

# HEALTH AND WELLBEING BOARD

26 January 2016

<b>Title:</b>	Market Position Statement Update 2015		
<b>Report of the Cabinet Member for Adult Social Care and Health</b>			
<b>Open Report</b>	<b>For Information</b>		
<b>Wards Affected:</b> All	<b>Key Decision:</b> No		
<b>Report Author:</b> Monica Needs, Market Development Manager	<b>Contact Details:</b> Tel: 020 8227 2936 Monica.Needs@lbbd.gov.uk		
<b>Sponsor:</b> Councillor Worby, Cabinet Member for Adult Social Care and Health			
<b>Summary:</b> <p>Barking and Dagenham published a Market Position Statement entitled “The Business of Care” in July 2014 to facilitate the development of the social care market in Barking and Dagenham and provide relevant timely information to providers looking to operate in the market locally.</p> <p>The Care Act 2014 places a new duty on local authorities around market shaping. Section 5, part 1 of the Care Act (2014): the new duty to promote the efficient and effective operation of a “vibrant and responsive market of service providers”. One of the key mechanisms identified for supporting market shaping is the development and implementation of a Market Position Statement or similar document.</p> <p>This report presents the update to Barking and Dagenham’s Market Position Statement, which was published in July 2014. The update reflects the implications of the Care Act 2014, the increased pressures on local authority budgets and significant other local developments, such as the personal assistant market.</p> <p>The report also outlines the process for a new Market Position Statement to be developed in 2016, to reflect both the changing demand and market for adult social care in Barking and Dagenham and the findings of the Growth Commission.</p> <p>The key messages that the update gives to providers in the social care market are with regard to the following:</p> <ul style="list-style-type: none"><li>• The focus on prevention for all partners</li><li>• Considering at every point the provision of information and advice in a digital age</li><li>• The role of carers and advocacy in the community</li><li>• The reconfiguring of provision in line with the Care Act 2014</li><li>• The changes to social care budgets and the additional pressures being faced</li></ul>			

locally

### **Recommendation(s)**

The Health and Wellbeing Board is recommended to:

- Note the Market Position Statement Update
- Raise any comment and recommendations that they have on the proposed new Market Position Statement.

### **Reason(s)**

The development of a Market Position Statement is the basis of an on-going 'conversation' with social care providers about the quality and future development of social care services. It is the Council's way of supporting providers to develop people focused, quality and sustainable services for the local adult social care market.

The Market Position Statement supports the Borough's vision of: 'One borough; one community; London's growth opportunity' and particularly the priorities of "growing the borough" and "enabling social responsibility". Social Care in Barking and Dagenham is a significant part of the economy and supporting providers to provide effective services provides local employment opportunities in addition to providing personalised responsive services. One of the principles underpinning the development of a Market Position Statement for Barking and Dagenham is that of giving service users meaningful choice and control over the care and support that they receive. The Borough is committed to working with the local community to help create a Borough that supports wellbeing, promotes independence and encourages residents to lead active lifestyles as far as they possibly can. The Market Position Statement facilitates the development of services for residents with and adult social care need and outlines the types of provider we would like to see in the local market.

## **The Business of Care: An Adult Social Care Market Position Statement for Barking and Dagenham**

### **1. Introduction and Background**

1.1 Market Position Statements in adult social care are one of the key ways in which local authorities can support the development of the local market and demonstrate that they are fulfilling their Care Act duties with regard to market shaping.

1.2 The Market Position Statement for Barking and Dagenham was developed in 2013-14. Barking and Dagenham's Market Position Statement is a tool to support existing providers, those who do not currently work in the authority and new start-ups by:

- giving information about the direction of travel, in order to enable effective business planning and better investment decisions
- responding to opportunities around personalisation
- reducing the risk of wasting resources on poorly targeted initiatives.

