



Market Position Statement for providers of care and support in East Sussex



**Refresh
April 2013 to March 2014**

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1. Introduction

East Sussex County Council, its Adult Social Care (ASC) Department and its NHS partners, needs to ensure that there is a strong and thriving voluntary and independent care sector that is able to respond flexibly to the changing needs of local people and communities in East Sussex.

The voluntary and independent care sector in East Sussex provides care and support for people who are vulnerable because of poor health, frailty or disability in their own homes or in care homes. In many communities, voluntary and independent sector care providers are significant employers, contributing to the livelihoods of many individuals and families. Voluntary and independent sector care providers are also substantial purchasers of services from their local communities ranging from groceries and equipment services to legal and financial expertise. The care sector is part of the fabric of East Sussex and is one of its largest industries.

2. What is a Market Position Statement

Drawing on existing Joint Commissioning Strategies, the Joint Strategic Needs Assessment and market and client surveys this Market Position Statement (MPS) is designed to contain information and analysis that will be useful to providers of care and support services in East Sussex. It is intended to help identify what the future demand for care and support might look like in the county, and forecast areas of impact in relation to the challenging budget position in 2013/14.

We are seeking to work in partnership to deliver the best quality service provision for our local community, but need to also be realistic about the size of the financial challenge ahead. We will continue these conversations through the provider forums and Partnership Boards, and welcome feedback from providers to inform future work. Communication and dialogue will need to be ongoing as the implications of the budget reduction and the implementation of the savings targets take shape.

Personalisation is changing the way social care and support is delivered to adults of all ages and is already having an impact on the local market. The Self Directed Support Pathway gives the individual requiring a service greater choice and control over how their Personal Budget is spent, along with any personal contribution, to meet their assessed needs and required outcomes.

There is also a significant and growing population of older privately funding people in East Sussex who require access to personalised, high quality services. The Care Bill (July 2012) confirms the requirement for Local Authorities to give consideration to the social care and support needs of the whole population, including those who are not eligible for services through Adult Social Care. We are strengthening our universal offer of information and advice, through online resources such as East Sussex 1Space and Support With Confidence, to help people navigate the options available.

We have a vision for a thriving, diverse social care and support market in East Sussex that delivers inclusive, personalised services to meet a range of local needs. We want to continue to work in partnership with providers, clients and carers, both to face the challenges ahead and seek out opportunities to build on local strengths, to realise this vision.

This Market Position Statement is for advisory purposes only. In the event that you are unclear as to what is being advised or you feel there may be ambiguity in what is being stated, please contact us for clarification. All current or potential providers are strongly encouraged to consult with Commissioners before developing plans for new services or significant changes to existing services.



Support with
Confidence
EAST SUSSEX COUNTY COUNCIL



East Sussex
1Space

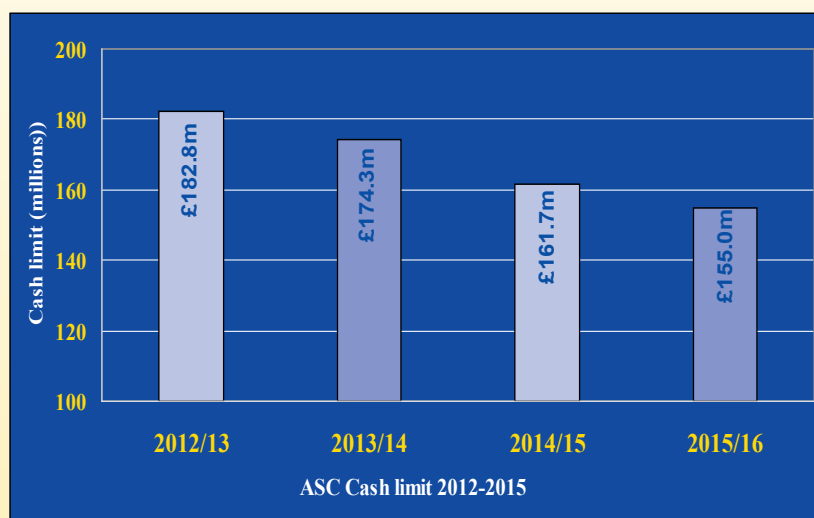
3. Revising the Adult Social Care offer

For the majority of ASC clients the reduction in the value of the Personal Budget will mean that the ASC funding will be focussed on managing the more complex social care needs and areas of risk. The process of planning support will need to look more widely at the full scope of resources available to people– from their own resources and informal networks of support through to what is available in the local community and mainstream services. There is a role for independent support planners and ‘bridge-building’ services in exploring and identifying the options in each individual circumstance, alongside the tools that can help such as EastSussex1Space and Support With Confidence

East Sussex County Council’s three year Medium Term Financial Plan has set an overall savings target of £60million by March 2016. For the Adult Social Care budget this will mean a reduction of £27.8 million, from £182.8 million to £155 million, by March 2016. This will be significant as well as challenging, with planning assumptions based on a reduction of 15% frontline service budgets and 20% in back office services. The Council is already enacting changes to back office structures and services, but it is clear that there will be unavoidable impacts on frontline services in order to achieve reductions on this scale.

There is no proposed change to the current eligibility criteria for Adult Social Care which will remain at ‘critical and substantial’. However, in order to stretch reducing resources to meet the rising demand for community based services, individual support packages (the Personal Budget) may need to reduce by an average of 30%. There will be a need to increasingly focus Personal Budget funding on keeping people safe and managing any risks associated with their needs. This will apply differently in each individual circumstance, and the social care assessment process will be the process through which risks will be identified and subsequently managed through the support plan.

Figure 1: ASC budget setting – assumptions



Although services lost through the budget reduction cannot be replaced we plan to strengthen the core offer of information and advice, to help people and those assisting them find out about what is available in their area and make the best use of local resources. This will include the fullest possible range of support - self help groups, community level initiatives and voluntary sector provision, information about the formal social care market, Personal Assistants and micro services - together with helpful information about quality and how to access good financial advice. East Sussex 1Space and Support With Confidence will be key to this, as will strengthening the Neighbourhood Support Teams (teams of social care and NHS staff working together) so that they can have a better ‘reach’ into their local communities.

There are a number of conclusions that can be drawn about the overall impacts for delivering adult social care in our communities, including the following:

- Promoting independence and individual responsibility, managing risks and safeguarding will continue to be a priority for ASC resources
- In line with this a broader reablement offer needs to be delivered in partnership with the NHS, independent and voluntary sector
- Advice, information and signposting will need to be strengthened as an enabler of independence
- There will still be a need to continue to resource prevention and early intervention for people with care and support needs, and their carers, to help manage demand for long-term care and support
- There will be a pressing need to commission services even more creatively within a significantly reducing resource envelope
- We will also need to look at how our funding of social capital related support and services might be refocused so that this can have the highest impact where it is most needed. This will be looked at primarily through the Commissioning Grants Prospectus, but there will also be other opportunities where we may need to re-look at how we invest resources to facilitate change

The budget position also calls for a different approach to working with local communities. During June 2013 Adult Social Care worked with Public Health and the Councils for Voluntary Services to hold a series of local workshops with community-based services and stakeholders, with the aim of:

- celebrating the current strengths and assets that exist in our communities
- planning together to build on strengths and galvanise collective resources and support resilient, healthy and inclusive communities that are networked around the people with care and support needs in their midst
- exploring the range of possible community-level responses, low cost ideas, existing initiatives and assets that can help people to stay independent, and the most vulnerable people in our communities to be kept safe

A report from the workshops will be available in the summer, with the aim of outlining the next steps for partnership action to promote more place-based coordination of services, support and resources. Through partnership working with the full range of stakeholders ASC will be seeking to facilitate alliances within communities as well as closer working between the formal health and social care system, the independent care sector, and the voluntary and community sector and mainstream business.

