

Press release

HARROW COUNCIL AND SHOP4SUPPORT ANNOUNCE FIRST EVER PARTNERSHIP FOR ROLL-OUT OF THE SHOP4SUPPORT MARKETPLACE

In a national first, Harrow Council and *shop4support* have announced that they will be working in partnership to implement a highly innovative social care marketplace solution in the borough.

Although *shop4support* are working with a number of local authorities, the pioneering partnership with Harrow Council marks the first time a local authority anywhere in the country will have invested in the wide scale roll-out of the *shop4support* eMarketplace solution as part of their ongoing development of the personalisation agenda within social care.

shop4support is a web-based system that creates a retail marketplace for health and social support. It offers Harrow's service users a greater choice of services, enabling them to gain better control of their support, their money and their lives.

Harrow Council has a target that by April 2011, the majority of the citizens with social care needs that it supports will have a 'personal budget' and will be directing their own support. *shop4support* will be one of the tools utilised to help achieve this challenging target.

Harrow Council have been working with *shop4support* since March 2009 to design a bespoke solution that will compliment Harrow Council's comprehensive transformation plans for adult social care.

The implementation process will commence immediately, with the first milestone being the creation of a 'community catalogue' within *shop4support*, allowing

service users (and their carers) to view comprehensive details of the various free and community-based services available within the Harrow area.

Alongside this, the setup of individual users and service providers on the shop4support marketplace will commence, so that they are able to transact with each other in an efficient and effective manner.

Jeff Dandridge, Director of shop4support, said: “Harrow Council has moved very quickly to ensure they are ahead of other LAs in the wide scale implementation of shop4support and we are delighted to be assisting them to achieve their personalisation objectives.”

Councillor Barry Macleod-Cullinane, Portfolio Holder for Adults and Housing, said “We recognise the benefits that the personalisation agenda can bring for our service users and their carers. We believe that this pioneering partnership with *shop4support* will play a critical role in ensuring our service users gain the full benefits from personalising social care.”

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Notes for Editors

1. Harrow Council is one of the 150 local authorities with social care responsibilities in England. There are 214,00 residents within the borough and the Adult and Housing Services directorate supports approximately 5,600 adults. See www.harrow.gov.uk
2. The Government’s “Putting People First” concordat set out a framework for the transformation of adult social care inline with principles of ‘self-directed support’ and ‘personalisation’. Each local authority is tasked with responding to this agenda by April 2011.

3. *shop4support* is a social enterprise based online marketplace solution that has been created by In Control and developed by Valueworks based upon their industry leading eMarketplace platform. See www.shop4support.com
4. In Control started work in 2003 to change the social care system in England. In Control's mission is to help create a new welfare system in which everyone is in control of their lives as full citizens. It has charitable status and works in partnership with citizens and government, and with charities and commercial companies. Over 120 local authorities are members of In Control. See www.in-control.org.uk
5. Valueworks is a well-established company with a proven track history as an e-marketplace solutions provider for the social housing sector and the creator of the technology behind *shop4support*. Identified by Deloitte over the last four years as one of Europe's fastest growing technology companies, Valueworks currently provides eProcurement services to 350+ clients. Its strengths lie in its ability to set up unique online retail marketplaces without clients having to make large capital investments or change their current IT processes and systems. See www.valueworks.co.uk

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