

Market Position Statement

Swindon

1. Introduction

What is a market position statement?

A Market Position Statement is a tool with information, mainly for providers of care services, which will help you to make decisions about if and how to invest and deliver services in Swindon and react to opportunities that arise as a result of the introduction of personal budgets for people receiving social care support.

We want to work with our partners, our customers, their carers, and providers to plan, commission and provide services in Swindon. We also want to make sure that people have more choice and control over the services they use, have high quality care and good outcomes.

The Market Position Statement for Swindon relates to learning disabilities as this is the area which the council spends the biggest proportion of the resources it has for Adult Social Care. The Council recognises that this area is where we need to continue to transform our services in line with the personalisation agenda.

Who is this document for?

This document is aimed at existing and potential providers of adult social care and learning disability support services:

- Voluntary and community organisations can learn about future opportunities and what would enable you to build on your knowledge of local needs to develop new activities and services.
- People interested in local business development and social enterprise can read about new opportunities in the market and tell us what would help you to come into social care markets and offer innovative services.
- Social care providers and organisations not currently active in Swindon could find opportunities to use your strengths and skills to benefit local people and develop your business.
- Those providers that already deliver services in Swindon can use this Market Position Statement to help plan and shape future services.

It represents the start of a dialogue between the Council, providers and others about the vision for the future care and support market where innovation and energy is encouraged and rewarded and where poor practice is actively discouraged. We want to work in partnership with interested parties and this document will form the basis for the beginning of our consultation.

What is happening nationally?

We work in an environment where radical change continues in relation to personalisation implementation at the same time as reduction in funding across the public sector. In addition, there are a number of fundamental national changes forthcoming that will have a significant effect on future services. In particular, the Care Bill currently before parliament sets out a new duty on local authorities to promote the diversity, quality and sustainability of local care services to meet the needs of local people. We have developed this market position statement, in part, to help us better understand the local market, which is part of that duty.

For Learning Disabilities the following areas have been recognised as key issues to consider:

- Learning disability services are being transformed. People with learning disabilities being given more control and choice over the support they need.
- The expanded use of personal budgets so that clients are able to design their own personalised package of care and support to meet their individual needs. This should enable them to choose services from a range of services which could include a mix of traditional, mainstream and innovative services.
- The Government commitment to making personal budgets available for everyone receiving on going social care by 2013.
- A key shift from traditional service delivery to enabling and developing independence.
- Development of services across specialist care areas (e.g. autism).
- Continued integration with Health.

In summary, the aim is to give people with learning disabilities the same opportunities and responsibilities, aspirations and life opportunities as other people. This should enable people with a learning disability to be in control of decisions made about their lives in relation to housing, health, education, employment, leisure, transportation, and participation in family and community life.

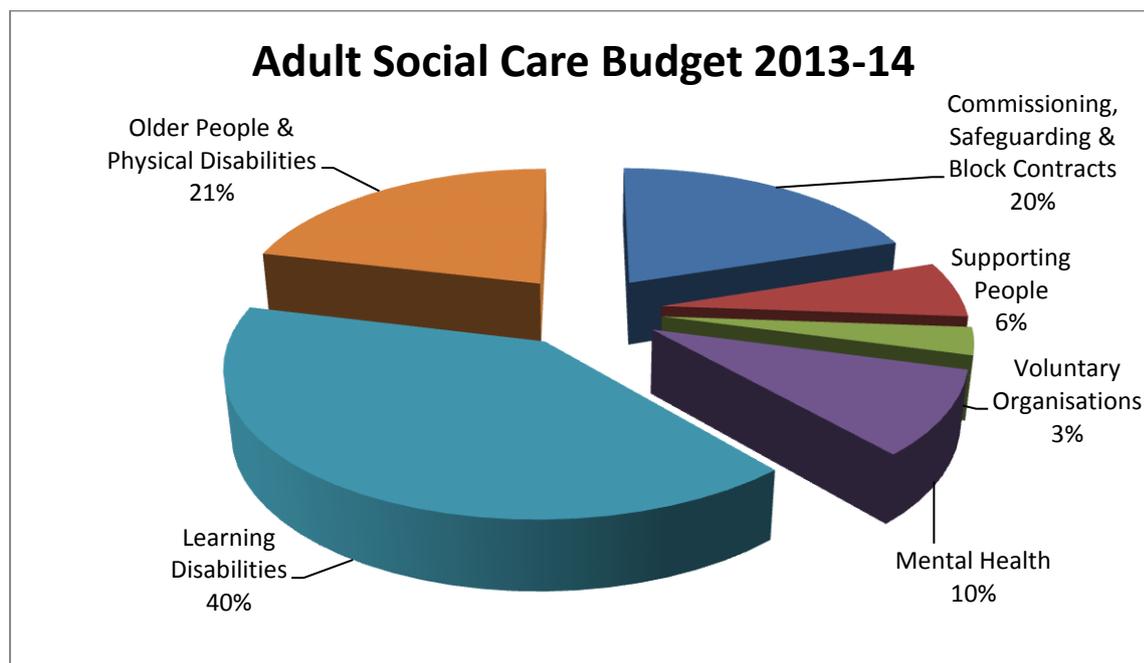
2. What happens in Swindon?

