

London Borough of Bromley

PART 1 - PUBLIC

Briefing for Adult Care and Health Policy Development and Scrutiny Committee Tuesday 24 March 2020

MARKET POSITION STATEMENT - CARE HOMES

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1. SUMMARY

- 1.1 The Council has developed a Market Position Statement in relation to care homes. The document gives care home providers an analysis of the current supply and demand for services, explains demographic projections and details the Council's and CCG's commissioning intentions for the future. This information provides a basis for ongoing dialogue with providers that will facilitate closer working and market development.
- 1.2 This report enables Members to scrutinise the accompanying Market Position Statement before it is shared with providers.

2. RECOMMENDATION

- 2.1 **Members are asked to review and note the accompanying Market Position Statement prior to its rollout.**

3. COMMENTARY

- 3.1 The Care Act requires councils to focus upon commissioning services that ensure people's needs can be met in their own homes. The Council recognises that for some people, this option may not be sustainable and there will be an ongoing local requirement for registered and nursing care home provision.
- 3.2 A high percentage of Bromley's population are retired home owners who are likely to fund their own care as they become dependent upon services. This is reflected in 77% of Bromley's nursing and residential beds being occupied by self-funders and a small number of placements from other councils. Only 19% of occupancy relates to Council placements and 4% from the CCG. Self-funders tend to push up market prices and this makes local placements, at Council guide rates, more difficult. Whilst the Council is able to place in some neighbouring boroughs at its guide rates, placing locally can present challenges.
- 3.3 The Council has developed a Market Position Statement that is specific to care homes and which gives providers:

- an analysis of current supply and demand for services
- demographic projections and commissioning requirements for the future

This information will be used to establish an ongoing dialogue with providers that will facilitate closer working and market development.

- 3.4 This report enables Members to scrutinise the accompanying Market Position Statement before it is shared with providers.

4. SERVICE PROFILE/DATA ANALYSIS

- 4.1 A detailed review of the Council's and CCG's financial and placement information was undertaken whilst drafting the Market Position Statement.

5. MARKET CONSIDERATIONS

- 5.1 The Market Position Statement was drafted in consideration of national and local market intelligence; this included analysis of market information from the Association of Directors of Adult Social Services (ADASS), provider feedback and information from social care journals and publications.

6. SUSTAINABILITY AND IMPACT ASSESSMENTS

- 6.1 The Market Position Statement has been drafted to improve local sustainability and enhance local market development.

7. POLICY CONSIDERATIONS

- 7.1 The Market Position Statement recognises the requirements of the Care Act 2014 and the Council's and CCG's local policies.