The role of informal carers is acknowledged and support for carers will receive increased funding over the next three years. In addition to specific services that support carers in East Sussex, in line with the joint commissioning strategy, services that promote or maintain good health for carers will be developed. All services will be encouraged to provide flexibility and an understanding of the need to support carers.

We have set out in this document some of the key areas of expected change resulting from the savings targets as we currently understand it. At this stage there can be no absolute definitive statements. These are statements of intent about areas of exploration that are seen to be critical to securing a reduction of £27.8million in the budget. All suggested changes will be subject to differences in individual circumstances identified through the social care assessment and support planning process. There are also different dynamics within the local social care market and it should be noted that not all the messages will have the same meaning for all areas of the market.

4. Forecasting areas of impact for the social care market

Sustainability is an issue. In order to carry on delivering social care for adults in the county change is needed in the following areas:

- Improve client and carer choice and control about how their needs are met, promoting the universal offer, including signposting, irrespective of their ability to pay.
- Commission collaboratively to stimulate a diverse local market and ensure services are developed and improved in response to locally identified needs.
- Work in partnership to deliver localised re-ablement and community support services to keep people healthy and to maximise opportunities for rehabilitation and recovery.
- Improve safeguarding for adults at risk through prevention and early intervention, by working in partnership and continuously building the skills of the workforce.
- Support children and young people with disabilities, and their families, including supporting young people aged 16-25 with complex and special needs to make a smooth transition into adult life.

Although a lot more detail will need to be developed, we can expect some changes to existing direction as a result of the published savings targets and the revised Adult Social Care offer. There will also be some continuity where there is already a fit between our existing strategic direction and ensuring a level of service is available within a reduced resource envelope.

For providers the impacts are likely to be experienced in the following ways:

- Changes to Adult Social Care and individual purchasing activity at the level of individual support packages;
- Medium to long term commissioning, decommissioning and recommissioning of services to ensure change takes place in order to deliver within a reduced resource envelope;
- A need for providers to create efficiencies through service delivery, or work differently to deliver services.

5. Quality

Adult Social Care has developed a Care Governance Framework to monitor and assess the quality of care and support services by providers who are contracted by ESCC. The provision of good quality social care is a key outcome for users, service providers and the Council/Commissioners and this process offers a consistent approach across service areas. It also supports the Adult Social Care Outcomes Toolkit (ASCOT) methodology. The ASCOT measure is designed to capture information about an individual's social care-related quality of life.

In addition, East Sussex ASC and Trading Standards have established a quality accreditation mark for community based providers of care and support – the Support With Confidence scheme. With over 100 members, the scheme is growing rapidly and gaining wide recognition amongst the local community. For providers the scheme offers training, ongoing business support and many opportunities to network with other local providers, and is a way of assuring and displaying quality to the wider market, including people buying their own care and support services.

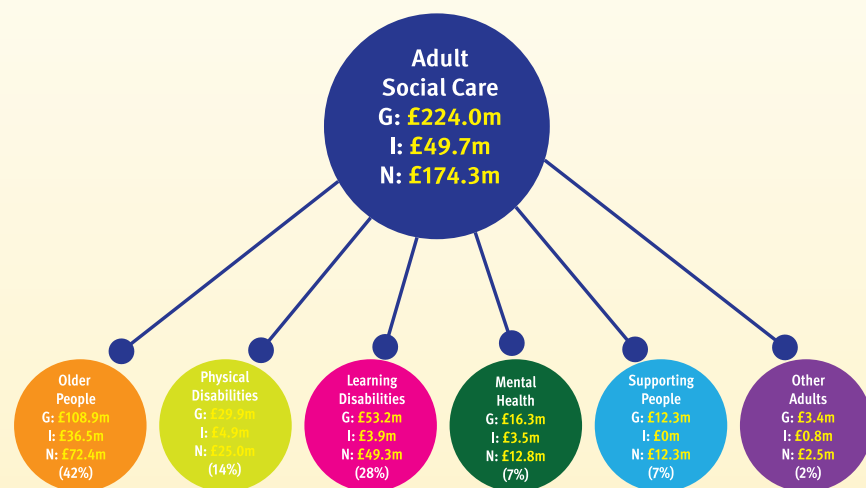
Adult Social Care is refining its understanding and application of care governance due to the financial challenges it faces and because of the new structure of Health Commissioning Services. In particular, the need to use care governance as a unifying principle to assure the safety and quality of service provision and as a framework for commissioning and purchasing related services from care and support providers.

6 Key Messages in this Market Position Statement

About East Sussex

East Sussex is a county with an ageing population. This means demand for services will rise significantly, whilst at the same time resources are reducing in real terms. The county is a mix of densely populated urban areas primarily along the coast and more sparsely populated rural areas, with the associated impacts on travel and access to services that this brings. Many people in the county are paying for their own care and support, whilst at the same time Adult Social Care is the biggest single purchaser of social care services in the county. This leads to a complex picture of influence and leadership within the county to achieve the optimum levels of quality, safety and affordability in the local market for care and support services for everyone who needs them.

Figure 2: Use of resource 2013/14 Budget



Who lives in East Sussex

White British and Northern Irish people account for 92% of the East Sussex population. 8% of people are of Black and minority ethnic (BME) identities which represents an overall increase of 3% in the last decade (2011 Census). Included are people of White Irish, Gypsy and Traveller, Other White, Black, Black British, Asian, Asian British, Chinese, Arab and Mixed ethnic backgrounds. Other White is the largest category of people of white minority ethnic identity with the majority people of European and East European backgrounds, followed by Irish people. Gypsy and Traveller people are a smaller percentage of the population with more likelihood of poorer health outcomes (12% lower life expectancy than White British people). Although these numbers are relatively small this highlights the need for services to be able to respond flexibly to diversity within the community, in keeping with personalisation and quality.

