

ROTHERHAM BOROUGH COUNCIL – REPORT TO CABINET

1.	Meeting:	CABINET
2.	Date:	20th July, 2011
3.	Title:	eMarket Place Service Solution
4.	Programme Area:	Chief Executives

5. Summary

The eMarketplace is a leading edge technological solution for Rotherham to improve choice for service users and for self funders. This solution will enable us to respond to the significant challenge of personalisation, demographics and future demand. The eMarketplace will be branded as Rotherham Borough Council, will be accessible for all users and will provide access to providers to purchase services plus advice, information and signposting to preventative services to enable independence.

There is strong partnership working with all the authorities in Yorkshire and Humber. The procurement is regional and also includes Manchester City Council, this approach is supported by the Yorkshire and Humber government office and by the Association of Directors of Adults Services (ADASS).

The Y&H joint improvement partnership (JIP) has provided 500K capital funding and the running of the eMarketplace site is to be cost neutral to the participating authorities. Doncaster Council is hosting the regional procurement and will be the first implementer in September 2011 with Rotherham scheduled for March 2012.

6. Recommendations

That CABINET:

- 1. Support the signing of an inter authority agreement with the preferred supplier for an eMarketplace service solution**
- 2. Support the signing of a hosting agreement with Doncaster Council as the lead procurement authority**
- 3. Note the benefits and the potential risks of this approach.**

7. Proposals and Details

7.1. Strategic Context

The Government has set out its vision for the future direction of Adult Social Care through a number of key policy documents, notably 'Putting People First'; 'Our Health Our Care Our Say' and the Department of Health (DH) White Paper Equality and Excellence: Liberating the NHS.

Through Personalisation the shared vision is that citizens are empowered to shape their own lives and the services they receive. Everyone who requires care and support to help them live their lives should experience as much independence, choice and control as possible through that support. The key routes to achieve this are:

- Better information, advice and advocacy
- Improved quality of provision
- Focus on prevention, early intervention and enablement
- Personalised care and support

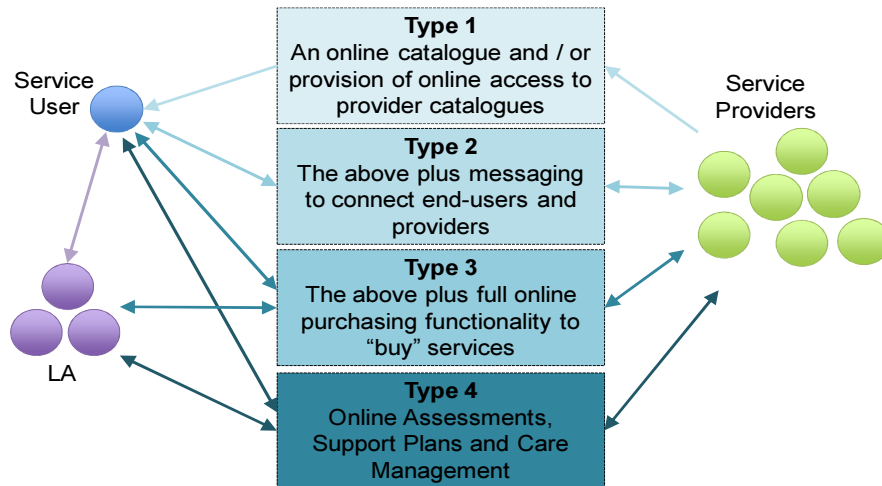
The demographics for Rotherham are challenging. Projections suggest that the population of Rotherham will increase by 5.1% by 2020 and by 9.8% by 2030. The number of people over 65 will increase by more than a half by 2028 and the number of people over 85 will almost double by 2028.

7.2 An eMarketplace service solution

The emarket place is an online web based function contributes directly to Putting People First and the transformation of adult social care. The eMarketplace will promote both internal and external care providers, such as Assistive Technology, to service users and those who self-fund. Service Providers will be on the site and available for customers and self – funders to purchase services from. Services will also be advertised on the site. All providers will be vetted.

The key driver for us is that the eMarketplace service is customer driven. It is essential that our customers can access advice, information, facilities and services quickly and easily so that they are well informed about choices available to them. The service will also assist our social workers and support workers to help customers navigate the system.

There are 4 levels to the solution. At this stage the regional procurement has gone to market for 'Type 3' as set out below:



The essential functions provided at Type 3 are:-

- Accessibility for all users of the site
- Branding as the local authority site
- Performance monitoring and reporting
- Safeguarding built into transactions through an audit trail
- Advice, information and signposting
- Support the early intervention and prevention agenda through access to services that enable independence
- Feedback by customers on products and services – ‘Trip Advisor’ model
- Ability for service users to authorise online and other users securely (for example, Care Manager or brokers) to act on their behalf
- An ability to issue a “general alert” to council administration staff if a provider is restricted as part of a safeguarding process in any administering authority.
- Ability to suspend or remove a provider from the system for a safeguarding breach
- An upfront disclaimer re loss, damage, risk from purchasing of goods and services from the online providers
- Online purchasing of goods and services
- Integration with existing systems
- Navigation and online catalogue of goods and services available in Rotherham
- Online events calendar
- Disaster recovery and Business continuity

7.3 Regional Procurement

The 15 authorities plus Manchester City have joined together to procure a preferred partner and deliver substantial efficiencies this is being led by Doncaster Council who are also early implementer of the site in September 2011. To procure a bespoke solution just for Rotherham would be too expensive.