- 1.3 The process for the development of the Market Position Statement in Barking and Dagenham included input from a wide range of service providers of different size and type, to find out what information would be useful in shaping their services for the future. Provider forums targeted different client groups and consultations were held with residents and service users at market events and workshops. Feedback was gained from a range of service providers and key stakeholders both within and external to the council.
- 1.4 The Market Position Statement was agreed in April 2014 and then launched on July 15 2014. The launch event was attended by 54 providers providing a range of services. The document can be found on the Barking and Dagenham Care and Support Hub website here:  
[http://careandsupport.lbbd.gov.uk/kb5/barkingdagenham/asch/advice.page?id=Mp\\_qJPtFLEw](http://careandsupport.lbbd.gov.uk/kb5/barkingdagenham/asch/advice.page?id=Mp_qJPtFLEw)
- 1.5 Since the launch a Market Management peer review in October 2014 commented on the usefulness of the Market Position Statement and both providers and other local authorities have commented on the effectiveness of Barking and Dagenham's Market Position Statement.
- 1.6 The Market Position Statement has been used in dialogue with providers through forums and other interactions over the last year.

## **2 Market Position Statement Future Development**

- 2.1 The context within which the Market Position Statement has been written in Barking and Dagenham is rapidly changing. With the One Community vision, changing demographics, reducing local authority budgets, the future growth of the borough, as being reported on by the Growth Commission and the current programme of work around the future shape of the Council and its role within the borough and community it is felt that there is a need for a new Market Position Statement in 2016 to reflect this.
- 2.2 In more detail the key developments that will impact on the Market Position Statement and the context in which it is written are:

### **The Growth Commission and Economic Development**

- 2.3 Barking and Dagenham Council in July 2015 have agreed an ambitious focus: to transform the Borough into 'London's Growth Opportunity' in order to improve the social and economic outcome, and maximise opportunities now and in the future. Underlying this is a recognition and belief that London needs an affordable, attractive place to grow at scale and Barking and Dagenham has the potential to do this.
- 2.4 The Growth Commission is independent of the Council and is due to report in February 2016 and the findings will make recommendations to the Council and its partners.
- 2.5 One key element of growth in the borough is with regard to health and social care. According to the Business Register & Employment Survey 2014 there are 1600

jobs in residential and community based social care for older and disabled people alone. This is 3.2% of the employment. If we add to this the wider health and social care workforce both in the statutory sector and in partner and provider agencies this is a significant workforce and as we move forward in growing the borough the role of health and social care economy is a key consideration.

- 2.6 Alongside the size of the workforce the development of Care City as a driver for innovation and change in the health and social care field is of note. Care City's potential role across the three boroughs with regard to research, innovation and education will be important in the next season and a submission to be an NHS test bed for innovation has been made.

### **Ambition 2020**

- 2.7 The Council continues to face a significant challenge with regard to its financial resources and estimates a funding gap of £63million by 2020. Ambition 2020 is a transformation programme set up to determine the best way to spend the remaining funding the Council will have available following funding cuts. .
- 2.8 Within the Adult Social Care market specifically the new requirement with regard to the national living wage and the pension's liabilities will place significant additional pressures on an already reducing budget. Following the provisional Local Government finance settlement, there are some ways in which these pressures may be alleviated and these include the ability for the Council to charge an additional 2% Council tax as a precept ring fenced for Adult Social Care and additional funding given via the Better Care Fund (BCF) in the later years of this government.
- 2.9 Within this context the Council is seeking to look at what can be achieved for and what will have the biggest impact on residents within a significantly reduced resource. The Ambition 2020 programme work identifies the key initiatives through to 2020 that will help the borough to meet its future challenges.
- 2.10 The findings of the Growth Commission and Ambition 2020 will shape the role of the Council and its partners through to 2020 and beyond and will inform the nature of the Adult Social Care market locally going forward.
- 2.11 It is therefore recommended that the development of a new Market Position Statement begins in April 2016 to reflect these changes for publication in the autumn.
- 2.12 The process for developing the new Market Position Statement will include: Stakeholder engagement, statutory partners and providers, the review of current data sets, focus groups with people and the review of market facilitation and development in other areas.

