

Market Position Statement for Adult Social Care in Medway

Business Opportunities– 2016/17



1. Working in Medway

We want to make it possible for people to stay independent and have choice over the care services they use. As part of this we want to support people in making healthy lifestyle choices that might benefit their longer-term well-being. The Better Care Plan, the Joint Health and Wellbeing Strategy for Medway and the Strategy to Reduce Social Isolation are good examples of partnership working in Medway.

Outlined below is what we aim to do to achieve this objective and create a positive difference to the people of Medway:

- We will work closely with our NHS and voluntary sector partners
- We will ensure that people have choice and control in the support they receive
- We will support carers in the valuable work they do
- We will ensure that vulnerable adults and older people are safe
- We will promote and encourage healthy lifestyles for adults

We will do this by strengthening preventative services, improving the choice of services that people can purchase with direct payments, integrating social care with local health care, promoting innovation and doing things differently, encouraging staff, service users and their carers to co-produce services and make sure that vulnerable adults are safe. These themes are integral to the soon to be published Medway Adult Social Care Strategy, and will underpin everything we do.

Set out in this Market Position Statement is the start of our conversation with you, the market, in order to work together to create strong and robust services for the people of Medway.

You will see that we are looking to make a long term strategic shift in spend. The vast majority of business opportunities in this MPS will not be realised by formal tendering processes. The shift will be made by providers recognising opportunities in Medway and making their own business decisions to invest in new services that will be attractive to private customers and to Medway Council and the NHS.

This document gives only a flavour of the opportunities to providers. It is not a prescriptive document either – it is simply to stimulate discussions about doing business in Medway.

All tender opportunities are published on www.kentbusinessportal.org.uk.

If you would like to discuss delivering new adult social care services in Medway, please email partcomm@medway.gov.uk saying what business you are interested in developing, and we will put the most appropriate commissioner in touch with you

We particularly wish to talk to:

- Providers that offer social value
- Providers that promote personalisation
- Providers that create inclusive services that meet the needs of the individual service user
- Providers that meet the needs of private customers
- Providers that promote independence and can reable people
- Providers that have experience of integration with health services
- Providers that are keen to work in the community



Why have we got a Market Position Statement?

Local authorities need to consider how they are going to meet their requirements under the Care Act to 'promote diversity and quality in the provision of services'. The Care Act requires commissioners to develop a common and shared perspective of supply and demand for care services. The Care Act also talks about ensuring sufficiency of provision, for private customers as well as the Council, making sure the local care market is sustainable and fostering continuous improvement.

The Public Services (Social Value) Act 2012 requires local to consider how the services they commission and procure might improve the economic, social and environmental well-being of the area and the people that live in it. Providers who are tendering to deliver adult social care services in Medway will be required to say how they propose to do locally. Providers that offer their services to people to purchase themselves will be encouraged (for instance, on the Citizens Portal) to publicise how they add social value to Medway.

The vehicle for delivering a new and vibrant market of adult social care services in Medway will be the Market Position Statement, which comprises of the following:

1. A picture of Medway's demand and supply

A picture of demand and supply now, what that might look like in the future and how the Council will support and work with in the local market.

2. A strategic vision for Medway

Providers will come to their own business decisions about where and in what amount to invest in a market. The MPS will help providers to understand the direction Medway is taking and why, based on evidence.

3. Data from Medway sources as well as national ones

This Market Position Statement is informed by material from a range of sources such as the Medway Joint Strategic Needs Assessment, surveys, contract monitoring, market reviews and statistics to help providers to develop effective business plans.

4. Information about what service users tell us they want

In this document, we have provided data and information about all potential and actual users of services in Medway, but we have not restricted it to those that receive Local Authority funding. It is important that private service users have a choice of high quality services that they can buy too.

Important to note!

This is a start of an interactive and iterative dialogue between commissioners and providers to facilitate the development and shaping of the market. The MPS will be published, reviewed and updated regularly. A diagnostic of the adult social care service is underway and we are expecting the way that we do things to change radically as a result. This MPS will be updated following the diagnostic exercise and agreement of the recommendations that we will be implementing.

2. What do the themes in the Adult Social Care Strategy mean for providers?

Prevention

It is critical the local care and support system works to promote wellbeing and independence, and supports people retain or regain their skills and confidence, so that the need for long term care is prevented wherever possible.

Personalised Services

Local care needs to be responsive to individuals' needs and preferences. Medway Council will work with the market to offers a menu of services that people can buy using direct payments.