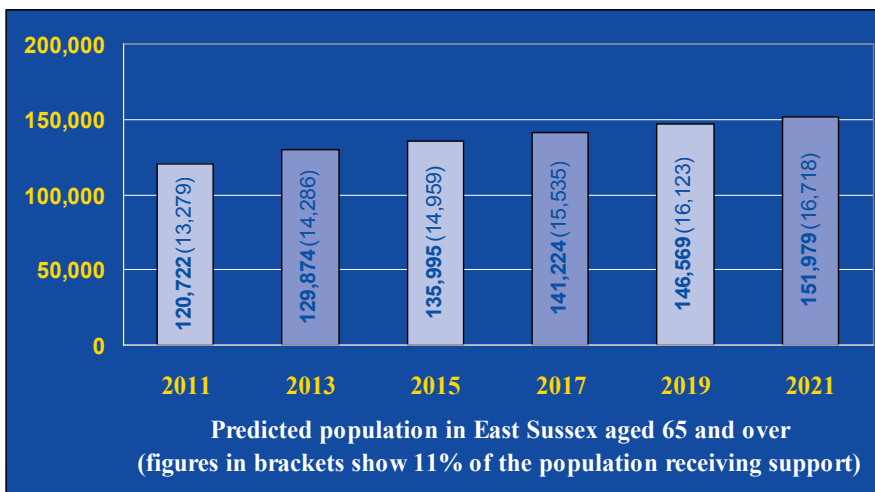
Hastings, Rother and Wealden have the largest Gypsy and Traveller populations. Black, Asian and other ethnic groups include British and non-British people. People of Mixed ethnicity are the most rapidly increasing population. Arab and Chinese people are also represented in the county. Eastbourne has the largest Other White, Chinese, Asian and Arab populations. Hastings has the largest populations of 'Black' and 'Mixed' ethnic identity. Lewes area shows a substantial population of 'Other White' and 'Asian' people of diverse backgrounds. Census statistics are available to parish and ward level and show a wide diversity in populations in different areas of the county. <http://www.eastsussexinfigures.org.uk/>

Estimates of the UK LGB population generally vary between 5%-7% of the overall population (www.stonewall.org.uk) which is accepted by government as a reasonable measure. Estimates are subject to the caveat that some LGB people are reluctant to 'come out' to policy makers and researchers, fearing discrimination and harassment. This applies particularly to older people. In addition, sources such as the census have not collected sexual orientation or gender identity data to date.

Taking the Stonewall estimate as a guide, this means that in East Sussex, with a population of 527,209 (2011 Census), 26,360 – 36,904 people, including older people, are likely to be LGB. <http://www.eastsussexjsna.org.uk/briefings.aspx>

At present the Adult Social Care budget supports over 20,000 individuals through a range of service provision. As the amount of funding from the Department reduces; we will seek to identify other resources that people can access, and more cost effective ways of meeting need. We will also use East Sussex 1Space and the Support With Confidence scheme to provide people who pay for their own care and support with information and advice.

Figure 3: Population predictions for East Sussex – 65+



If the current volumes of service provision are applied to the demographic data for the Authority there would be an expectation that over the next three years demand would rise by 3.5% (across all client groups). At the same time the Adult Social Care budget will fall by 11%. We also have a significant increase expected in the numbers of people who pay for their own care and support.

This means we need to find new ways of working to continue to commission and deliver services on behalf of our residents. The input of providers to this is critical, and we will be seeking to work collaboratively through the provider forums to develop joint proposals as to how we can best meet the needs of the communities we serve within a reducing financial envelope.

Figure 4: Population predictions for East Sussex – working adults

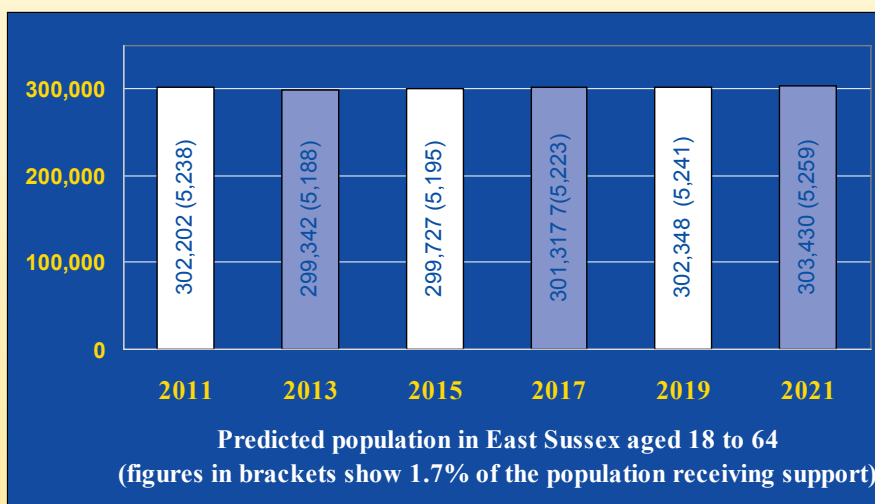
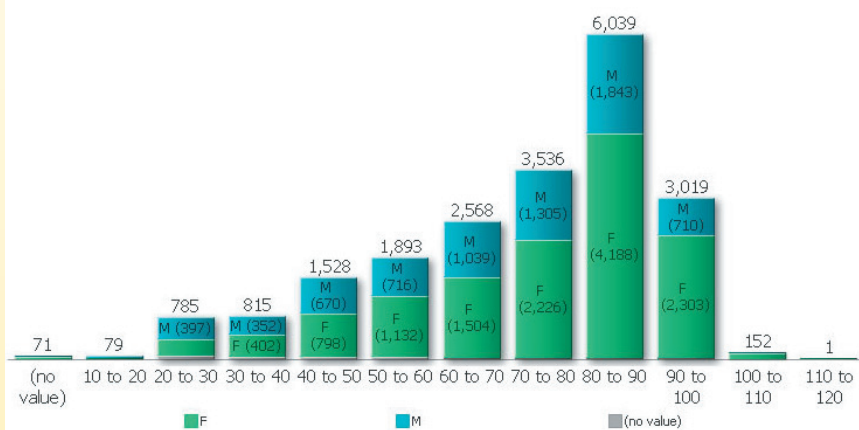


Figure 5: Adult Social Care commissioning activity by numbers of people supported and service type – March 2013

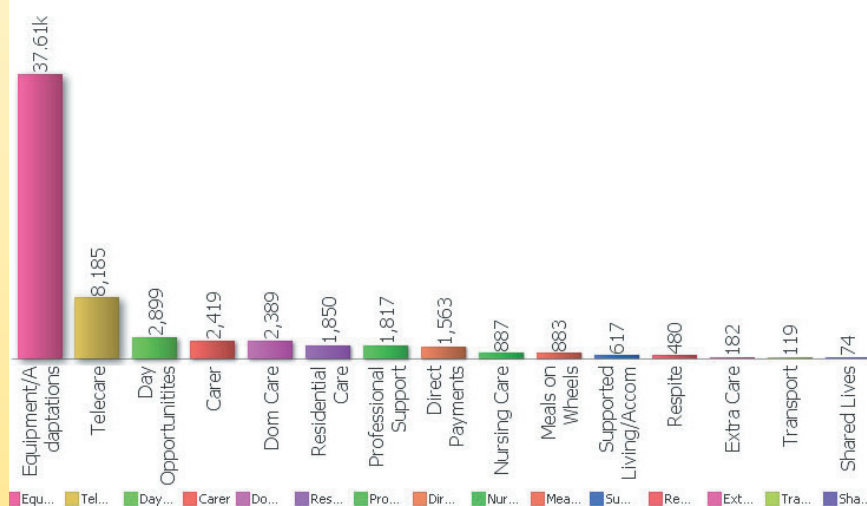


In addition to the numbers below, over 7000 people receive housing support (at any one time) through the Supporting People programme.

