

Report to: **Adult Social Care and Community Safety Scrutiny Committee**

Date: **14 June 2012**

By: **Director of Adult Social Care**

Title of report: **Developing the local market**

Purpose of report: **To provide an update on the Department's activity to develop and support the local care market to deliver personalisation**

RECOMMENDATION

The Scrutiny Committee is recommended to consider and comment on progress to date with the Department's aim of creating a diverse and responsive local market for care and support.

1. Financial Appraisal

1.1 Project work to support market development as part of the original Putting People First Programme has been funded through the carry forward of the government's Social Care Reform Grant (£5.3 million for East Sussex over three years).

2. Background and Supporting Information

2.1. Under Putting People First (PPF; December 2007) and the follow up Think Local Act Personal (TLAP; January 2011) successive governments have laid out plans for sector-wide reform of social care for adults. Since 2008 Adult Social Care has been taking forward work to transform the internal user pathway and process to Self Directed Support (SDS). In parallel, work has also taken place to increase choice in how service users and carers are supported to live their daily lives by developing a market of diverse, flexible and responsive care and support options. This has involved: (1) better engagement and dialogue with providers; (2) work with existing providers to increase personalisation, flexibility and responsiveness of services; and (3) stimulation of alternatives to traditional service provision – including, in relation to unregulated care, developing new ways to inform service users, carers and the public about the availability and quality of support. The following paragraphs give an update on the key areas of work so far.

2.2. **Provider engagement and the East Sussex Personalisation Conference** - regular meetings are held with providers to facilitate discussion and learning as well as enable providers to keep abreast of key messages for market development. Forums for older people's services, learning disability services and workforce development were set up in 2010, and an Older People's Nursing and Residential Care Forum was introduced in 2011. A regular Personalisation Bulletin is also produced going out to over 1500 care sector contacts. A copy is attached at appendix 1.

A second Personalisation Conference was held on 1st May 2012, attended by over 170 people representing over 100 different organisations and businesses from across the care sector. The Department of Health, Skills for Care, Social Care Institute for Excellence and the Care Quality Commission spoke on themes of personalisation, market and workforce development, with workshops on various topics. The conference was evaluated highly by participants.

2.3. **Market Position Statements** – in order to shape and facilitate the local care market Adult Social Care departments are encouraged to produce a Market Position Statement to describe future trends in demand, gaps in supply and signal forthcoming change. Three Market Position Statements were produced during 2011/12 to support dialogue with providers about older people, learning disability, and physical disability and sensory impairment services. Launched at the Personalisation Conference (see 2.2 above), a summary of the key messages from each statement is attached at appendix 2. The full statements are available on the County Council website: <http://www.eastsussex.gov.uk/socialcare/providers/markets/default.htm> .

2.4. **Work with traditional services** – mainstream commissioning is now underpinned by outcomes-based approaches as evidenced through the specification and design of a range of contracted provision including Domiciliary Care, Day Opportunities and Residential and Nursing Care. Development is taken forward through Joint Commissioning Strategies, Market Position Statements and the provider forums. Pilot work due to report in the autumn is taking place with agencies to provide Personal Assistants (PAs) for people who don't want to employ PAs directly.

2.5. **Stimulating new services: micro market development** – micro enterprises offer a wide range of very small services (0- 5 employees) that meet the needs of individuals or small groups of older or disabled people. These services are localised and entrepreneurial in nature and offer high levels of personalisation. In January 2011 a project was implemented to make contact with providers at the local level and help overcome barriers to entering the social care market. 170 individuals, existing or potential micro organisations have engaged with the project so far. Of these, around 45 are in regular contact with the project and fit well with desired service developments identified through service user, commissioner and operational feedback. 20 providers have applied to join Support with Confidence; 5 are new services, including People Inspiring People, Florence Care Services, Older Wiser Living Longer Service and DeafCog. Pilot work is underway to encourage take up of micro services as part of SDS support planning.

2.6. **Support with Confidence (SWC)** – The SWC scheme was launched in October 2010 with Trading Standards to help service users, carers and those working with them to be informed about the quality and safety of support services where CQC registration does not apply. The scheme now has 72 approved members, across a range of daytime activities, pathways to employment, cleaning and housework, Personal Assistants and community support workers who have been vetted to quality and safety standards. A further 49 applicants are being processed, and the SWC team target applications from providers in areas where there are gaps in services. Accessed via the Council's website SWC is accessible to the whole community.

2.7. **East Sussex 1 space: an online resource and market place** – to ensure that the full range of options in the local care market is clearly visible and accessible this online tool will be searchable by service, postcode, locality and condition. Designed to aid navigation and choice, service users, carers, and those supporting them will benefit from clear messages about quality and cost, as well as pathways to lower level support, prevention and wellbeing services. Local providers are currently going through the registration process ahead of launch in the autumn.

