

Bury Council

Market Position Statement: Carers Services 2013



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1. What is a Market Position Statement?

A Market Position Statement is a document written by Bury Council, mainly for providers of care services, which will help them to:

1. Make decisions about if and how to invest and deliver services in Bury;
2. React to opportunities that arise as a result of the introduction of Carers Personal Budgets.

Our main aim is to work with carers, partners and service providers to plan, commission and provide services in Bury. We also want to make sure that people have more choice and control over the services they use and that these services offer high quality care and good outcomes.

Please note that all data is correct at date of publication (April 2013).

2. Who is this document for?

This document is aimed at existing and future providers of carers services. It gives information on the current social care market alongside a vision for a diverse and active future for services.

Providers of services for carers can learn about the support which is purchased by both Bury Council and carers themselves. This Market Position Statement also includes information on how services might respond to the personalisation¹ of adult social care.

Voluntary and community organisations can learn about future opportunities in which to develop new activities and services for carers.

People interested in local business development and social enterprise can read about new opportunities. You could also tell us what would attract you into the social care market.

Social care providers and organisations not currently active in Bury could find opportunities to use their strengths and skills to benefit local people and develop their business.

Those providers that already deliver services in Bury can use this Market Position Statement to help plan and shape future services.

3. What is happening nationally?

The Carers Trust defines a carer as 'someone of any age who provides unpaid support to family or friends who could not manage without this help. This could be caring for a relative, partner or friend who is ill, frail, disabled or has mental health or substance misuse problems'². Nationally, there are a number of important messages to consider about how services for carers are being transformed and how the funding of these is likely to change:

Recognised, Valued and Supported, the next steps for the Carers Strategy

In response to the increasing numbers of people who provide unpaid care in the UK, the Government published *Recognised, Valued and Supported, the next steps for the Carers Strategy*³ in 2010. As stated within this strategy, the following four priorities are generic terms for the types of support that carers say are the most important to them:

1. Identification and recognition
2. Realising and releasing potential
3. A life outside of caring
4. Supporting carers to stay healthy

Vision for Adult Social Care: Capable Communities Active Citizens (Department of Health, 2010)

This document makes it clear that all councils will offer personal budgets to everyone eligible for ongoing social care, preferably as a direct payment, by April 2013.

Caring for our Future

The *Caring for our Future* White Paper (Department of Health, 2012) sets out how people will be supported to stay independent for as long as possible. This includes improving information and support for carers.

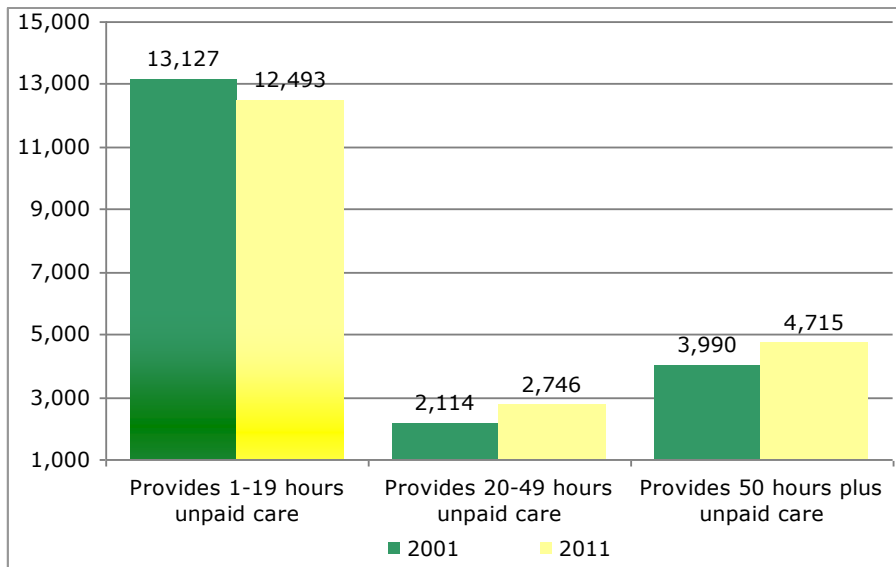
4. What is happening in Bury?

In 2012, Bury Council and Bury's Clinical Commissioning Group (CCG) developed the *Adult Carers Strategy for Bury 2013-2018*. This strategy builds on the national Carers Strategy to set out the local position in Bury; identifying local priorities and the organisations we need to be involved to achieve this. The strategy will provide some useful background information to this Market Position Statement⁴.

