

2015

Adult Social Care Market Position Statement



“to enable an improved
understanding of the
existing and future
development of the
local adult social care
services market”



West Berkshire
COUNCIL

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West Berkshire Council Market Position Statement - Key Facts at a Glance

Population and Demography	<p>A population of just under 154,486 (Census 2011).</p> <p>BME (non-white population) is 5% (Census 2011).</p> <p>3430 clients receiving a service in 2013-14</p>	<p>Average age is exactly the same as nationally at 39.4 years (Census 2011).</p>	<p>The predicted increase in the proportion of the population who are over 65 in the next 10 years will have significant implications for West Berkshire in the commissioning of health and social care services. (JSNA 2014)</p>	<p>The district has a higher than average proportion of people with a learning disability, including young people.</p>
Adult Social Care Spending 2013-14	<p>Total expenditure for financial year 2013-14 £48,348</p>	<p>8% Total Gross Current Expenditure 2013-14 on people with a physical disability.</p> <p>5% on people with a mental health problem.</p>	<p>53% Total Gross Current Expenditure 2013-14 on older people (age 65 or over)</p>	<p>34% Total Gross Current Expenditure 2013-14 on learning disability (age 18-64)</p>
Social Care Customers 2013-14	<p>18-64: 1245 individual clients provided with a service</p> <p>Over 65's: 2185 individual clients provided with a service</p>	<p>Physical disability: 1870 clients provided with a service</p>	<p>Learning disability: 390 individual clients provided receiving with a service</p>	<p>Mental health: 1135 individual clients provided with a service. Includes 525 dementia sufferers.</p>
Service Priorities	<p>Older peoples services and dementia</p>	<p>People with complex needs</p>	<p>Transition services for younger adults</p>	<p>Choice and Personal budgets</p>
Commissioning Principles	<p>Assist communities, families and carers to support each other and develop a range of preventative services which enable to people to live independently with support</p>	<p>Respond to the requirements of the Care Act 2014 to meet the needs of an ageing population and promote choice in a challenging financial climate.</p>	<p>Work proactively with providers from the voluntary and commercial market to promote quality, value for money and meet appropriate quality standards</p>	<p>Influence and shape the market so people are given better outcomes. Develop a diverse, vibrant market where innovation is encouraged and poor practice is not acceptable.</p>

Executive Summary

The purpose of the Market Position Statement is to set out our vision for care and support services in West Berkshire and the Council's intentions as a strategic commissioner of services.

The Market Position Statement communicates the commissioning intentions for West Berkshire and to engage with the care and support market on how we might best work together to achieve them. The intention is to enable an improved understanding of the existing and future development of the local adult social care services market. This is particularly important given a rapidly altering and challenging environment for adult social care.

The primary audience for this document is intended to be:

- **Providers of adult social care** who can learn about the council's intentions as a purchaser of services, and our vision for how services might respond to the personalisation of adult social care and support.
- **Voluntary and community organisations** can learn about future opportunities and what would enable the development of new activities and services.
- People interested in local business development and social enterprise can read about opportunities in the market and help us to deliver a diverse social care market and offer innovative services.

Our Market Position Statement will clarify the direction of travel for commissioning for social care and support services across the district. This will inform the vision for the future for local social care and support markets.

The aim is to explore the following key areas:

- **Current supply;** what we are commissioning and spending.
- **Future demand;** what we need and want to commission in the future.
- **Desirable models of practice;** what sort of services we want the market to offer.

We anticipate that this approach will provide a valuable guide to business opportunities and the potential for future innovation and development.

Local Authorities are facing unprecedented financial and demographic pressures as budgets are limited and more people are living longer. We want to promote an innovative market which provides excellent quality services where people can achieve better outcomes and live independently in their communities, as well as achieving value for money.



Introduction

This Market Position Statement is aimed towards providers of services for adults who need support to remain independent. There is a direction of travel for health and social care towards greater choice and personal responsibility, integrated services and partnership working. We are moving away from the traditional practice of 'doing to' people and towards 'doing with' people.

This Market Position Statement contains information for:

Providers of support who can learn about the council's intentions as a purchaser of services and our vision for how services might respond to the personalisation of adult social care and support

Voluntary and community organisations can learn about future opportunities and what would enable 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 them to enter into the social care markets and offer innovative services

Social care providers and organisations that are not currently active in West Berkshire to find opportunities to use their strengths and skills to benefit local people and develop their businesses.

