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Health and Social Care Scrutiny Board (5)  
Cabinet Member – Adult Services

17<sup>th</sup> July 2024  
5<sup>th</sup> September 2024

**Name of Cabinet Member:**

Cabinet Member for Adult Services – Councillor L Bigham

**Director approving submission of the report:**

Pete Fahy – Director of Adults and Housing

**Ward(s) affected:**

All

**Title:**

**Market Position Statement Refresh 2024**

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**Is this a key decision?**

No - although the proposals affect more than two electoral wards, the impact is not expected to be significant.

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**Executive summary:**

Coventry City Council together with its main commissioning partner, NHS Coventry, and Warwickshire Integrated Care Board (CWICB) is striving to develop a diverse vibrant and high-quality health and social care market to meet the needs and aspirations of the people of Coventry who require support now or who may do so in the future.

Communicating effectively with the market is a key part of market development and sustainability so that providers are aware of both the challenges facing Adult Social Care and some of the principal areas where needs and demand analyses indicate the requirement for services to be developed.

Market Position Statements are a tool for providing this communication and the production of a Market Position Statement (MPS) for Adult Social Care fulfils requirements of the Care Act (2014) in relation to market shaping duties.

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 document aims to give clarity about the difference we are looking to make in people's lives. Our role is to support individuals to live as independently as possible, using strengths-based practice, and to ensure that anyone with care and support needs has access to good quality, tailored and reliable support.

We are proud of the impact we have made in partnership with the care market to improve our overall adult social care offer, available provision, and ways of working.

Since publication of our previous MPS key achievements include:

- Development of an increased supported living offer for adults with learning disabilities and/or autism or those with significant needs associated with their mental ill health which facilitates more independent living.
- Establishment of the Improving Lives programme, a multi-agency initiative that aims to fundamentally improve the way the health and care system respond to emergency needs.
- Increasing visibility of Adult Social Care including through Open Days held in various parts of the city.
- A successful bid for Accelerating Reform Grant monies which will be used to fund several projects centred on delivering alternative methods of support with a particular emphasis on supporting informal carers.
- Award of funding to identify and scope the number of international recruits employed in Coventry and Warwickshire, assess the risk to both individual recruits and the wider care market should sponsorship become unstable, and identify a cohort of ethical employers who are willing to train, mentor or reemploy displaced International Recruits, migrants and/or refugees.

The MPS document has been informed by provider engagement and will be used to underpin ongoing dialogue with providers through a number of activities including our well-established provider forums.

**Recommendations:**

Health and Social Care Scrutiny Board (5) are requested to:

- 1) Provide comments on the Market Position Statement to the Cabinet Member for Adult Services.

Cabinet Member is requested to:

- 1) Consider any comments from the Health and Social Care Scrutiny Board (5).
- 2) Approve the refreshed Market Position Statement for use with the Adult Social Care Market.

**List of Appendices included:**

The following appendices are attached to the report:

Appendix 1 - Market Position Statement

Appendix 2 - Equalities Impact Assessment

Appendix 3 – Market Position Statement Refresh Briefing Note

**Background papers:**

None

**Other useful documents**

[Market Sustainability Plan](#)

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

No

**Has it 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 Refresh**

### **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 people. 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 communication to the care market about the type, volume, and quality of services that a council wishes to see developed in its local area. Recognising its importance, the Government has made the production of a MPS a suggested mechanism for meeting legal requirements around market shaping as part of the Care Act (2014).
- 1.3 The MPS should be read alongside the Councils' Market Sustainability Plan which formed part of mandatory requirements for receipt of Market Sustainability and Improvement Fund (MSIF) funding for which has been allocated to councils since April 2023.
- 1.4 That funding is contingent on councils making improvements in three key areas:
  - Increasing fee rates paid to adult social care providers in local areas.
  - Increasing adult social care workforce and retention
  - Reducing adult social care waiting times
- 1.5 The City Council's existing Market Sustainability Plan was approved by Cabinet Member for Adult services with endorsement from Health and Care Scrutiny Committee in March 2023. That plan has been used to ensure the continued availability of services and support to adults with care needs.
- 1.6 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**

- 1.7 Coventry City Council are clear in the difference we are looking to make in people's lives. Our role is to support individuals to live as independently as possible, using strengths-based approaches and to ensure that anyone with care and support needs has access to good quality, tailored and reliable support.
- 1.8 The MPS outlines how we wish to see the market develop to achieve a high-quality varied mix of provision incorporating innovation (including better use of technology data, planning, and care solutions) and new models of care to support our continuing journey to promoting increased independence, choice, and control. The plan outlines a renewed

focus on maintaining and increasing working in partnership across the care and health system to achieve optimum outcomes with judicious use of available resources.