4.1 Data on carers

The Office for National Statistics (ONS) provides useful information regarding the number of people who are providing unpaid care in Bury. Figure 1 (People in Bury providing unpaid care) illustrates that 19,954 people claim they are currently providing unpaid care in Bury. This is an increase of 723 people in the last 10 years⁵.

Figure 1: People in Bury providing unpaid care



Source: Office for National Statistics

The issue of providing unpaid care is one which may increase with the well documented rise in the age of our population. The ONS states that there are currently 185,100 people living in Bury, of which 29,500 (16%) are aged 65 years and above⁶. In 2035, we can expect to have 221,200 people living in Bury, of which 46,800 (21%) will be aged 65 years and above⁷. This is an increase of 17,300 people aged 65 years and above. This is a significant rise and one which leads us to surmise that the number of people providing unpaid care to elderly relatives and friends will continue to rise significantly too.

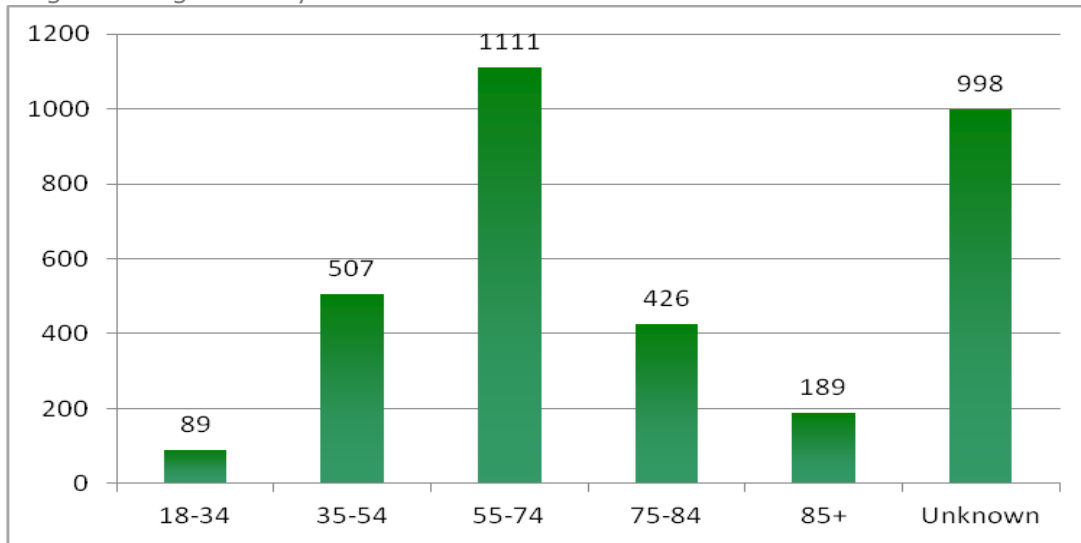
The best source of local information we have about carers in Bury is a register of 3,320 carers⁸. Comparing this to the number of carers in Bury cited by the ONS, we can see that carers services have identified 17% of carers. Reasons for the non-identification of carers could include:

1. Carers not requiring support to undertake their role;
2. Individuals taking on a caring role without realising it (for example, caring for a spouse during an illness or being a parent to a child with a disability);
3. A carer not being identified and signposted to carers services by a health and social care professional;
4. A carer being unable to attend services specific to carers.

The register held by Bury's Carers Service Team and Bury's Carers Centre tells us that 66% (2,208) of the registered carers are female. Additional demographic data held within this register is not complete but does provide us with the following information:

We know the ages of 64% (2,114) of known carers. Of this, 33% (1,111) are aged between 55 years and 74 years.

