

TITLE OF REPORT: **Market Position Statement 2019 - 2020**

REPORT OF: **Caroline O'Neill, Strategic Director, Care Wellbeing and Learning**

Purpose of the Report

1. To provide Cabinet with the Market Position Statement 2019 - 2020 for Gateshead Council. The Market Position Statement (MPS) sets out the Council's future direction in terms of commissioning of services and shaping the market to meet future demand in Gateshead.

Background

2. The Care Act 2014 places new duties on local authorities to facilitate a diverse, sustainable high-quality adult care and support market for their whole local population, including those who pay for their own care and to promote efficient and effective operation of the market as a whole. This has implications for everyone involved, not just local authorities but people with care and support needs, carers, providers and NHS and healthcare bodies.
3. The Care Act 2014 is clear that local authorities have a responsibility to promote the wellbeing of the entire local population, not just those whose care they currently fund. In order to do this, local authorities need to move away from being an influence on the care market solely through their own purchasing decisions and are now required to shape the market proactively. The MPS sets out the Council's future direction in terms of shaping the market to meet future demand.
4. In terms of future publications of the MPS for Gateshead Council, it will transition to an online format. Once published, the next step is to put the MPS online to meet our market shaping responsibilities.
5. The rationale for this proposal is that the MPS can be updated in a timely manner and reflect the current position rather than re-writing a whole document on a regular basis.
6. The online MPS will link with Gateshead Councils Joint Strategic Needs Assessment (JSNA) and will be one mechanism which will enable providers to engage with commissioners as work develops. Initial discussions have taken place with the web and digital team and the research and intelligence team (who developed the JSNA) who have confirmed the proposal for an online MPS layout is achievable.

Proposal

7. The Market Position Statement for 2019 – 2020 is ratified and published and will move to an online version which is reviewed regularly to ensure it is current and up to date.

Recommendations

8. It is recommended that Cabinet:

- (i) Approves the Market Position Statement for Gateshead 2019 -2020.
- (ii) Notes that the Market Position Statement for Gateshead will move to an online MPS within the next year.

For the following reason:

To enable the Council to fulfil its statutory responsibility under the Care Act 2014 to facilitate and shape a diverse and sustainable market and to express the Council's future direction in terms of shaping the market to meet future demand.

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APPENDIX 1

Policy Context

1. The Care Act 2014 places new duties on local authorities to facilitate and shape a diverse and sustainable market. This has implications for everyone involved not just local authorities but people with care and support needs, carers, providers and NHS bodies.
2. The Care Act 2014 is clear that local authorities have a responsibility to promote the wellbeing of the entire local population, not just those whose care they currently fund. In order to do this, local authorities need to move away from being an influence on the care market solely through their own purchasing decisions and are now required to shape the market proactively. The MPS sets out the Council's future direction in terms of shaping the market to meet future demand.
3. The process supports the Thrive agenda.

Background

4. Gateshead Council wants to support and encourage providers to develop personalised, integrated care and support services in Gateshead that offer quality and choice for customers.
5. To support providers, Gateshead has developed a MPS with the aim to take a fresh look at the social care and health market locally. This takes account of work underway to provide integrated support services and provide a tool to help providers identify opportunities and make decisions about how to develop their services in Gateshead, that could maximise impact and success of a redesigned or new service offer. It includes information that will help providers to grow their business, identify gaps in the market and respond to new business opportunities.
6. The MPS will inform planning and decision-making by commissioners and providers. The content considers the wider public policy context in which social care support is commissioned and delivered. It includes detailed intelligence on current levels of activity and forecasts future supply and demand.
7. There are still challenges and opportunities facing Gateshead and this MPS will highlight the areas where we want to work with the market to continue to meet these challenges but strive for innovation, quality and better outcomes for the residents of Gateshead. This MPS will give an overview of the key areas that we will focus on over the next year.
8. The MPS incorporates, and is based upon, the approach we take as a commissioning and quality assurance team and our commissioning standards. These standards and principles underpin effective commissioning, set out what good commissioning looks like and will in turn underpin Gateshead's future health and social care commissioning and procurement practice.

Consultation

9. The Cabinet Members for Adult Social Care and Children and Young People and Newcastle Gateshead CCG have been consulted.

Alternative Options

10. There are no alternate options.

Implications of Recommended Option

11. Resources:

- a) **Financial Implications** – The Strategic Director, Corporate Resources confirms there are no financial implications arising directly from this report.
- b) **Human Resources Implications** – There are no direct Human Resource implications from this strategy.
- c) **Property Implications** - There are no property implications arising from this strategy.

12. **Risk Management Implication** - Due to the fragile nature of the Care market there are ongoing risks for example workforce development, gaps in the market, provider failure. The MPS helps identify gaps within the current market and set out how we will address them. Ongoing risk within the market are mitigated and managed through various procedures:

- Serious Provider Concern Process
- Standard Operating Procedure for Provider Failure

13. **Equality and Diversity Implications** - There are no equality and diversity implications.

14. **Crime and Disorder Implications** – There are no anticipated crime and disorder implications included in this strategy

15. **Health Implications** - There are no health implications arising from this MPS.

16. **Sustainability Implications** - There is a statutory requirement under the Care Act 2014 which places a duty on local authorities to facilitate and shape a diverse and sustainable market

17. **Human Rights Implications** - There are no human rights implications covered in this strategy

18. **Area and Ward Implications** - There are no specific ward implications of this MPS

Background Information

19. The Institute of Public Care (IPC) was established in 1987 and is part of Oxford Brookes University. IPC has led thinking on market shaping, and worked extensively with local authorities, providers and national governments on the market shaping task. The IPC for England highlights good practice in market position statement

(MPS) development and aims to help local authorities understand how to use them to best effect in market shaping. More information on the IPC and its role in developing best practice for market position statements through the following link:

<https://ipc.brookes.ac.uk/what-we-do/market-shaping/market-position-statements.html>