In West Berkshire we understand we need to find new ways to help people to find better solutions. We understand that we also need to respond to a changing climate and work differently with our partners to change our approach to enable us to:

- Find new ways to engage individuals, families and communities working with them to deliver services differently
- Focus on the individual to understand what matters to them and how to work together to deliver joint solutions
- Meet the demand of future social care needs and match demand across the whole district, including the more remote rural communities.
- Ensure high quality safe care and support services are in place.
- Work with providers to deliver innovative services to meet changing demands and requirements.
- Raise awareness of the cost of social care provision within local communities and provide information and advice to support communities to help each other.

Setting the Scene – Our District Profile

This section provides a useful overview of the composition of our district's residents, helping to provide an informed background for service delivery. There is a lot more detailed information available in the West Berkshire District Profile as well as the West Berkshire Joint Strategic Needs Assessment (JSNA), which was developed in conjunction with the local NHS. Both are available on the Council's website.



West Berkshire lies approximately 40 miles west of London. Good transport links, areas of outstanding natural beauty and a high standard of living mean that it is a popular place to live. The 2011 census showed West Berkshire has a population of just fewer than 154,000. 70% (around 108,000) of people live in settlements along the Kennet Valley and in the suburban areas just to the west of Reading borough. The largest urban area in the district is Newbury / Thatcham, where around 67,000 (44%) of West Berkshire residents live.

16% of residents live in the eastern suburban area adjoining Reading borough.

Other significant towns in the district are Hungerford with just under 6,000 residents and Theale with a population of just under 3,000. The remainder of the population is dispersed in small rural settlements across the district. West Berkshire has one of the most dispersed populations in the South East with 253 people per hectare.

Age

The average age of people in England and Wales in 2011 is 39.4 years: this is slightly higher in the South East at 40.0 years of age. West Berkshire's average age is exactly the same as nationally at 39.4 years.

West Berkshire has a broadly comparable proportion of young people – aged both under 10 years old and 0-19. However, striking is the drop in proportion of people aged 20-34 (16% of the total population of the district, compared to around 20% elsewhere). This is largely thought to be the result of young people leaving home at this age or going to university. Conversely, the proportion of people in the older working age groups (35-64) is higher than elsewhere (43% of the total population compared to 39% nationally).

The age distribution of people across the district is not universal and there is a degree of concentration of people in particular age groups in different parts of the district. The 'youngest' wards are Thatcham North and Chieveley, with an average age of less than 36 years. This compares with areas such as Aldermaston and Speen, whose average age is some 7 years higher.

15% of the district's population are aged 65 or over. Areas with more than 20% (1 in 5) of its population of retirement age are Speen, St Johns, Westwood, Hungerford and Aldermaston. This proportion is halved in areas such as Thatcham North, Thatcham South and Greenham. In the last decade the number of people aged over 65 in the district has risen by just under 4,500 (or 23%). This compares with a 13% increase in the South East more generally.

Marital Status

West Berkshire has a much higher proportion of people living as a couple than either regionally, or nationally: 66%, compared to 61% across the South East. The proportion of married couples has declined by 3 percentage points over the last ten years, compared to 5 percentage points regionally, whilst the proportion of couples cohabiting has increased marginally.

The proportion of people not living in a couple, having never married, is relatively static in West Berkshire at around 1 in 5, although has increased more markedly elsewhere.



Household Composition

West Berkshire has a lower proportion of single person households than elsewhere, although has seen a similar proportionate growth since 2001.

As described the district has a higher proportion of people living as a couple, and this extends to couples living without any dependant children (22%, against 19% across the South East) as well as those with dependant children (24%, against 21% across the South East).

Ethnicity

The 2011 Census shows that when compared nationally, there is a significantly lower proportion of people in West Berkshire who define themselves as coming from a black or minority ethnic (BME) background – 5% of West Berkshire residents as a whole, compared to 14% of people in England and Wales more generally, reflecting the spatial concentrations of ethnic minorities in the UK. Although this is a relatively small proportion of the total population, this amounts to some 8,000 residents in the district.

Migration

With the further expansion of the EU at the beginning of 2007, the number of migrant workers in the district increased. We are already seeing an increase in EU workers in certain sectors – notably in the care sector as well as other areas where recruitment is difficult. As such, there are thought to be significant numbers of people who have come from overseas to meet the demand for nursing, mental health and child care.

