

---

18 February 2014

**Name of Cabinet Member:**

Cabinet Member (Health and Adult Services) - Cllr Gingell

**Director Approving Submission of the report:**

Executive Director, People

**Ward(s) affected:**

All

**Market Position Statement for Adult Social Care**

---

**Is this a key decision?**

***No. Although the issue concerns all Wards in the City, the impact as a direct result of this report is not expected to be significant and is therefore not considered to be a key decision.***

---

**Executive Summary:**

Coventry City Council is striving to develop a diverse vibrant and high quality social care market to meet the needs and aspirations of the people of Coventry who require social care support now and in the future.

Communicating effectively with the market is a key part of market development so that providers are aware of both the challenges facing Adult Social Care and some of the key areas for development. Market Position Statements (MPS) are a tool for providing this communication and the production of a Market Position Statement (MPS) for Adult Social Care is a requirement of the newly formed Care Bill.

In production of the Coventry MPS we have engaged with key stakeholders within the market place, including existing providers to gain their feedback of the MPS as it has developed. The MPS focuses on both current activity and future opportunities across the whole Adult Social Care market and seeks to provide a balance between description and analysis.

The MPS will be updated annually so that the document remains relevant and keeps pace with changes within Adult Social Care in Coventry.

**Recommendations:**

Cabinet Member is recommended to:

- (1) Approve the Market Position Statement for Coventry

**List of Appendices included:**

*None*

**Other useful background papers:**

None

**Has it been or will it be considered by Scrutiny?**

*No*

**Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?**

*No*

**Will this report go to Council?**

*No*

Report title: *Market Position Statement for Adult Social Care*

## **1. Context (or background)**

### **National Context**

- 1.1 Ensuring a diverse, vibrant and quality market for Adult Social Care is key to ensuring the delivery of positive outcomes for the residents of Coventry. Communicating effectively with providers creates awareness of both the challenges facing Adult Social Care and some of the key areas for development. This in turn supports effective commissioning.
- 1.2 Market Position Statements (MPS) are a tool for providing this communication. In recognising their importance the production of a Market Position Statement (MPS) for Adult Social Care is a requirement as part of the newly formed Care Bill.
- 1.3 The importance of developing the social care market has also been nationally recognised and key to this is establishing meaningful engagement with providers across the sector (both current and potential new providers) and the setting of local context and expectations for all stakeholders.

### **Local Context – Coventry’s Market Position Statement**

- 1.4 The City Council has produced a Market Position Statement (MPS) following engagement with provider groups as an analytical statement which sets out to present a current picture of the Adult Social Care market and how this may need to change to meet the demands on the Council and the expectations of residents.
- 1.5 In delivering this the MPS focuses on : -
  - A description and analysis of current provision and demographics
  - The factors that will shape Coventry’s approach to delivering and arranging support in the future
  - Expressing to the market how we aim to achieve our vision as a City including opportunities
  - Giving providers a platform and information base to engage in dialogue with the local authority about the role they can play in delivering a modern social care service.

### **Key Messages from Coventry’s Market Position Statement**

- 1.6 Coventry’s MPS highlights key demographic data and service provision across Adult Social Care with details of current usage and spend and future direction of travel, where appropriate.
- 1.7 Key messages from the MPS include: -
  - A will to improve the accommodation standards across care home provision
  - Reaffirming Coventry’s approach to the provisions of extra care housing and supported living in line with the promoting independence and personalisation agenda
  - Working with the third sector and other partners to support and encourage the use of community resources

- The emphasis on reducing long term demand for support through effective use of short term services that maximise independence and new and emerging technologies.

1.8 These messages to the market will help to stimulate interest within Coventry across both local and national organisations and gives the local authority a platform to engage providers in the transformation of Adult Social Care services, shaping the personalisation agenda. Although the document is the City Council's, it has been produced in recognition of the Care Bill, which is due to implemented in April 2015 and the integration agenda with Coventry and Rugby Clinical Commissioning Group (CRCCG) through the Better Care Fund.