2.8 **Commissioning to strengthen social capital in local communities** – both PPF and TLAP promote the role of local communities and social capital (the non-financial value added by local knowledge, networks and action) in meeting care and support needs. A new grants-based commissioning process was implemented and evaluated during 2011 to capture the value added by social capital in delivering prevention, information, advice, advocacy and other support services. Over £7million was awarded to 47 community-based organisations to deliver local health, social care and wellbeing outcomes.

3. Conclusion and Reasons for Recommendation

3.1 Strong progress has been made in developing a diverse local care market that has a range of options to meet the full spectrum of needs in the county – from low level to complex and enduring – and Support with Confidence and East Sussex 1Space will aid the exercising of user choice. An action plan will be published in the summer of 2012 to engage the local care sector in the ongoing work and key activities needed to further develop the local market for personalisation.

3.2 As indicated in the progress report for Self Directed Support, a key focus in 2012/13 is linking together the progress and change in practice and the user pathway with the new capacity to meet needs in different ways that the local care market can offer - enabling the Council to move towards much more personalised support for all on a system-wide basis.

KEITH HINKLEY
Director of Adult Social Care

Contact Officer: Beverly Hone (AD Strategy and Commissioning)
Vicky Smith (Head of Policy and Service Development)

Tel No.01273 481378
Tel No. 01273 482036

Personalisation Bulletin

Putting your organisation and workforce in the picture in East Sussex

In this issue:

Choice.....pages 2-3

[Personal assistant agency project](#)

[Online resource directory](#)

[Care providers fire safety scheme](#)

[Provider web pages](#)

[Examples of flexible homecare](#)

Workforce.....pages 4-5

[Free e-learning](#)

[Safeguarding Vulnerable Adults training](#)

[Workforce Development Forum](#)

[Carer Aware – e-learning](#)

[Workforce development funding](#)

[A Showcase for Social Care](#)

[Supporting PAs in adult social care](#)

[Training Prospectus](#)

Market development.....pages 6-8

[Continuous improvement strategy in
demential care homes](#)

[Switch to digital TV](#)

[Developing micro markets](#)

[Great Out-Tours case study](#)

**Dates for Provider Forums
in 2012page 8**

Transforming Adult Social Care in East Sussex: keeping you in the picture

The Personalisation Bulletin is to help providers understand more about personalisation and what it means for you. Welcome to the eighth in the series. We hope you find it useful.

If you think we can improve it in any way – or if you'd like us to send you a hard copy – please call us on **01273 336570** or email personalisation@eastsussex.gov.uk.

The next bulletin will be Spring 2012.
Stop press! A date has been set for the next East Sussex Personalisation Conference for Providers - 1st May 2012. Look out for your invitation in early March.

Market Position Statements – understanding the local market

Work has been taking place in the provider forums on sharing intelligence about the social care market in East Sussex. The key messages will be shared at the Older People's Provider Forum and Learning Disability Provider Forum in February (see page 8 for details), ahead of wider publication of the Market Position Statements in April.

Choice

Personal assistant agency project

People using services in East Sussex have told us that they would value an alternative to using Direct Payments to employ their own staff – usually called personal assistants. They have told us they want a service that has the key attributes of the personal assistant model (to a greater or lesser extent) but where they do not directly employ their worker. Thus the model would offer a high degree of personalisation but with less of the hassle and responsibility that comes with being an employer.

We are working with a domiciliary care provider to develop and test an affordable model of service which has as many of the key attributes of the personal assistant model as possible. We envisage that, eventually the service would be sufficiently widely available to make it a viable option for anyone planning for their longer-term support.

Initially, we are particularly keen to develop such services for older people, but believe that there is also a market for people with learning disabilities or mental health issues. While we require the pilot project to be relatively small it is envisaged that, if successful, the service could expand across the whole social care market in East Sussex.

We are in the initial stages of this project. **For further information, please contact Frood Radford on 01273 481474 or frood.radford@eastsussex.gov.uk**

Online resource directory – now called East Sussex 1Space

East Sussex 1Space, the online directory for all care and support services in East Sussex, is due to be launched in April/May and fully rolled out during 2012/13.

eastsussex.gov.uk

Service providers will be able to register online or attend a workshop to register their service on East Sussex 1Space.

One hour sessions are being arranged for April 2012 with further dates to follow.

If you are interested in attending one of these sessions please email claire.caddick@eastsussex.gov.uk with the subject title 'East Sussex 1Space SP Workshop'.

We will contact those who have registered an interest with a choice of dates and times. We will also send a guide to help you consider what information you would like to enter on the directory about your service.

Independent support-planning and brokerage – final report

The final report of phase 1 of the independent support-planning and brokerage pilot scheme April 2010-June 2011 is now available. This follows the interim report published in May 2011.

The scheme helps people using services to get independent help with support-planning and brokerage. Findings show this can help people develop creative support plans and spend their personal budget effectively to meet their needs. Some people have valued the peer support available.

A second phase is taking place from July 2011 to August 2012.

