

Cabinet – 19 July 2023

Award of Walsall Wellbeing Service Contract

Portfolio:	Councillor Flint, Wellbeing, Leisure and Public Spaces
Related portfolios:	N/A
Service:	Public Health
Wards:	All
Key decision:	Yes
Forward plan:	Yes

1. Aim

- 1.1. Walsall's Wellbeing Service will help to address variations in wellbeing across the Walsall population through resourcing and delivering support at a scale and intensity proportionate to the degree of individual need. This will promote engagement in positive wellbeing actions and access to effective support, leading to reduced health inequalities and improved wellbeing outcomes for Walsall residents. The service will have a positive and sustained impact on enabling residents and communities to fulfil their potential and thrive.

2. Summary

- 2.1. This Cabinet report seeks approval for the award of a contract for provision of Walsall's Wellbeing Service, following the conclusion of the procurement process.

3. Recommendations

- 3.1. Cabinet approves the award of a contract for the period 1st November 2023 to 31st October 2028, with an option to extend for a further two 12- month periods, with an anticipated value in the region of £5,830,818 (including extension periods) to Maximus UK Services Limited, for provision of the Walsall Wellbeing Service.
- 3.2. That Cabinet delegate authority to the Director of Public Health, in consultation with the Portfolio Holder for Wellbeing, Leisure and Public Spaces, to enter into a contract to deliver the Wellbeing Service, and to subsequently authorise the sealing and signing of any deeds, contracts or other related documents for such services.

- 3.3. That Cabinet delegate authority to Director of Public Health, in consultation with the Portfolio Holder for Wellbeing, Leisure and Public Spaces, to authorise any variations to the contractual arrangements or other related documents for the services identified above, should this be required throughout the duration of the term of any contracts and provided they are in line with the Council's Contract Rules and any relevant legislation, including Public Contract Regulations 2015.

4. Report detail - know

Context

- 4.1. Life expectancy in Walsall has dropped since a peak in 2011 – 2013. There is inequality within Walsall with differences (of 8.4 years for males and 10.7 years for females) in life expectancy between those living in the most deprived and most affluent areas of Walsall.
- 4.2. Future life expectancy is likely to be shaped by the lifetime experiences of the population today. The strongest influences on people's health are the social, financial, and environmental conditions in which they live – “the fundamentals of wellbeing (FOW)”. In Walsall:
- 22% of all adults in Walsall report feeling lonely. This is similar to West Midlands (23.67%) and England (22.26%)
 - 24.4% of Walsall's working population are economically inactive, compared to 22.4% in the West Midlands and 21.5% in Great Britain
 - 14% of Walsall's rented housing stock is estimated to have a category 1 hazard (a serious and immediate risk to a person's health and safety).
- 4.3. Resident's behaviour is also a major determinant of health and life expectancy. Smoking, poor diet, physical inactivity, and harmful alcohol consumption are leading risk factors that drive preventable ill health and premature mortality. The scale of unhealthy behaviours in Walsall is substantial with:
- 33.6% of residents being inactive, worse than both regional (25.6%) and national average (23.4%)
 - 5 a day consumption of fruit and vegetables (51.3%) below regional (52.6%) and national average (55.4%)
 - Over 70% of adults being overweight, worse than both regional (66.8%) and national (63.5%)
- 4.4. The new service will play a key role in improving wellbeing by providing support (e.g. through signposting to existing services) across the FOW. This will lead to increased self-esteem and greater resilience which are key determinants in being productive and improving and sustaining health outcomes (e.g. quitting smoking).
- 4.5. The Wellbeing Service will replace the existing “One You Walsall” Healthy Lifestyle Service. The Wellbeing Service will be different to the Healthy Lifestyle Service because it will have a greater focus on the FOW. Smoking cessation support will be integrated within the service, rather than a standalone contract

which is the case at present. The healthy families element of the current healthy lifestyle service will be moved to a wider programme of activities which are aligned to the Family Hubs partnership.

