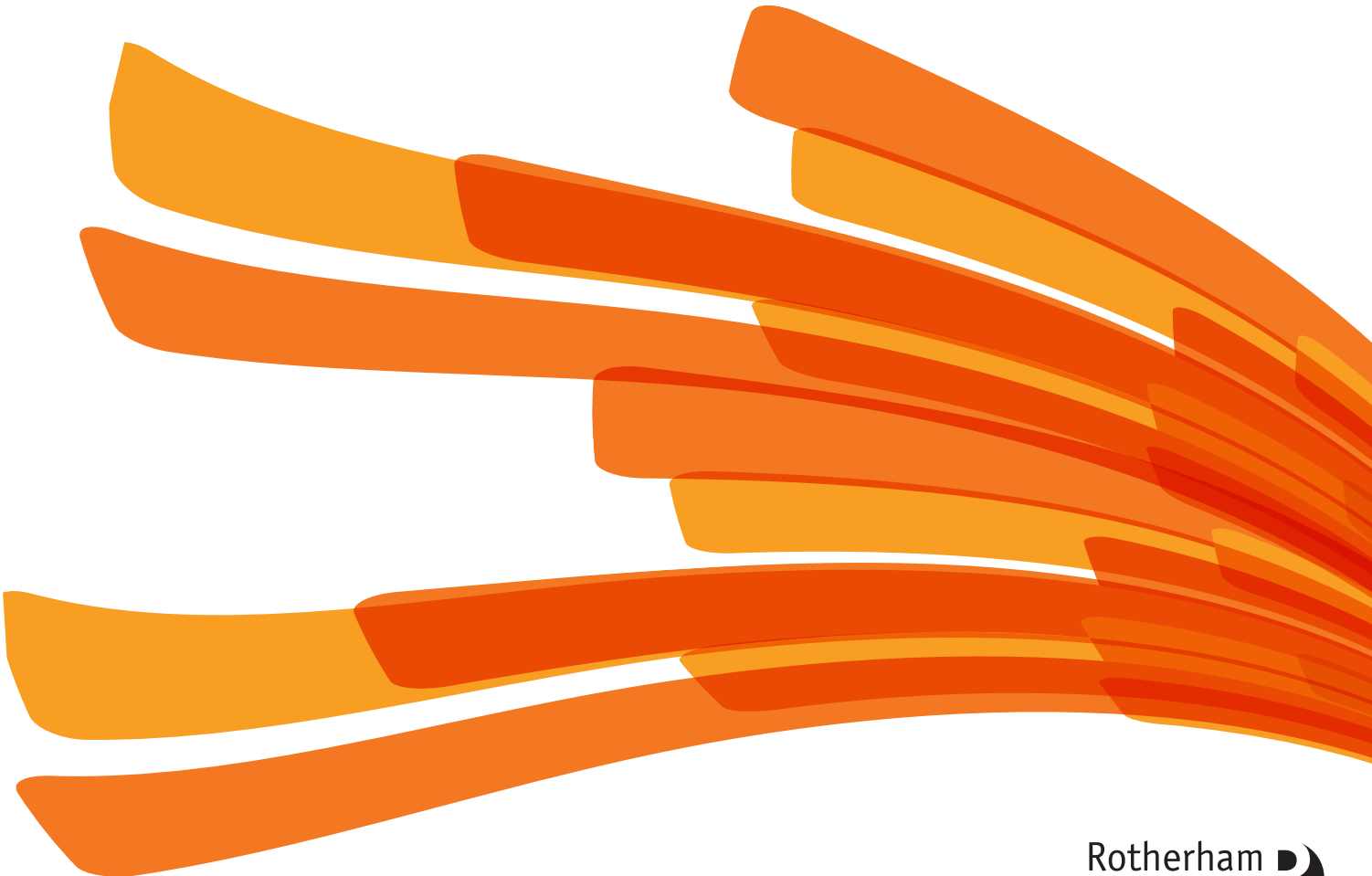


# The Market Position Statement for Older People's Services in Rotherham.

Shaping the Future of Care





## Summary

The Market Position Statement for Older People has been developed by Rotherham Council to inform current and potential providers of social services in the borough of the direction of social care services for older people over the next few years. Containing information on demographics, budgets, changing needs and models of provision, it aims to contain information that providers will find useful when planning their services and developing their business plans.

### **This summary outlines some of the key messages in the document.**

- The population is aging. The number of people over 85 – the age group most likely to need some form of social care - is projected to increase by 27% by 2021. At the same time the budget for adult social care is reducing, with planned efficiency savings for 2013/14 totalling £7.116m for 2013/14 and £4.4m for 2014/15. In order to meet the needs of an aging population with less money, the Council will increase investment in services that are preventative, focus on re-ablement and/or support people to live independent lives in their own homes and communities. There will be a disinvestment in residential care with only the very frailest of service users accessing this type of provision.
- The way people are choosing to receive their care is changing with over 5000 people in Rotherham accessing services through personal budgets and one in seven service users receiving direct payments. The number of people receiving direct payments is increasing every year. There will be an increase in the number of direct transactions between service users and providers and more demand for services that support personalisation such as personal assistants, payroll support, brokerage services and advice and information. The Council will no longer have a direct relationship with many providers but will continue to work closely with the Independent and the Voluntary and Community Sectors in order to help shape the market to ensure that there is a wide and diverse provision of services in the borough.
- The Care and Support Funding Reform means that, from April 2016, self-funders will only need to pay up to £72,000 of their eligible social care needs. There will be a huge increase in the number of assessments that the Council will need to carry out in order to establish eligibility. Following assessments, the Council will signpost self-funders to providers of financial advice to help them effectively manage the costs of their care.
- The use of equipment and telecare will increase as it provides a cost effective way to keep people safe and independent in their own homes and results in the reduction of the overall cost of support packages. Dementia is the greatest health concern for over 55s, and the economic cost of dementia is more than cancer, heart disease or stroke. Assistive technology is key to the Council's strategy to support people with dementia and other conditions to live independent lives in their own homes and communities.
- With the rise of personalisation and direct payments, it is increasingly important for providers to market themselves effectively and develop their services to be attractive and accessible to people purchasing their own care and support. Providers are strongly advised to market their organisations through the Connect to Support e-marketplace. Connect to Support is a key part of the Council's social care offer and is embedding it into its processes; the e-marketplace will be an integral part of how we do business with our suppliers.

## Shaping the Future of Care

Rotherham Council wishes to stimulate a diverse market place of providers offering a wide range of options. The Council needs to work with service users and providers to understand how it can best influence, help and support the provider market to achieve better outcomes and value.

