1%
Any other ethnic group	3.7%	1.4%	2.3%
Indian	3.5%	3.1%	0.4%
Black Caribbean	3.0%	3.2%	-0.2%
Other Black	2.7%	2.1%	0.6%
Chinese	2.5%	2.0%	0.5%
Other Mixed or Multiple ethnic groups	1.9%	1.3%	0.6%
White and Black Caribbean	1.8%	1.6%	0.2%
White Irish	1.5%	1.7%	-0.2%
Pakistani	1.2%	1.0%	0.2%
White and Asian	1.2%	0.9%	0.3%
White and Black African	1.1%	1.1%	0.0%
Bangladeshi	0.8%	0.6%	0.2%
Arab	0.5%	0.4%	0.1%
Roma	0.3%	Not in 2011 data set	
Gypsy or Irish Traveller	0.1%	0.2%	-0.1%

Our key areas of improvement

Occupational Therapy:

Waiting list halved (from 468 to 225). ↘

Average time from referral to first contact reduced from 43 to 9 days.

Reablement Services:

66% of users achieved full independence after support.

Improved coordination with hospital teams for smoother transitions.

Direct Payments:

Increased uptake from 644 to 755 recipients. ↗

Expanded support services for managing personal budgets.

Carer Support:

26% increase in carer assessments and reviews. ↗

43% rise in carers receiving Direct Payments. ↗

Safeguarding:

Faster processing of Deprivation of Liberty Safeguards (DoLS) applications (average time reduced from 60 to 46 days).

Increased DoLS activity and improved completion rates.

Conversion rate of safeguarding concerns to enquiries remains below London average (28% vs. 33%).

Resident Feedback:

75% found it easy to access support information (above London average).

Quality of life scores and sense of control over daily life improved.

Prevention and Health Promotion:

Increased uptake Social prescribing referrals averaged 200 per month, benefiting over 5,000 residents.

Satisfaction with annual health checks rose from 60% to 72%. ↗



Social Care Activity 2024 to 2025



Our contact centre received 13,865 requests for support during the year.



49% (6764) of these requests resulted in information and advice or signposting to community resources.



1,744 people were assessed during the year.



5,305 people were supported with services.



755 individuals received direct payments, giving them control over how their social care needs were met.



527 people received reablement services, 347 (66%) no longer needed support after the service.



We supported 136 older people to move into residential and nursing homes.



We provided home care services in the community to 2,444 people, helping them to remain in their own homes.



1,549 people received Occupational Therapy (OT) assessments.



1,107 carers assessments and reviews took place during the year. 278 carers were supported with Direct Payments.



We sought feedback from 1,706 of our service users last year, and 70% said their services made them feel safe and secure.



73% said they found it easy to find information and advice.



The number of people waiting for an OT assessment has halved compared with last year (from 468 people on waiting lists to 225 people). On average it takes 9 days from referral to first contact from an OT officer, compared with 43 days last year.



562 people with learning disabilities provided with support to live in the community, with 214 in supported living placements.



610 active DOLS authorisations are currently in place, 25% more than last year.

Managing Demand in 2024-2025

We experienced a **14% increase in demand** for social care support compared to 2023-2024, leading to a **9% rise in assessment requests**. Despite this, **waiting lists for assessments decreased by 20%** over the year.

We completed **1,742 Care Act assessments** and **3,391 reviews**, ensuring thousands of residents received timely support. Although overall activity was **7% lower than last year**, teams prioritised areas of greatest need, maintaining strong outcomes and service responsiveness.

Our Services

The **Contact Assessment Team** remains the first point of contact for Health and Adult Services, providing timely information, clear signposting, and personalised support. The team connects individuals to the most appropriate services to meet their needs and promote wellbeing.

- The contact centre handled **13,865 support requests** this year an increase on 12,000 made during the previous year.
- 49% (6,764)** of these were resolved through information, advice, or signposting to community resources.

Rising Demand and Assessment Activity

- There was a **12% increase in new client contacts**, averaging **1,560 per month** (up from 1,379 last year).
- Requests for comprehensive assessments rose by **9%**, with an average of **230 per month** (up from 211).
- 59% of assessments led to services**, up from 53% last year, with a notable increase in the final quarter.
- The number of people waiting for a comprehensive assessment fell from **130 at the start of the year to 105 by March 2025**.



Care Provision

The number of people supported by Health and Adult Services over the past three years:

Year	People Supported
2022-2023	5,170
2023-2024	5,053
2024-2025	5,305

Breakdown by service area

Supported with long term social care services during 2024-2025	Number of people
Physical support (65+)	1837
Physical support (18-64)	546
Sensory support	80
Learning disability support	783
Mental health support	1509
Support with memory and cognition	548

Home First: Supporting Recovery at Home

Home First is a healthcare approach focused on helping people recover in the comfort of their own homes rather than in hospital settings. By providing coordinated support, it promotes independence and enhances overall well-being during recovery.

