



BARNSLEY
Metropolitan Borough Council



Barnsley Clinical Commissioning Group

HEALTH AND WELLBEING MARKET POSITION STATEMENT

APRIL 2014

Market Position Statement at a glance

Who is this document for

This document is aimed at current and future providers of adult health and social care services

Key messages

“We are committed to promoting peoples independence, choice and control. To deliver on this vision the adult health and social care market needs to be diverse and innovative, rewarding good quality care and improving poor quality.”

“Demand for care and support services will continue to rise, public funding will not increase to match future demand, radical changes in the assessment and provision of social care is required to meet the needs of the future within the funding available.”

Barnsley Metropolitan Borough Council wants to see an Adult Social Care Market where :

Universal information and advice will become the cornerstone of care, ensuring people can clearly find the right service at the right time to enable self care and community support.

Stronger community cohesion will build on well established local services and encourage new services to meet local needs.

Health and Social care services will focus on improving health and wellbeing, encouraging Providers to offer innovative services to prevent increase in needs on limited resources.

Individuals will continue to be supported and encouraged to manage their own care through individual budgets; direct payments choosing from a wider menu of activities, demand is expected to decrease for traditional and mainstream services.

The provision of telecare and equipment will increase, strengthening the relationship between housing, support and care. Services will need to be flexible to meet the needs and preferences of service users and carers.

Why do we need a vibrant market ?

National Policy

Social Care Bill 2013

“A local authority must promote the efficient and effective operation in its area of a market in services for meeting care and support needs with a view to ensuring that any person wishing to access services in the market:

has a variety of providers to choose from;
has a variety of high quality services to choose from;
has sufficient information to make an informed decision about how to meet the needs in question.”

‘Putting People First’ (Department of Health 2007)

Barnsley remains highly committed to the principles and delivery of personalisation.

Committing adult social care and health agencies to a radical transformation of adult care services. Key elements of the transformation programme included:

- Giving people who receive funded care their own personal budgets;
- Closer collaboration between NHS and local government;
- A focus on early intervention and prevention;
- Investing in support that tackled loneliness and isolation;
- A joint strategic needs assessment.

Local Policy

Barnsley Council Commissioning Strategy

Barnsley Council spends around £200million per year in commissioning and delivering services, it is the Council’s responsibility to use this money in the best possible way to achieve its objectives, especially given the challenges arising from the current financial environment. The new strategy sets out the challenges and priorities for the Council and supports integrated commissioning.

Barnsley Clinical Commissioning Group

The CCG has identified 7 priority areas it intends to focus on during the period 2013-14 and beyond. These priority areas are aligned to the key priorities included in the Joint Health and Wellbeing Strategy for Barnsley. Underpinning each of the priority areas are key programmes of work / actions that are planned for 2013/14.

“Residents experience better quality services when at the centre of all decisions”

Health and Wellbeing vision

"Barnsley residents, throughout the Borough, lead healthy, safe and fulfilling lives, and are able to identify, access, direct and manage their individual health and wellbeing needs, support their families and communities and live healthy and independent lifestyles."

The Health and Wellbeing Board

The Barnsley Health and Wellbeing Board (H&WB) is a Committee of Barnsley Council, as set out in the Health and Social Care Act 2012. It brings together Elected Members and Officers of the Council, NHS colleagues, including members of NHS Barnsley Clinical Commissioning Group (CCG) and NHS England, Local Healthwatch and Providers to improve the health and wellbeing of the residents and communities of Barnsley and narrow health inequalities within the Borough, and against the national average.

The Health and Wellbeing Strategy (H&WBS)

The Health and Wellbeing strategy sets out the key priorities that the Barnsley Health and Wellbeing Board will seek to deliver, with the residents and communities of Barnsley, over the three year period to 2016.

The vision is based around the following core values :-

Promoting peoples independence, choice and control

No decision about me, without me (and preferably, made by me.)

Delivering the vision

To achieve the vision for Barnsley, a series of outcomes have been developed for the residents and communities of the borough, these are :-

Older people achieve safe, healthy and independent living – adding years to life and life to years

Health inequalities within the borough are reduced so that all residents have the best possible quality of life, with the gap against the national average reducing

Residents have greater choice and control over their health and wellbeing, and are able to manage their own needs and direct their own support

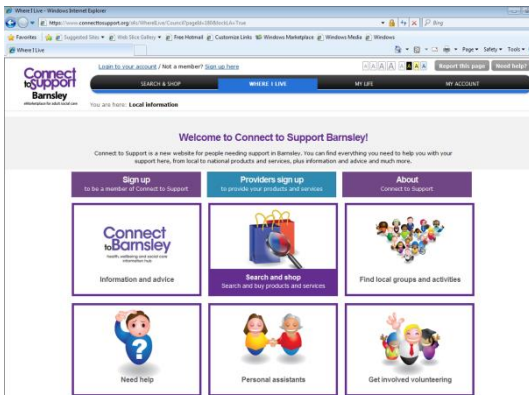
Every child has the best start in life, and is able to fulfil their potential, achieve their ambitions and play their fullest role in society, thereby breaking the link between early disadvantage and poor outcomes throughout life

It is also important to note the effect of wider socioeconomic and environmental factors on the health and wellbeing of residents and communities in Barnsley. As such, the links and connections between the Health and Wellbeing strategy and the Local Economic Strategy are important, as the prosperity of the borough and its residents has a significant impact on overall health and wellbeing.

