

better outcomes through well run, evidence-based public care

Market Shaping Workshops

*to inform the Market Shaping Review,
helping local authorities discharge
their market shaping functions*

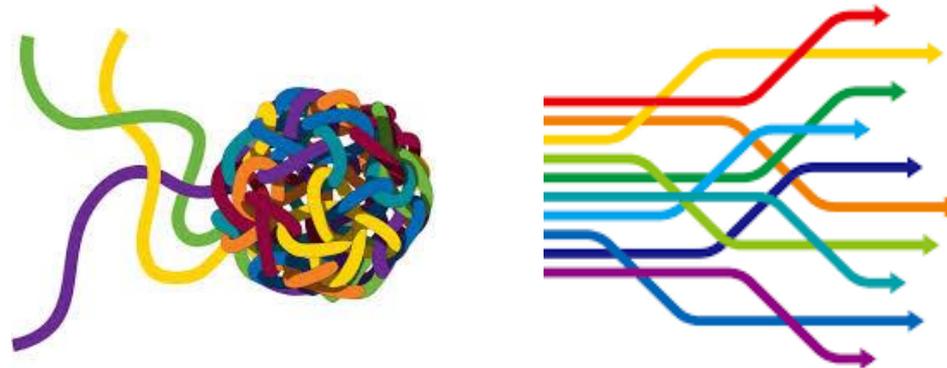
OXFORD
BROOKES
UNIVERSITY

<http://ipc.brookes.ac.uk>



Working in partnership to support implementation of the Care Act

Introduction to the Market Shaping Review



What is the Market Shaping Review?

This project is to provide a support programme for local authorities to help them discharge their market shaping functions by identifying, analysing and disseminating best practice

- **The Institute of Public Care (IPC) at Oxford Brookes University is working in collaboration with the Association of Directors of Adult Social Services (ADASS), Local Government Association (LGA), Care Provider Alliance, and Department of Health to facilitate the support programme.**
- **During spring 2016 IPC has been working with the sector to identify what works best in market shaping, where and why. Thank you to all those that informed our work so far.**

Why is it happening?

- The Care Act places new duties on local authorities to facilitate and shape their market, including mitigating risks, for adult care and support. A key tool to do so is engagement with local providers on the development of a market position statement (MPS).
- Recent research led by the LGA is clear that discharging their new market shaping functions remains a significant area of concern for local authorities. Going beyond the production of an MPS, local authorities are keen to understand better how to use their MPS and what best practice in market shaping looks like, taking into account their local circumstances.

What is being produced?

Products include:

- Fully searchable web database of downloadable current Market Position Statements
- Refreshed guidance on market shaping, with best practice examples for different topics (linking in to different elements of an example MPS)
- Working with other LAs/regions on market shaping activities discussion paper
- Joint market shaping with health and social care
- Workforce supply
- Individual commissioning / personalisation

What is the purpose of today?

- Learn about what others are doing
- Share best practice and experience
- And Comment on initial findings from the Market Shaping Review

Agenda

- 10.00am** Introduction to the Market Shaping Review
Why Market Shaping?
- 10.30am** What do providers need from a Market Position Statement?
- 11.15am** Break
- 11.30am** Breakout discussions
- 12.10pm** Breakout discussions (Repeat)
- 12.50pm** Forthcoming products and opportunities for sharing practice
- 1.00pm** Lunch & Best Practice Marketplace
- 1.30pm** Collaborating on Costs (cipfa)
- 2.00pm** Finish
-

What is market shaping?



Market Development

Market Intervention

Market Facilitation

Market Structuring

Market Management

Market Engagement

Market Analysis

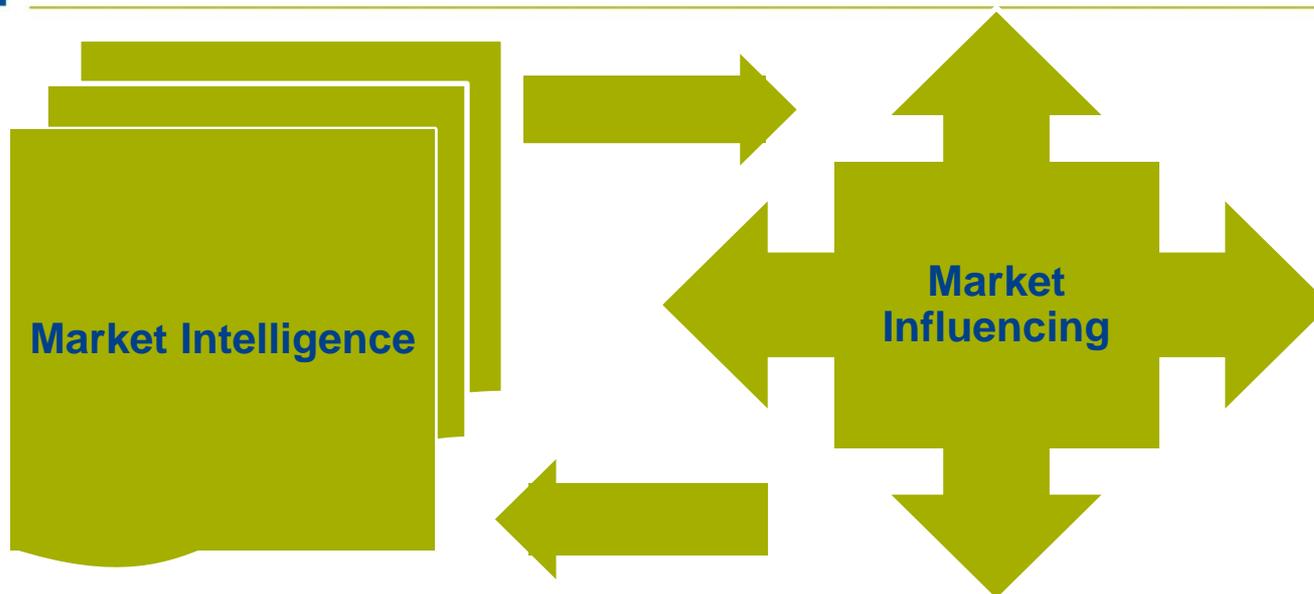
Market Oversight

What is market shaping?