Client ID (Unique value count 20,486) Split by Age Stacked by Gender



Number of records (total 61,975) Split by Service Type



6.1 Key messages for the whole market

Future demand

- Demand for care and support services will rise but will not be matched by a similar commitment in public spending.
- Due to the need to reach an average of 30% savings from community based support packages there will be less Adult Social Care funded support available. This will apply differently in each individual circumstance, and the social care assessment process will enable risks to be identified and subsequently managed through the support plan.
- In principle if the cost of an individual community based support package is in excess of the equivalent published rate we pay for residential care, clients will normally have their Personal Budgets restricted to the published rate, or the equivalent cost of residential care. This will lead to some individuals receiving less Adult Social Care funded support in their support package.
- In some cases the reduction in the value of the Personal Budget will mean seeking to meet other needs as far as possible through alternative arrangements. This will apply differently in each individual circumstance, and the social care assessment process will enable risks to be identified and subsequently managed through the support plan.
- High cost community services will be reviewed and where appropriate individuals will usually have their Personal Budgets restricted to the maximum of the equivalent rate paid for residential care.

Exploring current supply

- This is a financially challenging time for Local Authorities and providers, highlighting the importance of working in partnership for the benefit of clients.
- There are a number of geographical gaps in the domiciliary care market that we would be keen to work with providers to provide better access to services.
- Changes signalled are likely to require changes to existing service models and the level of support that we commission from universal services in order to deal with greater levels of need.
- A comprehensive programme of reviews will be undertaken with existing clients and many individuals will receive a lower level of Adult Social Care funded support.
- A recent Adult Social Care survey has suggested that the biggest issue stopping people taking part in day opportunities is a lack of support to access mainstream services. Having nothing in their area, having trouble finding out about services, issues of cost, communication and having the confidence to take part, were also barriers for a number of people.
- There will be a 15% reduction in the amount of overall funding available to support the 2014 Commissioning Grants Prospectus.
- There will be a 15% reduction in the amount of overall funding available to provide housing support to enable vulnerable people aged 16 and over to live independently through the Supporting People programme.

Opportunities for market development

Purchasing power of individuals

As the numbers of people with personal budgets and Direct Payments, or who pay for their own care and support, rise it will become increasingly important for providers to develop and market their services to be attractive to people purchasing their own care and support. Support With Confidence is one way for providers delivering community-based services to demonstrate to people buying their own care and support that they have been checked for quality and safety.

Assistive technologies

Telecare will be actively promoted as part of support packages as an alternative way to meet needs resulting in the overall value of support packages being reduced.

The role of social capital and communities

Personal Budgets will increasingly need to prioritise safety and risk and the intention is to seek to meet other needs as far as possible through making alternative arrangements. This might be through helping those with their own resources to meet these needs themselves through improving our universal offer of information and advice about access to services (through EastSussex1Space and Support with Confidence); or through developing social capital related initiatives and relooking at the priorities and outcomes for social capital related investment in the Commissioning Grants Prospectus.

Reablement

The independent sector will be consulted about the inclusion of reablement as part of the Community Services tender.

Floating housing support

The floating housing support service for people aged 16 to 64, Home Works, will be tendered in 2013/14.

Carers

As the numbers of people supported to remain in their own homes increases; the number of Carers requiring support and access to respite services (both day and overnight) will also increase accordingly.

There will be an increase in the universal sitting service for carers to achieve a full county coverage.

Independent Advocacy

Access to independent advocacy will remain an important part of the offer to ensure potential and current Adult Social Care clients have a voice in the assessment and support planning process.

6.2 Key messages for the care and support of older people

Future demand

- Life expectancy is increasing and entry into services is likely to be later in life, with more complex support needs.
- In partnership with our District & Boroughs and providers, we need to develop and improve accommodation options, with more community-based services and supported housing.
- There will be an increased requirement for services that can manage End of Life care, not only due to the ageing population but also to the requirement to give people choice about where they receive their end of life care.
- We need to diversify and improve the range of services for people with dementia and other types of mental health needs.
- Reablement is a pivotal approach within health and social care with a view to reducing future demand on support services and ensure value for money for Adult Social Care. The reablement potential for all new and existing clients will be considered at the point of assessment or review.
- Extra care schemes will be developed to generate savings by reducing demand for more expensive residential care services.
- We will continue to work with Health partners to reduce demand on expensive acute services by supporting community and care home initiatives.

Exploring current supply

- The number of Direct Payments taken by older people will increase, thus increasing the purchasing power of individuals.
- There are often difficulties in securing nursing care beds in the Seaford area, and there are restricted numbers of nursing home beds in the west of the county (i.e. Crowborough, Uckfield, Ashdown Forest, Hartfield and Lewes).
- In East Sussex we have a significant population of people who pay for their own care and support; we will be working to improve the independent financial advice that is available to these people to ensure they make an informed choice about both the services they commission and the funding of those services.

Opportunities for market development

Older people with challenging needs

There are some people whose needs cannot be met through mainstream nursing provision, often because their behaviour is challenging and difficult to manage.

Dementia

We are working actively with homecare providers to ensure that all independent homecare sector staff can be confident of their ability to meet the required quality standards for delivery of care and support to people with dementia and their carers. We are also looking at potential demand for a specialist service for older people with dementia and

complex needs. There are also early indications that there will be an increased need for complex bed based care with current Nursing and Dementia bed services requiring further development in capacity and quality.

Reablement

The independent sector will be consulted about the inclusion of reablement as part of the Community Services tender. The Community Services tender will consolidate a range of community based services, including home care to improve efficiency of service, services offered and value for money

Community support

We need to develop and improve the range of community services to promote independence and wellbeing.

Housing and housing support options

Adult Social Care would seek to work in partnership with a wide range of providers to influence the development of the market, and to ensure that a variety of appropriate supported housing (in particular extra care) and housing support options are developed.

The floating housing support service for people aged 65 and over, 'STEPS to stay independent' will be tendered in 2013/14.

Reducing social isolation

A wide range of cost effective options will need to be maintained and developed to enable older people to be actively engaged in their communities and maintain their physical and mental wellbeing. The use of technology will be a key part of this approach.

Day opportunities

As a result of reviewing older people's directly provided day services, there may be a need to decommission with assessed needs being met from the independent and voluntary sector. Providers of day opportunities need to develop and market their services to be attractive to people purchasing their own care and support using personal budgets, as over time it is anticipated that personalisation will drive the market to change and a wider range of alternatives to day centres will develop.

Residential care and diversification

Residential providers may wish to consider developing specialisms, or looking to diversify their portfolio of services. This could include outreach services to their local community to open up activities and excursions; offer bathing facilities and personal care services, or perhaps even meals.

