

Market position statement for general
homecare services
February 2016

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Drivers for Change

The **Care Act 2014** sets out the biggest reform to the social care system for over 60 years; placing a new statutory duty on local authorities to promote a wider offer for adults and carers in need of support.

Within the act it states that “Local authorities must consider how to meet each person’s specific needs rather than simply considering what service they will fit into. The concept of meeting needs also recognises that modern care and support can be provided in any number of ways, with new models emerging all the time, rather than the previous legislation which focuses primarily on traditional models of residential and domiciliary care.”

“The ambition is for local authorities to influence and drive the pace of change for their whole market, leading to a sustainable and diverse range of care and support providers, continuously improving quality and choice, and delivering better, innovative and cost-effective outcomes that promote the wellbeing of people who need care and support.”

What is a Market Position Statement?

Newcastle City Council aspires to be a cooperative council; this means we want to:

- Deliver services in cooperation with communities,
- Enable communities to inform choices about the Council’s priorities,
- Involve communities in deciding how services can be delivered in the future and how to achieve a balance between those services which are available to everyone and those that are for people with an assessed social care need.

Market Position Statements are the first step towards achieving a cooperative approach to the commissioning of services. These documents are designed to help Adult Social Care providers and the people who use Adult Social Care services in Newcastle understand what services are currently on offer in the City, and also what we think Adult Social Care services should look like in the future.

We are producing a range of these documents looking at different client groups and service models in the City.

In developing these documents we speak to people that use Social Care services, the people that work in services and the organisations that run them to understand what they think of what’s currently on offer and how they would like to see it change. We want to use these documents as the start of a conversation with providers, carers and people who use services, about the vision for the future of our Social Care market in Newcastle.

How to use this document

This document gives providers a direction about what we want from the general homecare market to help us to meet our local priorities for a range of service user groups. It is part of a suite of documents that provide the key information and statistics on needs, demand and trends for the city. It should therefore be read in conjunction with:

- the Newcastle Future Needs Assessment
- The joint Wellbeing for Life Strategy
- The other Market Position Statements we have developed or are developing.

Links to these documents can be found at

<https://www.newcastle.gov.uk/business/tenders-contracts-and-procurement/market-position-statements>

Drivers for Change

The **Care Act** has had a major impact on the Council in relation to its Adult Social Care responsibilities, extending existing duties and adding new duties.

Some of the major changes being brought about by the act are:

- The Council will have a duty to;
 - improve integration with Health partners
 - provide preventative services
 - provide information and advice signposting
 - assess any adult with a need for a care and support service
 - facilitate a marketplace that offers a diverse range of high quality and appropriate services
- A national eligibility criteria

Who is it for?

This document is aimed at:

- existing and potential providers of general homecare services, who will be able to use the information to develop their business plans to best support people to live well in their own homes for as long as possible. Providers can learn about our intentions for what services in Newcastle will look like and use this to inform their own planning for the future;
- community stakeholders, including service users and their carers, to understand and shape the direction of travel in Newcastle;
- voluntary and community organisations and community and faith groups who make a key contribution to building and maintaining individual and community independence. We hope these partners, who may or may not deliver commissioned services, will be able to use the Position Statement to understand how their offers support people to remain living in their own homes for as long as possible;
- health colleagues, who will be crucial partners in ensuring appropriate health interventions are delivered alongside social care interventions to enable people to remain at home for as long as possible;
- people who are interested in starting up social enterprises or a business in this sector, who will be able to use this document to identify future opportunities in the market.

Key Messages

- Ageing population
- Increasing demand for services
- More people with long term health problems or disability, particularly in the older population

Key Information

Demand on Social Care services in Newcastle is growing as Newcastle's population ages.