Adult Commissioning Intentions

Enabling self assessment, self care, maximising independence, giving greater choice and control

www.connecttosupport.org/barnsley



**Connect
to
Support**
Barnsley
eMarketplace for adult social care

Connect to Support is a website for people that want support in the Barnsley borough. The public can find lots of information about the services that are available, including local groups and activities they can get involved with. They can also buy services and products to help manage their care needs. Registration for providers is free.

Details of any accreditation process are available on request.

- Promote early intervention, prevention and wellbeing
- Move towards choice, control, flexible service delivery models including frameworks and approved accredited lists
- Employment, volunteering, educational opportunities to ensure all services support people in their ambitions to work
- Interventions that reflect and support the shift from acute care into the community
- Focus on helping people to 'Live well in the community and where appropriate live well with a long term condition'
- Creating opportunities for people to live an ordinary life, moving away from traditional services and developing a market that is accessible, varied and affordable
- Improving people's housing situation – increasing the opportunity for people to live where and how they want with support that can be flexible
- Better Health – improving people's health through better planning, shared practices and improving access to mainstream healthcare services
- Work with service users and carers to ensure they have a voice in the commissioning of services relevant to them.

Health inequalities within the borough are reduced so that all residents have the best possible quality of life, with the gap against the national average reducing

Health and Social Care Information

Ageing Well

- The proportion of older people in the Barnsley population is forecast to increase.
- One person in every 200 in Barnsley has been diagnosed with Dementia.
- Falls in the elderly resulting in hip fracture are higher in Barnsley than the England average.
- Only 1 person in 5 who wanted to die at home was able to do so.

Long- Term Health Problems or Disability

- 12.6 % of all Barnsley residents day to day activities are limited a lot
- 11.3% of all Barnsley residents day to day activities are limited a little
- 5.9% of all Barnsley residents aged 16 to 64 years day day activities are limited a lot
- 6.0% of all Barnsley residents aged 16-64 years day to day activities are limited a little.
- There are almost 900 people registered as deaf or who are hard of hearing and approximately 80% of these are aged over 65
- There are almost 2,000 people registered as blind or partially sighted.
- As of 31 March 2013 there were 1,036 people aged 18 years and over registered on the local authority disability register.

Carers

- 11.7% of Barnsley residents provide unpaid care
- 6.7% provide 1- 19 hours care per week
- 1.8% provide 20-49 hours
- 3.3% provide over 50 hours per week
- A significant amount of this information comes from our Joint Strategic Needs Assessment (JSNA).

You can view the JSNA resource at

:<https://www.barnsley.gov.uk/services/public-health/joint-strategic-needs-assessment-jsna>

Key facts

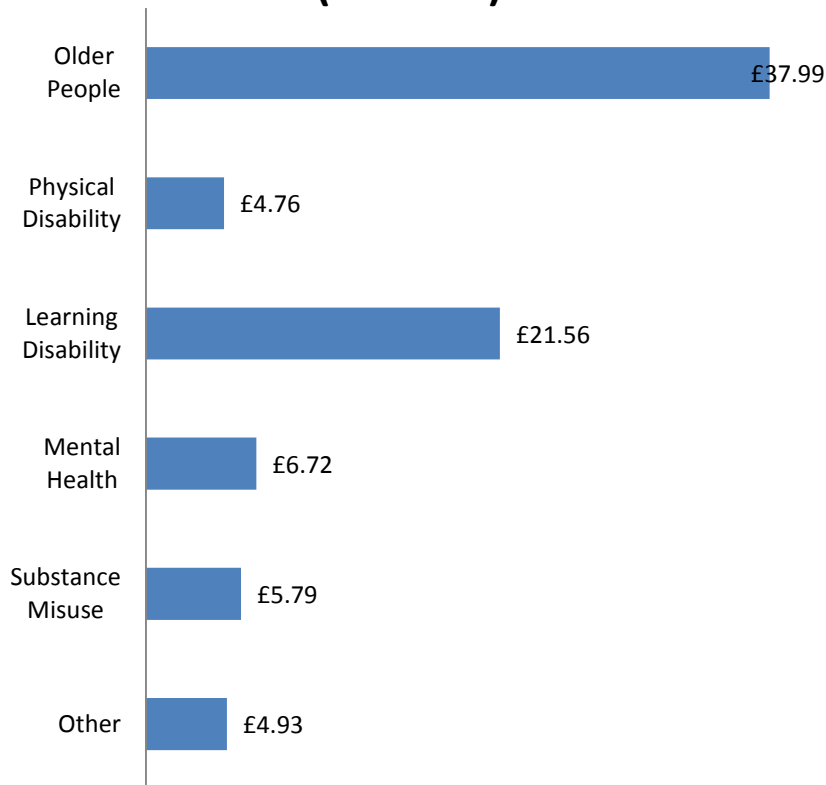
Almost 4,500 older and vulnerable people in Barnsley with ongoing care and support needs are helped to live independently in their own homes.

Over 2,400 service users and 750 carers in Barnsley now receive a personal budget of some form so that they can have greater choice and control over the care and support they receive.