A full report is now available at: www.eastsussex.gov.uk/learningproject

For more information, contact Beja Morrison on 01273 482517 or at beja.morrison@eastsussex.gov.uk

Care providers fire safety scheme

As a provider of care services you should make sure your clients are safe in their homes. If your organisation becomes a member of the fire safety scheme you will know your staff are making a valued, extra contribution to the safety and wellbeing of your clients, particularly those who are living independently.

East Sussex Fire and Rescue Service (ESFRS) will provide free awareness training to your staff. This will help them identify the common types of fire hazard in the homes of vulnerable people. It will also show your clients and their families that you care, that you are taking all the necessary steps for their safety, and have social responsibility at the top of your agenda.

You can refer your clients to the scheme, which will enable the Fire Service to carry out a free home safety visit.

For information on the care providers scheme, including membership forms, click on the following link (by pressing CTRL and clicking on the link address).

<http://www.esfrs.org/careprovidersscheme/>

Provider web pages

The new web pages especially developed for social care providers in East Sussex are now live at:

<http://www.eastsussex.gov.uk/socialcare/providers/default.htm>

They include the latest news, local training and events, details of all the provider forums coming up and papers from past meetings. There is also information about developing your organisation for personalisation, promoting and accrediting your service, and about developing and funding social care support services.

The pages will be regularly updated. Look out for pages about market development coming soon.

Examples of flexible homecare

These examples of working flexibly to meet people's needs were shared by providers at a homecare forum last year.

Allied Healthcare

Mrs F had been supported by Allied Healthcare for a number of years and received two hours of support each day. She had no family living locally and was quite socially isolated.

Allied liaised with her family and Adult Social Care and it was agreed for calls to be cut slightly over a three-week period. The hours were then collated so that, for her birthday, Mrs F could go on a boat trip around Eastbourne Harbour and have fish and chips for lunch with her main carer from Allied. Mrs F had loved going on boats when she was younger and had a wonderful time.

Wealden Community Care

Miss G, who has a learning disability, had lived with her mother all her life; her mother was receiving care from Wealden Community Care. When Mrs G passed away, although no package was in place for her daughter, the agency continued to provide some care for Miss G.. Call times were adjusted and 'banked' over a three-week period to allow the care workers to help Miss G with packing and with her finances, getting her new place ready and moving to her new home. This made a huge difference to Miss G, as it was quite traumatic for her to leave the family home.

Miss G now lives in warden-assisted accommodation and has two hours of help a week from Wealden Community Care. For the first time she is now going to bingo and aerobics every week.

Free e-learning

The table below shows the certified e-learning courses available to care providers in East Sussex.

These are available free to all health and social care workers. To access these:

1. Go to www.kwango.com
2. Go to 'User Login' and add the user name and password shown below for each course you want to access.

Course	User name	Password
Mental Capacity Act	MCAesxind	esxind001
Deprivation of Liberty	DOLSexind	esxind002
Safeguarding Vulnerable Adults	SVAesxind	esxind003
Safeguarding Children	SCpvi	Pvi006
Dementia	DEMesxind	esxind005
Self-Directed Support	SDSexind	esxind004

East Sussex County Council also sponsors access to **SCILS** (Social Care Information and Learning Service) which has over 150 free guides to training, as well online forums. Go to www.scils.co.uk. Use the registration number **234EASUIN**. (You will be asked to create a user name and password.)

Safeguarding Vulnerable Adults training

Have you or a colleague taken the Safeguarding Vulnerable Adults Train the Trainer course in the past? If so – and you still deliver the training – then you need to be aware of the new safeguarding Policy and Procedures and the revised training manual.

If you 'tick both boxes' then contact debbie.mepham@eastsussex.gov.uk with your personal details and when you took the training, and she will email you the new training materials.

Workforce Development Forum

The next East Sussex Adult Social Care Strategic Workforce Development Forum is on Monday 19 March. Representatives from the independent and voluntary sector attend this forum.

For more details contact Claire Francks on 01273 336516 or at claire.francks@eastsussex.gov.uk

Carer Aware – e-learning

Carer Aware, an innovative online course, is now available on the council's website. This enables providers, GPs, carers, voluntary organisations, schools, and of course anyone else in the community, to follow the course. It is also available to staff through the intranet (our internal website).

The course is in 'bite-sized' modules, so it can be studied in short sessions and you can easily find the specific information you need. It includes:

- Who are carers? – problems and challenges, real carers' stories.
- Carers' legal rights – key facts on the carer's assessment, carers' employment rights.
- Meeting the needs of carers – how services are provided to carers, and information on services to support carers in East Sussex.

The course has links to other websites so you can explore topics in more depth. The whole course takes no more than 45 minutes to complete. See <http://www.eastsussex.gov.uk/socialcare/providers/training/careraaware.htm>

For more information contact Allyson King on 01323 747314 or at allyson.king@eastsussex.gov.uk



Workforce development funding

If you have staff taking qualifications under the new QCF (Qualifications and Credit Framework), which has replaced the NVQ, there is some funding available through a scheme from Skills for Care.

To qualify, your organisation must be up-to-date with the National Minimum Data Set (NMDS). You must not be receiving funding from another source, and you need to join a new partnership. This funding scheme excludes apprenticeships and other government-funded schemes.

