

## FOR INFORMATION

<b>REPORT TO:</b>	<b>HEALTH AND WELLBEING BOARD (CROYDON)</b> <b>11 February 2015</b>
<b>AGENDA ITEM:</b>	<b>8</b>
<b>SUBJECT:</b>	<b>Market Position Statement for Adult Social Care</b>
<b>BOARD SPONSOR:</b>	<b>Paul Greenhalgh, Executive Director - People, Croydon Council</b>
<b>CORPORATE PRIORITY/POLICY CONTEXT:</b> This report is for information only	

### 1. RECOMMENDATIONS

The health and wellbeing board is asked to note the contents of the report. Any questions should be directed to the report author outside of the meeting.

### 2. EXECUTIVE SUMMARY

**2.1** From April 2015 local authorities will be publishing a market position statement (MPS) for adult social care services as part of a new general duty to manage the market. The Council is consulting the market about the draft Statement (Appendix 1). Members of the Health and Wellbeing Board are invited to submit questions and comments.

### 3. DETAIL

**3.1** The Care Act 2014 imposes a duty on local authorities to promote the efficient and effective operation of a market in services for meeting care and support needs with a view to ensuring that any person in its area wishing to access services in the market has a variety of providers and high quality services to choose from and sufficient information to make an informed decision about how to meet the needs in question. In carrying out that duty the Council is required to have regard to the Department of Health's Care and Support statutory guidance issued under s.78 of the Act. The Chapter in the statutory guidance relating to Market Shaping and Commissioning of Adult Care and Support is presented in terms of those things which the local authority should or must do. The guidance states it is 'suggested that a local authority can best commence its duties under Sections 5 (market shaping and commissioning) and 48-57 (market oversight and provider failure) of the Care Act by developing with providers and stakeholders a published Market Position Statement'. However, while publication of the MPS may not be a duty it may be considered the most effective means of meeting those aspects of the Act and Guidance which are.

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**3.2** The purpose of an MPS is to help providers to develop their service offer to meet social care local needs regardless of whether they are paid for by the local authority or private individuals. Large national providers typically will have specialists developing their organisation's business strategy and there is limited scope for individual local authorities to influence their plans. Therefore the main target audience for the MPS is the range of local and small to medium size providers. The MPS brings together the local authority's view of local need in a format that providers can easily understand and translate into service/ product development.

**3.3** A range of preparations have already taken place and there is a plan going forward:

- Officers in the Integrated Commissioning Unit and the Council's SCPP category management service have worked together to develop the document with input from a range of colleagues including from across adult social care, the CCG and the Council's Economic Development Team
- Officers have taken part in Department of Health commissioned support activities provided by Oxford Brookes University – this has generated guidance on what an MPS should look like.
- Officers have reviewed MPS documents prepared by other areas – their content, level of detail, range and usefulness to providers vary considerably.
- Much of the background work has already been done and is contained in the range of existing needs analyses, strategies and work-plans, policies and projects.
- The consultation draft MPS (Appendix 1) was published in January on the London Tenders Portal website inviting providers to submit comments on how useful they find the draft MPS and how it could be improved. Providers are being encouraged to respond through provider forums and at other events.

**3.4** The MPS is intended to be a short, punchy and attractive document consisting of:

- A description of what an MPS is and how to use it
- An overview of the strategic direction for adult social care services in Croydon, including personalisation, prevention, commissioning for outcomes and integration with health services
- Summary of our analysis of future needs with links to on line needs data
- Resources, finance and funding - projections and issues
- Description of current supply, including gaps in provision and priorities for service development

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- Details of how the Council is supporting the market and other resources available for business development activity
- 3.5** The MPS should assist in tackling inequalities, including health inequalities. The MPS sets out the Council's expectations of service providers to develop services that meet the needs of people with protected characteristics, particularly older people and people with a disability. The MPS sets out the Council's expectations of service providers in relation to workforce development and connecting people to economic opportunities. The MPS sets out the Council's expectations for providers to assist with addressing geographical gaps in provision.
- 3.6** The London branch of the Association for Directors of Adult Social Services, with support from London Councils, is co-ordinating the pan-London response to the Care Act. In London many care services work across borough boundaries. Therefore consideration is being given to also developing a London MPs.
- 3.7** The MPS will need to be regularly reviewed and updated. It is intended that a second edition will be published in autumn 2015 and further editions or updates will be published at least annually. The Council will consider how it resources future market management activity as part of proposals to reshape the Council, to create the People Department and to implement Croydon Challenge projects.
- 3.8** It is intended that the final draft version of the first edition of the MPS will be submitted to the Council's Cabinet for approval at its meeting on 16 March 2015.
- 3.9** Members of the Health and Wellbeing Board are invited to submit any comments or questions that they have about the draft MPS to the contact officer for this report.

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## BACKGROUND DOCUMENTS

Draft Market Position Statement for Adult Social Care