



Subject: REQUEST CONTRACT EXTENSION FOR CHILD AND FAMILIES WEIGHT MANAGEMENT SERVICE

Report of: Dr Justin Varney
Director of Public Health

Relevant Cabinet Member: Cllr Mariam Khan - Health & Social Care
Cllr Karen McCarthy - Children, Young People & Families
Cllr Yvonne Mosquito - Finance & Resources

Relevant O & S Chair(s): Cllr Mick Brown - Health & Social Care
Cllr Kerry Jenkins - Education & Children's Social Care
Cllr Akhlaq Ahmed - Resources

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Are specific wards affected?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No – All wards affected
If yes, name(s) of ward(s):		
Is this a key decision?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If relevant, add Forward Plan Reference: No. 010260/2022		
Is the decision eligible for call-in?	<input checked="" type="checkbox"/> Yes	No
Does the report contain confidential or exempt information?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, provide exempt information paragraph number or reason if confidential:		

1 Executive Summary

- 1.1 Approval is sought from Cabinet for the decision to agree a 13-month contract extension from 1st July 2022 to 31st July 2023 with Beezee Bodies (BZ) to provide child and family behavioural interventions for children identified as above a healthy weight in the National Child Measurement Programme (NCMP).
- 1.2 The cost of the 13-month contract extension, will be funded through the Public Health Grant and will not exceed £660,000.

- 1.3 The providers were commissioned following a successful grant funding application to Public Health England, now the Office for Health Improvement and Disparities (OHID). The grant was initially for 12 months, 1st July 2021 to 30th June 2022.
- 1.4 During January 2022, as the project started moving forward at pace, the OHID team began discussing an extension to the current funding offer, extending the grant opportunity through to the end of March 2023. They said they were in a strong position to have the funding approved and were expecting confirmation of this at the latest by mid-May. We had previously asked for earlier confirmation, highlighting a number of risks to delivery if we were unable to offer reassurance to our provider.
- 1.5 On 1st April a letter was sent to Directors of Public Health, explaining that due to the ongoing cost of resilience and contingency measures being met in a responsible and sustainable manner, the cost of living with COVID-19 had to be met within existing funding streams. This has forced OHID to confirm that additional funding for local authority commissioned adult tier 2 behavioural weight management services, and pilots of child tier 2 services, will not be available in the financial year 2022-23.
- 1.6 Whilst the original grant funding had only been agreed for 12 months, due to the unexpected slow start we feel that the programme hasn't had the opportunity to fully deliver the agreed outcomes.

2 Recommendations

- 2.1 It is recommended that Cabinet approves the contract extension of the current Child and Families Weight Management (CFWM) service from 1st July 2022 through to 31st July 2023 with BeeZee Bodies (BZ) in order that children, identified through the NCMP process and their families, have an extended opportunity to access the service offer through to the end of the academic year. The value of the contract extension shall not exceed £660,000. In addition, the extension would allow coproduction and insight elements from Black African, Black Caribbean families to be utilised and any benefits and positive outcomes from this recognised, captured and used to inform future evidenced based commissioning.
- 2.2 Authorises the City Solicitor (or their delegate) to negotiate and complete any documents to give effect to the above recommendation.

3 Background

- 3.1 In Birmingham 2019/20 prevalence of overweight/obesity for children in reception was 22.7% similar to national average of 23.0%. For year 6 it was 39.7% compared to national average of 35.2%. Levels of excess weight amongst Black African and Black Caribbean children are higher than the national average.
- 3.2 Birmingham City Council Public Health was allocated grant funding from the government for the provision of brief intervention and behavioural weight management services for children and families; to identify children overweight or living with obesity and their families and reduce the prevalence of obesity and health inequalities. Beezee Bodies (BZ) were commissioned and funded from the Child and Family Weight Management Services Grant (No.31/5627) awarded to Public Health on 30th June 2021 from Public Health England (PHE) for £861,994 available for 12 months from 1st July 2021 to 30th June 2022.
- 3.3 Public Health had not previously commissioned any providers to deliver specific weight management interventions.

