

Adult Services
Market Position Statement



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What is driving change?

The Care Act 2014 is the key driver for change in Adult Social care.

“The core purpose of adult care and support is to help people achieve the outcomes that matter to them in their life” (Care Act 2014).

The Care Act 2014 does create some new duties and responsibilities while restating existing good practice and placing it on a statutory footing. It has created fundamental reforms on adult social care will work, placing critical emphasis on:

- advice and information
- prevention and
- market shaping which statutory to facilitate markets that offer a diverse range of high quality and appropriate care and support services, to enable genuine choice to people in meeting their needs.

Better Care Fund

The Better Care Fund will provide £3.8 billion nationally, allocated to local services to give older and vulnerable an improved health and social care system by using pooled budgets. Plans to use this approach in Newcastle have been developed and shared with stakeholders.

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 will 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 is a short overview, giving providers a direction about what we want from the 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 of developing

Links to these documents can be found at (to be inserted)

Who is it for?

This document is aimed at:

- Existing and potential providers of adult social care
- Service users and carers to understand the direction of travel in Newcastle.
- Health colleagues who will be crucial partners in ensuring the delivery of the co-operative approach which is fundamental to Newcastle City Council's approach.
- Voluntary and community organisations can 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.

Key Information

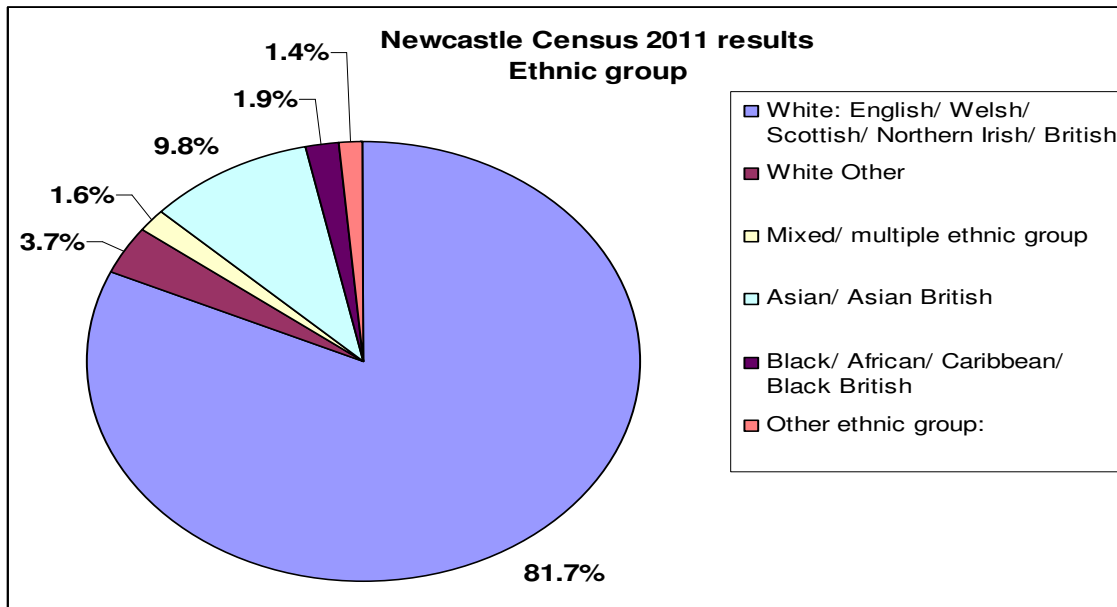
Population statistics for Newcastle

Current population estimates (2013) indicates there are approximately 286,800 people currently living in Newcastle. The population is estimated to grow steadily to around 299,400 by 2030 and to 305,100 by 2037 - a 5.7% growth over the next 17 years to 2030.

Whole population	2013	2030	2037	%+
ONS 2012-based projection	283 000	300 000	305 000	5.7

- People aged over 85 years and over who cannot manage one activity will increase 67% up to 2030 (2,615 to 3,890) – an extra 1,275 people.
- People aged 85 years and over with a limiting long term illness will increase by 66% up to 2030 (4,048 to 6,141) – an extra 2,093 people.