“Market shaping means the local authority collaborating closely with other relevant partners...to encourage and facilitate the whole market in its area for care, support and related services.”

Care Act 2014 Statutory Guidance

Key components of market shaping



Emphasis on shared understanding of supply and demand – and should be published in an MPS.

Activity taken to influence current and future range of support - how the local authority intends to influence the market should be published in an MPS.

Who shapes the market...and who is responsible?

- **Market shaping takes place ‘beyond’ social care in the local authority.**
- **Shapers can include: Transport, Housing, Business / economic development, CCGs, Health employers, Local careers advice, Education and training providers, Procurement, CQC, Planning, Social workers, Commissioners, Families and users and carers, Information, advice & guidance services...**
- **A strategic task, often spanning council departments and other partners.**

Some challenges you've told us that you're facing

- Working with health
- Introduction of personal health budgets
- Ensuring a high quality workforce, especially nursing staff
- Working on market oversight and contingency planning with other local authorities
- Personalisation and individual commissioning
- Working with providers on a true partnership basis
- Encouraging new providers



What do providers need from a Market Position Statement?



What do providers need from an MPS?

Review of MPSs found:

- Huge variety in scope of MPS and detail
- Some local authorities have had one – others have had one or two updates and/or have produced up to 6 different MPSs for different services / client groups
- Generally stronger in describing current & future demand, future models of care desired, and likely business opportunities
- Weaker around stability of local market, quality, workforce and intelligence about what is provided for self funders.



Provider scenarios



Take a couple of minutes to read the provider scenario on your table. With the table facilitator:

- “What would want to see in the MPS?” (20 mins)
 - “What don’t you want to see?”
- One learning point from exercise (5 mins)

On your own (5 mins)

- On one of the A5 sheets, write something about your MPS / process of MPS development that you are proud of and that you’d like to share.
- If you’re a provider share something positive about what (one of) your local authority has done in their MPS

Breakout discussions





Breakout discussions

- **Market Shaping Review – initial findings relating to:**
 - **Market shaping with health**
 - **Working with other local authorities**
 - **Individual commissioning/personalisation**
 - **Workforce**

- **Today – opportunity to learn more, share best practice, and inform the final products of the review**

- **Please participate in a breakout discussion on one of the four themes**

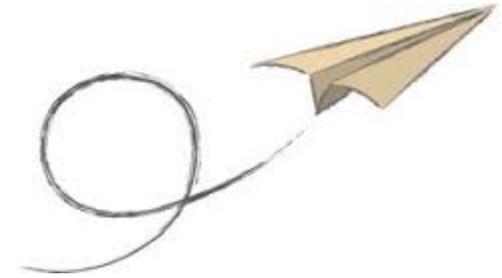
- **Everyone has an opportunity to join two discussions**

Breakout discussions

- In relation to the theme being considered at your table:
- Discuss in pairs:
 - What's your experience?
 - What works?
 - What are the stumbling blocks?
- As a whole group:
 - Identify common trends
 - Record examples to share in the Best Practice Marketplace



Forthcoming products and dissemination



Majority of products to be released early summer:

- Refreshed guidance on market shaping, with best practice examples for different topics (linking in to different elements of an example MPS)
- MPS quality checklist
- Working with other LAs/regions on market shaping activities discussion paper
- Joint market shaping with health and social care
- Workforce supply
- Individual commissioning / personalisation



Available now...

- Fully searchable web database of downloadable current Market Position Statements
- Market Shaping toolkit for innovation and collaboration with SME providers
- [See Andy at the IPC stall at lunchtime to view](#)
- AND have a look at the 'Best Practice Marketplace' display of what you're all doing!

MPS DATABASE

Market Position Statements Database

Market Positioning Statement - A tool to shape the market for health and adult social care

Keywords
Mental health
Older people
Carers

Region: **Yorkshire and the Humber**

Local authority: **North East Lincolnshire**

Date: **April 2016**

Type: **Adults**

Making Care Our Business' Market Position Statement for the care of adults and older people

Keywords
Learning disability
Mental health

Region: **North East**

Local authority: **Hartlepool**

CONTACT US

If your organisation has a more up-to-date MPS than the one shown here please contact us on 01225 484088 or email ipc@brookes.ac.uk

FILTERS

Apply Clear

Region
All regions ▾

Local authority
All local authorities ▾

Type
All types ▾



Keep in touch

- Thank you for your participation today and have a safe journey back
- Let us know if you would not like us to alert you when the guidance/products are released
- Would it be helpful to share contact details from today?

- <http://ipc.brookes.ac.uk>
- ipc@brookes.ac.uk
- 01225 484088

