

Title: Market Place Positioning

Wards Affected: ALL

To: Joint Commissioning Team Policy Development and Decision Group **On:** 3 April 2017

Contact Officer: Fran Mason, Head of Partnerships, People, Partnership and Housing

 **Telephone:** 01803 208424

 **E.mail:** fran.mason@torbay.gov.uk

1. Key points and Summary

- 1.1 This briefing follows on from previous member briefings about a series of actions intended to develop a sustainable independent sector market for social care and support for Torbay.
- 1.2 One of the actions is to take a revised approach to the Market Position Statement (MPS), aligning with the approaches of adjacent authorities, as detailed in the [Corporate Plan](#) and the [Wider Devon Sustainability and Transformation Plan](#).
- 1.3 Torbay Council is developing a web-based MPS for 2016 to 2019, aimed at adult social care and support providers. One of the aims of the MPS is to raise awareness with providers of the up-coming changes likely in the local health and care system, given the New Model of Care that is being developed.
- 1.4 The website area is being built at the moment and the text has already been signed off by key Executive staff in Torbay Council, the South Devon and Torbay Clinical Commissioning Group and the Torbay and South Devon NHS Foundation Trust. Colleagues in Devon County Council have also been kept apprised of the work we are doing and we are aligning with their approach as much as possible.

2. Introduction

- 2.1 A Market Position Statement (MPS) is a document produced by local authorities, taking into account the views of providers, people who use services and other partners, and aimed at a wide range of care and support providers – both current and potential – which summarises supply and demand in a local authority area and signals business opportunities within the care and support market in that area.

- 2.2 The main audience for the document is providers.
- 2.3 The previous MPS (currently on the council's website) is a 60 page document, with a 30 page appendix. It is for one year and, although very informative, it is long.

3. Scope

- 3.1 As noted above the audience for the next Torbay MPS is mainly adult social care and support providers in Torbay, or providers that would like to move into the area. However, adult social care and support providers are part of a broader integrated health and social care system and Torbay Council and NHS commissioners in Torbay have been working since 2005 to closely integrate services. As a result we will reference our local and regional work with the local CCG and others. The MPS also takes account of, and references, Torbay Council's wider strategic commissioning role and wellbeing duties including, public health, housing, children's services, community safety and planning.

4. Update

- 4.1 We have agreed to make the next MPS web-based so that it can develop over time and change as our commissioning intentions develop.
- 4.2 We are aligning our approach with Devon County Council as much as possible, as they are taking a similar web-based approach.
- 4.3 A summary of feedback from the providers consulted in summer 2016, and from a Provider Reference Group set up as a task and finish group to consult about the MPS, is as follows:
- Make the document shorter – 'it's too long we don't have time to read it';
 - Use plain English, 'stop using jargon';
 - Make it web-based with links to other sites elsewhere to make it shorter and easier to access; and
 - Link to the Knowledge and Intelligence Team website, holding the Joint Strategic Needs Assessment and other information.
 - Ensure user and carers are mentioned early on in the web pages and there are links to user and care pages
- 4.4 The website area will be a development of the already existing [care provider area](#) on the Torbay Council site.

5. Recommendation

- 5.1 That the report be noted.

Fran Mason
Head of Partnerships, People & Housing Torbay Council