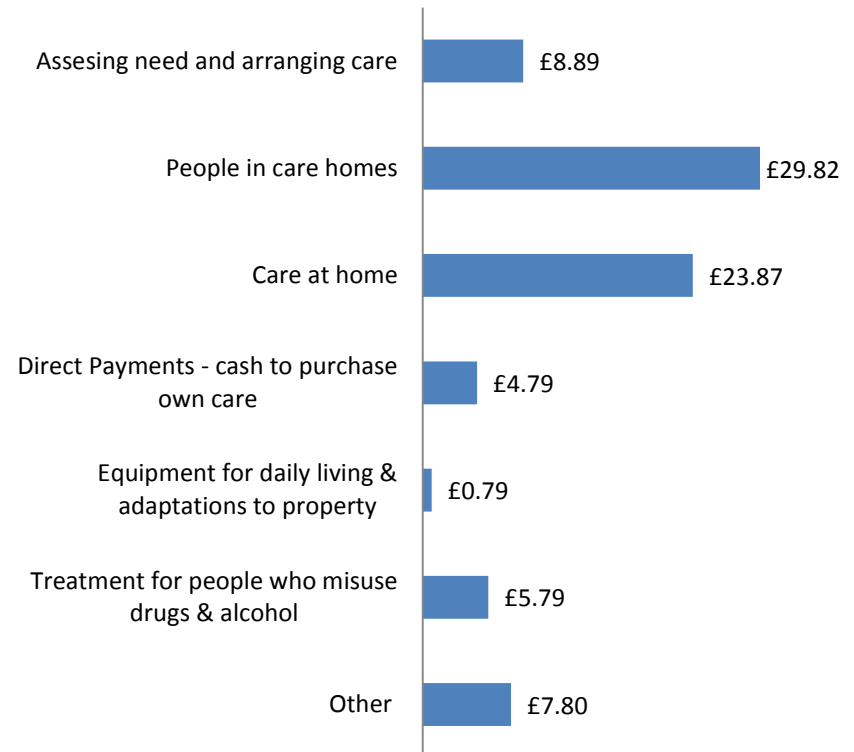
Source adult social services and mental health client records.

How much we spend on services

Expenditure by client type (millions)



Expenditure by service type (millions)



Source: Local Account 2012 - 2013

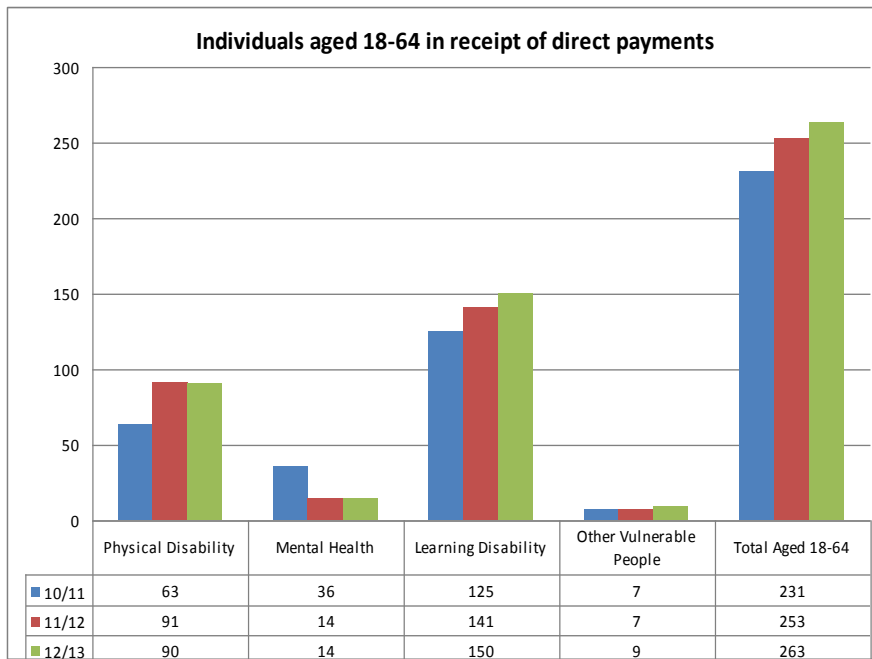
Residents have greater choice and control over their health and wellbeing, and are able to manage their own needs and direct their own support

Personal Budgets

Individuals who prefer for the local authority to arrange care on their behalf, receive a virtual budget.

Individuals assessed as requiring adult social care services are offered a personal budget. A personal budget is money from Adult Social Services that can be spent on care and support to enable individuals to live more independently.

This can be received as a direct payment and is gradually increasing.



Service users' views

Personal budgets are helping people take part in community activities :

“C’s personal budget works very well meeting all her needs and interests fully. She is now active within her community.”