For further details contact Brian Andrews on 01323 453114 or at brian.andrews@eastsussex.gov.uk

A Showcase for Social Care Brighton Racecourse, 15 March 2012

This year's Showcase, aimed at social care providers, is an opportunity to hear from several different speakers about latest developments and information on key issues.

There will be a chance to hear the latest on workforce development, information about meeting the changing social care agenda, making the most of funding for training, helping ensure your care services are rated as the best quality, and practical business advice, as well as how to work towards the best outcomes for people who use services.

Speakers include Peter Hay, President of the Association of Directors of Adult Social Care, Professor Andrew Kerslake from Oxford Brookes University, and Dr Graham Stokes, Director of Dementia Care, BUPA.

For more information and to book a place, visit www.careshowcase.org.uk

Supporting personal assistants (PAs) working in adult social care

'A framework for supporting personal assistants (PAs) working in adult social care' was published in July 2011 by the Department of Health and developed jointly with people who use services, their PAs, and with sector partner organisations. Key themes were recruitment and retention, learning and development, support and risk.

The Adult Social Care training section offers a variety of options for employers and their PAs to undertake free training. This ranges from a full six-day workshop-based course for people who want to become PAs but have no health or social care experience, to developing bespoke courses for both employers and PAs. We are currently piloting a course for people employing PAs to help them become better managers.

For more information, contact Renee Jasper-Griffiths on 01323 646109 or at renee.jasper-griffiths@astsussex.gov.uk

PA framework

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_128733

Training Prospectus

Our Adult Social Care Training Prospectus gives details of our training courses for both independent sector and Directly Provided Services professionals.

[Click here](#) to find out about our full range of courses.

Market development

Continuous improvement strategy in dementia care homes

We're developing a framework and guidance to help our service providers deliver high-quality customer-focussed services that encourage 'personalisation' and are manageable within existing resources.

This project involves working closely with service providers, the Dementia Care In-Reach Team (Health) and ESCC teams.

Project aims:

- Continuous quality improvements within a more integrated approach to health and social care.
- A Good Practice Guide supporting providers in delivering care.
- Training courses specifically for dementia care homes.
- Improved working with service providers through the development of the Guide.
- A comprehensive system of quality indicators.
- Improved consistency and quality in the independent sector. This will encourage a robust market giving people more choice of services.
- A more responsive system, allowing efficient resolution to complaints or safeguarding concerns.
- A long-term aim to develop capacity and skills within the independent sector
- Feedback for people using services contributing to the review process for the project.
- An improved service of care for the individual that enables people to have more choice and control over their daily lives, and improves the 'customer experience'.

Longer term benefits include the ability to use the Guide and training to support existing care homes to diversify into dementia services.

Service provider engagement to develop the Strategy is crucial and will include forum meetings and the opportunity to participate on the Project Group

For more information please contact Darren Elliott on 01273 481387 or at darren.elliott@eastsussex.gov.uk

Switch to digital TV

This May/June our area TV signal switches to digital. To help, there's a national Switchover Help Scheme.

People are eligible if they:

- are aged 75 or over; or
- have lived in a care home for six months or longer; or
- receive, or qualify for, disability living allowance, attendance allowance or mobility supplement; or
- are registered blind or partially sighted

They will receive an information pack, and some people on benefits will get free help. Otherwise, installation of equipment to convert one TV set to digital, plus advice and follow up will cost £40.

If you work with older or disabled people who are unsure about the switchover, they can call Help Scheme on 0800 40 85 900 or visit helpscheme.co.uk.

Developing micro markets – small can be beautiful in adult social care

'Taster' events for people interested in adult community services, provided by small organisations and businesses in East Sussex, were a great success at the end of last year.

Over 100 people attended the events in Eastbourne, Hastings, Lewes, Uckfield and Crowborough. There was a chance to talk to a wide range of businesses showing what they could provide in flexible care and adult support tailored to individual needs.

This included 'micro-providers' (those with no more than five paid employees) and also members of the Council's Support With Confidence scheme, which is a list of vetted and approved businesses. There was even a chance to try out some of the services on offer, including reflexology and apple-pressing, as in the photo below!



John Small from Uckfield (right) talking to John Brooksbank from Mayfield, who runs 'The Great Out-Tours' (see next column).

The event was attended by people using services, carers, support organisations, and Adult Social Care staff.

One social worker said: "Some very useful services were showcased, which I know I can use. I was pleased with the number of new providers - and the range of services - and I have made a couple of referrals already."

Cllr Bill Bentley, Lead Member for Adult Social Care, said:

"This was a great opportunity for everyone to see the wide variety of services on offer in East Sussex which can provide help, support and care to elderly and vulnerable people in their own communities. These events were well attended, which shows that our micro-provider and Support with Confidence schemes can be a real benefit to small and emerging businesses as well as residents."