Integration

To live independently, people need health and social care. There is a limit to how much can be offered with the financial resources available. Integration offers the opportunity to design services that are better co-ordinated for the people using them, and to deliver more service for the money, because duplication is eradicated.

Innovation

We want to talk to providers that want to do things differently. There are also opportunities for innovation in the way that providers can work with local communities to respond better to people with care and support needs. This will also help reduce isolation and will help people be independent of statutory services.

Participation and co-production

By collaborating with our providers, service users, carers and community groups, Medway can achieve better outcomes. We providers to work with service users to personalise services and achieve the outcomes that people want.

Safeguarding

We need to support vulnerable people to live independently, take positive risks and making their own choices. At the same time we need vulnerable people to be safe. We will work with providers so that our standards of quality and of safeguarding are maintained.

3. Factors Influencing the Market

Population projections indicate the anticipated growth in the proportion and number of older people in Medway over coming years. In terms of service, the need for care services increases significantly over the age of 85. Not only are the numbers of older people growing, the complexity of the physical health and mental health problems that they are living with is also increasing. Currently there is too much of a dependency on residential care. This needs to change.

The direction of travel is towards independence and recovery. Over the next few years, we need to make a significant shift from expenditure on traditional institutional style services such as care homes and day centres into services delivered in people's own homes and in local communities. For example, we will see the amount spent on residential care homes reduce and the amount spent on reablement packages delivered at home increase.

As well as demand in terms of numbers and complexity growing, so are people's aspirations and their expectations of services. People new to services now are not the passive recipients of services of the past. The post war baby boomers that will start to enter services in the next few years onwards will have grown up with the NHS. Most will have occupational pensions, property and they will be used to being consumers. They will not tolerate traditional services and they will have modern expectations, such as en suite rooms, evening meals as the main meals of the day and freedom to make their own decisions.

Equally the sons and daughters of the baby boomers will have higher expectations of services for their parents, and they will expect services to be able to support them in their caring roles by being available in weekends and evenings, fitting in with busy 21 century life.

At the other end of the age spectrum, parents that have sons or daughters with disabilities have modern expectations of services. They will expect services to support their son or daughter to have the same adult life as their non disabled peers – to live independently with support, to have relationships, friends, get out and about, and to be able to do something meaningful with their lives. Equally, disabled children and young people have told us that they don't want to mix only with disabled children and young people – they want support to go to the same youth club as their school friends and they want to be helped to learn how to be independent in their adulthood.

How to use this Market Position Statement

This initial Market Position Statement is set out in chapters by client group. Each chapter will give providers the headlines about local need, information about the services that we have now and the types of provider that delivers them. The chapters will tell providers what we (service users and Medway Council) want for the future, the implications for service provision, and we will set out our commissioning intentions and let providers know if there are any upcoming tender opportunities.

At the end of the document is a table that gives more information about the potential business opportunities in Medway that adult social care providers may be interested in.

The suggestions in that table are by no means exhaustive. If you have an idea or you deliver a service that works well elsewhere and you think it would work well in Medway too, get in touch!

4. Older Peoples Care Market

Demand Highlights

- Average Medway life expectancy is estimated at 81.7 years for women and 77.6 for men
- 14.1% of the local population are over 65 years old
- People aged 85 and over make up 1.6% of Medway's population (4,136 people according to 2010 estimates)
- We estimate there are 2,727 people over 65 who live in Medway and have dementia
- Demand is rising as the population is living longer, and experiencing more complex physical and mental health issues as they live those additional years

What older people say they want:

- Care workers who show the following personal qualities: a respectful attitude, friendly, personable, naturally compassionate, genuine and warm, and have a sense of humour
- Care workers who are reliable and committed
- Services which enable, rather than 'do for'
- Care staff who can communicate clearly in older people's own languages
- Services which treat people with dignity and respect, and who value older people's own skills and strengths

(Source – Service User & Carer Perspectives: Emerging findings from the Longitudinal Care Work Study (LoCS, 2015))

Home First

Medway Council and Medway Clinical Commissioning Group (CCG), working with its partners in local health services is implementing new pathways out of hospital. We have just launched a new pathway called Home First which supports people to come home from hospital and undertake a reablement programme. We do not have enough capacity in the market to meet demand so there is a business opportunity for providers to offer a reablement service. The opportunity to deliver reablement services will expand again in the autumn of 2016 when the new intermediate care system is implemented. Over the next few years we will shift resources from inpatient intermediate care beds to reablement programmes delivered in people's own homes.

What we have now: Local Supply of Older Peoples Services

Medway Council does not deliver any form of direct care provision. All older people's services are provided by external service providers.

Medway Council has a framework agreement in place for domiciliary care, from which it contracts with mainly private sector care providers in order to purchase individual packages of care. The CQC registers and regulates domiciliary care providers and there are around 30 domiciliary care agencies in Medway.

There are twelve privately-run nursing homes in Medway. Four nursing homes have more than 50 beds. People are living longer and with increasingly complex conditions. The supply of nursing homes in Medway is smaller than residential care homes. There are fewer vacancies in nursing homes because of the proportionately higher demand and the smaller supply. The latest vacancies show that the majority of nursing care vacancies are in shared rooms, which are unpopular and difficult to fill.

There are 21 mostly privately owned older peoples residential care homes in Medway. Many are long established, owned by private local couples or individuals, and have bed numbers that are well below the numbers that are accepted nowadays as being the most cost effective and economically viable, ie 50 plus. There is one home with over 50 beds.

Implication of market changes

The supply of residential care in Medway is contracting. Over time, like other local care markets, the residential care market will shrink further in numbers of beds. Part of the decline in numbers will be due to the shift towards independent living with support. Providers, particularly the long established traditional care homes providers, will make planned exits from the market perhaps, making the decision to retire because their homes no longer meet people's expectations of care. There will also be unplanned exits from the market – individual provider failures, for examples, if the CQC closed a home because it did not meet the standard required to be allowed to remain open.

It is possible that shared rooms will be acceptable to people who have a short stay in nursing homes as part of their plan to return home and independent living, but for people with moderate or severe dementia / end-of-life these are inappropriate. The demand for shared rooms is negligible nowadays.

Retirement living (sheltered housing) is provided in Medway primarily by the social rented sector. Increasingly older people prefer not to live in these old-style social rented sheltered housing schemes, preferring to remain in their family homes with equipment such as the community alarm service and support from care workers.

Some of the total capacity of the market is only available to Medway Council because Medway Council has block contracts with some care homes, two of which are a not for profit organisations and the others are private sector organisations. There are 103 beds that are block contracted.

Business Opportunities:

Apart from people who need nursing care because of physical frailty and cannot be supported by the community nursing services as currently configured, there are three areas of opportunity for nursing care in the future: moderate or severe dementia where behaviour challenges, end of life care and short term nursing care with enablement to support timely discharge from hospital and a return home to independence.

Older people and their families have higher expectations and will expect to live in the more highly specified extracare units now available. If older people have a condition that means that they need to be somewhere that 24 hour care is available, most people will choose independent living with support, commonly known as extracare or locally as flexicare. This provides an apartment with a bedroom, living room, kitchen and bathroom, and care when needed.

Older people enjoy the feeling of personal safety that modern extracare schemes can provide over and above the personal safety they may feel in sheltered housing schemes or their family homes.

In Medway we want a mix of schemes; small, large, urban and rural, and for dementia as well as for older people that are physically frail. We want to encourage a mix of tenures too. As well as social rented we want schemes for people interested in outright purchase and shared ownership



5. Learning Disability Care Services

Demand Headlines:

- Estimated 4,525 people in Medway have learning disabilities
- Estimated 2,740 people in Medway have an autistic spectrum disorder, of which 15% will also have a learning disability, so around 400 people in Medway will also be living with both a learning disability and autism.
- Not all people with a learning disability or diagnosed with an autistic spectrum disorder have a social care need. The likelihood of having social care needs will increase as the severity of the condition or disability increases.
- People with learning disabilities have more health problems and die at a younger age than the rest of the population. There is no reason to think this is any different in Medway.
- The incidence of dementia in older people with a learning disability is higher than the general population, and people with learning disabilities are living longer
- The learning disability population overall will increase in its complexity of needs as young people with learning disabilities with extremely complex needs are now living well into adulthood.

What people with learning disabilities say they want:

- To choose who they live with
- To choose where they live
- To have their own home
- To choose how they are supported
- To choose who supports them
- To get good support
- To choose their friends and relationships
- To choose how to be healthy and safe
- To choose how to take part in the community
- To have the same rights as everybody else
- To get help to make changes in their lives

(Source – Paradigm standards)

Services in Medway for people with learning disabilities remain traditional. We have a disproportionately large number of people with learning disabilities in residential care. We consequently have a lack of supported living and independent living services, and a lack of community access services and work opportunities.

There is a traditional day centre delivered by the local community health provider, a day centre for people with complex needs and a residential respite unit delivered by a private provider under contract with the Council, a Council-run Shared Lives scheme that we want more people with learning difficulties to benefit from.

We have 38 privately owned residential care homes, providing 251 beds, which although we have a disproportionately large number of people in residential care, the care homes are holding vacancy rates of 25% across the sector. There are no nursing homes for people with learning or physical disabilities in Medway. 2% of disability spend is on nursing care and this will be delivered in homes that are outside of Medway.

Our strategic direction is to support people with learning disabilities to live independently in their own homes. We do not see new residential care for people with low and moderate learning disabilities as being a market that providers should consider investing in Medway.

There are 2 purpose built supported living schemes (Polder House and Chaucer Court) with a total of 12 units of housing in Medway for people with a learning disability. We want to work with providers that will help us support a shift in social care budgets from residential and nursing care for those people that have the highest and most complex needs, and who are currently living out of area, towards new supported living in Medway so that people can live in the community and be near to their families again. Providers would also help people to access leisure, sport, work (including supported work and voluntary work) – in short, to play their part in society.

An independent analysis is currently underway of Medway's over use of residential care, so although we cannot yet quantify how many people are living in residential care but should be living more independently with support, we know that there will be a growing market for supported living and supported accommodation in Medway over the next few years.

In Medway, we have almost 20 people with learning disabilities living independently in their own homes with live in care. We therefore would welcome providers who could develop their offer in Medway and provide live in care in a way that provides innovative ways of providing live in care cost effectively.



Business Opportunities:

Supported living schemes are an ideal bridge between residential care and living independently so we would welcome providers that could develop new supported living schemes in Medway that support people to move out of residential care into supported living – and to support them to develop the skills they need to move on to further independence.

We will update this chapter in the summer to give providers a better idea of likely numbers of people, and their needs. Currently, we are estimating that over 70 people will be assessed as able to move from residential homes into supported living.

6. Physical Disability Care Market

Demand Headlines

- An estimated 6,300 people of working age in Medway live with a moderate disability
- An estimated 6,700 people in Medway live with sight loss
- An estimated 6,400 people of working age in Medway live with moderate or severe hearing loss, meaning they require a hearing aid or support with different forms of communication such as lip reading or the use of British Sign Language.

What people with physical disabilities say they want:

- Support that fits around any fluctuating needs
- Services which support their day to day living needs
- Help to be more active in their communities
- Choice and control in planning their care
- Help with looking for and accessing work

(Source – Research from Scope)

What do we mean by physical disabilities?

Physical disabilities cover a wide spectrum of conditions. They may be conditions that develop before birth or during birth, conditions caused by diseases, injuries and accidents, and neurological, long term and deteriorating conditions that come on in adulthood. Physical disability also encompasses debilitating conditions of old age such as arthritis. Sensory impairments such as hearing or sight impairment are also physical disabilities, with hearing and sight loss being more prevalent as age increases.

The number of people of working age living with physical disabilities supported by Medway Council's adult social care services was in 2014/15 was around 600, including people with sensory impairments. The number of people living with a serious disability in 2015 in Medway was estimated at 1400. Assuming that people with serious personal care disabilities are most likely to be the people supported by adult social care, Medway Council is currently supporting 40% of people. There may be unmet need in the population, and there may also be people who are being supported entirely by family and friends.

The market of services for people with physical disabilities in Medway is small and by and large the services that are offered are traditional. We are disproportionately reliant on residential care for adults of working age and people living in the family home as adults. An independent analysis is currently underway which will help us understand the numbers that could live independently with support, and their needs.

There are no day centres only for people with physical disabilities of working age in Medway. We do not see this as an area in which providers should develop their businesses. As we see a shift from residential care and adults remaining in their family home into independent living with support, we will want to commission services that support people to gain work opportunities, get involved with their local communities and to have a social life with people of their own age.

We also want to support independent living with the use of technology such as telecare, telehealth and other forms of Technology Enhanced Care (TECs). We will be working with the Medway telecare provider and the wider technology market to develop a menu of options so that people can take advantage of the rapidly evolving technology that can help them to live in their own homes with minimal dependence on care workers.

Coupled with this is the need to promote independence through reablement. Medway needs to develop its market of reablement services urgently. The Home First initiative as well as the forthcoming new intermediate care system of services that will commence delivery on 1 October 2016 will require a rapid and a large expansion in the amount of reablement service available.

Added to that, the direction of travel will be to have reablement and telecare as the first offer to all people new to adult social care, including people with physical disabilities, and then to offer a period of reablement to all adult social care users upon their annual review, to increase their levels of independence. The local market is delivering insufficient reablement currently, and the reablement services need to increase their ambitions for independence.



Business Opportunities:

There are huge opportunities for providers to offer reablement services that evidence sustained improvements in people's independence across a number of domains, and consequent dependence on long term care packages. Providers are encouraged to make contact with commissioners to explore opportunities in Medway.

Telecare and other forms of technology enhanced care is an area in which there are business opportunities. Use of technology for independence is currently under exploited in Medway and we will be inviting the market to engage with us and to add to the menu of options currently available.

Providers are encouraged to offer services that help people to work or remain in work, access their local communities, and to undertake normal family roles, such as parenting, manging their homes, working (whether that work is paid or unpaid) and taking part in community life.

There are business opportunities in Medway for people that do not meet the criteria for adult social services, such as people that have moderate personal care disabilities and may have some needs. They will have a need for equipment and assistive technology that they can purchase themselves. They may also wish to purchase self management programmes, support with managing their homes, gardens, or animals. Services helping people to get out and about in Medway may also be attractive to this market, as might convenience products and gadgets. These sorts of products and services will help people to be more independent of unpaid carers and of statutory services.

People with physical and learning disabilities are living longer and with increasingly complex conditions. Nursing homes for older people in Medway will accept people with physical disabilities of working age, however this means that they have to live with older people. The numbers of people with physical disabilities that require 24/7 nursing care is low, so the opportunity now is to reconfigure existing services to meet the needs of younger people so that they can remain in Medway near their families and their friends.

People with disabilities are living longer thanks to improvements in healthcare. In the future there will be opportunities to provide nursing care that meets the particular needs of people with disabilities who are ageing.

There are two residential care homes for people with physical disabilities of working age in Medway. In terms of total supply, there are 45 beds available and there are approximately 10 vacancies. We also have people with disabilities living in care homes outside of Medway. We know from our performance indicators and our independent diagnostic exercise underway that we are disproportionately reliant on the use of residential care and that a proportion of those people should be living more independently with support. Developing additional residential care in Medway for people of working age living with disabilities is therefore not recommended.

There is one supported living scheme (Hattie Webb House, run by KASBAH with a total of 4 units of housing in Medway for people with a physical disability. This is not enough supply to meet the needs of people with disabilities in Medway. Work is underway now to quantify the shift needed from residential care to supported living, but providers can be sure that this is an area of growth over the next few years. There will be significant business opportunities to develop a mix of different supported living schemes and independent living with support. We will provide more information on likely numbers of people and their needs in the summer.

7. Mental Health Care Market

Demand highlights

- In Medway nearly 35,000 people of working age will be living with a common mental disorder, such as depression, anxiety and obsessive compulsive disorder
- Over 12,000 people in Medway are estimated to be living with two or more psychiatric disorders
- Psychotic mental health issues such as schizophrenia are far less common than the common psychiatric disorders, occurring in about 0.5% of the population; around 700 people of working age. These disorders can often be severe and enduring.
- People's expectations are to live independently in their own homes and to recover from mental ill health, or at the very least be supported to self manage their mental health