“I have a good social worker, my Personal Assistant and care agency work together well supporting me as a member of the community “

“Employing Personal Assistants to support me to live the life I want works really well”

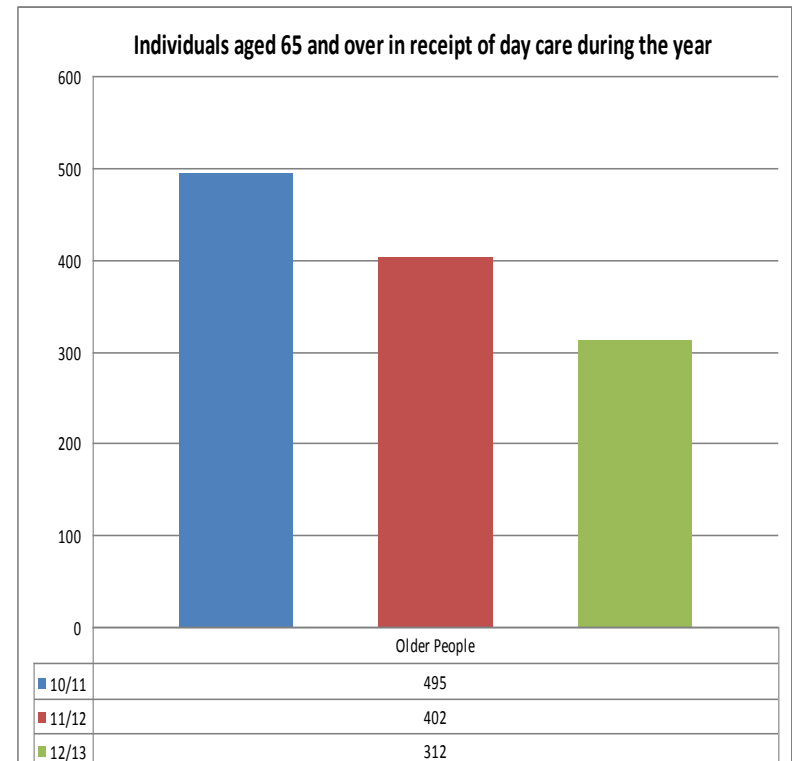
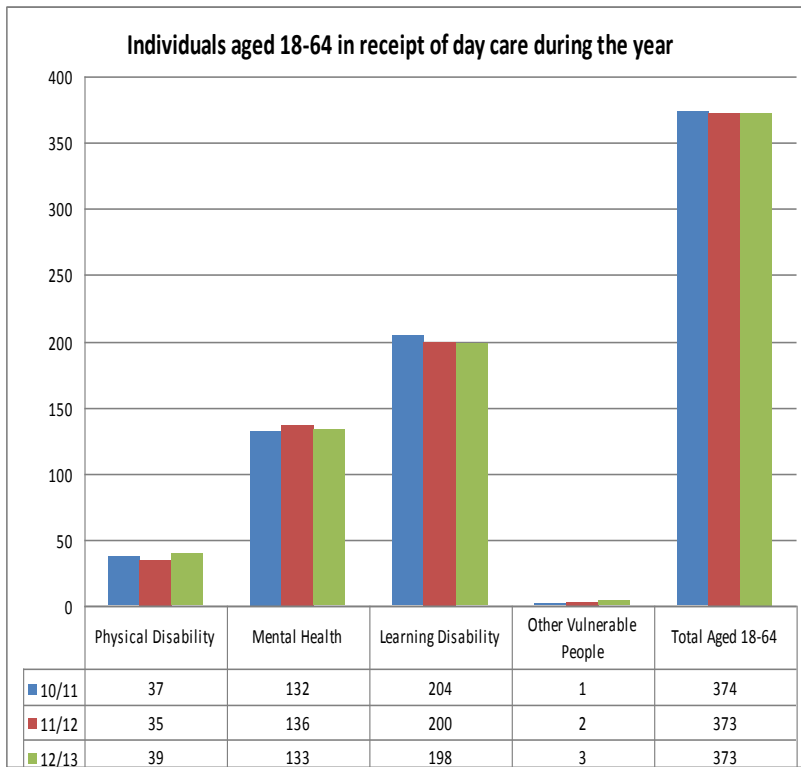
Our Local Account 2012 – 2013

“Overall aim is to increase the number of people on direct payments”

Stimulating day activities

Adults under 65 assessed as requiring support during the day the last three years has remained consistent.

The number of adults over 65 receiving day care has reduced over the last three years.