We've made significant strides in delivering intensive Home First services, which are designed to:

- **Reduce avoidable hospital admissions**, with over 2,750 referrals made to our Joint Emergency Team.
- **Enable earlier hospital discharge**, helping people return home sooner.
- **Improve health and social care outcomes** across the community.
- **Respond to the growing needs of older adults and those with complex health conditions.**

These services have been shaped by listening to local residents and prioritizing what matters most to them: staying well and independent at home for as long as possible.

We understand that long-term improvements in care require strong partnerships with our communities. By working together, we aim to prevent, reduce, or delay the need for formal care and support. Our initiatives, such as Neighbourhoods, Community Champions, and Live Well, are building trust and capacity, empowering residents to take an active role in improving health and tackling inequalities.

Prevention is delivered through a wide range of services, facilities, and interventions, with outcomes measured at the service level to ensure effectiveness and accountability.

Reablement Service

Headlines:

66% of users achieved full independence after support.
Improved coordination with hospital teams for smoother transitions.

The Reablement Service provides short-term, time-limited support, typically up to six weeks, for individuals within their own homes or current place of residence. The primary objective is to enable individuals to acquire or reacquire essential daily living skills, thereby fostering self-confidence, promoting independence, and supporting overall well-being.

Ongoing efforts have been made to enhance access to reablement support for residents transitioning safely from hospital to home. A revised service structure has been implemented to strengthen collaboration with hospital-based teams, ensuring that individuals experiencing changes in health or care needs receive timely and appropriate support to regain their independence.

This service is specifically designed for individuals discharged from hospital who require temporary assistance to manage at home. The focus remains on enabling residents to maintain autonomy and continue living independently in their own homes.

The service continues to demonstrate positive outcomes. Of the 527 individuals supported, 346 (66%) achieved full independence following their reablement period and no longer required ongoing support. These results underscore the effectiveness of the service in empowering individuals to manage their own care and live independently.

Long Term Services

The proportion of new clients transitioning to long-term services, either directly from assessment or following reablement, has seen a slight increase in 2024-2025, averaging 49% per month. This is up from 47% in 2023-2024 and remains within the target range.

Home Care

We supported 2,444 people with home care services, enabling them to remain in their own homes. Despite increased demand from hospitals and the community, we upheld our Home First approach. Only 136 older people transitioned into care homes, ensuring timely and appropriate residential care tailored to their needs.

Home care remains the largest area of care package expenditure, with a gross spend of £24.7 million in 2024-2025, an increase of £3.4 million (16%) compared to the previous year.

While the number of individuals receiving home care has declined again this year, the total hours delivered have risen by 4%. We've also seen a slight increase in new placements and double-handed care arrangements, both contributing to the rising cost of care.

Learning Disabilities Services

Specialist health and social care services are provided for individuals with learning disabilities and their carers, particularly where needs are complex. Support is delivered through an integrated service model, with close collaboration across a fully interdisciplinary team. This team includes social workers, assessment officers, speech and language therapists, psychologists, nurses, physiotherapists, psychiatrists, occupational therapists, and transition workers.

A total of 562 individuals with learning disabilities were supported to live independently in the community, including 214 people in supported living placements.

Occupational Therapy and Sensory Service Overview

Headlines:

Our waiting list has halved, from 468 to 225.

The average time from referral to first contact has reduced from 43 to 9 days.

The Occupational Therapy and Sensory Service supports residents facing challenges in everyday life. The service aims to enhance individuals' independence and safety in areas such as:

- Personal care
- Mobility and transfers
- Domestic activities
- Moving and handling
- Access within the home and community
- Use of assistive technology to support daily tasks.

The Sensory Service provides tailored information, advice, assessments, and interventions for individuals experiencing visual, hearing, or dual sensory impairments that affect their ability to carry out daily activities.

Performance Highlights

- **1,549 residents** received Occupational Therapy assessments.
- The **waiting list has halved** compared to last year, decreasing from **468 to 225** individuals.
- The average time from referral to first contact has significantly improved, now just 9 days, down from 43 days last year.
- Our commissioned contractor delivers an average of **2,000 individual pieces of equipment** each month across Greenwich, supporting residents' independence and wellbeing.

How Are We Doing?

Delivering High-Quality Care

We are committed to achieving high-quality outcomes for individuals with social care needs and their carers. Our ethos is rooted in continuous improvement, and we are actively evolving into a learning organisation.

To ensure excellence in care, we have embedded robust quality assurance processes that:

- **Monitor compliance with policies and procedures**
- **Highlight and celebrate good practice**
- **Identify areas for improvement**
- **Drive learning and development**

Our regular quality assurance activities include:

- **Quality Assurance Board - overseeing care standards and practice**
- **Performance monitoring**
- **Feedback from complaints and compliments**
- **Resident satisfaction surveys**
- **Service audits**
- **Peer reviews**
- **Self-assessments**
- **Budget monitoring**

Resident Feedback and Outcomes

The 2024-2025 resident survey reflects growing confidence in our services:

- **58%** of respondents expressed satisfaction with our services.
- The survey reached **1,706** residents, with **387** providing feedback.
- Benchmarking against national and regional comparators shows that the Royal Borough of Greenwich leads its peer group across multiple themes.