1.9 The City Council's MPS is 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.

1.10 The MPS supersedes documents produced in 2014 and 2018 with a number of key changes which include:

- Development of an increased supported living offer for adults with learning disabilities and/or autism or those with significant needs associated with their mental ill health which facilitates more independent living.
- Establishment of the Improving Lives programme, a multi-agency initiative that aims to fundamentally improve the way the health and care system responds to emergency needs.
- Increasing visibility of Adult Social Care including through open days held in various parts of the city.
- A successful bid for Accelerating Reform Grant monies which will be used to fund several projects centred on delivering alternative methods of support with a particular emphasis on supporting unpaid carers.
- Award of funding to identify and scope the number of international recruits employed in Coventry and Warwickshire, assess the risk to both individual recruits and the wider care market should sponsorship become unstable, and identify a cohort of ethical employers who are willing to train, mentor or re-employ displaced International Recruits, migrants and/or refugees.

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

2.1. The MPS highlights our key commissioning priorities for the next five years as follows:

- Addressing identified gaps within available resources
- Increase the proportion of CQC related providers rated as good
- Developing alternatives to regulated support.

The document also outlines the Council's support offer, an overview of supply and demand and potential development opportunities for providers.

2.2. A legal requirement of the Care Act (2014) is to shape and develop the social care market. Section 4.33 of the statutory guidance states that local authorities must work to develop markets for care and support that, whilst recognising that individual providers may exit the market from time to time must continue to ensure the overall provision of services remains healthy in terms of sufficiency of provision of high quality care and support needed to meet expected needs. This is intended to ensure that there are a range of appropriate and high-quality providers and services for people to choose from. Section 4.56 of the statutory guidance suggests that duties in relation to market shaping can best be met through the development of a market position statement.

2.3. The content of the MPS makes it very clear that any additional demand must be met within available financial resources which means that much need will be met through replacement capacity with additionality only considered where affordable.

2.4. There are not considered to be any alternative viable options which would to meet the legislative requirements.

### **3. Results of consultation undertaken**

3.1 In December 2023, the Council undertook a survey with the local care market which identified providers were keen to understand further in respect of the Council's commissioning intentions, quality assurance approach and market direction. This was followed in June 2024 by a specific engagement session with current and potential providers.

3.2 If the MPS is approved there will be further engagement with key stakeholders as the document is utilised.

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

4.1. If approved the MPS will be launched in Autumn 2024 for immediate use with the market.

### **5. Comments from Director of Strategic Finance and Resources (Section 151 Officer) and Director of Law and Governance**

#### **5.1. Financial Implications**

There are no direct financial implications arising from this report or approach.

#### **5.2. Legal Implications**

The Care Act (2014) statutory guidance states that 'high quality, personalised Care and Support can only be achieved where there is a vibrant, responsive market of services available'. The Local Authority role is seen as critical and under section 5 of the Care Act, the duty to shape and maintain an efficient and effective market of services for meeting care and support needs in the local area is firmly placed with them.

Further, in developing its services to meet local need, the Council must always be minded of its obligations under section 149 of the Equality Act 2010, to have due regard to the need to eliminate discrimination, advance equality, and foster good relations between those with a protected characteristic and those who do not share it. The development of a MPS helps support the Council in meeting this objective.

### **6. Other implications**

#### **6.1. How will this contribute to the One Coventry Plan?**

This proposal would support the Council's key objectives through a contribution to improving outcomes and tackling inequalities.

## **6.2. How is risk being managed?**

There are no identified risks with the approach outlined.

## **6.3. What is the impact on the organisation?**

The MPS is an approach signalling to the care market what services need to be developed to meet the social care needs of Coventry citizens and assists in meeting the Council's responsibilities in relation to market sustainability and development.

## **6.4. Equalities / EIA?**

An Equalities Impact Assessment has been completed and can be found at Appendix 2.

This assessment concluded that there are expected to be positive impacts for younger people in transition to adulthood, young adults with disabilities and older people through improving availability, quality, and choice of support services. There are also believed to be positive impacts based on race, religion, beliefs, and sex as expectations are that provision is more tailored to individual requirements. A strengthened care market is deemed likely to assist with reducing health inequalities.

Digital equality is anticipated to be supported through requirements around training and development and options for service delivery that are available using different channels of support.

## **6.5. Implications for (or impact on) climate change and the environment?**

The documents highlight to existing and prospective providers the broad environmental goals of the Council and requirements to contribute towards improved environmental outcomes.

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

NHS Coventry and Warwickshire Integrated Care Board and wider health partners are expected to benefit from the joint approach to market development.

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Cllr L Bigham	Cabinet Member for Adult Services	-	03.07.24	03.07.24

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