4.6. Consultation has been completed. Key findings include:

- High risk groups for poor wellbeing - unemployed/financial insecurity, carers, residents in poor health, men, age 25-34.
- Qualitative research identified compounding (e.g. financial insecurity) and enabling factors (e.g. access to meaningful activities) for high-risk groups (namely unemployed and carers).
- Environment (e.g. parks and green spaces), financial security and feeling connected were seen as most important factors impacting on residents' wellbeing. Housing, financial security and leisure (creative activities, culture and sports) were areas in need of improvement.
- Face to face, website and e-mail were the most popular means of receiving information, advice, and support.
- Large majority of stakeholders were in support of the principles of the wellbeing service.
- Some of the themes from the stakeholder consultation include a preference for digital support alongside face to face (rather than digital only), language (e.g. referral) makes it feel like a medical model, need to discuss outcomes with clients at the outset.

4.7. The aim of Walsall's Wellbeing Service is to improve the physical, mental, social, and financial wellbeing of residents in Walsall. It is open to those aged 18 and above (besides Stop Smoking Support which is persons aged 12 and above) who live, work or registered with a GP in Walsall. The service will include:

- Community engagement to build a positive intention to change
- Access to support through a single route (including telephone and online)
- Lower intensity support - active signposting and self-care (residents who are confident and skilled enough to find their own way to support). This will include:
 - a website offering information (e.g. 8 Steps to Wellbeing Plans – a locally developed resource).
 - quality assured/ evidence-based external websites and applications (e.g. National Debt Line, Public Health commissioned digital stop smoking support).
 - signposts to national and local groups (e.g. local walking group) and wider advice support services (e.g. Walsall Mobile Wellbeing Unit – externally funded support service).
- Higher intensity support (FOW) - A holistic individual assessment and support programme (direct and via other services) across the FOW (the social, financial, and environmental conditions in which people live).
- Higher intensity support (Healthy Behaviours) – Tailored advice and support across all healthy behaviours, including access to structured interventions

for smoking cessation and weight management/ healthy eating, and NHS Health Checks (delivered directly through the Wellbeing Service).

- 4.8. The service is aiming to provide wellbeing support to approximately 5000 residents per year, plus over 1000 per year (stop smoking support), 1400 (weight management/healthy eating) and 1200 (community based NHS Health Checks).
- 4.9. The Wellbeing Service will continue to evolve in line with the wider strategic approach. This includes projects such as the Wellbeing Outcome Framework which is being developed through Walsall Together. This will provide more consistency in terms of measurement of outcomes relating to Wellbeing in Walsall.

Council Plan priorities

- 4.10. The Wellbeing Service will support the Council Plan priorities particularly:
- People can access support in their community to keep safe and well and remain independent at home.
 - People are supported to maintain or improve their health, wellbeing, and quality of life.
- 4.11. The Wellbeing Service provides support so residents can look after their own and their family's wellbeing. Focusing on the FOW and addressing needs in a holistic way allows for better understanding of a person's circumstance within which health behaviours occur. Enabling individuals to address these wider issues (e.g., financial or housing problems) will have the benefit of increasing their capacity to make improvements to their own health (e.g., stopping smoking).

Risk management

- 4.12. The risks relating to both the procurement and service implementation have been actively assessed and managed as part of the tendering process.
- 4.13. Failure to award the contract for the Wellbeing Service would mean significantly reduced wellbeing and healthy behaviour (e.g. stop smoking, weight management/ healthy eating) support for Walsall residents. This has the potential to widen inequalities across Walsall and cause reputational impact to Walsall Council because of an apparent gap in this important area of service provision.
- 4.14. Maintenance of service quality will be monitored and assured throughout the lifetime of the new contract by reporting of achievement of key performance indicators at regular contract meetings with the service providers who are appointed.

Financial implications

4.15. The cost of the contract is £832,974 per annum, which equates to £5,830,818 over the life of the contract (including the 2 x 12 month extensions). This can be funded from the existing budget within the Public Health Grant.

Legal implications

4.16. Legal Services have and will continue to work with the relevant Council Officers to ensure that the correct duly completed contractual documentation will be entered into under the Council’s Seal.

Procurement Implications/Social Value

4.17. The contract has been tendered in compliance with the Council’s Contract Rules and the PCR 2015 using an open tender process which enabled local providers to bid for the contract.

4.18. The Social Value element resulted in measurable benefits for Walsall as part of contract delivery. These should be reviewed and monitored by the Directorate.

4.19. Tenders were sought for management and delivery of Walsall’s Wellbeing Service using an open procurement process which commenced on 26th April 2023. A public advertisement was placed on Council’s e-tendering portal ‘Intend’ and published on Contracts Finder and on the Find a Tender Service on 26th April 2023 in accordance with Public Contract Regulations 2015 and the Council’s Contract Rules.