The draft Care and Support Bill lays out a number of responsibilities that a local authority should undertake with regard to the care market:

- Make information available about providers and the services they offer
- Develop an awareness of current and likely future demand for services and how current supply meets that
- Ensure the market is sustainable
- Foster improvement and innovation

The Market Position Statement is an important part of that process, providing a starting place for ongoing dialogue between the Council, people who use the services, their families and carers, and providers, about the vision for the future of adult social care for older people.

Rotherham Council has set up a network of providers through an ongoing series of events called "Shaping the Future of Care". These provider events aim to share information on strategy, training opportunities and initiatives, and provide the basis for real two way communication between the Council and providers of services in the borough.

## The Market Position Statement (MPS) for Older People's Services in Rotherham - Introduction

This MPS has been developed by Rotherham Metropolitan Borough Council to inform current and potential providers of the direction of social care services for older people.

The Statement encompasses in-house Council provided services, independent sector services (including the voluntary and community sector); and services providing for self-funders.

It helps identify what the future demand for care might look like and serves as a starting point for discussion between the Council and providers of services.

### It contains information on:

- Current and projected local demographics, budgets and customer throughput;
- The type of services that Rotherham Council will be investing / disinvesting in;
- The Councils vision for how services in the borough might respond to the changing needs for care and support in the future.

### Demographics - The Local Picture:

In line with the rest of the country, the most significant demographic change occurring in Rotherham is the growth in the number of older people. 18% of the population are aged 65 and over but this will rise to over 20% by 2021. The wards with the highest percentage of residents aged 65+ are Sitwell, Anston and Woodsetts & Wales, all over 20% already. Wards with the highest percentage of people aged 85+ are Sitwell, Swinton, Wath and Wingfield (2.7% to 2.8%).



As can be seen from the table below, the key element in this increase is in the oldest of the older population; the population most likely to be in receipt of some form of social care. Rotherham's total population is expected to increase by 4% by 2021 but people aged over 85 are projected to increase by 27%.

Age Group	2012	2016	2030
0 – 17yrs	56,100	56,900	58,900
18 – 64yrs	156,000	155,800	155,900
65 – 84yrs	41,000	44,400	47,100
85yrs+	5,600	6,000	7,100

Source: Office National Statistics 2012

According to the 2011 Census, bad and very bad general health (all ages) is highest in Rotherham East and Wingfield (both 10.2%) and both wards have high rates of illness which limits activities a lot (13 to 14%). Wingfield has a generally older population than Rotherham East but the latter has higher levels of deprivation.

Very good general health (all ages) is highest in Hellaby (48%) and Silverwood (46.8%) whilst bad health is lowest in Anston & Woodsetts (5%) and Hellaby (5.4%).

Male life expectancy at birth in Rotherham is 77.7 years and females 81.5 years compared to 79 and 82.9 respectively in England. Male life expectancy is lowest in Valley, Rawmarsh and Maltby (73 – 75 years) and female life expectancy is lowest in Wingfield, Rotherham West and Maltby (77 – 79 years). Women in Anston can expect to live 7 years longer than women in Wingfield.

The ethnic composition of Rotherham is changing and this will be felt by services as the population ages. Rotherham's older population is predominantly white British at 97.3% of the 65+ population and the next largest proportion of the older population is Pakistani at 0.8%. The number of people aged 65+ from BME communities has grown from 979 in 2001 to 1215 in 2011 – a 24% increase. The central wards have the highest percentage of older people from BME communities – Boston Castle (12.6%), Rotherham East (8.7%) and Rotherham West (6.9%). The main languages spoken by BME older people are English (56%), Punjabi (12%) and Urdu (11%). 1,619 BME residents (7.8%) provided unpaid care in 2011.

As the number of older people grow, so too will the numbers requiring formal support - Rotherham's Joint Strategic Needs Assessment predicts a 25% increase by 2020 and a 58% increase in demand by 2030.

## Demographics - The National Picture:

“England's population is both growing and ageing, as people live longer. Latest figures show that by mid 2011 England's population was at its highest ever level, at an estimated 53.1 million. Within this, 8.7 million were aged 65 or over and 1.2 million were 85 or over. As the population ages, we are seeing a rise in health conditions for which age is a major risk factor, such as dementia. There are now 800,000 people living with dementia across the UK. It is forecast that one in three people over 65 will develop dementia, which means that providers will have to develop increasingly specialised skills to care for people.”

CQC State of Care Report 2011/12



## Consultation - Older People's Needs, Expectations and Aspirations

In 2011 the Council and its partner Rotherham Clinical Commissioning Group conducted a consultation with 737 older people in the borough. Older people told us that the following 8 issues were the most important to them:

- Making sure information about services and support is shared and accessible
- Making sure people are told about support and services early
- Tackling crime, the fear of crime and transport issues for older people
- Working with the NHS and partners to help prevent falls and strokes
- Tackling social isolation
- Tackling fuel poverty
- Promoting healthy lifestyles
- Supporting carers to engage in physical recreation / breaks

From the Rotherham Survey people said...

*"I think it must be made easier for old people to get to various functions that are vital to them."*

*"Make it easier for people to understand what benefits they can get."*

*"I think a handyman service would be very useful for older people."*

*"Need places safe to sit together for socialising. Non-threatening."*

*"I cannot stress enough about the respite care available for those caring for dementia sufferers, this should be offered from the very beginning and not when the carer has reached the point where they cannot cope anymore."*

The table below sets out the anticipated numbers and percentage increase for some of the issues which will be faced by Rotherham residents aged 65+ by the year 2020. The information shows that the largest percentage increase will relate to dementia.

Limiting long term illness	+ 4019	+ 15%
Mobility impairment	+ 1451	+ 18%
Hearing impairment	+ 3471	+ 18%
Dementia	+ 601	+ 19%
Depression	+ 546	+ 14%
Incontinence	+ 1406	+ 16%
Diabetes	+ 815	+ 14%
Falls	+ 1929	+ 16%

Source: *Projecting Older People Population Information 2013*

The potential increase in demand for support means we are working closely with the NHS to actively reshape service provision in the area to focus more on early intervention and prevention, enabling people to remain independent for longer.

It is important to note that the majority of Rotherham's older people are on the whole living independent lives. 90% of people aged 65+ in Rotherham are not in receipt of Council funded services.



