

ROTHERHAM BOROUGH COUNCIL – REPORT TO DEPUTY LEADER

1.	Meeting:	Deputy Leaders meeting
2.	Date:	11 February 2013
3.	Title:	eMarketplace, Connect to Support (CtS) Rotherham
4.	Programme Area:	Resources Directorate

5. Summary

This paper sets out the progress to date on the development and implementation of an eMarketplace, Connect to Support (CtS) in Rotherham.

Connect to Support was launched to the public on 29th January 2013.

6. Recommendations

That Deputy Member:

- Notes progress to date on the development and implementation of an eMarketplace, Connect to Support (CtS) in Rotherham
- Notes the promotion and marketing campaign

7. Proposals and Details

7.1 Background

Previous reports have been provided with regard to the background and purpose of Connect to Support (CtS), however it is timely to revisit the purpose of this significant innovation.

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. Doncaster, North Lincolnshire and Kirklees were the first sites to be launched.

7.2 Progress

Significant progress has been achieved in preparation to develop and implement Connect to Support (CtS) in Rotherham including:

- Accreditation and branding

A report outlining the various options for accreditation and branding was presented to Cabinet and the Senior Leadership Team (SLT). At the meetings it was agreed that a de-regulated, low administrative control and low cost to the council model would be adopted in Rotherham. Although this model has been adopted, a registration protocol will need to be established for Shop4Support.

The chosen model means that the 'Rotherham' site is not branded as a Rotherham Council site. The accreditation of providers will be via a vendor rating such as CQC inspection rating, specialist business sector quality mark or customer feedback. 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 is clearly displayed.

The Council's in-house legal team supported this decision.

- Configuration of the sites managed information and advice content

Work has been taking place to develop the content for the "How can I get Support" area on the site, ensuring that the information and advice is

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. Colourful customer journey maps have also been included.

- Providers and local groups

Numerous workshops and 1:1 support sessions have taken place with providers and local groups to promote the benefits of Connect to Support (CtS) and encourage them to register on the site.

There are currently 76 providers with live stores and 37 local groups registered on the site.

- Communications, Marketing and Engagement

A Communication, Marketing and Engagement Strategy has been developed to raise the awareness and promote the benefits of Connect to Support (CtS) externally and internally. The strategy 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 consists 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 aimed at staff, citizens and providers, radio interviews, advertisements on Rotherham Hospital TV screens, promotional leaflets and newspaper advertising.

- Launch

Internal Launch – the beta site was launched in December and usability testing sessions took place with Health and Wellbeing staff and key user groups/community groups in January 2013. The usability testing sessions provided people with an opportunity to work through the e learning module, access the beta site and provide feedback. Overall the feedback received was very positive.

A number of people who attended the usability testing sessions volunteered to become 'Champions' for Connect to Support (CtS) Rotherham to help develop and promote the site.

External/public Launch – The site www.connecttosupport.org/rotherham went live on 29 January 2013. Promotion and marketing activities are commencing to support the public launch to raise awareness of Connect to Support (CtS) Rotherham both externally and internally. This will be essential to ensure the success of the site. Examples of marketing include:

- Back/side of buses
- Posters

- NHS TV
- Council TV
- Print media
- Radio media

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.

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.

A marketing budget of £32,000 has been identified and the expenditure currently stands at £23,000.

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

Delivery of the activities set out in the Communications and Marketing plan are critical to the launch of Connect to Support and the future success of the site.

There is a potential risk that providers could bypass the site and orders could be placed directly with the site user. This could have a significant impact on the sustainability of site and Shop4Support.

10. Policy and Performance Agenda Implications

Putting People First – Transforming Social Care
ADASS Personalisation Milestones
CQC Outcomes Framework Choice and Control

11. Background Papers and Consultation

SLT Paper – 16 July 2012
Cabinet Paper – 7 November 2012
Connect to Support Communications, Marketing and Engagement Strategy
Connect to Support Rotherham site www.connecttosupport.org/rotherham

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