

Market Shaping Review

*helping local authorities discharge
their market shaping functions*

What is the Market Shaping Review?

This project is to provide a support programme for local authorities to help them discharge their market shaping functions by identifying, analysing and disseminating best practice

- **The Institute of Public Care (IPC) at Oxford Brookes University are working in collaboration with the Association of Directors of Adult Social Services (ADASS), Local Government Association (LGA), Care Provider Alliance, and Department of Health to facilitate the support programme.**
- **During spring 2016 IPC is working with the sector to identify what works best in market shaping, where and why.**

Why is it happening?

- The Care Act places new duties on local authorities to facilitate and shape their market, including mitigating risks, for adult care and support. A key tool to do so is engagement with local providers on the development of a market position statement (MPS).
- Recent research led by the LGA is clear that discharging their new market shaping functions remains a significant area of concern for local authorities. Going beyond the production of an MPS, local authorities are keen to understand better how to use their MPS and what best practice in market shaping looks like, taking into account their local circumstances.

What is being produced?

Products include:

- **Fully searchable web database of downloadable current Market Position Statements**
- **Refreshed guidance on market shaping, with best practice examples for different topics (linking in to different elements of an example MPS)**
- **Working with other LAs/regions on market shaping activities discussion paper**
- **Joint market shaping with health and social care**
- **Workforce barriers and actions**

- **Subnational workshops taking place in early May for local authority Market Shaping Leads (9th May in London)**

Key questions

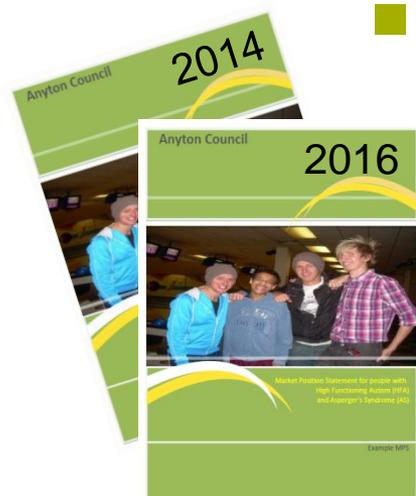
We have been asking local authority market shaping leads*:

- 1. When was your MPS(s) published and what plans do you have for future iterations?**
- 2. What market shaping activities have you undertaken that you see as successful, and why? And what plans do you have for the future?**
- 3. What market shaping toolkits and guidance have you found useful?**
- 4. What does the local authority do to understand and mitigate risks to care markets?**

*** Responses will be anonymised unless consent is given otherwise.**

1. When was your MPS(s) published and what plans do you have for future iterations?

- Do you have an MPS for different client groups? (eg Dementia, Carers, Learning Disabilities)
- Have you updated the initial MPS(s) you did?
- How regularly do you plan to update your MPS?
- How much importance is attached to the MPS by providers and the authority as a statement of future plans?



2. What market shaping activities have you undertaken that you see as successful, and why? And what plans do you have for the future?

Intelligence gathering & sharing (eg MPS)? Cross local authority?

Workforce Development eg training?

Seed funding / Small Grants for innovation?

Business Support?

Performance Management / Quality Assurance activity?

Jobs portal for approved providers, hosted by the LA?

Dedicated housing for care workers?

Lead providers for geographical areas?

