

# Adult Social Care Market Position Statement





# Introduction

Bracknell Forest Council wants to stimulate a diverse market for people who need support to maximise their independence. This may come from:

- existing providers of social care services,
- providers of universal services including the voluntary sector,
- organisations who do not currently work in the borough and
- new start-up businesses and groups.

To achieve this, the council recognises that it needs to know how best it can influence and help the market so that people are supported to achieve better outcomes in accordance with their needs and wishes. The council sees this Market Position Statement as a part of an ongoing process to engage providers.

The council has a key role in shaping the future of the market place in the borough to make it a place where people who need support (including people who fund their own support), their families and carers, are included and involved in community, economic, and social life. Many people need no assistance to live their lives but, for those who do, the market needs to evolve to meet future needs, to be a market where innovation and energy is encouraged and where poor practice is not acceptable.

The challenges presented by

- the economic climate and
- the needs of an ageing population, along with
- the council's aspiration to promote greater choice for people,

require changes to the support and services currently being provided. The council wants to build on the high quality, innovative services currently being delivered by a range of providers, including voluntary and community. This enables people to exercise choice about support and services to meet their needs both now and in the future.

This document is not intended to replace the council's commissioning strategies, where detailed needs analyses, the views of local people, current provision and strategic objectives relevant to each care group can be found. Links to all commissioning strategies are provided in this document.

The council welcomes any contact from new or existing providers and will readily enter a dialogue with organisations, groups and individuals that wish to provide or arrange support for people or adapt their business model to better suit people who need support to their access services.

**Glyn Jones**, Director

**Dale Birch**, Executive Member

Adult Social Care, Health & Housing

# The Bracknell Forest Market Position Statement

This Market Position Statement is designed for providers of services to adults who need support to maximise their independence, and also to providers of universal services in Bracknell Forest.

It contains information about:

- Bracknell Forest - the place and the people who live here and provision of support
- The council's intentions as a commissioner of support on behalf of people in the borough
- The council's vision for how support and services, including universal services, might respond to the changing needs of local people.

It is intended to help identify what the future demand for support and services might be and to act as a starting point for discussions between the council and providers.

This Market Position Statement, along with the council's commissioning strategies, aims to enable:

- **Providers of support** to learn about the council's intentions as a commissioner of services, and the council's vision for how services might respond to the personalisation of adult social care and support
- **Voluntary and community organisations** to learn about future opportunities and what would enable them to build on their knowledge of local needs in order to develop new activities and services
- **People interested in local business development and social enterprise** to find out about new opportunities in the market and identify with us ways that they could enter into the social care markets and offer innovative services
- **Social care providers and organisations that are not currently active in Bracknell Forest** to find opportunities to use their strengths and skills to benefit local people and to develop their businesses.

Opportunities that are tendered by the council are advertised on the South East Business Portal ([www.businessportal.southeastiep.gov.uk](http://www.businessportal.southeastiep.gov.uk)) and on the council's website ([www.bracknell-forest.gov.uk](http://www.bracknell-forest.gov.uk)). If your organisation is interested in contracting with the council to provide support and services you are advised to register with the South East Business Portal in order to be alerted to any opportunities. Tenders are usually issued between six and nine months before the intended start of the contract.

# Bracknell Forest

Bracknell Forest lies 28 miles west of London, at the heart of the Thames Valley and within the county of Berkshire. The local economy is of above average size and productivity compared to the county and nationally. Good access links, a well educated labour force and the quality of the environment are key attractors to the companies that have and continue to locate here, including a number of multi-national organisations. The borough has experienced pressures on housing, infrastructure services and environmental assets including sites designated as being important for nature conservation at an international, national and local level.

The borough's population is 113,200 (2011 Census). The population growth rate has slowed considerably since 2001 from 11.7% to 3.3%. It is now much lower compared to both the south east region (7.9%) and England (7.9%). The demand for an increased number of households still causes pressure for more housing; this is particularly the case for people with support needs. The population is relatively young (median age 38 years). Only 12.5% of the population is of pensionable age, compared to 16.3% nationally, although this is expected to grow.