Ethnicity

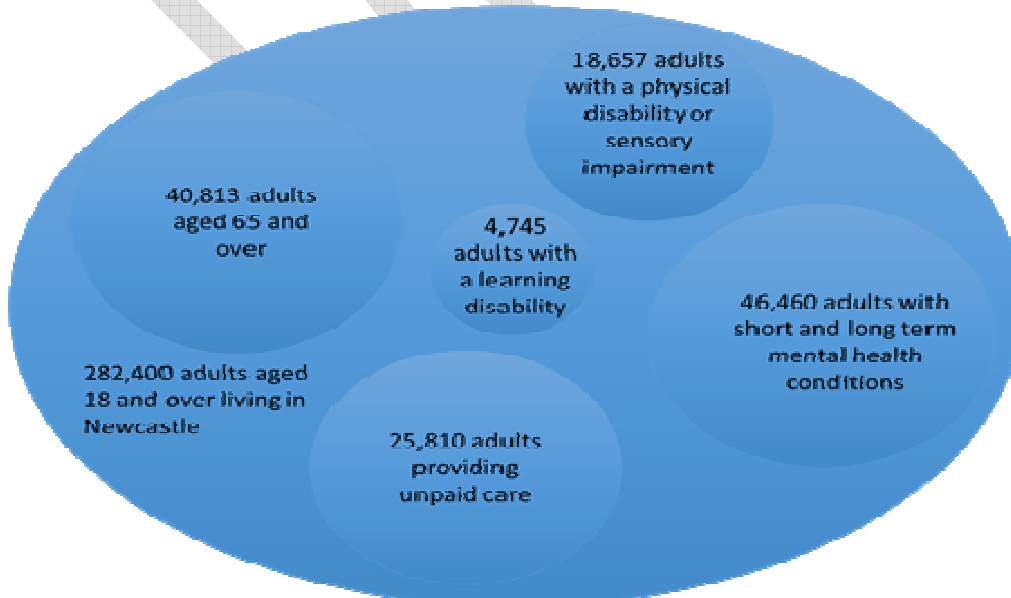


Newcastle population by ethnic group. Source: Census 2011.

The 2011 Census suggests that in Newcastle:

- 89.7% of households (where all people aged 16 and over) have English as a main language
- 5.9% of households have no people who have English as their main language, equivalent to 6,927 households

People's Needs



Long-term health problem or disability

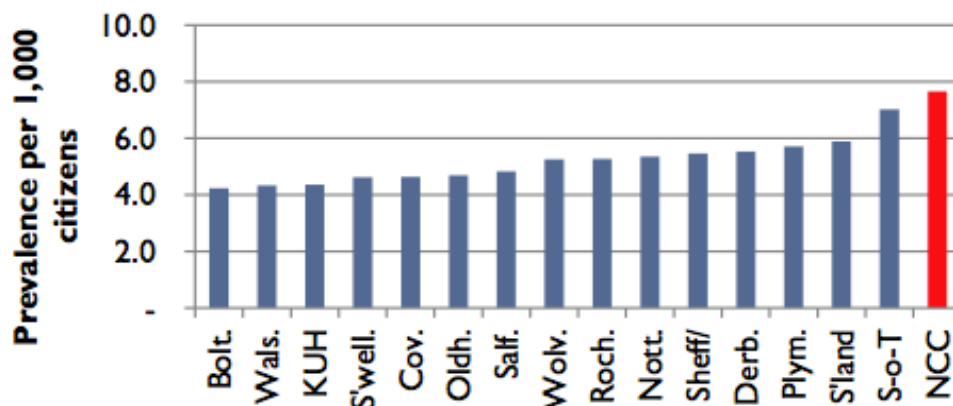
The table below shows the number and proportion of people with a long-term health problem or disability. As would be expected the proportion of people with limited health or disability issues increases with age.