General Health

People in West Berkshire consider themselves relatively healthy. According to the 2011 Census, over 86% of people stated that their health was 'good' or 'very good' compared with 84% of people in the South East and 81% of people nationally.

On average, 3% of people in West Berkshire stated that they were in 'bad' or 'very bad health', compared to almost 6% of people in the UK. Across the district, Newbury's Speen, Northcroft, Victoria and Thatcham central wards are the areas with the highest proportion of people who claimed their health was either 'bad' or 'very bad'.

13% of residents say that their day to day activities are limited because of a health problem or disability which has lasted – or is expected to last - at least 12 months. This is lower than that experienced on average elsewhere but equates to 20,000 people.

People Living With a Disability

It is very difficult to provide accurate, definitive figures on the number of people with a disability. There is no universal definition of disability and any information available could have been compiled differently, depending on its collation and the definition used. Further information on disabilities can be gained from the District Profile and the JSNA.

Strategic Direction

There are two significant areas which are driving the Council's strategic direction in Adult Social Care.

- Implementation of the Care Act 2014, with a clear focus on a persons wellbeing
- The Better Care Fund, a new initiative to drive forward integration of health and social care

Care Act 2014

The Care Act 2014 introduces the biggest change for 60 years in the way in which social care services for adults are delivered and paid for. The first changes come into force in April 2015 with further changes being made from April 2016.

The key intentions of the Act are to ensure that an individual's well-being is at the heart of all care and support decisions, there is a clearer, fairer and more affordable way for people to plan for their care costs and the minimum point at which people are entitled to support is consistent across the country.

The council will need to work differently to find solutions that support a persons wellbeing and maximizes their ability to live an independent life.



Better Care Fund

The Better Care Fund is a new central government framework for sharing funds between Local Authorities and Health Partners to encourage closer collaboration and integration between the whole range of statutory, private and voluntary services. It is expected to simplify patient pathways, make services more efficient and create a more 'joined up' service for individuals.

The seven schemes that are designed to effect this change are:

1. Hospital at Home;
2. Joint Care Provider (improved joint working across a number of health and social care front line teams)
3. Enhanced Care and Nursing Home Support ;
4. Health and Social Care Hub (improving 'front door' arrangements);
5. Personal Recovery Guide/Key worker for patients using the health and social care system.
6. Community Nurses Directly commissioning of care / reablement services
7. Seven Day Services (expanding the range of services available)

The Council is working closely with our Health partners and Berkshire West Authorities (Reading and Wokingham Councils) to implement the Better Care Fund schemes.

A New Way of Delivering Adult Social Care

At West Berkshire Council, we realise that we need to work differently to find solutions and meet the needs of those who are most dependant upon care and support.

Our new way of working aims to:

- Focus on people's strengths, both as an individual and within the wider family and community
- Have different conversations with people about what matters and work together to find a solution
- Focus upon carers
- Find new ways to engage individuals and communities and to deliver services differently

We need to reshape what we do by focusing on three key offers:

1. Having effective conversations with people that don't create dependencies but rather connect people to family, friends and the wider community to help achieve a positive outcome.
2. Plan for the future to ensure that people who are at risk or in crisis are given long term options and ensuring wherever possible that in the short term what needs to change has changed so that people can carry on living independent lives wherever possible
3. Only when these two options have been exhausted would we then consider ongoing support and always do this through a fair and sustainable personal budget.

Quality Assurance

Ensuring services are good quality and meet the needs of service users

The council understands that people deserve good quality services and that those receiving services are best placed to say what good quality care, support and customer service really is.

Services are commissioned, monitored and evaluated by the Council as part of its quality assurance process. The Care Quality Team and the Contracts and Commissioning Teams visit providers to support and monitor the service. The quality of the service provided is defined by outcomes which meet the needs of the individual. Provider events are held on a regular basis to ensure providers have access to learning and development sessions as well as the latest information on government initiatives.

Providers are asked to demonstrate this in the care they provide and ensure;

- People are enabled to live independent lives as defined by them, with informed choice and control through access to appropriate services and as much involvement in decisions about their care and support as possible
- Service users have opportunities to participate in community life, engage with activities that match their interests, skills and abilities, and maintain good relationships
- Recipients of service feel safe, secure with their rights safeguarded while they are supported to manage risks
- That all service users have a positive experience of care and support provided through relationships based on mutual respect and consideration, where care is designed around their needs and is consistent and coordinated.