Working with the Care Home market strategically

Consideration is being given to the creation of closer supplier relationships with older people's care homes. This includes segmenting the care home market, enabling greater alignment with the Council's goals and objectives to support better relationship management.

Response times

We will be seeking to work with providers that can demonstrate fast response times for those with urgent needs.

6.3 Key messages for the care and support of people with learning disabilities

Key messages from people with learning disabilities

People with learning disabilities themselves have told us about the things that are important to them and this influences the way we plan and develop services. We would encourage providers to reflect on the following messages and consider how their services can be shaped to deliver these expectations.

- All person centred plans should include sections on building relationships with people who are not staff or paid carers. Person centred plans should distinguish between workers / parent and carer views and hopes, and those of the person themselves.
- Everybody should have total communication support in line with the East Sussex Total Communication Standards and everyone should have a communication profile.
- All organisations providing services and support to people with learning disabilities should employ one person with a learning disability.
- Everyone in transition should have a person centred plan that details the main goals in their lives like housing, employment, relationships and education as well as leisure and support needs.
- All reviews should include a discussion about housing options giving us time and support to think about it, making sure we know and understand what the options are so we can make real choices.
- Everybody should have a person centred plan in line with the guidance detailed in the Planning with me booklet.
- We need more and better information about housing options and housing support.
- Every person with a learning disability should be offered a Health Action Plan and annual health check.
- Every health service should have learning disability champion, like Liaison Nurses.
- All staff rotas in services need to be written to support the needs of the clients (not staff) in line with the values of 'Stay up late' campaign.

Future demand

- Adult Social Care resources will continue to be prioritised to support those people in the highest need. This may mean that some needs will have to be met in different ways in the future.
- It is a key priority to support young people coming through transition to access high quality, value for money services to enable them to maximise their choice and control and live their lives as active members of their community.
- Whilst numbers of eligible working age adults with learning disabilities will remain relatively static, people with complex health and social care and support needs are living longer and the numbers of older people with learning disabilities will increase.

- Demand from clients taking more control of their services and support through Personal Budgets and Direct Payments will continue to increase.

Exploring current supply

- Commissioners of services for people with learning disabilities want to work with existing providers to ensure they are able to deliver the highest quality services at the lowest possible cost. All providers are encouraged to consult with Commissioners before developing plans for significant changes to their service provision or portfolio. All providers are also encouraged to make their services known to the County Councils Specialist Service Placement Team, who support Care Managers to source appropriate services on behalf of clients and who hold up to date information about supply and vacancies in the market.
- We will work with local providers of accommodation services to ensure that local services are prioritised for residents of East Sussex. This will promote best outcomes for local people with learning disabilities and manage risks of ordinary residence for the County Council.
- We intend to work with individual providers of residential care for working age adults to seek efficiencies, usually in the region of 2 – 5%, in their service models.
- High cost service contracts for working age adult residential based services will be reviewed and renegotiated and the frequency with which the individual is supported to do activities may need to be reviewed in the light of the need to find efficiencies.

Opportunities for market development

Care and support in supported living developments

The County Council will work with our partners to plan for and develop a wider range of accommodation based services. Developers are not obliged to inform planning authorities as to whether they intend to develop accommodation services for people who have care and support needs, however the County Council would strongly encourage a partnership approach to ensure a strategic and managed approach to developing the market. There will be opportunities for providers to bid for care and support contracts within planned supported living developments from 2013/14.

Service development opportunities

Commissioners would also like to work with providers in relation to the ongoing development and improvement of:

- Accommodation and day services for older people with learning disabilities that deliver high quality support and outcomes at good value for money;
- High quality residential care for people with the highest support needs;
- Day opportunities for working age adults that have a strong employment, community and progression focus and deliver high quality support and outcomes at good value for money;
- The development of social enterprises that deliver products and services with a community / social purpose and offer employment opportunities for adults with learning disabilities.

- We will seek to work in partnership with providers where they meet the following criteria:
 - Quality meets client and ESCC expectations;
 - Demonstrate value for money in service provision and meeting clients' outcomes;
 - Provide flexible service models in line with our commissioning intentions.
- We recognise the difficult market conditions and are clear that:
 - There will be some providers who do not meet these expectations, and we will not be working with those providers in future;
 - As such, some providers may leave the local market or fail.

6.4 Key messages for the care and support of people with mental health issues

- ‘Recovery’ orientated, ‘Personalised’, services continue to be the focus for mental health support. People will have better outcomes linked to social inclusion and the development (or re-establishment) of valuable social networks, social capital and coping strategies to enable people to recover, maintain good mental health, and live their life as independently as possible.
- At any one time, between one fifth and a quarter of the adult population will be experiencing some kind of mental health problem significant enough to adversely affect their health and well-being, potentially threatening their job, relationship or home. The demographic of East Sussex are used as an example of prevalence however prevalence of mental health is also statistically linked to vulnerability or susceptibility to mental health problems. These factors can depend on demographic and socio-economic factors, family factors and other groups such as; poverty, unemployment and social isolation.

Future demand

- Some people who develop serious mental health problems (around 3% of the population) may require support depending on their eligibility. Whether severe depression, bi-polar affective disorder or schizophrenia they may need specialist care and support if they are to recover and live as independently as possible. Basic information including the number of people in the population is used to develop these figures. For the purposes of this position statement the totals presented are general. Attention should be given to local demographic and socio economic factors when looking at prevalence. The table below sets out the number of adults estimated to be living in different parts of East Sussex in 2011 with serious and common mental health support needs.

Area (2011 Census)	Working Age Population	3% Prevalence (developing serious mental health problems)	20% (experiencing a common mental health problem in their life)
East Sussex	303,137	9,094	60,627
Eastbourne	57,764	1,733	11,553
Hastings	55,737	1,672	11,147
Lewes	56,221	1,687	11,244
Rother	48,578	1,457	9,716
Wealden	84,837	2,545	16,967

- The Drug and Alcohol Action Team leads the commissioning of treatment for drug and alcohol misuse. Local strategies are published at www.safeineastsussex.org.uk. Drug and alcohol recovery services are being market tested to introduce a ‘payment by results’ approach that promotes successful completion of drug or alcohol treatment. Beyond specialist treatment there is demand for recovery support services that can help people to establish and maintain appropriate housing, training and employment. Other recovery focused services will be developed to promote self help, peer support and mutual aid.
- Future impact on people’s mental health will continue to rise, particularly linked to the social environment such as welfare reform, employment and housing.
- The need to continually develop and evolve the range of community provision ensuring it gives good up to date and timely advice and supports people to plan their recovery.
- Ensure that people know how and where to access support for their mental health at an early stage either, using universal community support or accessing primary or secondary mental health care.
- In partnership with our District & Boroughs and private landlords develop and improve accommodation options and supported housing.
- Help people to understand their condition and self-manage and maintain good mental health as much as practically possible.