## How affluent are Rotherham's older people?

Advancing age does not necessarily mean poverty or incapacity. Nationally, it is estimated that half of all housing equity is held by people aged 65 and over. In Rotherham 73% of over 55s who responded to a recent housing survey own their own home.

However, in Rotherham 25.2% of the population claim pension credit, well above the UK average of 19.4%. There is a wide difference at ward level with over 53% claiming Pension Credit in Rotherham East and 37% in Valley but only 15% in Sitwell and 14% in Anston and Woodsetts. This indicates that there are wide differences in pensioner incomes and in some areas older people have very limited capacity to pay for any services. There are more affluent pensioners, notably in rural and suburban parts of Rotherham who can afford to pay more for services. We don't have much information about higher incomes but we can infer from low percentages claiming pension credit in some places that pensioner incomes there tend to be higher. Services provided in Rotherham East and Valley cannot expect major financial contributions from local pensioners but there is more potential for pensioners in Sitwell, Anston and Woodsetts to pay for services or make larger contributions.

## Consultation - Making it Real

More recent consultation has been undertaken based on the **Making it Real programme**. Self-assessments and workshops undertaken with managers, care staff, service users, carers and self-funders have led to the identification of three priorities which will lead to the development of a co-produced plan. Of the people consulted approximately 25% were older people service users. The three priorities are based on the "I" statements within the Making it Real plan and are:

### Priority 1 – Information & Advice

*"I have access to easy-to-understand information about care and support which is consistent and up to date"*

### Priority 2 – Workforce

*"I have access to a pool of people; advice on how to employ them and the opportunity to get advice from my peers"*

### Priority 3 – Flexible Integrated Care and Support

*"My support is coordinated, cooperative and works well together and I know who to contact to get things changed."*

## Older People Volunteering in Rotherham

Age UK and Rotherham's Older People's Forum (ROPF) conducted a research project consulting with over 130 older people in Rotherham. They concluded that older people in Rotherham contribute an enormous amount to local community life, running lunch clubs, tea & chat groups, bingo events and much more. Their activities are essential to reducing the social isolation of hundreds of frail and vulnerable people.

### Key Message

*Many older people are less dependent on, or independent of statutory services as a result of accessing these community groups and services. These types of activities are preventative services and the Council is keen to foster an environment where community based services can flourish.*

## The Rotherham Less Lonely Campaign

Loneliness is a significant and growing issue for many older people.

- Around 10% of people aged over 65 report feeling lonely all or most of the time. This means that 4000 people in Rotherham feel intensely lonely and that this loneliness affects every day of their lives.
- The number of people in the same age group who experience loneliness sometimes is increasing. It has gone up from 19% to 38% over the past 6 decades. So in addition to the 4000, almost another 17000 older people are affected by loneliness at some time each week.
- Loneliness in older age makes us vulnerable to developing chronic health problems, depression and increases our need for social care or residential care.
- There are close links between loneliness and obesity, smoking, deprivation, depression and other conditions such as dementia.
- As a result there is an increasing pressure for Health, Social Care, Public Health, Housing Services and Community Safety agencies to help older people stay connected and supported by friends and their community.
- Through the Rotherham Less Lonely Campaign local organisations across all sectors are being encouraged to work in partnership to address these issues.
- The campaign also aims to encourage people of all ages in local communities to work with us at an individual and group level to address this issue in their own locality and beyond.

### Key Message:

*Providers should think about how their service can help combat loneliness and isolation for older people in the design of the service they offer. If your organisation wishes to find out more about how you can contribute to the Rotherham less Lonely Campaign, please contact [Commissioningenquiries@rotherham.gov.uk](mailto:Commissioningenquiries@rotherham.gov.uk)*



## An Overview of Adult Social Care

### In 2012/13 Rotherham Council:

- Reviewed nearly 7000 people and carried out new assessments on nearly 4500 people.
- Provided over 5000 people with the opportunity to access services via personal budgets.
- Provided direct payments for nearly 17% (one in seven) social care customers - a 5% increase on the previous year.
- Completed 2687 assessments on older people, and conducted a formal review for 4206 older people already in receipt of services.
- Provided services to 4616 older people. 3666 received community services; there were 956 older people in residential care; and 300 older people in nursing care (some people were in receipt of more than one type of service during the year).
- With our partner the Rotherham Foundation Trust, carried out 3500 Occupational Therapy assessments.
- Delivered around 17000 pieces of health and social care equipment to around 8000 customers.



### Nationally in 2011/12:

- There were 6,830 domiciliary care agencies registered with CQC - an increase of 16% from the previous year.
- There is a rising demand for nursing care in care homes due to an increase in numbers of people with complex co-morbidities and the rising numbers of people with dementia. There was a 1.4% increase of registered nursing homes and a 3.3% increase in nursing home beds.
- In 2012 there was an increase to 83% of Councils tightening their criteria for funding people's care needs to "substantial" from 78% in 2011.
- 45% of care home places are occupied by self-funders.
- A fifth of all people who receive care in their own homes are self-funding.
- The number of people receiving self-directed support\* was 527,000, a rise of 40% on the previous year.

*CQC State of Care Report 2011/12*

*\* where service users choose, organise and control their own support to meet their needs in a way that suits them, using resources available to them to achieve what is important to them*

## Nationally:

- An average of 41% of people entering residential care each year self-fund.
- Of these it is estimated that 25% will run out of money.
- £4.9 billion is spent in care homes by self-funders.
- 168,000 places in care homes are topped up with individual's private funds.
- The home care market for self-funders is estimated at £652m.

## Self-funding Service Users

A self-funder is someone who arranges and funds their own care and support. This can include purchasing residential care, home care or help with domestic tasks such as shopping or cleaning.

The Care and Support Funding reform means that, from April 2016, people will only need to pay up to £72,000 of their eligible social care needs. The government sees a clear role for the local authority in assessing, monitoring and reviewing all those with care needs in order to take their contributions towards this cap into account. This presents a challenge for Councils to meet a massive increase in demand for assessments, but it also provides Local Authorities with the opportunity to direct people towards a range of services which they may not have previously been aware of and to push for better early intervention and prevention.

