

Market Position Statement
for Residential and Nursing Care
Services Reviewed January
2016

Commissioning
Health Cooperative
Providers Newcastle
Adult Care Intentions
Business
People Social Carers
Voluntary Residential
Nursing Community

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Drivers for Change

The **Care Act 2014** sets out the biggest reform to the social care system for over 60 years; placing a new statutory duty on local authorities to promote a wider offer for adults and carers in need of support.

Within the act it states that “Local authorities must consider how to meet each person’s specific needs rather than simply considering what service they will fit into. The concept of meeting needs also recognises that modern care and support can be provided in any number of ways, with new models emerging all the time, rather than the previous legislation which focuses primarily on traditional models of residential and domiciliary care.”

“The ambition is for local authorities to influence and drive the pace of change for their whole market, leading to a sustainable and diverse range of care and support providers, continuously improving quality and choice, and delivering better, innovative and cost-effective outcomes that promote the wellbeing of people who need care and support.”

What is a Market Position Statement?

Newcastle City Council aspires to be a cooperative council; this means we want to:

- Deliver services in cooperation with communities,
- Enable communities to inform choices about the Council’s priorities,
- Involve communities in deciding how services can be delivered in the future and how to achieve a balance between those services which are available to everyone and those that are for people with an assessed social care need.

Market Position Statements are the first step towards achieving a cooperative approach to the commissioning of services. These documents are designed to help Adult Social Care providers and the people who use Adult Social Care services in Newcastle, understand what services are currently on offer in the City, and also what we think Adult Social Care services should look like in the future.

We are producing a range of these documents looking at different client groups and service models in the City.

In developing these documents we will speak to people that use Social Care services, the people that work in services and the organisations that run them to understand what they think of what’s currently on offer and how they would like to see it change.

We want to use these documents as the start of a conversation with providers, carers and people who use services, about the vision for the future of our Social Care market in Newcastle.

How to use this document

This document gives providers a direction about what we need from the residential and nursing care market to help us to meet our local priorities for a range of service user groups.

It is part of a suite of documents that provide the key information and statistics on needs, demand and trends for the city. It should therefore be read in conjunction with:

- the Newcastle Future Needs Assessment
- The joint Wellbeing for Life Strategy
- The other Market Position Statements we have

Drivers for Change

The **Care Act** has had a major impact on the Council in relation to its Adult Social Care responsibilities, extending existing duties and adding new duties.

Some of the major changes being brought about by the act are:

- The Council will have a duty to;
 - improve integration with Health partners
 - provide preventative services
 - provide information and advice signposting
 - assess any adult with a need for a care and support service
 - facilitate a marketplace that offers a diverse range of high quality and appropriate services
- A national eligibility criteria
- A cap on care costs
- Establishment of universal deferred payment scheme

As the reforms are so far reaching, and changes to the financial position will not be clear for some months, it is difficult to plan ahead at this time.

developed or are currently developing

Links to these documents can be found at www.wellbeingforlife.org.uk and www.newcastle.gov.uk.

Who is it for?

This document is aimed at:

- existing and potential providers of general residential and nursing services, who will be able to use the information to develop their business plans to best meet the needs of current and future residents. Providers can learn about our intentions for what services in Newcastle will look like and use this to inform their own planning for the future;
- community stakeholders, including service users and their carers, to understand and be involved in shaping the direction of travel in Newcastle;
- voluntary and community organisations, who will be able to learn about future opportunities and use the information to build on their knowledge of local needs in order to develop new activities and services;
- health colleagues, who will be crucial partners in ensuring services are co-operatively commissioned, which is fundamental to Newcastle City Council's approach;
- individuals who are interested in starting up social enterprises or a business in this sector, who will be able to use this document to identify future opportunities in the market.

Needs profiles of adults living in Newcastle

There are 283,400 adults aged 18 and over in Newcastle, of which:

- 40,813 adults aged 65 and over
- 46,640 adults with short and long term mental health conditions
- 25,810 adults providing unpaid care
- 18,657 adults with a physical disability or sensory impairment
- 4,745 adults with a learning disability

Source: Adult Social Care Local Account, Our Annual Report 2013/14

Key Information

Demand on Social Care services in Newcastle is growing as Newcastle's population ages.

There is an overall predicted increase in the population of Newcastle from 283,400 in 2013 to 299,400 by 2030 – a 5.7% growth in the population over the forecast period.

Whole population	2013	2020	2037	% change 2013 - 2030
ONS 2012-based projection	283 400	299 400	305 100	5.7

Source: ONS 2012 accessed on Know Newcastle August 2015

The most significant feature in the population projections is the projected 36.2% growth of people in the over 65 age group by 2030.