The population is relatively healthy. Average life expectancy is increasing and is currently 79.8 years for men and 84.3 years for women. Smoking related deaths and early deaths from heart disease and strokes are below national levels, although the proportions of the population who drink more than recommended levels or have malignant melanomas are higher. However, none of these figures is excessive in the national context. The borough has a higher than expected number of people with a Learning Disability due to people settling in Bracknell Forest following the closure of a long stay hospital.

The 2011 Census showed that 90.6% of the population was 'White' and 65% was Christian. The Black and Minority Ethnic (BME) population at that time was 9.4%. Christianity remains the majority religion in the borough; Hindus are the largest religious minority group at 1.7% of the local population, followed by Muslims at 1.2% and Sikhs at 0.4%. Despite the steady change in the composition of the population, the area is generally a cohesive community where people get on well together.





Population Projections			
Age group	2011	2021	% increase
Under 18	26625	28695	8%
18-64	72804	79847	10%
65-74	7589	10613	40%
75-84	4770	6174	29%
85-90	1245	1673	34%
90+	663	1213	83%
Total	113696	128215	13%
Source: Office for National Statistics - Census 2011			

Detailed population projections for each care group can be found in the individual commissioning strategies listed at the end of this Market Position Statement. All are available on the Bracknell Forest Website.

### **Vision and values**

National Voices<sup>1</sup> has developed, with its members, a set of principles for health and social care services. Throughout this Market Position Statement, these have been adopted as commissioning principles by Bracknell Forest Council.

Support commissioned by the council must:

- be organised around the needs of individuals
- focus always on the goal of benefiting people in the community
- be evaluated by its outcomes, especially those which people themselves report
- include community and voluntary sector contributions
- be fully inclusive of all communities in the locality
- be designed together with people and their carers
- deliver a new deal for people with long term conditions
- respond to carers as well as the people they are caring for
- aim to achieve public and social value, not just to save money

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<sup>1</sup>[www.nationalvoices.org.uk](http://www.nationalvoices.org.uk)

# Quality

“Quality is about doing it right, especially when no one is looking”

## *Think Local, Act Personal*

The council understands that the people who use services are best placed to say what good quality care, support and customer service really is. As such, services can only be considered high quality if:

- it places the person at its centre
- it enables personal outcomes to be achieved
- the relationship between the person who is using the services and the people who deliver it is based on dignity and respect.

Support is commissioned, monitored and evaluated by the council through its Care Governance policies and procedures. High quality care and support exists where 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
- have opportunities to participate in community life, engage with activities that match their interests, skills and abilities, and maintain good relationships
- feel safe, secure and empowered because their rights are safeguarded while they are supported to manage risks
- 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.

Providers are also supported through the Care Governance approach to improve quality.



# Key messages for providers

## Information and Advice

“I have the information and support I need in order to remain as independent as possible.”

“I have access to easy-to-understand information about care and support which is consistent, accurate, accessible and up to date.”

“I can speak to people who know something about care and support and can make things happen.”

“I have help to make informed choices if I need and want it.”

“I know where to get information about what is going on in my community.”

*Source: National Voices*

- The council currently provides an online database of information (the ihub – [www.bracknell-forest.gov.uk/ihub](http://www.bracknell-forest.gov.uk/ihub)) that is available to the public. If you would like your business, group or activities listed on the ihub, please follow the link above.
- Healthwatch: The council has a contract with a local user led organisation to champion people's views about health and social care services. For more information about Healthwatch please visit their website <http://healthwatchbracknellforest.co.uk>. The planned end date for this contract is March 2016. The re-tender of this contract is dependent on legislation and national policy direction.
- Advocacy: The council has a contract with a voluntary sector provider to provide advocacy services for people who need support to get their views heard. The planned end date for this contract is March 2017.
- Advice and Information for Carers: The council contracts with a voluntary sector organisation to administer the carers' grant (for respite) on behalf of the council and to provide advice, information and assessments for carers. The planned end date for this contract is September 2015.
- NHS Complaints Advocacy: In partnership with other Local Authorities in the region, the council contracts with an organisation to support people who need help to complain about some NHS services. The planned end date for this contract is March 2015.



