

Adult Social Care, Children's Services and Education Committee



Reading
Borough Council
Working better with you

16 October 2024

Title	Communities and Adult Social Care - Market Position Statement
Purpose of the report	To make a decision
Report status	Public report
Report author	Paul Harper
Lead Councillor	Councillor Gittings
Corporate priority	Thriving Communities
Recommendations	1. That the Market Position Statement attached at Appendix 1 be noted and agreed for publication.

1. Executive Summary

1.1. The purpose of this report is to introduce the Market Position Statement 2024 - 2027 attached at Appendix 1, to the Adult's, Children's & Education Committee for approval. This is a document for the People of Reading as well as existing or potential care Providers in Reading to help them understand the Council's demographics, current position and future direction for Adult Social Care in achieving our vision of "Supporting the Life that Matters to You".

2. Policy Context

2.1. The key purpose and aims of the document are to:

- Meet the requirements in the Care Act 2014 relating to managing and influencing the care market
- Ensure the market is informed of the Council's purchasing direction, enabling Providers to respond in a way which benefits Reading residents
- Highlight change in population needs where applicable, influencing care Provider's business plans to grow and/or reduce in response to changing needs and to develop their services in line with the aspirations of people who rely on care and support.

2.2. The document reflects key demographic intelligence and the financial context for the Council, as well as highlighting business opportunities for the care market. The document informs residents, partners and Care Providers about the Council's current position including the structure of the Communities and Adult Social Care Directorate (DCASC) within the Council. Finally, the document reflects the priorities identified through the emerging Adult Social Care Strategy around the promotion of wellbeing, prevention, early intervention and reablement as key drivers for services.

3. The Proposal

3.1. The government requires all councils to ensure that there is a diverse range of good quality care provision for people to choose from so that they can access the right services for themselves and their families at the right time. To ensure this happens, market shaping and facilitation duties were placed on local authorities through the introduction of the Care Act (2014).

3.2. The Care Act states that commissioning and market shaping should be a shared endeavour, including the production of a Market Position Statement:

"Local authorities should take the lead to engage with a wide range of stakeholders and citizens in order to develop effective approaches to care and support, including through developing the JSNA and a Market Position Statement".

3.3. The 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 are informed by data and service user feedback, and the future direction of travel. Where the detail is available, this includes any commissioning intentions that the Council (on its own or in partnership with health or other local authorities) will take forward.

3.4. The Market Position statement sets out that:

- The population in Reading is continuing to grow but we will see a decrease in the proportion of working age adults and a growth in the Borough's older population.
- The number of people in the Borough with eligible care and support needs continues to grow across all primary service user groups.
- Reading experiences some similar issues in the Adult Social Care Workforce that are being seen across the country, but our commitment to the Ethical Care Charter and Living Wage mean we have fewer care staff effected by less desirable employment practices:
 - The sector has difficulty retaining younger staff. In turn, people are more likely to leave in their first year of employment. On the positive side, however, people with higher levels of experience tend to stay within the sector and those that have access to training are much more likely to stay in the profession.
 - People are more likely to leave if they are on zero hours contracts.
 - Staff recruited internationally are less likely to leave than domestically recruited staff .
 - Higher CQC ratings are positively correlated with lower staff turnover
- Prevention and early intervention are key to reducing long term poor health and wellbeing. By shifting its approach away from treating ill-health to preventing it from happening in the first place, the Council can contribute to reducing the prevalence of physical and mental ill health in the Reading population. To achieve this the Council will:
 - Increase the number of carer's assessments and develop closer working relationships with unpaid carers in the Borough
 - Improve the reablement and enablement ethos from the providers we commission with
 - Make greater use of Assistive Technology and equipment to reduce the need for direct support or to reduce the size of the care package being delivered
 - Continue to focus on maintaining people's independence by providing care and support in their own homes for as long as possible
 - Increase the respite offer and provide more culturally appropriate carers breaks
 - There are capacity issues within Nursing Dementia care homes that the Council is seeking to address through the purchase of additional block contract beds to ensure secured provision

- Increase the take up of our direct payments offer
 - The Council needs to reduce the number of younger adults moving into care homes by increasing the availability of intensive support offered in our community support services such as supported living.
 - Increasing the diversity of our Extra Care offer within the Borough will allow those services to reach more people and offer an effective alternative to residential care.
 - There are currently care market gaps identified in Reading for services such as:
 - Bariatric care home support
 - Complex mental health and dementia care
 - Support for unpaid carers
- 3.5. Market shaping is an ongoing exercise, and it is our aspiration that information within the Market Position Statement will be updated annually to ensure it reflects changes to local needs, any emerging gaps or areas for development, and will support conversations and collaborative working with our Partners, Providers, and the community of Reading.
- 3.6. The views of residents, and people with lived experience who use Adult Social Care and Health services (whether eligible for Adult Social Care funding or self-funded) are an important part of shaping the future of the local market. The Council works with Provider Forums and other groups and partnerships in Reading. Feedback gained through engagement and forums enable people with lived experience and Providers to help shape the future of care in the Borough. As well as assisting us with the development of the Market Position Statement, this input is vital in allowing the Council to update our Adult Social Care and Health and Wellbeing Strategies. We will be continuing to hold regular forums and coproduction sessions when we update the Market Position Statement in the future.

