

Adults Market Position Statement

The Market Position Statement for Adults covers all adult social care, including bed-based care and community based support services, such as personal care which may be delivered in the home and other services delivered in the community.

It aims to describe demand and supply and outlines the models of care that Devon County Council wishes to encourage, with a view to supporting providers in business planning and development.



Section 1 - Introduction & Strategic Context

Introduction & Strategic Context

Devon County Council's adult social care Market Position Statement was initially published in summer 2011. It has since been updated in the autumn of 2012 and now this latest update covers significant developments and progress made. It is aimed at both existing and potential providers but will also be of value to those who are interested more generally in the future of local social care markets. This MPS is accompanied by a Demand Analysis which is also published online, and which is updated when new data is available.

As a strategic commissioning organisation, our role is to:

- Understand need, based on evidence
- Understand how people and communities want to live their lives
- Enable self help and community resilience
- Understand local markets, determine when to act upon them, and monitor quality
- Decide when and how to commission services
- Work effectively with providers, service users, carers and communities to make sure that the right services are available, in the right place, at the right time.

The MPS sets out our plans and outlines trends for commissioning for social care across all service user groups. It includes information on purchasing by the Council, some joint commissioning with the NHS and, increasingly, trends in purchasing arranged by individuals, whether as self-funders or personal budget holders.

We revise the MPS when major changes occur and at significant points in the Commissioning & Procurement timetable. We will post updates on the Provider Engagement Network web page www.devon.gov.uk/providerengagement and the Procurement Portal www.supplyingthesouthwest.org.uk - please note that this information is held online only, we do not print paper copies.

Although the MPS is a description of adult social care commissioning activity, in a number of areas, services are jointly commissioned with the NHS. On such occasions our joint commissioning approach is driven by joint health and social care strategies.

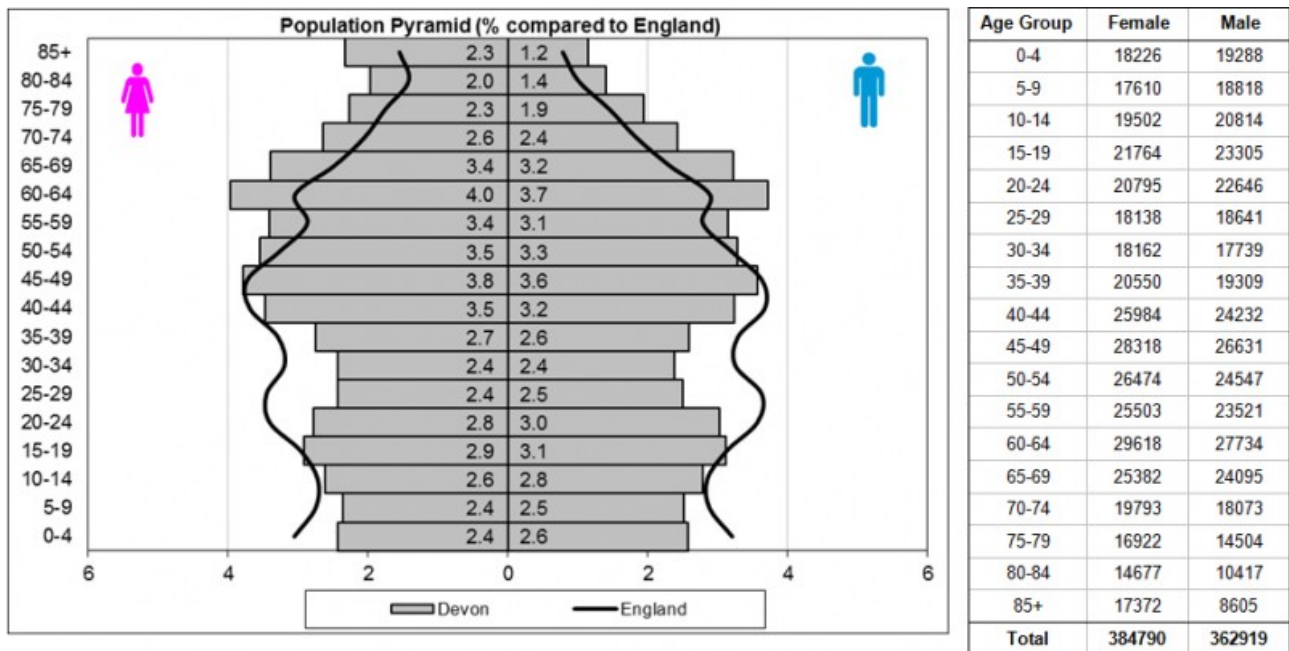
1.1 Population of Devon

The population of Devon is currently just under 750,000. The age profile displayed in the chart below shows that Devon has an older population compared to the national average; this is especially true for those aged 50 years and over. This means that we

have more people aged 50 and over than the national average. This is counterbalanced by the proportionately lower than average number of adults aged between 20 and 39 years and children aged less than 10 years.