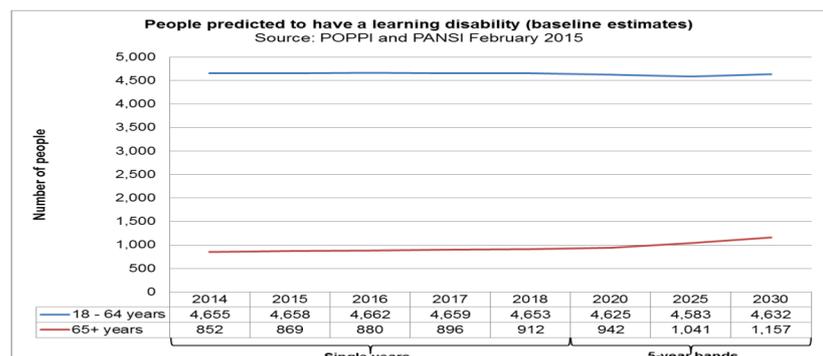
There is an overall predicted increase in the population of Newcastle from 286,800 in 2013 to 299,400 by 2030 – a 5.7% growth in the population over the forecast period. The most significant feature in the population projections is the projected growth of older people in the over 65 age group.

This large increase in the number of people over 65 is already resulting in an increased number of people with dementia related care needs as well as other long term conditions, creating further pressures for Social Care services.

As would be expected, the proportion of people with limited health or disability issues increases with age, illustrated by the table below.

Disability	Age				Total
	0 to 15	16 to 49	50 to 64	65 and over	
Day-to-day activities limited a lot	942	5,952	7,014	12,753	26,661
Day-to-day activities limited a little	1,128	7,224	6,788	10,776	25,916
Day-to-day activities not limited	45,904	135,179	31,327	15,190	227,600
Total	47,974	148,355	45,129	38,719	280,177

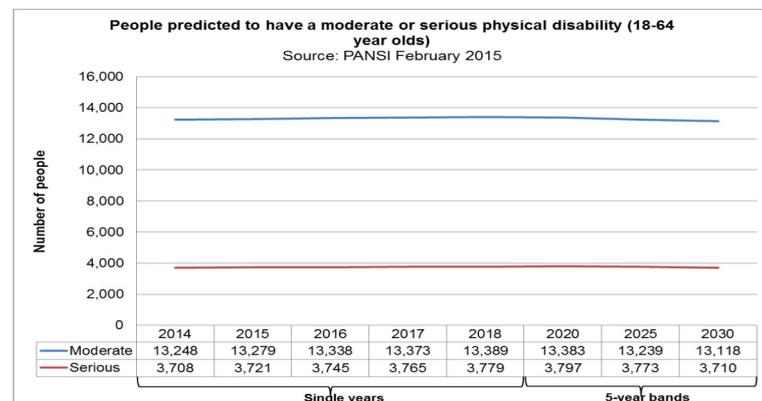
Numbers of people aged 18-64 years with a learning disability are predicted to remain fairly static up to 2030, whilst for those aged 65 and over, the numbers are predicted to increase as people are supported to remain healthy.



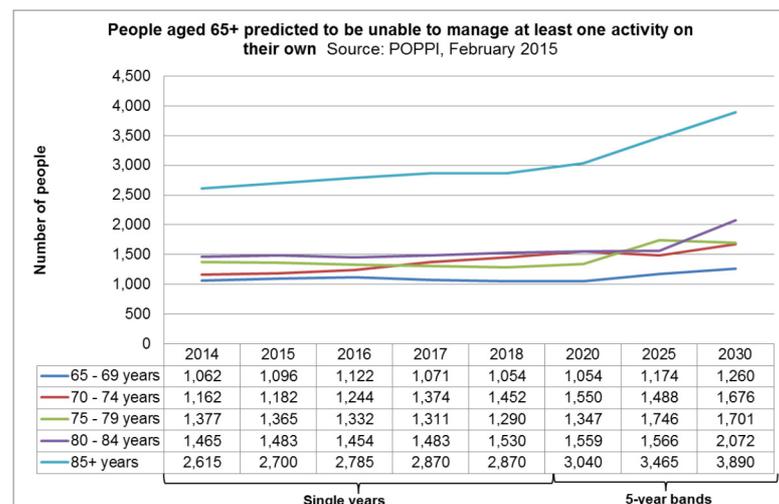
Key Messages

- Significant variations in life expectancy across City
- Reducing resources

The number of people aged 18-64 with moderate or severe physical disabilities is also predicted to remain fairly stable



whilst the numbers of older people predicted to be unable to manage at least one mobile activity on their own are predicted to increase for nearly all older age groups, in particular the over 85s, as the below table demonstrates. Activities include: going out of doors and walking down the road; getting up and down stairs; getting around the house on the level; getting to the toilet; getting in and out of bed.



Significant variation in life expectancy also exists between different parts of the City, with life expectancy lower in the most deprived areas. The most deprived areas are concentrated in Byker, Walker and Walkergate in the east, and Benwell and Scotswood and Elswick in the west.

Key Messages

- Reduce admissions into long term residential care
- Enable people to live at home for as long as possible
- Connect people to their communities

Newcastle City Council is committed to substantially reducing its use of residential care services, by helping older people live independently in their own homes for as long as possible and be connected to their communities.

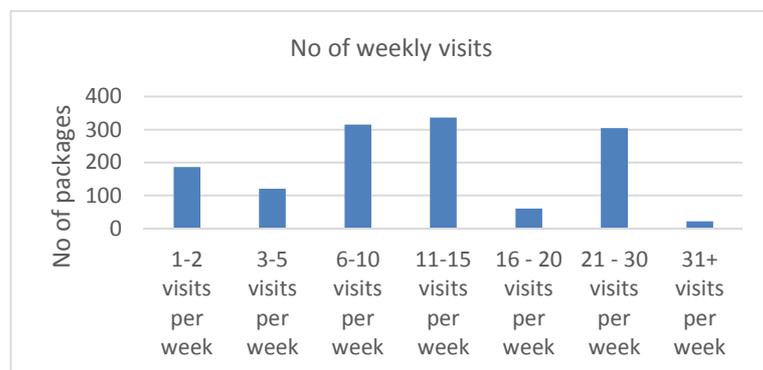
At February 2016, Newcastle City Council commissioned on average approximately 11,350 hours of general homecare per week with the 5 contracted providers, which was provided to approximately 1,300 individuals. Newcastle City Council aims to provide more care in the community and home-based settings.

The average support package size for all adults receiving general homecare is currently 8.5 hours per week.

The average length of visit is 46 minutes.

The average weekly package cost for generalist homecare is £101.

The below chart demonstrates the number of weekly visits made by care staff to clients.



The majority of care packages involve 7 or 14 visits per week (18% and 19% respectively of all care packages), whilst 14% of all care packages involve 1-2 visits per week.

	Number of care packages	% of all care packages
1-2 visit per week	186	14
7 visits per week	237	18
14 visits per week	251	19
21 visits per week	103	8
28 visits per week	111	8
		66%

Key Messages

- Increasing use of the Reablement service
- Many people supported by informal carers
- Increasing use of Direct Payments and Personal Budgets
- Reducing budget
- Need for new and innovative, cost effective services

According to Newcastle's Adult Social Care Local Account, 1,991 people used the reablement service in 2014/15, 78 more than in 2013/14. Reablement is a highly personalised support to people who need short term support, usually for a period of up to 6 weeks, with tasks such as personal care, daily living activities and other practical tasks.

Many people are supported to live at home with help from family and friends. It is estimated that 2,578 people in Newcastle were providing informal care in 2014/15, 861 more than in the previous year, of whom approximately 51% reported to provide over 35 hours of informal care per week (38% of these spent 75% or more).

1,255 people were provided with equipment and home adaptations so they could stay safely in their own homes for longer, 70 less than last year.

In addition to this, the Council's budget is reducing which means that we need to find new and innovative ways of delivering services, which not only save money but, more importantly, support people to achieve what they want to achieve in their lives, prevent people's needs from increasing and, wherever possible, reduce people's need for statutory services and enable people to do things for themselves.