For more information, local businesses and members of the public can contact Samantha Tullett, the Micro Market Development Officer, on: 01323 463410 or email: samantha.tullett@eastsussex.gov.uk.

Great Out-Tours case study

An exciting opportunity for people with special needs and learning difficulties has been developed on a 60-acre farm in the rich Wealden countryside. It aims to give people "the power to appreciate and understand nature by sight, sound and touch".

Each week learners work in a group in one of the 12 different areas of activity. These vary from working in a vineyard, to a dormouse conservation project and traditional orchard management. In the 'sustainable backyard' project participants have converted a grass plot into a sustainable area, using local materials.

Learners helped design the layout which includes a vegetable area, wildlife garden, pond, chicken enclosure, pig pen and recreational area. They used local timber to make raised beds, bird feeders and tables. They were also involved in hatching local Sussex chickens from incubated eggs and caring for them, giving participants a real feeling of ownership and involvement.

"I think it's very, very, very nice to come here. I liked making the sty for the pigs and filling it with straw. I like collecting chicken eggs."

John H.

Each participant has their own individual learning plan with objectives for the year. These are tracked each week through an annotated photo album on their password-protected section of the website. Learners can show friends, relatives and carers, even those abroad, what they've been doing. This is great for learners' self-esteem and quality of life.

Three learners are about to embark on a work placement, a chance to use the skills they've gained at the farm in a work environment. These placements can last from two weeks to a year.

"I can't thank you enough for the work you are doing with my sister. She looks happy and relaxed." Pam (sister of participant).

For more information about the project, see <http://www.thegreatout-tours.com/>



Graham loves working on the farm. It has become a very important part of his week.

Dates for provider forums in 2012

The forums provide an opportunity for providers to collaborate with health and social care commissioners and each other on local care market and workforce development. The meetings are an opportunity to hear about new service developments and other things of interest to providers – suggestions for the agendas are always welcome. Providers from across the spectrum of care and support delivery attend. The dates for the next forums are:

Learning Disability Provider Forum:

- Wednesday, 29 February 2012
- Wednesday, 27 June 2012

Older People's Provider Forum:

- Wednesday, 22 February 2012
- Wednesday, 19 June 2012

Older People's Residential and Nursing Provider Forum:

- Tuesday, 22 May 2012
- Tuesday, 19 September 2012

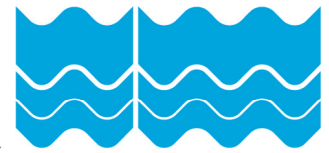
All the meetings are from 1-5pm, (includes time for registration and breaks).

For more information please contact Claire Caddick on 01273 335670 or at claire.caddick@eastsussex.gov.uk

Domiciliary Care Provider Forum

The Home Care Forum has been running for over four years and meets quarterly. It is for approved Adult Social Care Homecare Framework Providers or Approved Providers. The Forum discusses issues such as performance and quality, and commissioning intentions and developments from ESCC. There are case study presentations by providers, giving examples of more flexible, person-centred ways of working, and issues that providers raise. The next meeting is on Tuesday 13 March 2012, 2-4pm at Wellshurst Golf & Country Club, Hellingly

For more information contact Alison Lloyd, Quality Monitoring Assistant, 01323 466759 or alison.lloyd@eastsussex.gov.uk



Personalisation

Developing the social care market in East Sussex

Market Position Statement 2012

Adult Social Care has published a Market Position Statement to support dialogue with the social care market. It covers demographic trends and commissioned activity, signalling opportunities for market development and signposting change. We have made a start by looking at three areas of the market – older people’s services, learning disability services and physical disability and sensory impairment services.

The information and data contained in each Statement represents our understanding of the market, based on the source information available to us in relation to

- Future demand
- Current supply
- Market opportunities
- Quality
- Available support for innovation and development

To download the Market Position Statement visit Eastsussex.gov.uk/socialcare/providers or contact Adult Social Care’s Personalisation Team:

Phone: 01273 335670

Email: Personalisation@eastsussex.gov.uk

Older People MPS – Key Messages & Opportunities

Future Demand -

Key Messages:

- Demand for care and support services will rise but will not be matched by a similar commitment in public spending.
- Life expectancy is increasing and entry into services is likely to be later in life, with more complex support needs.
- Need to develop and improve the range of community services to promote independence and wellbeing.
- In partnership with our District & Boroughs, we need to develop and improve accommodation options, with more community-based services and supported housing.
- Need to develop and improve the range of community services for those who have urgent, transitional or ongoing complex needs.
- There will be an increased requirement for End of Life care services, not only due to the ageing population but also to the requirement to give people choice about where they receive their care
- Need to diversify and improve the range of services for people with dementia and other types of mental health needs.
- Reablement is emerging as a pivotal approach within health and social care with a view to reducing future demand on support services and ensure value for money for Adult Social Care. The reablement potential for all new and existing service users will be considered at the point of assessment or review.
- Research has shown that carers are more likely than the rest of the population to suffer depression and develop other health problems (Carers UK, 2004). This was reflected in the results of research carried out locally in 2006 by the University of Brighton¹.

