

WIRRAL COUNCIL

DELEGATED DECISION BY PORTFOLIO HOLDER

12 JUNE 2013

SUBJECT:	WIRRAL ADULT SOCIAL CARE - MARKET POSITION STATEMENT
WARD/S AFFECTED:	ALL
REPORT OF:	DIRECTOR OF ADULT SOCIAL SERVICES
RESPONSIBLE PORTFOLIO HOLDER:	COUNCILLOR CHRISTINE JONES
KEY DECISION?	YES

1.0 EXECUTIVE SUMMARY

1.1 As part of the Draft Care and Support Bill, the government proposes for the first time, a duty on the local authority, the facilitation of care markets. The Bill states:

1. *“A local authority must promote the efficient and effective operation in its area of a market in services for meeting care and support needs with a view to ensuring that any person wishing to access services in the market:*
2.
 - *Has a variety of providers to choose from;*
 - *Has a variety of high quality services to choose from;*
 - *Has sufficient information to make informed decisions about how to meet the needs in question.*
3. *In exercising that duty, a local authority must have regard to the following matters in particular –*
 - *The need to ensure that the local authority has, and makes available, information about the provider of services for meeting care and support needs and the type of services they provide;*
 - *The need to ensure that it is aware of current and likely future demand for such services and to consider how providers might meet that demand;*
 - *The importance of ensuring the sustainability of the market (in circumstances where it is operating effectively as well as in circumstances where it is not);*
 - *The importance of fostering continuous improvements in the quality of such services and the efficiency and effectiveness with which such services are provided and of encouraging innovation in their provision.”*

1.2 One of the ways that Local Authorities have been supported to discharge this duty is to receive support as part of the ‘Developing Care Markets for Quality and Choice’ programme provided by the Institute of Public Care – Market Analysis Centre and Oxford Brookes University. Wirral has received two dedicated days from a national advisor linked to the programme, together with regional support across the North West Local Authorities as part of the Sector Led initiatives promoted through the Association of Directors of Adult Social Services (ADASS). The product of this work is the first Wirral Market Position Statement, specific to adult social care (Appendix One). The

Market Position Statement is a provider facing document to enable Market Facilitation – market facilitation is based on a good understanding of need and demand, and a process by which commissioners ensure there is diverse, appropriate and affordable provision available to meet needs and deliver effective outcomes both now and in the future. As such there is a natural link to the Commissioning Plans that have been formulated within adult social care.

2.0 BACKGROUND AND KEY ISSUES

- 2.1 The Market Position Statement seeks to ensure, that each Local Authority has developed and shared market intelligence and market position statements. The Statement is to enable providers to discern that change has taken place even though they may not have been directly involve in service remodelling or changes to services. This recognises that Local Authorities are moving from a provider/commissioner to an enabling and facilitative role, both to consumers and providers of care.
- 2.2 The programme to support Local Authorities has sought to provide a range of tailored options but equally assure consistency in what is produced and this recognises that authorities have proceeded at different rates of change and development. As part of this process all local authorities were required to complete a brief self- assessment exercise to give a picture of where they were but to also inform regional and national modelling. The self- assessment enabled individual local authorities to understand the nature of support required together with the opportunity to work collaboratively as natural regions. Wirral is also part of the Merseyside Sub-regional group that will also look at services that are cross cutting and often high cost due to complexity.
- 2.3 Wirral has chosen to be an early developer of the Market Position Statement and has already received national support and comment in relation to the development of the Wirral Market Position Statement and we have completed three iterations distilling feedback provided and equally from site visit discussions held with the national lead for Wirral and the North West.
- 2.4 The national programme commenced in November 2012 with Regional Workshops to reach agreement about how much time would be spent and to outline a programme of arrangements to support individual local authorities. It is envisaged that the support programme will end by January 2014 with a Final report to the Department of Health and the Association of Directors of Adult Social Services.
- 2.5 The programme recognises that there are three dimensions of facilitating the social care market. Market intelligence which is the development of a common and shared perspective of supply and demand, leading to an evidenced, published, market position statement for a given market; Market structuring, activities designed to give the market shape and structure, where market behaviour is visible and the outcomes to be achieved are agreed, or at least accepted; and Market intervention made in order to deliver the kind of market believed to be necessary for any given community.
- 2.6 The Wirral Market Position Statement will be subject to on- going review and revision as we develop better information and intelligence and progress commissioning intentions to reshape and transform markets and provision for social care. We have sought to engage with existing providers and launched a range of Provider Forums to aid communication and receive feedback in terms of programmes now in train to reshape and transform services.

3.0 RELEVANT RISKS

3.1 The Market Position Statement aims to make explicit to the social care sector how we intend to perform and behave in influencing the market. This will involve bringing the results of the intelligence activity and the structure of current markets together to enable informed decision making allied to demographic trends, available resources and commissioning intentions to assure both best use of resources and positive outcomes for people. Through this process we will be better placed to understand need and demands and promote and intervene to ensure a choice of providers and a range of services that are sustainable and affordable.

4.0 OTHER OPTIONS CONSIDERED

4.1 As indicated above the development of the Market Position Statement was prescribed by the Draft Care and Support Bill and remains a requirement for all local authorities, the options related to timing of when this work would be progressed.

5.0 CONSULTATION

5.1 Consultation has operated at three levels –

- Regionally, distilling and learning from local authority colleagues supported by Institute of Public Care and Oxford Brookes University.
- Direct support from the national Lead for Wirral and the North West.
- Sharing with Providers of services through the range of Provider Forums that have now been established.

5.2 This Statement will be subject to on-going consultation and revision, to better understand the nature of markets and changing demographics.

6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

6.1 The Market Position statement will aim to reach all providers and sectors and will therefore be of equal interest to the Voluntary, Community and Faith sectors.

7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

7.1 The Market Position Statement seeks to support the most efficient and effective deployment of resources to promote positive outcomes for people.

8.0 LEGAL IMPLICATIONS

8.1 As indicated above, it is a duty upon Local Authorities to develop and produce a Market Position Statement.

9.0 EQUALITIES IMPLICATIONS

9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality? Equality impacts will be considered when transforming or reshaping services to understand the impact.

10.0 CARBON REDUCTION IMPLICATIONS

10.1 There are no carbon reduction implications.

11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

11.1 There are no planning implications and safety will be a key consideration in the provision or reshaping of services going forward.

12.0 RECOMMENDATION/S

12.1 Cabinet is recommended to:

- Note the Market Position Statement.
- Support the approach taken as a means of contributing to the transformation of adult social care.
- Recognise the relationship to the Commissioning Plans.
- To support a continuing process to review, refine and amend with better information, use of available resources and commissioning intentions.

13.0 REASON/S FOR RECOMMENDATION/S

13.1 The recommendations are made to support the requirement to develop and produce a Market Position Statement adult social care services within Wirral.

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APPENDICES

Appendix 1: Wirral Market Position Statement

REFERENCE MATERIAL

N/A

SUBJECT HISTORY (last 3 years)

Council Meeting	Date