

Strategic Market Development Derby 2nd November

Opening session – interesting and introduced the web based system operating in Leicestershire <http://www.choosemysupport.org.uk/>

The main morning session – The Art & Science of Facilitating the Social Care Market by Prof Andrew Kerslake was engaging and informative.

Workshops covered a range of topics; overall feedback was not made at the end of the afternoon.

I found “Developing a Market Position Statement” again useful but nothing more than what one would expect but then the VCS is nothing but innovative and this was very much a guide for local government. It was interesting that none of the statements yet produced could be regarded as an exemplar.

Pretty well everything during the day was underlined by the need for better “intelligence” or better use of existing information. In the afternoon session “A Public Health Approach to Social Care and Wellbeing Services” Lincolnshire demonstrated its approach – Understand your population, understand triggers, evidence based modelling – procure and manage. That Workshop was interested in the triggers and evidence based issues. During the latter discussion a guy from Northamptonshire stated that the VCS gave no outcomes – when challenged he moved it to outcomes fitting a medical/clinical model – ignored a question of the outcomes from prescribing antidepressants and could not answer “has the VCS been asked to indicate outcomes”.

My conclusion was that it was important to have a VCS presence to act as critical friend but also to bring some reality and spark to the discussions.

Attendance was mainly local government staff with a few public health folk.

Public health was almost told “welcome to the real world” – politics will be a key factor in local developments and that they will get interference with the PH agenda.

It was yet again an event where everyone was looking for answers with many of the “seekers” having limited experience outside their local govt/public health silo.

Loyalty to an existing LA workforce and the costs of moving services out (TUPE and pension liabilities) seem likely to ensure this process continues to move slowly plus the £1.6bn said to be needed from the Treasury.

Copies of any handouts can be available on 21st.

Pete Edwards.

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