Opportunities for Market Development:

- **End of Life Care for adults:**
It is likely that there will be an increased requirement for end of life care services, not only due to the ageing population but also to the requirement to give people choice about where they receive their care. More people will choose to die at home which includes residential and nursing homes rather than in hospital, and the quality and range of services should match this requirement.
- **Older People with challenging needs:**
There are some people whose needs cannot be met through mainstream nursing provision, often because their behaviour is challenging and difficult to manage.
- **Dementia:**
We wish to work actively with Homecare providers to ensure that all independent homecare sector staff can be confident the required quality standards for delivery of care to people with dementia and their carers; we are also looking at potential demand for a specialist service for older people with dementia and complex needs.
- **Reablement:**
We are currently testing whether providing reablement through our independent providers to those already receiving homecare will improve service user's outcomes and reduce the overall need for long-term homecare in East Sussex. Providers will need to be able to demonstrate success in reabling clients in order to meet future service specification requirements.
- **Community Support:**
We need to develop and improve the range of community services to promote independence and wellbeing, and the range of accommodation options, with more community-based services and supported housing.
- **Carers:**
As the numbers of people supported to remain in their own homes increases; the number of Carers requiring support and access to respite services (both day and overnight) will also increase accordingly. The existing Carers Respite Framework is currently under review to ensure sufficient capacity across the county. Further details will be available in the new financial year, but it is anticipated that providers signed up to the Approved Domiciliary Care Provider List, will be offered an opportunity to offer this type of service.

¹ In Poor Health (Carers UK) 2004; University of Brighton study, 2006

- **Reducing social isolation:**

A wide range of options will need to be maintained and developed to enable older people to be actively engaged in their communities and maintain their physical and mental wellbeing. The use of technology will be a key part of this approach.

Exploring Current Supply

Key Messages:

- The number of Direct Payments taken by older people will increase, thus increasing the purchasing power of individuals.
- Adult Social Care is working with a number of providers to deliver further extra care provision within the County, and will be seeking to reduce overall spend in traditional residential care as other housing options come on-line; however, there are capacity issues for dementia residential care, particularly in the west of the county, the Havens, Seaford and Eastbourne.
- Early indications are that there will be an increased need for complex bed based care with current Nursing and Dementia bed services requiring further development in capacity and quality. A Dementia Care Homes Project has been set up to support and develop the current suppliers as, continuing to improve the quality of services that individuals receive and maximising resources are seen as key drivers for the Council.
- There are often difficulties in securing nursing care beds in the Seaford area, and there are restricted numbers of nursing home beds in the west of the county (i.e. Crowborough, Uckfield, Ashdown Forest, Hartfield and Lewes).
- There are a number of areas in the county that we currently experience difficulties in securing domiciliary care supply; i.e. Lewes, Wealden & Rother Districts.
- In East Sussex we have a significant self-funding population; we will be working to improve the independent financial advice that is available to potential self-funders to ensure they make an informed choice about both the services they commission and the funding of those services.
- A recent Adult Social Care survey has suggested that the biggest issue stopping people taking part in day opportunities is a lack of support to access mainstream services. Having nothing in their area, having trouble finding out about services, issues of cost, communication and having the confidence to take part, were also barriers for quite a few people.
- We are working with partner domiciliary care agencies to develop agency managed Personal Assistants to improve access to this type of service model for older people, where we know from client feedback there are potential barriers at present with respect to the employment issue.
- Dementia nursing care is in short supply across the county, and we are actively looking at ways to support development activity in this area
- Reablement is emerging as a pivotal approach within health and social care, and it is likely that a reabling ethos becomes a core part of all service delivery requirements.
- This is a financially challenging time for Local Authorities and Providers, which is why it is really important we work together. However there is an expectation that there will be a more fluid market as some providers may decide to leave the market with new entrants into the market place.

Opportunities for Market Development:

- **Personal Budgets & Direct Payments:**

As the numbers of older people with personal budgets and Direct Payments rise, it will become increasingly important for providers to develop and market their services to be attractive to people purchasing their own care and support. Support With Confidence is the ideal way for providers delivering community-based services to demonstrate to people buying their own care that they have been checked for quality and safety.

- **Extra Care:**

Adult Social Care would seek to work in partnership with a wide range of providers to influence the the development of the market, and to ensure that a variety of appropriate housing options are developed. ASC will encourage the service model, design brief and tenure arrangements to be in line with the reablement and independent living agenda as supported through the County Council Policy Steers. Any providers looking to develop new, or diversify existing, services to deliver Extra Care Housing services are strongly recommended to speak with both ASC Housing Commissioners at the County Council, and Housing & Planning Officers (where capital development is required) at District & Borough level at the earliest possible opportunity.

