

**READING BOROUGH COUNCIL  
REPORT BY DIRECTOR OF EDUCATION, ADULT & CHILDREN'S SERVICES**

<b>TO:</b>	<b>ADULT SOCIAL CARE, CHILDREN'S SERVICES AND EDUCATION COMMITTEE</b>		
<b>DATE:</b>	<b>6 NOVEMBER 2014</b>	<b>AGENDA ITEM:</b>	<b>14</b>
<b>TITLE:</b>	<b>READING'S MARKET POSITION STATEMENT</b>		
<b>LEAD COUNCILLOR:</b>	<b>COUNCILLOR EDEN</b>	<b>PORTFOLIO:</b>	<b>ADULT SOCIAL CARE</b>
<b>SERVICE:</b>	<b>ADULT SOCIAL CARE</b>	<b>WARDS:</b>	<b>BOROUGH WIDE</b>
<b>LEAD OFFICER:</b>	<b>BRIGID DAY</b>	<b>TEL:</b>	<b>0118 9373207</b>
<b>JOB TITLE:</b>	<b>HEAD OF COMMISSIONING &amp; IMPROVEMENT</b>	<b>E-MAIL:</b>	<b>Brigid.Day@reading.gov.uk</b>

## **1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY**

- 1.1 This report describes the new requirement in the Care Act 2014 for local authorities to work closely with local providers across the statutory, private and voluntary sectors and other stakeholders to ensure the quality and diversity of the local care and support market. It presents the draft version of Reading's Market Position Statement which is a central document in Reading's approach to meeting this requirement.
- 1.2 A draft version of the Market Position Statement is attached to this report at Appendix A.

## **2. RECOMMENDED ACTION**

- 2.1 To endorse the draft version of Reading's Market Position Statement.
- 2.2 To agree to further consultation on the Market Position Statement with local providers to inform the final version, to be presented to ACE Committee in March 2015.

## **3. BACKGROUND**

- 3.1 The Care Act represents fundamental reform of Adult Social Care law, simplifying and clarifying over 60 years of legislation. It sets out significant changes to adult social care across all areas of the customer pathway including assessments, eligibility, care planning, market development, carers, safeguarding and prevention.

- 3.2 The Care Act was signed into law in May 2014, and Reading Borough Council is working to implement locally the changes from the Care Act. The majority of these changes come into effect from April 2015, although funding reforms will take effect from April 2016.
- 3.3 Part of the Care Act places new duties on local authorities to facilitate and shape the local market for adult care and support. This is the market for all people who need care and support in the local area, whether this is funded or arranged by the local authority or by individuals themselves.
- 3.4 The Care Act requires local authorities to facilitate a market that:
- Is focused on outcomes for people who need care and support, with emphasis on enabling people to stay independent for as long as possible
  - Promotes quality, with continuously improving, high-quality, appropriate and innovative services, including fostering the workforce
  - Encourages a variety of different providers, different types of services and different types of service provider organisations so that people have a genuine choice of appropriate services
  - Supports sustainability by ensuring that the overall market remains healthy in terms of adequate provision to meet expected needs
  - Is supported by the Council's approach to commissioning services which should consider best practice and assure quality and value for money through contracting
- 3.5 The Care Act emphasises that local authorities should see market shaping as a shared endeavour, working alongside providers, service users, carers, families and the wider public. Local authorities must collaborate with stakeholders to gather information on local needs and demands and to understand and shape the implications for future service delivery.
- 3.6 The statutory guidance for the Care Act suggests that local authorities should publish a Market Position Statement to best fulfil their new responsibilities for market shaping. A Market Position Statement should include:
- information on the Council's direction of travel and policy intent
  - key information about local needs, demand and trends
  - information about people's needs and wants from consultation, engagement and other research
  - an indication of current and future local authority resourcing
  - a summary of current supply and demand across the market
  - the authority's ambitions for quality improvements, new services or service developments
- 3.7 The purpose of a Market Position Statement is to support the local authority to ensure that the market has sufficient signals, intelligence and understanding to react effectively and meet local demand. It should support wider dialogue in an open and transparent way with providers about the local authority's intentions and enable joint working to develop services that can best meet future needs. The Market Position Statement should be informed by the views

of service users and carers to ensure that it is focused on the outcomes that are most important to people with care and support needs; however, it is a document that is aimed primarily at supporting the work between those who commission and provide services.

#### 4. THE PROPOSAL

4.1 A report on Reading's approach to drafting a Market Position Statement was presented to Policy Committee in April 2014, who agreed to the development of a draft and reporting back on this work to ACE Committee. Since then, work has taken place on a draft Market Position Statement, including work with providers and other stakeholders on their expectations and views on the document.