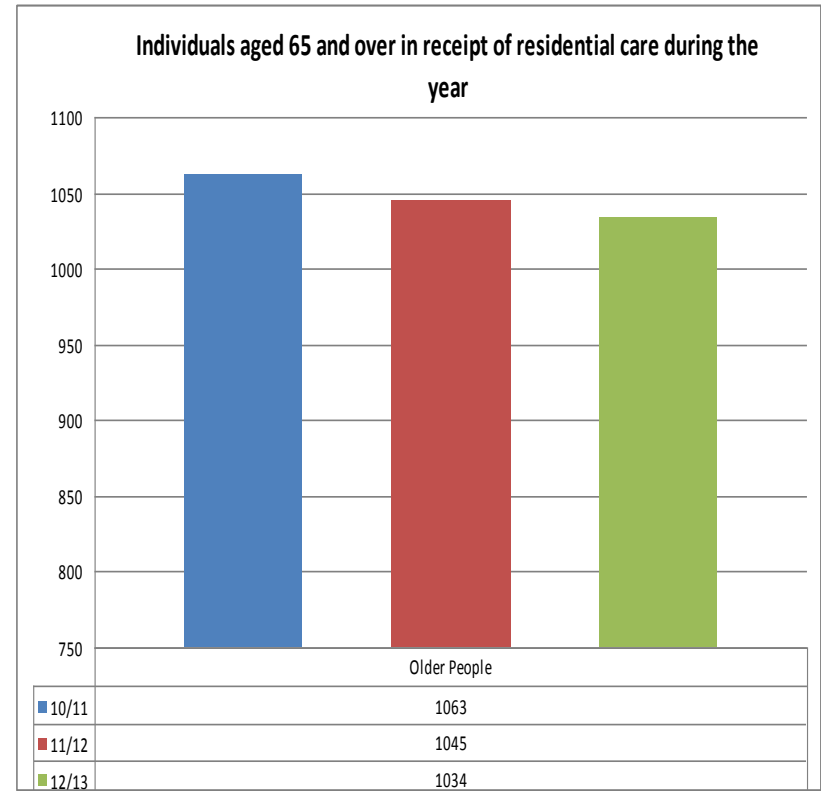
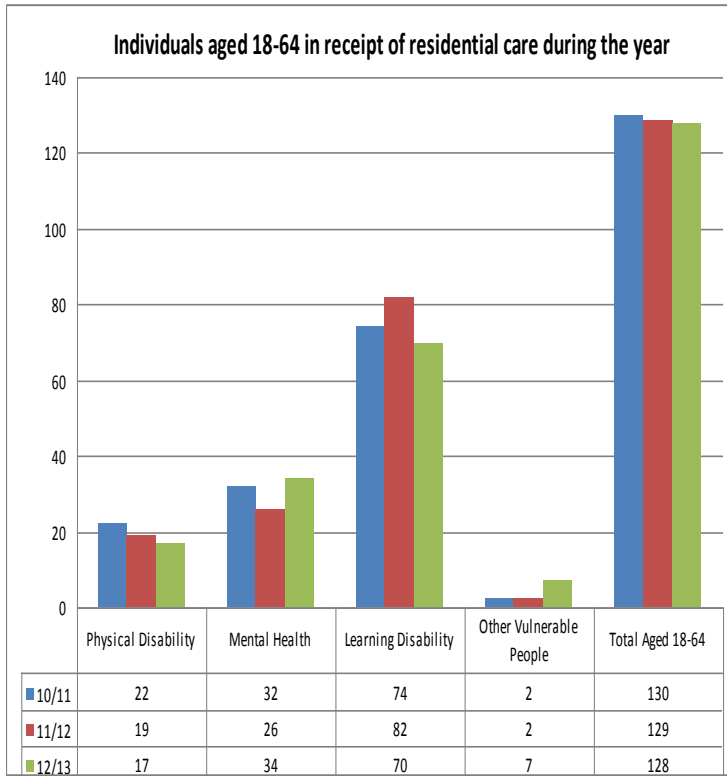


“Overall aim is to increase choice of day services available”

Residential Care

The number of adults under 65 in residential care has remained consistent.

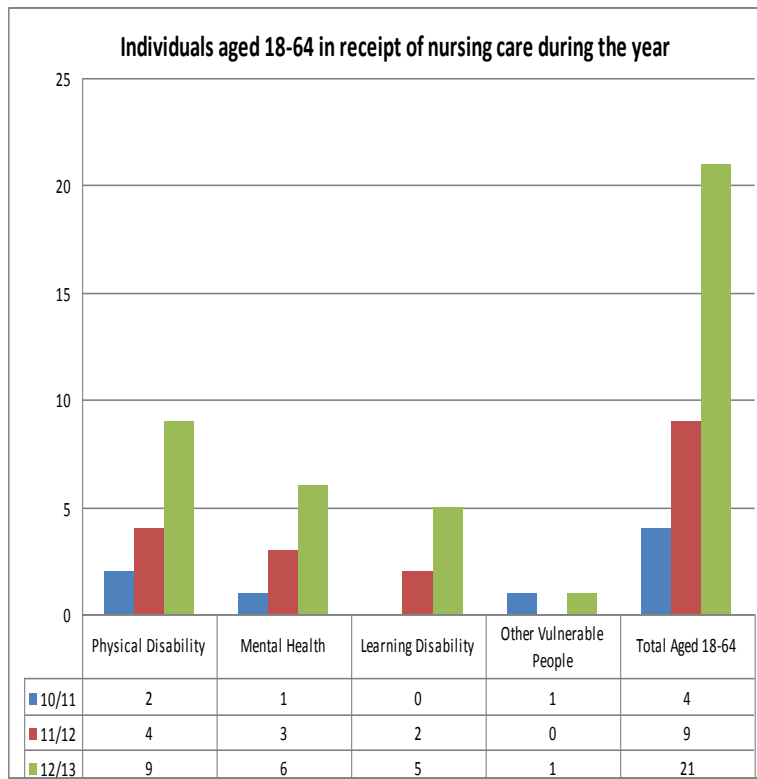
The number of individuals over 65 in residential care has reduced.



