

One You Cheshire East

Market Engagement

8th May 2024

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The Pursuit of Health

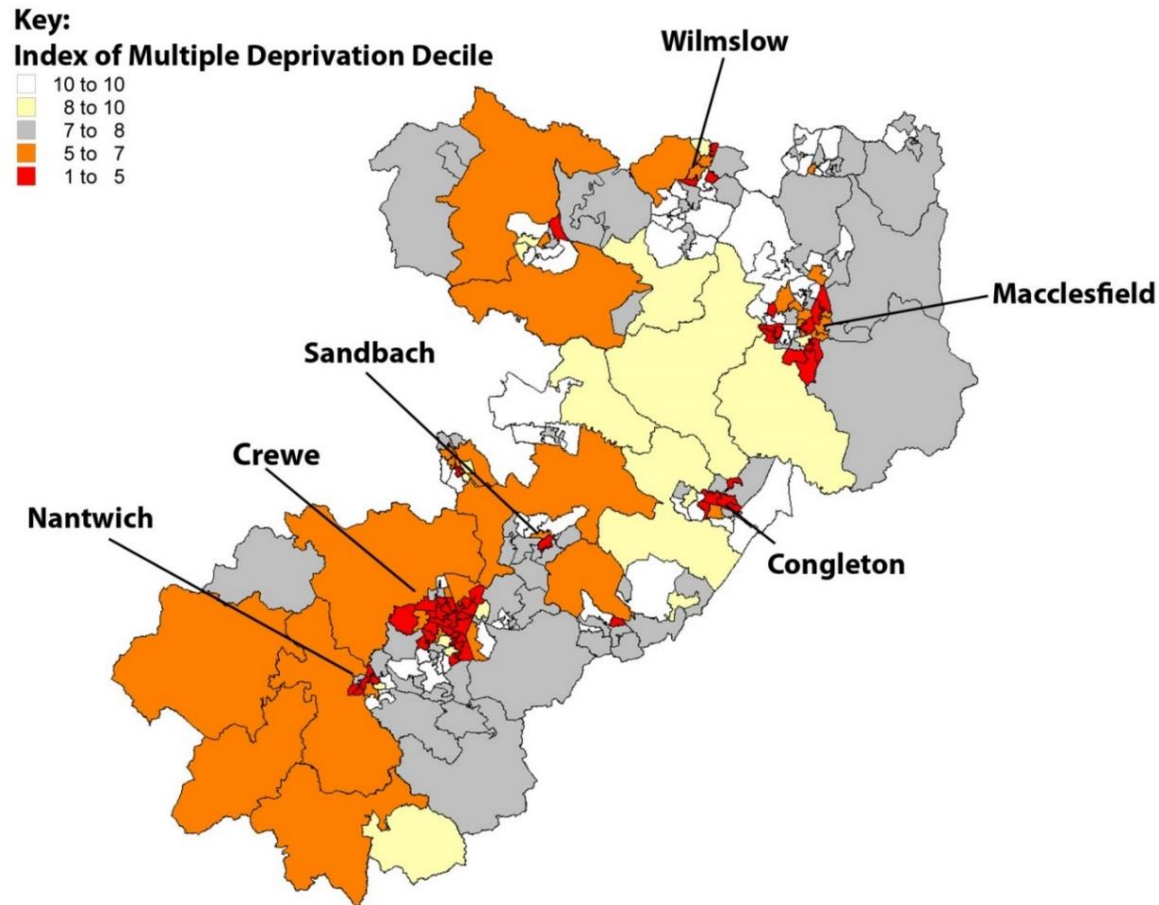
- Housing
- Education
- Employment
- Social and Community Networks
- **Lifestyle Factors**

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Health Inequalities in Cheshire East



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Health Inequalities

Life expectancy

Crewe Central:

76.8 women

72.7 men

Wilmslow East:

88.9 women

84.3 men



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Crewe Central Ward

- Emergency Admissions for Hip Fractures 136.3 ■
- Excess weight (age 10-11) 42.9% ■
- Obese Adults 27.1% ■
- Deaths from respiratory disease 245 ■

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Service Vision

“Residents are supported through a set of person-centred evidence-based programmes to achieve improvement to their health outcomes.

This provision will reduce local health inequalities and support the wider health and social care system.”

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Introduction

- Welcome
- Session Purpose
- Format

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Format

- 10.00am **Introduction** – Nik Darwin
(Programme Lead, Commissioning)
- 10.05am **Service Model** -Kelly Brighthouse
(Project Manager, Commissioning)
- Local health in Cheshire East
 - Findings from engagement work
 - Service Model
- 10.20am **Procurement Approach** - Louise Fenn
(Category Manager, Procurement)
- 10.30am **Q/A**

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Service Model

Population Need inc. Engagement Work

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Public Health Outcomes Framework

