

Market Shaping

Fiona Richardson
Assistant Director, IPC

24 November 2016



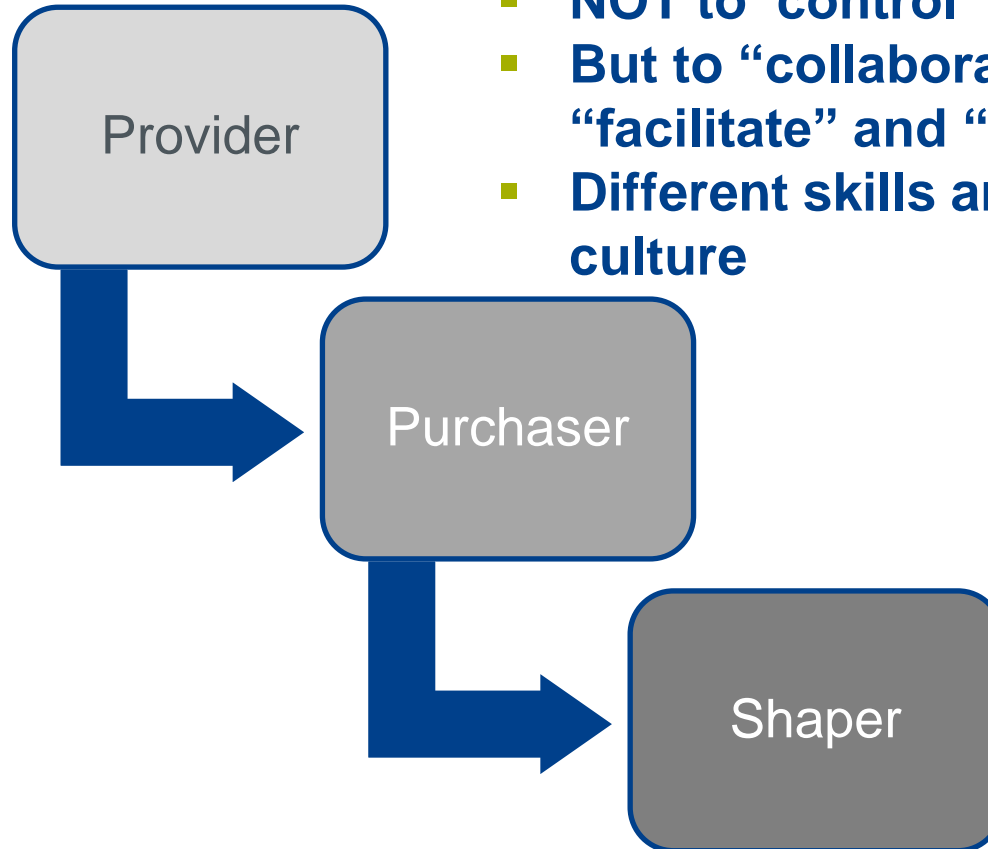
Institute of Public Care

- **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**

A duty towards care markets

- 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

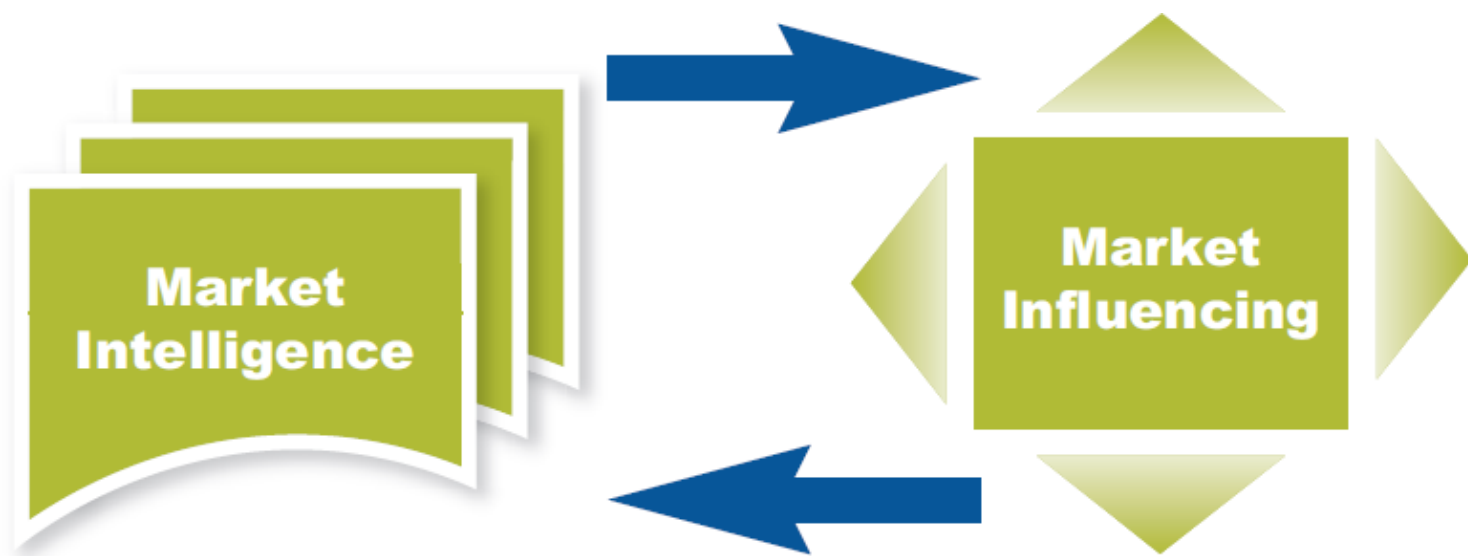
- A programme of support for local authorities to help them discharge their market shaping functions by identifying, analysing and disseminating best practice.
- IPC - in collaboration with ADASS, LGA and Care Provider Alliance - facilitated the programme, working with the sector to identify what works best in market shaping, update guidance and publish tools.

MaSR 

What is market shaping?



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?

Contingency
planning

Workforce
development

Seed funding /
Small Grants for
innovation

Business support

Performance
management /
quality assurance
activity

Jobs portal for
approved
providers, hosted
by the council

Dedicated housing
for care workers

Lead providers for
geographical areas

Information, advice
and guidance for
citizens

Different fee levels
for different quality
standards

Joint
commissioning of
residential and
nursing home beds

Etc...

