Appendix E- Community Capacity and Market Shaping Requirements

Purpose

The Provider shall act as a strategic partner to Lancashire County Council in developing, strengthening and sustaining a diverse, responsive and sustainable network of support for carers across Lancashire.

The Council recognises that many positive outcomes for carers are achieved through access to community support, peer networks, informal support structures and voluntary sector provision. The Provider shall therefore take a proactive role in ensuring that carers have access to a broad range of high-quality support opportunities that complement statutory services and reflect local needs.

The Provider shall support the development of an integrated carers support system that:

1. Promotes prevention and early intervention.
2. Maximises community assets.
3. Supports innovation.
4. Strengthens local resilience.
5. Reduces inequalities in access to support.
6. Improves support available to underserved communities.

Market Mapping and Intelligence

The Provider shall maintain an up-to-date understanding of support available to carers across Lancashire.

This shall include:

1. Mapping existing services and community assets.
2. Maintaining a directory of support provision.
3. Identifying specialist support available within localities.
4. Monitoring emerging need and demand.
5. Understanding local variations in support availability.
6. Identifying duplication and gaps in provision.

The Provider shall maintain intelligence that can inform both operational delivery and future service development.

Gap Analysis and Needs Identification

The Provider shall undertake ongoing analysis of the carers support market to identify unmet need and opportunities for development.

This shall include consideration of:

1. Geographic gaps in provision.
2. Rural access challenges.
3. Gaps affecting specific communities.
4. Specialist support requirements.
5. Emerging demographic trends.
6. Changes in local demand.
7. Barriers experienced by hidden carers.

The Provider shall provide Lancashire County Council with information regarding identified gaps and recommendations for addressing unmet need.

Community Capacity Building

The Provider shall actively support the development of community capacity across Lancashire.

This shall include:

1. Building relationships with local organisations.
2. Supporting collaboration between providers.
3. Sharing intelligence regarding carers' needs.
4. Promoting awareness of carers within communities.
5. Encouraging development of carer-inclusive services.
6. Supporting organisations to become more accessible to carers.
7. Strengthening neighbourhood-based support networks.
8. Supporting the development of peer support opportunities and community-led solutions for carers.
9. Supporting organisations to identify opportunities for service growth and diversification.

The Provider shall maximise the contribution of local community assets and informal support wherever appropriate.

Partnership Development

The Provider shall establish strong partnerships across statutory, community and voluntary sectors.

This shall include engagement with, but is not limited to:

1. VCFSE organisations.
2. Community groups.
3. Faith organisations.
4. Health partners.
5. District and Borough Councils.
6. Community anchor organisations.
7. Specialist support providers.
8. Equalities-led organisations.

The Provider shall facilitate collaboration and reduce duplication across the carers support system.

Innovation and Service Development

The Provider shall support innovation within the carers support market and identify opportunities to develop new responses to emerging need.

This shall include:

1. Identifying opportunities for service development.
2. Supporting pilot projects and innovative approaches.
3. Encouraging collaborative initiatives.
4. Testing new models of support.
5. Supporting community-led solutions.
6. Sharing good practice across the sector.

Where agreed by the Council, the Provider may be required to administer or support community development funding, grant programmes or targeted investment intended to strengthen local provision. The Provider may also be required to support VCFSE organisations to identify, access and maximise funding opportunities that contribute to improved outcomes for unpaid carers, including the promotion of funding opportunities, facilitation of partnership development and support for collaborative approaches where appropriate.

Hidden Carers and Underserved Communities

The Provider shall use market development activity to improve support available to carers who are less likely to access services.

This shall include targeted work to improve support for:

1. Carers from ethnically diverse communities.
2. Working carers.
3. Rural carers.
4. Older carers.
5. LGBTQ+ carers.
6. Former carers.
7. Carers experiencing digital exclusion.
8. Communities demonstrating low levels of engagement.

The Provider shall demonstrate how market shaping activity improves equity of access and reduces barriers experienced by underserved groups.

System Leadership

The Provider shall act as a strategic connector between Lancashire County Council, carers, communities and the VCFSE sector.

The Provider shall:

1. Promote a shared understanding of carers' needs.
2. Influence development of local support systems.
3. Contribute to strategic planning activity.
4. Support continuous improvement across the carers support offer.
5. Provide intelligence regarding emerging trends and opportunities.

The Provider shall play a leading role in ensuring Lancashire maintains a diverse, sustainable and responsive network of support that meets the changing needs of carers across the county.