## Active and Supportive Communities

“I have access to a range of support that helps me live the life I want and remain a contributing member of my community.”

“I have a network of people who support me – carers, family, friends, community and, if I need, paid support staff.”

“I have the opportunity to train, study, work or engage in activities that match my interests, skills and abilities.”

“I feel welcomed and included in my local community.”

“I feel valued for the contribution that I can make to my local community.”

*Source: National Voices*

- In 2013/14 the council awarded £21,000 in small revenue grants and £16,000 in small capital grants to twelve local voluntary sector organisations. The projects ranged from purchasing mobility aids, equipment for a café project, a port-a-cabin for a community landshare project and running costs for an Asian elders' day opportunities project. As happens every year, the council will be taking the decision in February 2014 regarding small grants for 2014/15. Details will be posted on the council's website.
- Universal Services: The council supports universal services to improve access for people with support needs. For example, in 2014/15 the council will be providing dementia awareness training for a range of shops and other businesses in Bracknell Forest to enhance their customer service for people with dementia and their carers. Other, internet based, awareness raising courses are available on the council's website.
- Bracknell Forest town centre is currently being redeveloped. It has been designed with the needs of people who need support to be independent in mind. The council is developing an access guide for to enable businesses in the town to be aware of people's needs in order to improve the customers' experience. This information will be useful to providers of universal services who want to ensure that their business meets the needs of all customers.
- The Council awards larger grants to voluntary sector organisations to provide people with access to the community and to day opportunities. These grants are determined on an annual basis.
- In 2014, the council will be going out to tender to contract with an organisation to provide support for people with mental health needs to engage with the community and to provide personal development opportunities.

## Flexible integrated care and support: my support, my own way

“I am in control of planning my care and support.”

“I have care and support that is responsive to my needs.”

“My care and support is coordinated, co-operative and works well together and I know who to contact to get things changed.”

“I have a clear line of communication, action and follow up.”

*Source: National Voices*

- The council currently provides a residential and at home intermediate and reablement care service in partnership with Bracknell Forest and Ascot Clinical Commissioning Group. Staffing provision for some elements of this service may be tendered in the current or next financial year.
- The council is committed to enabling people to remain in their own home for as long as possible. However for some people, going into a residential or nursing home is their best option. Bracknell Forest Council only seeks to support people to move to a care home only when it is their express wish or in their best interest. It is not usual for the council to commission a residential or nursing placement for people with long term conditions, people with mental health needs or people with a learning disability. The council does commission new residential and nursing care placements for older people. All contracts for residential and nursing provision and respite provision are currently on a spot purchase basis. Registered care homes can advertise their home on the council's ihub.
- Substance Misuse Services for people aged over 18 who live in Bracknell Forest are commissioned on a Payment by Results basis. A Prime Provider is contracted to deliver or subcontract a range of services to support people to resolve their drug or alcohol issues and work towards achieving agreed outcomes which are monitored nationally. The aim of these services is to support people to become drug or alcohol free, improve their health and wellbeing and participate in education, training or finding employment. The planned end date for this contract is March 2015 with the option to extend for a further year.

## Workforce

“I have good information and advice on the range of options for choosing my support staff.”

“I have considerate support delivered by competent people.”

“I have access to a pool of people who help me make links in my local community.”

*Source: National Voices*

- All support provided to people at home, for all care groups, is commissioned on a spot contract basis through an approved provider list. Any provider that can demonstrate that they meet the council's quality threshold and that will accept the council's rates can apply to be on the approved list. People in the community can decide the provider that will be commissioned by the council, on their behalf, to provide their support. The council would particularly welcome approaches from providers of support in the community (in people's own homes) for older people and people with long term conditions, especially those whose workforce are trained to support people with dementia. The council provides training for the provider workforce, some training is free of charge.
- Support With Confidence: The council has a contract with a voluntary sector organisation to provide support to people to find and employ Personal Assistants and Domestic Support Workers. People can access support with a direct payment or their own funds. The planned end date for this contract is September 2015.