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

MaSR 

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



 
Market Shaping Review
What is Market Shaping?
July 2016

    
Working in partnership to support implementation of the Care Act

ipc.brookes.ac.uk

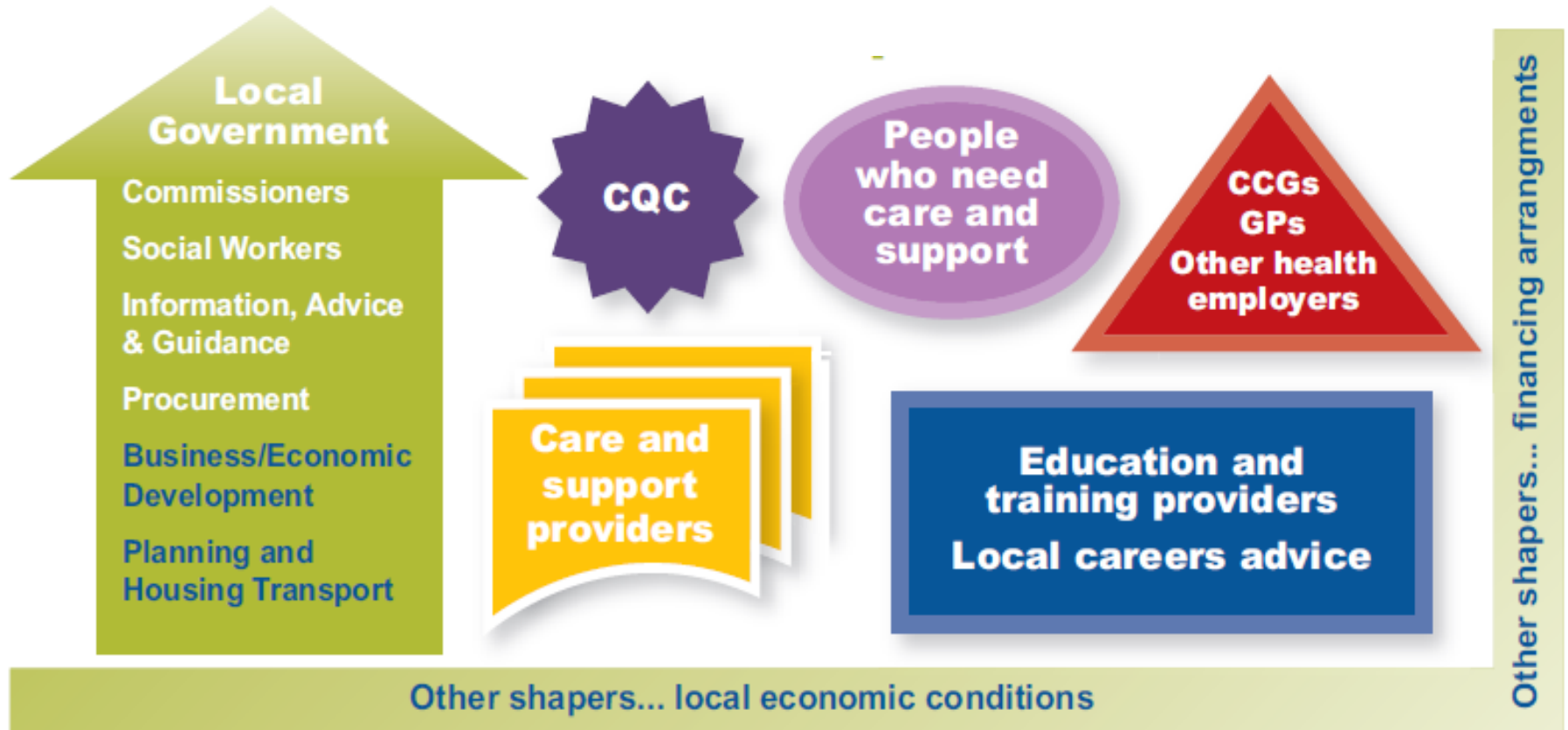
Also... Market Shaping Toolkit