4.20. There were 67 expressions of interest who accessed the documentation with 10 suppliers submitting a tender. The tender evaluation model used a combination of price and technical merit/quality. The overall weightings used were Price 25% and Technical Merit/Quality 75%. Bidders were required to complete a technical questionnaire which sought to test their understanding of the service requirements as well as their capacity and capability to manage and deliver the service.

4.21. Tenders were opened on 31st May by Jennie Pugh – Interim Director of Adult Social Care and Stephanie Westley, Procurement Officer, using a formal opening ceremony on the in-tend e-tendering portal.

4.22. The non-price criteria was evaluated by a range of partners including senior officers from Walsall Council’s Public Health and Procurement team and representation from Black Country Integrated Care Board in accordance with the scoring criteria published within the ITT.

4.23. See table below for a breakdown of the non-price criteria:

Criteria	Maximum Page Limit	Percentage Weighting
Social Value	1 Page A4	5%

Mobilisation and Implementation	2 Pages A4	10%
Engagement and Retention	2 Pages A4	10%
Service Pathway	4 Pages A4	13%
Flexible Approach to Provision	3 Pages A4	10%
Service Delivery (Health Behaviours)	6 Pages A4	12%
Innovative Digital Solutions	2 Pages A4	8%
Training	2 Pages A4	7%
Total		75%

4.24. Following evaluation against the advertised criteria and on consideration of the outcome of the evaluation, it is recommended that the contract is awarded to Maximus UK Services Limited, at an annual cost of £832,974. The total cost (including the 2 x 12 month extensions) will be £5,830,818 for the period 1st November 2023 until 31st October 2030.

4.25. The successful tenderer will be required to demonstrate how they offer Social Value in economic, environmental and/or social benefits to their employees and residents of Walsall. The Council's Social Value Toolkit is used as a guide.

Property implications

4.26. There are no property implications arising out of this report.

Health and wellbeing implications

4.27. Walsall's Wellbeing service will promote and support positive wellbeing and healthy behaviours across the Walsall population.

4.28. The service is aiming to provide wellbeing support to approximately 5000 residents per year, plus over 1000 per year (stop smoking support), 1400 (weight management/ healthy eating) and 1200 (community based NHS Health Checks).

Reducing Inequalities

4.29. The Wellbeing Service will take a universal and targeted approach to provision. Universal support will provide a level of intervention that is proportionate to the client's need and level of disadvantage. Targeted support will require further tailoring of support to key groups in greatest need (e.g. people from low socio-economic groups, adult carers).

Staffing implications

4.30. There are no staffing implications arising out of this report.

Climate Impact

- 4.31. Clients will be supported to utilise more sustainable forms of travel (e.g. walking and cycling) and to access (e.g. growing their own) and consume food that is locally produced. This will help to improve air quality and support the local economy.

5. Decide

- 5.1 Cabinet approves the award of a contract for the period 1st November 2023 to 31st October 2028, with an option to extend for a further two 12- month periods, with an anticipated value in the region of £5,830,818 (including extension periods) to Maximus UK Services Limited, for provision of the Walsall Wellbeing Service.
- 5.2 That Cabinet delegate authority to the Director of Public Health, in consultation with the Portfolio Holder for Wellbeing, Leisure and Public Spaces, to enter into a contract to deliver the Wellbeing Service, and to subsequently authorise the sealing and signing of any deeds, contracts or other related documents for such services.
- 5.3 That Cabinet delegate authority to Director of Public Health, in consultation with the Portfolio Holder for Wellbeing, Leisure and Public Spaces, to authorise any variations to the contractual arrangements or other related documents for the services identified above, should this be required throughout the duration of the term of any contracts and provided they are in line with the Council's Contract Rules and any relevant legislation, including Public Contract Regulations 2015.

6. Respond

Subject to Cabinet approval of the recommendations, Public Health will work with corporate colleagues to progress the completion of Walsall's Wellbeing Service contract.

7. Review

Once awarded and fully commissioned, the Wellbeing Service contract will be reviewed in line with contract performance review process.

Background papers

EQIA

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Signed

Signed



Stephen Gunther
Director of Public Health

6th July 2023



Councillor Flint
Portfolio Holder: Wellbeing, Leisure
and Public Spaces

7th July 2023