More people are being encouraged and supported to use personal budgets, allowing them to exercise choice and control over the services they receive – leading not only to a need for more flexible, person centred services, but also to a wider variety of services being accessed by people in order to meet their needs.

What this means

- Tender opportunity during Spring 2016/17
- Responsive service that meets the needs of people as they age, with increasingly limiting disabilities
- Prevent unnecessary admissions into hospital, residential or nursing care
- Develop links with partners, including the Reablement Service and health providers
- Respond to increased use of personal budgets

What this means for providers

These pressures and changes create a need for a responsive general homecare market that can meet the needs of people as they age.

The current general homecare framework expires in September 2016. During Spring 2016/17 we will be re-tendering for general homecare services for adults. This work will be carried out in partnership with service users, providers and other partners to ensure an integrated approach to service development and service delivery, reflecting the requirements of the new statutory framework provided by the Care Act 2014.

The focus of these services will be to enable people to remain living in their own homes for as long as possible, providing flexible, personalised support to maintain or improve people's physical and emotional health and wellbeing; supporting people to increase their independence, remain socially included and prevent unnecessary admissions into hospital and residential or nursing care.

Providers will be required to work flexibly and cooperatively with a range of partners, including the Council's in-house Reablement team and health providers, in order to support people well and allow them to remain in their own homes for as long as possible.

Services in Newcastle need to be able to respond to the increasing use of personalised budgets, and providers need to consider how they will market their services in order to reach this growing population who are not commissioning services through the traditional route.

What we do

The Council currently commission five providers to deliver generalist homecare services to the following client groups:

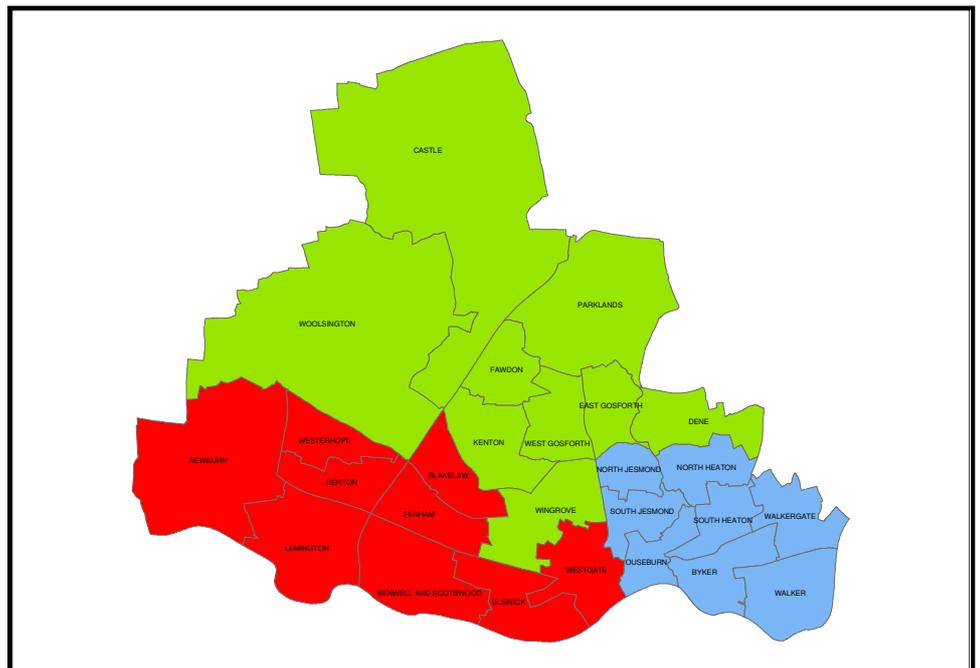
- Older People and Frailty aged 65 years and over,
- People with Learning Disabilities aged 18 years and over,
- People with Mental Health needs aged 18 years and over,
- People with Physical Disabilities, including sensory impairment aged 18 years and over,
- General Domiciliary Care services, for individuals aged 18 years and over with specific needs, for example (but not restricted to) dementia, end-of-life, palliative care, and sudden onset brain injury.