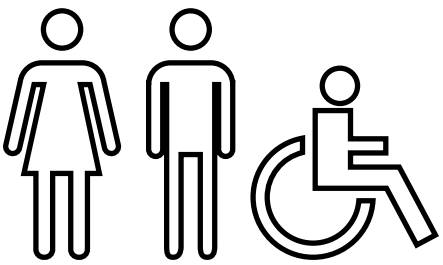
Key highlights include:

- **75%** found it easy to access support information, exceeding the London average.
- Reported **quality of life** improved from **18.5 to 18.7**, indicating a positive impact on wellbeing.
- **74.1%** of residents feel in control of their daily lives, up from **71.2%**.
- **72.9%** found it easy to obtain the support they needed, consistent with last year's strong result of **73.8%**.
- **74%** reported having adequate control over their daily life.
- **73%** said they have as much social contact as they want with people they like.
- **73%** found it easy to find information about support.

These results reinforce our commitment to personalisation, autonomy, and responsive care.



Feedback from people who feel they have control over their daily life.



I love my home. I love my life. I go on lots of holidays. I like all the staff. I have lots of experience. I have lots of choices. I like my friends who I live with. My mum visits me when she wants. I always feel safe.

Direct payments has changed my father's life - we were able to choose an agency that compliments our faith plus he is happier as he is clean and presentable and has made him happier in his mental health. The care package has been fantastic and has given us the freedom.

I do have enough choice over care and support services. I know I can change my support worker, but I am worried that the next support worker may not be the same.

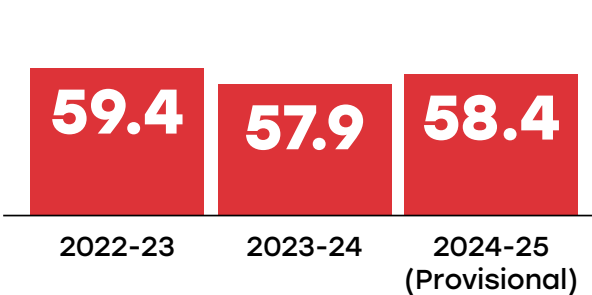


Overall satisfaction with services

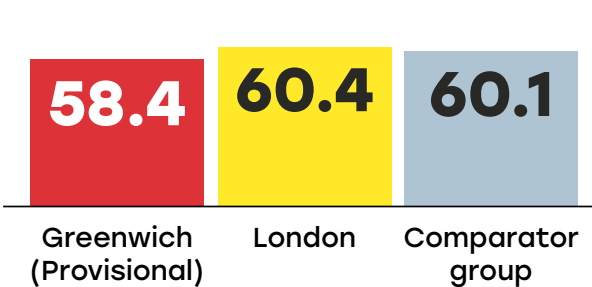
This measures the satisfaction with services of people using adult social care, which is directly linked to a positive experience of care and support.

↔ **After a decrease last year, there has been a slight increase in the proportion of people (58.4%) who reported being extremely satisfied with services.**

Year on Year



Comparison to London



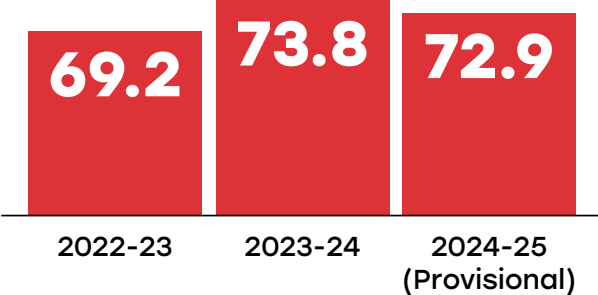
By providing the right information, infrastructure and engagement, we can support people to access wellbeing and prevention support as early as possible to protect and improve their health and prevent, delay and reduce their need for services.

Easy to find information

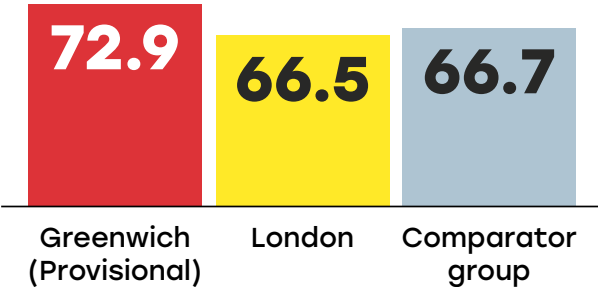
This measure reflects social services users' experience of access to information and advice about social care in the past year. Information is a core universal service and a key factor in early intervention and reducing dependency.