Population Pyramid - Devon Population - 2011

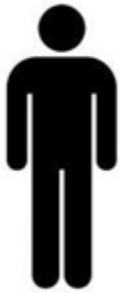
The table and population pyramid below show the population broken down by age and sex for the area against England. The age and gender of your population can have a significant impact on their health and social care needs.



The Office of National Statistics (ONS) predicts the population of Devon will grow by 18% from 747,700 in 2011 to 800,400 (2031), an increase of 52,700 people. The greatest increase is expected in the population aged 65 years and older, with an anticipated increase of 25% from 169,800 in 2011 to 212,100 in 2021. By 2021 more than a quarter of Devon’s population (26.5%) will be 65 years and older.

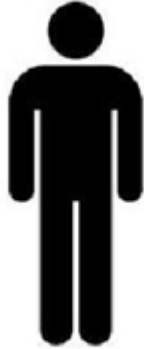
By 2019, the South West will experience a 10% increase in population but a projected 15-20% rise in demand for health and social care, due to the growing proportion of people over 65 and associated long-term conditions. Current models of service delivery and available resources will not keep pace with that demand.

ENGLAND



2.4%

DEVON



3.5%

EAST DEVON



4.7%

SIDMOUTH



8.1%

1.2 Commissioned Social Care activity in Devon

1.3 A changing pattern of provision

1.4 A commitment to equality and diversity

Devon County Council is committed to achieving a society where everyone can participate and has the opportunity to fulfil their potential. Freedom from discrimination and equality of opportunity are fundamental rights and we will challenge inequality, while valuing diversity and mainstream equality in all of our work.

When contracting and commissioning services our objectives are to ensure:

- All contracts are procured and delivered in a way that is non-discriminatory and promotes equality of opportunity for staff, the general public and the business community
- The goods, works and services provided by contractors and suppliers are non-discriminatory and cater equally for all users' needs
- The recipient or the service user enjoys equal access to – and is equally satisfied with – performance and quality irrespective of any other factor
- The procurement process incorporates equality standards at all stages

- Existing contracts and contractors are monitored to ensure compliance with equality standards
- Appointed contractors share and help deliver our equal opportunities goals
- All procurement practitioners incorporate equality into their processes
- Suppliers and the organisations which tender to work with us operate a policy of continuous improvement for all elements of equality.

Find further information about our commitment to equality and diversity, including the County Council's 'Fair For All' programme and Equality in Procurement guidance at: www.devon.gov.uk/equality

1.6 Social Capital and Social Value

Market Context

Economic value of social care in Devon: in the calendar year 2008, social care enterprises turned over almost £512m, with 57% of that value relating to residential care (*Inter-Departmental Business Register: Enterprise Turnover, March 2009*).

This data is not directly comparable with the County Council's spending on adult social care. The IDBR data covers the whole social care market (both adults and children), covers a calendar year, rather than the April to March financial year we use, and excludes small providers if they are not registered for VAT. More significantly, the Office of National Statistics is unable to confirm whether or not their data on turnover includes the service user contributions we receive for care, or – if this is the case – how they have managed to differentiate income received for care provided directly by the County Council from that commissioned from the independent sector.

We believe this figure to understate the contribution of social care to the economy, £512m represents approximately 5% of the total economy and the social care industry is a major source of employment locally.

The GVA (Gross Value Added) of each member of staff within the sector in Devon is £28,743 compared with the county average of £36,811 for all sectors.

Social Capital and the role of the Voluntary & Community Sector

The communities and environment in which we live affects our mental health and wellbeing. *The Foresight Project: Mental Capital and Wellbeing: Making the most of ourselves in the 21st century* (Government Office for Science 2008) indicates that:

- Sustainable development and a healthy environment improves wellbeing
- Social isolation increases the risk of developing mental health problems

- Social Capital connects communities and supports sustainability and wellbeing
- Increasing access to green spaces can enhance wellbeing, increase social interaction and increase physical activity
- Discrimination and stigma create social exclusion and contribute to mental and physical ill health as well as socio-economic inequalities.

We and our partners cannot meet all the aspirations of people and communities, neither should we try to. We do, however, have an important community leadership responsibility and we will work with communities and play our part to help them to improve quality of life and wellbeing.