Finances

Spend on Learning Disability services in Swindon is much higher than average. In 2012-13, Swindon spent 41% of its Gross Current Expenditure on Adult Social Services on Learning Disabilities when the average spend was 30%¹. We are a significant outlier compared to national and regional averages.

¹ Source: PSS-EX1

In 2013-14 the situation remains the same: of the £58.47m total adult social care budget £23.5m (40%) is spent on Learning Disability as shown in the graph below.



In line with other local authorities Swindon faces continued pressure to make savings across all of its budgets and social care will be expected to contribute to those savings. It is vital that we make best use of the scarce resources we have in relation to learning disability services.

Current and Future Demand

Swindon Borough Council supports people with a learning disability that meet our criteria for critical and substantial needs. In practice this will relate to people with higher needs, consequently not everyone in Swindon with a learning disability will receive council support.

Our GP data shows there are 700 adults on the GP LD registers. There are approximately 600 people receiving social care support who meet the Council's eligibility criteria. Potentially, there are a number of people with learning disability in Swindon that do not receive a service from the Council. The numbers of people receiving support in Swindon is reflective statistically of other Local Authorities in the South West.

Swindon's overall population is increasing faster than average, which means that there will be a substantial rise in the number of people with Learning Disabilities in future years. Having started from a relatively young base, the population in older age groups will grow faster than in most of the country.

The number of people with learning disabilities in Swindon is projected to increase by 9.1% to the year 2020 and by 20.1% to 2030 (not all of these people will be eligible for services from social care but they all will require support).

Transitions is a key part of our Adult Demand Programme. It is important that we support our younger adults as they move through this process so that the principals of personalisation help formulate the support that they receive. This is an area that we would look to gather views from our new and current providers as part of a consultation, further information will be provided.

What our customers tell us

Key issues that have been raised by our service users from the Joint Strategic Needs Assessment (JSNA) are:

- People want to live independently with the right type and amount of support, but with a need to acquire required skills beforehand using a person centred approach
- Gather examples of housing, supported living, shared lives and accommodation provisions that are successful and work well, recognising that there needs to be more appropriate choice and housing available for adults with a learning disability.
- More help is needed to get into and stay in employment
- Timely access to community services is needed to prevent escalation of problems
- Health checks are valued
- Carers and particularly older parent carers, need to be recognised and receive better support

Current Services

Currently in Swindon there are

Residential care providers

Swindon has 21 residential care services currently, with some providers having more than one service in Swindon. In total they will provide 153 beds but not all will be used by Swindon Borough Council, other local authorities will have people placed in Swindon services also.

Nursing Care

Swindon has one Nursing care provision currently. This service accommodates 6 people.

Supported Living

We currently have a contract framework agreement with 3 Community Based Support providers in Swindon, however we do use specialist or bespoke supported living providers in addition to those contracted. In total there are 6 providers offering supported living services in Swindon.

Domiciliary Care

We currently have a framework agreement with 28 domiciliary care providers but not all have active services in Swindon. Swindon Borough Council actively works with 12 Domiciliary Care providers in Swindon and all will have skills in supporting people with learning disabilities.