The procurement is now at Invitation to Tender (ITT) evaluation stage. Four providers have been shortlisted for interview. A decision will be made on preferred supplier on July 22nd. Three strands feed into the evaluation score:-

- Quality
- Financial
- Service user and officer scores

Service users and officers have been fully engaged in the evaluation of the bidders systems including live demos and use of the systems. The feedback has been universally positive.

7.4 Benefits

In order to meet challenging demographics and financial constraints councils need to effectively reduce demand on their resources. The eMarketplace will deliver reduced invoicing and transaction costs for services and support self funders to access early interventions without recourse to the council.

By being part of the regional procurement Rotherham is at the leading edge nationally in driving forward a technological solution to improve choice and control, achieve VfM and efficiencies. The North West and South East government offices are just commencing this approach. Working in partnership with authorities in the Y & H region has been beneficial and strong relationships have been built through the procurement of a shared service.

Through the eMarketplace the customer will be able to purchase services to meet their needs, using an individual budget, direct payment or through their own funds if a self-funder. These goods and services will include local service providers and accreditation of all providers on the site for CRB checks and financial viability will be mandatory.

The eMarketplace solution will have upfront Rotherham Council branding and will complement the Rotherham Council website. A Disclaimer will be on the site to manage the risk to the council for loss, damage, risk from purchasing of goods and services from the online providers from a RMBC branded web site. The system also includes Safeguarding alerts across all authorities relating to providers and the provider can be suspended and removed from the site as necessary.

The eMarketplace solution will be fully accessible for all, including customers who may need a care manager or broker to support them. There is full potential to increase its application to include CYPS and other community and council services to increase the access to services available across the borough.

7.4 Governance

The eMarketplace service solution has been funded and supported by the Y&H JIP with capital of 500K. The regional ADASS has also endorsed the eMarketplace and the regional procurement approach.

In order for Rotherham to progress the eMarketplace solution it is required that Cabinet signs off an inter authority agreement to endorse the regional procurement with the other Y&H authorities plus a hosting agreement with Doncaster as the lead authority in the procurement. The council can decide to withdraw from the regional procurement process at any point up to the signage of the agreement. Cabinet are asked to support the progressing of the eMarketplace.

An authority can join at a later date when the eMarketplace is fully functional across the other authorities but this is likely to incur substantial capital and revenue costs as there will be no further funding from the JIP.

Timeline going forward:

- Agreement needed from each participating LAs on their commitment to the Inter Authority Agreement: 25th July – 5th August
- Anticipated award of contract: w/c 8th August 2011
- Alcatel period from: w/c 8th August 2011
- Allocation of contract to preferred provider w/c 22nd August 2011

7.5 Revenue Implications

The intention of participating authorities in this procurement process is for a pricing schedule that the eMarketplace is **cost neutral** to participating Local Authorities

For participating authorities it is anticipated that the application of the eMarketplace will reduce transactions costs. There will be a requirement for the system to have a resource in house for day to day issues but this resource should be held within current ITC services. It is proposed here that the eMarketplace solution will be beneficial for service users and deliver efficiencies.

8. Finance

Financial information is contained within the body of the report

9. Risks and Uncertainties

- That not agreeing to implement the eMarketplace service solution in Rotherham will result in delayed achievement of efficiencies and a poorer choice for service users and self funders
- That not agreeing to implement the eMarketplace service solution in Rotherham will result in SMEs in Rotherham not receiving full access to the growing demographics and consequently no improvement in the economic recovery in Rotherham.
- It is possible that individual Local Authorities do not proceed to signing the Inter Authority Agreement.
- There is a risk that the provider passes costs onto the local authority when commissioning services this is mitigated in the cost to providers is agreed in the contract.

10. Policy and Performance Agenda Implications

Putting People First – Transforming Social Care

ADASS Personalisation Milestones

CQC Outcomes Framework Choice and Control:

- Councils are delivering efficiencies by actively reshaping services towards prevention and with partners supporting people to live independently; thereby reducing the number of people entering long-term support or requiring ongoing support from social care. VfM (PPF)
- The council is shaping the local market to ensure that services are in place to support independence, choice and control and that they are affordable in the long term
- Commissioners work with providers and partner agencies to ensure that the services commissioned meet needs. Higher quality care is delivered at increased efficiency and effectiveness. VfM (PPF/safeguarding)
- Councils have evaluated how successful personal budgets and self directed support are at improving choice and control for individuals. Evidence shows people are able to use the various self directed support options and find that local services can meet their needs PPF (safeguarding/VfM)

11. Background Papers and Consultation

DH (2010) Equality and Excellence – Liberating the NHS

Gradus Consulting Bid – Progressing an eMarketplace in Yorkshire and Humber

DH (2006) Our Health Our Care Our Say - A New Direction for Community Services

DH(2007) Commissioning Framework for Health and Wellbeing
HMG (2007) 'Putting People First':
DH (2008) Transforming Social Care LAC (DH) (2008 and 2009) 1
DH (2008) Independent Living Strategy
DH (2009) Use of Resources in Adult Social Care
DCLG (2006) Creating Strong, Safe and Prosperous Communities
DH (2007) World Class Commissioning Vision and Competencies
DH (2008) Commissioning for Personalisation: A Framework for Local
Authority Commissioners
In Control (2008) Smart Commissioning : exploring the impact of
personalisation on commissioning
NAS (2008) Adult Services Commissioning Strategy 2008-23
NAS (2009) Rotherham Market Facilitation Plan and Action Plan 2010-13
NAS (2009) The Rotherham Personalisation Plan 2009-11

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