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

Learning disability

- In 2014, 4,655 people aged 18-64 years and 90 people aged over 65 were predicted to have a learning disability.
- The trend is expected to remain similar to 2030 (4,632 people).
- For those aged 65 and over, the numbers are predicted to increase as people are supported to remain healthy.
- Newcastle has one of the highest GP recorded prevalence of people who have a learning disability

GP-recorded prevalence of LD



Adults with a physical disability (aged 18-64)

- In 2014, 13,248 people were expected to have a moderate physical disability and 3,708 people a serious disability.
- Over time, predicted trends vary slightly with 13,383 people in 2020 and 13,118 people in 2030 expected to have a moderate disability.
- The number of people with a serious disability is predicted to be 3,797 people in 2020 and 3,710 people in 2030.

Sensory impairment

RNIB data suggests over 5,500 of people may be 'living with sight loss' in Newcastle.

The number of people aged 65 and over predicted to have a moderate or severe visual impairment in 2014 was 3,666 (people aged over 75 years account for two thirds of these overall). The numbers are predicted to increase, to almost 4,000 by 2020 and 5,000 by 2030.

The number of adults aged 18 to 64 predicted to have a serious visual impairment is predicted to remain at around 121/ 122 people over the next 15 years to 2030.

In 2014, there were a total of 23,735 people, aged over 18 years predicted to have a moderate or severe hearing impairment. This figure is expected to increase to 25,532 by 2020 and to 30,352 by 2030.

In 2014, there were around 520 people aged 18 and over predicted to have a profound hearing impairment. The trend is predicted to increase to 581 people by 2020 and 708 people by 2030 with just over half of these being 85 and over.

Carers

Census 2011 data suggests almost one in ten (9.2%) of people provide some kind of unpaid care in Newcastle (approximately 26,000 carers).

Predicted trends produced on the Projecting Older People Population Information System (POPPI) using the Census 2011 figures as the baseline, suggest the number of older people who provide unpaid care will increase by a third over the next 15 years (and those aged 85 and over are predicted to increase by 50%).

Funding and Finance

In common with communities across the country, Newcastle has experienced five years of austerity in the public services. Valued services have been cut back or lost. People have lost their jobs. As a city we have fought hard to avoid some of the worst impacts of cuts and communities have responded positively by coming together to find new ways of working.

Throughout this period we have also seen innovation in service delivery and unprecedented improvements in efficiency. Above all, we have retained a strong focus on fairness. We have taken steps to protect the most vulnerable citizens from the worst impact of cuts. And we have continued to invest in the future of our city, creating the best possible conditions for recovery and growth. Where services have had to be cut back, we aim to retain a core minimum service, ready to rebuild them as finances improve.

Further cuts will be required by government's continued reductions in funding for public services. The government has signalled that cuts will continue for many years to come, and we may be less than half way through this process. The independent Institute for Fiscal Studies have described these as "colossal", taking the size of government to its lowest level for generations. It also appears likely that cuts will continue to impact on local government disproportionately and be skewed against councils like Newcastle.

In [Fair choices in tough times*](#) we warned that the year 2015-16 would see a series of "fiscal cliffs" requiring measures that could be damaging to the city and which we would do all we could to avoid. Since those plans were developed there have been substantial changes in the needs of the city and the opportunities available to us. We have learned more about the city's priorities, delivered innovative solutions, reduced unnecessary costs and made our services even more efficient. But the cuts are even worse than we expected at that time and have now been extended by the government into future years. We now estimate that £40 million of cuts will be required from the council's revenue budget in 2015-16, with a further £30 million in 2016-17 and £20 million in 2017-18.

*More information can be found by clicking the link above.

People we supported in 2013/14

Last year we provided ongoing support for just over 8,000 adults.