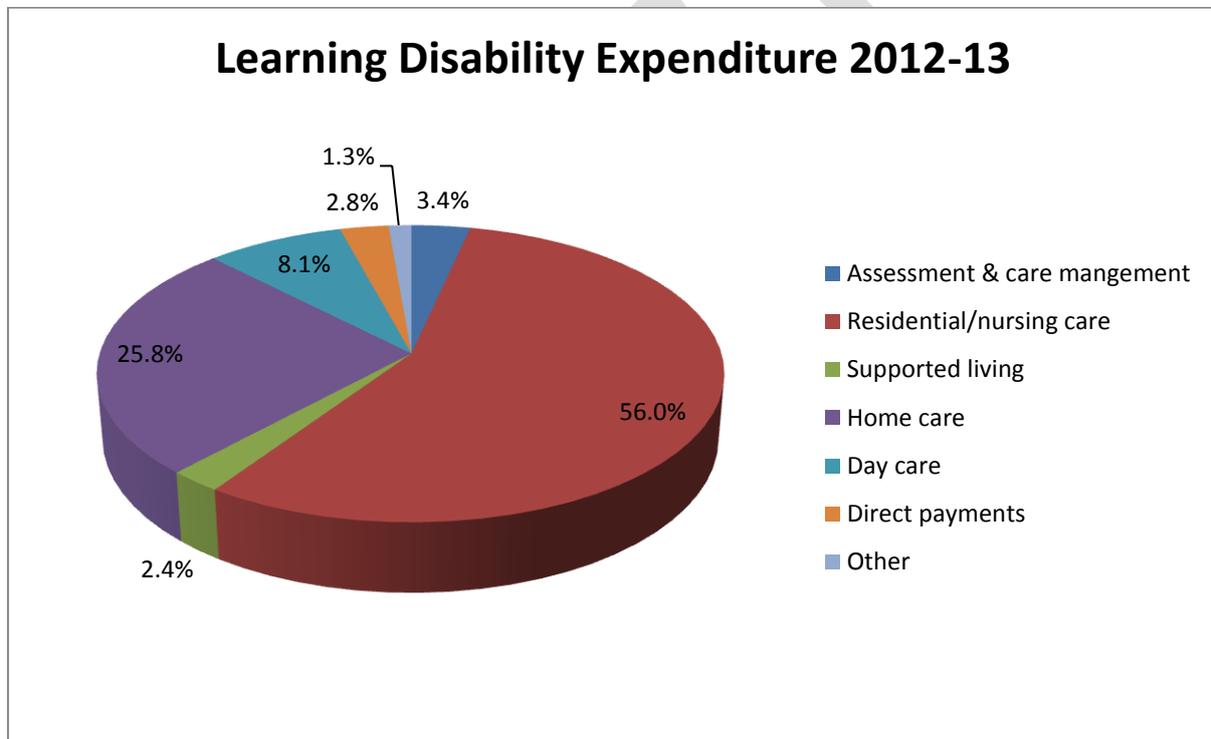
SEQOL

SEQOL is a business partner to Swindon Borough Council. . SEQOL is a Social Enterprise who provide care management and health support for people with a learning disability on behalf of the Council.

In addition to Care Management and Health support, SEQOL also offer a range of provisions across Swindon. These include:

- Autism diagnostics
- OK4U day provision for adults with a learning disability
- Shared Lives supported accommodation
- Swindon Support Team (floating Support)
- Enterprise Works (supported employment)

In 2012-13 we spent 56% of learning disability expenditure on residential and nursing care compared to 40% nationally.



Swindon has a high proportion of people in residential care, with large numbers placed outside the borough. Out of area placements include those people living in Wiltshire, which is classed as outside of the borough. Due to the location of Swindon being in Wiltshire, many of our out of area placements fall under Wiltshire but are still in close proximity to Swindon. As a consequence of the higher than average residential care placements, we have a low proportion of adults with learning disabilities living in their own home or with their family. Our historic use of out of area placements means there are clients who have been in residential care for a long time and it is unlikely that they will return to Swindon in a more independent setting. Out of area placements are now only considered where specific needs dictate a specialist service that Swindon would not have available. It is our intention to place all people with a learning disability in Swindon where ever possible.

Swindon has a low proportion of adults living in the community, although the balance is changing with the continued development of Community Based Support, Supported Living and Shared Lives options. Numbers of people in employment and reablement/enablement for people with a learning disability is lower than other local authorities. These are areas where we need to transform current services as we move forward and consult with new and existing providers.

There is on-going work with the voluntary sector to strengthen support for adults with a learning disability in Swindon. This will help the voluntary sector focus on personalisation, person centred planning and creative support planning to help people achieve their desired outcomes.

Management information shows that the proportions of adults with learning disabilities aged between 18 and 64 using social care who receive self directed support is low in comparison with the equivalent for England, the South West and our comparator local authorities.