This large increase in the number of people over 65 is already resulting in an increased number of people with dementia related care needs as well as other long term conditions, creating further pressures for Social Care services.

As would be expected, the proportion of people with limiting health or disability issues increases with age, illustrated by the table below.

Disability	Age				Total
	0 to 15	16 to 49	50 to 64	65 and over	
Day-to-day activities limited a lot	942	5,952	7,014	12,753	26,661
Day-to-day activities limited a little	1,128	7,224	6,788	10,776	25,916
Day-to-day activities not limited	45,904	135,179	31,327	15,190	227,600
Total	47,974	148,355	45,129	38,719	280,177

Source: Census 2011 accessed on Know Newcastle August 2015

What we do

There are 2238 registered beds available in homes across the City owned by these 26 organisations; of these 1387 are registered nursing beds.

The figure for nursing beds is the maximum number of beds for homes registered to provide nursing, this figure could be overstated due to the mixed registration of care homes i.e. where a nursing home is registered for 30 beds but at any one time could be using any, or all, of those beds for general residential care.

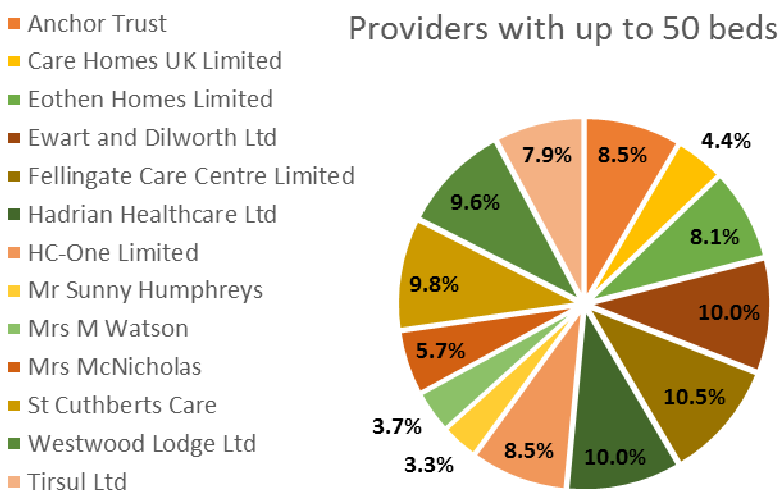
- People aged 85 years and over who cannot manage one activity will increase 67% up to 2030 (2,615 to 3,890) – an extra 1,275 people.
- People aged 85 years and over with a limiting long term illness will increase by 66% up to 2030 (4,048 to 6,141) – an extra 2,093 people.

What's happening in Newcastle?

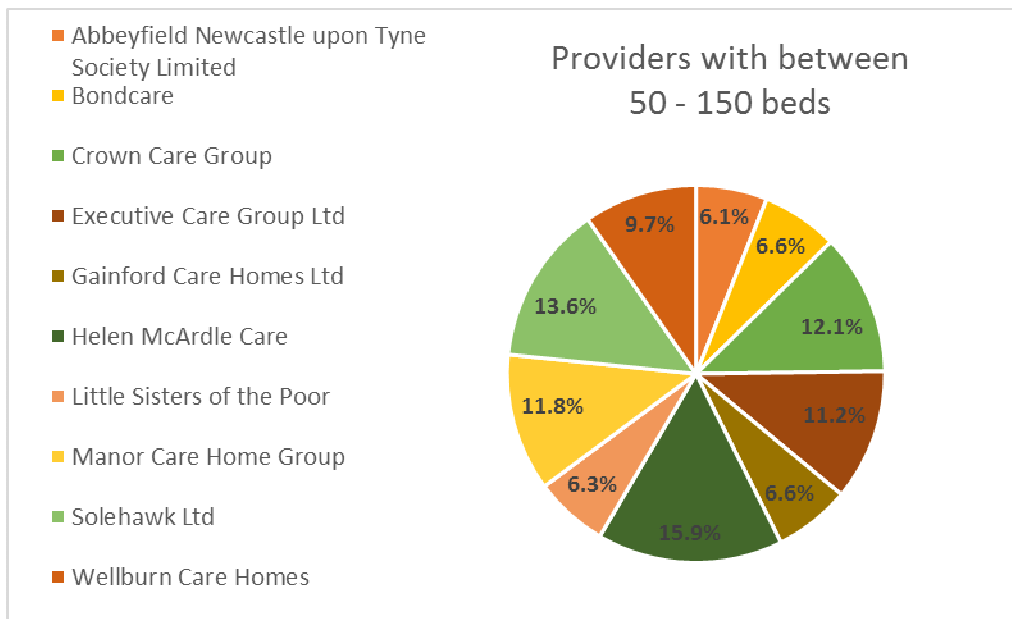
Changes brought about by the Care Act mean that Newcastle City Council funds social care for people that are deemed as eligible for services and financially assessed as unable to pay for those services themselves. We will also signpost people to appropriate services no matter what their level of eligibility is.