### Locally:

The Council has little information about the numbers of self-funders in the borough, or what they are purchasing. However we can say that:

- 51% of householders over 85 in Rotherham still own their own home.
- In 2013 there were 132 self-funders in residential care - 16.4% of people in residential care.
- In the same year there were 32 self-funders in nursing care (self-funders only pay for their residential care and the CCG pay for the nursing element) – 15% of the total numbers in nursing care.
- In November 2013 there were 974 long stay older people in residential care. Out of these 164 fully funded their own care, 153 paid a tariff contribution from their personal funds, and 56 paid a third party top-up (which is required when a customer chooses a residential home which charges a tariff over and above the price that the Council will agree to pay).
- The Council estimates that there are 232 men and 1227 women over 65 who are likely to be self-funding help with shopping, cleaning and other day to day tasks. Of these it is likely that 164 men and 750 women will need help with more basic support such as moving, washing and dressing, eating and preparing meals. These estimates are based on national averages, and as Rotherham's population tends to have lower incomes than the national average, it is likely that this is an over-estimate.

### Key Message

*It is important that self-funders receive timely financial advice so that they are supported in effectively managing the costs of their care. The Council is promoting Connect to Support as the one-stop-shop area for all areas of support, information and advice for adults in the borough. Therefore any organisations offering financial advice to older people should have a presence on the Connect to Support website.*

# Rotherham's Joint Health and Wellbeing Strategy 2012-15

The Health and Wellbeing Board brings together the strategic priorities for Social Care, Public Health and the NHS and aims to tackle the worsening deprivation and health inequalities in the borough by making firm commitments to the types of care we will support in the future. There are six areas of priority and associated outcomes for the strategy:

## Prevention and Early Intervention

The Council will continue to invest in services that maintain people's independence with a planned shift of resources from high dependency services to early intervention and prevention. There will be a focus on motivating people to change behaviours and campaigns will be designed around prevention and early intervention.

The Making Every Contact Count (MECC) is a key aspect of early intervention. Put simply, MECC is about taking opportunities to signpost people to relevant services where a need is perceived. For example the Fire Service can signpost people to affordable warmth initiatives (warmer homes mean less use of risky heating appliances) and they can also signpost people who smoke to stop smoking services.

### Key Message

*The Council wants all providers of services to develop an approach to Making Every Contact Count in their area of operation to improve people's lives by looking for opportunities to signpost people into other services, community groups or amenities as appropriate to improve wellbeing, reduce premature mortality and / or protect vulnerable children and adults.*

## Expectations and Aspirations

All Rotherham people will have high aspirations for their health and wellbeing and expect good quality services in their community, tailored to their personal circumstances.

### Key Message

*The Council is working with its partners to produce a shared Customer Care Charter. Newly commissioned services will be expected to sign up to these standards which will form part of the contract with the Council. These standards will become the level of customer care that service users will come to expect in their dealings with service providers in the borough. To help services achieve these standards, Customer Care Training will be part of the Workforce Development Programme offered by the Council.*

### Key Message

*New services and strategies will be co-produced with service users - and providers where appropriate. This will ensure that the Council will have up to date information on what service users need and about what providers can offer – allowing service design to be innovative and value for money.*

An important aspect of meeting high expectations in an era of austerity is to ensure that existing services are utilised. Key to this will be educating care workers and practitioners to be better aware of the online systems that are available to enable choice and inform decision making when planning care or signposting service users on.

### Key Message

*It will be important for providers to have a presence on key online systems if they want their services to be taken up. In order that consumers have a clear view of what services are available to them in the borough it will be vital for providers to sign up to Connect to Support Rotherham the Family Information Service (<http://www.rotherhamfis.co.uk/>) and / or Gismo (<http://www.rotherhamgismo.org.uk/>) – whichever is appropriate.*

## Dependence to Independence

There will be a focus on social care services that support people to live independent lives in their own homes where appropriate. This will involve a change in culture where care workers will move from simply “doing things” for people to encouraging and prolonging independence and self-care.

The Council will support and enable people to step up and step down through a range of statutory, voluntary and community services, appropriate to their needs. This will be reflected in the services we commission and the performance management of our contracts. We will commission services with the explicit outcome of achieving independence wherever appropriate. This will involve identifying and building in effective and appropriate operational and individual incentives to both service users and providers.

In properly enabling people to become independent, the Council will identify opportunities to further personalise services, to increase customers’ choice and control and choose solutions that are best suited to their personal circumstances.

The Council have invested more money into services such as assistive technology, supported living and extra care housing. In 2012/13 we provided almost 2000 pieces of assistive technology to help people live at home and supported over 800 people back into the community through the in-house enabling service. The Council will develop an Assistive Technology Strategy to ensure that we maximise the use of modern technology to support people to remain independent in their own homes.

### Key Message

*The Council will work with providers who can demonstrate that they work in ways that maximise and promote independence and reducing dependency will be a key outcome in service specifications. There will be a reduction of block contracts and building based services towards more personalised services tailored to individual needs.*

### Key Message

*People tell us that they want to live in their own homes for as long as possible. In 2012/13 RMBC placed 78 less people in permanent residential care due to improvements made in preventative intermediate care and a focus on maximising community based alternatives. This year and next year the Council will reduce spend on residential care by a total of £4.88m.*

## Healthy Lifestyles

Under this theme people in Rotherham will be made aware of health risks and be able to take up opportunities to adopt healthy lifestyles. Voluntary and community providers of services will be made aware of healthy lifestyle services and will be supported in signposting and referring clients to them where appropriate. Service specifications for weight management, smoking cessation and health trainers already require providers to target deprived neighbourhoods on an ongoing basis. Alcohol and substance misuse services will undergo a similar process when reviewed / recommissioned

### Key Message

*It will be important for providers of services to have policies regarding smoking cessation, obesity and alcohol where appropriate.*



## Long-term Conditions

It is estimated that in 2015 there will be 28,199 older people over 65 in Rotherham with a limiting long-term condition. Currently 21% of older people are unable to complete one Assisted Daily Living task without help.

The JSNA highlights Intermediate care, Rothercare, Active Always and the Expert Patient Programme as vehicles for promoting the self-management of long term conditions.

One focus of this theme is to ensure that self-management is embedded in all aspects of health and social care. This type of preventative approach can help ensure that older people maintain their independence in the community, thus preventing their admission into care homes and hospital and reducing the need for high cost care packages.

### Key Message

*The Council will provide the relevant information and training to providers of services so that they are enabled to support service users in:*

- *accessing rehabilitation type packages of care*
- *attending training courses to increase understanding of how to manage their health/condition*
- *attending self-help groups such as exercise classes*
- *optimising the use of Assistive Technology equipment*

*All these approaches reduce the reliance on older people accessing statutory or independent sector services.*

The Council carries out joint commissioning activities in partnership with Rotherham Clinical Commissioning Group. This team provides services principally for people with long term conditions. The services tend to be preventative, such as:

- Intermediate Care and Fast Response (including Twilight Service)
- Home Enabling Service
- Intermediate Care
- Residential Rehabilitation
- Day Rehabilitation Service
- Community Stroke Service
- Community Occupational Therapy Service
- Integrated Community Equipment Service

The focus of this type of service is to support people to remain or return to their homes after an incident such as illness, a stay in hospital, a sudden worsening of a long term condition or accident. They are either intense, focused services that aim to return people back to their former independence, or services that support people to manage their conditions in an independent setting.