↔ **72.9% of people reported finding it easy to find information about support, lower than in 2023/24 and above the London average.**

Year on Year



Comparison to London

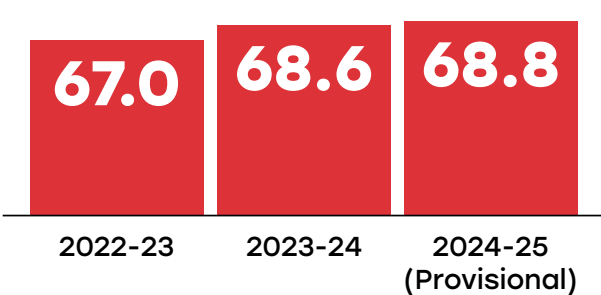


Feeling Safe

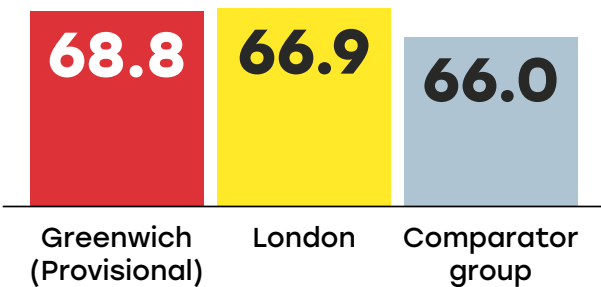
Safety is fundamental to the wellbeing and independence of people using social care, and the wider population. Feeling safe is a vital part of users' experience and their care and support.

↔ **The proportion of people who feel safe 68.8% is similar to 23/24 and still above the London average.**

Year on Year



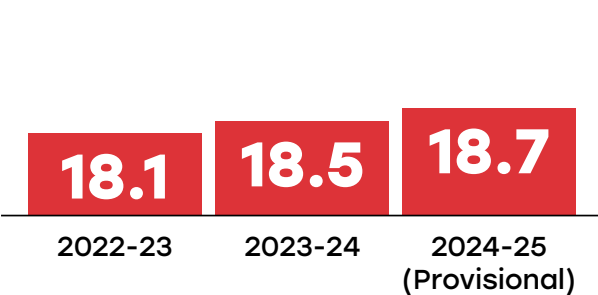
Comparison to London



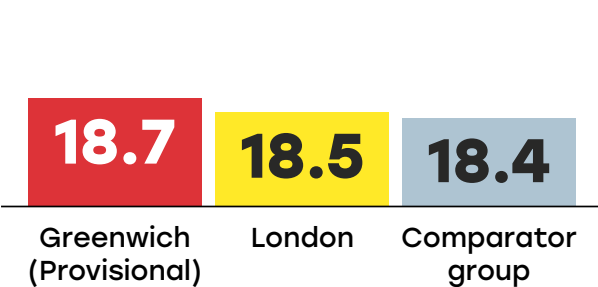
Quality of life

↑ **The quality of life reported by service users has increased compared to last year at 18.7 (out of 24) and is now above the London average for 23/24.**

Year on Year



Comparison to London



Complaints and compliments

At the Royal Borough of Greenwich, we are committed to delivering a high-quality, accessible service. We value all feedback, both positive and negative, as it helps us understand what we're doing well and where we can improve.

Each year, we carefully review all complaints received. This analysis helps us identify areas where our processes, communication, or customer service can be enhanced. We ensure that any lessons learned are shared with relevant teams to drive continuous improvement. At the same time, we celebrate the compliments we receive, which boost staff morale and help spread best practices across the organisation.

Between 2024 and 2025, we processed 103 statutory complaints and enquiries:

- 22 were upheld.
- 30 were partially upheld.
- 27 were not upheld.

We continue to encourage staff to resolve concerns promptly and informally wherever possible, aiming to address dissatisfaction at the earliest opportunity.

No complaints were referred to the Health Service Commissioner during this period. One case was escalated to the Local Government and Social Care Ombudsman. All complaint outcomes are recorded and used to inform service improvements.

Direct Payments

Headlines:

Increased uptake of Direct Payments from 644 to 755 recipients since 2024.

Expanded support services for managing personal budgets.

Direct Payments are available as part of the Care Management assessment process. They give individuals greater choice and control over the support they receive and how it is delivered.

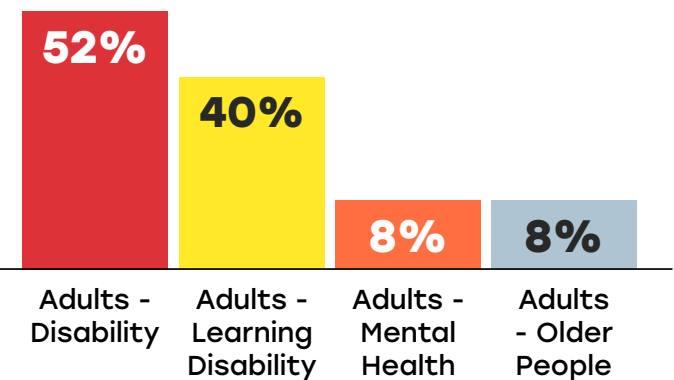
Our dedicated Self-Directed Support Team helps people manage their personal budgets through Direct Payments, enabling them to:

- Employ personal assistants
- Commission services directly
- Create tailored support solutions that reflect their lifestyle, culture, and personal goals.

We offer ongoing guidance and practical support to help individuals feel confident and empowered in managing their Direct Payments, including:

- Help with recruiting staff
- Access to training opportunities
- Account management support
- In-house payroll services
- Regular account monitoring.

Proportion of Community Based Service users receiving Direct payments



Support for Carers in Greenwich

Headlines:

26% increase in carer assessments and reviews.

43% rise in carers receiving Direct Payments.