- Adult Social Care's priorities are the delivery of a range of supported housing and housing support options for people with mental health support needs living in East Sussex. New supported housing schemes being developed under the ESCC Capital Development Programme will offer a model of onsite care and support designed to meet the needs of people who may have previously lived in residential services. Where appropriate, people with mental health support needs who have been previously living in residential care will be supported to move in to supported housing and access care and support services in more independent supported housing settings.

Exploring current supply

- Delivering choice and control as set out in "Personalisation" and more recently, "Think Local Act Personal" is still a priority for East Sussex. We will continue to ensure that where possible, people are able to take control of their support needs via a personal budget particularly around their supported accommodation needs. This means moving away from commissioning and spot purchase arrangements and ensuring providers identify our client groups as their customer and look to deliver services directly to them ensuring their personal needs and choices are being met at the best possible costs.
- Community support has been commissioned via the 2013 Commissioning Grants prospectus for three years until 2016 community support services and includes:
 - Wellbeing hubs x 7
 - Employment & retention support
 - Community links support
 - Peer specialist service
 - Hard to engage/vulnerable people drop-in
 - BME engagement (until Oct 2015)
 - Early onset dementia support
- Although these services are currently commissioned for three years there are opportunities to develop joint approaches and other external funding bids.
- The Mental Health Tiered Framework provides four levels of support to move people towards building skills and independence. There are currently two service providers on that framework.
- The ESCC ASC Housing Capital Development 2013/15 programme includes the development of two mental health supported housing projects:
 - '508 Seaside' Eastbourne is expected to be completed Summer 2014 and will provide 13 one bedroom self contained flats for people with mental health support needs. This scheme will also provide 5 wheelchair accessible flats, designed to high build specification, for people with physical disabilities.
 - A second supported housing development scheme, located in Bexhill, is currently in negotiation. The scheme will also offer 13 one bedroom self contained flats and is expected to be completed Autumn 2014.
- Mental Health supported accommodation development outcome priorities will include increased levels of personal independence as people move towards their personal recovery goals.
- Development of working age adults supported accommodation care and support framework.
- East Sussex County Council will ensure that people with mental health problems will be offered supported accommodation which will continue to facilitate recovery and build skills towards independence at all levels. A new supported accommodation pathway will ensure that people can move towards support that best suits their needs.
- The mental health supported accommodation pathway will provide a range of supported accommodation options which will offer people choice in identifying the best route towards maximising their independence. Currently the majority of supported accommodation is delivered via Supported Accommodation and Independent Living Services (SAIL's) as well as some private landlords.
- A supported accommodation specification linked to a working age adult quality framework will also ensure that support being delivered continually works with people to maximise levels of independence. Because of this the focus of support will move away from residential placements towards a supported accommodation pathway model.

Self efficacy

To continue to build opportunities for individuals to understand and navigate the mental health pathway, take control of their lives, enable planning and set goals and aspirations.

Funding partnerships

To maximise funding opportunities either individually or in partnership with support from ESCC, to develop bids for grant funding opportunities such as; The Big lottery, Active Sussex (Sport England) Comic Relief and Time To Change.

Social capital/Social enterprise

The development of social enterprises that deliver products and services with a community social purpose that may offer employment opportunities for people with mental health support needs. This may be developed using funding opportunities described above or accessing local opportunities such as ESCC Jobs for Social Inclusion grants.

■ Specific aims for supported housing and housing support services include:

- supporting people to sustain their accommodation through periods of crisis or difficulty;
- avoiding accommodation loss (for instance due to rent arrears or periods of hospitalisation);
- supporting people to exercise housing choice (for instance through assistance with applications for mainstream housing);
- helping people to avoid and move on from periods of institutional care (for instance residential care or inpatient stays).

Opportunities for market development

Advice & Guidance and support to use universal services

It is likely that there will be an increased demand on services such as Citizens Advice Bureaux or debt advice. All services should develop A&G skills, including knowledge of welfare, benefit, employment and housing issues potentially developing closer partnership links with universal services to help mitigate that demand.

Development of community support

To continually look at models of support that will move people into employment education and social inclusion.

Supported accommodation

To develop supported accommodation which will work with individuals, regardless of level of need to build skills and move towards their highest levels of independence possible. Develop provision as described within our working age adults supported accommodation care and support framework. All current or potential providers are encouraged to consult with Commissioners before developing plans for significant changes to/or developing their service provision.

Domiciliary care & personal assistants

There are gaps in the domiciliary care market that we need to address to ensure we are able to support people to live independently, as well as developing the potential Personal Assistant market to provide a more cost effective solution for people, particularly those living in rural areas of the county.

Mental health tiered framework

As we move towards supported accommodation models it is recognised that some people, who will have complex needs, may require intensive support to develop skills and move towards independence. As well as people who have been in long term residential provision, this may include people who have been in hospital or lost their home due to their mental health. The mental health tiered framework provision aims to build skills quickly moving people into an appropriate level of supported accommodation, or back into their own home with support.

6.5 Key messages for the care and support of people with physical disabilities and sensory impairments

Future demand:

- Disabled people continue to want care and support that is personalised, meets their needs, supports them to be independent, and enables them to play an active and productive role in their community.
- Of equal importance, disabled people wish to be in control, making decisions about what, where, how and when care and support is provided.
- The volume and complexity of need amongst people with physical and/or sensory impairments is expected to grow based on current trends in public health.
- There are a number of factors that could have a significant impact on these projections, particularly the growing incidence and prevalence of long term conditions such as diabetes.
- Lifestyle choices, i.e. obesity and smoking, are key factors that may influence potential changes in demand for health and social care; if there is no radical improvement in public health there may be increased numbers of people with mild, moderate and complex needs living in the community who require support to retain their independence and continue to take an active part in their community and local economy.
- Health and social care policies are focused on supporting more people to remain at home with personalised care and support. Increasingly, more cost effective solutions that meet need and support people to achieve their outcomes such as independent living will need to be commissioned.
- Increasingly, disabled people will be making the most of existing community assets and capacity, and where possible, choosing support from friends and family members to help meet their care and support needs.

Current supply:

- East Sussex has traditionally had a high number of adults with complex needs who have chosen to employ their own Personal Assistants. However, we recognise this model is not attractive or feasible for all clients. We continue to work with partner domiciliary care agencies to develop agency managed Personal Assistants - a service model which offers the key benefits of a PA but removes the need for the client to employ the staff themselves.
- There will be increasing numbers of disabled people with personal budgets who may:
 - Require 'brokers' to identify how best to retain their independence, take an active part in their local community and local economy purchasing a broader range of services (personal assistants, leisure and educational opportunities);

- Require simple and complex aids for daily living, adaptations and assistive technologies;
 - Require independent support to manage major adaptations to enable the person to retain their independence;
 - Require affordable day opportunities that focus on meeting need, are inclusive and enable people to improve their physical, emotional and economic well being through voluntary or paid work;
 - Require a range of supported housing options where the environment is designed to be responsive to changing needs and/or support is available, and;
 - Require care and support opportunities for people with complex physical disabilities, sensory impairments and long term conditions.
- As the number of disabled people who could have their needs met through telecare rises, there will be an opportunity to increase the number and complexity of telecare packages in the County.

Opportunities for market development:

Creative support

The focus of personal budgets is likely to be on providing personalised support to meet people's personal care needs in the medium term.

Re-ablement

We are currently testing whether providing re-ablement through our independent providers to those already receiving homecare will improve client outcomes. Providers will need to be able to demonstrate success in re-abling clients in order to meet future service specification requirements.

Community Support

We need to develop and improve a range of community based services that are personalised, provide opportunities to acquire new skills, contribute to the local community and economy.

Telecare

An increase in the number and complexity of telecare packages will be sought to continue to support disabled people to live more independently.

Telehealth

Healthcare technologies, including pharmacological interventions, are increasingly enabling people with more complex needs remain at home.

Support Planning & Brokerage

There are potential opportunities for support planning and brokerage providers to offer independent and impartial advice about how disabled people can achieve their goals and aspirations with brokerage to secure the services they require.

Domiciliary Care & Personal Assistants

We are keen to continue working with Domiciliary Care providers, particularly where there may be geographical gaps to provide better access to domiciliary care. The council also works to stimulate the Personal Assistant market in those areas of the county where recruitment can be a challenge.

Supported Accommodation

There is a need for supported accommodation options for people with physical and sensory impairments based on Adult Social Care's service model, design briefs and service specifications. A care and support approved list is planned to be in place in 2013 to support disabled people with complex needs to live more independently. A tender to offer additional care and support to people with complex physical disabilities, sensory impairments and long term conditions is also planned for 2013.

Day Opportunities

The need to shift from traditional 'building based' care to more inclusive and productive day opportunities has long been identified. Day opportunities that are attractive to disabled people with personal budgets, that do not separate people from their community and develop people's skills and potential to take up a more active role in communities will be required.

Residential & Nursing Care

Residential and nursing providers may want to diversify their services to mitigate against decreasing numbers of long-term placements.

Summary of Actions for 2013/14

1 Developments and tools to support personalisation, choice and control

Priority	Ongoing action	New developments
1 Self Directed Support, Personal Budgets and Direct Payments	<ul style="list-style-type: none"> Complete the organisational restructure of the Adult Social Care pathway to ensure the department can deliver personalisation and reablement effectively and efficiently Improve support planning for people with long-term and complex care and support needs across all age groups Promote take up of Direct Payments as the preferred way of exercising choice and control and maintain 22% of community based support packages as a Direct Payment Ensure that Carers have an assessment and are supported in their caring role 	<ul style="list-style-type: none"> Implement Pre Paid Cards pilot for Direct Payments Review the Social Care Information System to ensure better integration of case recording, contracting and payments systems across adults and children's services
2 Supporting New Entrants to the market	<ul style="list-style-type: none"> Stimulate and support micro and small-scale provision that is attractive to people with ASC Personal Budgets and people paying for their own care and support 	
3 Access to Independent Support Planning and Brokerage	<ul style="list-style-type: none"> Promote access to independent help with support planning for clients as part of the mainstream ASC offer - at review and as part of planning for long-term support Work with independent support planners to extend the offer of help with planning support to people paying for their own care and support – in particular help with searching, finding and arranging services Stimulate new applications to Support With Confidence by independent support planners Develop tools to enable people to navigate the market and plan their support effectively 	
5 East Sussex 1Space – an online resource directory and market place	<ul style="list-style-type: none"> Begin phase 2 implementation; further roll out and integration into operational practice Refresh Marketing and Communications Strategy 	<ul style="list-style-type: none"> Prioritise new system developments to support community capacity building and the asset based approach, and the universal offer of information and advice and support to people paying for their own care and support
6 Support With Confidence – managing quality in a market driven by individual purchasing	<ul style="list-style-type: none"> Increase scheme membership by a minimum of 15% Continue to encourage applications from businesses in parts of the county where there are gaps in services Building on initial work, continue to pilot Support With Confidence with Children's Disability Services 	<ul style="list-style-type: none"> Explore PA market requirements in relation to minority ethnic, diverse and rural communities in East Sussex

7 Support for people paying for their own care and support (self funders)	<ul style="list-style-type: none"> Stimulate applications from Independent Financial Advisors to Support With Confidence in areas where there are gaps in services 	<ul style="list-style-type: none"> Implement a new collaborative pilot to test the pathway for people paying for their own care and support to get fast, easy access to information and help
8 Building social capital and community capacity to deliver care and support	<ul style="list-style-type: none"> Plan and implement the 2014 Commissioning Grants Prospectus Continue to explore widening the scope of the Commissioning Grants Prospectus to include other statutory and non-statutory funders Identify and pursue external funding opportunities that fit with local health and social care priorities 	<ul style="list-style-type: none"> Plan and initiate a partnership approach to strengthening community resilience and the role of the wider community resources for people with care and support needs

2 Key messages from the East Sussex Adult Social Care Market Position Statement

Priority	Ongoing action	New developments
1 Cross-cutting service developments	<ul style="list-style-type: none"> Continue to work with the provider forums to develop new service models, pathways, and progress work on priority developments Further refine and improve how social care market intelligence is collated, including exploring joint information management with health Through the Supporting People Personalisation Project, increase personalisation, choice and control within housing related support services and widen choice and control to other, non traditional, client groups, in particular people who are homeless or at risk of homelessness. Through the Supporting People Personalisation Project commission personalised initiatives in housing support services via bursary grants. Complete the Agency PA Service Model pilot and share the outcomes with providers; implement roll out 	<ul style="list-style-type: none"> Tender the floating housing support service for vulnerable people aged 16 to 64, Home Works. Develop the potential Personal Assistant market to provide a more cost effective solution for people, particularly those living in rural areas of the county. Promote and make effective use of Telecare Undertake market consultation to inform the Community Services Tender
2 Older People's Services developments	<ul style="list-style-type: none"> Diversification and improvement of services for people with dementia and other mental health needs Reduce social isolation for older people. Expand the provision of nursing care for people with dementia and behaviours that challenge. Continuing to work with Health partners to reduce demand on expensive acute services by supporting community and care home initiatives. Recommissioning care and support and development of extra care services Further develop the reablement pathway and complete the independent sector reablement pilot and share the outcomes with providers; implement roll out 	<ul style="list-style-type: none"> Tender the floating housing support service for people aged 65 and over, STEPS to stay independent. Review Directly Provided Day Services Development of cost effective options for access to social activities, shopping, cleaning and laundry. Monitor the impact of reducing high cost Personal Budgets on the cost of residential care.