- **Domiciliary Care & Personal Assistants:**
There are a number of geographical gaps in the domiciliary care market that we would be keen to work with providers to provide better access to services. It may be that stimulating the Personal Assistant market in these areas will provide a more cost-effective solution for people living in those areas of the county.
- **Day opportunities:**
A range of day opportunities contracts were awarded as part of the recent Commissioning Grants Prospectus exercise and further development opportunities for the independent sector will be arising in 2012/13. Nonetheless; providers of day opportunities need to develop and market their services to be attractive to people purchasing their own care and support using personal budgets, as over time it is anticipated that personalisation will drive the market to change and a wider range of alternatives to day centres will develop.
- **Reablement:**
Emerging as a pivotal approach within health and social care; it is likely that a reabling ethos becomes a core part of all service delivery requirements, and providers who can demonstrate successful outcomes in this area will be well placed in the market going forwards.
- **Residential Care & Diversification:**
As demand for traditional residential care decreases; residential providers may wish to consider developing specialisms, or looking to diversify their portfolio of services. This could include outreach services to their local community to open up activities and excursions; offer bathing facilities and personal care services, or perhaps even meals. We encourage providers to look at embedding principles of the Care for Life model which aims to avoid transfers of care to different settings as older people's needs change. Providers of residential care may wish to examine options around development of nursing care on the same site assuming registration requirements permit.
- **Dementia:**
There have been recent capacity issues within dementia care provision and ESCC is exploring the best ways to work with Residential Care Home Providers on how to convert into a Dementia Nursing Care provider. Early indications are that there will be an increased need for complex bed based care with current Nursing and Dementia bed services requiring further development in capacity and quality. A Dementia Care Homes Project has been set up to support and develop the current suppliers as, continuing to improve the quality of services that individuals receive and maximising resources are seen as key drivers for the Council.

Learning Disability Market Position Statement – Key Messages and Opportunities

1. Key Messages from People with Learning Disabilities:

People with learning disabilities themselves have told us about the things that are important to them and this influences the way we plan and develop services. We would encourage providers to reflect on the following messages and consider how their services can be shaped to deliver these expectations.

- Everybody should have a person centered plan.
- Everybody should have total communication support in line with the East Sussex Total Communication Standards.
- All organisations providing services and support to people with learning disabilities should employ one person with a learning disability.
- All person centered plans should include sections on building relationships with people who are not staff or paid carers.
- Everyone in transition should have a person centered plan that details the main goals in their lives like housing, employment, relationships and education as well as leisure and support needs.
- Person centered plans should distinguish between workers / parent and carer views and hopes, and those of the person themselves.
- All reviews should include a discussion about housing options giving us time and support to think about it, making sure we know what the options are so we can make real choices.
- We need more and better information about housing options and housing support.
- Every person with a learning disability should be offered a Health Action Plan and annual health check.
- Every health service should have learning disability champion, like Liaison Nurses.

2. Demand

- Adult Social Care resources will continue to be prioritised to support those people in the highest need. This may mean that some needs will have to be met in different ways in the future.
- It is a key priority to support young people coming through transition to access high quality, value for money and personalised services to enable them to maximise their choice and control and live their lives as active members of their community.
- Whilst numbers of eligible working age adults with learning disabilities will remain relatively static, people with complex health and social care needs are living longer and the numbers of older people with learning disabilities will increase.
- Demand from service users taking more control of their services and support through Personal Budgets and Direct Payments will continue to increase

3. Current supply and market opportunities

- Commissioners of services for people with learning disabilities want to work with existing providers to ensure they are able to deliver the highest quality services at the lowest possible cost. All providers are encouraged to consult with Commissioners before developing plans for significant changes to their service provision or portfolio. All providers are also encouraged to make their services known to the County Councils Specialist Service Placement Team, who support Care Managers to source appropriate services on behalf of service users and who hold up to date information about supply and vacancies in the market.
- We will work with local providers of accommodation services to ensure that local services are prioritised for residents of East Sussex. This will promote best outcomes for local people with learning disabilities and manage risks of ordinary residence for the County Council.
- The County Council will work with our partners to plan for and develop a wider range of accommodation based services. Developers are not obliged to inform planning authorities as to whether they intend to develop accommodation services for people who have care and support needs, however the County Council would strongly encourage a partnership approach to ensure a strategic and managed approach to developing the market. There will be opportunities for providers to bid for care and support contracts within planned supported living developments from 2013.
- As the numbers of people supported to remain in their own homes increases the number of Carers requiring support and access to respite services (both day and overnight) will also increase accordingly.
- As the numbers of people with Personal Budgets and Direct Payments rise, it will become increasingly important for providers to develop and market their services to be attractive to people purchasing their own care and support. Support With Confidence is the ideal way for providers delivering community-based services to demonstrate to people buying their own care that they have been checked for quality and safety.
- Commissioners would also like to work with providers in relation to the development of:
 - Accommodation and day services for older people with learning disabilities that deliver high quality support and outcomes at good value for money;
 - High quality residential care for people with the highest support needs;
 - Day opportunities for working age adults that have a strong employment, community and progression focus and deliver high quality support and outcomes at good value for money;
 - The development of social enterprises that deliver products and services with a community / social purpose and offer employment opportunities for adults with learning disabilities.

