National Market Development Forum:
2012 Products and materials

28th September 2012
Background to the NMDF

• Jointly sponsored by TLAP and ADASS, established in 2010
• Brings together more than 50 leaders from across the sector
• Convened in 2010-11 to explore challenges for commissioners and providers in developing diverse markets of personalised care and support
• Published a range of briefing papers including some practical tools to move things forward
• In 2011-12 the NMDF worked through 3 Task & Finish Groups:
  1. Quality assurance and improvement
  2. Market facilitation
  3. Developing personalised services
A Protocol for market relations

- The Personalised Services TFG (Chaired by Sharon Allen, CEO Skills for Care) explored what works in incentivising and supporting new models of care and support to develop.
- The top thing people identified was the quality of local relationships between commissioners, providers and people with support needs, their carers and families.
- The TFG worked in parallel with a North West Group to develop a “protocol” to help improve market relations.
- *Stronger Partnerships for Better Outcomes* published by TLAP in July 2012, alongside *Commissioning the future: workshop materials* from the work of the Market Facilitation TFG.
Stronger partnerships for better outcomes

- The protocol links closely to *Making it*
- Recognises a gap between the rhetoric and the experience on the ground in many areas and proposes a way forward
- Describes a number of principles that should underpin market engagement and describes behaviours and specific actions each party should take
- Describes what success looks like
- TLAP are encouraging people to “sign up” to the protocol as part of their commitment to *Making it Real*
Protocol for market relations

**PRINCIPLES OF ENGAGEMENT:**
1) Sharing risks
2) Reducing bureaucracy
3) Increasing capacity
4) Measuring success

**MARTET FACILITATION MODEL**

**KEY BEHAVIOURS:**
- Consumers
- Commissioners
- Providers
“Develop a Market Position Statement including:
- Demographic trends and population needs
- Current use of resources and how this is likely to change
- What is available locally/£
- Gaps and opportunities
- Choices people are making with PBs and DPs”

“Share information about your services through a transparent and accessible menu of support options”

“Provide feedback to commissioners and providers and share ideas for doing things differently”
Commissioning the future: workshop materials

- 5 workshops scenarios that reflect the principles and behaviours outlined in the protocol
- Designed to support strategic commissioners, providers and people with support needs to explore new ways of working
- Enables local partnerships to rehearse the issues they face from a range of perspectives
- TLAP are supporting Care Trusts to test the scenarios in a number of areas
Five commissioning the future scenarios

1. Maximising the use of limited funds – reshaping learning disability accommodation
2. Opportunities for business change with people buying their own care (moving away from block contracts)
3. Driving integration and innovation at the point of service delivery – outcome based homecare
4. People who use services taking the lead in shaping commissioning – HWBB planning end of life care
5. People who use services taking the lead in shaping commissioning – brokerage
Blueprint for personalised services

• Developed by Think Local Act Personal in 2010-11
• In 2011-12 the NMDF conducted a call for evidence to gather further materials for the blueprint
• Looked particularly for examples of:
  – Information and advice services
  – Personalisation in residential and nursing homes
  – Personalisation in specialist services, including dementia and autism
  – Personalised services for carers, and
  – Personalised homecare services
Sharing the learning

• A short summary report will draw out key messages from the call for evidence, mapping examples against the TLAP “markers of progress” described in *Making it Real*

• The best examples we received are being uploaded to the *blueprint for personalised services* – an interactive, web-based repository of best practice materials

• Designed to support provider innovation across the sector and provide a vehicle for sharing what works in delivering personalised services

• Also to help commissioners know the types of service/behaviour that might be incentivised and invested in locally

• Describes the various elements of a “personalised provider organisation,” i.e. what does good look like?
People

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Leadership
Supervision and appraisal
Training

Money

Support

Community

Learning and change

Back office
Some questions for you

What would be the top 3 things that providers, commissioners and people with care and support needs could commit to in your locality to improve market relations?

How can we work to support people to make best use of the NMDF products and materials in the region?
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