

SCDLMCE13

Market, cost and contract to ensure the viability of your provision of care services



Overview

This standard identifies the requirements when marketing, costing and contracting to ensure the viability of the provision of care services.

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Performance criteria

Develop a marketing plan for the development of the service provision

You must be able to:

- P1 review systems, procedures and practice for **marketing, costing** and contracting the service provision in the context of legislative, regulatory and organisational requirements
- P2 research potential markets and development opportunities for the service provision
- P3 **critically evaluate** the strengths, weaknesses, opportunities and threats that exist for the service provision
- P4 identify the unique aspects of the service provision that have marketing potential
- P5 develop relationships and links that will enhance the marketing of the service provision
- P6 identify the resource implications for potential markets and development opportunities
- P7 identify any potential sources of additional funding for potential markets and development opportunities
- P8 compare the quality and pricing of services offered by competitors
- P9 **critically analyse** the risks and benefits of potential markets and development opportunities
- P10 develop a comprehensive marketing plan that takes account of opportunities to develop the service provision, the unique attributes that the service has to offer, the **viability** and risks

Negotiate and tender for contracts for the continuing functioning and development of the service provision

You must be able to:

- P11 review **tendering opportunities** for the service provision
- P12 critically evaluate tendering opportunities for the continuing development, viability and functioning of the service provision and the achievement of positive outcomes for **individuals**
- P13 identify the resource implications for tendering opportunities
- P14 critically analyse the risks and benefits for tendering opportunities
- P15 adhere to the **governance** of the service provision for marketing, costing and contracting the service provision
- P16 involve **relevant others** in the tendering process
- P17 follow tendering processes to submit proposals for the delivery of the service provision
- P18 enter into post-contractual negotiations where proposals have been successful
- P19 seek feedback where proposals have been unsuccessful

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Monitor and evaluate marketing and contracting systems, procedures and practice for the service provision

You must be able to:

- P20 gather feedback from relevant others on the effectiveness of the service provision marketing and contracting
- P21 critically analyse the effectiveness of systems, processes and practice for marketing and contracting on the achievement of positive outcomes for individuals, the strategic objectives of the service provision and its continuing development, functioning and viability
- P22 interpret the analysis of the effectiveness of systems, processes and practice to report areas of good practice and areas for improvement
- P23 identify changes required to meet areas that need to be improved
- P24 identify the resources required to implement recommended changes
- P25 agree recommended changes with relevant others

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Knowledge and understanding

Rights

You need to know and understand:

- K1 legal and work setting requirements on equality, diversity, discrimination and rights
- K2 your role in developing and maintaining systems, procedures and practices which promote individuals' rights, choices, wellbeing and active participation
- K3 your duty to report any acts or omissions that could infringe the rights of individuals
- K4 how to **critically evaluate** and take informed action against discrimination
- K5 the rights that individuals have to make complaints and be supported to do so
- K6 how to ensure that individuals are informed about the service they can expect to receive
- K7 your role in developing and maintaining systems, procedures and practices which ensure that individuals have access to information about themselves in a format they can understand
- K8 conflicts and dilemmas that may arise in relation to rights and how to address them

Your practice

You need to know and understand:

- K9 legislation, statutory codes, standards, frameworks and guidance relevant to your work, your work setting and the content of this standard
- K10 your own background, experiences and beliefs that may have an impact on your practice
- K11 your own roles, responsibilities and accountabilities with their limits and boundaries
- K12 the roles, responsibilities and accountabilities of others with whom you work
- K13 how to access and work to procedures and agreed ways of working
- K14 the meaning of person-centred/child centred working and the importance of knowing and respecting each person as an individual
- K15 the prime importance of the interests and well-being of the individual
- K16 the individual's cultural and language context
- K17 how to build trust and rapport in a relationship
- K18 how your **power and influence** as a leader and manager can impact on relationships

