Market Shaping

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Institute of Public Care

- We work for better outcomes through well run evidence-based public care
- Part of Oxford Brookes University
- We offer applied research and evaluation, consultancy, skills development and informatics
- National and local government, NHS, public care providers, and sector support organisations
The Care Act (2014) places new duties on local authorities to promote the efficient and effective operation of the market for adult care and support as a whole.

- diverse
- quality
- sustainable
In a nutshell

- NOT to ‘control’
- But to “collaborate”, “facilitate” and “encourage”
- Different skills and a different culture
Market shaping review

- A programme of support for local authorities to help them discharge their market shaping functions by identifying, analysing and disseminating best practice.

- IPC - in collaboration with ADASS, LGA and Care Provider Alliance - facilitated the programme, working with the sector to identify what works best in market shaping, update guidance and publish tools.
What is market shaping?

- Market Development
- Market Facilitation
- Market Management
- Market Oversight
- Market Analysis
- Market Intervention
- Market Structuring
- Market Engagement
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
### Market influencing?

<table>
<thead>
<tr>
<th>Contingency planning</th>
<th>Workforce development</th>
<th>Seed funding / Small Grants for innovation</th>
<th>Business support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance management / quality assurance activity</td>
<td>Jobs portal for approved providers, hosted by the council</td>
<td>Dedicated housing for care workers</td>
<td>Lead providers for geographical areas</td>
</tr>
<tr>
<td>Information, advice and guidance for citizens</td>
<td>Different fee levels for different quality standards</td>
<td>Joint commissioning of residential and nursing home beds</td>
<td>Etc…</td>
</tr>
</tbody>
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Key challenges for adult care and support

- Working with health
- Ensuring a high quality workforce, especially nursing staff
- Market oversight and contingency planning with other councils
- Personalisation and individual purchasing
- Encouraging new providers
Tools and guidance

- Guidance on market shaping
- MPS good practice and checklist
- MPS database
- Market shaping across councils
- Place-based market shaping
- Individual purchasing

http://ipc.brookes.ac.uk/what-we-do/market-shaping.html
Also… Market Shaping Toolkit

for innovation and collaboration with SME providers

https://ipc.brookes.ac.uk/mast
Who shapes the market - and who is responsible?
Review of market position statements

- 162 published MPSs from 122 councils or sub-regional groups: huge variety in scope and detail
- Some have been updated and/or have produced up to 6 different MPSs
- Stronger in describing current and future demand, desired models of care, and likely business opportunities
- Weaker around stability of local market quality, workforce and self funders
MPS database

https://ipc.brookes.ac.uk/MPSdatabase

Market Position Statements Database

Commissioning an integrated system for population health and wellbeing

Keywords
- Learning disability
- Mental health
- Physical and sensory impairment
- Older people
- Carers
- Specialist housing
- Housing related support
- Prevention and early intervention
- Community services
- Domiciliary care
- Nursing and residential care

Region: South West
Local authority: Plymouth
Date: August 2016
Type: Local authority and health

Meeting the Accommodation Needs of Older People in Central Bedfordshire

Keywords
- Older people

Region: Eastern

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 ipc6brookes.ac.uk

FILTERS
- Region
  - All regions
- Local authority
  - All local authorities
- Type
  - All types
- Keywords
  - Carers
  - Community services
  - Domiciliary care
  - Housing related support
  - Learning disability
  - Mental health
Market shaping across councils

- Key providers working across an area or region – SW learning disabilities
- Neighbouring authorities with a range of common commissioning interests – LCR, WLA
- New service models and organisations – Tri Curo
- Maximising commissioning resources – Log on to care, Leicestershire, Leicester City and Rutland
Market Shaping to support individual purchasing of care

- Identifying what is needed - Calderdale
- Sharing what is needed - East Sussex
- Enabling services to be purchased – Harrow ePurse
Harrow
My Community e-purse

- Care navigator visits with support plan
- Choose provider/s to meet outcomes
- Selected provider paid via PayPal
- Buoyant local market, less bureaucracy
- Savings of £4m pa
Also… joint report with LGA

Including integrating commissioning through the use of information and analysis

http://ipc.brookes.ac.uk/publications/LGA_report_on_information_and_technology.html
Market oversight – key indicators?

- Occupancy levels
- Staff turnover
- Use of agency staff
- CQC results
- Press or social media coverage
- Levels of repairs and maintenance
- No registered manager
Thank you

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- Please contact Fiona Richardson with any further questions
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