

Market Position Statement 2025 – Home Support

Commissioning intentions and key messages

This document summarises and sets out the Council's main commissioning intentions and key messages for market suppliers. It is intended to act as a quick reference guide and more detailed supporting information including our analysis of the market can be found in the full *Market Position Statement 2025 – Home Support* document.

Commissioning Intentions and actions

This section sets out the Council's commissioning intentions and actions to address market gaps and to further develop market vibrancy and sustainability.

Key messages and actions for suppliers

Market capacity

- The Council has sufficient contracted capacity.
- There is sufficient capacity to meet the needs of self-funders and Direct Payment users.
- Requests to register new home support agencies with the CQC are unlikely to be supported by the Council.

Quality

- Quality of the contracted market is rated good overall.
- There are no significant issues for providers to address.

Finance

- Scope for future annual fee increases will be severely limited and subject to the closest scrutiny.
- Providers need to increase operational efficiency by innovating, adopting technology enabled care, and making best use of resources.

Workforce

- Home support providers should employ a diverse workforce, reflective of the local population.
- Home support providers should ensure the delivery of culturally appropriate care.
- Where providers employ international recruits, they must ensure they act within the law.
- All providers must ensure they are ethical employers.
- Heavy reliance on international workers presents business continuity risks and is not sustainable.
- All suppliers should ensure business continuity arrangements and local recruitment strategies are in place.

Strategy, policy and service delivery model

- Providers need to deliver outcomes aligned with the Council's 'home first' policy with a strong focus on early intervention and prevention.
- We expect suppliers to embrace and utilise technology to maximise citizen independence.

Key actions the Council will take

Market capacity

- The Council has sufficient contracted capacity.
- We shall continue to monitor capacity but will only reopen existing contracts if supply cannot meet demand.

Quality

- Quality of the contracted market is rated good overall.
- We shall continue to monitor quality and take improvement action if required.
- We shall work with the CQC to determine how quality in the non-contracted home support market is best monitored.

Finance

- We shall continue to monitor financial pressures facing providers.
- We shall continue to use the contractual annual fee review and uplift methodology.
- We shall assess the impact of the Employment Rights Bill.

Workforce

- Service continuity risk will be assessed when providers' Skilled Worker Visa licences are suspended or revoked.
- Providers employing high percentages of Skilled Worker Visa holders will have service continuity risk assessed.

Strategy, policy and service delivery model

- Council policy is aimed at delaying and reducing the need for long term care and support services. The Council operates a strategy of 'home first'.
- We are undertaking further work to assess the benefits and impact of technology, and to determine the future commissioning arrangements of a Technology Enabled Care service.