

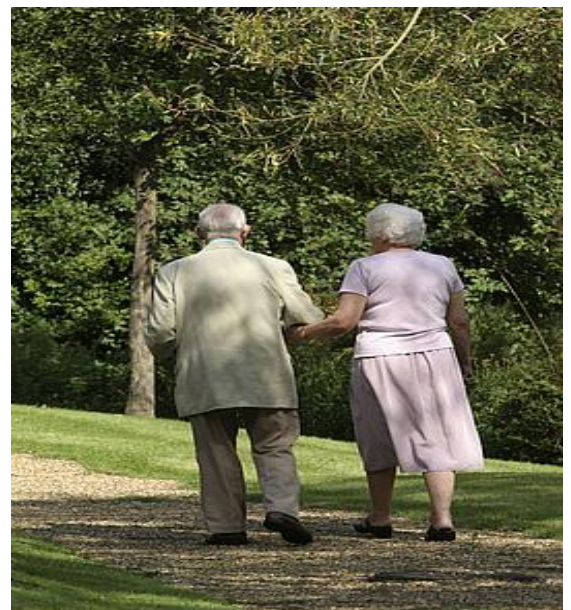

Middlesbrough *moving forward* Middlesbrough Council Market
Position Statement - Older People's Services

Grow old along with me!



The best is yet to be

(Robert Browning 1864)



Contents

What is a Market Position Statement	2
Who is the document for.....	3
Accessing Services.....	4
The National Picture	5
Dementia Friendly Society.....	7
Local Picture –	8
Dementia and Mental Health for Older People.....	9
Prevention and support services.....	10
Local Provision	15
The Current Spend for Adult Social Care.....	16
Conciderations for the Future.....	17

Personalisation

There is a National Focus on personalisation, prevention & enablement along with outcome focused interventions.

Services should always start with the person at the centre, living in their local community.

All Providers have a duty of care to each individual person they support. Ensuring services meet the person's individual needs. Making sure systems and processes are in place to provide effective, efficient and high quality care.

Commissioners are responsible for planning for and monitoring services to meet local needs as well as purchasing care to meet people's needs. This equates to personalised services tailored to the needs of each individual person.

Service Values and Principles:

- Privacy
- Dignity
- Independence
- Choice
- Rights
- Fulfillment
- Equality

“Market Shaping is a key enabler for ensuring people can exercise choice and control over a meaningful range of high quality support options that meet their needs and aspirations”

What is a Market Position Statement?

The Contracts and Commissioning Unit of Middlesbrough Council's department of Wellbeing, Care & Learning have produced this document to describe how the Local Authority is shaping the local Social Care market and becoming a Market Facilitator.



The statement will provide data and intelligence on:

- The local Population, including older people
- Details of current services available to older people in the local area
- Evidence of gaps in provision within the local market

It can help Providers and Agencies of Care Services:

- Make decisions about how to invest and provide older people services in Middlesbrough
- Explore new opportunities and new ways of delivering older people services in the future

It will enable the Local Authority, with the help and assistance of Providers to plan and shape the future of services.

Middlesbrough Local Authority would like to work with Agencies and Providers of older people's services to ensure there is greater choice of high quality services for people living in the local area now and in the future.

As a Local Authority and a commissioning service, our role is to influence and support the market by sharing relevant information. This will enable existing and new Providers along with Local Businesses to:

- Understand local need, based on evidence
- Understand how local people want to live their lives
- Enable self-help and promote independence
- Understand local markets and monitor quality
- Decide when and how to commission services
- Work effectively with Providers, Service Users and Carers to make sure that the right services are available, in the right place, at the right time

Definition of an older person

There is no exact definition for the term “**Older People**” – at what age you are classified as an “**Older Person**”.

Conventionally an “**Older Person**” was usually someone at or over retirement age.

Today “**Older People**” can include people aged 50 and over.

By stimulating the local market we will ensure there is the availability of good quality cost effective provision to meet the needs of local people.



Who is this document for?

Middlesbrough Local Authority’s Market Position Statement includes local data for existing and new Independent Private and Third Sector Providers of Older People’s Services.

This document includes information on local demographics, demand and current provision (comprising of in house and external provision) as well as identifying gaps in service provision. It is intended to identify future demand along with the changing needs for care and support in the future.

Funding from Central Government will continue to be reduced. There is a need for more creative and innovative approaches to support the most vulnerable people in our community.

There has been a shift from “**doing for**” care to enablement and re-ablement along with the continued development of independence for older people.

We know when people are in control of their own budgets, they make different decisions about the type of care they buy and often use Personal Assistants in place of more traditional forms of care.

Services have to evolve with the person and be individually designed no matter what age.

Middlesbrough’s vision is to provide the right service, at the right time and in the right place.

Accessing Services in Middlesbrough

Middlesbrough Council is revamping the way public services are advertised and purchased. As part of this planned change the Local Authority is using methods similar to those being used on the High Street to advertise and alert members of the public to products available via the internet.



Middlesbrough Matters is an on-line directory of services, which will operate as an information “one stop shop” for Middlesbrough citizens – giving citizens more control by purchasing services directly from the new fully integrated e- market place.

The directory will be a major source of information as it holds a range of details on local and national support services.

It allows new and existing customers the chance to choose Support Services in an easy accessible way. Citizens of Middlesbrough, irrespective of having Social Care involvement, will be able to consult the Directory, view and access different types of local support services to meet their needs.

This will enable local residents to access services in a variety of ways such as using digital communication as well as the more traditional methods.

Middlesbrough Matters is a potential **FREE** marketing tool for Providers and local Support Agencies. It will allow you to advertise services as well as being able to reach a wide diverse market at **NO EXTRA COST**.

It is designed for Providers to “self manage” their own accounts via log in access. The log in will allow added functionality such as including logos, photos, awards & accreditation which will make your listing more attractive.

Local citizens are able to “***pick and mix***” services to suit their needs using the **Middlesbrough Matters Directory!**

In line with the Governments Digital Strategy and the view of how Care Services are to be delivered in the future, the use of the Directory allows people more choice and control over the type of service they purchase.

Improved methods of communication continue to be explored which include the use of Social Media and Smart Phone Apps.

The Local Authority is providing free technology and social media sessions for older people.

The National Picture

Life expectancy has been growing steadily for over half a century. The life expectancy for a man in 1951 was 77. By 2050 the life expectancy will have risen to 91. There are approximately 15,000 people aged 100 or over living in the UK.

For the first time, there are more people aged over 60 than children under 16 living in the UK with a third of babies born in 2013 expected to live to 100.

- **11 million people aged 65+** (19 million by 2050)
- **14.7 million aged 60 and above**
- **3 million people aged 80 and above** (8 million by 2050)

The population continues to age at a dramatic rate. The number of people aged 85 and over in the UK (1.4 million in 2012) is predicted to double in the next 20 years and nearly treble in the next 30. As this age group grows, it is more likely that the proportion of older people with chronic conditions and (often multiple) disabilities will also increase. Around 69% of people aged 85 and over already have a severe disability that makes it difficult for them to carry out daily activities.

Population ageing means there will be greater numbers of elderly dependents in the future.

Approximately 50% of older people aged 75 plus live alone with people aged 65 plus being more likely to require Residential or Nursing Care.

If care service costs increase in line with the population change it is estimated they could nearly double by 2026.

Projected Population (per thousand) –

	2015	2020	2025	2030	2035
Ages					
0 -14	11,497	12,231	12,455	12,279	12,117
15 - 29	12,619	12,168	12,192	12,809	13,543
30 - 44	12,545	13,185	14,037	12,108	13,664
45 - 59	13,018	13,161	12,514	12,338	12,986
60 - 74	9,709	10,335	10,925	11,807	11,981
75+	5,388	6,093	7,279	8,051	8,918

House of Commons Library

Care Act

In 2014 the new Care Act received Royal Assent. The new Care Act modernises 60 years of care and support into one single clear statute, built around the person and not their support. Simplifying the care and support system and creating a legislation framework that helps integrated care to achieve better results for people.

Grandparents were the main child care arrangement for 35 per cent of families where the mother was working or studying.

There are an estimated 25,000 grandparents over the age of 65 raising 30,000 grandchildren in the UK. If the children they are caring for were in independent foster care it would cost **£1.4 billion in care costs** each year.

It is estimated 12% of the population provide unpaid care for a friend or family member with 16% of carers for people aged 65 – 74 and 13% of carers for people aged 75 and over.

Market Position Statement

Over 65% of Department for Work & Pensions benefit expenditure goes on people over working age.

The Department of Health estimates the average cost of providing hospital and community health services for people aged 80 and above is approximately 3 times greater than a person aged 65 to 74.

Recent scandals in health and social care suggest some over-stretched services are failing to provide older people with basic dignity and nutrition.

Particular health risks for older people include:

- Dementia
- Diabetes
- Stroke
- Falls
- Depression
- Winter Deaths
- Malnutrition
- Infection

There is a shift in the way we think about older people - from dependency to independence and well-being. Older people are clear about independence and the factors which help them to maintain independence. The main factor is having choice and control over how they live their lives. However, independence and wellbeing comes under threat when older people become frail or ill.

Assistive technologies as well as the more traditional equipment items can be used to support a wide range of older people's needs. They can assist in reducing pressures on services as well as aiding the older person to maintain their independence and dignity.

The use of Telecare can provide things such as:

- Monitoring/ safety service
- Reminder for taking medication
- Supporting hospital discharge

Did You Know?

Under the **Care Act**, local authorities will take on new functions. This is to make sure that people who live in their area:

- Receive services that prevent their care needs from becoming more serious, or delay the impact of their needs;
- Can get the information and advice they need to make good decisions about care and support;
- Have a range of high-quality care providers to choose from.

The Care Act 2014, introduces major reforms to the legal framework for adult care and support in England. There is an emphasis on promoting people's wellbeing, focusing on prevention as well as providing information and advice.

These changes will impact on:

- The way Local Authorities do business
- The roles of Care Providers and user organisations in the delivery of care

The Care Act will make a difference to some of the most vulnerable people in society. It will make the care and support system clearer and fairer for people who need it.

A minimum eligibility threshold will help people understand if they are eligible for Local Authority support allowing older people to move from one area to another without fearing their care and support will be disrupted.

The universal deferred payment scheme will ensure people are not forced to sell their home to pay for care.

Dilnott Commission

The Dilnott Commission proposes to radicalise the way funding is provided and agreed for people who use services. Everyone assessed, as needing Health and Social Care services will have a Personal Budget or Individual Budget. This will enable people to have more choice and control over the services and the type of care they purchase to meet their needs.

Dementia Friendly Society

It is estimated 1 in 3 people will develop dementia.

Over 63 towns and cities have committed to working towards understanding, respecting and supporting people with dementia – Creating A Dementia Friendly Society.

According to 'The Dementia Guide', published in August 2013:

- Approximately 800,000 people in the UK have dementia
- The chance of developing dementia increases significantly with age. One in 14 people over 65 years of age and one in six people over 80, have dementia
- It is more common among women than men
- More than 17,000 younger people (under the age of 65) in the UK have dementia

1 in 6 Carers are also older people and Carers (aged 60 +) provide care worth twice the public spending on care services for older people.

It is estimated 70% of all Carers provide care for older people.

The North East Dementia Alliance is helping communities in the North East to become dementia friendly. Middlesbrough has signed up to being a Dementia Friendly Community with a number of venues displaying Dementia Friendly publicity.

The Dementia Friendly challenge is a new initiative launched by the Alzheimer's Society and Public Health England. Dementia Friends sessions are being held to raise people's understanding of dementia and how to make communities Dementia Friendly.

A Dementia Friendly Community is one which people with dementia are empowered to have high aspirations and feel confident, knowing they can contribute and participate in activities that are meaningful to them.

- Involve people with dementia
- Challenge stigma and build understanding
- Accessible community activities
- Acknowledge potential
- Ensure early diagnosis
- Practical support to enable engagement in community life
- Community based solutions
- Consistent and reliable travel options
- Easy to navigate environments
- Respectful and responsive businesses and services

Market Position Statement

The Local Picture

In Middlesbrough it is estimated the older population (aged 65+) will increase from 21,293 in 2012 to 30,600 by 2030.

In 2012 it was estimated there were 886 people aged 90 and over, which is estimated to increase to 1,300 by 2015 and 2,800 by 2030.

Older people (aged 65+) are the largest client group known to Social Care with over 5,989 active service users.

It is assumed the increase in the numbers of older people living in Middlesbrough will also increase the level of need and demand for older people's services.

Listed below are the numbers of Older People known to Adult Social Care who are eligible to receive services.

Age	50 - 54	55 - 59	60- 64	65- 69	70- 74	75-79	80- 84	85- 89	90- 99	100+	Total
Total	546	626	617	778	743	1063	1262	1065	948	130	7,778
Male	232	288	258	342	314	397	428	331	266	34	2,890
Female	314	338	359	436	429	666	834	734	682	96	4,888
Day Care	38	34	19	19	24	28	43	44	28	1	278
Res care	36	44	27	35	59	68	128	155	150	10	712
Nursing care	8	10	6	15	18	36	34	28	35	1	191
Domiciliary care	26	37	48	72	70	102	141	150	115	1	762
Accessing telecare	24	17	22	15	36	39	63	61	37	1	315
Equipment	362	451	476	614	569	845	958	769	703	112	5,859
Direct Payments	46	49	36	38	35	34	35	22	18	0	313

Dementia & Mental Health for Older People

Dementia is an umbrella term for over 100 types of diseases and conditions which affect the brain. It is estimated that the number of people in Middlesbrough over 65 with dementia is 1,523. It is predicted by 2030, this number will have risen to 2,263, which is an increase of 49%.

In 2014 there were approximately 600 people aged 65 and above accessing social care services due to mental health conditions. It is understood that the majority of the cases related to some form of dementia and, this accounts for approximately 36% of the estimated population with dementia related conditions.

The South Tees Dementia Collaborative is currently mapping the availability of dementia services in Middlesbrough and Redcar & Cleveland area and identifying gaps in service provision.

Listed below is a breakdown of Older People (aged 65+) accessing Mental Health services:

Involved with Social Care	Forensic	Affective Disorder	Psychosis	Dementia	MH & LD
	9	19	59	512	5
Involved with Social Care	Guardian-ship order at 31/3/14	Supervised Discharge Order	Section 117 Aftercare	Deprivation of Liberty at 31/3/14	
	3	3	68	43	

Accommodation

There are 30 Older People Care Homes in Middlesbrough that have contracts with the Local Authority. This equates to more than 1200 beds providing Residential, Nursing, Respite and Dementia Care.

The term 'extra care' housing is used to describe developments that comprise self-contained homes with design features and support services available to enable self-care and independent living. A key feature of extra care housing is that there is a 24 hour care presence.



Market Position Statement

Referrals for social rented apartments need to meet FAC eligibility. There is currently (December 14) one extra care scheme with 42 apartments for persons aged 55 and over.

Another scheme is due to be completed early 2015 which will consist of:

- 21 social rented bungalows for persons aged 45 and over
- 1 shared ownership bungalow for persons aged 45 and over
- 38 social rented apartments for persons aged 45 and over
- 15 shared ownership apartments for persons aged 45 and over
- 12 apartments for sale for persons aged 45 and over

There are currently 1311 units of sheltered housing for people over the age of 55 provided by 8 housing providers. The Council has a contract with each Provider to provide housing related support to tenants.

Prevention and Support Services

Middlesbrough Intermediate Care Centre provides a number of services to maximise independence including facilitating early discharge from Hospital.

Middlesbrough Council has commissioned Community Re-ablement provision to support people in their own home to be as independent as possible, for as long as possible. The model is designed to improve the way the Local Authority review and monitor packages of care along with preventing unnecessary admissions to Care Homes.