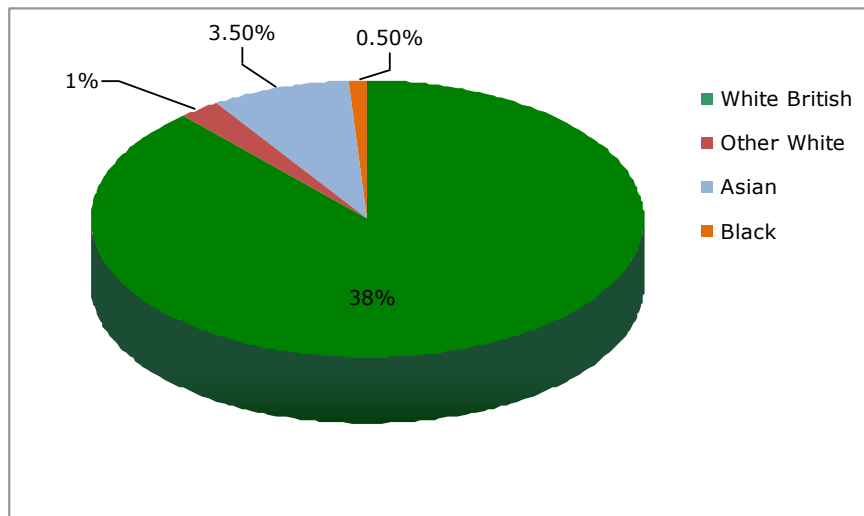
Figure 2: Age of Bury Carers



Source: Carers Services Team / Bury Carers Centre 2012

We know the ethnicity of 43% (1,413) of these carers. The breakdown for this is below:

Figure 3: Ethnicity of Bury Carers



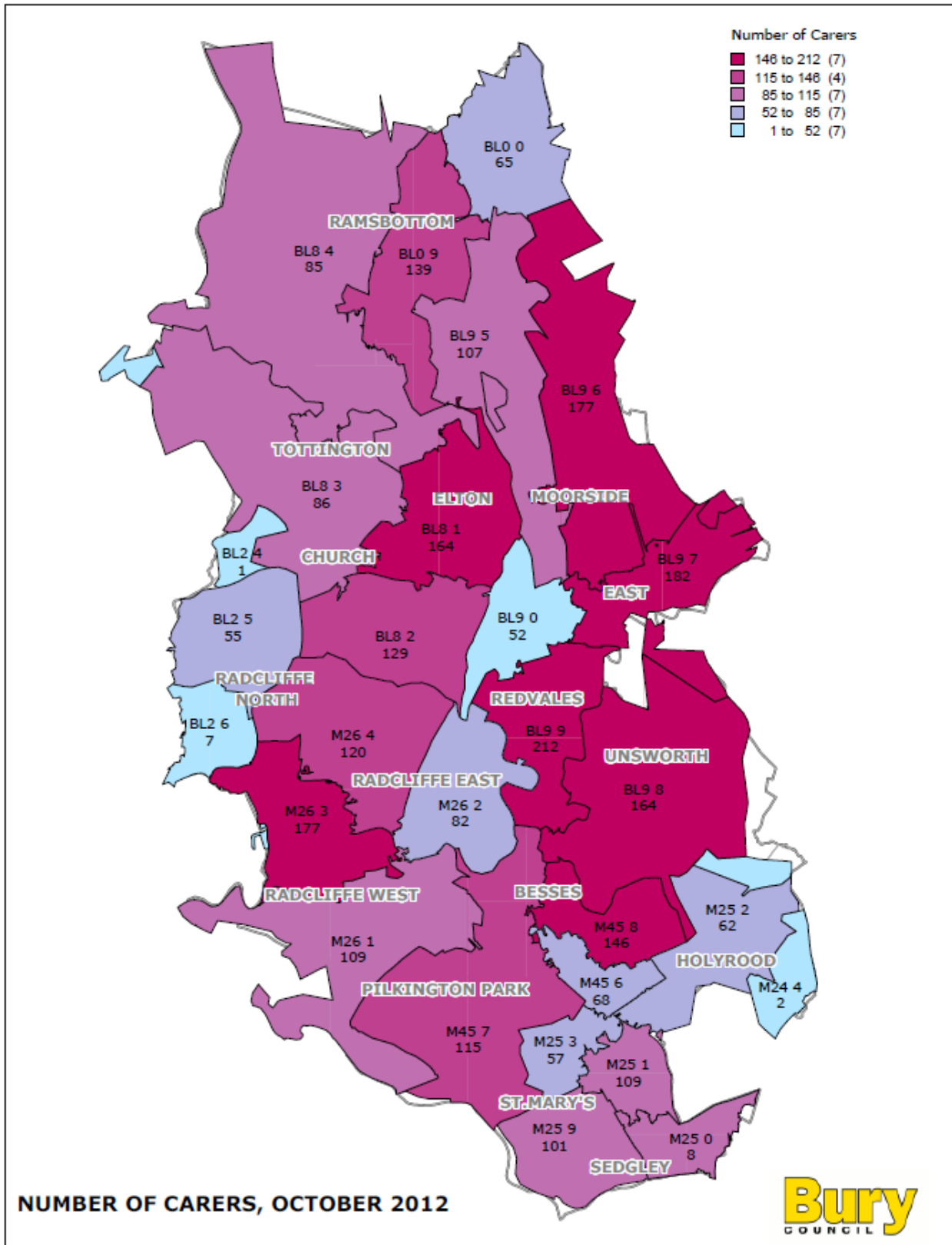
Source: Carers Services Team / Bury Carers Centre 2012

Figure 4 (Geographical spread of Bury Carers) details where our known carers live. It clearly illustrates that a higher concentration of carers live in the following areas:

- Radcliffe West (Radcliffe ward);
- Besses and Unsworth (Whitefield and Unsworth ward);
- Redvales, Bury East, Moorside (Bury East ward);
- Elton (Bury West ward).