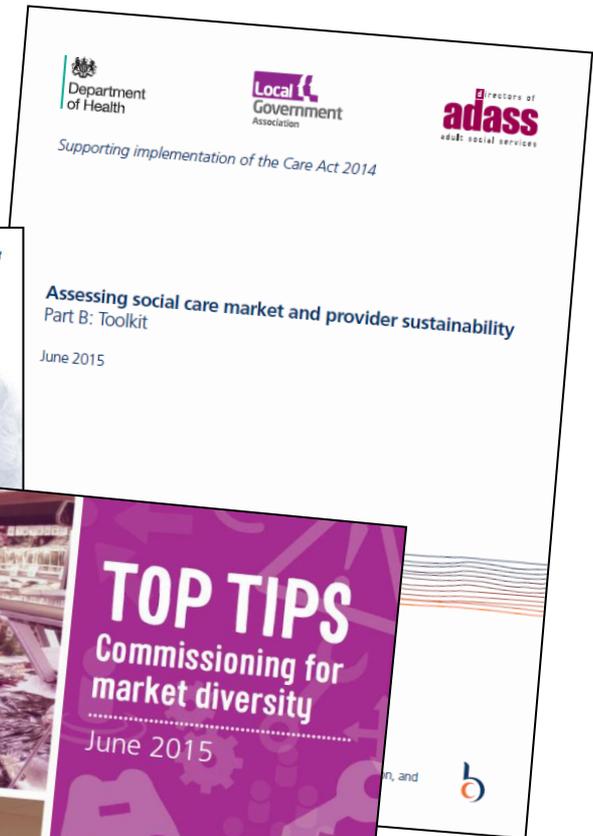
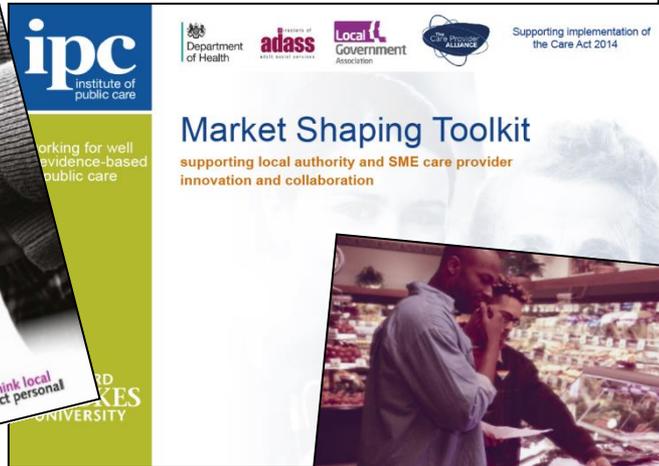
Outcomes Based Commissioning?

Different fee levels for different quality standards?

Joint commissioning with health of residential and nursing home beds?

**YOUR
ACTIVITIES &
EXPERIENCES**

3. What market shaping toolkits and guidance have you found useful?



From our MPS review...

- **Strongest areas:**



- **Information about current population and future demand**
- **Description of desired services or models of care**
- **Outline of numbers of people supported and spend by the local authority**

From our MPS review...

- **Biggest gaps in intelligence and analysis:**

- **Self funders** and what they purchase

- Local care and support **workforce**

- **Quality** of the local market

- **What are the blocks?**

- **Or do you have good practice examples?**



Tell us about...

- **Cross-Borough/Cross London approaches to market shaping**
- **Joint social care/health market shaping activity**
- **What helps and hinders your market shaping activity**



Contact us

- Please ensure IPC know who the market shaping lead is in your local authority (if you haven't already done so)
- <http://ipc.brookes.ac.uk>
- marketshaping@brookes.ac.uk
- 01225 484088 / 01865 790312



About IPC

- **We work for well run evidence based public care**
- **We are part of Oxford Brookes University**
- **We work with national and local government, the NHS and private, community and voluntary sectors**
- **We work across the United Kingdom**
- **We were formed in 1987, and have a team of 40 staff and Fellows, based in Oxford and Bath**



Our services

- **Consultancy**
- **Skills development for managers and professionals**
- **Evaluation, analysis and research**
- **Coaching**
- **Information and knowledge management**
- **Specialist website and media design**
- **Organisation partnerships and learning network**
- **Publications, workshops and seminars**

Why do people use us?

- Evidence-based rigour of a university
- Hands-on experience from work in public care management and practice
- Wide ranging knowledge from national, regional and local projects across the UK
- Good value for money with sensible charges and cost-effective solutions to complex problems
- A responsive and flexible approach to meeting our clients' needs