Royal Greenwich is strongly committed to supporting unpaid carers through both our commissioning arrangements and the Joint Adult Carers Strategy. We have commissioned **Greenwich Carers Centre** until March 2027 to provide flexible, place-based support for carers. Their services include:

- Casework, advocacy, mentoring, and crisis intervention
- Short, medium, and long-term support
- Social activities, events, workshops, and information sessions
- Therapeutic groups, alongside access to a local café and garden.

Between 2023 and 2025, the Carers Centre delivered **3,850 support interventions** through professional casework and welcomed **24,696 attendees** to various events and activities.

We have also commissioned **Mobilise**, a digital platform supporting carers, until March 2027. Mobilise helps identify and engage unpaid carers at scale, offering:

- Peer-to-peer support
- A comprehensive library of online resources
- Targeted preventative support and signposting.

Since its launch in 2021, Mobilise has had over **52,000 unique website visits** and supported **3,486 carers**, ranging from light-touch tools like the Carer's Allowance checker to intensive coaching and email-based programmes. Notably, **56% of carers** use the service outside working hours, and **30%** access it on weekends. Carers have also been supported to claim over **£445,383** in eligible Carer's Allowance.

In 2024-2025, Royal Greenwich delivered **1,107 carer assessments** and reviews, a **26% increase** from the previous year, ensuring more carers received personalised support. By year-end, **278 carers** received ongoing Direct Payments, **43% more** than in 2022-2023, empowering them to manage their own support arrangements.

Monthly, the proportion of separate carer assessments and reviews rose from **32% to 40%**, and the average number of carers receiving direct payments increased from **169 to 206**.



Prevention

Headlines:

Social prescribing referrals averaged 200 per month, benefiting over 5,000 residents.

Satisfaction with annual health checks rose from 60% to 72% compared to the previous year.

The Royal Borough of Greenwich remains committed to tackling health inequalities and enhancing health outcomes through a life-course approach. The 2024–2025 Prevention Services Strategy builds on previous initiatives, placing strong emphasis on collaboration across council departments, the NHS, and community partners.

Programmes such as Live Well Greenwich play a key role in connecting residents with tailored support, addressing issues like social isolation, healthy eating, physical activity, financial wellbeing, employment, and mental health. These services empower individuals to lead healthier, more fulfilling lives.

In the past year, the Live Well Greenwich programme facilitated an average of 200 social prescribing referrals per month, linking residents to vital community resources. Overall, more than 5,000 residents benefited from social prescribing services. Additionally, satisfaction with annual health checks rose significantly, from 60% to 72%, reflecting improved service delivery and engagement.

Adult Health Priorities in Greenwich (2024–2025)

Reducing Health Inequalities

- Life expectancy remains 6.7 years lower for men and 6.1 years lower for women in the most deprived areas.
- The borough is prioritising targeted interventions in these communities to close the gap.

Mental Health and Wellbeing

- Self-harm hospital admissions: 116.5 per 100,000 (better than the England average).
- Suicide rates have remained below the national average since 2008–10, with a continued downward trend.
- Mental health promotion and early intervention services are being expanded.

3. Substance Misuse and Alcohol Harm

- Alcohol-related hospital admissions: 412 per 100,000 (962 admissions/year), better than the national average.
- Continued investment in alcohol and drug misuse prevention and treatment services.

4. Smoking and Tobacco Control

- Smoking prevalence among adults in routine/manual occupations has declined from 30.4% in 2011 to 20.2% in 2022.
- Smoking cessation services remain a key focus, especially in high-prevalence groups.

5. Sexual Health and Infectious Diseases

- Rates of new STIs and tuberculosis are higher than the England average.
- Strengthening of sexual health services, including outreach and testing, is ongoing.

6. Long-Term Conditions and Premature Mortality

- Under-75 mortality from all causes, circulatory diseases, and cancer has improved and is now similar to the England average.
- Prevention services are focused on early detection, lifestyle interventions, and community-based support.

The Royal Borough of Greenwich continues to champion a life-course approach to health, placing prevention at the heart of its strategy to reduce inequalities and improve outcomes. The 2024–2025 Prevention Services Strategy builds on previous successes, strengthening collaboration across council departments, the NHS, and community partners.

Central to this approach is **Live Well Greenwich**, a flagship programme that connects residents with tailored support across a range of areas, including mental health, physical activity, healthy eating, financial wellbeing, employment, and social isolation. In the past year alone, the programme facilitated an average of 200 social prescribing referrals per month, benefiting over 5,000 residents. Satisfaction with annual health checks rose from 60% to 72%, reflecting improved service delivery and engagement.



Key Programme Highlights

Health Checks

- 4,473 residents received health checks.
- 1,414 referred to GPs; 235 to healthy lifestyle programmes; 97 to stop smoking services.

Stop Smoking Services

- 743 residents set a quit date.
- 356 successfully quit through the smoking cessation service.

Strong & Steady Programme

- 60 residents engaged; 40 participated in the core programme.
- 15 accessed maintenance sessions; 16 completed the 24-week programme.
- 63% showed improvement in strength and balance.

