

Key Messages to the Market

Social Care, Health and Wellbeing – Community Support Market Position Statement

- Demographic change will significantly increase demand for care and support over the coming years but will not be matched by increases in public funding.
- We will be increasing investment in information and advice, preventative services, assistive technologies to support independent living.
- We will move away from time and task home care and develop more person-centred models of support that are outcome focussed.
- We will be exploring a range of models including provider managed services and individual service funds to maximise opportunities for personalisation.
- We will be looking for more cost effective ways of delivering care and support and we are keen to work with providers who can offer innovative solutions, flexibility and value for money.
- We will be commissioning for care networks and models of support that bring traditional and non-traditional providers together to ensure services are joined up and focus on promoting wellbeing and independence.
- We will be doing more joint commissioning with the NHS and other partners looking for responsive and flexible models of support than prevent hospital admission and/or support timely and effective discharges.
- Providers must plan and adapt their services to support the increasing numbers of people who are funding their own care.
- We will continue to promote self-directed support and increasing the numbers of people taking up personal budgets and direct payments, which will decrease reliance on more traditional models of care and support over time, as people choose more flexible and innovative ways to meet their needs.
- We want to explore and commission models of brokerage and micro-provision of specialist or very local services.
- There is currently an insufficient supply of personal assistants to meet the expected demand as the numbers of people directing their support increases.
- There are plans to facilitate a continued decrease in the number of publicly funded care home placements, as we look to develop more personalised housing options, including Extra Care Housing, supported living and Shared Lives.