What's happening in Newcastle?

Changes brought about by the Care Act mean that Newcastle City Council funds social care for people that are deemed as eligible for services and financially assessed as unable to pay for those services themselves. We will also signpost people to appropriate services no matter what their level of eligibility is.

We also support a number of organisations through a variety of funding streams, including the Newcastle Fund and Public Health monies. Many of these services support people that would not be eligible for services, either in the short or long term, and these services prevent people's needs escalating thereby reducing demand on statutory services.

The Council currently commission five providers to deliver generalist homecare services to adults and older people. Providers operate in geographical zones of North, East and West rather than city-wide, as illustrated below.



Key:

 North

 East

 West

What we do

- 3 Zones (North, East and West)
- Spot contracts, no guarantee of business
- Providers operate between 7am – 11pm
- Tasks include personal care, cooking and shopping
- Providers link with other services, including Reablement
- Objective is to keep people living well in their own homes for as long as possible

The current providers and Council consider this approach provides the basis for more effective partnership working, by establishing selected providers in each zone, driving up quality and efficiency and offering those providers the opportunity to develop an effective and responsive service to meet the needs of the people of Newcastle.

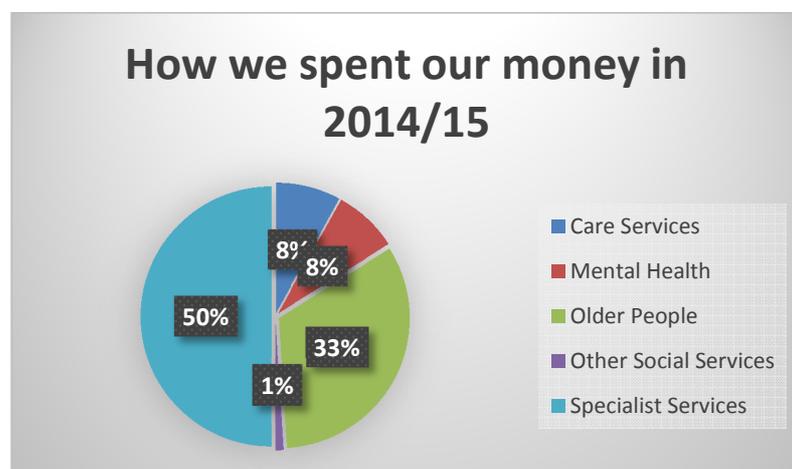
Generalist homecare includes tasks such as supporting individuals with personal care and daily living tasks such as cooking and shopping.

Providers are contracted to operate between 7am and 11pm on a spot contract basis, with no guarantee of volume of work.

Providers are expected to work closely with a range of services to help support people to live at home for as long as possible, including but not limited to the Council's in-house Reablement service. This is a short-term service of up to 6 weeks to help people regain skills that they may have lost following an admission to hospital or after recovering from a fall/illness. Some people may continue to have support needs beyond the 6 week period and in these instances these services will be referred to the general homecare market. Providers are expected to develop a close working relationship with the Reablement team, in order for there to be a smooth handover of individual packages.

Finances and funding

In 2014/15 we spent **£74.6** million on adult social care services. We spend approximately **£6.65** million per annum on home care services.



People who use (or may be considering) services told us:

- Care should be person centred
- Need timely information in various formats about services that are available
- Assessment of needs should focus on the whole person – not just on one specific problem
- Personalised advice and guidance is needed to find the best way to appropriate – and affordable – home care
- Need consistency of carers
- Home care workers have to be well trained, adequately paid, and able to provide a reliable and trustworthy service
- Aids and equipment are also important
- Culturally specific services are important

During Spring 2016 we will be re-tendering for general homecare services for adults.