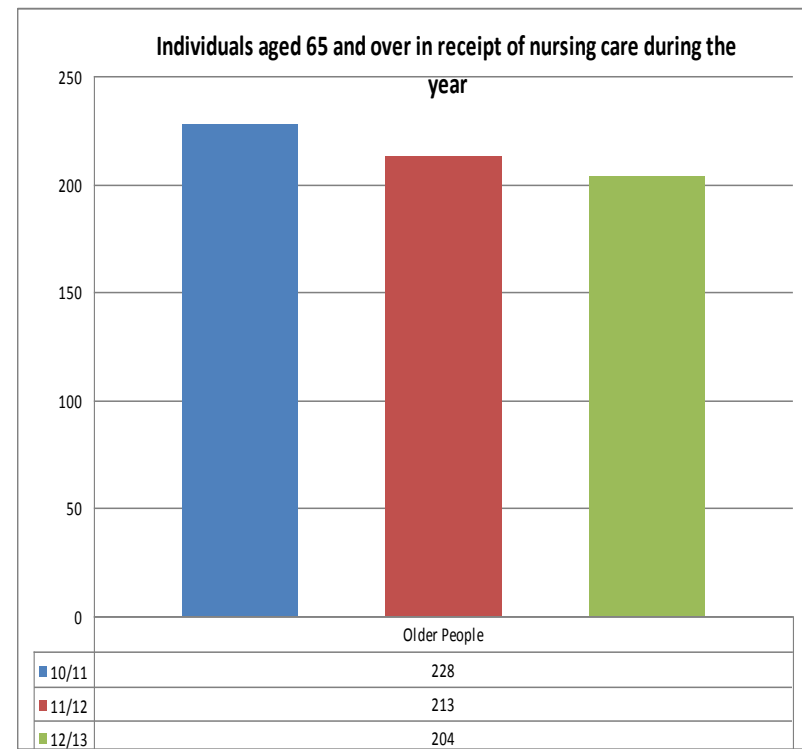
“Overall aim is to reduce admissions and the length of stay in residential care”

Nursing Care in a residential care setting

The number of adults under 65 requiring nursing care has increased.



The number of adults over 65 requiring nursing care has reduced during the last three years.



“Overall aim is to improve early diagnosis of dementia, reducing the need for nursing care in a residential setting”

Older people achieve safe, healthy and independent living – adding years to life and life to years

Future demand for Care and Support

Falls

People aged 65 and over predicted have a fall in Barnsley forecast 2015 (POPPI)

Age	65-69	70-74	75-79	80-84	85+	Total
Men	1,206	1,020	684	774	688	4,342
Women	1,610	1,485	1,215	1,122	1,462	6,894
Totals	2,816	2,505	1,899	1,866	2,150	11,236

Dementia

Number of people with Dementia aged 65 and over in Barnsley forecast 2015 (POPPI)

Age	65-69	70-74	75-79	80-84	85-89	90+	Total
Men	101	158	184	245	200	112	999
Women	70	132	293	439	466	399	1,799
Totals	171	290	476	684	667	511	2,798

Limiting long-term conditions

Number of people in Barnsley with a limiting long term condition forecast 2015 (POPPI)

Age	65-74	75-84	85+	Total
Number of people	13,357	8,845	3,036	25,237

Mobility

Number of people unable to independently manage at least one mobility activity in Barnsley forecast 2015 (POPPI). Mobility activities include going out of doors and walking down the road, getting up and downstairs, getting around the house on the level, getting in and out of bed, getting to the toilet.

Age	65-69	70-74	75-79	80-84	85+	Total
Men	536	510	432	432	560	2,470
Women	630	880	945	957	1,700	5,112
Totals	1,166	1,390	1,377	1,389	2,260	7,582

“Overall aim to increase the use of telecare and telehealthcare”

Every child has the best start in life, and is able to fulfil their potential, achieve their ambitions and play their fullest role in society, thereby breaking the link between early disadvantage and poor outcomes throughout life

Local information

Population of Barnsley

- Barnsley has a population of 233,700 (ONS mid-10/12 estimates) and is projected to increase to 242,000 by 2017.
- 20.3 % (30,120) of working age population in Barnsley are receiving out of work benefits.
- 23.5% (54,500) of the population of Barnsley is under the age of 20 (ONS 2011) this is projected to increase to 57,390 by 2020.
- The teenage pregnancy rate is significantly higher than the national average.
- The proportion of children aged 4 to 5 years classified as overweight or obese in Barnsley is 19.9% which is lower than the England average.

Living and Working Well

- Overall health in Barnsley is worse than England average.
- The percentage of adults in Barnsley taking enough exercise is lower than the national average.
- The proportion of adults in Barnsley eating healthily is only 20.3%.
- Smoking prevalence in adults remains high in Barnsley at 25.6%
- Barnsley levels of successful completion of drug treatment for both opiate and non opiate users are a cause for concern.
- The percentage of adults with a diagnosis of depression is higher in Barnsley compared with the national average.
- The proportion of Barnsley residents living with a limiting long term illness is 24.4%.

