

PROPOSAL TO TRANSFER THE IN HOUSE STOP SMOKING SERVICES TO AN EXTERNAL PROVIDER

To: **Health Committee**

Meeting Date: **16th March 2017**

From: **Director of Public Health**

Electoral division(s): **All**

Forward Plan ref: **2017/027** *Key decision:* **Yes**

Purpose: **The purpose of this paper is to secure Health Committee approval for the proposal to transfer the in house Stop Smoking Services to the external provider of integrated lifestyle services.**

Recommendation: **That the Health Committee approves the following key elements found in the proposal.**

- a) **To contract with an external provider the in house core Stop Smoking Service that is currently part of the Public Health Directorate**
- b) **To integrate the Stop Smoking Service into lifestyle services.**
- c) **To support the procurement approach of transferring the Stop Smoking Service to Everyone Health, the Integrated Lifestyle Service provider currently commissioned by Cambridgeshire County Council.**
- d) **That the Health Committee delegates authority to the Director of Public Health in consultation with the Chair and Vice Chair of the Health Committee to award the contract to Everyone Health, the Integrated Lifestyle Service provider, subject to a successful outcome of the Voluntary Transparency Notice.**

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1. BACKGROUND

- 1.1 Camquit is Cambridgeshire County Council's (CCC) local evidence based Stop Smoking Service. This means that smokers are offered behavioural therapy (which may be either individual or group counselling) which involves scheduled face-to-face meetings between the smoker and an advisor from the Stop Smoking Services trained in smoking cessation. A quit date is set initially and typically, this is followed by weekly sessions over a period of at least 4 weeks after the quit date and is normally combined with nicotine replacement therapy/drug therapy. The Camquit Service is delivered through a number of different providers.
- 1.2 The core team is an in house provider and is part of the Public Health Provider Team. The core team includes smoking cessation specialists and data staff support staff. It is responsible for the overall co-ordination of the Service. The staff provide support to smokers wanting to quit, delivering specialist services such as the smoking in pregnancy and young persons' programmes, service marketing, targeted project work, managing data processing, analysis and reporting. It also provides support to other commissioned providers through delivering training in line with national guidance and practice visits if required.
- 1.3 Cambridgeshire County Council (CCC) also has contracts with all 77 GP practices within Cambridgeshire to deliver stop smoking support to smokers registered with their practice. The GP based services are delivered by practice staff such as the practice nurse or healthcare assistant. As demands on practices have increased there are a growing number of practices that have chosen to have Camquit advisors to deliver their services. Each practice has an annual target number of smoking quitters based on the number of smokers they have registered within the practice and the local district's smoking prevalence. Community pharmacies are also contracted to deliver stop smoking cessation, but the number has been declining steadily in recent years. They do not have any quitter targets.
- 1.4 The delivery and provision of Stop Smoking Services have been evolving locally and nationally. Local authorities have increasingly moved away from the model where their stop smoking services are part of their in house public health teams. This has been facilitated by the development of lifestyle services across the country and they increasingly include core stop smoking services. This integration has not been associated with any falls in performance. The increasing focus of local authorities upon becoming robust commissioning organisations has also supported the move towards externally commissioned stop smoking services.
- 1.5 In the context of these changes it is proposed that the core Stop Smoking Service, Camquit, is commissioned from an external provider with the aim of it becoming part of an integrated lifestyle service. The second part of the proposal is that the core Stop Smoking Service is transferred to the current Integrated Lifestyle Service provider, Everyone Health. This proposal was taken to the Health Committee in December 2016 when the transfer of the Stop Smoking Services to an external provider of Integrated Lifestyle Services was supported. However it requested further information about the performance of Everyone Health, the robustness of its parent company Sports and Leisure Services Ltd (SLM) and an assurance that the contractual arrangements are robust with adequate financial penalties and the option of premature termination if necessary. Spokes were requested to

review this information and the final decision regarding the full proposal would be based on their recommendation.

2. MAIN ISSUES

- 2.1 The proposal requires that the externally commissioned stop smoking service would be responsible for providing the full range of functions, indicated above, that the core service currently provides. This would include providing support to GP and community pharmacies for them to deliver services.
- 2.2 However the contracts with the GPs and community pharmacists would continue to be commissioned and performance managed by CCC. Stop smoking services are one of five public health services commissioned from GPs. Transferring the commissioning responsibility to the provider would create duplication of performance management processes, practices could perceive the additional system as time wasting and undermine the good relationships that they have with Public Health. The current Stop Smoking Service function of managing the data and payments for the GP and community pharmacy contracts would also remain within Public Health.
- 2.3 Appendix 1 indicates the range of options in terms of Stop Smoking Service delivery and procurement approach along with describing their benefits and disadvantages. The key benefits that would be required is improved access to Stop Smoking Services, an holistic approach to lifestyle change that would enable individuals to receive all lifestyle advice in one place, cost savings opportunities and the potential for service developments.
- 2.4 The value of the core Stop Smoking Service that would be transferred is circa £400k per annum. This represents staff costs, with the exception of a small non-pay budget for staff training and promotional activities. It is anticipated that a £50k saving would be found from streamlining management costs through the senior co-ordination role of the Service being absorbed into the management of the new provider. Additional savings could be secured through increased integration of the core Stop Smoking Service with other lifestyle services. However experience in other areas where integration has been implemented indicates that it is more productive if initially the core Stop Smoking Service independent within the wider integrated lifestyle service.
- 2.5 The value of the Service means that procurement regulations apply. The Everyone Health contract was commissioned from June 2015 for five years with a potential break after three, if there are any concerns regarding the Service. Following consultation with LGSS legal and procurement teams the only option other than immediate progression to a full tender would be for CCC to provide information through the procurement portal about its intention of transferring the core Stop Smoking Service to Everyone Health (Voluntary Transparency Notice). Potential providers would have the opportunity to object on the basis of a lack of fair competition. This scenario would then demand a full tender process. The benefits and disadvantages of this approach are found in Appendix 1.
- 2.6 Spokes were provided with the following information in January 2017
 - The current trading position of SLM in terms of current contracts but not the total value of the contracts, details of is Nottinghamshire contract for the provision of Obesity