We support a number of organisations through a variety of funding streams, including the Newcastle Fund and Public Health monies. Many of these services support people that would not be eligible for services, either in the short or long term, and these services prevent people's needs escalating thereby reducing demand on statutory services.

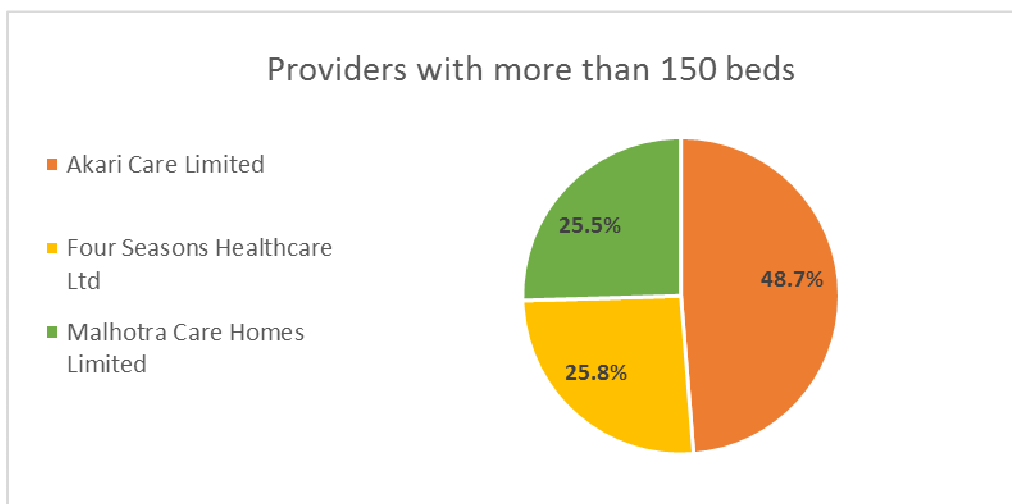
The Council has placements with 26 organisations for generalist residential and nursing accommodation covering 49 Homes across the City. Of the 26 organisations 13 have 50 or fewer beds across all of their homes in the City;



10 have between 51 – 150 beds across all of their homes in the City;



Three organisations have over 150 beds across all of their homes in the City;



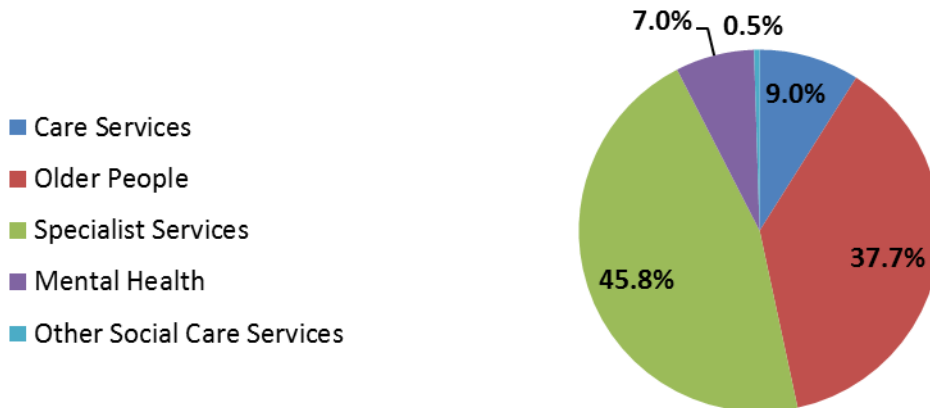
The three organisations in the chart above are responsible for 39.6% of the general residential and nursing care market in the City.

In September 2015 the Council started a consultation process with all general residential and nursing care providers focussing on the fee setting process with the aim of agreeing a price structure which will create a sustainable marketplace for both providers and commissioners.

Following completion of the consultation process Newcastle will look to implement a framework agreement for general residential and nursing care providers which would cover a four year period.

Funding and Finance

In 2013/14 we spent a net amount of **£72.1** million on adult social care services.



The following table gives a breakdown of spend on general residential and nursing care services for 2013/14.

		Income		
	Gross Expenditure	Client Contributions	NHS Funding	Net Expenditure
Residential and Nursing	£35,816,191	£7,419,324	£11,480,440	£16,916,427

What do people say?

