

## Market position statement for Community Opportunities

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## 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 have spoken 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.

### Who is it for?

This document is aimed at existing and potential providers of community opportunities in Newcastle; this can range from providers of luncheon clubs and day care centres to arts organisations and organisations that support people to form their own interest groups.

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.

Providers from other areas or people who are interested in starting up social enterprises or a business in this sector can use the document to identify future opportunities in the market.

## Drivers for Change

The paper Preventing Loneliness and Social Isolation: interventions and outcomes Social Care Institute for Excellence - October 2011 reported...

“Social isolation and loneliness impact upon individuals’ quality of life, and wellbeing, adversely affecting health and increasing their use of health and social care services”

The Government White Paper ‘Caring for our future’ identified that...

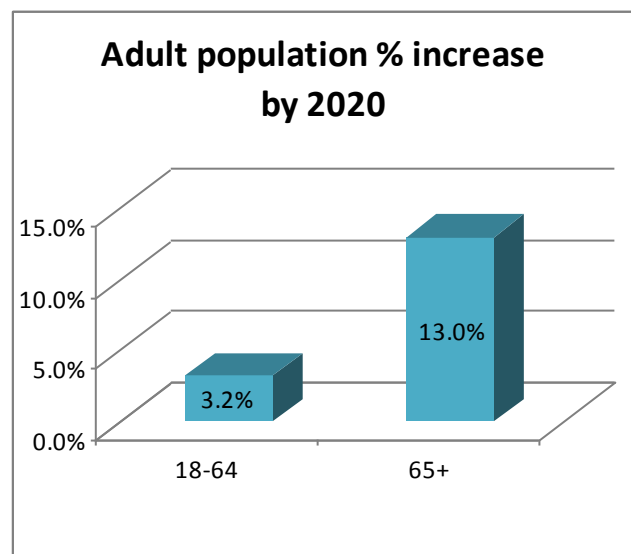
“society is not making the most of the skills and talents that communities have to offer”

and made a commitment to...  
“promote care and support which keeps people active and connected to their communities”

## Key Messages

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

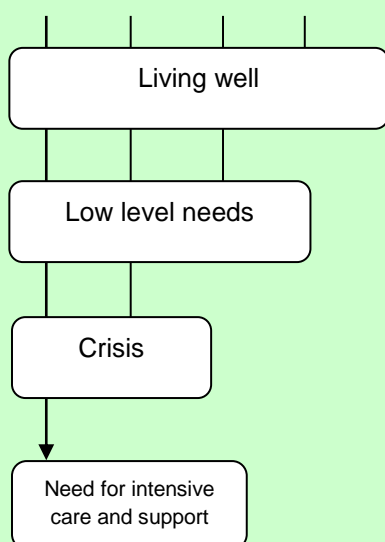
There is an overall predicted increase in the population of Newcastle from 282,500 in 2012 to 297,600 by 2020; a growth of 15,100, or 5.3% of the population over the forecast period. The most significant feature in the population projections is the projected growth of older people in the 65+ age group, a rise of 6.7% by 2016 and 13% by 2020.



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 and, as shown above, these numbers are only going to increase, creating further pressures for Social Care services.

## Drivers for Change

Caring for our future also set out a vision for a reformed care and support system:



**Living well** – People will be given better information and advice to plan ahead to prevent care needs and will be better connected to those around them

**Low level needs** – More support within communities, better housing options and improved support for carers will help people maintain their independence and avoid a crisis

**Crisis** – Reablement services and crisis response will help people regain their independence at home after a crisis

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.

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 leading to a wider variety of services being accessed by people in order to meet their needs.

These pressures and changes create a need for a range of services which not only offer the traditional, building based day service, but also a range of opportunities which make the most of existing groups within communities and supports people to establish their own groups when a gap is identified. **The focus of these services will be to enable people to maintain or improve their emotional health and wellbeing; support people to increase their independence, become more valued within their community and remain socially included.**

## What this means for providers

Services in Newcastle need to be able to

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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.