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

<https://ipc.brookes.ac.uk/MPStatabase>

MPS DATABASE

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 ipc@brookes.ac.uk

FILTERS

Apply

Clear

Region

All regions 

Local authority

All local authorities 

Type

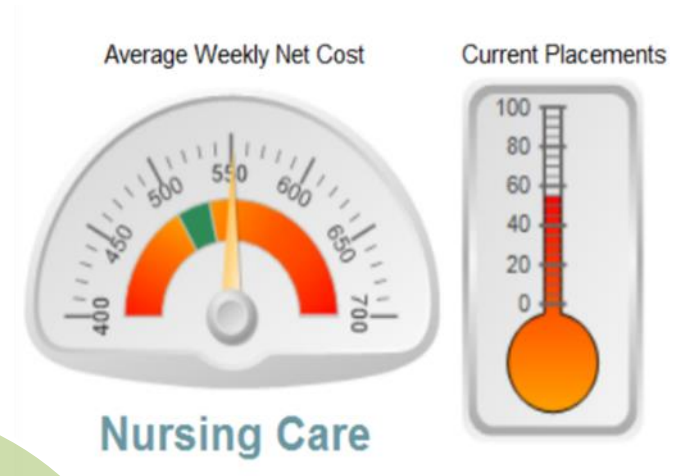
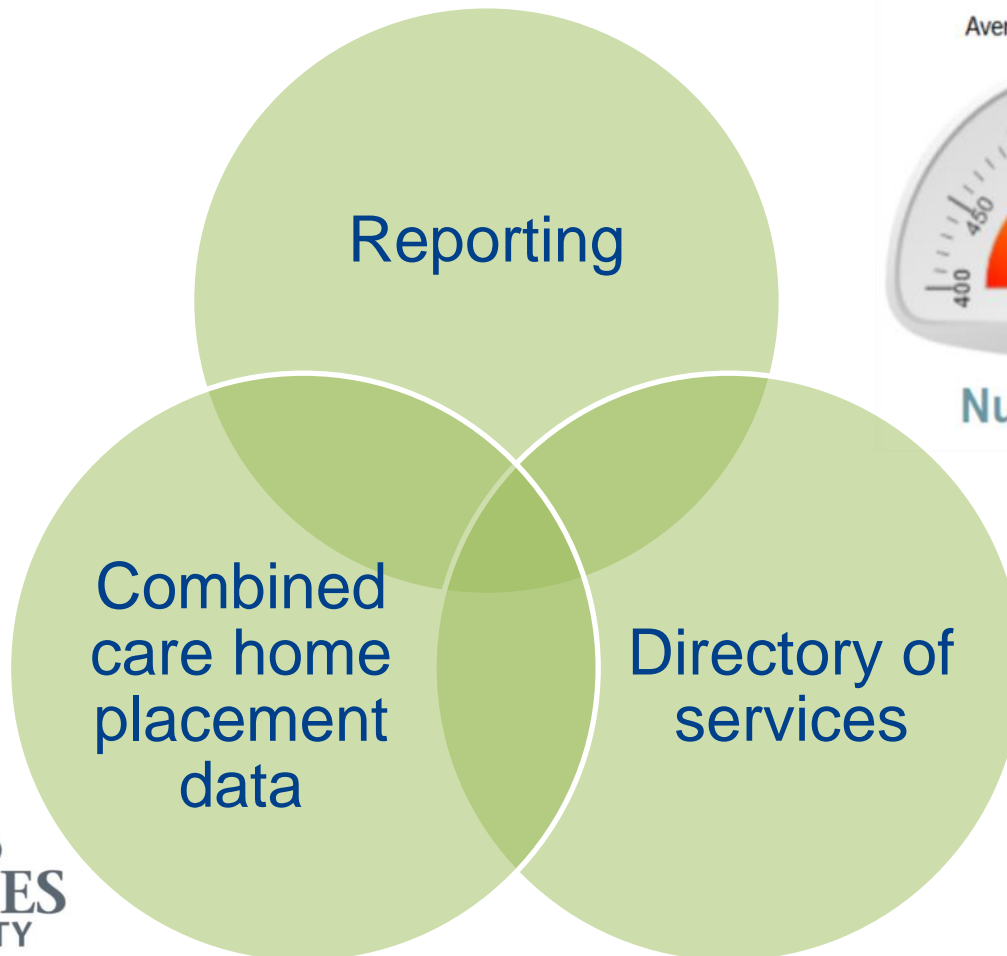
All types 