4. Contribution to Strategic Aims

- 4.1. The Market Position Statement outlines the Council's ongoing commitment to shaping good quality, diverse, accessible and personalised health and social care support for the people of Reading. The document explains how the Council is currently working to improve the quality of life for Reading residents and how the Council intends to improve services offered to the people of Reading.
- 4.2. The document has elements within it that cover all three of the Council's corporate priorities Inclusive Economy, Healthy Environment and Thriving Communities but particularly our descriptions of the current care market in Reading and future opportunities for Providers in the care market link directly to Thriving Communities and working with those who are older or living with disability, or physical or mental illness, to support them to live well and independently at home.

5. Environmental and Climate Implications

- 5.1. The Market Position Statement is a high-level strategic document that sets a clear intention in respect to Sustainability and Climate Change. The document makes clear to Care Providers the Council's commitment to climate and environment change and requests their support with the sustainability agenda and for Reading to become carbon neutral by 2030.

6. Community Engagement

- 6.1. The Market Position Statement is informed by the Council's engagement with people with lived experience, carers and Providers through recent consultations, forums and other feedback routes.

- 6.2. Throughout the year the Council has conducted several meetings with providers to discuss the care market in Reading, gaps in the market such as complex care needs and bariatric care, as well as the quality of care in the Borough and how the Council monitors it. Specific consultations were held with providers looking at the Council's front door and the support the voluntary sector provides .

March 2023	Care Home Forum
February 2024	Consultation with Voluntary Sector Providers
February 2024	Provider Complex Care Event
March 2024	Provider Accommodation Event Held
April 2024	Supported Living General Feedback
April 2024	Community Care Provider Forums

- 6.3. Throughout the year discussions were held with carers and people with lived experience to look at how the Council is currently performing, what we could do better, what people want from Council services and how we could support people better.

2023/24	ASC survey results analysed
May 2023	Phone and Online Survey Looking at Access to the Council
July 2023	Carers Consultation and Survey
August 2023	Carers Focus Group

- 6.4. There will continue to be opportunities for further engagement with people with lived experience, Providers and the wider public, which will allow the document to be updated over the next few years. The Market Position Statement is driven and underpinned by a robust understanding of the wishes and needs of the local population.

7. Equality Implications

- 7.1. Under the Equality Act 2010, Section 149, a public authority must, in the exercise of its functions, have due regard to the need to:

- eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

- 7.2. An Equality Impact Assessment was considered, however, there is no evidence or reason to believe that publishing of the Market Position Statement may cause some (racial, disability, gender, sexuality, age and religious belief) groups to be affected any differently than others.

8. Other Relevant Considerations

- 8.1. There are no other relevant considerations for this report.

9. Legal Implications

Section 5 of the Care Act 2014 places a duty on local authorities to facilitate a diverse, sustainable, high quality care market for their whole local population, including those who pay for their own care. Additionally, the Government's Guidance "Care and Support Statutory Guidance 2014" chapter 4 sets out the principles that underpin market shaping and commissioning activity. It requires local authorities to:

- design strategies that meet local needs;
- engage with providers and local communities;
- understand the market;

- facilitate the development of the market;
- integrate their approach with local partners;
- secure supply in the market and assure its quality through contracting.

10. Financial Implications

- 10.1. There are no direct financial implications arising from this report.
- 10.2. Services the Council commissions in the future will be informed by this document and future strategies arising from the document will be delivered within existing resources.
- 10.3. The Council's Communities and Adult Social Care budget is £56.887 million for the 2024/25 financial year and from that budget £47.620 million is spent on direct care and support. In many cases the Council is the single largest purchaser of care with many providers and our influence on the market in Reading is strong.

Service Type	Budget 2024/25 £m
~Residential	19.358
~Nursing	6.851
~Community Based	21.411
Total Budget 2024/25	47.620

11. Timetable for Implementation

- 11.1. We are aiming to publish the Market Position Statement in November.

12. Background Papers

- 12.1. There are none.

Appendices

1. The Market Position Statement