

## **Delegated Decision**

### **Infant Feeding Peer Support Contract Award**

Report of: Alan Higgins, Director of Public Health

Officer contact: Katrina Stephens, Consultant in Public Health  
Ext. 8686

**2<sup>nd</sup> May 2017**

#### **Reason for Decision**

This report requests approval from the Executive Director of Health and Wellbeing to award the contract for the delivery of Infant Feeding Peer Support Service from 1<sup>st</sup> October 2017 to 30<sup>th</sup> September 2019.

Approval was given on 21<sup>st</sup> December 2016 to collaboratively commission an infant feeding peer support service with Tameside MBC, with Tameside MBC acting as the lead commissioner and to delegate authority to the Executive Director of Health and Wellbeing to authorise the award of the contract on the part of Oldham Borough Council to the most economically advantageous tenderer.

#### **Recommendations**

That approval is given for Tameside Metropolitan Borough Council to award the contract for delivery of the Infant Feeding Peer Support Service to Homestart Oldham, Stockport and Tameside for the period 1<sup>st</sup> October 2017 to 30<sup>th</sup> September 2019.

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**Infant Feeding Peer support – Contract Award**

**1 Background**

- 1.1 Breastfeeding is a global and national priority. Recommendations are for infants to be exclusively breastfed for the first six months of life, and thereafter for as long as the mother and baby wish with gradual introduction to a more varied diet from six months of age.
- 1.2 The majority of women *can* breastfeed successfully given the right support. In England, initiation is as high as 92.9% (2014/15) and continuation at 76.5% (2015/16) in the borough with the highest rates. In contrast, Oldham has significantly lower breastfeeding initiation and continuation rates (65.0% and 41.7% respectively) based on national data.
- 1.3 Encouraging more mothers to breastfeed is a key area of focus for the Council and partners in tackling health inequalities as evidence indicates that breastfeeding saves lives and protects the health of mothers and babies both in the short and long-term. Studies suggest that not breastfeeding poses a number of threats to both mother and child.
- 1.4 Breastfeeding peer support is an evidence based intervention, recommended by NICE for increasing breastfeeding rates. An infant feeding peer support service has been in place in Oldham since October 2015, commissioned by Oldham Council from Homestart Oldham, Stockport and Tameside.

**2 Current Position**

- 2.1 A new service specification has been developed jointly with Tameside to create a single breastfeeding peer support service which will work across both boroughs to improve breastfeeding rates and improve health outcomes for children.
- 2.2 The new specification retains the key features of the specification for the existing peer support services but places increased focus on developing peer support and increasing breastfeeding in the wards with the lowest breastfeeding rates. In Oldham the target wards are: Failsworth East, Failsworth West, St James, Chadderton South, Hollinwood, and Shaw.
- 2.3 It is expected that the service will be provided through a mixture of paid and volunteer peer supporters, with support and advice from local infant feeding co-ordinators and advisors.
- 2.4 An open tender exercise, led by Tameside MBC, commenced on 27<sup>th</sup> February 2017. There was one submission for the tender, from the existing service provider in both boroughs: Home Start Oldham, Stockport and Tameside which on analysis met the criteria to progress to interview.
- 2.5 Home-Start Oldham, Stockport and Tameside scored highly in the evaluation process and met the criteria for contract award.
- 2.6 At the outset we set a maximum funding envelope of £206,250 for the first year of the contract period, with a maximum of £90,000 being funded by Oldham Council. The contract is available for two years.

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- 2.7 Home-Start Oldham, Stockport and Tameside have submitted a first year contract price of £203,392. Oldham Council's contribution to this would be £88,679.
- 2.8 Home-Start Oldham, Stockport and Tameside will continue to work with Breastfeeding Network in a partnership, established in 2012. Home Start have an existing presence in Oldham and Tameside, with good local knowledge and existing partnerships as a result of delivery the breastfeeding peer support services, as well as other community support services, in both boroughs for a number of years. They have a strong governance framework in place for supporting volunteers with clear protocols in place for safeguarding. In addition Home-Start Oldham, Stockport and Tameside have committed to all staff being trained in Making Every Contact Count (MECC), and the support from Breastfeeding Network will give access to a 24 hour helpline for families.
- 2.9 Social value has also been taken into account in this tender process. The service will be provided through a mixture of paid and volunteer peer supporters, with support and advice from local infant feeding co-ordinators and advisors.