Although we acknowledge that this map only identifies the carers we are aware of, it does provide useful information as to where localised carers support could be focused.

Figure 4: Geographical spread of known carers



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Source: Carers Services Team / Bury Carers Centre 2012

4.2 Support for carers

The vision in Bury⁹ for adult carers of all ages is that they are recognised, enabled and supported to have a quality life of their own. To facilitate this, support to carers is offered in a variety of ways throughout the Borough. The support a carer will access will depend on the needs of that individual carer, where they live and how much time they have away from their caring role.

Support for carers begins at the point a carer is identified. Although anyone could potentially identify a carer, an assessment of their needs can only be undertaken by a Health and Social Care professional. A Carers Assessment looks at the emotional, physical and practical impact of caring and identifies services which could support the carer within their role.

4.3 Carers universal services

The term 'carers universal services' refers to information which is available to all carers. There are no criteria or assessment procedure to determine whether a carer can access the service or not. In 2012-2013, the estimated number of carers who accessed carers universal services in Bury was 3,566; the annual cost was £554,400¹⁰.

Examples of these universal services include the following¹¹:

Carers Centre

The Carers Centre (funded by Bury Council and Bury CCG) is located in Bury town centre and is the primary resource for carers in Bury. The Carers Centre offers a range of advice and support sessions aimed at supporting carers to maintain their caring role. These include:

Information and signposting	Emotional support	Advocacy
A social space	An allotment	Complementary therapy
Weekly tai chi sessions	I.T. courses	Workshops
Drop in coffee mornings	Specific support groups	Reading group
Male carer events	Self Care For You	Day trips
Weekly craft session	Access to holidays for carers	Applications for charitable grants for carers

Carers Support Groups

A number of carers support groups meet throughout the Borough which provide peer support and advice to those in attendance. These support groups include male carers, dementia, learning disability, cerebral palsy, aspergers and autism. The format of these support groups depends on the members in attendance but there is scope to invite a specialist to provide advice or for support to be peer led¹². Although the majority of these support groups are held at the Carers Centre, some are held within specialised day centres or libraries.

In addition to these support groups, a Carers Forum currently meets at Bury's Carers Centre. This forum provides carers with an opportunity to express their concerns or recommendations about services in Bury. These are then raised at Bury's Carers Strategy Group¹³. The forum also provides a useful place in which to consult with carers on a range of issues.

Federation of Jewish Services

The 2001 census states that 4.9% of Bury's population is Jewish (the second largest religion after Christianity). If we apply this percentage to our current population of 185,100, there will be 9,144 Jewish people residing in Bury.

Specialist carers support officers at the Federation of Jewish Services offer individual emotional support and practical advice to carers in the Jewish community. They can assist carers to complete an assessment of their needs to enable them to access emotional and financial support if necessary.

Bury Council currently provides part funding to the Federation of Jewish Services for a volunteer sitting service (called 'Time for You') for Jewish carers. It enables carers to have a few hours break from their caring role.

Specialist Support Groups

There are an increasing number of specialist support groups in Bury which support the carer and the person they care for. Not only do these groups provide advice and support to carers, it provides a stimulating activity that the carer and the person cared for can enjoy together. Examples of this innovative provision include the following¹⁴:

1. Singing for the Brain (a structured group run by the Alzheimer's Society based on the principles of music therapy and singing. This is a new group in Bury and 43 people currently attend¹⁵);
2. Dementia Café (information, advice and support together with social opportunities for both the person with dementia and their carer. This is facilitated by Making Space and 60 carers are currently being supported¹⁶);
3. Musical Memories (Crossroads Bury promote the therapeutic benefits of singing songs and listening to music. This project has just begun so no statistics on numbers attending are available yet¹⁷).

Assistive Technology

Assistive technology can offer 24 hours per day 365 days per year emergency response to keep people safe and allows them to stay in their own home for longer. Examples of the technology include a personal trigger, a bogus caller alarm, a fall detector button and a smoke detector button. Although, at first glance, this equipment may not seem to support a carer, it can bring peace of mind to them as they know that someone will be alerted if their loved one needs help.

Bury Hospice Telephone Line

The Bury Clinical Commissioning Group¹⁸ fund Bury Hospice to provide a 24 hour advice line which offers carers and patients direct telephone access to a Hospice Nurse. These nurses are able to provide advice on symptoms or general advice if people are finding it difficult to cope.

Schemes in case of emergency

The Red Cross Emergency Card is used as an instant source of identification in case of accidents. The credit-card sized card identifies the holder as a carer so that the cared for person will not be left unattended during an emergency.

Message in a Bottle is an emergency information scheme that identifies someone as a carer. The information includes details of family, friends or local organisations who can take over the caring role in an emergency.

Respite and Short Breaks

For many carers, access to respite and short breaks is essential to maintaining their caring role. For some carers, a break of a couple of hours is sufficient; others prefer a longer break in which they can go on holiday.

In Bury, there are approximately 20 organisations which offer respite and short breaks to carers of people with differing needs. All carers can access these organisations to support them when necessary.

4.4 Other Community Services

In addition to this, the following sources of universal information and advice¹⁹ are also available to carers in Bury²⁰:

1. Citizens Advice Bureau (helping people resolve their legal, money and other problems);
2. Jobcentre Plus (gaining employment);
3. Connect and Direct (information about Bury Council's Adult Care Services);

4. Self Care for You (a six week Public Health programme which has been designed to motivate people to improve their lifestyle. The programme is run by trained facilitators and covers topics including self esteem, stress and healthy eating);
5. Health Trainers (the Health Trainers offer clinics, in a range of community venues, on health issues including healthy eating, weight management, stopping smoking and alcohol consumption);
6. Active Lifestyle Discount Card (offers cardholders discounts and savings on a wide range of sport and leisure activities at Bury Leisure sport and fitness centres, as well as savings on library services, theatre tickets and allotment plots);
7. Smoking Cessation (support and practical advice from Public Health to stop smoking);
8. Bury Exercise and Therapy Scheme (an exercise referral scheme for people who live in Bury. It is a programme for people aged 16 years and over who have a recurring illness or medical condition and do not currently take part in physical activity).

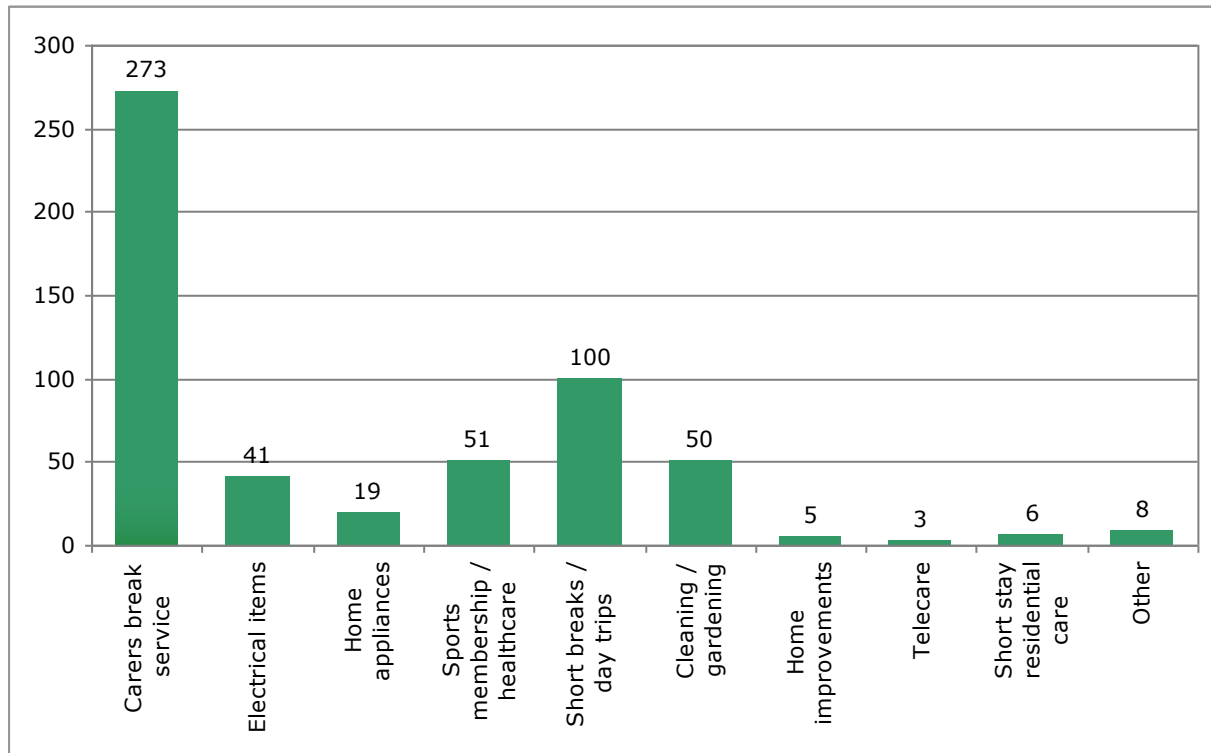
4.5 Carers Personal Budgets

If a carer has a need identified by the Carers Assessment which cannot be met by these universal services, a Carers Personal Budget may be available.

In line with *A Vision for Adult Social Care: Capable Communities Active Citizens* (Department of Health, 2010), a pilot scheme to implement Carers Personal Budgets was introduced in Bury in April 2011. This scheme means that there is more choice as to how a carer has a break from their caring role.

567 carers have received a Carers Personal Budget in Bury²¹. These carers spend their budget in a variety of ways, in line with the needs agreed as part of their Carers Assessment. Figure 5 (How Carers Personal Budgets have been spent in Bury) illustrates how carers in Bury have spent their budget over the last two years.

Figure 5: How Carers Personal Budgets have been spent in Bury



Source: Bury Council 2013

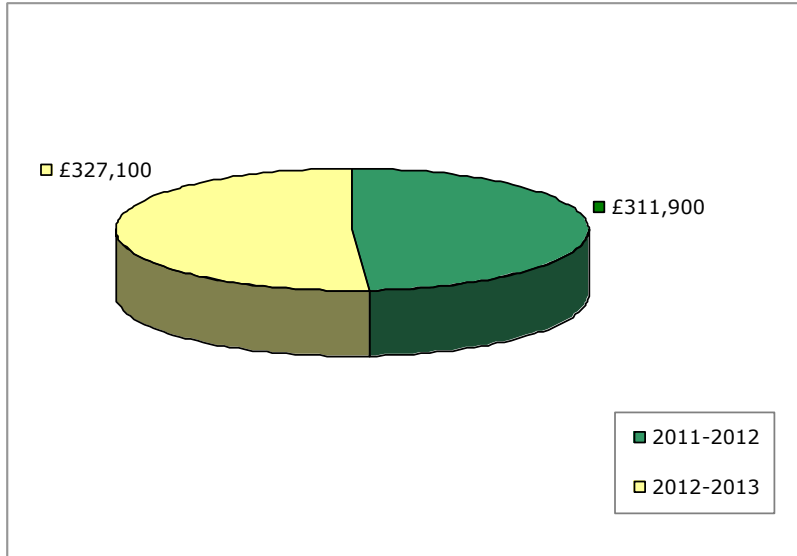
4.6 Commissioned Offer

Bury Council's commissioned offer (an approved carers break service) will begin during 2013-2014. This offer responds to a need highlighted during the pilot scheme for Carers Personal Budgets: although many carers agree the budget allows them greater freedom and flexibility to direct their own support package, there were some carers who only wanted respite commissioned by Bury Council. To ensure we offer choice suitable to all carers, Bury Council has agreed to offer carers, who have been assessed as requiring a Carers Personal Budget, a Carers Personal Budget or the carers break commissioned offer; carers cannot access both. As the commissioned offer is in an early stage of development, data on numbers of carers who access this and the cost associated is currently unknown²².

5. Finance and funding

The total amount allocated to Carers Personal Budgets by Bury Council's Adult Care Services over the past two years is £639,000²³. Figure 6 (Funding allocated to Carers Personal Budgets) highlights the annual breakdown since 2011.

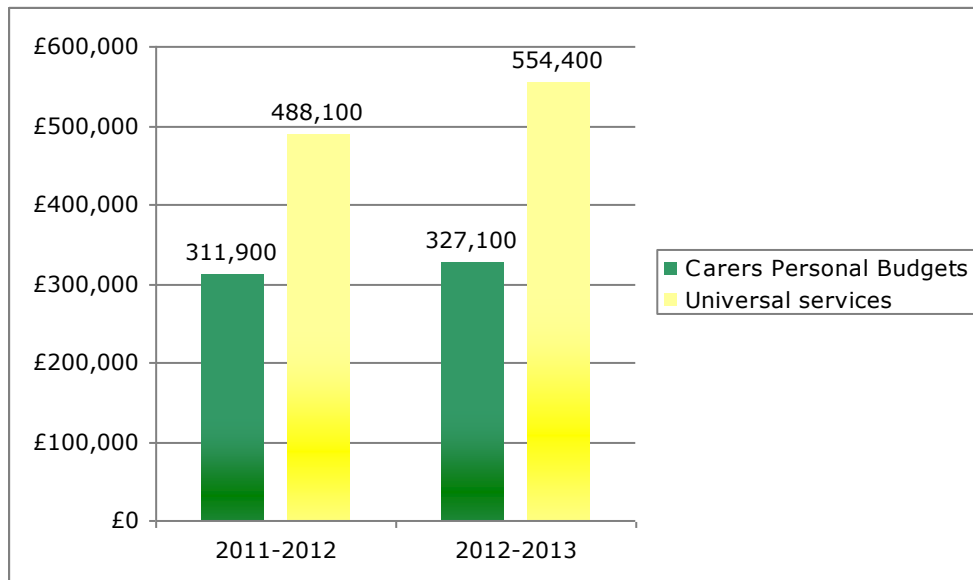
Figure 6: Funding allocated to Carers Personal Budgets



Source: Bury Council 2013

Figure 7 (Annual budget allocation on support for carers) illustrates the funding for carers support over the last two years; this includes both universal and targeted support.

Figure 7: Annual budget allocation on support for carers



Source: Bury Council 2013

As all readers of this Market Position Statement will be aware, public services (local government in particular) are facing increasingly severe financial pressures. We have not been given an indication as to future funding levels but we do envisage that funding will continue to be reduced in real terms. In response to this, Bury Council is currently looking at using current funding streams in a different way to maximise on the investments we make. Developing partnership initiatives and listening to carers responses are two ways that we are doing this.

6. What support do Bury carers want?

In 2012, a carers consultation was undertaken by Bury Council and Bury CCG to inform the *Adult Carers Strategy for Bury 2013-2018*. Carers were asked what advice and support they required to enable them to continue their caring role effectively.

Carers told us they would like to see the following:

1. Access to respite and short breaks;
2. Information on what it means to be a carer. This could include advice about what emotional and financial support carers may be entitled to;
3. Age appropriate support tailored to the needs of working carers, male carers and carers from Black and Asian Minority Ethnic communities²⁴;
4. Increased information on the condition of the person they care for;
5. An understanding of their legal rights;
6. Support in their local area at a time convenient to them.

In addition to this, an extensive consultation exercise was undertaken by the Carers Centre regarding support for male carers. It was clear from this that the majority of men preferred one to one support especially in connection with finances. In response, the Carers Centre held 119 one to one support sessions to male carers last year. In addition to this, reduced admission prices for Bury Snooker Club, a carers allotment and bespoke information sessions regarding male health have all been offered.

7. What does all of this mean to potential providers of services to carers?

Based on the feedback from carers in Bury, the following areas may be of developmental interest to providers of services to carers. These opportunities could include working in partnership with an organisation already providing a service to carers to expand their current remit.

Whilst we are keen to see innovative services developed for carers within Bury, it is essential that they are:

1. Flexible;
2. Local;
3. Affordable;
4. Encourage peer support and friendship to decrease social isolation;
5. Able to identify unknown carers.

Types of support could include:

Respite and short breaks

Providers may wish to consider developing a range of affordable respite and short breaks within Bury. This may range from a traditional carers break service to a truly innovative approach to ensure carers have quality time away from their caring role. There will also be the opportunity to apply for a place on the approved provider list for Bury Council's commissioned offer.

Information and support

Carers have told us they need information on a range of issues, including the need to understand what is available to them as a carer and support back in to work/education. There is scope to develop advice and support particularly outside weekday office hours and in a range of locations across the Borough. Although Bury town centre offers a good transport hub with good links to most parts of the Borough, travelling across Bury to access support will not appeal to all carers.

Although all carers would benefit from advice and support, we would particularly welcome services which could provide age appropriate support to working carers and male carers.

Peace of mind services

There is scope to develop the use of peace of mind services, for example assistive technology, within Bury. Assistive technology ranges from very simple tools, such as calendar clocks and touch lamps, to high-tech solutions such as global positioning

technology to help find someone who has gone missing. Not only can this promote independence amongst people with care needs but assistive technology can support a carer to sleep better, carry on work/education and access respite/a short break.

