

Southend-on-Sea Borough Council
Report of Corporate Director for People
to
Cabinet
on
10 November 2015

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Southend Market Position Statement

Executive Councillor: Councillor James Moyies
A Part 1 Public Agenda item

1. Purpose of Report

This report introduces Southend's first integrated Market Position Statement.

2. Recommendations

- 2.1 That Cabinet agrees the commitments set out in Appendix 1 for citizens, commissioners and providers (pages 1 and 2);
- 2.2 That Cabinet notes tools to support the market (page 2)
- 2.3 That Cabinet commits to the next steps (page 13); and
- 2.4 That Cabinet delegates powers of authority to publish refreshed and focussed chapters to the portfolio holder for Health and Adult Social Care in consultation with Director for Department of People and Chief Accountable Officer of Southend Clinical Commissioning Group (CCG).

3. Background

- 3.1 The Market Position Statement has been produced for providers of adult health and social care services. It sets out how commissioners intend to work with the community and providers to support people with care needs. In doing so the Market Position Statement confirms the local authority's strategic vision for care provision.
- 3.2 The Market Position Statement is not a statutory document but it is a conduit to deliver duties placed on Local Authorities through the Care Act 2014, namely to;
 - Facilitate and shape the market;
 - Focus on outcomes and wellbeing;

- Promote quality, including workforce development;
- Support sustainability and ensure choice; and
- Market oversight and market failure.

3.2 Some Local Authorities approach the Market Position Statement by producing focussed sub chapters. Southend will use this approach. Our focussed chapters will benefit providers who offer specialist support.

The Market Position Statement is the start and not the end point of a process of market facilitation and community empowerment.

The content of the Market Position Statement is reflective of the priorities for Southend Borough Council as well as the Clinical Commissioning Group and incorporates feedback coordinated through Southend Association of Voluntary Sector.

This document needs to be endorsed through both Southend Council and Southend Clinical Commissioning Groups governance routes.

3.3 The current draft Market Position Statement sits alongside the Joint Strategic Needs Assessment. It considers performance highlighted through the Local Account and fits within the strategic direction offered through the Health and Well-Being Strategy. It is reflective of the priorities identified within the Better Care Fund Programme.

3.4 The Market Position Statement sets out clear commissioning principles and expectations for providers, as well as identifying the tools to deliver an improved commissioning service. It acknowledges several cross cutting themes and priority areas, which are equally relevant to all client groups; emphasising personalisation, prevention and support for carers. Social Value is promoted as a key component of our commissioning model.

The market position statement does not offer detailed insight of any demographic group – this will be addressed through production of focussed chapters which align with the Joint Strategic Needs Assessment chapters.

Commissioners will continue to deliver the priorities set out in the Integrated Commissioning Work plan, Southend Borough Council Procurement plan and Southend Clinical Commissioning Group Operational plan.

4. Other Options

None

5. Reasons for Recommendation

None

6. Corporate Implications

6.1 Contribution to Council's Vision & Corporate Priorities

The Market Position Statement supports the council's vision and the corporate priorities which focus on health, prosperity and excellence.

6.2 Financial Implications

There are no direct financial implications of this market position statement. There is a commitment to commission intelligently and provide better value for money.

6.3 Legal Implications

The Market Position Statement has been produced for providers of Adult Community Care Services. It is not a statutory document but Local Authorities are expected to have one because it informs providers about the strategic direction for care provision in the borough – in this respect it also shows how local authorities will meet statutory duties as set out in the Care Act.

6.4 People Implications

The Market Position Statement sets out how Community Care Commissioning will ensure citizens will:

- Live in active and supportive communities - keeping friends, family and place;
- Have access to information to make decisions about lives;
- Have greater choice and control;
- Will have access to support to define the outcomes they want to achieve;
- Have the information they need, when they need it;
- Have personalised support;
- Always have dignity and respect;
- Live interdependently to benefit from a better Southend.

6.5 Property Implications

None

6.6 Consultation

The market position statement is a live document which will be updated annually. The current version has been produced by the integrated commissioning team and incorporates feedback from departments within Southend Council, Southend Clinical Commissioning Group as well as Southend's Association of Voluntary Services.

As an integrated position statement, the document requires sign off through both Southend Council and Southend Clinical Commissioning Group's governance routes.

6.7 Equality and Diversity Implications

The Market Position Statement advocates evidence based commissioning. This will include conducting risk assessments as part of the options appraisal for future commissioning activity.

6.8 Risk Assessment

The Market Position Statement advocates evidence based commissioning. This will include conducting risk assessments as part of the options appraisal for future commissioning activity.

6.9 Value for Money

There are no direct financial implications of this market position statement.
There is a commitment to commission intelligently and provide better value for money.

6.10 Community Safety Implications

None

6.11 Environmental Impact

None

7. **Background Papers**

None

8. **Appendices**

Appendix 1 – Southend-on-Sea Market Position Statement.