Public Health are reviewing the physical activity pathway for older people with long term conditions. Increasing the physical activity of older people is essential to improve and maintain their health.

### Key Message

*The Council encourages providers to be aware of the physical activity opportunities – these can be found in the Active Always Brochure which can be found on [www.rotherham.gov.uk](http://www.rotherham.gov.uk). As the care pathways are developed there will be development opportunities for providers. Providers who are interested in this can contact Amy Roden [amy.roden@rotherham.gov.uk](mailto:amy.roden@rotherham.gov.uk)*

## Poverty and Deprived Neighbourhoods

The Poverty theme makes an overarching commitment to reducing health inequalities, particularly in areas suffering from a concentration of disadvantage.

One of the key actions within the poverty theme is for the Rotherham Partnership to consider how it can actively work with every household in deprived areas to maximise benefit take-up of every person. RMBC is undertaking a review of advice services within the council and provided by others. However it is recognised that ensuring all those affected by poverty particularly in light of welfare reform is a significant task.

### Key Message

*As part of Make Every Contact Count, partners and providers should know how to refer or signpost residents on to appropriate advice services where there is a concern about poverty.*

## Workforce Development

The right workforce is an important and valued resource and needs to be commissioned locally supported by national workforce policy and strategy. The right workforce comprises:

- **Right people** – with the values and behaviours to support the vision for services;
- **Right skills** – people continually developing with opportunities to learn and progress their careers;
- **Right time** – people available to meet demographic pressures and forecasted trends in workforce demand and supply and fill new roles.

Workforce development is and will continue to play a pivotal role in meeting the commissioning plans and priorities of Rotherham and in ensuring the right workforce exists in Rotherham – now and in the future.

The Council offers to all voluntary/community/independent/private sector adult social care providers across Rotherham, including the wider adult social care workforce, a broad range of fully funded workforce development opportunities and support including:

- Courses
- Conferences / events
- Funding application schemes
- Qualifications
- Coaching
- On-line learning
- Distance learning.

The intended outcome of this support is a more confident and competent workforce with increasingly sophisticated skills and knowledge to effectively respond to customer needs and deliver high quality services and better outcomes.

All enquiries about workforce development support should, in the first instance, be directed to [directions@rotherham.gov.uk](mailto:directions@rotherham.gov.uk). Alternatively, visit one

of the Shaping the Future events where workforce development is regularly discussed and Officers of the Council's Learning and Development Team are available to meet. The team welcomes feedback on its workforce development support offer and is always keen to work with the sector to ensure it remains fit for purpose.

## Procurement

All social care contracts are tendered through the YORtender procurement e-tendering portal used by 22 local authorities in the Yorkshire and Humber region and we encourage all suppliers and local voluntary and community sector organisations to register on the site [www.yortender.co.uk](http://www.yortender.co.uk).

The Council has a commitment to "Buy Local" with over 66% of trade spend being spent locally in 2012/13. We work with local providers and organisations to advise on tender processes, learn about market innovations and find ways to work together better.

We also publish information that providers may find useful on our website [www.rotherham.gov.uk](http://www.rotherham.gov.uk) :

- Contract register – updated monthly
- Advice for bidding on Council contracts
- Details of future contract opportunities

## Providing Care in Rotherham - Connect to Support Rotherham e-Marketplace

Connect to Support (CtS) is a website where service users or carers can find out about and purchase products and services from care providers. It is a regional initiative, with senior support and commitment from Local Authorities across the Yorkshire and Humber region. The website was developed in response to the growing trend towards self-service to provide an e-marketplace for all adult social care services, including those that currently provide on behalf of the Council as well as services who provide directly to service users. The site is hugely innovative and through it the Council is ahead of other Local Authorities across the country in providing an online response to the information and advice provisions in the Care Bill and Making it Real principles. As of August 2013 there were 125 providers on the website. The site includes information on:

- [How can I get support?](#) – general information and advice about the help available
- [Search and shop](#) - goods, services and products can be purchased
- [A directory of information for local services](#)
- [Events and local groups](#) - find local groups activities and events

Companies and organisations offering goods, products and services can create their own branded online store, free of charge. The only cost for providers is a fee of 2.5% per transaction. Providers benefit from:

- Selling to customers online
- A route to new customers via online marketing on a local and national scale
- Potential cost savings through the automation of back office systems such as receipting and invoicing
- Ongoing support and assistance through a dedicated helpline

Any accreditation of providers will be included through ratings such as CQC inspection ratings or specialist businesses sector quality marks for organisations.

Local groups who offer services free of charge or at a nominal cost can register on the directory part of the site. As of August 2013 there were 94 directory entries on the website.

For more information visit [www.connecttosupport.org/rotherham](http://www.connecttosupport.org/rotherham) or Shop4Support telephone: 0333 600 6330 email: [Rotherham@shop4support.com](mailto:Rotherham@shop4support.com)

### Key Message

*Connect to Support is a key part of the Council's Social Care offer and is embedding it into its processes. Future tenders will specify the need for providers to be on and transacting through Connect to Support and the e-marketplace will be an integral part of how we do business with our suppliers.*

## How we spend your Council Tax

- Rotherham Spends £128 per head of population on care for older people, this is the 7th highest compared to 15 other Councils similar to Rotherham.
- Generally what we pay for care is around average when compared with Councils similar to Rotherham.
- Our planned efficiency savings for Adult Social Services in 2013/14 total £7.116m.

These will be achieved through:

### **£2.231m**

Reviewing high cost areas for Value for Money

### **£1.237m**

Re-commissioning services

### **£2.505m**

Further personalisation of services

### **£0.553m**

Delaying improvement investments

### **£0.590m**

Identify alternative funding

### **Key Message**

*During the financial year 2011/12 the Council had to save over £30m and in 2013/14 the figure that we need to save is over £20m. Looking ahead the Council will need to save £23m in 2014/15 and an estimated further £17.5m for 2015/16, in what many commentators are saying will be a "decade of austerity". During this time there will be less money available for adult social care with planned efficiencies totalling £7.116m for 2013/14 and £4.4m for 2014/15 meaning that the Council must make many difficult decisions.*

The total gross budget for 2013/14 for Adult Social Services is £107.4m. The budget for Services for Older People is nearly £53.3m, constituting almost 50% of the total budget. The tables below show how the spend on Adult Social Services and Older People's Services has reduced over the last three years.