### **3 Market Position Statement Update – January 2016**

- 3.1 However with the implementation of the Care Act in April 2015 there was a need to update the current Market Position Statement to reflect more clearly how the new duties impact on providers and the market locally and the developments that have taken place locally in the last 18 months. The Care Act 2014 is the most important

piece of adult social care legislation and guidance for a generation.

3.2 The approach taken has been to produce an update for the current Market Position Statement for early 2016. The update is in two sections. The first looks at the developing the adult social care system and the environment within which this is set and the second contains updates for each of the category specific sections that are included in the current Market Position Statement e.g. older people and learning disability.

3.3 Section one of the update covers a number of issues that have either impacted the context nationally or locally in the last 18 months or need clarifying with the implementation of the Care Act 2014. This includes an updated context and introduction and specific sections on the following:

- Prevention
- Information and Advice
- Carers
- Advocacy
- Personal Assistants

Whilst many of these areas were covered within the existing Market Position Statement it is helpful to provide additional clarity particularly in light of the development of the Prevention Approach, the Information and Advice plan, the Carers Strategy and the changes to the provision of advocacy in 2015.

3.4 Working with providers to understand the implications of the significant changes highlighted above will be ongoing in the next year.

3.5 In addition a technical update has been provided on each of the current client sections of the Market Position Statement to reflect any changes that have occurred since publication in July 2014.

3.6 In summary the key messages from the update to providers are:

- The increased pressure on social care budgets in light of national and local changes.
- The adoption of the Prevention Approach by the Health and Wellbeing Board in May 2015 has led to developing dialogue around the nature of service provision and how providers can work with clients to adopt strength based approach to their lives.
- There is an increased focus on preventing, reducing and delaying the need for adult social care and, in line with the prevention approach; this should be considered at every opportunity.
- In the digital age the delivery of good quality information and advice in accessible ways becomes increasingly significant as residents access information differently. There is a key role for stakeholders and providers in the market to signpost to appropriate resources,
- Providers and partners need to recognise carers and support them in their caring role whether through signposting or direct support.
- Providers in the market should consider where they can attract additional resource to support wider agendas in the borough.
- There will be significant developments in the next year in the following service areas: Carers, Mental Health and Advocacy,

## **4 Mandatory Implications**

### **4.1 Joint Strategic Needs Assessment**

The Market Position Statement is a statement to providers about the nature of the adult social care market in Barking & Dagenham and, as such, complements the identification of need and the priorities for future action described in the JSNA. The data in the Market Position Statement is, in part drawn from, and used to provide information to the JSNA. This is a cyclical process.

### **4.2 Health and Wellbeing Strategy**

The commitments set out in the Health & Wellbeing Strategy are consistent with and reflected in the development of a Market Position Statement which looks to the market or the provision of services across the adult social care market. The two documents therefore complement each.

### **4.3 Integration**

Integration is a theme that occurs in a number of places in the Market Position Statement, and the document reaffirms the Council's commitment to work with partners in the development of integrated services and improving the experience of local residents in accessing health and social care services.

### **4.4 Financial Implications- completed by Carl Tomlinson, Group Finance Manager**

This report provides an update on the Market Position Statement and there are no direct financial implications arising from the report. However, given increasing financial pressure within adult social care and reductions in local authority funding, further analysis would be required to understand the implications of the provisional Local Authority Finance Settlement 2016-2020 and outcomes of the Ambition 2020 programme as contributing towards managing these pressures

### **4.5 Legal Implications-completed by Chris Pickering, Principle Solicitor**

The Market Position Update is for noting and there are no legal implications.

## **List of Appendices:**

Appendix 1: The Business of Care Interim Update - January 2016

Appendix 2: The Business of Care in Barking and Dagenham: Adult Social Care Market Position Statement – London Borough of Barking and Dagenham 2014 to 2016  
[http://careandsupport.lbbd.gov.uk/kb5/barkingdagenham/asch/advice.page?id=Mp\\_qJPtFLEw](http://careandsupport.lbbd.gov.uk/kb5/barkingdagenham/asch/advice.page?id=Mp_qJPtFLEw)