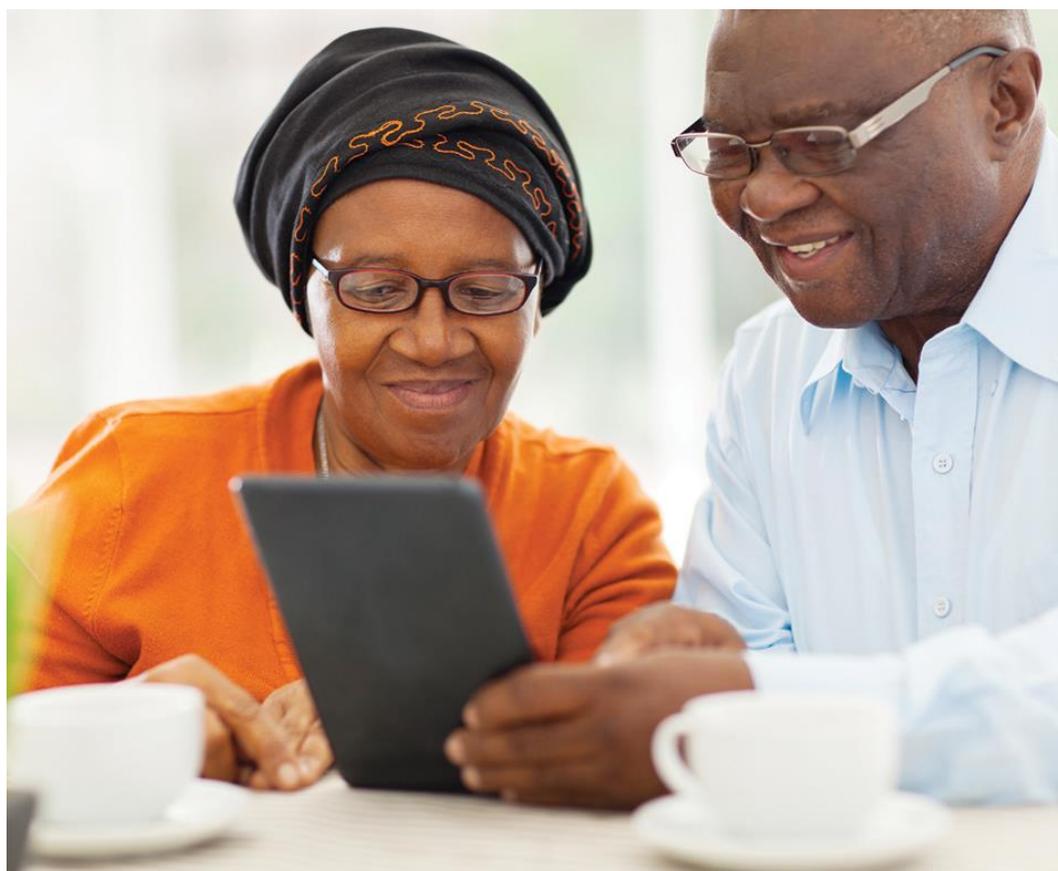
What people with mental health needs **say they** want:

- Their culture and identity to be understood and respected when in contact with services and professionals
- To feel safe
- To have a place they can call home not just 'accommodation'
- To have support to help them access benefits, housing and other services they might need
- Their strengths, skills and talents are recognised and valued
- They are treated as a person, not just according to their behaviour
- Their personal goals are recognised by support services
- They determine different levels of information sharing about themselves with their friends, family, carers and people close to them
- They are confident that, if they need care or treatment, timely arrangements are made to look after any people or animals that depend on them

(Source – National Voices and Think Local, Act Personal 'I' Statements)

As well as statutory mental health services delivered by NHS Trusts and Medway Council adult social care, Medway has a relatively healthy mix of services delivered by the voluntary sector and peer support organisations. These are MIND in Rochester, Rethink at the Sunlight Centre and The Service User Involvement Project at Under1roof in Rochester.

The implication of this healthy market mix of statutory and statutory funded services is that we do not see this as an area in which providers need to develop their business in order to make profit. We will be working with our existing services to further strengthen their recovery focus and to ensure that services are person centred and personalised solutions are available to meet peoples individual needs. We are also interested in promoting the use of direct payments further and to look at the possibility of implementing personal health budgets within secondary mental health services.



With the emphasis on recovery and personalisation we see a gap in the market for small bespoke services that people can purchase for themselves to meet their individual needs. We would encourage service user led peer support groups to develop responsive locally delivered services. We are looking at the potential to support microenterprises to develop in Medway and to offer services to people to purchase with direct payments and their own money.

Business Opportunities:

We anticipate that people will increasingly choose to use direct payments, particularly as an alternative to traditional institutional forms of day care. We want to talk to providers that would provide community access or peer support on a 1:1 or a group basis so that people with mental health issues can take part in community life or enjoy leisure and sports activities in their local community. This is an area of business that will grow as the use of direct payments increase. We are interested to develop microenterprises offering bespoke services in local areas.

There are 13 residential care homes for people with mental health issues of working age in Medway. In terms of total supply, there are 113 beds available. We also have a number of people living in care homes out of area.

There are eight supported living schemes with a total of 50 units of housing in Medway for people with a mental health issue.

We are currently calculating how many of those people living in residential care could live in new supported living schemes in Medway, with the intention of further moving on to further independence as they recover from or learn to self manage their mental health issues. This will be an area of growth in the next few years.

We will be providing more information in the summer when we know how many people and what their needs are, so that providers will have a firm basis upon which to make their business decisions.