“Improving the health and educational achievement of every child, will break the link between disadvantage and poor outcomes throughout life”

Priorities for commissioned activity

Older People	Mental Health
<p>Falls: 1700 per 100,000 fall incidences 30% of those over 65 will fall 50% of those over 80 will fall Cost : £ 2.3B /year (NICE 2013)</p> <p>Dementia: 1200-1500 known, approx 50% undiagnosed, Diagnosis rate 51% aiming to get to 62% by 2014, target is 2/3 by 2015.</p> <p>IC Intervention: Focus is on Rehab and Re-ablement, resilience , choice and control.</p>	<p>Carer and Family support services Evaluate Pilot Recovery College Review IAPT and third sector Counselling services and pathways Review mental health accommodation and housing need Develop preferred provider framework for mental health residential and community floating support services Implement the eating disorder pathway Pilot wellbeing navigator services Promote parity of esteem Commission services that promote early intervention, prevention and mental wellbeing</p>
Learning Disabilities & Physical Disabilities	Supporting People
<p>Review and re-modelling of Supported Living Development of a Provider Framework for Supported Living Review and Procurement of Respite Services Development of an Assessed/Approved Provider List for services designed to promote ordinary lives Development of spot contracting for residential and other individualised services Employment Pathway Commissioning services that promote early intervention, prevention and wellbeing Focus on enablement, progression and maximising independence</p>	<p>Pathway models / strategic reviews Young People and homelessness Extra Care / Older People Welfare / anti poverty / worklessness / LWA Early intervention and prevention Operational reviews of services and procurement where appropriate Move towards choice and control, flexible service delivery models including frameworks and approved / accredited lists</p>

Financial Context and future investment

Future budgets 2014/2015

- Learning disability £17 million
- Older People £18.5 million
- Mental Health £3 million
- Physical Disability £3 million
- Total £41 million

Area Council Devolved Budgets

- £2.1m from 2014/15 for area commissioning of services through the 6 Area Councils that meet locally agreed priorities and defined needs
- £210,000 from 2013/14 for the Ward Alliances to enable greater social action through the development of local initiatives, reflecting £10,000 per ward.

The Council continues to face significant year on year budget reductions which are due to continue over the coming years at a time when demand for services is continuing to increase.

Stronger Barnsley Together

It is clear that due to the challenges facing Barnsley around public sector cuts and wider reform, the current health and social care system isn't fit for purpose or sustainable. The previous approach to cutting services at the fringes will not manage the financial challenge facing Barnsley or deliver the best possible outcomes with residents and communities in the 21st Century.

To address this challenge, Barnsley Council and its health partners need to embrace whole systems transformation and have initiated a new approach known locally as 'Inverting the Triangle'. This will see a step change and strategic shift, with a greater focus on investment in community preventative services, enabling residents to support themselves and their families, within their communities, rather than being drawn into the formal system. This will allow the limited resources available to be focussed on those with the greatest need and build on the successes of personalisation and self directed support.

Universal Increasing access		Preventative Improving health		Re-enabling Improving independence			Acute Reducing need		
	Universal Services	Prevention	Community Equipment and Telecare	Reablement	Intermediate Care	Support to Stay at home	Support outside of the home	Care and Accomodation in a non domestic setting	NHS Funded Continuing care
Current Expenditure	£	£	££	£££	£££	££££	££££	££££	£££££
Future	££	££	£££	£££	£££	£££	£££	££	£££
Local Authority Funded	Information and advice Libraries, welfare rights ConnecttoBarnsley.co.uk www.connecttosupport.org.uk/ barnsley (Healthchecks - public health) (Healthtrainers - public health) (Breast feeding peer support - public health) (Smoking Cessation - Public Health)	Advocacy, carer support services, local low level support services	Community Equipment, Telecare	Reablement, Recovery services, Step up/ Step down,		Homecare , supported tenancies, extra care housing, respite care, personal budgets, direct payments	Day opportunities, supported employment, Personal Budgets, Transport, Carers breaks	Residential Care	
CCG Funded			Telehealthcare	Nursing care, Hospital discharge services	Hospital discharge services	Personal health budgets		Nursing Care	Nursing Care, Homecare, Personal Health Budgets

Summary of future developments

Market Development Programme

Our Market Development Programme aims to :

- Allow people to have real choice, with access to information and advice about those choices, in determining their own care arrangements
- Ensure that vulnerable people are free from abuse and that their support is of high quality
- Ensure that the money for adult social care is fairly spent to meet the needs of the population in Barnsley
- Involve people in making the decisions that affect Personalised Health and Social Care in Barnsley