The Council records a person's residential status 91 days after discharge. The indicator (specific to people aged 65+) tells us that 85% of people achieved Independence through rehabilitation / intermediate care. This equates to 67 people out of a total figure of 78 people.

The Rapid Response service provides emergency short term care and support, for up to ten days, to prevent hospital admission, support hospital discharge or provide support to carers.

It is estimated around 30% of over 65s and 50% of those aged over 80 fall every year. In 2013 James Cook Hospital had a surge in frail elderly patients being admitted to hospital with subsequent increased lengths of stay.

Number of older people (aged 65+) in relation to hospital admissions =1,533, which also include 283 readmission episodes.

Number of people (aged 50 – 64) in relation to hospital admissions = 211, which also include 24 readmission episodes.

Market Position Statement

Middlesbrough Local Authority has contracts with 6 Older People's Providers for Domiciliary Care and Rapid Response services in their own homes. An average of 7,100 of Domiciliary Care is provided each week.

The Staying Put Agency assists older people to remain independent in their own homes offering a range of support services including repairs and minor maintenance.

Middlesbrough Staying Put Agency assists vulnerable homeowners and private sector tenants who are older, disabled or on a low income to repair, improve, maintain or adapt their homes enabling them to live safe, secure and warm.

The Independent Living Centre (ILC)

The Independent Living Centre (ILC) is based at 45-47 Corporation Road, in Middlesbrough town centre delivering an integrated model of health and wellbeing. The ILC provides centralised accessible service for:

- OT assessments, trusted assessors, aids and adaptations
- Links to Tees Community Equipment Service (TCES) using on-line booking facility
- Internet availability to search for equipment options
- Middlesbrough Matters directory of services and Council resources
- Facility to sell small aids, adaptations or pieces of equipment
- Blue Badge assessments
- Bathing assessments
- Sensory loss and post stroke assessments
- Seating clinics
- Social work service for service user and carer assessments and reviews
- Public health services such as carers clinics, healthy eating, smoking and bereavement support, lifestyle and positive health outcome programmes.

Telecare

Telecare makes it possible for people to maintain an independent and dignified life in their own home by coupling high-tech equipment and communications technology with caring services.

Telecare equipment includes a range of sensors, detectors, monitors and alarms tailored to individual need. Sensors are monitored by the 24-hour Connect contact centre 365 days a year, or can alert a family member or carer direct.

Telecare gives people the opportunity to feel safe in their home knowing that support is there and can give carers/ relatives the reassurance of knowing the person they care for is as safe as possible.

Market Position Statement

Connect

Connect offers help to Service User's by providing an electronic device which allows direct telephone contact to a 24 hour team. The connect Team provide a response service to summons he appropriate help. The service can also hold a key for the property or arrange for a key safe to be installed.

Carers

It is estimated there are over 2,240 older people delivering unpaid care and this figure is projected to increase to 3,100 by 2030.

Age	50 - 54	55 - 59	60- 64	65- 69	70- 74	75-79	80- 84	85- 89	90- 99	100+	Total
Carers – who are older people	210	198	148	168	93	91	76	56	20	0	1,060

Day Services

Current day services are provided in-house and is available Monday to Friday. It provides 45 places for older people and an additional 15 place for people with Dementia.



Representational Advocacy Provision 2013/14

(provided by CAB)

Referrals by Type	Numbers
Health	7
Social Care	30
Voluntary Sector	1
Self	8
Carer	19
Other	7
Total	72

Referrals by Service User Group	Numbers
Elderly	15
Physical Disability (under 65)	16
Learning Disability	22
Mental Health	19
Total	72

Independent Mental Capacity Advocacy

(provided by Together for mental wellbeing)

Referrals by type	Numbers
Change of Accommodation	15
Serious Medical Treatment	17
Safeguarding Adults	15
DOL's	6
Accommodation Reviews	10
Total	63
Enquiries	21

Independent Mental Health Advocacy

(provided by M'bro & S'ton MIND)

Referrals	Numbers
Complaints	164
Referrals (under 65)	124
Referrals (over 65)	28
Total	316
Active cases	135

Did you Know

Advocacy in all its forms seeks to ensure that people are able to speak out, to express their views and defend their rights.