<p>3 Learning Disability Services developments</p>	<ul style="list-style-type: none"> • Work with providers to ensure sustainability of community-based services • Stimulate and develop day opportunities that have a strong employment, community and progression focus. 	<ul style="list-style-type: none"> • Review and renegotiation of high cost service contracts • Review of high cost community services to the maximum of the equivalent cost of residential care.
<p>4 Mental Health Services developments</p>	<ul style="list-style-type: none"> • Review of high cost community services to the maximum of the equivalent cost of residential care • Continue development of supported accommodation schemes in conjunction with commissioners • Develop and evolve the range of community provision ensuring it supports people at an early stage • Continually look at models of support that will move people into employment education and social inclusion. • Maximise funding opportunities either individually or in partnership with support from ESCC, to develop bids for grant funding opportunities such as; The Big Lottery, Active Sussex (Sport England) Comic Relief. • Develop social enterprises that deliver products and services with a community social purpose that may offer employment opportunities for people with mental health support needs. 	<ul style="list-style-type: none"> • Develop services and support that promote the employment of people with learning disabilities, including social enterprise. • Review and renegotiation of high cost service contracts • Adopt and roll-out the Mental Health supported accommodation pathway • Develop a strategic approach to clients claiming Section 117 status. • Develop service specifications for supported accommodation • Develop a mental health working age adults supported accommodation care and support framework • Develop a Mental Health Provider Forum
<p>5 Physical Disability and Sensory Impairment Services developments</p>	<ul style="list-style-type: none"> • Re-focus personal budgets on providing personalised support to meet personal care needs in the medium term. • Improve the range of community based support to enable disabled people to acquire new skills and contribute to the local community and economy Provide increased access to the number of Carers requiring respite services (both day and overnight). • Development of services that are increasingly attractive to Personal Budget and Direct Payment holders and are responsive to the revised Adult Social Care offer. • Continued independent advice through Support Planning and Brokerage about how disabled people can achieve their goals and aspirations. • Continue to work with Domiciliary Care providers to ensure better countywide coverage, and consider further stimulating the Personal Assistant market to support this. • Continued need for supported accommodation options and specialist care and support for people with complex needs wishing to live more independently. • Continue the shift from traditional ‘building based’ care to inclusive and productive day opportunities that are attractive to disabled people with personal budgets. 	<ul style="list-style-type: none"> • Review and renegotiation of high cost service contracts. • Review and renegotiate high cost community services to the maximum of the equivalent cost of residential care • Test whether providing reablement through independent providers to those already receiving homecare improves client outcomes. • Increase the number and complexity of telecare packages to continue to support disabled people to live more independently. • Consider potential healthcare technologies including pharmacological interventions to increasingly enable people with more complex needs remain at home.

3 The way we do business

Priority	Ongoing action	New developments
	<ul style="list-style-type: none">• Continue work with category management as part of the commissioning and procurement process.• Continue to explore collaborative sourcing with commissioning partners in East Sussex and the South East 7 (SE7) partnership.• Continue to monitor sustainability of market place.	<ul style="list-style-type: none">• Develop and introduce strategic supplier management, where appropriate.• Undertake market testing and tendering over the next 1 – 3 years in support of market development, as per the procurement plan on pages 28-29.

8. Sources of information

For more information about any of the key messages or if you have any queries in relation to the document, please email marketpositionstatement@eastsussex.gov.uk, or call Bianca Byrne – Service Development Manager – on 01273 336656.

In addition to the data supplied in this document there are a range of other sources of information:

The Department of Health Provider Quality Profiles aim to allow users to search for local providers within their area and link to CQC reports and information.

<http://www.nhs.uk/carersdirect/guide/practicalsupport/pages/carehomes.aspx>

The regulator of the care sector is the Care Quality Commission. The information they hold is available at <http://www.cqc.org.uk/>

The Social Care Institute for Excellence (SCIE) provides information and research abstracts about methods and approaches in social care. <http://www.scie.org.uk/about/Index.asp>

A number of organisations supply statistical data. For example see:

- The NASCIS data portal, which contains a wide range of information about local authority performance. <https://nascis.ic.nhs.uk/>
- POPPI supplies information about current and future populations of older people and projections against a number of key health conditions and indicators. <http://www.poppi.org.uk/>

9. Useful links and documents

- **Progress for Providers** – a range of simple self-assessments to enable providers to deliver more personalised services <http://progressforproviders.org/>
- **Dementia Care Homes Good Practice Guide** – aims to help managers in delivering high quality, personalised services to our clients <http://www.eastsussex.gov.uk/socialcare/providers/personalisation/dementiaimprovements.htm>
- **Commissioning Grants Prospectus** – the Prospectus is a joint approach to investing, and offers commissioning grants to organisations who provide services and strengthen local communities <http://www.eastsussex.gov.uk/socialcare/providers/funding/cgp/default.htm>

- **Support With Confidence** – provides a list of providers of care and support services who have been successfully approved, and undergone the appropriate training and background checks. The scheme helps members of the community to select care and support providers and Personal Assistants they can have confidence in, on grounds of quality and safety <http://www.eastsussex.gov.uk/socialcare/athome/approvedproviders/default.htm>
- **Micro Market Development** – the project aims to work with new and existing ‘micro’ providers (those with less than five paid employees) to help them understand what social care and support services people need and want in different parts of the county. The project can provide market intelligence, business development advice and support, and access to training. <http://www.eastsussex.gov.uk/socialcare/providers/funding/microservices.htm>
- **East Sussex 1Space** – a universally accessible website that is a directory of care, support and wellbeing services available in East Sussex. It provides a free platform for providers to market their services, and is a tool for people in need of care & support, social care staff, carers, all orgs and the public, including people who pay for their own care and support, to search for local services <http://www.eastsussex1space.co.uk/>
- **Equality & Diversity Resources for Businesses** <http://www.eastsussex.gov.uk/business/businessadvice/employing/equalities.htm>

Procurement Plan - correct as of July 2013

Contract No.	Exercise	Procurement Lead	2013															
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
	Task																	
	Prospectus 2013	Planning Phase																
		Procurement Phase																
		Transition Phase																
	Community Services	Planning Phase																
		Procurement Phase																
		Transition Phase																
	Community Services Approved List	Planning Phase																
		Procurement Phase																
		Transition Phase																
	WAA Supported Living Approved List	Planning Phase																
		Procurement Phase																
		Transition Phase																
	OP Nursing and Residential Preferred Scheme	Planning Phase																
		Procurement Phase																
		Transition Phase																
	Community Falls Service	Planning Phase																
		Procurement Phase																
		Transition Phase																
	Drug and Alcohol Recovery Services	Planning Phase																
		Procurement Phase																
		Transition Phase																
	Community Meals	Planning Phase																
		Procurement Phase																
		Transition Phase																
	Agreement for provision of Substance Misuse Service in Hastings and Rother	Planning Phase																
		Procurement Phase																
		Transition Phase																
	Provision of floating support services for vulnerable people of all ages	Planning Phase																
		Procurement Phase																
		Transition Phase																
	Prospectus 2014	Planning Phase																
		Procurement Phase																
		Transition Phase																
	Provision of an Independent Domestic Violence Advisor Service	Planning Phase																
		Procurement Phase																
		Transition Phase																
	ICES	Planning Phase																
		Procurement Phase																
		Transition Phase																
	"Call Centre" Technologies (Lone Worker / CRESS / EDS / WES)	Planning Phase																
		Procurement Phase																
		Transition Phase																

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