Greenwich Get Walking

- 24 walks offered borough-wide, with 6 new routes added.
- 500 walkers engaged, including 156 new participants.
- 23 volunteer walk leaders supported the programme, with 7 newly trained.

Weight Management (Tier 2 & 3)

- Tier 2: 449 started, 333 completed.
- Tier 3: 526 started, 406 completed.
- A new service for adults with learning disabilities is commissioned for 2025–2026.

Physical Activity Referral Scheme (PARS)

- 2,170 referrals made; 2,021 accepted.
- Specialist pathway clients included: Cardiac Rehab (39), Cardiac GP (36), Asthma/COPD (216), Cancer (39).
- 73% of appropriate clients started the programme; 67% completed it.

Dementia Inclusive Greenwich is a borough-wide initiative funded by the Royal Borough of Greenwich, dedicated to making Royal Greenwich a more supportive and inclusive place for people living with dementia and their carers. The programme aims to foster environments where individuals can live, work, learn, create, and play with dignity and confidence.

To achieve this, we offer **free dementia awareness training** to community groups, businesses, and organisations. This training helps build understanding and empathy, creating spaces that are welcoming and accessible to all. We also provide **practical advice** on how to improve physical, built, and social environments to better support those affected by dementia.

Greenwich is home to an estimated **2,500 people diagnosed with dementia**, each potentially supported by at least one informal carer. Inclusive communities are therefore vital in helping individuals feel connected and valued.

So far, **45 businesses and organisations** have earned their **Dementia Inclusive Accreditation**, demonstrating their commitment to making meaningful changes. These include solicitor firms, independent cafés, museums, cinemas, and libraries. A full list is available on the **Community Directory**.

To further raise awareness and celebrate progress, we host **two major events each year**: one during **National Dementia Action Week in May**, and another in **World Alzheimer's Month in September**. These events showcase the actions taken by accredited organisations and the council, highlighting the collective effort to build a more compassionate borough.

Participating organisations receive recognition through **window stickers** and **borough-wide promotion**, encouraging others to join the movement and contribute to a more dementia-friendly Greenwich.

Safeguarding - Prevention of abuse and neglect

Headlines:

Faster processing of DoLS applications (average time reduced from 60 to 46 days).

Increased DoLS activity and improved completion rates.

Safeguarding adults is a shared responsibility. It requires collaboration across all agencies and local communities to promote individual wellbeing and prevent abuse and neglect. Under the Care Act, adult safeguarding is the process through which organisations work together to protect individuals at risk.

The local authority leads on safeguarding arrangements, working closely with partners such as NHS Trusts, the Police, London Fire Brigade, Ambulance Services, voluntary organisations, and prisons.

At a strategic level, safeguarding is overseen by the Safeguarding Adults Board (SAB), chaired independently. The SAB has three statutory duties:

- Develop a safeguarding strategy.
- Publish an annual report on safeguarding arrangements.
- Commission Independent Safeguarding Adult Reviews (SARs) when an adult dies due to abuse or neglect.

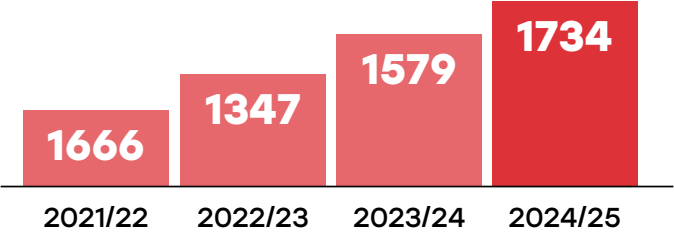
Safeguarding in Royal Greenwich: 2024–2025 Overview

Royal Greenwich has made strong progress in safeguarding over the past year. Our proactive, learning-focused approach has helped protect vulnerable residents through a robust multi-agency framework, clear pathways, and dedicated resources.

1,734 concerns received in 2024/25
775 per 100k population

10% increase compared to last year, but it remains below the London average

1897
884 per 100k population
London average in 2023/24



Risk Locations and Relationships

- **52%** of risks occurred in the person's **own home**, a slight increase, but still below the London average.
- **Hospital and community-related risks** decreased slightly, though hospital risks remain above the London average.
- **73%** of cases involved someone **known to the individual**, up from 70%, and well above the London average.

Outcomes

- **41% of risks were substantiated**, down from 45%, and significantly below the **London average of 76%**.
- **89% of substantiated risks were removed or reduced**, up from 87%.
- **27%** were fully removed, slightly below the London average.

User Experience

- **69% of service users** reported feeling **safe and secure**, up from 68%, and above the **London average of 67%**.

Key Statistics

1,734 safeguarding concerns were raised, a 10% increase from the previous year.

Top 5 referral sources:

Emergency Services, Hospitals, Mental Health Services, Care Providers, and Primary Health.

83% of concerns

from emergency services did not progress to enquiry.

483 enquiries

were initiated, similar to last year, but with a **conversion rate of 28%**, below the **London average of 33%**.

479 enquiries

were completed, an **8% decrease** from last year.

- The Safeguarding Team completed **37%** of these.
- **45%** involved **neglect** (down from last year).
- **13%** involved **financial abuse** (also down).
- Increases were seen in **self-neglect, domestic abuse, psychological, and physical abuse cases**.