The current trends of expenditure for 2012/13 for learning disabilities are shown in the graph above.

For Nursing and Residential Care the proportion of gross current expenditure for adults with a learning disability is 56%. This compares with a comparator average (other local authorities deemed to be of a similar nature) of 41% and a national average of 40% across England.

The equivalent for day and domiciliary care is 33.9% for Swindon compared with the comparator average of 53% and the average across England being 54%.

For Direct Payments the average for Swindon is 2.8% which is low by comparison with other local authorities.

3. What we want to happen in Swindon

As part of our Adult Demand Programme in conjunction with our service providers, we are looking to:

- Fully implement personalisation and increase self-directed support so that people are able to take more control over choosing how they are supported both in terms of those meeting our eligibility criteria and those arranging their own care
- Develop a more person centred approach across the whole pathway
- Increase choice so that people can use their personal budgets in a more personalised way – using a more creative support planning process
- Reduce reliance on residential and nursing care while ensuring person centred planning is in place
- Provide a suitable range of housing and supported living models which best value and quality. Keyring, CSV.
- Engage more proactively via targeted support in order to help people to stay in their own homes/communities.
- Improve support for carers with a better understanding of their needs and a more personalised approach.
- Increase employment opportunities
- Improve the transition process for young people into adult services

- Remove barriers that prevent or hinder people from achieving their goals and or greater independence

4. Potential Opportunities in Swindon

What could this mean for providers of care services?

These changes mean that there are opportunities for organisations to provide services to people with personal budgets and for individuals funding their own care needs, both in learning disability services and in other areas of adult social care. The following are likely to be general areas of opportunity for providers locally and nationally:

Personal Budgets and Direct Payments – additional personal budgets and direct payments so that people are able to have more choice over the support they receive.

Community Activities – you may want to consider providing recreational, social and leisure opportunities in the local community. You may also wish to consider supporting people with learning disabilities to attend existing clubs or activities in their local area.

Day Activities – some people with learning disabilities may wish to use alternatives to traditional day services. You may wish to consider setting up new clubs or activities. People may wish to pool their budgets to do this.

Respite and Emergency – some people with learning disabilities of their carers may wish to take breaks away, stay in a hotel, stay with another family, or have assistance to stay in their home rather than going to traditional residential respite placements.

Personal Support – some people with learning disabilities may wish to have personal support to enable them to gain more independence, rather than receiving traditional care on a day to day basis.

Employment, education, voluntary work and training – you may want to consider providing support and opportunities for people with learning disabilities to engage in employment, education, volunteering and training.

Advocacy, support planning and brokerage – some people with personal budgets may need support to make decisions and choices regarding their package of care. You may wish to offer services to help people set up and maintain their support plan or provide different types of advocacy support.

Managing a budget – you may wish to consider setting up a service to support people with learning disabilities and their carers to manage their personal budget.

Back office services – people that choose to have a personal budget may wish to employ a personal assistant to help them manage their support package and finances. This means they may need support recruiting, employing and training people as personal assistants, or help with descriptions, payroll and DBS checks.

5. Facilitating the Market and Action Plan

In Swindon and out of borough there is a market which is largely traditional with services such as residential care, domiciliary care and day care. Costs are in overall terms high, but there are historic reasons for some of this. Most services are commissioned directly on behalf of customers.

To support the changes set out above the Council wants to encourage innovation and development of best practice in service delivery across the areas previously set out in this document. We will consult with our current and potential new providers to formulate the transformation of services in Swindon.

Specifically we want to have more of a personalised approach for our learning disability clients and other clients giving them more choice. An important part of that process will be listening to service user, family and carers. An important outcome will be a more person centred approach across the whole pathway.

We want to see a significant increase in personal budgets and direct payments with more personalised outcomes.

A reduced reliance on residential and nursing care where appropriate while ensuring person centred planning.

Provision of a suitable range of housing and supported living models to enable people to make informed choices.

Engage more proactively via targeted support in order to help people to stay in their own homes/communities.

An improved service for carers and a better understanding of their needs and a more personalised approach.

Increased employment opportunities.

Improve the transition process for young people into adult services

Work with SEQOL on developing the learning disability market.

We will undertake workshops with our current and potentially new service providers including Seqol and AWP to make sure they are clear about what is required from a commissioning perspective

After the consultation exercise with providers, we will develop an action plan to implement the agreed outcomes.