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



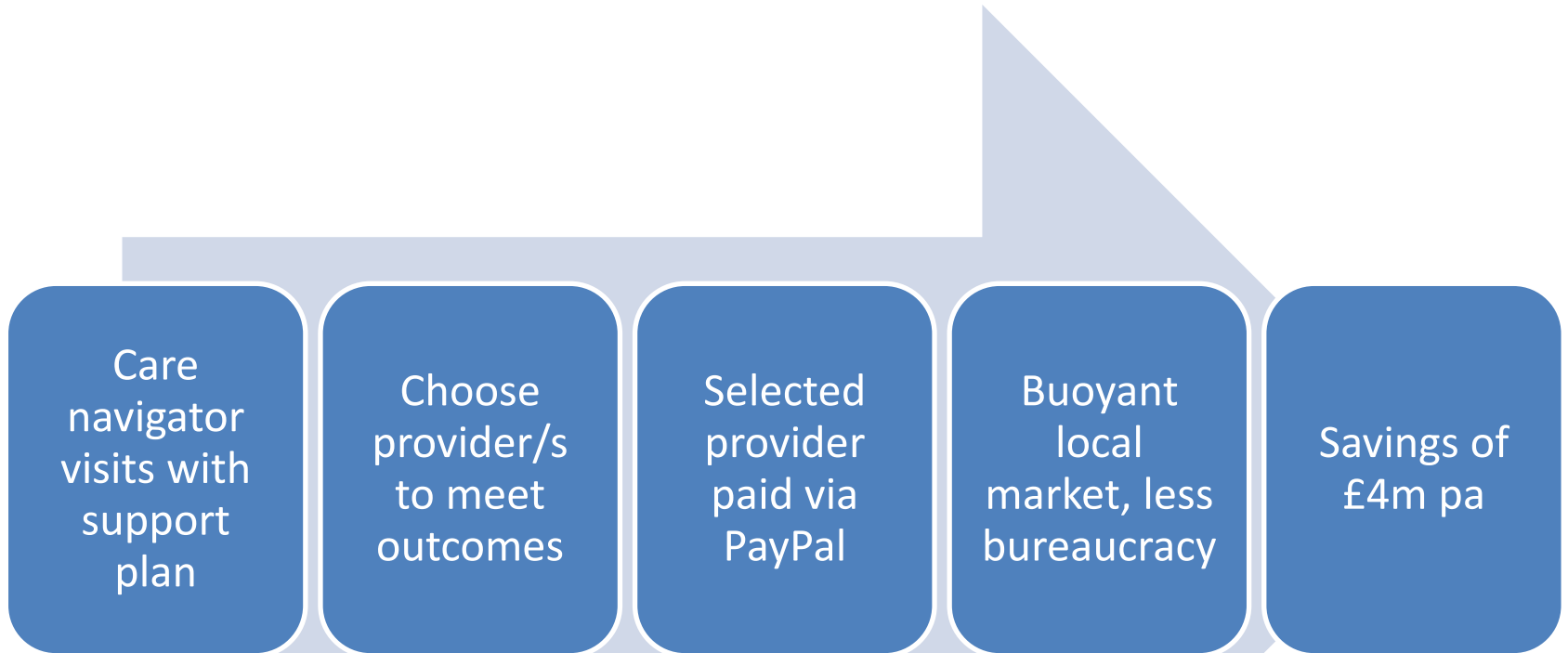


Market Shaping to support individual purchasing of care

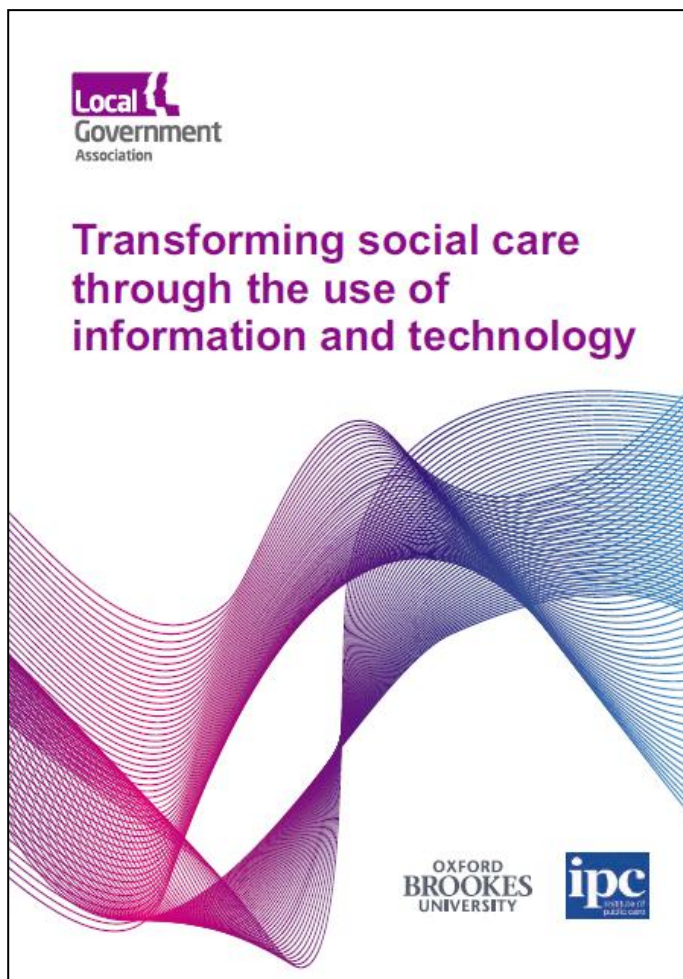
- Identifying what is needed - Calderdale
- Sharing what is needed - East Sussex
- Enabling services to be purchased – *Harrow ePurse*

Harrow

My Community e-purse



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

- All reports are available at <http://ipc.brookes.ac.uk/publications.html>
- Follow IPC on Twitter @IPC_Brookes
- Sign up for email alerts from <http://ipc.brookes.ac.uk>
- Please contact Fiona Richardson with any further questions
- frichardson@brookes.ac.uk