Services should always, as a minimum, meet the Care Quality Commissions minimum standards and Providers should strive towards an award of 'outstanding'. Services provided should always meet the "mum test", safe, caring, effective, responsive and well led as set out by the Care Quality Commission.



Finance

West Berkshire Council is facing financial challenges typical of all Local Authorities due to a number of factors:

- A growing population
- The Government's austerity programme resulting in less funding
- Increased demands on key Council services

The growing demand for support will mean that the council's budget will be under continued pressure in the next few years. We need to work with our partners to help us change the way we work to enable us to meet this challenge.

The total gross spend in Adult Social Care in 2013-14 was £48,348 (PSSEX 2013/14). The table below shows that expenditure has remained broadly similar over the past 5 years.

Year	ASC Total Gross Expenditure
2009/10	£47.7m
2010/11	£47.6m
2011/12	£51.0m
2012/13	£49.3m
2013/14	£48.3m

The 2013/14 spend can be broken down into specific areas of spend based upon client groups

Learning Disabilities (under 65) **£16,491**

Physical Disabilities (under 65) **£ 3,994**

Mental Health (under 65) **£2,154**

People aged over 65 - **£25,631**

Service strategy spend **£78**

The greatest area of spend is older peoples services. This expenditure is expected to increase over the next few years due to the ageing population. The greatest pressures within this area are residential care and home care provision.



Client Base

Older People

Older people are the largest group who receive services from Adult Social Care. In 2013-14 they comprised 57% of all new referrals.

Older people living alone in the community are more likely to suffer from feelings of isolation and depression and from poorer physical health. This is likely to increase as the average age of admission into long term care has been rising.

The majority of expenditure for older people is already focused on community based services. This is expected to increase further as we respond to the requirements of the Care Act and as well as develop more extra care provision. Use of nursing and high end residential placements will still be significant as people live longer but may have needs too complex to be met in the community.

Social Care Services provided to adults aged 65 and over by West Berkshire Council during 2012/13

Primary Client Type	Total Clients	Community Based Services	Residential Care	Nursing Care
Physical Disability (total)	1729	1565	113	123
Mental Health (total)	591	424	149	114
Learning Disability	31	25	6	1
Substance Misuse	1	1	0	0
Other Vulnerable People	14	14	1	0
TOTAL	2366	2029	269	238

Source: RAP (Referrals, Assessments and Packages of Care) P1 2012/13

Learning Disabilities

The following table shows a breakdown for people with a learning disability by age across Berkshire. The district has a higher than average proportion of young people with a learning disability. This is partly influenced by two local special schools.

There were currently 390 clients with a learning disability receiving a service in 2013-14. Although learning disability clients only constituted 11% of our client base in 2013-14, the cost of services is disproportionately high and demands a higher level of input than other client groups.

People with a Learning Disability (LD) across Berkshire

Question	Bracknell Forest	Reading	Slough	West Berkshire	Windsor & Maidenhead	Wokingham
People with LD aged 0 to 13	204	243	279	280	257	286
People with LD aged 14 to 17	163	169	187	217	197	207
People with LD aged 18 to 34	619	1,240	955	708	702	714
People with LD aged 35 to 64	1,060	1,233	1,125	1,472	1,325	1,475
People with LD aged 65 and over	232	292	210	391	394	394

Source: Joint Health and Social care Self-Assessment Framework (2013) – the Emerson & Hatton model (Institute for Health Research, Lancaster University) has been used with the 2011 Census figures

Autism

Around 1 in 100 (1%) people in England will have autism. West Berkshire Council does not have specific data on the number of autistic clients in the district. However, as the total estimated population of West Berkshire in 2012 was 154,486, it can be estimated that around 1,544 people in West Berkshire will be somewhere on the autistic spectrum.

Physical Disabilities and Sensory Needs

The JSNA provides information on physical disability in the district.

- Almost **10,000** adults are estimated to have a physical disability
- **595** people are registered blind or partially sighted
- **355** people are registered as deaf or hard of hearing

The Royal National Institute for the Blind (RNIB) estimates that 0.5% of the population is blind and 0.8% is partially sighted. The RNIB estimates that 60% of people who are blind or partially sighted are aged over 75 years of age. 67% of people registered blind and 96% of those registered partially sighted in West Berkshire LA are aged 75 and over. JSNA 2014

Mental Health Needs

Mental health and wellbeing can be affected by different factors such as; bereavement, money worries relationship problems as well as mental health problems. The term 'mental health problem' can be used to describe a diagnosable condition ranging, from common experiences such as feeling depressed to more severe clinical symptoms such as clinical depression and enduring problems such as schizophrenia.

Around 125 people in every 100,000 people living in West Berkshire are admitted to hospital due to mental ill health. This is lower than the national and regional average. In West Berkshire, about 7 people in every 100,000 commit suicide (or injury of undetermined intent. (JSNA 2014)

More people are recorded as having depression than the national, regional, and NHS Berkshire West average. 14,718 people registered with GP Practices in West Berkshire LA are on clinical registers recorded as having depression. This equates to 13% of the GP list size population

In 2013-14 there were 1135 clients in receipt of a mental health service. This includes clients who are suffering from dementia.

Carers

Many vulnerable individuals are heavily supported by relatives or friends in a carer role. The Care Act places a greater responsibility for Councils in respect of carers, making them potentially eligible for a service. There were estimated to be 680 carers receiving Council services as a result of an assessment or a review in West Berkshire in 2013-14.

Many carers will not want the Council to take over the care. However we recognise that the Council has a vital part to play in supporting the carer by facilitating breaks, allowing some relief and other individual solutions. West Berkshire Council makes funds available to support carers and is constantly seeking new ways of engaging with carers to offer support.

Substance Misuse

As well as the effects on the individual, substance misuse issues have wider impacts on areas such as safeguarding, crime, and health. People can also be addicted to more than one substance, which has an effect on treatment requirements.

Alcohol

- 173 adults in alcohol treatment in 2012-13
- 90 adults starting new alcohol treatment in 2012-13
- 116 adults leaving alcohol treatment in 2012-13
- 79 clients completing treatment successfully in 2012-13
- 24% of adults in drug treatment in 2012-13 who cite additional problematic alcohol use (compares to 22% nationally)

Source: Public Health England – Alcohol and drugs: JSNA support pack West Berkshire 2012-13

Smoking

Smoking prevalence in West Berkshire is **19%**. This would suggest that over **22,000** people in West Berkshire smoke, not including people aged below 18. (JSNA 2012-13)

Drugs

This table sets out the prevalence estimates for the district for types of drug use, compared to the national picture. Whilst prevalence rates are lower than nationally, we aim to reduce the effects of drug use further and their consequences.

Social Care Services provided to adults aged 65 and over by West Berkshire Council during 2012/13

Prevalence estimates (Aged from 15-64)	Local number	Rate per 1,000	National number	Rate per 1000
Opiate and Crack User	541	5.34	298,752	8.67
Opiate	489	4.83	261,792	7.59
Crack	199	1.96	170,627	4.95
Injecting	221	2.19	93,401	2.71

Source: JSNA 2012-13

Market Opportunities: Supportive Communities

Information, Advice and Advocacy

To comply with the Care Act requirements, West Berkshire Council is enhancing its arrangements for providing residents with access to information and advice relating to care and support for adults and carers. This will cover:

- The care and support system locally
- How to access that care and support
- The choice of care providers available in the area
- How to access independent financial advice on matters relating to care and support and
- How to raise concerns about the safety or wellbeing of an adult with care and support needs

Information will be as accessible as possible for all potential users.

The Council will also support people to make informed, affordable and sustainable financial decisions about their care throughout all stages of their life. Where necessary, this will include facilitating access to financial information and advice which is impartial and independent of the local authority.

As well as providing information direct to the community, we will also work with a range of partners to ensure the coherence, sufficiency, availability and accessibility of information and advice relating to care and support across the local authority area.

West Berkshire Council's Adult Social Care Information Point, (SCiP) provides details of services, organisations and activities to support adults in West Berkshire to live independently.

Advocacy services are also being reviewed in light of the Care Act changes to ensure clients and their carers are able to access an independent advocacy service when required.