8. Unpaid Carers Support Services Market

Demand Headlines

- There are an estimated 25,000 unpaid carers in Medway
- A small proportion appear to be known to support services, with working age carers particularly not being involved with local carers support services.
- Carers that have protected characteristics are also under represented in local carers support services
- Over 20% of carers had been caring for 20 years plus
- Over 20% had been caring for between 5 and 10 years
- Medway carers provide significantly more practical help than carers in similar local authorities
- Carers provide unpaid care and support to all sorts of people with all sorts of illnesses and long term conditions. The person cared for may be an adult or a child. This care can make the difference between the person living at home or in an institutional setting. The value to the UK economy of this unpaid care is currently estimated to be £132 billion a year.

What carers needs say they want:

- **To be identified early on**
- **To have their contribution recognised**
- **To be included in designing local provision**
- **To be included in planning care and support packages for the person that they care for**
- **To be supported for carers to fulfil their educational potential**
- **To be supported to fulfil their employment potential**
- **To have personalised support for themselves and the person that they care for to take part in family & community life**
- **And to have support to remain mentally and physically well**

(Source – *Recognised, Valued and Supported*, HM Government 2010)

Carers have needs that are the same as other carers. To meet these carers-specific needs Medway has a good selection of generic carers support services delivered by the voluntary sector, much of which is commissioned by Medway Council and Medway Clinical Commissioning Group. The services commissioned are for all carers of all ages, irrespective of the condition that the person cared for is living with. As such, the services that we commission includes services for young carers as well as adult carers. These generic carers support services include information advice and guidance, support group, counselling, a support worker attached to the Integrated Discharge Team at Medway Hospital, sitting services so that the carer can take a break, carers support payments and support for young carers and awareness raising in schools.

Carers will also have needs that are particular to the needs of the person that they are caring for. These needs will often be met by specialist services that deliver support and services for particular conditions, for example the Alzheimers Society or the Muscular Sclerosis (MS) Society. Supporting carers is a core part of social care's business and with the Care Act, increasingly it is also a core part of most condition specific services' business too. Supporting the carer to continue in their caring role is part of supporting the person cared for. As such, providers are advised to read the relevant chapters of this MPS and to consider the needs of carers and how they could offer services to meet their needs, as well as the needs of the people that the service is for.

Young carers are an important priority for adult social care as well as childrens social care. Apart from sibling carers of a child with disabilities young carers are primarily carers of adults, such as a parent or other family member. This means that adult social care needs to consider the needs of the young carer when considering the needs of an adult with social care needs. It is important that the adults care package is such that the child or young person is not undertaking inappropriate caring tasks (such as personal care or emotional support that is beyond their own stage of development). Young carers need to have a childhood and to take part in the same thing that their peers take part in, educationally and socially.

Adult social care providers, in taking account of the needs of carers, need to be mindful of the needs of young carers, and could make strategic partnerships with children and young peoples services to make a joint offer of services to meet the adults and the young peoples needs. The next stage of the development of the Medway Market Position Statement will be to produce chapters on the markets for children and families services. There will be a full chapter on young carers.

Every caring situation is different. Personalisation and the opportunity to use direct payments and peoples own money is tailor-made for carers. As well as services delivered to the person cared for, carers benefit from carers support services that are provided to them. As well as the generic services mentioned above, carers support services can be practical in nature or they can be items that help them to balance life so that they can care. Examples could be a laptop so they can order the weekly food shop online, freeing up time to spend with the person cared for, or gardening or housework so that they could use that time with the person that they care for. There is much scope to develop a market of services that support carers in Medway. Key to developing this market will be for providers to engage with carers and find out what sorts of services they would want to purchase.

Business Opportunities:

Partnership commissioners are currently undertaking a strategic review of generic carers support services, including support provided by Medway Council adult social care, and including support for young carers. The review will inform how we re-tender generic carers support services next year. The opportunity to tender will be posted on the Kent Business Portal.

Condition specific services can increase the breadth of the services that they offer to offer services that support carers too. Providers can also add social value by providing opportunities for carers of people with specific conditions to benefit from peer support.

Personalised services and service that carers can buy using direct payments will grow. Providers of adult social care services or condition specific services are recommended to develop services that meet carers' needs, such as being available outside of traditional working hours to fit round work or carers aspirations for a social life outside of their caring role. Providers of carers support services are recommended to talk with carers and find out what sort of practical services would support them in their caring role.

Microenterprises are an opportunity that carers could take advantage of, to offer other carers bespoke services in their locality, or to develop time banking opportunities.