The MPS will also set the context and foundation to develop an Adult Social Care commissioning strategy for Coventry.

## **2. Options considered and recommended proposal**

2.1 Every local authority is responsible for developing a Market Position Statement (MPS) thus the options considered are limited. However, a number of authorities have chosen to base their MPS documents on different service areas or client groups.

### **Recommended option**

2.2 Coventry City Council have focused its MPS on the whole Adult Social Care market (people aged 18 and over across all service areas).

2.3 Following the launch and subsequent refreshes of the MPS, the People Directorate will consider the merits in developing a Children's Services MPS document.

2.4 The MPS is to be considered as a live document and is required to be updated in line with changing circumstances. It, therefore, does not have a defined life-span.

## **3. Timetable for implementing this decision**

3.1 It is proposed that the MPS is formally launched at a provider forum in March 2014 and subsequently made available through the Council's website.

3.2 The MPS will be subject to regular updates (annually) as well as considerations regarding the development of more specific MPS documents i.e. Children Services.

## **4. Comments from Executive Director, Resources**

### **4.1 Financial implications**

There are no direct financial implications arising from the publication of the MPS. The document does make available some key information regarding the Council's spend on Adult Social Care services.

Development of the social care market needs to progress within the reducing resources available to the City Council and the People Directorate.

### **4.2 Legal implications**

The production of a Market Position Statement for Adult Social Care is required by March 2014 as part of the implementation of the forthcoming Care Bill.

## **5. Other implications**

### **5.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?**

The MPS, will help to stimulate market development with providers regarding new provisions and opportunities thus enabling the local authority to shape the care market towards the Council's key objectives.

### **5.2 How is risk being managed?**

Although no specific risks are identified in association with this work, should risks arise they will be managed in line with City Council risk management procedures.

### **6.2 What is the impact on the organisation?**

Through the publication of Coventry's Market Position Statement (MPS) there will be a positive impact on the organisation through: -

- Influencing the market both locally and nationally
- Providing a mechanism to engage and negotiate with both current and potential providers

### **6.3 Equalities / EIA**

An ECA document has not been produced for the publication of the MPS as the document does not highlight specific impacts but instead focusses on a range of market development opportunities. However, where key decisions are required following developments outlined in the MPS, individual ECA documents will be produced.

### **6.5 Implications for (or impact on) the environment**

*None*

### **6.6 Implications for partner organisations?**

The MPS sets out the Council's position in relation to Adult Social Care both currently and for future opportunities. It helps to give providers some key messages about the type, volume and quality of services that is required to meet the Coventry requirements for social care and support. The document will be revised and updated in response to changes across the Health and Social Care economy that affect the delivery of Adult Social Care.

**Report author(s): Inderjit Lahel**

**Name and job title: General Manager – Strategic Commissioning**

**Directorate: People Directorate**

**Tel and email contact: 024 7683 3423**

Enquiries should be directed to the above person.

<b>Contributor/approver name</b>	<b>Title</b>	<b>Directorate or organisation</b>	<b>Date doc sent out</b>	<b>Date response received or approved</b>
<b>Contributors:</b>				
Su Symonds	Governance Services Officer	Resources	30/01/14	30/01/14
Sara Roach	Deputy Director Strategy & Communities	People	21/01/14	21/01/14
Pete Fahy	Assistant Director Strategic Commissioning	People	21/01/14	21/01/14
Jon Reading	Interim Head of Strategic Commissioning	People	21/01/14	21/01/14
Other members				
<b>Names of approvers for submission: (officers and members)</b>				
Finance: Ewan Dewar	Finance manager	Finance & legal	21/01/14	24/01/14
Legal: Julie Newman		Finance & legal	21/01/14	22/01/14
Executive Director: Brian Walsh	Executive Director	People Directorate	27/01/14	05/02/14
<b>Members:</b>				
Cllr Gingell	Cabinet Member (Health and Community Services)	People Directorate	30/01/14	30/01/14

This report is published on the council's website:  
[www.coventry.gov.uk/meetings](http://www.coventry.gov.uk/meetings)