Areas for Development

The Council is currently retendering our advocacy services to ensure they meet the requirements of the Care Act. We aim to have the new service in place in April 2015 and will include the Healthwatch function, safeguarding and NHS Complaints. There will be ongoing opportunities to develop advocacy provision through the voluntary sector.

Preventative Services

West Berkshire has a strong, proactive voluntary sector that delivers a wide range of community and preventative services.

The services that are provided include:

- Advocacy information and advice
- Assistance to enable early discharge from hospital
- Prevention of social isolation
- Support for carers.

The Council is in the process of launching a voluntary sector prospectus for Adult Social Care. Implementing this approach will ensure there is a robust commissioning process that is transparent, competitive, delivers value for money and encourages innovation. Voluntary sector organisations will deliver services through identified outcomes and performance will be monitored through these outcomes.

Areas for Development

The current prospectus process will eventually be rolled out more widely across the Council to include other voluntary sector services, including public health and children's services.

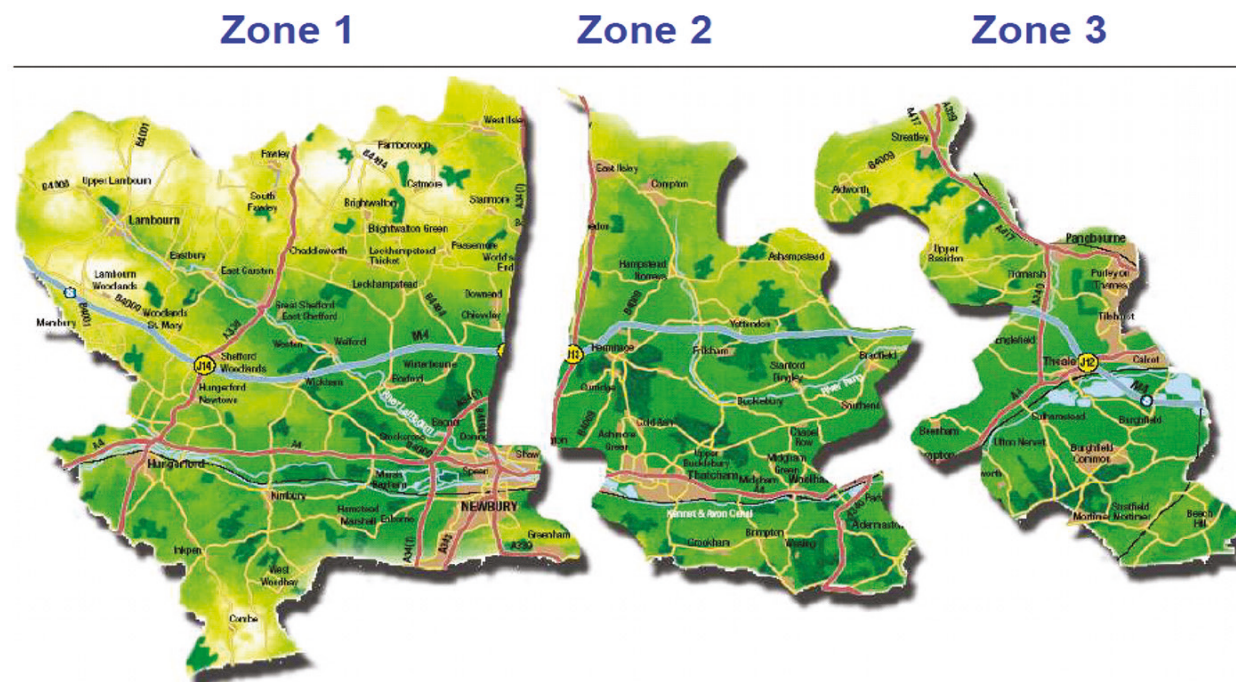
Plans are underway to extend the voluntary sector prospectus process wider to include Berkshire West. This will mean services will be commissioned across Wokingham Reading and West Berkshire as well as Health. This will be developed further during 2015-16 financial year.



Home Care

Home Care, which is also known as domiciliary care, provides care and support to people in their own homes. It can include administration of medicine and assistance with bathing, or dressing in line with eligibility criteria. The map below shows how the District is divided into three zones which are then further divided into urban and rural areas.

The table below shows how many clients were accepted by domiciliary care providers over the period April to December 2014. It also shows how many clients we had to find alternative solutions due to lack of capacity.