Indicator	Cheshire East	England
Smoking prevalence in Adults (2022)	9.4%	12.7%
Percentage of adults (18+) classified as overweight/obese (21/22)	62.5%	63.8%
Reception prevalence of overweight (including obesity) 22/23	21.2%	21.3%
Year 6 prevalence of overweight (including obesity) 22/23	32.1%	36.6%
Percentage of physically active adults (21/22)	67.3%	67.3%
Percentage of physically active children & young people (21/22)	45.1%	47.2%
Emergency hospital admissions due to falls in people aged 65 and over (21/22)	2437	2100
Hip fractures in people aged 65 and over (21/22)	591	551

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Other Data

- Life expectancy in Cheshire East
 - **83.9** years for females
 - **80.3** years for males
 - Reduces to **67.4** when looking at healthy life expectancy
- JSNAs for Smoking, Excess Weight, Falls, Crewe and Poverty
 - Crewe has the highest concentration of smokers, with Macclesfield second
 - 1036 smoking attributable hospital admissions (per 100,000 people)
 - 35% of 16+ eating recommended '5 a day'
 - 47% of adults meeting guideline for 2+ muscle strengthening sessions per week
 - Estimated 24,000 falls in people aged 65+ per year



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Engagement

Undertaken with residents & stakeholders

- Lifestyle Survey
- Focus groups / community drop in
- Stakeholder events on Teams



What it told us:

- Cost & distance are important
- Accessible by public transport
- Health factors like diabetes & weight strong motivators for lifestyle change
- Low awareness of the service by residents
- Improved understanding of service delivery offer by stakeholders

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Proposed Model

- Single / lead provider for all programmes
- Provision of:
 - Smoking Cessation
 - Weight Management
 - Physical Activity
 - Falls Prevention
 - Brief support for mental health & alcohol
- Awareness raising & marketing of programmes with residents
- Relationship building with professionals
- Data collection and tracking of outcomes

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- All programmes free to access
- Target provision at specific groups:
 - Areas of deprivation
 - Routine & manual workers
 - Those with multiple lifestyle improvement needs
 - Ethnic minorities
- Transformation Fund
 - Improve access for rural communities
 - Work with care communities to identify local needs & pilot schemes
- Incentivised performance indicators

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Smoking Cessation

- Available to all residents but targeted at specific groups
- Age 12+
- 12 weeks support – can be one to one or group depending on needs
- Tailored interventions based on needs and preferences, to support motivation to quit
- Provision of pharmacotherapies (inc. vapes)

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Weight Management

- For adults aged 18+ with BMI over 25
- Targeted focus
- Multi-component including dietary support, behaviour change and physical activity
- 12 weeks of support
- Empathetic and inclusive approach

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Physical Activity

- Adults aged 18+ that are inactive
- Targeted at specific groups
- 12 weeks of support
- Tailored support plans based on needs and preferences – choice is key
- Provider may wish to run their own exercise programmes
- Opportunity to facilitate access to other physical activity offers

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Falls Prevention

- For adults aged 65+
- At risk of falling or have fallen
- Series of exercise sessions to improve strength & balance
- Close links with referrers

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Digital Delivery

- Available to increase choice/flexibility
- May include provider solutions + use of existing apps e.g. NHS
- Note – C&M considering developing a bespoke stop smoking app



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Contract Details



- Contract for 4 years with 2 x 12-month extensions
 - 1 Nov 2024 – 31 Oct 2028 initial term
- Value max £1.3m per year includes NRT budget & transformation fund
- Incentivised KPIs – 20%
- May change as subject to briefing with Cheshire East Members this week

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Proposed Performance Figures – Year 1

Programme	Minimum no. of places / quits	Incentive target
Smoking cessation	700	900
Weight management	1000	1200
Physical activity	800	960
Falls prevention	800	960

Note – subject to being finalised

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Procurement

Guidance & timeline

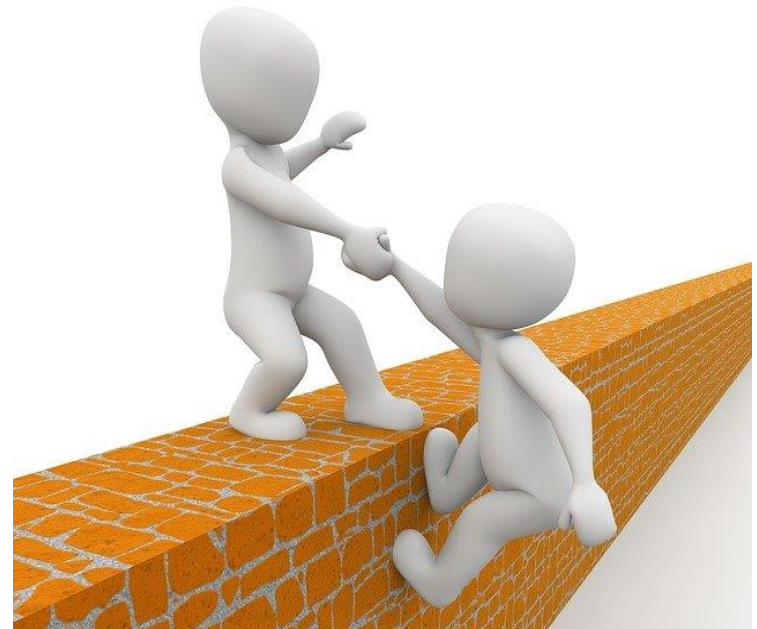
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Procurement Portal – e-tendering