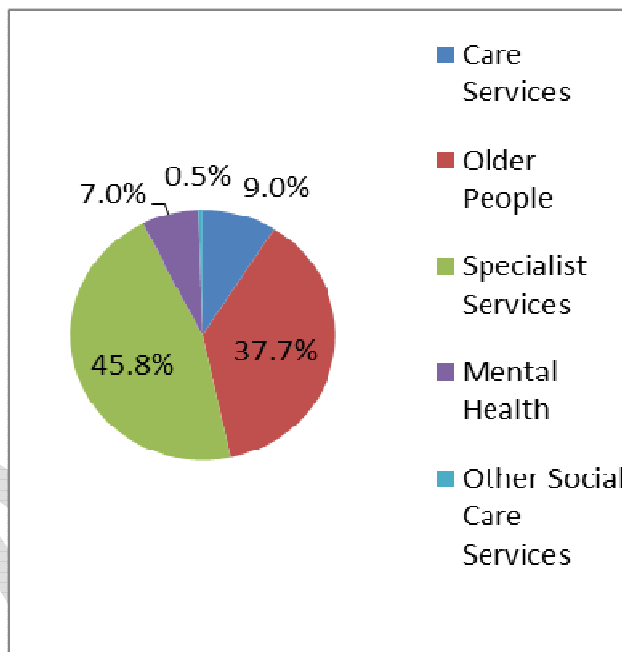
- **66%** of people receiving services are aged over 65 and may also be included in any or all of the figures below.
- **1,717** informal carers, 442 more than last year
- **853** people with a learning disability, 7 more than last year
- **3,689** people with physical disabilities, 495 fewer than last year
- **265** people with a sensory impairment, 43 fewer than last year
- **1,202** people with a mental health condition
- **1,338** adults aged 18+ living permanently in residential or nursing care paid for by the local authority

What do people who use services say?*

- **94%** of people said care and support services helped to improve their quality of life, *3% more than last year*
- **92%** reported their quality of life was improved

How we spend our money

In 2013/14 we spent a net amount of **£72.1** million on adult social care services.



Of the £72.1 million shown above, we spent a net amount of £59.5 million on commissioned services. These are broken down below:

- We spent £27,989,300 services for people who have a learning disability. These included; Day Services, Direct Payments, Home Care, Residential Care, Shared Lives, Supported Living services
- We spent £2,855,020 on services for people who have mental health issues. These included; Day Services, Direct Payments, Home Care and Residential Care
- We spent £23,693,500 on services for older people. These included; Day Services, Direct Payments, Extra Care Housing, Home Care and Residential Care
- We spent £4,981,150 on services for people who have physical disabilities or sensory support needs. These included; Day Services, Direct Payments, Home Care and Residential Care

- **64%** were extremely or very satisfied, up from 63% last year
- **80%** found it easy to find information and advice, 4.25% more than last year
- **89%** said they were helped with control over daily life, 5% more than last year
- **78%** said they were helped to feel safe, 6% more than last year

*taken from the annual Adult Social Care User Survey which gathers the views of those using services.

Providers we work with

The Council hold contracts with a wide range of providers to meet the needs of adults in the City:

- 25 organisations providing residential care for older people;
- 8 organisations providing specialist residential care
- 5 organisations providing general homecare services for adults;
- 17 organisations providing specialist homecare services for adults;
- 3 organisations providing housing with care services for older people;
- 1 organisation providing housing with care for people with dementia;
- 23 organisations providing support to adults with a learning disability;
- 4 organisations providing day care:
 - 1 in the East of the City for Older People
 - 1 in the West of the City for Older People
 - 1 for people with Dementia
 - 1 for people who have a Physical Disability
- 3 organisations working in partnership to provide a service helping people to access community opportunities
- 1 organisation supporting people with mental health needs to access community opportunities or work, training or education
- 3 organisations providing advocacy services
- 1 organisation to maintain and repair equipment and adaptations

Please note there may be providers who fall into one or more of these categories.

National and Local Context

The council has four very clear priorities for how we will focus our efforts and resources to make a positive difference to the city. These are:

- [A working city*](#) - creating good quality jobs and helping local people develop the skills to do them.
- [Decent neighbourhoods*](#) - working with local communities to look after each other and the environment.

- [Tackling inequalities*](#) - tackling discrimination and inequalities which prevent people from fulfilling their true potential.
- [A fit for purpose council*](#) - a council which leads by enabling others to achieve.

*More information can be found about these by clicking the links above.