During 2015 and 2016 we held a number of consultation events with service providers and people who use services or may be considering using services in the future. We are using feedback from these events to help shape how general home care services will look in the future.

What do people say?

We held a number of sessions at the end of 2015 in partnership with the Elder's Council with people who use services and those who may consider using services in the future. The purpose of the sessions was to gain people's feedback about what their expectations might be about home care services and what is important to them in a good home care service. This feedback is in the left hand column.

During 2015/16 Healthwatch Newcastle have also undertaken a study of home care services which sought views from users of home care services in Newcastle, their carers and relatives and from home care staff. The results of the findings are due to be published shortly and we will seek to reflect any recommendations within our general home care model.

What do providers say?

We also held a number of events during 2015 with the current 5 general home care providers and providers from the wider market to seek their input on what a general home care service might look like going forward, what works well now and what needs to change.

Providers said they:

- Want to retain the existing 3 zones, with 2 providers in each zone
- Do not want primary/secondary providers, no sub-contracting
- Feel the current size of zones are appropriate
- Feel block contracts/guaranteed hours will help with staffing/recruitment
- Feel the hourly rate needs to be looked at
- Think the current 2 hour windows for packages that don't require medication prompts should remain

What we will do

- Retender for general home care services in Spring 2016
- New Framework to commence October 2016
- Zoning arrangements to continue
- Individual Service Funds as a means of managing a Personal Budget will be considered
- Hourly rate and the way in which spot contracting arrangements work to be considered
- Use feedback from providers, service users and Healthwatch to continually improve general home care services across the City

- Felt Individual Service Funds may be an appropriate way for some people to manage Personal Budgets
- Need good communication with hospital teams and Reablement to enable prompt response from provider

What services in Newcastle will look like

Newcastle City Council is committed to the delivery of high quality general home care services that are easy to access and that maximise people's ability to live independently and safely in their community.

We will seek to work with the market to provide services that enable people to live at home for as long as possible, by focusing on prevention and early intervention, and providing responsive services that can meet changing and emergency needs in order to avoid unnecessary crisis interventions, such as admissions into residential care or hospital.

We will incorporate the feedback we have received from providers, users of services and their carers, along with the recommendations from Healthwatch to develop a service that meets these needs.

We will seek to maintain current arrangements with regards to zoning the City into 3 areas, North, East and West.

We will consider the possibility of introducing Individual Service Funds for those people who would want them as a way to manage their personal budget flexibly and in a way that meets their individual needs.

We will give consideration to the hourly rate and look at ways in which we might commission spot packages to help providers more efficiently recruit and retain staff.

We will expect providers to engage effectively with primary health care and hospitals and Reablement services to ensure the market can respond effectively at all times to deliver the requirements of the Framework.

How Newcastle Council will help providers be fit for the future

The Council will support the facilitation of the market and the development of the services described in this document by:

- hosting regular events for providers to meet and discuss future plans with other providers and also Commissioners of services
- providing support to organisations who would like to establish their own networking groups
- providing information on what the plans are of other local authorities in the region
- keeping providers and the public up to date on events and service changes through use of social media
- making market position statements and other relevant documents available on the Let's Talk and / or Newcastle City Council website

What business development opportunities will this create?

Retender opportunities – framework to commence October 2016.

Key contacts

Internal and external key contacts for organisations and service users who want to find out more / develop ideas with other organisations

Commissioning

Write to:

Room 104

Newcastle City Council

Civic Centre

Barras Bridge

Newcastle upon Tyne

NE1 8QH

Phone: 0191 211 5394

E-mail:

adult.commissioning@newcastle.gov.uk

Social Care Direct

Phone: 0191 278 8377

E-mail:

scd@newcastle.gov.uk

A list of commissioned general homecare services can also be found on Newcastle City Council's service directory at:

<http://www.newcastle.gov.uk/social-care-and-health/care-and-support-adults/care-services-directory>