

## BARNSELY METROPOLITAN BOROUGH COUNCIL

**REPORT OF:** Executive Director of Public Health and Communities

**TITLE:** Commissioning the Adult Weight Management Service

<b>REPORT TO:</b>	<b>CABINET</b>
<b>Date of Meeting</b>	<b>20<sup>th</sup> March 2024</b>
<b>Cabinet Member Portfolio</b>	<b>Public Health and Communities</b>
<b>Key Decision</b>	<b>No</b>
<b>Public or Private</b>	<b>Public</b>

### **Purpose of report**

This report provides an overview of the business case for Adult Weight Management. The contract for the current offer is due to expire at the end of September 2024, and the business case provides recommendations for the service to continue. The statutory guidance for Health Care Services (Provider Selection Regime) