

ROTHERHAM BOROUGH COUNCIL – REPORT TO CABINET

1.	Meeting:	CABINET
2.	Date:	05 September 2012
3.	Title:	eMarketplace, Connect to Support (CtS)
4.	Programme Area:	Resources Directorate

5. Summary

This paper sets out progress to date, next steps and timeline for the internal and public launch of Rotherhams eMarketplace, Connect to Support (CtS)

6. Recommendations

That CABINET:

- Note progress to date on the development and implementation of an eMarketplace, Connect to Support (CtS) in Rotherham
- Endorse the option for accreditation, registration and Rotherham branding
- Support the configuration of the site
- Support promotion and marketing campaigns
- Note the timeline for a public launch in January 2013 of the Rotherham emarketplace, Connect to Support (CtS)

7. Proposals and Details

7.1 Background

In order to respond to the significant challenge of personalisation, changing demographics and future demand in the context of constrained public funding the Council needs to maximise the opportunity that a technological solution provides to improve choice and outcomes for service users and self-funders and to achieve substantial efficiencies in transactions and back office costs.

An eMarketplace, Connect to Support (CtS) is an online web based e-commerce model that contributes directly to Putting People First and the transformation of adult social care. Customers using their personal budget and self-funders can purchase goods and services to meet their needs from Providers, and/or seek information, guidance and advice or be signposted to appropriate services including community groups. CtS will provide a dynamic mechanism that supports Social Workers, commissioning, individual customers and self funders as purchasers, and it facilitates reshaping of the local market for personalisation; matching needs with what local providers are able to provide. The new technology will accelerate the implementation of 'personalised' markets, increasingly so, as IT literacy in the population increases. The intention is that the online web based solution, will become integral to how we support all citizens to achieve independence and improved outcomes including a high quality of health and well-being in Rotherham.

The eMarketplace was procured regionally across 15 authorities of Yorkshire and Humber plus Manchester City Council. This shared procurement approach is in line with the Council's shared service approach. The provision of this model will meet the outcomes of the Council Corporate Plan for ensuring care and protection is available for those people who need it most:

- People in need of support and care have more choice and control to help them live at home
- People in need get help earlier, before reaching crisis
- Carers get the help and support they need

The regional procurement was hosted by Doncaster and Shop4Support (s4s) was appointed. There have been significant advances in Doncaster, Lincolnshire and Kirklees, Doncaster's site is available to access at <https://www.connecttosupport.org/c2s/ui/content/MyCouncil/Common.aspx>

Rotherham is now in the process of configuring the local site in preparation for the internal launch late Autumn 2012 with a public launch of the Rotherham site in January 2013.

A key issue for all authorities is around accreditation and registration of providers and branding on the Connect to Support site. A report has recently been presented to the Council's Senior Leadership Team (SLT), outlining the various options and it was agreed that a de-regulated, low

administrative control and low cost to the Council model would be adopted in Rotherham.

The chosen model will mean that the 'Rotherham' site will not be branded as a Rotherham Council site. The accreditation of providers will be via a vendor rating such as CQC inspection rating or specialist business sector quality mark from an umbrella organisation such as Age UK. Registration will be automatic via the Shop4Support model where basic information will be validated. In order to safeguard customers purchasing goods and/or services from providers registered on the site a Caveat Emptor (buyer beware) statement will be clearly displayed.

The Council's in-house legal team support this decision and have advised that the model supplies the public with the necessary information to source appropriate providers. There is scope for ratings awarded by external accreditation to be published and also quality marks to give reassurance. There is a low risk to the Council as we are not recommending any of the providers and we are merely providing a forum for the information.

7.2 Proposals

In Rotherham a programme and project management approach has been put in place and significant progress has been achieved with the initial technical blueprint sign off of the site design and content achieved at the end of May. However, there are several separate elements remaining to ensure the system is fit for purpose before the launch of the site. Outstanding actions include:

- Configuration of the sites managed information and advice content
- Consultation and usability testing with staff and customers
- Promotion and marketing campaign
- Registration protocol

i Configuration of the sites managed information and advice content;

Crucial to the success of the site is ensuring that the information, signposting and advice content are accurate, valid and easy to access. It is of the utmost importance that people who visit the site are provided with relevant information and advice or are signposted to meet their needs. Content managers have been identified across the council who will be responsible for full content in line with the current arrangements for the RMBC website.

ii Consultation and usability testing with providers, staff and customers;

Numerous consultation events have taken place over the last few months to raise awareness to providers, customers and staff about the benefits of CtS. Initial consultations have taken place with over 200 stakeholders consisting of known commissioned providers and Health and Wellbeing staff. In addition, against a target of 20 providers Rotherham has over 196 local providers

already signed up to the site, of which 17 have live stores. Further consultations will take place with voluntary and community groups, independent sector providers and the citizens of Rotherham to raise the profile of CtS and to sell the benefits of the system's capabilities for all stakeholders.

iii Promotion and marketing campaign;

Establishing the communication and engagement strategy, raising awareness and promoting the benefits of CtS externally and internally are essential to ensure the success of the site. The strategy has recently been finalised by the Implementation Group and includes actions and milestones to ensure a cross section of activities are carried out to maximise promotion and marketing opportunities. The promotion and marketing campaign will consist of a range of internal and external activities including but not restricted to, public transport poster campaigns, a series of planned press releases, internal and external weekly e-newsletters, e-learning package, radio interviews, promotion leaflets and newspaper advertising and text campaigns.

iv Registration protocol;

Although the Council's SLT has agreed to adopt a de-regulated, low administrative control and low cost to the Council model in Rotherham and the registration of providers will be automatic via Shop4Support, a registration protocol, including guidance on vendor ratings will need to be established for Shop4Support.

v Timeline for internal and public launch;

Rotherham were part of a regional implementation schedule as 'Mid-implementers'. Sign off requirements consisted of testing and agreeing the basic system functionality against the pre-established quality criteria, registration of a minimum of 20 local providers and agreeing the basic tiers of the beta site. Rotherham successfully completed sign-off at the end of May 2012.

Go Live and Internal Launch; A target date for going live is proposed for October 2012; this will involve the beta site changing to live working site available on the internet. This will require promotion, awareness raising and training to staff and direct payment users, all of which will be built into the Communications and Engagement strategy and plan. Feedback will be collated on their experiences and comments and improvements made before a public launch.

Public Launch; A second date will be identified which establishes the public 'go live date' to the citizens of Rotherham. The target date for the external launch is proposed for January 2013 and it is intended that the public launch will be a high profile event.

8. Finance

Capital of £500K has been funded by the Y&H Joint Improvement Partnership (JIP). The eMarketplace, Connect to Support (CtS) solution is to be cost neutral to the participating authorities. A transaction cost of 2.5% is applied to providers by s4s.

Funding from the Social Care Reward Grant has been ring fenced to deliver the Connect to Support (CtS) project in Rotherham. Dedicated resources also include a project officer in Resources, CPP and capacity within the strategic commissioning manager role in Resources, CPP.

For participating authorities it is anticipated that the application of the e-commerce model to purchase services will reduce transactions costs. It is proposed here that the Connect to Support (CtS) solution will be beneficial for service users and deliver efficiencies.

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 RMBC ITC services.

9. Risks and Uncertainties

That if the capacity delivered by a project manager is not ongoing the project will not be delivered.

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
TLAP (Think Local Act Personal) (2011) – Making it Real
DH (2010) Equality and Excellence – Liberating the NHS
Gradus Consulting Bid – Progressing and eMarketplace in Yorkshire and Humber
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 (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

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