Transforming Adult Social Care

The current financial climate means we need to consider what we do and how we do it. This, combined with a number of other influential local and national factors means that change is not optional, but a given. Factors include:

- Demographic changes – we will support more older people who will have more complex needs;
- Personalisation – we need to give people more choice and control over their care;
- We need to support people to move away from an over reliance on paid for and formalised support by working with people and their communities to make the best use of their own personal assets, community capital and informal support networks;
- We need to focus on prevention and independence – developing services that help support people to maintain their independence and wellbeing rather than relying on services to support them at a point of crisis e.g. reablement, community opportunities and low level support in someone's own home.

We are committed to being a cooperative Council, sharing knowledge and resources with partners to tackle issues facing our city. Using this approach will support us to:

- Help create social value for citizens and communities;
- Enhance citizen autonomy, capability and resilience;
- Unlock citizen resources; and
- Support existing social networks and build collective community capacity.

We will continue to:

- develop the quality of both commissioned and non-commissioned services
- ensure services represent best value as we focus on commissioning effective **and** efficient services
- support people to focus on and achieve their outcomes
- involve people and their carers in the design and delivery of services
- develop flexible services
- work with partners in health and the Care Quality Commission to ensure people receive a quality service

Social Value

We are committed to getting the best value outcomes for people in the City from the services that we buy. Getting the best value doesn't just mean getting the cheapest price - although value for money is important - it also means taking into account the overall quality of what we buy, the impact that it will have on our local residents and communities, and what the longer-term legacy for the local area will be.

We therefore need to carefully consider the social, economic and environmental impact of the services we purchase in the city – specifically from the point of view of the person that will be using those services.

To do this, we seek to involve service users, families and carers throughout the commissioning process – from the very start of the process, through to the end of a contract. This helps us to ensure that the outcomes that people tell us are important are prioritised in: contract design, evaluation, contract monitoring, and are used to inform new commissions.

The Council recently published a Social Value commitment which explains our priorities in this area. The commitment can be found here: [Social Value Commitment](#)

Ensuring Quality

How we compare

We are measured nationally on how well we improve outcomes for people using services and their carers.

There are 21 measures in the national outcomes framework, many of which are based on what you tell us about your services in our User and Carer Surveys.

- **2/12** We are the second best performing council in the North East
- **4/16** We are the fourth best performing council compared to statistical nearest neighbours
- **1/12** More people use direct payments in Newcastle than anywhere else in the North East
- **8/12** in the North East for permanent admissions of adults aged 18-64 to residential or nursing care

Key contacts

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 2788377

E-mail:

scd@newcastle.gov.uk



- **21/150** in England for our measure of social care related quality of life

Full results available at www.hscic.gov.uk

Quality indicators

Monitoring

Monitoring performance helps us to ensure that critical areas of service delivery are supporting people to achieve the best quality of life possible. It also allows us to identify those services which need to improve quality and share learning around best practice and service standards. Clear standards, consistently applied to services support this quality assurance role.

A focus on outcomes

As we support providers to focus on the quality of their offer to service users, we place an increasing emphasis on ensuring good quality outcomes for people. We will be looking for providers who can deliver flexible person centred services that see service users and their carers as experts and support people to feel included and involved in their meeting their needs.

What business development opportunities will this create?

Newcastle commissions a wide range of social care services for vulnerable adults. We have already worked with service users, carers and providers to develop some Market Position Statements. These include the:

- Market Position Statement for Community Opportunities
- Market Position Statement for Mental Health
- Market Position Statement for Housing with Care Services for Older People within Assisted Living Schemes
- Market position statement for information and advice, and advocacy in Newcastle

We will continue this approach as services come up for review or re-tendering. We would encourage people to be involved in this process as they will have

the opportunity to design and shape services in the future.

During 2015/16 and 2016/17 we will focus on re-tendering, and service redesign if relevant, for:

- General homecare services for adults
- Specialist residential services for adults
- Healthwatch – an independent consumer champion for health and social care services
- an Integrated domestic violence accommodation and outreach service

This work will be carried out in partnership with service users, providers and other partners including the Newcastle Gateshead Clinical Commissioning Group, and Public Health and housing providers all of whom will play a significant role in ensuring an integrated approach to service development and service delivery reflect the requirements of the new statutory framework provided by the Care Act 2014.

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