Current providers of building based day centres need to consider their target market and how they can link with other organisations and services, including health services, in their area to offer a wider range of choice.

Organisations that run community groups will have the opportunity to link to other organisations in their area and create consortia or partnerships which can provide a wide range of community opportunities, enabling smaller organisations to share infrastructure costs and resources – reducing overall costs for each organisation.

Organisations that traditionally work within the arts sector should consider how they can develop services and create links with community groups so people have a wide range of social and leisure activities available to them. This may include community groups using arts spaces for meetings, or arts organisations supporting the development of workshops and interest groups within communities. It could also be about reaching more people with existing art events and

making them more relevant to underrepresented groups; such as the homeless, people with disabilities or carers.

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New providers to the market should be looking at how they can link into, and keep up to date with, the activities that are already happening across the City, and how they can develop relationships with existing organisations that are working within communities; these could range from volunteer led groups to arts organisations that are running events within an area.

Existing and new providers will also need to work with communities to find out what services aren't currently provided and support people to develop peer-led networks which will link individuals and groups with others who have similar interests. This could range from linking two people together to go to the cinema to supporting 20 people to setting up a men's group, a gardening club or sewing circle.

It is important that these services are not focussed on care activity but are about enabling people to take part in social and leisure activities which interest them. They should also make the most of the skills and experience that people in communities have that aren't currently being utilised. The aim of these services must be to keep people socially included and support them to become valued assets within their



## What we do

The Council currently commission five building based day care services:

- a day care service for people with physical disabilities
- two specialist day care services for people with dementia
- two day care services for older people

In addition to this we also provide an in house day service for adults with Learning Disabilities.

The Council also provides funding for luncheon club services, which offer not only hot meals to older people but a space where they can meet with other people of a similar age and interest group.

Befriending Services and support groups also receive grant funding from the Council, these groups are focussed on reducing social isolation and enabling people to receive support from peers instead of having to rely on a commissioned service for that support, allowing people to maintain their independence for as long as possible.

communities. By doing so we believe we will support people to maintain their emotional health and wellbeing.

## What's happening in Newcastle?

Newcastle City Council funds social care for people that are deemed as having a Critical or Substantial need under the Fair Access to Care (FACS) criteria. People with low or moderate needs pay for their own care and support, although we will signpost people to appropriate services no matter what their level of need 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 with lower level needs, either in the short or long term, and prevent people's needs escalating to the critical or substantial level, thereby reducing demand on statutory services.

The table below shows the average number of people accessing traditional building based day care services from independent providers per week over the last three years.

	<b>Average number of clients accessing day care per week</b>
<b>2012/13</b>	393
<b>2011/12</b>	461
<b>2010/11</b>	529

**Source:** PSS EX1 Return P2f  
2010/11 – 2012/13

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As shown by the table above numbers of people accessing day care services has fallen over the last three years. This has been influenced by changes to the way the Council charges for services which have happened over the last couple of years, but may also be linked to changes in what people want and expect from day services. As more people now have access to Personal Budgets they have been able to move away from the traditional, building based service and instead use their budget to pay for different types of social and leisure activities.

### Finances and funding

The table below shows the Councils gross expenditure on building based day care services with independent providers over the last three years.

	<b>Spend on independent day care services</b>
<b>2012/13</b>	£1,705,118
<b>2011/12</b>	£2,121,457
<b>2010/11</b>	£2,491,351

As demand for these services has decreased, spend on the services has also reduced. However the Council also grant funds organisations to provide other day activities for adults, during 2012/13 the

## What do people say?

“Very happy with the service provided, to us it’s a valuable service, the staff are very professional and friendly. I have no doubt that without this service my mother and family would be under a lot more pressure and stress”.

“As my mother’s main carer her days at the centre have made my life so much easier. When she is at [Day service] I never have a single worry about her and am absolutely sure that she is thoroughly enjoying herself in a caring environment that recognises all her needs”.