We will do this through:

- Continued support to infrastructure bodies, such as Councils for Voluntary Services (CVS) and Citizens Advice Bureaux
- Grant aiding voluntary and community bodies, especially where this pump primes them as a step towards managing the costs of community action locally
- Co-production – involving communities in the design of services and other responses
- Responding to community-led planning (for example, where a community has a plan, developed with clear evidence of the participation of local people, like a town or parish plan and where it wishes to develop solutions to improve health and wellbeing)
- Support communities to take full advantage of the new opportunities under the Localism Agenda Act 2011 and Social Value (Public Services) Act 2012

Look out for: Promote your organisation and its services on the new improved **Devon Community Directory** free of charge! Visit www.directory.devon.gov.uk Select 'Add a record' at the top of the home page. Once your organisation is added, you'll be able to update your record in the future, whenever you need to.

The Social Value Group of both colleagues from Devon County Council (in particular procurement and commissioning) and representatives from the voluntary and community sector act as a forum for Devon County Council to explore and take forward the way that the organisation takes account of social value and embeds this across the organisation.

We recognise that voluntary, community, social enterprises and faith-based organisations make a distinctive contribution to the needs of service users. Their responsiveness, flexibility, independence and capacity for innovation are valued qualities. Their ability to develop self help groups and to reach organisations and individuals who may be overlooked, as well as their capacity to lever in additional human and financial resources, is vital.

Given this distinctive role, we have developed a number of areas of provision , which

represents the sector through the Voluntary & Community Sector (VCS) Strategic Commissioning Group of the Provider Engagement Network:

www.devon.gov.uk/providerengagement and the Joint Engagement Board:
www.devon.gov.uk/jointengagementboard

These include 'Individual Issue-based Advocacy and Community Mentoring'. We are currently mapping our strategic engagement with the VCS to improve the effectiveness of our joint work.

We also wish to:

- Evaluate how to demonstrate 'social value', particularly but not exclusively in relation to voluntary & community sector procurement
- Be clearer about when grant funding, rather than contracts, may be most appropriate
- Establish a clearer position in relation to the potential for support planning and brokerage delivered by the voluntary & community sector
- Extend the involvement of individuals, carers and voluntary & community sector organisations in monitoring quality through the Joint Engagement Board.

Devon prevention strategy: Promoting Independence and wellbeing 2011-2013, sets out Devon's shared approach across organisations to deliver services to an ageing and often geographically widespread population. **devon.gov.uk/prevention_strategy_updated_31_05_11_-_latest_version-29.09.11.pdf**

The background to these approaches is set out in

Think Local Act Personal 2011: www.puttingpeoplefirst.org.uk

Putting People First 2007: www.dh.gov.uk

Big Society: www.cabinetoffice.gov.uk/big-society

1.7 Monitoring of customer experience

Section 2 - Accommodation Based Support

Extra Care Housing



Homelessness



Sheltered Housing



Care Homes



Supported Living Arrangements



Host Family Care



Section 3 - Community Based Services

Day Opportunities



Reablement Services



Section 4 - Prevention & Early Help

Prevention & Early Help



Section 5 - Financial Context

Financial Context



Section 6 - Commissioning & Procurement Timetable

Commissioning & Procurement Timetable



Section 7 - Adult Strategy Development Timetable

Adult Strategy Development Timetable

The following chart sets out the major strategy developments for the coming year. Updates of how the strategy is progressing will be published up until the date of completion.

The Market Position Statement is reliant upon the development of these strategies in order to inform the market of Devon County Councils Commissioning Intentions and what our expectations are of providers.

Strategy Development Timetable 2013 - 2014		
Strategy	Progress	Expected Completion Date
Accommodation Strategy Lead - Paul Collinge	Phase 1 (Residential & nursing care) due to complete at the end of October 2013. Phase 2 (Extra Care, Sheltered Housing, Supported Living, Shared Lives) due to complete by December 2013*. (*this date may be amended due to slippage)	December 2013
Carers Strategy Lead - Sue Younger-Ross	Due 18 th Oct	March 2014
Mental Health Strategy Lead - Gavin Thistlewhaite	Due 18 th Oct	March 2014
Dementia Strategy Lead - Jenny Richards	The Dementia Strategy is being refreshed and is out for comment through Healthwatch (October 13). It is a high level overarching strategy and as such covers NEW Devon CCG, S Devon & Torbay CCG, Plymouth City Council, DCC and Torbay Council. Local delivery plans and a reporting framework are currently being worked on.	March 2014
Autism Strategy Lead - Liz Wood / Beryl Perrin	IHAL self assessment completed.	March 2014
Prevention Strategy Lead - Paul Collinge / Clare Miller	Due 18 th Oct	March 2014

Advocacy Strategy Lead - Geoff King	Advocacy tender published on 24 Sept 2013 with bids returned by 7 Nov. Tender evaluation and contracts to be awarded by end Dec 2013 and services to commence 1 st April 2014.	March 2014
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Section 8 - This is how you can feedback

This is how you can feedback



Section 9 - Useful links

Useful links



Section 10 - Appendix

Appendix