## Risk enablement: feeling in control and safe

I can plan ahead and keep control in a crisis.”

“I feel safe, I can live the life I want and I am supported to manage any risks.”

“I feel that my community is a safe place to live and local people look out for me and each other.”

“I have systems in place so that I can get help at an early stage to avoid crisis.”

*Source: National Voices*

- Carers' Emergency Respite Scheme: The council contracts with a voluntary sector organisation to work with unpaid carers and the people they support to develop a plan for emergency respite, should it be needed in a crisis, and to arrange the support. The planned end date for this contract is September 2015.
- Independent Mental Capacity Advocacy (IMCA): The council contracts, in partnership with other local authorities in Berkshire, with an organisation to provide an advocacy service for people who lack mental capacity to make specific decisions. The IMCA service is a statutory requirement on local authorities as laid down in the Mental Capacity Act. The planned end date for this contract is September 2016.
- Safe Place Scheme: The council operates a scheme for businesses to operate as a “safe place” for adults who are feeling vulnerable or afraid. Any business in Bracknell Forest that wants to register as a “safe place” should contact the council.

## Personal budgets and funding my own support: My money

“I can decide the kind of support I need and when, where and how to receive it.”

“I know the amount of money available for my care and support needs, and I can determine how this is used (whether it is my own money, a direct payment or a council managed personal budget).”

“I can get access to the money without having to go through over-complicated procedures.”

“I am able to get skilled advice to plan my care and support, and also be given help to understand costs and make the best use of the money involved where I want and need this.”

*Source: National Voices*

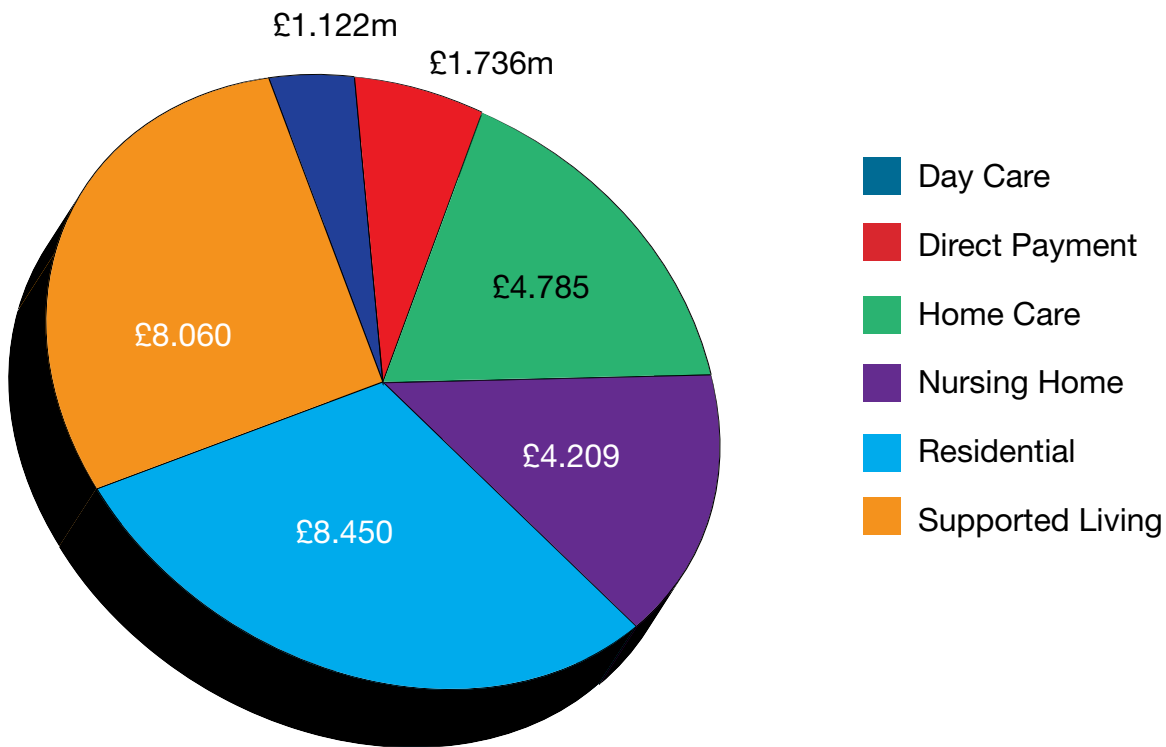
- Advice and support, including financial advice, for people who pay for their own support is provided by an organisation in partnership with the council. People themselves pay for some elements of this service, should they choose additional options. The council does not contribute to the use of the service as it is for people who can afford to fund their own support. Businesses can register with the ihub [www.bracknell-forest.gov.uk/ihub](http://www.bracknell-forest.gov.uk/ihub) if they are suitably registered to provide advice to people who fund their own support.
- People who are eligible for support from the council can choose to have some or all of their budget as a direct payment. They then pay directly for support and services. If your business can support someone to achieve what they want from life e.g. accessing work or the community, then you can advertise on the council's ihub.
- The council is currently piloting an external support planning and brokerage project and has contracted with an organisation. Dependent on the evaluation of the pilot, the council may be tendering for support planning and brokerage services in 2014/15.



# Key messages for providers

The budgeted gross expenditure for commissioned services 2013-14 is £28.362m. The budget for 2013-14 is planned to be spent on the following activities:

## Budgeted Expenditure 2013/14



# Contact the council

Joint Commissioning Team  
Adult Social Care, Health and Housing  
Bracknell Forest Council  
Time Sq  
Market Street  
Bracknell  
RG12 1JD  
Tel: 01344 352000  
[ASCHH.commissioningteam@bracknell-forest.gov.uk](mailto:ASCHH.commissioningteam@bracknell-forest.gov.uk)

## Bracknell Forest Commissioning Strategies

Older people's commissioning strategy  
<http://www.bracknell-forest.gov.uk/commissioningforolderpeople>

Strategy for people with mental health needs  
<http://www.bracknell-forest.gov.uk/Healthy-Minds-strategy.pdf>

Commissioning strategy for people with long term conditions  
<http://www.bracknell-forest.gov.uk/long-term-conditions-commissioning-strategy.pdf>

Commissioning strategy for people with Autism  
<http://www.bracknell-forest.gov.uk/autism-joint-commissioning-strategy.pdf>

Commissioning strategy for people with dementia  
<http://www.bracknell-forest.gov.uk/Dementia-strategy-2014-2019.pdf>

Commissioning strategy for people with sensory needs  
<http://www.bracknell-forest.gov.uk/commissioning-strategy-for-sensory-impairment-large-print-version.pdf>

Commissioning strategy for people with a learning disability  
<http://www.bracknell-forest.gov.uk/learning-disability-commissioning-strategy-2008-to-2013.pdf>

Advocacy Strategy  
<http://www.bracknell-forest.gov.uk/advocacy>

Carers' Strategy  
<http://www.bracknell-forest.gov.uk/caring-about-carers.pdf>

Joint Health and Wellbeing Strategy  
<http://www.bracknell-forest.gov.uk/jointhealthandwellbeingstrategy>

Copies of this booklet may be obtained in large print, Braille, on audio cassette or in other languages. To obtain a copy in an alternative format please telephone 01344 352000.

### Nepali

यस प्रचारको सक्षेप वा सार निचोड चाहिं दिइने छ ठूलो अक्षरमा, ब्रेल वा क्यासेट सून्तको लागी । अरु भाषाको नक्कल पनि हासिल गर्न सकिने छ । कृपया सम्पर्क गनुहोला ०९३४४ ३५२००० ।

### Tagalog

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### Urdu

اس دستاویز کے خلاصے یا مختصر متن جلی حروف، بریل لکھائی یا پھر آڈیو کیسٹ پر ریکارڈ شدہ صورت میں فراہم کئے جا سکتے ہیں۔ دیگر زبانوں میں اس کی کاپی بھی حاصل کی جا سکتی ہے۔ اس کے لیے براہ مہربانی ٹیلیفون نمبر 01344 352000 پر رابطہ کریں۔

### Polish

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### Portuguese

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