

# Adult Social Care Committee

<b>Report title:</b>	<b>Market Position Statement 2016/17</b>
<b>Date of meeting:</b>	<b>16 May 2016</b>
<b>Responsible Chief Officer:</b>	<b>Harold Bodmer, Executive Director of Adult Social Services</b>
<b>Strategic impact</b> The Market Position Statement (MPS) (Appendix A) is fundamental to the Council's overall approach to shaping the adult social care market in Norfolk. The MPS sets out both the challenges in the market and the Council's market shaping and commissioning strategies to promote its effective and efficient operation. Its audience is care providers.	
<b>Executive summary</b> The Care Act requires councils with adult social care responsibilities to promote the effective and efficient operation of the market in social care and support services for adults in their areas. This requires the Council to work closely with care providers ensuring that they have a clear sense of the kind of services that people will need to support the achievement of their outcomes in terms of independent living and wellbeing. It is crucial that providers fully understand the Council's commissioning strategies and its investment intentions to shape the care market so that they can develop their businesses in such a way as to be part of a sustainable high quality care market. This is particularly important given the challenges posed by the significant reductions in expenditure that the Council faces and the rising demand for care and support services. The Council is facing this challenge through a reimagined Norfolk public service and its Promoting Independence strategy for adult social care which forms the context for the MPS 2016 <b>Recommendations:</b> <b>The Committee is asked to:</b> <b>a) Consider and approve the Norfolk Adult Social Care Market Position Statement 2016/17</b>	

## 1. Proposal

- 1.1 The proposal is to publish the Council's Market Position Statement (MPS) for 2016/17 following consideration and approval by the Committee. It is proposed to make the MPS available primarily electronically through the Council's website and with limited hard copies.
- 1.2 The Council has carried out consultation with providers assisted by Norfolk Independent Care throughout including an online consultation and discussions at locality based provider forums.
- 1.3 These consultations and discussions support the goal of the MPS to achieve its purpose in enabling providers to develop their services and offer in the care market in line with the Council's commissioning and investment strategies for the care market.

## **2 Evidence**

- 2.1 The MPS for 2016/17 provides the first opportunity to signal to the market a key shift in the Council's approach to developing and shaping the adult social care and support market reflecting the need for a reimagined public sector in Norfolk and the Council's Promoting Independence strategy. This is fundamental to the development of adult social care over the coming years.
- 2.2 The MPS sets out our analysis of the care market in Norfolk for the county as a whole and by Clinical Commissioning Group (CCG) localities as well as referencing district council boundaries.
- 2.3 The document clearly shows the levels of investment in care services and the quality of care services drawing on our quality dashboard which incorporates Care Quality Commission ratings for care providers.
- 2.4 In addition the MPS describes our approach to integrated care in each of the CCG areas by reference to the Better Care Fund plans and priorities.
- 2.5 The MPS provides a detailed analysis of all of the major market sectors highlighting the key changes and developments we want to see and the way in which we intend the shape of these markets to change to support our Promoting Independence strategy.

## **3 Financial Implications**

- 3.1 There are no direct financial implications in publishing the Market Position Statement the costs of which are contained within existing budgets.

## **4 Issues, risks and innovation**

- 4.1 The Promoting Independence strategy is key to achieving a reimagined Norfolk in respect of adult social care. The strategy requires fundamental changes in the way we go about the business of adult social care including social care and commissioning practice, the way in which care providers adjust to new models of care and the way in which consumers of care services support their own independence.
- 4.2 This means a greater focus on managing the demand for care through early intervention and support, a greater focus on reablement and the restoration of independence, ensuring that people with longer term conditions can be supported in their own homes and communities longer and less reliance on long term residential care.
- 4.3 The care market faces unprecedented competition for labour operating as a minimum wage economy, creating a risk of market failure and the inability of the market to support the wider integrated health and social care system. The MPS supports our work with the market to manage these risks.

## **5. Recommendations**

- 5.1 **The Committee is asked to:**

- a) **Consider and approve the Norfolk Adult Social Care Market Position Statement 2016/17**

## Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

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