9. Your Business Opportunities, Our Outcomes: Additional Ideas

Service area	
Older People	<ul style="list-style-type: none"> • A spectrum of housing and accommodation types, and a choice of tenures. People want to live in a home of their own, whether that is their family home or whether it is modern older people’s housing, including retirement living, assisted living and extracare/flexicare developments. • We want to develop the nursing care market so that it can meet the increasingly complex needs that people are living with, for longer. We want to make sure high quality specialist nursing services exist for moderate dementia where behaviour challenges, and severe dementia where nursing care is required for physical health needs that accompany the advancing stages of dementia as well as the mental health needs • The other nursing homes market development opportunities for providers is for short term stays for people leaving hospital who need nursing care and residential reablement so that they can then return home and continue their reablement at home • Another area of nursing care that we would welcome is high quality and flexible care for people at the end of their lives, both in nursing homes and in people’s own homes
Learning Disability	<ul style="list-style-type: none"> • The market of services for people with learning disabilities who use direct payments personal health budgets or their own money, including support with maintaining friendships, family relationships and making their own decisions about the support they need for an ordinary life • Meeting the clients’ needs for meaningful and enjoyable social contact, and offer services that take into account modern expectations and people choosing to use direct payments or their own private money. People with learning disabilities want to have non learning disabled friends and

they want to spend time with friends outside of service provision, like in the evenings or at weekends

- Service delivery in communities and in people's own homes that will need to meet health needs as well as social care needs
- Services that meet the needs of older people with learning disabilities, particularly working age dementia
- Services that help families and people with learning disabilities plan for the future
- Services that provide nursing care that meets the particular needs of people with learning disabilities who are ageing
- Services offering housing related support to enable more people with learning disabilities to live independently
- Services for people who have the highest needs, including behaviour that challenges or people with severe autism who may benefit from living apart from other people with similar needs – especially those who live at a distance from their families in Medway because there are not suitable facilities locally
- Providers that can raise their ambition to deliver age appropriate, meaningful community access support as an alternative to traditional institutional forms of day care. People with learning disabilities want to make non disabled friends and develop relationships, and they want to join in with the same things as other people – they want support to go clubbing for example, and what most do not want is the late afternoon discos for people with learning disabilities!
- Service development where nursing care for people with learning disabilities could be provided

	<p>flexibly. We will be working with the older peoples market to stimulate a supply of nursing homes that are able to meet the specific needs of older people with learning disabilities alongside the residents without learning disabilities.</p>
<p>Physical Disability</p>	<ul style="list-style-type: none"> • Nursing homes that can deliver good quality palliative care and end of life services that meet the needs of people of working age. We would encourage providers to develop services where nursing care could be provided flexibly to meet the needs and aspirations of people of working age and their families. • Equally, we will be working with the older peoples market to stimulate a supply of nursing homes places that are able to meet the specific needs of older people with physical disabilities who perhaps would prefer a different environment to people of working age and their families. • Providers are also encouraged to think about developments where supported living or extracare and nursing care are delivered on the same site with the same team, so that people experience continuity of care and remain in the same location as their condition changes.
<p>Mental Health</p>	<ul style="list-style-type: none"> • Investigate whether there is a need for nursing home provision for people with mental health issues of working age in Medway. It is preferable to keep people in Medway so that friends and family can play a role in their recovery, rather than placing them out of area • Services can be provided at weekends and evenings, particularly that which decreases social isolation as well as being easier for people who work • Providers that deliver integrated mental health and substance misuse services rather than the partial or sequential services of the past. People want to use services that address their needs holistically. People lead busy lives and lack time in their weeks to use two services when they

	could use one.
Unpaid Carers Support Services	<ul style="list-style-type: none">• Increase the breath of support services for carers in Medway, particularly for those carers who do not or would not meet the criteria for support for adult social care services• Increase the provision of telecare services as these can be helpful to prompt with medication, raise an alert if needed and provide a mechanism for checking people are alright from a distance• Increase services that help carers plan for the future including legal, housing, financial products and financial advice and also emotional support carers also benefit from the ability to flexibly purchase additional services that support the person cared for, which in turn reduces the impact of the caring role.• Services where carers and the person cared for can take a break together. Whilst it is important that carers have the opportunity to have separate assessments and time away from the caring role, it is also important to recognise that carers often have deep personal relationships with the person that they are caring for, and their families. In order to sustain those positive relationships it is important that there are opportunities for people to spend time together, and to have fun.• Carers support services that are accessible to and meet the needs of people with protected characteristics, because they are under-represented in carers support services currently



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