Deprivation of Liberty Safeguards (DoLS)

What are DoLS?

The Deprivation of Liberty Safeguards (DoLS) are legal protections for individuals who lack the mental capacity to consent to their care or treatment arrangements in a hospital or care home. These safeguards ensure that any restrictions placed on a person's freedom, such as constant supervision or not being allowed to leave independently, are in their best interests and legally authorised.

For example, a care home resident who requires support with all aspects of daily living and needs continuous supervision for their safety may be considered deprived of their liberty. In such cases, a DoLS authorisation is required to ensure their rights are protected.

DoLS Activity in 2024-2025

There was a significant increase in DoLS activity this year:

- **Applications Received:** Royal Greenwich received **1,001 DoLS applications**, a **33% increase** compared to the previous year. This figure is slightly above the London average for 2023-2024.
- **Applications Completed:** The DoLS team completed **994 applications**, an improvement on the previous year and consistently above the London average.
- **Applications in Progress:** The number of applications still in progress at year-end has **decreased for the third consecutive year**.

Improvements in Timeliness

- **Faster Processing:** The average time from application to sign-off reduced from **60 days to 46 days**, with improvements seen in both standard and urgent applications.
- **Performance vs. London Average:** Completion times continue to outperform the London average.
- **Active Authorisations:** Due to increased activity and faster processing, the number of active authorisations at year-end has risen.

How do we compare with the London average (23/24)?

- ↑ • Shorter timescales
- Higher proportion of applications granted
- Less applications open at year end
- More authorisations active at year end
- ↔ • Similar number of applications per 100,000 people
- Similar number of completed applications per 100,000 people
- ↓ • Higher proportion of urgent applications received

Our Workforce

Over the past 12 months, we have grown our Health and Adults Services workforce by **4.5%**, increasing from **452 to 490** dedicated professionals. This expansion enhances our ability to provide high-quality support to residents across the community.

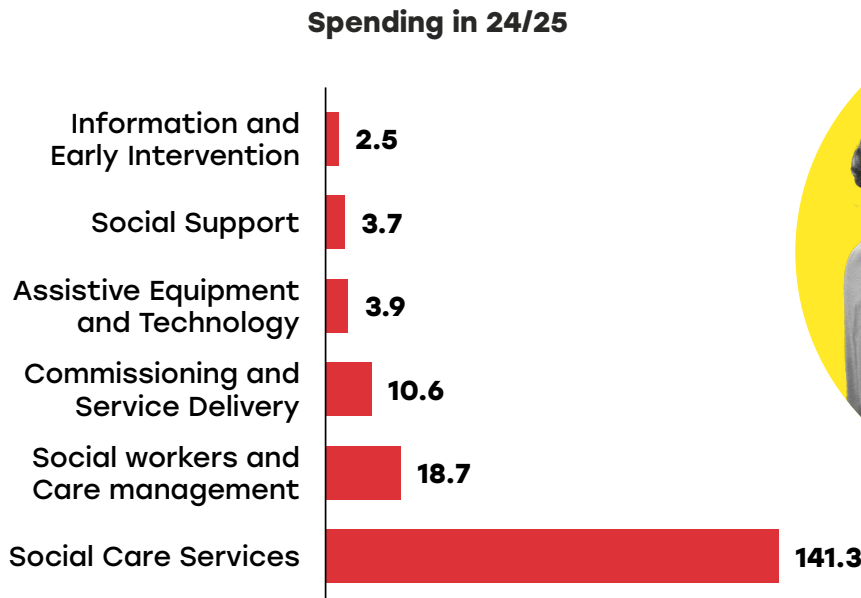
Our workforce continues to demonstrate strong gender representation, with **79% women** and **21% men** contributing to our services.

We are also proud that **49%** of our Adult Social Care workforce identify as being from **Black, Asian, or Global Majority backgrounds**. This diversity enriches our cultural competence and strengthens our ability to meet the varied needs of the communities we serve.