Prevention and Weight Management Services that indicated a satisfactory level of performance.

- Information relating to the Everyone Health's Key Performance Indicators (KPIS) demonstrated that with the exception of one, progress was being made against the target trajectory.
- Clauses from the contract between Cambridgeshire County Council and SLM for the provision of an Integrated Lifestyle Service were also provided to Spokes. These indicated that there are penalties for poor performance and mechanisms for the premature termination of the contract if the poor performance or any other concerns are not addressed.

2.7 Spokes concluded that this information gave them the assurance to recommend that the proposal to transfer the Stop Smoking Services to Everyone Health should be approved.

3. ALIGNMENT WITH CORPORATE PRIORITIES

3.1 Developing the local economy for the benefit of all

The following bullet points set out details of implications identified by officers:

- Smoking is associated with a range of health conditions that create high level costs for health and social care services along with high absenteeism from work. Stop smoking interventions are cost saving to the NHS and other parts of the system.

3.2 Helping people live healthy and independent lives

The following bullet points set out details of implications identified by officers:

- Smoking is a major public health issue due to its substantial impact of health.
- The provision of Stop Smoking Services has a strong track record of supporting smokers to quit smoking and decrease their risks of ill health and premature death. This proposal will strengthen the Stop Smoking Services through integration that will improve referrals and the capacity to provide the Services.

3.3 Supporting and protecting vulnerable people

The following bullet points set out details of implications identified by officers:

- Smokers are highly vulnerable to debilitating poor health. This proposal has the potential to strengthen services and provide more support to smokers to help them quit.

4. SIGNIFICANT IMPLICATIONS

4.1 Resource Implications

The immediate resource implications of this proposal for Cambridgeshire County Council and partner agencies are laid out in para 2.4.

4.2 Statutory legal and risk implications

These are described in Appendix 1 section 4.

4.3 Equality and Diversity

- The current Stop Smoking Services and the Integrated Lifestyle Service address equality and diversity issues.
- Smoking can have a wide ranging negative impact on the health and wellbeing of the population and there is still a substantial proportion of the population that smokes with rates being higher in the routine and manual groups.
- The Stop Smoking Services and the Integrated Lifestyle Service target the routine and manual groups where smoking and other unhealthy lifestyles rates are higher. This proposal will strengthen efforts to target these high risk groups through a more focused strategic approach and a more coordinated offer of support that will improve access.

4.4 Engagement and communications

The following bullet points set out details of significant implications identified by officers:

- The engagement of individuals and communities is a fundamental principle of both Stop Smoking Services and other Lifestyle Services. The Services aim to enable individuals and communities to take responsibility for their health, supporting them to make their own lifestyle changes.
- The proposal may see an increase in the level of engagement with smokers and other local residents through the Stop Smoking Services being part of the Integrated Lifestyle Services that reaches a bigger proportion of the population.

4.5 Localism and local Member engagement

There are no significant implications within this category.

4.6 Public Health Implications

The following bullet points set out details of significant implications identified by officers:

- The purpose of this programme is to improve and develop Stop Smoking Services in Cambridgeshire which will increase the number of people who stop smoking.
- Tobacco smoking is a major public health issue due to its substantial impact on health. The Stop Smoking Services provide an evidence based 4/6 week intervention whereby trained advisors support individuals to stop smoking. This proposal will create a clear referral pathway for the Lifestyle Service to refer its users who smoke to the Stop Smoking Service. It is able to offer additional behavioural change support during the quit attempt and afterwards for up to year to help prevent relapse.

- Both the Stop Smoking Services and the Integrated Lifestyle Service address health inequalities through targeting populations that have a high rate of unhealthy lifestyle behaviours.

Implications	Officer Clearance
Have the resource implications been cleared by Finance?	Yes 24/2/17 Name of Financial Officer: Clare Andrews
Has the impact on Statutory, Legal and Risk implications been cleared by LGSS Law?	Yes 27/2/17 Name of Legal Officer: Virginia Moggridge
Are there any Equality and Diversity implications?	Yes, see 4.3 above 28/2/17 Name of Officer: Liz Robin
Have any engagement and communication implications been cleared by Communications?	Yes 21/2/17 Name of Officer: Matthew Hall
Are there any Localism and Local Member involvement issues?	No 28/2/17 Name of Officer: Liz Robin
Have any Public Health implications been cleared by Public Health	Yes 28/2/17 Name of Officer: Liz Robin

Source Documents	Location
'Public Law Today'	http://www.publiclawtoday.co.uk/local-government/procurement/308-procurement-and-contracts-articles/31175-voluntary-transparency-notices
'Public Contract Regulations 2015':	http://www.legislation.gov.uk/uksi/2015/102/contents/made