As part of the Quality Standards Monitoring visits, carried out by the Newcastle Commissioning team, residents and their relatives and / or carers are interviewed to find their views on the services they receive. Feedback received during monitoring visits show that, overall, people are happy with the services that they receive, although it may take a while for people to settle into services residents and family generally find staff to be helpful, respectful and polite.

[Staff] always treat my father with dignity and respect. Can't speak more highly of them.

I have seen a great difference in my mam's happiness and she is more contented. The staff at [xxxxxxx] do a great job. I am so glad I picked [xxxxxxx] as they are a marvellous staff and very caring

I am very happy with the care my Mother receives. I would recommend it unreservedly.

Without the care that xxx has received they would have passed away a long time ago.

We are very happy with the care our mother receives, she is always clean and tidy, her hair is always done. She is always encouraged to try and eat and drink herself when possible. The staff are very friendly and make you feel welcome as if you are at the home of your parent.

It's like a four star hotel with a family atmosphere.

How Newcastle will help providers be fit for the future

The Council will support the facilitation of the market and the development of the services described in this document by:

- hosting regular events for providers to meet and discuss future plans with other providers and also Commissioners of services
- providing support to organisations who would like to establish their own networking groups
- providing information on what the plans are of other local authorities in the region

What do providers say?

Consultation events were held in October and November 2015 to discuss future fees for care homes in Newcastle. These events were attended by representatives from the CCG, NHS and CNE Newcastle, as well as care home owners, Chief Executives and Managers.

Representatives from care home providers at these events were concerned that the fees being proposed by Newcastle City Council were not sustainable. There were concerns that lower rates, led to lower staff wages which results in staff feeling both underpaid and undervalued, leading to staff retention issues for the sector.

Care home owners and managers were also very concerned that the rates paid by the CCG were not high enough and not reflective of the services being provided to individuals.

Concerns were also raised about the impact of the introduction of the National Living Wage, not only the cost impact for those people directly affected but also the cost impact to maintain the wage differentials across staffing levels, not maintaining these differentials could again result in staff retention issues for the sector.

What Services in Newcastle will look like

In 2011 Peter Fletcher Associates carried out an Older People's Supported and Specialist Housing Impact Assessment. In developing the document Peter Fletcher Associates looked at older people aged 50+ as this is the starting age used in national policy documents to plan for an ageing population. A large scale household survey of older people living in the city was undertaken, along with consultation events with older people at a local level. One of the findings of the Impact Assessment was that, over the five years following the development of the report, the majority of older person households (72.8%) indicated that they intend to stay in their own home. These findings are also supported by what people tell members of the Commissioning team when they are out on monitoring visits.

How Newcastle will help providers be fit for the future

The Council will support the facilitation of the market and the development of the services described in this document by:

- keeping providers and the public up to date on events and service changes through use of social media
- making market position statements and other relevant documents available on the Let's Talk and / or Newcastle City Council website

However there is still a recognised need for general residential and nursing care services for when people are at that point that they are no longer able to remain living at home, with or without additional support, and some older people do choose to move into general residential and nursing care as their first choice. In order to meet these demands Newcastle commissioners need to ensure that the market has enough beds, of the right type, in quality services, at a sustainable price. Those homes which are found to consistently providing a poor quality service will be dealt with through our monitoring process, and when necessary, decommissioned. This approach will create a high quality, fit for purpose general residential and nursing care market in the City, which is able to meet the needs of our ageing population.

What business development opportunities will this create?

We know the market in Newcastle is currently both stable and sustainable. Occupancy varies between 83% - 87% over the year and we have very little movement in the market.

During the next year Newcastle City Council will be required to carry out a procurement exercise for the General Residential and Nursing Framework, which will cover a four year period. This will provide an opportunity for organisations that are new to the general residential and nursing care market in Newcastle to get onto the Council's framework agreement.

We would also encourage people to be involved in the development and ongoing reviews of Market Position Statements as through this process they will have the opportunity to design and shape services in the future.

Key contacts

Commissioning

Write to:

Room 104,
Newcastle City Council,
Civic Centre, Barras Bridge, Newcastle upon Tyne,
NE1 8QH

Phone: 0191 211 5394

E-mail: adult.commissioning@newcastle.gov.uk

Social Care Direct

Phone: 0191 2788377

E-mail: scd@newcastle.gov.uk

CQC

Website: www.cqc.org.uk

Phone: 03000 616161

E-mail: enquiries@cqc.org.uk

A list of services can also be found on Newcastle City Council's service directory at:
<http://www.newcastle.gov.uk/social-care-and-health/care-and-support-adults/care-services-directory>