#### Adult Social Services Actual Spend

2011/12	£119.5m
2012/13	£133.3m

#### Older People's Services Actual Spend

2011/12	£57.9m
2012/13	£56.9

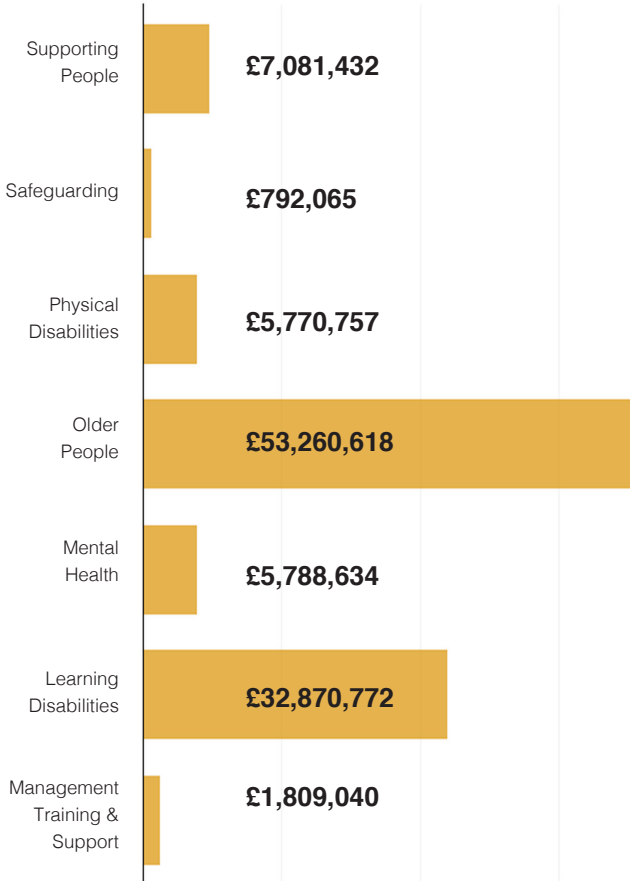
#### Older People's Residential Care Independent Sector Actual Spend

2011/12	£25.5m
2012/13	£24.6m

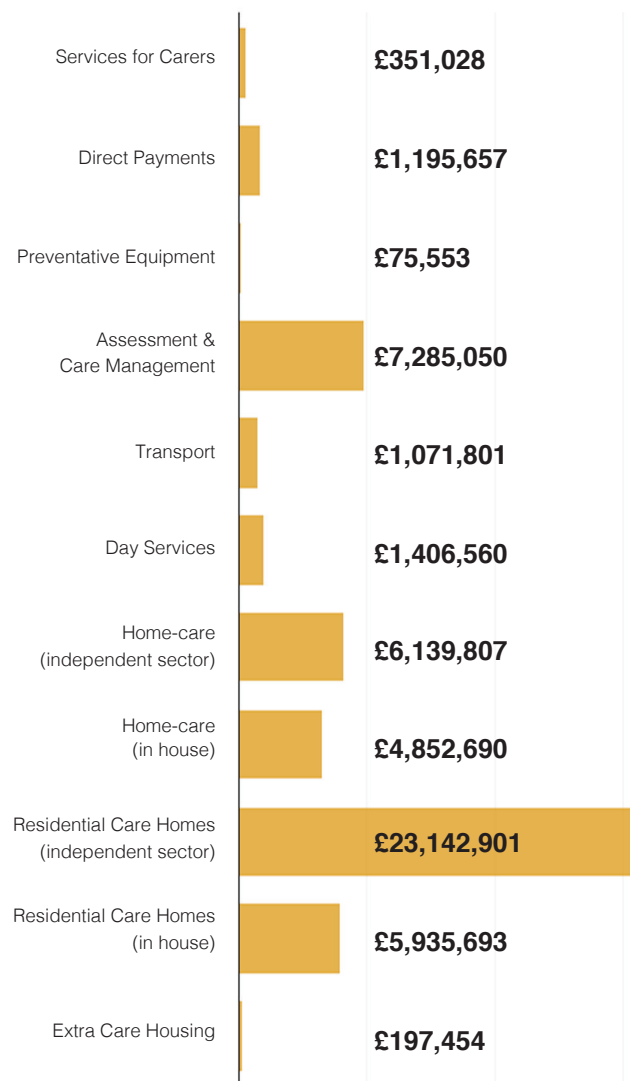
It can be seen from the graph on the next page that the greatest area of spend by far is Residential Care in the private sector. The table above shows how spend on Older People's Residential Care is reducing year on year. By the end of 2014/15 the Council plans to have reduced spend on residential care by £4.88m.



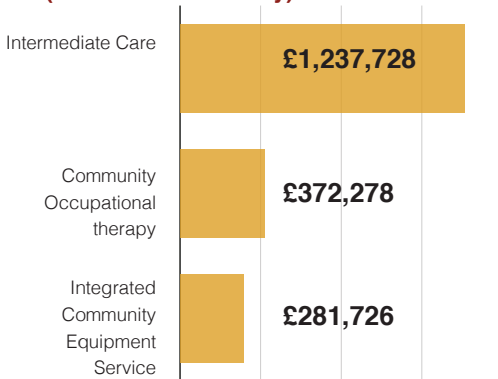
### Adult Social Services 2013/14 Gross Budget



### Adult Social Services 2013/14 Gross Budget



### Jointly Commissioned Services with Rotherham Clinical Commissioning Group (LA contribution only):



## Older People and Direct Payments

In 2011/12 the value of Direct Payments (DPs) held by older people reached £1.1m (191 service users). In 2012/13 this increased to £2.6m (279 service users).

## Accommodation based services

### National picture

“CQC data shows that at 31 March 2012 there were 13,134 residential care homes with 247,824 beds registered in England and 4,672 nursing homes with 215,463 beds.

...This is an overall decrease on last year's figures - consisting of a decrease in the number of residential care homes (down 2.5%) and beds (down 5.1%) offset by a smaller increase in the number of nursing homes (up 1.4%) and beds (up 3.3%).

...An estimated 45% of care home places in England are occupied by self-funders.”