- 3.4 The contract was awarded to the provider through Single Contractor Negotiation approved by Cabinet on 27th July 2021. The CFWM service has a 1-year extension option included in the current contract with BZ.
- 3.5 The provider now engages and delivers a weight management intervention to children and families living in Birmingham. The programme is also commissioned to provide insight on how we engage with and deliver weight management interventions to our more high-risk populations from Black African and Black Caribbean communities ensuring that co-production is a factor in the interventions offered.
- 3.6 The delivery model took a little time to get up and running due to a number of factors including: it was a brand new service, starting from scratch in a large City; recruitment, due to both adult weight management and children and families grant funding released at the same time, there were lots of organisations recruiting from the same pool; developing a data sharing agreement.
- 3.7 During the early stages the project facilitated the opportunity to build local partnerships, deliver training, agree referral pathways, encourage direct referrals, and utilise a digital offer.
- 3.8 Work on referrals has been steadily increasing as shown in the table below:

Month of referral	Number of referrals
October 2021	7 (0.5%)
November 2021	26 (2%)
December 2021	22 (1%)
January 2022	84 (5.5%)
February 2022	575 (37%)
March 2022	756 (49%)
Up to 13 April 2022	70 (5%)
Totals referrals	1540 (100%)

- 3.9 The service, as explained above, had a delayed start to their main offer, however full delivery is now in place with revised targets set to ensure delivery of KPIs within the agreed time frame.

	Target	Number of calls made	Answered EBI	Target per week until July	Last week
NCMP Calls	1500	752	264	82	93

- 3.10 Focus on the coproduction of NCMP letters, appropriate engagement and delivery model is expected to intensify over the final quarter of the current contract.
- 3.11 Extending the contract will have the potential to not only engage and deliver a weight management intervention for even more children and families but will also ensure the insight and coproduction element on how to engage and deliver weight management

interventions to our more high-risk populations from Black and Black Caribbean communities is utilised within the extended time frame.

- 3.12 Further insights captured during an extended contract would then be used to inform future evidenced based commissioning.

4 Options Considered and Recommended Proposal

- 4.1 To discontinue the weight management service when the OHID grant funds are exhausted, which based on the contract terms will be at the end of June 2022. This option was discounted due to the impact it could have on current service delivery, including:

- Loss of staff in the months leading up to June 2022
- Producing capacity shortage and work pressures on the remaining staff
- Loss of capacity of the service to continue coproduction work
- Eventual loss of capacity of the service to complete the courses for families already enrolled.
- Coproduction insights do not have the opportunity to be implemented and tested

- 4.2 Preferred option: Cabinet supports an extension of the current CFWM service from 1st July 2022 through to 31st July 2023 in order that:

- Children identified through the NCMP process and their families, have an extended opportunity to access the service offer through to the end of the academic year.
- Coproduction and insight elements from Black African, Black Caribbean families can be utilised in current delivery models
- Any benefits and positive outcomes are recognised, captured and used to inform future evidenced based commissioning.

5 Consultation

- 5.1 Prior to the funding application deadline, a report was presented to the Council Leadership Team (CLT) and the application was signed off with approval

6 Risk Management

- 6.1 Should the option to discontinue the weight management service at the end of June 2022 be taken, the following risks have been identified:

- Most if not all, of the provider team will be looking for other jobs before contract end date
- If provider staff leave for other jobs before contract end, this will significantly impede the providers ability to deliver the commissioned service
- Should staff leave, it is unlikely the provider will finish the face to face and 121 sessions already booked as they would struggle to fill the positions with suitable trained staff in the timeframe
- There is no additional budget for a large recruitment campaign, interviewing, appointing, training etc
- There will be no face to face or 121 interventions offered to children and families in need of weight management support across Birmingham

- A break in service delivery could mean the need for set up costs for any future commissioned service
- Longer term, lack of trust from families for new (weight management) services being set up, leading to lack of engagement and poor outcomes.
- Risk to BCC reputation due to services and pathways being set up for a short time frame and then removed despite need and positive take-up