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- K19 the role of independent representation and advocacy for individuals
- K20 how to work in ways that promote active participation and maintain individuals' dignity, respect, personal beliefs and preferences
- K21 how to work in ways that achieve positive outcomes for individuals
- K22 how to manage resources to deliver services that meet targets and achieve positive outcomes for individuals
- K23 how to distinguish between **outputs** and **outcomes**
- K24 how to work in partnership with individuals, key people and others
- K25 how to identify and manage ethical conflicts and dilemmas in your work
- K26 how to challenge and address poor practice
- K27 how to address concerns and complaints
- K28 how and when to seek support in situations beyond your experience and expertise
- K29 the nature and impact of **factors that may affect the health, wellbeing and development of individuals** you care for or support
- K30 theories underpinning our understanding of human development and factors that affect it

Personalisation and resources

You need to know and understand:

- K31 how to critically evaluate evidence and knowledge based theories and models of good practice about empowerment and citizen directed services
- K32 how to identify and promote the potential of individuals to use their personal strengths and resources to achieve change
- K33 the value and role of family networks, communities and groups in achieving positive outcomes, and ways to develop them
- K34 the nature of **personalisation** and personalised services, including self directed support
- K35 the range of resources available within informal networks, within the wider community, through formal service provision and through innovation
- K36 how assistive technology can be used to support the independence of individuals
- K37 how to lead, manage and support others to plan, deliver and review personalised services with individuals

Continuing professional development

You need to know and understand:

- K38 principles of reflective practice and why it is important
- K39 your role in developing the professional knowledge and practice of

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others

- K40 how to promote **evidence based practice**
- K41 methods of managing performance to meet targets and achieve positive outcomes
- K42 how to assess performance
- K43 how to provide constructive feedback to others on their practice and performance
- K44 how to address performance that does not meet required standards
- K45 how to use supervision to support the practice and performance of others
- K46 how to use appraisal to support the practice and performance of others
- K47 systems, procedures and practices for managing workloads
- K48 methods for delegating work

Communication

You need to know and understand:

- K49 factors that can affect communication and language skills and their development in children, young people or adults
- K50 methods to promote effective communication and enable individuals to communicate their needs, views and preferences
- K51 factors that can affect communication within and between organisations
- K52 methods to promote effective communication within and between organisations

Health and Safety

You need to know and understand:

- K53 legal and statutory requirements for health and safety
- K54 your work setting policies and practices for monitoring and maintaining health, safety and security in the work environment

Safe-guarding

You need to know and understand:

- K55 legislation and national policy relating to the safe-guarding and protection of children, young people and adults
- K56 the responsibility that everyone has to raise concerns about possible harm or abuse, poor or discriminatory practices
- K57 indicators of potential harm or abuse
- K58 how and when to report any concerns about harm or abuse, poor or discriminatory practice, resources or operational difficulties
- K59 what to do if you have reported concerns but no action is taken to

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address them

K60 local systems and multi-disciplinary procedures that relate to safeguarding and protection from harm or abuse

K61 how to support others who have expressed concerns about harm or abuse

Multi-disciplinary working

You need to know and understand:

K62 the purpose of working with other professionals and agencies

K63 the remit and responsibilities of other professionals and agencies involved in multi-disciplinary work

K64 features of multi-disciplinary and interagency communication

K65 how different philosophies, principles, priorities and codes of practice can affect partnership working

Handling information

You need to know and understand:

K66 legal requirements, policies and procedures for the security and confidentiality of information

K67 legal and work setting requirements for recording information and producing reports within timescales

K68 principles of confidentiality and when to pass on otherwise confidential information

K69 how to support the effective sharing of information to achieve positive outcomes for individuals

K70 how to record written information with accuracy, clarity, relevance and an appropriate level of detail

K71 how to use evidence, fact and knowledge-based opinion to support professional judgements in records and reports

K72 how and where electronic communications can and should be used for communicating, recording and reporting

Leading and managing practice

You need to know and understand:

K73 how to **critically analyse** theories about **leadership** and **management**

K74 standards of practice, service standards and guidance relating to the work setting

K75 national and local initiatives to promote the well-being of individuals

K76 models of practice for the use of early interventions

K77 lessons learned from government reports, research and inquiries into serious failures of health or social care practice and from

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- successful interventions
- K78 methods of supporting others to work with and support individuals, key people and others
- K79 how to lead and manage practice that achieves positive outcomes for individuals
- K80 methods of supporting others to recognise and take informed action against discrimination
- K81 how to develop systems, practices, policies and procedures
- K82 how to implement, monitor and evaluate systems, practices, policies and procedures
- K83 how to promote the services and facilities of your work- setting
- K84 techniques for problem solving and innovative thinking
- K85 how to motivate others
- K86 how to critically evaluate evidence and knowledge based theories and models of good practice about change management
- K87 how to use change management techniques

Risk management

You need to know and understand:

- K88 how to critically evaluate principles and frameworks of risk assessment and risk management
- K89 principles of positive risk-taking
- K90 how to lead others to develop practice that supports positive risk-taking

Managing people

You need to know and understand:

- K91 legal and work-setting requirements for **employment practices**
- K92 internal and external governance arrangements for the work-setting
- K93 factors that can lead to pressures on the service, individual and team performance
- K94 how to manage time, resources and workload of self and others
- K95 how to manage team dynamics
- K96 how to create a culture that promotes openness, creativity and problem solving
- K97 how to create a culture that supports people to embrace change

Specific to this NOS

You need to know and understand:

- K98 leadership and management methods, principles and approaches relevant to marketing, costing and contracting the service provision
- K99 evidence based theories and models of good practice on marketing,

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- costing and contracting care services
- K100 principles of branding, quality and pricing
- K101 ways of promoting and marketing the service provision
- K102 how to identify different markets to expand and develop the service provision
- K103 how to identify and market the unique aspects of the service provision
- K104 additional sources of funding available for potential markets and development opportunities
- K105 risk assessment and management associated with marketing, pricing, tendering and contracting and the financial viability of the service provision
- K106 fixed and variable costs associated with marketing, pricing, tendering and contracting
- K107 the importance of cash flow

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Additional Information

Scope/range related to performance criteria

The details in this field are explanatory statements of scope and/or examples of possible contexts in which the NOS may apply; they are not to be regarded as range statements required for achievement of the NOS

Costing would include the calculation of unit costs for specific services that your provision offers. It will take account of the local market for that particular service

Critically analyse is to examine something closely such as a policy, procedure, theory, complex situation, problem or an approach to practice – identifying the parts or issues that contribute to the whole product, situation or idea and determining how these different parts affect the quality of the whole product or how the individual issues affect the overall situation

Critical analysis involves a weighing-up of the factors concerned, for their contribution of strengths / weaknesses or advantages / disadvantages of a product or in a situation. Critical analysis is part of the process of understanding issues and developing original and creative responses

Critically evaluate is to weigh arguments for and against something, assessing all evidence, this could relate to factors such as models of care service delivery, policy development, theories, approaches to practice

Critical evaluation requires a weighing up and making judgements on factors such as currency, relevance, validity, outcomes, cost, sustainability, risk, and fitness-for-purpose of a product or a service against other products, services or ideas, using relevant criteria to frame the evaluation and inform decision-making

Governance the way in which the provision is governed and directed as required by the organisation, legislation, regulation, standards, local and national guidelines and policies

The **individual** is the person you support or care for in your work

Marketing would include methods and strategies for selling the goods, services and facilities offered by the service provision

Relevant others key people within and outside the provision with whom it is beneficial to work and who can influence the provision and the outcomes for the provision and people within it

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Tendering opportunities could be for new contracts, existing contracts that are due for renewal or requests for services from individual purchasers

Viability would include the ability of the provision to sustain its activities in terms of financial, human, physical and environmental requirements and services in both rapidly changing and planned circumstances

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Scope/range related to knowledge and understanding

The details in this field are explanatory statements of scope and/or examples of possible contexts in which the NOS may apply; they are not to be regarded as range statement required for achievement of the NOS.

All knowledge statements must be applied in the context of this standard.

In relation to all knowledge statements you need to know and understand the specified areas of knowledge and be able to critically apply the knowledge and understanding in your leadership and management practice

Critically analyse is to examine something closely such as a policy, procedure, theory, complex situation, problem or an approach to practice – identifying the parts or issues that contribute to the whole product, situation or idea and determining how these different parts affect the quality of the whole product or how the individual issues affect the overall situation

Critical analysis involves a weighing-up of the factors concerned, for their contribution of strengths / weaknesses or advantages / disadvantages of a product or in a situation. Critical analysis is part of the process of understanding issues and developing original and creative responses

Critically evaluate is to weigh arguments for and against something, assessing all evidence, this could relate to factors such as models of care service delivery, policy development, theories, approaches to practice

Critical evaluation requires a weighing up and making judgements on factors such as currency, relevance, validity, outcomes, cost, sustainability, risk, and fitness-for-purpose of a product or a service against other products, services or ideas, using relevant criteria to frame the evaluation and inform decision-making

Employment practices should include recruitment, performance management, disciplinary procedures, grievance procedures

Evidence based practice uses systems, processes and 'practice wisdom' that has been proved to be effective in supporting the achievement of positive outcomes. Evidence may have been drawn from a variety of sources: research, both formal and informal, and the views and opinions of individuals, key people and those involved in the delivery of care services

Factors that may affect the health, wellbeing and development may include adverse circumstances or trauma before or during birth; autistic

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spectrum disorder; dementia; family circumstances; frailty; harm or abuse; injury; learning disability; medical conditions (chronic or acute); mental health; physical disability; physical ill health; poverty; profound or complex needs; sensory needs; social deprivation; substance misuse

Leadership is the ability to provide strategic direction and a sense of purpose. Effective leaders create a sense of trust, confidence and belief, inspiring people to adopt the values and behaviours they promote. They are innovative, creative and motivating

Management is the ability to set the operational direction and organise the effective running of the service provision to meet the overall service needs including ethical, legislative, regulatory and organisational requirements. Effective managers facilitate and organise resources in order to optimise the performance of others, allowing them to carry out tasks and achieve goals efficiently and effectively. They provide clarity and accountability that enable teams to meet their objectives

Outcomes are the changes or differences that individuals or care services are trying to achieve. Hard outcomes are changes that are clear and obvious, or those that involve a visible change in people's behaviour or circumstances. Soft outcomes are changes that are less easy to observe and measure, or those that involve more subtle changes inside people such as a change in someone's attitude, sense of well-being or how they see or feel about themselves

Outputs are the tangible products, services or facilities that are a result of organisational activities or the activities of those involved in the delivery of the service provision. Outputs may be used to achieve outcomes

Personalisation can be defined as 'changing the power balance so that each person really does have choice and control over the care services that they want. From being a recipient of services, individuals become involved in selecting and shaping the services they use'. Personalisation is a social care approach that encompasses citizen-directed support; self-directed support; the use of direct payments or personal budgets; the provision of accessible information and advice on care and support and the promotion of independence and self-reliance amongst individuals and communities

Depending on how it is used the **power and influence** of leaders and managers may have either a positive or negative effect upon relationships

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Values

Adherence to codes of practice or conduct where applicable to your role and the principles and values that underpin your work setting, including the rights of children, young people and adults. These include the rights:

- To be treated as an individual
- To be treated equally and not be discriminated against
- To be respected
- To have privacy
- To be treated in a dignified way
- To be protected from danger and harm
- To be supported and cared for in a way that meets their needs, takes account of their choices and also protects them
- To communicate using their preferred methods of communication and language
- To access information about themselves

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