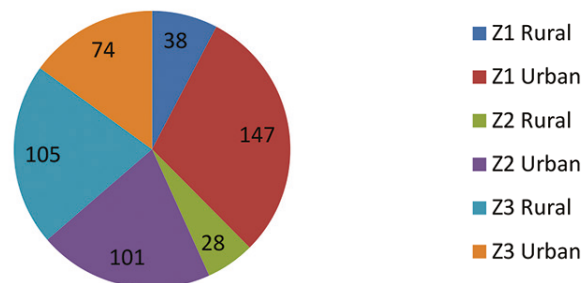


Approved Provider List April - December 2014

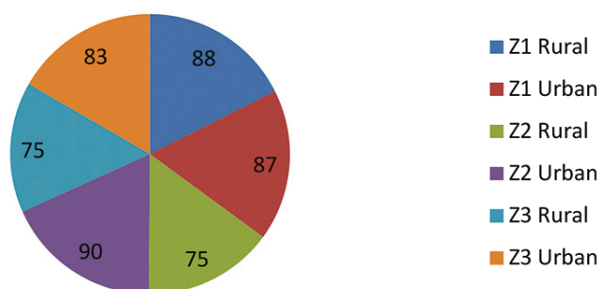
Zone	No Clients	Accepted	Capacity Issues	% accepted over total clients
Z1 Rural	32	28	38	88
Z1 Urban	154	134	147	87
Z2 Rural	16	12	28	75
Z2 Urban	104	94	101	90
Z3 Rural	68	51	105	75
Z3 Urban	94	78	74	83

This is further exemplified in the pie charts below.

April - December failed placement calls (no capacity)



April - December % accepted calls



The greatest pressures in the District are the rural areas where it is often difficult to find providers who are able to deliver care in these areas; in particular the more complex packages. However, it is also evident from the above data that there is pressure across the whole district and notably the tables above show a pressure in the urban area to the east of the district.

Areas for Development

The Council is keen to develop a more comprehensive domiciliary care service across the district. We have recently undertaken a review of our home care services in conjunction with our existing providers and plan to undertake a competitive process to re-launch our approved provider list in 2015. This will take into account the comments from providers and the wider community and will involve a tender process which may include the following:

- Clusters of deliver by zones/lots
- Ability for providers to work more efficiently

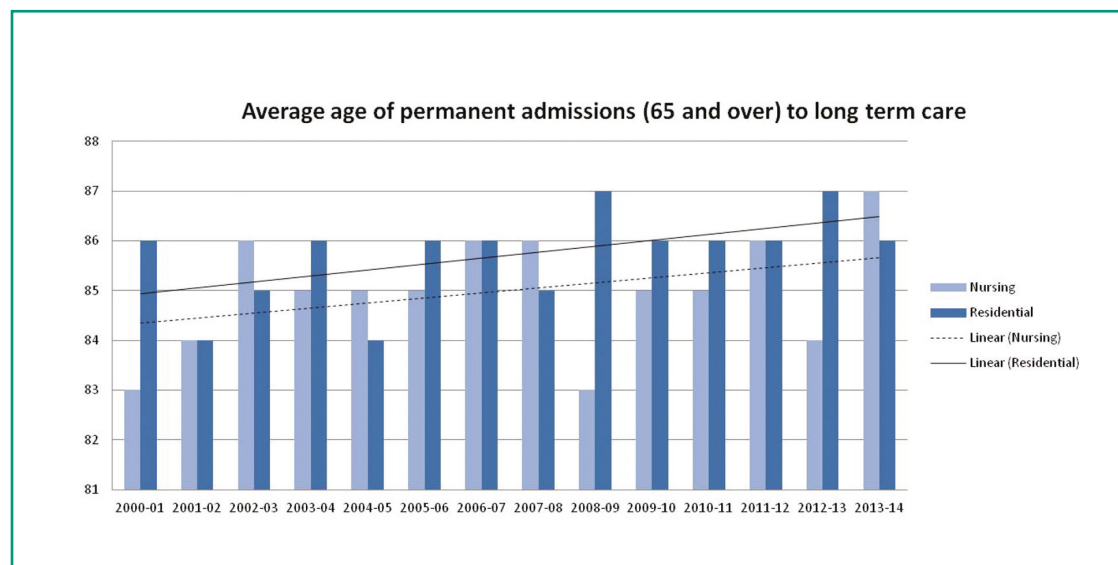
Residential and Nursing Care

Due to an ageing population, it is expected that the number of people being admitted into long term care will rise. This can be reduced by preventative measures and innovative service provision. We are committed to a move away from traditional residential and day care services to achieving a range of provision that supports people to maintain their independence, and remain in their own homes for as long as possible. However the Council recognises that for some people long term care will be the only option available.