6.1.1 Actions in place to mitigate the risks above include:

- 6.1.1.1. The provider ensuring staff are kept up to date with the situation as it develops
- 6.1.1.2. The provider doing their best to retain staff up to the contract end
- 6.1.1.3. The provider's weight management online offer will continue to be available through to contract end
- 6.1.1.4. The provider keeping partners informed of situation as it develops

6.1.2 Cabinet support for an extension of the current CFWM service would enable mitigation of the risks identified above by:

- 6.1.2.1. Continuation of the contracts funded via the public health grant will mitigate the loss of provider staff, capacity shortage and work pressures
- 6.1.2.2. Prevent the loss of face to face and 121 service for clients already enrolled
- 6.1.2.3. Give Public Health time to create an affordable and informed children and families weight management service specification that can be put out to competitive tender.

7 Compliance Issues:

7.1 How are the recommended decisions consistent with the City Council's priorities, plans and strategies?

- 7.1.1 The recommended decision supports the Vision and Priorities in the Council Plan 2018-2022:
 - Birmingham, an aspirational city to grow up in
 - Birmingham, a great city to live in
- 7.1.2 The recommended decision is consistent with Creating a Bolder, Healthier City: Health and Wellbeing Board Strategy 2022 – 2030

7.2 Legal Implications

- 7.2.1 The procurement of these services is within the Council's general power of competence conferred upon it under Sec1 Localism Act 2011.

7.3 Financial Implications.

- 7.3.1 The provider has estimated service delivery costs for July 2022 to July 2023 at £730,000

- 7.3.2 We anticipate the costs for the CFWM service from 1st July 2022 to 31st July 2023 will not exceed £660,000.
- 7.3.3 If approval for a contract extension is granted by Cabinet, then efficiency savings will be discussed with the provider to ensure the cost is reasonable and affordable, whilst still delivering an effective service.
- 7.3.4 It is expected that the cost of the service will be met from the Public Health Grant including an underspend from the Public Health Children & Young People Team's budget 2021/22 and their 2022/23 budget.

7.4 Procurement Implications (if required)

- 7.4.1 Extending the contract with BZ is necessary due to the provider jointly completing the original funding application, in which they were identified as the named provider of the delivery model approved by the funder. This means that the funding was awarded based on only the named provider delivering the services outlined in the funding application. A Single Contractor Negotiation with BZ was approved on this basis by Cabinet in July 2021 for the original contract.
- 7.4.2 The named provider is unique in the current market in that they have a digital platform that combines individual citizen data with the evidence base for behavioural insight to create highly personalised and tailored behaviour change interventions in real time. The provider has experience of delivering at scale in urban settings with diverse and deprived communities and achieving outcomes for children and young people.
- 7.4.3 An exploration of the market has been undertaken to ensure that BZ are unique in their service delivery model. The comparisons and outcome were captured in the original cabinet report and have not changed since.
- 7.4.4 Birmingham City Council cannot procure the exact services included in the successful funding bid. Doing so would reveal the make-up of BeeZee Bodies services and breach their right to commercially sensitive confidentiality.
- 7.4.5 Regulation 72. (1) of the Public Contract Regulations provides that "Contracts and framework agreements may be modified without a new procurement procedure...in any of the following cases...(b) for additional works, services or supplies by the original contractor that have become necessary and were not included in the initial procurement, where a change of contractor... (ii) would cause significant inconvenience or substantial duplication of costs for the contracting authority, provided that any increase in price does not exceed 50% of the value of the original contract."
- 7.4.6 This circumstance complies with Regulation 72 (1) b ii) as set out in 7.4.5, however the cost of the extension does exceed the 50% tolerance. Therefore, to further reduce the risk of procurement challenge, a Voluntary Ex Ante Transparency (VEAT) notice will be published notifying the market of our intention to extend these contracts.
- 7.4.7 Extending the contract through to 31st July 2023 would give Public Health time to create an affordable and informed children and families weight management service specification that can be put out to competitive tender.

7.5 Human Resources Implications (if required)

- 7.5.1 Extending this contract would not create any Human Resource implications.

7.6 Public Sector Equality Duty

- 7.6.1 Extending this contract does not revise, amend, or review Council policies or functions and therefore an Equality Impact Needs Assessment is not required.

8 Appendices

N/A