

ROTHERHAM BOROUGH COUNCIL – REPORT TO CABINET MEMBER

1.	Meeting:	CABINET MEMBER DELEGATED POWERS ADULT SOCIAL CARE
2.	Date:	16 TH APRIL 2012
3.	Title:	Connect to Support (eMarketplace service solution)
4.	Programme Area:	Resources Directorate; Commissioning, Policy and Performance

5. Summary

It has been previously agreed that Rotherham would adopt the regional approach for an eMarketplace. Rotherham is a national leader in this innovative initiative. This project has now reached implementation stage and is known as *Connect to Support (CtS)* Rotherham. The timeline is demanding with 'sign off' of the key actions and strategy by 18th May 2012.

This paper sets out the progress to date and provides an insight into the next steps as Rotherham embarks on its journey to implement the system.

6. Recommendations

That Cabinet Member:

- 6.1 **Notes that Connect to Support fits with Personalising services – Transforming traditional services to provide better outcomes and better use of resources.**
- 6.2 **Considers the key issues identified within the body of the report**
- 6.3 **Notes the progress achieved and the timeline for implementation of Connect to Support in Rotherham**

7. Proposals and Details

7.1 Background

The eMarketplace originated with the REIP. Funding was provided to procure a regional solution this involved 16 authorities in Yorkshire and Humber. Nationally there are several other authorities joining in with the approach.

E-Marketplace is now known across all authorities as *Connect to Support* (CtS). There have been significant advances in Doncaster, North Lincolnshire and Kirklees and Doncaster's site is available to access. Rotherham, being one of the mid-implementers is leaders in the development of CtS; it is important that Rotherham continue as national leaders in this innovative initiative. Doncaster's site is: <https://www.connecttosupport.org/c2s/ui/content/MyCouncil/Common.aspx>.

The tendering process was won by Shop4Support (s4s). The system already exists; there is no 'build' of the solution, there are no I.T. set up issues and the Council will not be charged to implement the site in their authority. s4s will support each LA's CtS web site to be as attractive to customers (users and providers) as possible, as soon as possible.

7.2 Progress to date

A project management approach has been established to take forward the development of the eM in Rotherham which has representation from colleagues across a range of services across the authority.

7.2.i Implementation

The project is now at implementation stage in Rotherham. There are several separate elements to implementation: 'sign off', establishing the basic system, and 'going live' including the date for 'soft launch' and the date for public launch. There are some significant challenges the council will face in taking this project forward which will need addressing during implementation:

1. Getting the information and advice content we want citizens to see uploaded onto our Beta site
2. Agreeing accreditation criteria and processes for provider registration
3. Identifying and communicating effectively with providers and stakeholders
4. Making sure council policies create choice and control for customers so that an actual external market is created

In preparations for 'sign off' a strategy will be developed which will contain details of process change including changes to existing ways of working, impact on each stakeholder including obtaining stakeholder buy-in, technology including basic system functionality, implications such as accreditation and performance management. The strategy is to be signed off on 18th May. The basic system functions will then be tested with input from staff, providers and customers alongside S4S. Work is ongoing and to deliver the strategy and achieve soft launch there are several key areas to deliver against:

- **Agreeing accreditation criteria and processes for provider registration.** It is critical that service users continue to receive services that are safe and that they are not put at risk. Safeguarding throughout the site is paramount. Agreement is required on a local accreditation process or implementation of the regional accreditation model. Doncaster has appointed an officer to accredit every provider onto the system, excepting those providers who have undergone an accreditation process as part of commissioning. Lincolnshire has essentially gone with the Caveat Emptor approach. Should Rotherham go with the Doncaster model this will require resourcing.
- **Agreeing level of buy in of CtS 'template' beta site for content.** The appearance and content of the site is boiler plated by S4S through application of templates. However it is imperative that Social Workers and Managers agree the look, feel and content is right for Rotherham. There is the opportunity for a bespoke approach and support from s4s to achieve this but this will incur cost
- **Agreeing content including advice & information.** Getting the information, signposting and advice content we want our citizens to access and agreeing how we will structure information and advice on the site; including identifying content owners across RMBC to upload information.
- **Launching the site and engaging Social Workers to maximise benefits.** Establishing the communication and engagement strategy and raising awareness and promoting the benefits of CtS to social workers through 2 events led by the Strategic Director.
- **Engaging and signing up of providers to the site.** Building on the provisional work with providers to sign up to the site including the VCS and the for profit sector where appropriate. There is a need for minimum of 20 providers to be on the site for the soft launch. A programme of marketing and events needs to be finalised

Work packages at the moment are focused on developing the beta site, finalising plans on accreditation, information and advice and registering providers on the site. A Communications and Engagement plan is in development to ensure stakeholders are kept informed of the developments of the site and so that staff, providers and customer receive appropriate awareness training. Customer forums will also be consulted with on the look, feel and content of the site.

7.2.ii Timescale

Rotherham is a 'Mid-implementer'. Each LA only has a two month window of concentrated support from s4s, to establish the site, have the soft launch and agree sign-off of the basic system. The two month window for intensive support from s4s has started. Failure to engage with s4s could impact on the regional schedule if Rotherham needs to be moved back in the

implementation timeline. Dates of the soft launch and the public launch will be agreed following completion of the Implementation phase.

8. Risks

The risk of not implementing the eMarket place regional approach would be to fall behind other authorities nationally in the shift away from a traditional approach to enabling customers and self funders to purchase care from a retail care market.

The risk of not implementing this approach will mean that the time spent by social workers and care managers will continue to be used to support individuals to choose care in the traditional way whereas eMarketplace offers a model which can be supported through brokerage at a lower cost. This allows social workers to focus on the complex cases needing high levels of input.

9. Finance

Financial information is contained within this report

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

SLT Paper (11-07-11) Emarketplace Service Solution

DH (2010) Equality and Excellence – Liberating the NHS

Gradus Consulting Bid – Progressing and 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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