Evening Seminar

What is Market Shaping?

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Background to the Academy

• The Academy’s mission is to bring people together to share knowledge, skills and practice and to promote excellence in social justice commissioning.

• The Academy was created in 2007 and now has over 3200 cross sector members.

• Services are designed to support the development of social justice commissioning and include nationwide events, eLearning, commissioning themed learning groups and a website offering commissioning information.
Institute of Public Care

- We work for better outcomes through well run evidence-based public care
- Part of Oxford Brookes University
- We offer applied research and evaluation, consultancy, skills development and informatics
- National and local government, NHS, public care providers, and sector support organisations
A duty towards care markets

- Open Public Services: diversity of markets; choice and control; decentralisation; accountability
- The Care Act (2014) places new duties on local authorities to promote the efficient and effective operation of the market for adult care and support as a whole.
In a nutshell

Provider

Purchaser

Shaper
A market position statement (MPS)

- future demand
- current supply, identifying strengths and weaknesses
- desirable models of practice
- what business opportunities might be available?
- the scope and support for innovation and development of the particular ‘market segment’
- support providers can expect in order to achieve the desired outcomes
Market shaping review

- A programme of support for local authorities to help them discharge their market shaping functions by identifying, analysing and disseminating best practice
What is market shaping?

Market Shaping

- Market Development
- Market Facilitation
- Market Management
- Market Oversight
- Market Intervention
- Market Structuring
- Market Engagement
- Market Analysis
Key components of market shaping

Emphasis on shared understanding of supply and demand – and should be published in an MPS

Activity taken to influence current and future range of support - how the local authority intends to influence the market should be published in an MPS
Link to commissioning?
Review of market position statements

- 162 published MPSs from 122 councils or sub-regional groups: huge variety in scope and detail
- Some have been updated and/or have produced up to 6 different MPSs
- Stronger in describing current and future demand, desired models of care, and likely business opportunities
- Weaker around stability of local market, quality, workforce and self funders
Key challenges for adult care and support

- Working with health
- Introduction of personal health budgets
- Ensuring a high quality workforce, especially nursing staff
- Working on market oversight and contingency planning with other councils
- Personalisation and individual purchasing
- Working with providers on a true partnership basis
- Encouraging new providers
Tools and guidance

- Guidance on market shaping
- MPS good practice and checklist
- Market shaping across councils
- Place-based market shaping
- Individual purchasing

http://ipc.brookes.ac.uk/what-we-do/market-shaping.html
Also... Market Shaping Toolkit

for innovation and collaboration with SME providers

https://ipc.brookes.ac.uk/mast
Lesson 1: All markets are not the same – know your market
Lesson 2: Who shapes the market and who is responsible?
Lesson 3: Your local authority is doing this – MPS database

https://ipc.brookes.ac.uk/MPSdatabase
Thank you

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- Please contact Fiona Richardson with any further questions
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