### 3 Options/Alternatives

- 3.1 **Option 1** – Give approval for Tameside MBC to award the contract for the delivery of the Infant Feeding Peer Support Service to Home-Start Oldham, Stockport and Tameside for the period 1st October 2017 to 30th September 2019 to deliver the requirements within the set funding envelope.
- 3.2 **Option 2** - Decide not to fund delivery of the Infant Feeding Peer Support Service.

### 4 Preferred Option

- 4.1 Give approval for Tameside MBC to award the contract for the delivery of the Infant Feeding Peer Support Service to Home-Start Oldham, Stockport and Tameside for the period 1st October 2017 to 30<sup>th</sup> September 2019 to deliver the requirements within the set funding envelope.

### 5 Consultation

- 5.1 The design of the service has arisen following a period of review and consultation with local parents undertaken through Action Together, and small area analysis of local data so as to target the intervention to the most appropriate population group.

### 6 Financial Implications

- 6.1 The total contract price is £203,392, Oldham's contribution will be £88,679. Budgetary provision of £93,600 is available to cover the cost of this proposal.
- 6.2 There are no adverse financial implications as a result of this proposal.
- 6.3 It should however be noted that there is a wider potential impact on the service with regard to unresolved premises/ accommodation issues relating to other Public Health contracts which could, depending on the outcome, have an overall detrimental impact on the financial position of the service, potentially requiring management actions to reduce the overall cost base.

(Gioia Morrison Finance Manager/Jenny Howarth Senior Accountant)

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7        **Legal Services Comments**

7.1        The tender process has been led by Tameside Council in accordance with their contract procedure rules. Regrettably only one bidders submitted a bid but the evaluation of the bid rendered a high score demonstrating a quality bid. Tameside Council will award the bid based upon the outcome of the tender process but requires the approval of the Council to award the bid to the sole bidder. There is no reason why the Council should not approve the award.

8.        **Co-operative Agenda**

8.1        The service will be provided through a mixture of paid and volunteer peer supporters, with support and advice from local infant feeding co-ordinators and advisors. This supports the Co-operative agenda in Oldham.

9        **Human Resources Comments**

9.1        N/A

10       **Risk Assessments**

10.1      N/A

11       **IT Implications**

11.1      N/A

12       **Property Implications**

12.1      N/A

13       **Procurement Implications**

13.1      Tameside MBC undertook a tender exercise which was compliant with the Authority's Contract Procedure Rules and are the Contracting Authority. Only one submission was received for this tender. This submission scored highly and was awarded an overall score of 84% including a social value offer incorporated within the bid. Strategic Sourcing therefore recommend awarding the contract to Home-Start Oldham, Stockport and Tameside.

**Neil Clough Procurement Manager. 25.04.17**

14       **Environmental and Health & Safety Implications**

14.1      N/A

15       **Equality, community cohesion and crime implications**

15.1      The use of paid and volunteer peer supporters in the model gives the best chance of engaging fully with the diverse communities across Oldham.

16       **Equality Impact Assessment Completed?**

- 16.1 No
- 17 **Key Decision**
- 17.1 No
- 18 **Key Decision Reference**
- 18.1 N/A
- 19 **Background Papers**
- 19.1 None
- 20 **Appendices**
- 20.1 None

**APPROVAL**

<b>Decision maker</b> Signed <u>M. Kufeldt</u> Executive Director of Health and Wellbeing: Maggie Kufeldt	Dated <u>22/5/17</u>
<b>In consultation with</b> Signed <u>n/a</u>	Dated <u>n/a</u>