The Mental Health Act 1983 (as amended by the Mental Health Act 2007) makes provision for statutory access to Independent Mental Health Advocate's (IMHA's) for patients subject to certain sections of the Mental Health Act 1983. IMHA's are an important safeguard that will help and support patients to understand and exercise their legal and civil rights.

IMCA is a type of Advocacy introduced by the Mental Capacity Act 2005. The Act gives some people who lack capacity a right to receive support from an IMCA in relation to important decisions about their care

Market Position Statement

The new **Tees Advocacy Hub** began operating in June 2014 and offers a service for people living in Middlesbrough, Redcar & Cleveland, Stockton and Hartlepool.

The Tees Advocacy Hub is operated by Middlesbrough CAB and the types of Advocacy available via the Hub includes:

- **General Advocacy**, where the Advocate will support you with issues relating to housing, health and social care systems (available to people aged 18 and over). There are 3 types of general advocacy which includes:
 - Short term issue based or crisis advocacy
 - Non instructive advocacy
 - Health advocacy (support to attend and understand procedures)
- **Independent Mental Capacity Advocacy** (IMCA available to people aged 16 and over).
- **Independent Mental Health Advocacy** (IMHA available to people aged 16 and over).



Market Position Statement

Local Provision

Type	Comments
Day Care	1 Local Authority building based service for 45 older people and 15 older people with dementia operating Monday to Friday (not including Bank Holidays)
Assistive Technology	1 Internal Service
Housing with Extra Care	Working in partnership with Housing Provider
Sheltered Housing	Working in partnership with Housing Provider
Carer Support Services	3 External Support Services
Dementia Carer Support Services	1 External Service
BME Carer Support Services	1 External Service
MICC	Internal service providing residential rehabilitation
Care Homes	30 Care Homes offering a range of residential, nursing, dementia care. Most of the 30 Care Homes also offer respite services

Market Position Statement

The current spend for Adult Social Care



In the financial year 2013/2014, Middlesbrough Council spent £63,312,000 million (gross expenditure) on care and support for older people.

This represented 48% of Adults Social Care Service's gross expenditure in 2013/2014.

Assessment & Care Management	£2,576,000
Residential Care	£15,973,000
Nursing Care	£4,001,000
Supported and other Accommodation	£107,000
Domiciliary Care	£3,811,000
Day Care/ Day Services	£761,000
Direct Payments	£1,937,000
Equipment and Adaptations	£947,000
Supporting People	£29,000
Other	£313,000
Total	£30,455,000

Considerations for the future?

There is limited availability of short duration overnight calls for personal care needs such as toileting and turning.

The duration of re-ablement services for people who have suffered strokes is limited.

In view of the increasing numbers of older and frail people within our community an integrated housing, health and social care response is required to meet the accommodation and care needs of this section of the population.

There is no specific supported housing model for people with dementia in Middlesbrough and residential admissions and admissions to nursing care are projected to increase by 20% and 54% respectively between 2013 and 2017. Small group supported living is proven to be the best model of support for people with dementia, with extra care housing being unsuitable, both from a safety perspective and from the point of view of distress and disturbance that can be caused to other tenants.

There is a recognised shortfall in extra care housing provision in Middlesbrough, and it is estimated that 180 additional units may be required by 2025/26.

There is a recognised shortfall in sheltered housing provision in Middlesbrough, and it is estimated that 1773 additional units might be required by 2025/26.

The Council is exploring options with regards to the above.

Did You KNOW

Loneliness and isolation are enormous issues for older people in Britain. They can lead to hugely debilitating consequences from depression to serious physical health issues.

Care needs to be just as important as treatment. Older people should be properly valued and listened to, treated with compassion, dignity and respect at all times.






Middlesbrough
moving forward