

Subject:	Market Position Statement: Adult Social Care Intentions		
Date of Meeting:	25th November 2013		
Report of:	Executive Director of Adult Services		
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Ward(s) affected:	All		

FOR GENERAL RELEASE**1. SUMMARY AND POLICY CONTEXT:**

- 1.1 The White Paper 'Caring for our Future' introduced a duty on Local Authorities to promote diversity & quality in the provision of care services. The Department of Health urged Local Authorities to create a Market Position Statement that would be useful for providers of care services in planning their businesses.
- 1.2 A completed market position statement will be presented to Adult Care & Health Committee in January 2014.
- 1.3 The Market Position Statement will outline what adult social care services Brighton & Hove City Council will commission in the future, and what services the council will need to provide directly.
- 1.4 The purpose of this report is to give committee a summary of some information on the key messages that will be highlighted in the Market Position Statement

2. RECOMMENDATIONS:

- 2.1 That Committee note the key messages in the summary document attached in Appendix 1: Market Position Statement: Adult Social Care Intentions.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 The commissioning team in Adult Social Care have been working on developing a market position statement for providers in the independent, community & voluntary sector.
- 3.2 **The Market Position Statement will:**
 - Give information on the national and local developments that will have a significant impact on social care over the next 3 years.
 - Clarify to providers and to the public which services areas will be developed, and areas where commissioning activity will reduce.

- Give information and analysis on what people need from Adult Social Care.
- Enable providers to plan for the future.

3.3 Commissioners will highlight what services will need to be commissioned in the following areas:

- Care homes
- Domiciliary Care (including community support)
- Supported Living
- Extra care housing
- Shared Lives
- Personalisation
- Day Activities
- Equipment (including Telecare)
- Carers

3.4 A summary of key messages in the Market Position Statement is attached in **Appendix 1**

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

4.1 The Department of Health consider it good practice for Local Authorities to have a Market Position Statement.

5. COMMUNITY ENGAGEMENT & CONSULTATION

5.1 Commissioners have been working with council colleagues and other providers across the city to gather their views on what information would be helpful to include in the Market Position Statement. This consultation is on going and will continue up until December 2013.

6. CONCLUSION

6.1 The Market Position Statement will help to clarify what services Adult Social Care will commission in the context of local & national developments, and the reduction in the budget.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

7.1 The Market Position Statement will include details of current and future levels of resourcing to help inform the market about the financial pressures on the Council, and the direction of travel in terms of future spending priorities.

Finance Officer Consulted: Name Michael Bentley Date: 01/11/2013

Legal Implications:

7.2 The reasoning behind the development and production of the Market Position Statement is contained in the body of this report which is for noting only. There are no specific legal or Human Rights Act implications arising from this report.

Lawyer Consulted: Sandra O'Brien Date: 05/11/13

Equalities Implications:
7.3 Specific Equality Impact Assessments will be carried out on the individual areas in the full Market Position Statement that will be presented to Adult Care & Health committee in January 2014.

7.4 Sustainability Implications:
The report highlights that a different approach will be required to deliver cost effective services. Organisations will have to work together to make the best use of resources.

7.4 Any Other Significant Implications

The Market Position Statement supports the council's priorities in relation to tackling inequalities, creating a more sustainable city and modernising the council.

SUPPORTING DOCUMENTATION

Appendices:

Appendix 1: Market Position Statement: Adult Social Care Intentions

Documents in Members' Rooms

None

Background Documents

None

Appendix 1

Market Position Statement: Adult Social Care intentions

1. Introduction

A detailed Market Position Statement will be produced by the Adult Social Care Commissioning Team and presented to Adult Care & Health Committee in January 2014.

This briefing gives members a summary of some information on the key messages that will be detailed in the Market Position Statement.

2. What is a Market Position Statement?

90% of Adult Social Care Services are commissioned from the private and voluntary sector with the remainder provided directly by the council. The Market Position Statement will outline what adult social care services Brighton & Hove City Council will commission in the future, and what services the council will need to provide directly.

3. The Market Position Statement will:

- Give information on the national and local developments that will have a significant impact on social care over the next 3 years.
- Clarify to providers and to the public which services areas will be developed, and areas where commissioning activity will reduce.
- Give information and analysis on what people need from Adult Social Care.
- Enable providers to plan for the future.

