



HEALTH & WELLBEING BOARD

Subject Heading:

Market Position Statement

Board Lead:

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Report Author and contact details:

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The subject matter of this report deals with the following priorities of the Health and Wellbeing Strategy

- Priority 1: Early help for vulnerable people
- Priority 2: Improved identification and support for people with dementia
- Priority 3: Earlier detection of cancer
- Priority 4: Tackling obesity
- Priority 5: Better integrated care for the 'frail elderly' population
- Priority 6: Better integrated care for vulnerable children
- Priority 7: Reducing avoidable hospital admissions
- Priority 8: Improve the quality of services to ensure that patient experience and long-term health outcomes are the best they can be

SUMMARY

The Draft Havering Market Position Statement (MPS) is supplied to the board for awareness and approval.

RECOMMENDATIONS

To approve formal launch of the Market Position Statement

REPORT DETAIL

The purpose of the Market Position Statement is to support:

- Improved dialogue – primarily with social care providers
- To contribute to the stimulation of a diverse, active market of high quality.
- Information in one place about demography, trends, finances, current position of market and commissioning intentions

The key theme is a focus on supporting people in maintaining their independence, ultimately reducing the use of health and social care services.

Consultation has included:

Autumn 2014: 12 Interviews with internal colleagues to formulate the basis of the document

October 2014: Introduction to 50 different providers (with 114 attendees overall) at the Care Act / Commissioning event

February 2015: 6 follow up market shaping sessions with 24 different providers

Summer 2015: Internal MPS working group set up to produce a first draft

September 2015: Launch of the draft MPS to 36 different providers (43 attendees overall)

Winter 2015: Sign off from Lead Member and Executive brief and attendance at CMT.

Today at HWB

The Care Act 2014 establishes our duty to shape the market and presents a series of 'must dos' for local authorities:

- MUST facilitate markets that offer a diverse range of high-quality and appropriate services
- MUST work to develop markets for care and support that ensure the overall provision of services remains healthy in terms of the sufficiency of adequate provision
- MUST NOT undertake actions which undermine the sustainability of the market as a whole
- **An MPS should be central to this process**

The key messages within Havering's Market Position Statement are:

- Significant demographic and financial challenges faced
- No more Residential & Nursing Provision
- Developing sustainable & outcome focused Home Care
- Applying learning from current Reablement contract
- Building capacity & high quality LD and Autism services



- Responding to the needs of adults with autism
- Continuing to become dementia friendly
- Identifying and supporting carers
- Developing a market to better facilitate personalisation
- Re-imagining the VCS based on outcomes and demand
- Building capacity for more specialist housing
- Communication and engagement with the marketplace

What is next for the MPS?

- Finalisation of draft sent to corporate design.
- Published online
- Not a key decision but there is a need to ensure general awareness of decision makers
- Attendance at HWB – pre-empting final launch
- Communications through provider forums and service user forums
- 6 monthly updates

See attached MPS. Minor updates to the draft and its format will be made as necessary but the document is substantially complete.

IMPLICATIONS AND RISKS

Financial implications and risks:

None

Legal implications and risks:

None

Human Resources implications and risks:

None

Equalities implications and risks:

None





Havering

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BACKGROUND PAPERS

Market Position Statement