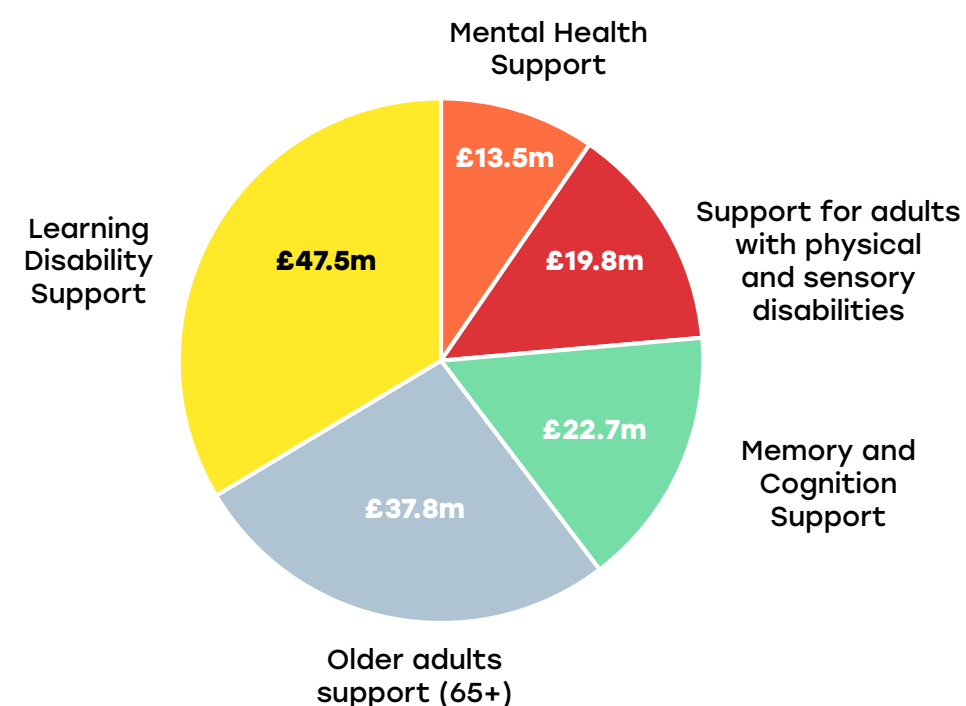
Finance

Adult Social Care is one of the largest services in the council. A large proportion of the money is spent on services that we commission from Adult Social Care providers for the people we support. This includes services such as residential care, care and support in people's homes. Despite severe budget pressures, we remain committed to delivering high quality care and support for our residents.

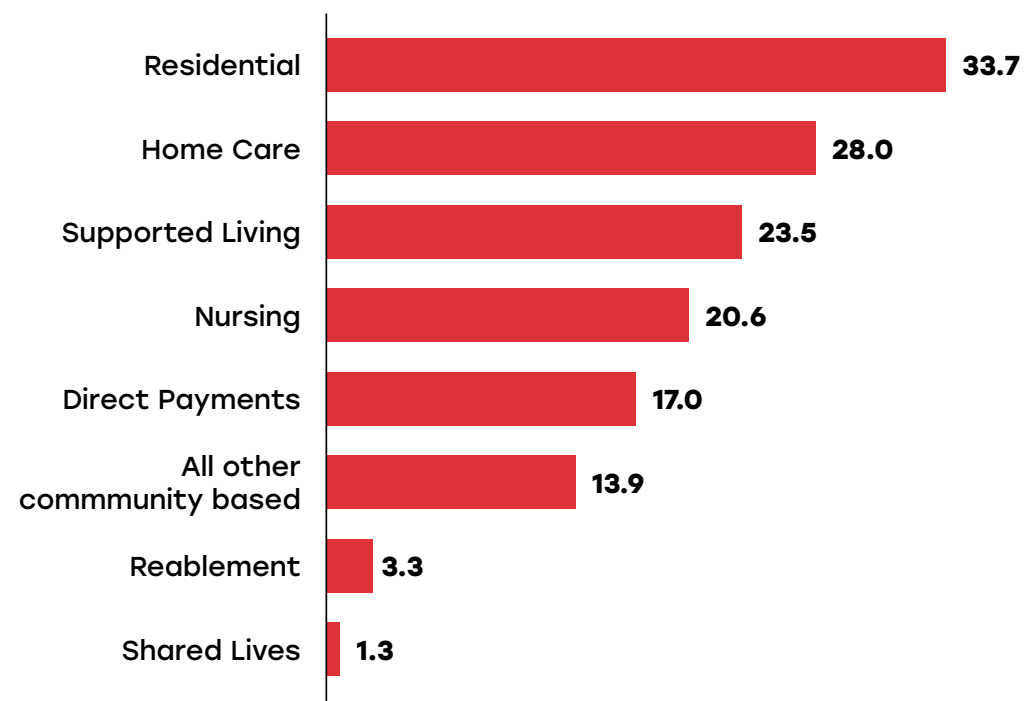
Greenwich continued to meet the growing and increasing complex needs of residents in 2024-2025 with a total spend of **£180 million (gross)** on the provision of adult social care services, 26% more than we did two years ago. This reflects the Council's commitment to supporting a broader range of needs and higher acuity of care.



Royal Greenwich spend on Social Care Services £141.3 2024/25



Spend breakdown on Short & Long Term Social Care Services £141.3m



Conclusion

The Royal Borough of Greenwich's Adult Social Care services have continued to evolve and respond to the growing and complex needs of our diverse community throughout 2024–2025. Despite rising demand and financial pressures, we have remained committed to delivering high-quality, person-centred care that promotes independence, dignity, and wellbeing.

This Local Account highlights the breadth and depth of our work. From safeguarding and reablement to support for carers, people with learning disabilities, and those living with dementia. Our data shows improved outcomes, reduced waiting times, and increased satisfaction among residents.

Initiatives like Home First, Live Well Greenwich, and our enhanced Direct Payments offer greater choice and control, while our workforce and partners have shown dedication and resilience in meeting challenges head-on.

As we look ahead, we remain focused on prevention, early intervention, and co-production with our communities. We will continue to listen, learn, and innovate to ensure that every resident, regardless of age, ability, or background, can live a safe, fulfilling, and independent life in Royal Greenwich.