4.2 The draft Market Position Statement includes information on the Council's strategic and financial context, the Council's priorities for adult social care and ambitions for working with providers, and information on local needs and demand for services across different service user groups. It presents detail on the care and support market for different types of service (residential and nursing care, for example) including the current provision of care and support, trends that informed by data and service user feedback, and the planned future direction of travel. Where the detail is available, this includes any commissioning intentions that the Council (on its own or in partnership with other commissioners) will take forward. The detailed content and structure of the Market Position Statement may develop after further consultation with providers about the draft document.

4.3 The Council's key commissioning priorities across adult social care are identified in the document as:

- Increasing Extra Care Housing
- Reducing residential care use and cost
- Increasing provision for people with dementia
- Increasing nursing care home places
- Continuing to increase supported living options, while reducing the number of providers through the Supported Living Accreditation Select List (SLASL)
- Expanding the Council's 'Shared Lives' scheme
- Improving user & carer engagement
- Re-commissioning home (domiciliary) care by:
  - implementing the Ethical Home Care charter
  - reducing the number of providers
  - working with providers to 'step up' to a partnership approach
  - improving the quality of service delivery
- Refreshing the Council's priorities for prevention to fit with the Care Act, and using this to review adult social care grant funding
- Improving the use and support to use Direct Payments

4.4 The headlines from the draft Market Position Statement were shared with local providers at the Care and Support Conference in September 2014. Members of

the Adult Social Care User Panel were also involved to ensure the discussions stay focused on what matters most to people who use care and support services. Part of the Conference included discussions about what information is important to providers in the Market Position Statement and how this can be best presented to be most useful to providers. A workshop on the future of care and support in Reading allowed attendees to share their views and ideas on some of the future plans for adult social care that are already known.

- 4.5 The feedback from the Care and Support Conference and ongoing engagement with providers and other stakeholders over the next three months will be used to refine and further develop the draft Market Position Statement into a version that is ready for publication. This final version will be presented to ACE Committee in March 2015 for sign-off.
- 4.6 Market shaping is an ongoing exercise, and the Market Position Statement will need to be regularly updated to ensure it reflects changes to local needs, any emerging gaps or areas for development, and the Council's intentions to address these. The Care and Support Conference in September started a more structured approach to the Council's conversations with providers to continue our shared work on shaping and developing the local market. As well as continuing the regular forums for supported living, domiciliary care and residential and nursing care providers, there will be regular conferences and the establishment of a Market Position Statement Reference Group.
- 4.7 The Market Position Statement Reference Group will meet quarterly to support more detailed work on developing the Council's Market Position Statement, acting as a critical friend, and supporting the Council's work to share this with the wider market. The first meeting of the Reference Group in October 2014 allowed for comments on the initial draft of the Market Position Statement.

## **5. CONTRIBUTION TO STRATEGIC AIMS**

- 5.1 The draft Market Position Statement sets out the Council's ambition and direction of travel for adult social care. This is aligned with the Council's strategic direction for adult social care (as agreed by Policy Committee in September 2014) and the priorities in the Council's Corporate Plan.

## **6. COMMUNITY INVOLVEMENT**

- 6.1 The draft Market Position Statement is informed by the Council's engagement with service users and carers over recent years through consultations, forums and other feedback routes. There will be opportunities for further engagement with people with care and support needs and the wider public during the consultation that will take place on the Care Act. The Adult Social Care User Panel will be involved in this work to ensure that the final Market Position Statement is driven and underpinned by robust understanding of the wishes and needs of the local population.

## **7. LEGAL IMPLICATIONS**

7.1 The proposals set out in this report to work with providers and other stakeholder to produce and publish a Market Position Statement will enable the Council to meet the new duties introduced by the Care Act that must be in place for April 2015.

## **8. EQUALITY IMPACTS**

8.1 All public sector bodies are under a legal duty to comply with the public sector equality duties set out in the Equality Act 2010. The Care Act guidance notes that local authorities must ensure that their commissioning practices and the services delivered on their behalf comply with the requirements of the Equality Act 2010, and do not discriminate against people with protected characteristics. The guidance also notes the role for local authorities to work to ensure compliance with the Equality Act 2010 across the market, even where services provided in their area are not arranged and/or paid for by them.

8.2 An equality impact analysis will be completed for any of the more detailed plans such as commissioning strategies that are developed from the Market Position Statement.

## **9. FINANCIAL IMPLICATIONS**

9.1 There are no direct financial implications arising from this report. The Market Position Statement includes an overview of the Council's current and anticipated future financial context. The commissioning intentions are informed by this context, and subsequent plans arising from the document will be those which can be delivered within existing resources and/or have been budgeted for within local programmes to deliver better integrated care and to meet the new obligations set out in the Care Act 2014. It will make a contribution to delivering on savings and better value for money across commissioned services. It will also help manage risk as it provides a clearer framework for planning and therefore managing costs across the care system.

## **10. SUPPORTING DOCUMENTS**

10.1 Appendix A: 'The Future of Care and Support in Reading: Reading Borough Council's Market Position Statement for Adult Social Care'