“I am very happy with the day centre. My mam enjoys going. It gives me time to do what I have to do without me worrying about mam because I know she’s in good hands”.

“Good staff who help a lot...also good hobbies and company. Stops you being lonely”

Council spent £409,000 on funding luncheon clubs, befriending services and support, a total spend of £2,114,118 for that year.

## What do people say?

Feedback received during monitoring visits by the Council’s Commissioning team shows that people are happy with the day care services currently being provided in the City. People find the services invaluable, particularly because of the support they offer to allow carers to continue in their caring role but also because of the important social interaction these services provide.

People have told us that they enjoy the activities they are offered when they attend their luncheon clubs and the fact it helps them feel less isolated. They also said they would like to know about how they could share their skills, knowledge and experience with the wider community. People said that they would like more support around eating well and staying healthy and one group specifically also thought advice and information around finances would be helpful.

## What do people say?

“We would like a health advisor to visit our club so people can discuss their symptoms if they feel poorly or in pain”

“It gives you purpose to get up on a morning, get dressed in a suit with shirt and tie and feel respectable like we used to feel when we still used to work”

“The group keeps us all in good health, mentally and physically”

“We want to receive some guidance and support regarding health and financial issues”

“The group would enjoy a good old sing song”

“We would like to go out for lunch to a local pub now and again and have a change of scenery”

“We would enjoy more outings and arranged trips to somewhere like the coast, the theatre, a restaurant would be nice”

## Further information from

- **consultation events**
- **Information on what people would like the services to do more of / look like**

## What do providers say?

We worked with providers in April and May 2014 to look at what the issues in the market were. They told us that they recognise the need to offer a more flexible model of support. Clearly identifying the need to offer services over the weekend as people have told them that they feel particularly vulnerable at this time.

Providers also identified the need to develop the infrastructure to support better signposting, advice and information for people who were not eligible for social care services.

This approach would also need to support small community based organisations to develop volunteer and peer opportunities which should become self-sustaining. We need to be sure that we offer volunteers a support network that they can use to develop their own skills and expertise. We have examples of this type of approach in Neighbourhood Network Schemes, some of which operate in urban settings and are built upon sharing and reciprocating learning.

## 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

It was felt that this would be particularly important in developing groups for men as older men are particularly vulnerable to social isolation and loneliness and are less likely to engage with day care services.

They felt there was also the potential to consider where cultural organisations can fit into this model, as museums and theatres often have lots of creative space for use during the day.

Providers have told us the people they support have increasingly complex needs. This means that their staff have to have increased levels of training.

Transport is an issue for all vulnerable groups, not just older people. Providers have told us that we need to make sure we consider transport when designing day time activities.

## What services in Newcastle will look like

In order to respond to the growing pressures we are facing we need to identify a way in which we are able to support people to be engaged in their communities and remain independent for longer. This means not only focussing on a social care need, but also giving consideration to those wider determinants of health. Only by taking a holistic approach to services, addressing the negative impact of social isolation and moving away from focussing on care needs will we be able to reduce the demand on traditional services.

## 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 Civic Centre, Newcastle Upon Tyne, NE1 8QH  
Tel: 0191 211 5394  
e-mail:  
[adult.commissioning@newcastle.gov.uk](mailto:adult.commissioning@newcastle.gov.uk)

**TO BE AGREED AT CONSULTATION WHO OTHER KEY CONTACTS SHOULD BE – NEWCASTLE FUND / NCVS?**

Newcastle City Council is committed to stimulating the development of an innovative care market which is focussed on helping people achieve their outcomes and maintain their independence for as long as possible.

## What business development opportunities will this create?

Chain Reaction has been piloted in West Denton and Byker wards, supported by Keyring. Findings have indicated there is potential to develop a market that sits outside the traditional building based model of day care, although the Council acknowledges that building based support will still be important for some people

As we come to the end of our current contracts we have the potential to develop a more flexible community based offer.

Consultation to date has indicated that this will include both a building based model and a network model which will be based on the learning from Chain Reaction.