Physical and emotional healthcare for carers

In order for them to maintain their caring role, carers need to remain physically and mentally well themselves. Healthcare advice and support (for both physical and mental health) would be particularly welcomed within Bury.

8. Quality

Bury Council supports providers to deliver excellent services for our customers. We have a Quality Assurance team that supports providers to meet the standards set by the Care Quality Commission and the Council's own Quality Assurance framework.

To support providers through the process, we have aligned the Council's Quality Assurance framework with the standards that have been set by the Care Quality Commission. This has streamlined the requirements placed on providers and enables them to focus on delivering quality services to customers.

We expect the highest standards of service for our customers and are supporting providers of services to work towards our standards.

9. Safeguarding

Bury Council has a strong commitment to keeping adults safe. This is achieved through positive and collaborative multi-agency working. Providers delivering carers services within the Borough will be expected to commit to this and will benefit from the support offered through our dedicated Safeguarding Adults Team.

10. Facilitating the market

In Bury, Carers Personal Budgets have transformed the way services are commissioned and delivered and carers are now in control of the support they wish to access. To support this transformation, the Council wishes to encourage innovation and the development of best practice in service delivery.

Further consideration is being given to how Bury Council can offer support to third sector organisations and private business which will enable the development of sustainable enterprises. This support could range from working with individuals to develop micro-enterprises from an initial concept, to supporting an existing organisation develop and adapt their business model to offer the range of services our customers want.

The Council has developed an online Care Directory²⁵ for suppliers to advertise the services they offer, and importantly, for customers to have access to information on the types of services that are available in the market. Inspection reports from the Care Quality Commission are available on this website.

We actively encourage providers to submit their details onto our Care Directory; however, it is clearly up to the customer to decide whether or not they would choose to use such services. Details of the directory can be found by visiting our website using the following link: <http://www.bury.gov.uk/index.aspx?articleid=1621>

Who can I contact for more information?

We want to talk to all current and potential service providers to help you identify opportunities and provide innovative services.

For general information about the Market Position Statement, please contact:

Zena Shuttleworth (Strategic Planning and Policy Officer)

Tel: 0161 253 5272

E-mail: z.shuttleworth@bury.gov.uk

For all queries relating to procurement, provider services, or to register your interest in becoming an approved provider, contact:

Neil Clough (Senior Contracts and Procurement Officer)

Tel: 0161 253 6370

E-mail: n.clough@bury.gov.uk

Endnotes

- [1] Personalisation is a social care approach described by the Department of Health as "every person who receives support, whether provided by statutory services or funded by themselves, will have choice and control over the shape of that support in all care settings".
- [2] www.carers.org.
- [3] The Government strategy can be found at:
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/135632/dh_122393.pdf.
- [4] The Adult Carers Strategy for Bury 2013-2018 is available on www.bury.gov.uk or by ringing Bury Council's Strategic Planning and Policy Team on 0161 253 7975.
- [5] Provision of unpaid care was not on the census questionnaire before the 2001 census.
- [6] www.ons.gov.uk.
- [7] www.ons.gov.uk.
- [8] We can assume that the number of carers who access this support will increase each year.
- [9] This vision has been agreed and endorsed by Bury's Carers Strategy Group. Members of this group include carers, Bury Council, Bury CCG and provider organisations. This group meets regularly throughout the year to ensure services respond to the needs of carers.
- [10] Bury Council, March 2013.
- [11] This is not intended to be an exhaustive list. We acknowledge that other services will be available in Bury.
- [12] The term 'peer led' refers to informal support provided by other group members and not a health and social care professional.
- [13] Members of this group include carers, Bury Council, Bury CCG and provider organisations. This group meets regularly throughout the year to ensure services respond to the needs of carers.
- [14] This is not intended to be an exhaustive list. We acknowledge that other services will be available in Bury.
- [15] 43 members joined between June – December 2012.
- [16] Correct at March 2013.
- [17] Correct at March 2013.

- [18] Clinical Commissioning Groups (CCGs) are statutory NHS organisations, representing GP Practices, which are responsible for commissioning local health services in England.
- [19] The term 'universal information and advice' refers to information that is available to everyone in Bury. There will be no criteria to determine whether a person can access the service or not.
- [20] This is not intended to be an exhaustive list. We acknowledge that other services will be available in Bury.
- [21] Bury Council's Carers Services Team, March 2013.
- [22] Correct at March 2013.
- [23] Bury Council, April 2011 - March 2013.
- [24] Bury has a diverse community. The term 'Black and Asian Minority Ethnic' applies to any residents who are not defined as White British.
- [25] www.bury.gov.uk/adults.