- We are no longer seeking to commission residential care for people of working age with low or medium support needs
- We will seek to work in partnership with providers where they meet the following criteria:
 - Quality meets service user and ESCC expectations;
 - Demonstrate value for money in service provision and meeting service users' outcomes;
 - Provide flexible service models in line with our commissioning intentions.
- We recognise the difficult market conditions and are clear that:
 - There will be some providers who do not meet these expectations, and we will not be working with those providers in future;
 - As such, some providers may leave the local market or fail.

PDSI MPS – Key Messages & Opportunities

Future Demand -

Key Messages:

- Disabled people want care and support that is personalised, that meets their needs and supports them to be independent, play an active and productive role in their community. Equally importantly, they wish to be in control, making the decisions about what, where, how and when care and support is provided.
- The number of people with physical or sensory impairments is expected to grow based on current trends in public health
- There are a number of factors that could have a significant impact on these projections, particularly the growing incidence and prevalence of long term conditions such as diabetes.
- Lifestyle choices, i.e. obesity and smoking, are key factors that may influence potential changes in demand for health and social care; if there is no radical improvement in public health there may be increased numbers of people with mild, moderate and complex needs living in the community who require support to retain their independence and continue to take an active part in their community and local economy.
- Health and social care policies are focused on supporting more people remain at home with personalised care and support.
- Healthcare technologies including pharmacological interventions are enabling people with more complex needs remain at home.

Opportunities for Market Development:

- **Creative support.** A recent review of independent support planning and brokerage provided to personal budget holders showed that disabled people were choosing to allocate their budget towards activities that allowed them to take a more active role in their community, improve their physical and emotional health and well being as well as meeting their personal care needs.
- **Day opportunities:** We need to develop day opportunities that are attractive to disabled people, that do not separate people from their community and develop peoples skills and potential to be productive
- **Re-ablement:** We are currently testing whether providing re-ablement through our independent providers to those already receiving homecare will improve service user's outcomes. Providers will need to be able to demonstrate success in re-abling clients in order to meet future service specification requirements.
- **Community Support:** We need to develop and improve a range of community based services that are personalised, provide opportunities to acquire new skills, contribute to the local community and economy.
- **Carers:** As the numbers of people supported to remain in their own homes increases; the number of Carers requiring support and access to respite services (both day and overnight) will also increase accordingly.

Current Supply -

Key Messages:

- We are working with partner domiciliary care agencies to develop agency managed Personal Assistants to improve access to this type of service model for people with complex needs, where we know from client feedback there are potential barriers at present with respect to the employment issue.
- There are a number of areas in the county that we currently experience difficulties in securing domiciliary care supply; i.e. Lewes, Wealden & Rother Districts.
- There will be increasing numbers of disabled people with personal budgets who may:
 - Require 'brokers' to identify how best to retain their independence, take an active part in their local community and local economy purchasing a broader range of services (personal assistants, complementary therapies, leisure and educational opportunities);

- Require simple and complex aids for daily living, adaptations and assistive technologies;
- Require independent support to manage major adaptations to enable the person to retain their independence;
- Require day opportunities that are inclusive and enable people to improve their physical, emotional and economic well being through voluntary or paid work;
- Require a range of supported housing options where the environment is designed to be responsive to changing needs and/or support is available.
- A recent Adult Social Care survey has suggested that the biggest issue stopping people taking part in day opportunities is a lack of support to access mainstream services. Having nothing in their area, having trouble finding out about services, issues of cost, communication and having the confidence to take part, were also barriers for quite a few people.
- As the numbers of people with personal budgets and Direct Payments rise, it will become increasingly important for providers to develop and market their services to be attractive to people purchasing their own care and support.

Opportunities for Market Development:

- **Personal Budgets & Direct Payments:** As the numbers of people with personal budgets and Direct Payments rise, it will become increasingly important for providers to develop and market their services to be attractive to people purchasing their own care and support. Support With Confidence is the ideal way for providers delivering community-based services to demonstrate to people buying their own care that they have been checked for quality and safety
- **Support Planning & Brokerage:** There are the following potential opportunities for support planning and brokerage providers to offer independent and impartial advice about how disabled people can achieve their goals and aspirations with brokerage to secure the services they require
- **Domiciliary Care & Personal Assistants:** There are a number of geographical gaps in the domiciliary care market that we would be keen to work with providers to provide better access to services. It may be that stimulating the Personal Assistant market in these areas will provide a more cost-effective solution for people living in those areas of the county.
- **Supported Accommodation:** There is a need for supported accommodation options for people with physical and sensory impairments based on Adult Social Care's service model, design briefs and service specifications. In addition, ASC will be commissioning provide care and support services for 5 units of specialist supported accommodation provision coming up in the next financial year.
- **Day Opportunities:** Adult Social Care has identified the need to shift from traditional 'building based' care to more inclusive and productive day opportunities.
- **Residential & Nursing Care:** Residential and nursing providers may want to diversify their services to mitigate against decreasing numbers of long-term placements.