CQC State of Care report 2011/12

### Accommodation in Rotherham

There are three Council managed Residential Homes for older people providing 35 units for residential care, 55 units for dementia residential care and 50 units for intermediate care.

There are 36 independent registered care homes for older people in Rotherham, providing around 1774 units of a range of residential, nursing and specialist dementia care places. Between January 2013 and April 2013 there was an average vacancy level of 18%.

The below table shows the numbers of service users in residential and nursing care as of March 31st for the last three years in Rotherham:

	Residential Care	
	LA funded	Self-funded
2011	714	119
2012	723	116
2013	673	132
	Nursing Care	
	LA funded	Self-funded
2011	182	25
2012	175	27
2013	179	32

Moving forward, the proportion of older people in the population is set to increase. Therefore it is not anticipated that the demand for nursing care for the frailest older people will reduce. However the Council intends to disinvest where possible in residential care provision as the aging population is supported to self-manage their age-related conditions, and remain in their homes for longer with the provision of community based support and supported living / extra-care housing options.

Residential care for people under 65 years will be an exceptional arrangement and will be part of a spectrum of care and support which aims to reduce dependence and promote self-directed support.

We intend to work with the sector to understand the vulnerabilities and challenges, and we will seek to work with providers which demonstrate good quality services, and which can also demonstrate commitment to social responsibility and alignment with the broad principles contained in the Health and Wellbeing Strategy.

The table below shows how the number of older people (65+) of people entering into residential care is reducing as the focus is placed on supporting people to stay in their own homes wherever this is appropriate. However the numbers of older people entering into nursing care is increasing which illustrates that the number of very frail older people with high needs is increasing as the population of older people (75+) grows.

	Residential Care	Nursing Care
2010/11	337	57
2011/12	329	85
2012/13	267	78

Residential care homes will be expected to maximise residents' social and learning activities and integrate with local communities, allowing them to utilise their facilities and interact with residents as part of the bigger community.

When discussing care plans with older people who are about to enter residential care the Council will encourage clients to choose the best performing residential care homes, and to make informed decisions about their care arrangements. Following the Adult Social Care Choice Framework, our social workers are supporting service users and their families to better understand the quality and financial aspects when choosing a residential care home for themselves or their loved ones. Care homes will find it easier to remain at full capacity if they perform well against the Care Quality Commission's Essential Standards and in the Council's own performance framework for care homes – the Home from Home Programme.

### Key Messages

- *Even taking account of the growing population there will be reduced demand for people under 65 funded by the Council in residential care.*
- *There is currently an over-supply of residential and nursing care places for people over 65 in Rotherham. We will use our quality assurance framework "Home from Home" and the local e-marketplace Connect to Support to move to a position where we can encourage people to use preferred providers who are rated as good or excellent and who can demonstrate high quality care.*

There are 422 units of sheltered housing across the borough, offered in partnership with various registered providers. Rotherham supports a number of different sheltered housing models providing living accommodation with support. Most of these units are inhabited by people over 55 years old.

The Supporting People programme also funds 68 supported accommodation units for people with learning disabilities – 68 of which are taken up by older people – in the form of shared tenancy bungalows. The support provided is geared towards helping people move on from their family setting to living as independently as they are able. The number of individuals with a learning disability is increasing, with an estimated 6,800 in Rotherham. These include 965 adults with learning disabilities over the age of 65 and this number is projected to reach 1,114 by 2020 (+15%).

Rotherham Council manages three Extra Care Housing (ECH) schemes for older people located in Swinton, Herringthorpe and Stag, providing a total of 115 units. ECH housing supports customers to maintain independence and delay the need for more intensive support packages or full time care. As of May 2013 there were 44 applicants on the housing register who have been assessed and are waiting for access to extra care facilities. All units are full to capacity and attract between 5 and 15 bids whenever they are advertised. The majority of those on the waiting list are 75 and over.

### Key Message

*This strongly indicates that there is a demand for this model of care which is unmet by current resources. The model aligns directly with the Health and Wellbeing Strategy on prevention and dependence to independence. Rotherham Council is looking to expand ECH provision within the borough and a project group has been set up to take this forward with work underway to develop a Model of Provision for ECH. The Council invites interested partners to express interest in bringing new ECH units to Rotherham.*

Existing provision has been mapped against the current waiting list. Extra Care or Sheltered Housing is within 1 mile of 75% of existing clients on the waiting list. If this is extended to 3 miles then it covers 95% of waiting clients. However it must be noted that older people show a preference to stay within their familiar locality and are less likely to register for extra care if there is not a facility locally. This could indicate a hidden need which will be explored further.

# Community Services

## National Picture

*CQC's registration figures show that as of 31 March 2012, there were 6,830 agencies providing domiciliary care across England. This is an increase of 16% since the previous year's report and illustrates the long term trend of people preferring to live in their own homes and communities rather than choosing to go into a care home. CQC believe it also reflects the continuing growth of micro providers in the domiciliary care sector.*

*Despite this there was a national 2% reduction in home care provided to people aged 65 and over. This could be because there was a drop of 5.2% in the number of older people supported by Council funding compared to the previous year. The highest reductions were in professional support, meals services and day services.*

## Community Services in Rotherham

The Council has developed a framework of suppliers to provide community and home care services. The Council now has no block contracts with home care providers. The framework began in April 2012, will run to March 2015 and will provide approximately 700,000 hours per year at a cost in the region of £8 million.

Providers are continuously monitored by the Council to ensure that a quality service is provided. In addition to this, all providers take part in an annual assessment called "Home Matters" which looks at key aspects of the care provided and results are published on the Council's website.

The existing Community and Home Care Services framework ends March 2015. Commissioners are currently considering the model for Rotherham moving forward. It is planned that we will be asking for expressions of interest in the first quarter of 2014/15.

## Key messages

- *Over time the home-care framework will shrink as the Council will mainly utilise the framework with customers who do not wish to or lack the formal capacity to purchase their services through a personalised budget. As the number of customers in receipt of personal budgets increases, so will the number of transactions placed directly between customers and providers. This approach will empower customers by giving them choice and control over how their outcomes are achieved and community and home care providers will need to redefine their business model so that there is flexibility to adapt to the individual purchasers of care.*
- *We are looking into the feasibility of working together with our Rotherham CCG partners to establish a single framework for home care and community based services for Health and Social Care. This will reduce overlaps of provision and ultimately be a more efficient way of ensuring that the market adequately meets the needs of the population.*

The Council, with its partners, runs a number of day service centres for older people. The function of these centres has changed over the years, and now provide support mainly for people who suffer with dementia. As well as providing support to the service user, day services also serve as respite for carers. The Council with its strategic partners, is looking at the local strategy for dementia and will be investigating a different approach to traditional building based day care, moving towards a more personalised approach and person centred packages.