We are committed to delivering a range of long term, affordable care options which focuses upon the individual. The Council has a 'usual rate' which provides clarity to individuals and providers with an indicative amount that the Council is prepared to pay for care. We are committed to increasing capacity for people who need residential care by extending the geographical location by which we buy care from.

Areas for Development

The Council will continue to work with our partners to develop affordable local provision. Work is underway with our partners in Berkshire West (Wokingham and Reading and the CCG's) to better understand the true cost of care.



Source: Adult Social Care Combined Activity Returns data 2013-14

Extra Care

Extra care has been highlighted as a viable long term accommodation for an ageing population. It enables people to have their own tenancy and front door with care support when required. This arrangement provides increased independence for people and a lower cost to the local authority than residential or nursing care provision. There are currently three extra care developments in the district; Alice Bye Court in Thatcham, Audrey Needham House in Newbury and Redwood House in Hungerford.

Areas for Development

There is a recognised requirement for more extra care provision in the district. Preference is for provision in the east of the district, although additional provision would be welcome in the urban areas such as Newbury or Thatcham. Development opportunities may present themselves as part of the Planning Site Allocation Document and we would be happy to discuss any potential sites with developers. Minimum provision is for 45 units, which is required to ensure viability. We have found that shared ownership opportunities as well as rented provision both prove to be very popular tenure choices.



“Extra care has been highlighted as a viable long term accommodation for an ageing population.”

Personal Budgets

West Berkshire Council is committed to providing Personal Budgets and creating more flexible arrangements that are outcome focused for the individual; our aim is to support people to commission their own care, taking their Personal Budgets as a cash payment. We have a commitment to developing a vibrant market with a range of providers; these can either be private for profit, not for profit or voluntary and user led organizations, enabling individuals to have choice over how their needs are met.

Areas for Development

To support this commitment the Council is reviewing how services are purchased and the arrangements for contracting with suppliers. This will mean a move away from block contracting, where the volume of service is fixed, to more flexible commissioning arrangements that will focus on ensuring quality services and value for money for the Council.

Another initiative which will shortly be launched is e-payment accounts. This will make the setting up and management of Personal Budgets less onerous for both the client and the Council.

Day Services

Day Services are offered on the basis of an individual and personalised service irrespective of whether the activity offered is provided in a centre, at home or in the community.

For individuals who are eligible for support through a Personal Budget, the strategy seeks to promote a wider range of opportunities and shift towards:

- Activities and facilities based within the individual's own community.
- An increase in day opportunities provided within the person's own home.
- Promotion of healthy living and prevention programmes.
- Flexible and responsive services that appeal to all individuals and their carers including those with personal budgets and self funding individuals.
- Less individual reliance on adult social care funded services through closer links with community services and other universal services.
- Support for individuals in accessing such services.

Areas for Development

Service models will be required that adopt principles of social care re-ablement, recovery or rehabilitation on a day basis and promote involvement in community support and universal services.

The Council is currently reviewing our day service provision and there will be future tendering opportunities.

Workforce

The Council is committed to ensuring the availability of workforce development opportunities, by ensuring staff are equipped to meet the challenges of service changes and ensure high quality across all areas of delivery.

To help further develop markets and secure a fair and safe trading environment, West Berkshire, in partnership with Wokingham Borough Council has launched 'Support with Confidence'. This is a joint trading standards and adult social care scheme that provides vetted and approved service providers for domestic help such as home maintenance and gardening service to help service users who are purchasing their own care and support through their Personal Budget. It encourages Providers who are not required to be registered with the Care Quality Commission to join this scheme.

Areas for Development

Like many local authorities, the Council is experiencing a recruitment and retention problem particularly in the care market. We are keen to recruit more experienced carers to work in all aspects of adult social care services. We are currently working with Skills for Care as well as providing our own training programmes which are available to Providers, to ensure the workforce is fully equipped to face the challenges of the adult social care market.