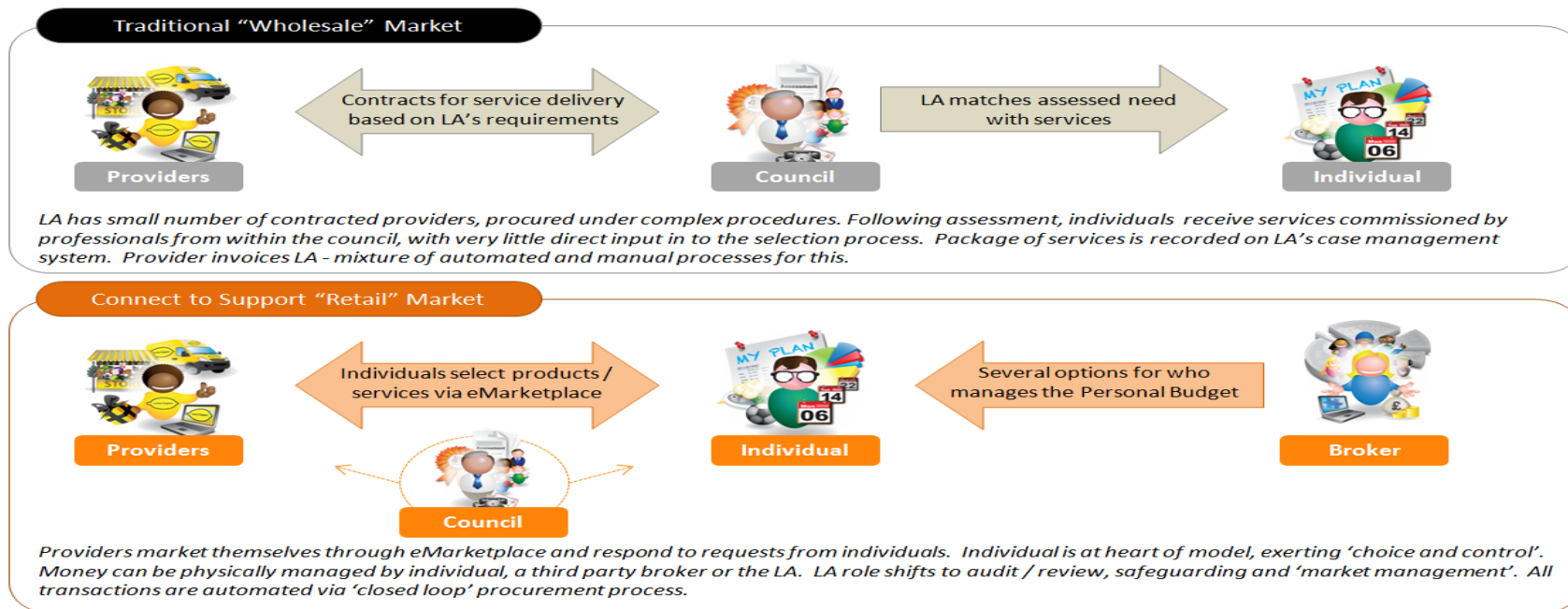
Market Development activities

- Connect to Support Barnsley – Continue to develop and maintain an extensive directory of services available to purchase and that are free at the point of delivery.
- Micro provider development – deliver a series of half day events to stimulate interest and provide support to small local enterprises wishing to deliver services in Barnsley
- Meet the Provider event – deliver an annual event for the public to meet providers and providers to meet commissioners
- Market Analysis to inform procurement decisions, eg, dementia, homecare, LD services
- Quality Improvement Framework– quality assurance scheme for regulated and non regulated providers.
- Market Position Statement – Ongoing dialogue with current and new providers on development of future services.

Connect to Support Barnsley

Providers of services in Barnsley can register for free on www.connecttosupport.org/barnsley

Personalisation leads to the fundamental restructuring of the market.



An example of these changes can be found in the provision of housing related support for people with mental health issues. In 2012 the service was blocked purchased from one provider. From April 2013, individuals are able to choose any provider that could meet their needs and outcomes, currently 13 provide housing related support.

Individuals can find out more about the range of services available on www.connecttosupport.org/barnsley

Delivering Change



April Update



Activity and the level of transactions through the site continue to grow, with providers becoming more adept at using the platform. Alongside this, progress is being made towards the longer-term vision for Connect to Support, with Rotherham joining Hull and Wakefield in choosing to utilise Connect to Support to deliver their Local Offer for SEND. We also expect Kirklees and Barnsley to start using the micro-commissioning functionality with Connect to Support over the next few weeks...



5,856 visits in April



From 4,483 visitors

Sessions



63% of which were new visitors

671 Registered users

...an increase of 49 in February.

Top 5 Search Terms

1. Bed rail
2. Dementia
3. Telecare
4. Home care
5. Cleaning



Top 5 Provider Stores

1. Guardian Angel
2. 1 Diamond Jones
3. Roche Health Care
4. White House Homecare
5. 24/7 Homecare



The increased levels of activity have led to 4 provider stores being suspended in recent weeks due to them being unable to respond to enquiries in a timely fashion. The key message being that providers need to keep their store and contact details up-to-date if they are to realise the potential of Connect to Support.

FOR SALE 2,422 Products:

1,790 Services:

For more information about any of the statistics contact us at info@shop4support.com or on 0333 600 6330. Unless stated, statistics relate to Yorkshire & Humber region only

“Enabling more people, including self funders to access services online, improves access and gives providers greater insight into demands”

Future opportunities

Innovation Fund

During 2013 joint commissioning have piloted delivery of an innovation fund, giving local providers the opportunity to develop services with non recurrent seed funding. Providers had to demonstrate services would meet key objectives and continue to be self sustaining in the future.

Objectives of the innovation fund

- Alleviate the impact of winter on health and wellbeing
- Improve health and social care outcomes of vulnerable people
- Support community organisations to set up creative ways to meet needs of resident in the community
- Provide seed funding for 3rd Sector and community groups to generate new and innovative ways of working in and with communities to support vulnerable people.
- A wide range of new services have been established.

Commissioning Strategy

www.barnsley.gov.uk/commissioningstrategy

Contracts Register

Details of all contracts are available at www.barnsley.gov.uk.

Information on tenders can be secured by registering for free at www.yortender.co.uk

Innovation Grants Funding

A review of all funding available to develop innovative community based services is currently happening. Further details will be available shortly.