4. Key Messages

- 4.1 National & local developments will have a significant impact on how Adult Social Care services will be provided in the future. These include the demographic changes in the city, the Care & Support Bill, the Dilnot report and government proposals for integration with health.
- 4.2 A different way of working will be required to deliver cost effective services: There are declining resources for the Council and for Adult Social Care services in particular.
- 4.3 Public expectations on the quality of care received by individuals have increased. At the same time as there is public concern about the actual quality of care delivered.
- 4.4 The population in need of support is growing, levels of complexity are increasing and the prices of services are rising. Adult Social Care cannot sustain the current level of spending if it is to respond to these pressures. We will have to be clear about to whom we provide service, and how.
- 4.5 Adult Social Care is committed to maintaining a positive and constructive partnership with providers in the city to deliver a range of quality services. We want to stimulate a diverse market, but this has to be seen in the context of the

financial challenge facing Local Authorities. Good communication and regular dialogue with providers will be important as the implications of the budget reduction and the savings plan are considered.

5. Adult Social Care will respond to these challenges by concentrating on the following:

<p>Investing in community based services that promote independence Continuing to explore other forms of accommodation that have good outcomes for people Encouraging people to use personalised services Using an assessment process that gives all service user groups equal treatment Assuring service quality, listening to feedback from service users and carers. Investing in preventive services Supporting carers</p>
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6. Commitment in challenging times: Adult Social Care will:

- Remain focused on supporting the most vulnerable people; safeguarding adults in the city remains a priority.
- Continue to provide appropriate services and support which will meet assessed need with no change to the eligibility criteria for services.
- Ensure that the outcomes of individual assessments concentrate on keeping people safe. Although outcomes will vary for each individual, it is important that there is fairness in the allocation of resources to meet people's needs across all service user groups. This may mean a reduction in service for some people.
- Continue to promote independence to enable people to fulfil their full potential through the use of short term reablement services and assistive technology.
- Commission services that offer more choice and more flexible support to individuals, in preference to traditional models. (E.g. using personalised budgets to purchase creative and cost effect solutions.)
- Explore cost effective and innovative accommodation solutions to meet individual outcomes.
- Support the community & voluntary sector who will continue to play an important role to enable people to stay healthy and well, and help prevent individuals from requiring statutory services.
- Provide good information & advice services to make people aware of what services might be available.
- Work with colleagues in the council to identify areas of joint working and commissioning in order to reduce duplication. We will continue to use the

Commissioning Prospectus approach and seek to develop a co-ordinated approach to preventive services.

- Continue with the modernisation agenda: This will include a plan to develop a more integrated approach to commissioning services with our Health colleagues.
- Purchase more services in the independent, community & voluntary sector, as the Council moves from directly providing services to a role of facilitating care and support.

7. Adult Social Care is basing their commissioning approach on 4 key principles:

<p>Support people to live healthy independent lives Commission services that ensure quality & value for money Support a resilient voluntary sector to promote preventive services, and support carers Work in partnership with the independent, community & voluntary sector to help develop the future direction for Adult Social Care</p>

8. Commitment to Providers:

- Build mutual trust and understanding with providers by taking time to understand their context to move forward together
- Understand financial pressures and have an open dialogue about cost, spend and a reasonable fee for care services
- Discuss and agree the relationship between cost and quality
- Be open to new ideas and new models of care
- Share information on our commissioning intentions, supply & demand to help local organisations adapt and grow
- Promote models of care that can deliver good outcomes and save money
- Have an open dialogue with providers, service users and , carers and the wider community about adult social care priorities
- Develop good communication mechanisms and continue with forums and other engagement activities with providers that are meaningful and accessible.

9. Commitment to service users

- Meet our statutory requirement to safeguard vulnerable adults
- Put outcomes at the centre of our activities
- Maximise independence and avoid dependency
- Support people to avoid residential care services
- Prevent and minimise the need for Adult Social Care services
- Where people need Adult Social Care , ensure they have the maximum degree of choice and control
- Ensure people get safe, quality services.