

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

Date: **5 September 2013**

By: **Director of Adult Social Care and Health**

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. There are no financial implications in this report.

2. Background and Supporting Information

2.1. This report provides an update to the paper presented to the Scrutiny Committee in June 2012. Since then work has continued to increase choice in how clients and carers are supported to live their daily lives by developing a market of diverse, flexible and responsive care and support and the tools to enable people to navigate the options and exercise choice.

2.2. The Social Care White Paper "Caring for our Future: Reforming Care and Support", and the draft Care and Support Bill were published in July 2012. Both set out a range of measures, in order that local people can choose from a diverse range of quality care services, to drive up the quality of care and put people's needs and outcomes centre-stage. A new legal framework is planned, in which local authorities will have a duty to promote a diverse, sustainable and high quality market of care and support services for the whole population, not just those who are eligible for support from ASC. Local authorities will be required to ensure that there is a range of providers offering services that meet the needs of individuals, families and carers.

2.3. The following paragraphs give an update on the key areas of work this year. It should be noted that East Sussex was commended in the MJ (Municipal Journal) Awards 2013 for Innovation in Social Care for its overall approach to transforming social care and developing the care market.

2.4. **Market Position Statements (MPS)** – East Sussex first published Market Position Statements in 2012/13 to support dialogue with providers about older people, learning disability, and physical disability and sensory impairment services. In order to shape and facilitate the local care market, a MPS describes future trends in demand, gaps in supply and signals forthcoming change. This will soon be a requirement for ASC departments under the new White Paper. The East Sussex MPS has been refreshed for 2013/14. It now includes mental health service provision, a summary of key actions and a procurement timetable, as well as information about the potential areas of impact as a result of budget reductions. A copy can be found at: <http://www.eastsussex.gov.uk/socialcare/providers/markets/default.htm>

2.5. **Work with traditional services** – mainstream commissioning is underpinned by outcomes-based approaches as evidenced through the specification and design of a range of contracted provision. Market and service development is taken forward through Joint Commissioning Strategies, Market Position Statements and the provider forums (regular meetings held with providers to facilitate learning and development). Recent diversification includes working with residential services to develop outreach (i.e. day trips and meals). A regular Personalisation Bulletin goes out to over 1500 care sector contacts. A recent copy (Summer 2013) can be found at: <http://www.eastsussex.gov.uk/socialcare/providers/personalisation/bulletin.htm>.

2.6. **Stimulating new services: micro market development** – micro enterprises (0- 5 employees) offer a wide range of very small care and support services, and are localised, entrepreneurial in nature, contribute directly to the local economy and offer high levels of personalisation. Running since January

2011, a project to make contact with providers at the local level and help them overcome barriers to entering the social care market has resulted in engagement with 260 existing or potential micro organisations thus far. Of these, around 75 are in regular contact and fit well with desired service developments identified through service user, commissioner and operational feedback, and 20 brand new enterprises have been supported to become operational. 48 providers have applied to join Support with Confidence; 12 of which are new services, including Rocking Robins, Sussex Support Service, Active Dementia Support and Little Gate Farm. Provider showcases (including Dragon's Den style presentations) have been run in all three localities to introduce staff to new providers and underpin creative support planning. 125 staff and 63 providers have attended. The current Micro Directory can be provided on request.

2.7. Support with Confidence (SWC) – scheme 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 care and support services. SWC now has 113 approved members across a range of daytime activities, pathways to employment, de-cluttering and housework, PAs and community support workers who have been vetted to quality and safety standards. 60 applicants are currently being processed. The list of SWC approved providers is accessible to the public via the Council's website. Independent Interviewers have been recruited and trained to undertake PA practice reviews. A pilot is currently underway with Children's Services. A recent provider survey confirmed benefits derived from the business support on offer – a copy can be provided on request.

2.8. East Sussex 1 Space – launched to the public in November 2012, 1Space is a growing online resource directory and market place (www.eastsussex1space.co.uk), for care, support and wellbeing. 1Space utilises digital age technology to be accessible and searchable so that people and those assisting them can find a range of support available in their neighbourhoods, ranging from community level initiatives, voluntary sector provision, Personal Assistants and micro providers, through to the formal social care market. Owned and managed by the Council, 1Space currently has 1027 services registered on the site. The site averages 1500 hits per month, with the most popular pages including 'Choosing a Provider' and 'Living at Home'.

2.9 Community capacity building – with an ageing population and increasing demand for local care and support services, the role of the voluntary and community sector is vital. In June 2013 five workshops were held in partnership with the local Councils for Voluntary Services and stakeholders to explore joint opportunities to help communities network around people with care and support needs in their midst so that people can stay independent, and the most vulnerable are kept safe. A report and recommended next steps is being finalised. In addition the 2013 Commissioning Grants Prospectus has made 22 grant awards worth nearly £3m to 21 community-based organisations to deliver health, social care and wellbeing outcomes. Find a summary of the awards at <http://www.eastsussex.gov.uk/socialcare/providers/funding/cgp/background/default.htm>

3. Conclusion and Reasons for Recommendation

3.1 Strong progress continues to be 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 (both funded and self funded) choice. An action plan has been published with the Market Position Statement refresh to engage the local care sector in the ongoing work and key activities needed to further develop the local market for personalisation, and deliver the savings agenda.

3.2 A key focus in 2013/14 is to enable communities to become more sustainable and engaged in delivering solutions, through capacity building and information and advice.

KEITH HINKLEY
Director of Adult Social Care and Health

Contact Officer: Beverly Hone (AD Strategy and Commissioning) Tel No.01273 481378
Vicky Smith (Head of Policy and Strategic Development) Tel No. 01273 482036

Local Member(s): All
Background Documents: None