- Cheshire East Council use the North West Procurement Portal – **The Chest** (Proactis)
www.the-chest.org.uk
- Free to register – **ref. 24 030** express an interest in the 'project' [my activities]
- Ensure that you select correct code(s) / categories to be notified of opportunities:
310000 - Healthcare Services
- Communication throughout the process will take place on the portal, via messaging
- email: ProcontractSuppliers@proactis.com
Proactis – urgent Tel.: 0330 005 0352



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The tender documents

- **Selection Questionnaire (SQ)**
 - Mandatory requirements & pass/fail questions about your organisation
 - Scored questions to test/check experience (backward looking)
- **ITT award: Qualitative & Quantitative**
 - Forward looking scored questions based on the new specification/PMF
 - Social Value
 - Pricing schedule
 - Interview / presentation stage
- **‘Open Procedure’ LTR under current procurement regulations (2015)**



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Data Governance

- **Information Assurance Questionnaire** (IAQ – appendix of tender docs.)
- Q's for you to demonstrate how your business supports GDPR & data protection legislation and promote a positive culture of data protection compliance across the business.
- Tested using self-certification on ICO (Information Commissioners Office) website using checklists stated in IAQ
 - [Processors checklist](#)
 - [Controllers checklist](#)
 - [Information security checklist](#)
 - Policies should be in place
 - Adequate staff training
 - Secure storage & disposal of data



TUPE - legislation

- Likely that TUPE will apply
- Council will provide TUPE liability schedule in tender pack, to ensure all bidders can factor any liabilities into their bid, as relevant.
- Any TUPE clarification / queries should be sent through the Chest.
- The Council will share any Q responses with all bidders who've expressed an interest, to ensure fairness and transparency.



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Procurement Tips

- **Read** the specification
- **Read** all the Documentation
- **Ask questions** if in doubt – no questions are ‘stupid’
- **Complete** all requested information
- **Check** all attachments are attached
- **Upload** and publish your response on time – upload a draft *prior* to deadline
- **Continue to check** for messages on the Chest throughout the evaluation period



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Procurement Tips 2

DO NOT: -

- assume we know your organisation or capabilities, we can only evaluate your written response
- send in paper/hard copy or email tenders, these cannot be accepted
- leave uploading and submitting your responses to the last minute
- exceed the word/page limit – these are maximums not a target
- send any literature that has not been requested, it will not be read or scored

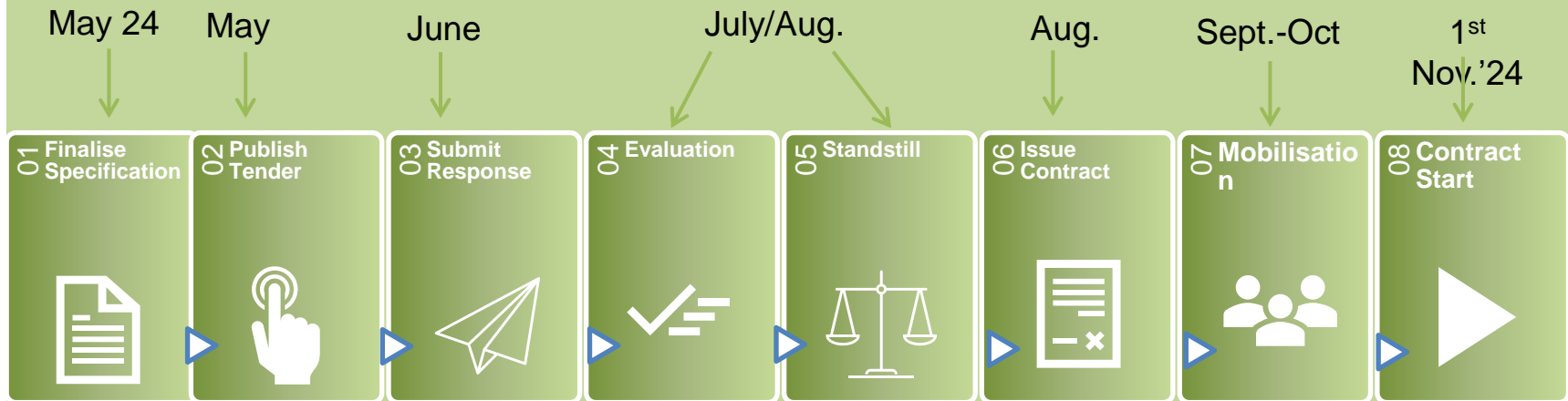


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Indicative Procurement Timeline – One You



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Final Words

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Conclusion

Council wishes to work in partnership to deliver an effective healthy lifestyle service which offers:

- Person-centred and timely support
- Good visibility
- Local provision.

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Q/A

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