## The Voluntary and Community Sector (VCS)

The services that the VCS provide specifically for older people on behalf of the Council are mainly advice and advocacy and dementia care. However the VCS provide a number of general services for adults that can be accessed for qualifying older people, people who are not eligible for social care, or self-funders.

Due to the ever growing numbers of service users in receipt of direct payments, the number of direct transactions between service users and service providers will increase. The Council will continue to work closely with the VCS in order to ensure that there is a wide choice and diversity of provision of services in the market and any gaps in provision are filled.

## Carers

Carers UK estimate that each carer saves a local authority an average of over £18,000 a year and the level of care they provide is often of better quality and for longer hours than could be offered by a needs assessed care package.

There are 31,000 carers across the borough and in 2012/13 RMBC supported over 2,600 carers, mainly through advice and information.

- Around 3.4% of Rotherham's population provides 50 hours or more of care per week, well above the England average of 2.4%.
- There has been an increase in carers aged 65 plus who now number 6,900, 47% of whom provide over 50 hours care per week, most caring for their spouse.
- 37% of people providing over 50 hours care per week are aged 65+, amounting to 3,237 people, divided evenly between men and women.
- The trend is towards a similar number of carers providing an increasing amount of care, with a rising percentage being full time carers.

*Age UK – Invisible but Invaluable Report*

Every carer has the right to a formal assessment of their needs. Possible outcomes of this assessment may include respite care; benefits advice; assistive technology and referral to support services. In Rotherham, Carer's Corner has been running for 4 years. Carers can visit the centre to access services through its one stop shop for carers, offering advice, support and guidance.

It is the Local Authority's duty to ensure that people have a choice of appropriate, flexible and good quality services, to meet the needs of both the cared for person and the carer.

The Council has developed a Carer's Charter and its associated action plan aims to improve the health and wellbeing of carers in Rotherham by focusing on a range of policies such as improving carer's access to advice and information. Council Commissioners will involve carers in the development of Carers' Services and will review existing services to ensure that there is a wide choice and availability of services across Rotherham.

For more information on the Carer's Charter please see the Council's webpage.



## Key Message

*As a Council we need to know if there are gaps of provision in our Social Care market. We welcome comments and suggestions from providers, service users and carers.*

## Key Message

*We recognise that carers are themselves providers of care and in effect experts in their field. Providers should be listening to carers about what works best for each customer, and enabling informal carers to continue their caring role.*

## Dementia

Dementia is now the greatest health concern for people over 55 and the economic cost of dementia is more than cancer, heart disease or stroke. Currently in Rotherham there are 1688 people on the GP Dementia register and it is estimated that by 2025 the number of people in Rotherham with Dementia will have risen to 4397.

Social care services that are provided for people with dementia include residential care; day services; community support services; independent sector home care services; intermediate care; day and night sitting services; tenure based housing related support; dementia cafes and carer support services.

Key to supporting people with dementia to stay independent in their home is the use of assistive technology and equipment. The aim of assistive technology (AT) equipment is to reduce reliance on health and social care by reducing the need for care packages and clinical input. There is clear evidence that AT has real benefits for people with dementia, both living in the community and in care homes and promotes better outcomes.

Getting the right support at the right time is crucial so that a person with dementia can continue to live independently. It can enhance their quality of life, giving them a greater choice of care and reducing stress on the carer.

Therefore the timely use of equipment is key - tailored to meet individual needs and in consultation with either a health or social care practitioner.

Falls detectors, bed and chair sensors, door exit sensors, tracking devices, smoke detectors, carbon monoxide detectors, flood sensors, temperature extreme sensors, bogus call alerts are regularly prescribed for people with dementia by adult social care services. The plan for the future is for a range of integrated telehealth and telecare packages which can also be accessed by General Practitioners to meet individual needs.

## Key Message

*We would encourage third sector and independent sector providers to refer service users and carers to access equipment which is currently financed by the Local Authority.*

Rotherham Council recently ran a tender exercise where small organisations who work with people with dementia and / or their carers could bid for grants up to a value of £3000.

The Council is currently working towards a joint strategy on dementia with health including joint work to encourage and resource “dementia friendly communities” and to improve pathways in and out of services for people with dementia including user friendly environments in residential settings

## Working with Health Partners

The government recently announced a pot of money (£3.8bn nationally) to help health and social care services to work more closely together in local areas.

The 'Better Care Fund' is not additional money, but will bring together NHS and local government budgets that are already committed to activity, and provides an opportunity to improve services and value for money.

We in Rotherham would wish to enhance how health and social care work together to ease the journey for customers and their families through the different agencies. The Better Care Fund is about improving joint working across health and social care.

### Key Message

*There will be an increased focus on "out of hours" provision in order to avoid delayed discharges from hospital and prevent people having to go into hospital unnecessarily*

## Care for the Future

- Over time all of our service specifications will become outcome based and focussed on results rather than throughput.
- The Council will be working to produce more joint strategies and commissioning with health as the new care bill prescribes a move towards integrated services that are delivered seamlessly and efficiently.
- We will be scoping the needs of the population to review our needs in order to strengthen our provision of advocacy.
- We will aim to work only with quality providers of Residential Care.
- We will be working closely with our colleagues in Health to draw up a new Domiciliary Care framework

- Reaching outwards to neighbourhoods, communities and organisations to work in partnership with us to reduce loneliness and isolation through the Rotherham less Lonely Campaign.
- Updating the equipment provided to our Unplanned Response Service and reviewing the service.
- Reviewing all community provision of services in line with Think Local Act Personal – moving from traditional care to more individual centred care plans.

Moving forward the providers we want to work with are those who...

- Are signed up to Connect to Support
- Use innovative technology and ways of working to make their services more efficient
- Work to explicit quality standards and publish the results of their independent monitoring
- Are able to demonstrate their successes in terms of outcomes rather than throughput
- Wish to innovate and provide continuous improvements to their services and / or work with us to fill a gap in current provision
- Are able to openly and transparently demonstrate value for money
- Are signed up to the South Yorkshire Safeguarding Procedures
- Are signed up to the Skills for Care Social Care Commitment
- Demonstrate that they place high priority in supporting and maintaining a skilled, appropriately rewarded, and trained workforce

# **The Market Position Statement for Older People's Services in Rotherham.**

Shaping the Future of Care