

CHESHIRE EAST COUNCIL

Cabinet

Date of Meeting: 4th February 2014
Report of: Director of Adult Social Care and Independent Living, Brenda Smith
Subject/Title: The Strategic Direction of Travel for Adult Social Care Services – Promoting Open Choice
Portfolio Holder: Cllr. Janet Clowes, Health and Adult Care

1.0 Report Summary

1.1 The briefing paper 'Strategic Direction of Travel for Adult Social Care Services – Promoting Open Choice' attached at Appendix 1 focuses on the strategic direction of travel and the market development of regulated social care services for older people in Cheshire East.

1.2 It explains how Adult Social Care and Independent Living will help to deliver the council outcomes identified within the three year plan:

Outcome 1: Our Local Communities are Strong and Supportive
Outcome 2: Cheshire East has a Growing and Resilient Economy
Outcome 5: Local People Live Well and for Longer

1.3 The number of people aged 65 and older in Cheshire East Growth is forecast to increase by 49% in the next 16 years. The demographic growth will not be matched by public funding. To respond to these challenges the council recognises that we need to change the way we commission services and work with social care providers. We also believe there are changes needed in the social care market to respond to the changing demographic and economic environment.

1.4 The briefing paper explains how by 'doing things differently' we will:

- do more for less to meet the forecast growth in demand. We will encourage innovation and find new ways of delivering services so that people receive quality services which meet their care needs and deliver outcomes for individuals and for the council.
- enable individuals to control their own care and support and make open choices about how and when they are supported to live their lives.
- increase opportunities for local businesses to compete in the market and ensure that people have a varied care and support market to purchase from.

- 1.5 We will do more for less by stimulating the market to encourage innovation and find new ways of delivering services. By focusing on prevention and early intervention we will help people to stay in their own home and through increased choice we will ensure that people receive personalised care. We will also ensure that our resources are targeted specifically to need and risk – those who are most in need will be prioritised in terms of budget and resources.
- 1.6 We will continue to work with our partners, such as health, housing, education and employment services, sharing our solutions and areas of focus to identify and meet service user needs and outcomes whilst ensuring that they are appropriately safeguarded. As we commission more services in partnership with partners, this will potentially open up wider funding streams for social care, presenting growth opportunities within the wider social care market. Demographic forecasts suggest that the number of people funding their own care will also increase.
- 1.7 Throughout the briefing paper we have chosen to describe the issues that we face rather than prescribe the solutions. This is because we believe that the residents of Cheshire East and the social care providers of Cheshire East know what works and what doesn't and will use their knowledge and expertise to innovate and evolve services to better serve our community. By focusing on new opportunities to deliver services in a different way we will improve outcomes for people at the same time as delivering efficiencies.

2.0 Recommendations

- 2.1 That Cabinet endorse the strategic direction of travel for regulated social care services and authorise officers to take all necessary steps to develop the market of social care services for older people in Cheshire East.
- 2.2 That Cabinet support 'doing things differently'. By doing more for less, enabling individuals to control their own care and support and increasing opportunities for local businesses Cheshire East Council will improve outcomes for people at the same time as delivering efficiencies.

3.0 Reasons for Recommendations

- 3.1 To ensure that individuals can control their own care and support and make open choices about how and when they are supported to live their lives.
- 3.2 To ensure that through market development that we provide opportunities for local businesses to compete and innovate so that people have a varied care and support market to purchase from.

3.3 To ensure that individuals receive quality care services which meet their needs and deliver on council outcomes.

4.0 Wards Affected

4.1 All

5.0 Local Ward Members

5.1 All

6.0 Policy Implications

6.1 The recommendations within this report support the delivery of the Cheshire East Council Three Year Plan

Outcome 1: Our Local Communities are Strong and Supportive

Outcome 2: Cheshire East has a Growing and Resilient Economy

Outcome 5: Local People Live Well and for Longer

7.0 Financial Implications

7.1 The recommendations within this report support the delivery of a balanced budget.

8.0 Legal Implications

8.1 As drafted within this report, the precise legal implications have yet to become clear, but are likely to include:

- Issues around personal budgets and the necessity for CEC to comply with public procurement requirements when directly commissioning services.
- Issues in respect of direct payments including the need to comply with legislation and have in place robust administration processes in respect of the same.
- CEC's public sector equality duty under s.149 Equality Act 2010.

Detailed legal advice will be provided in due course once specific measures are identified for consideration by officers.

9.0 Risk Management

9.1 A failure to adopt the proposed strategic direction of travel and support the market development of regulated social care services for older people in Cheshire East may mean that the council cannot meet its statutory duties within the resources available and the council outcomes identified within the three year plan will not be delivered.

- 9.2 The governance of any major change programmes necessary to meet this direction of travel will be managed through Cheshire East Council's Programme Management Office and the Major Change Programme.
- 9.3 People who access care and support services will need to be assured that the services they access are monitored to ensure compliance with agreed quality standards. Cheshire East Council is committing additional resources to develop a Quality Assurance Strategy, Quality Assurance Team and Quality Accreditation Scheme for all social care support and care services including in house direct provision.

10.0 Access to Information

The background papers relating to this report can be inspected by contacting the report writer:

Name: Sarah Smith
Designation: Corporate Commissioning Manager
Tel No: 01270 371404
Email: sarah.smith@cheshireeast.gov.uk

Appendix 1 – Report on the Strategic Direction of Travel and Market Development for Adult Social Care Services– Promoting Open Choice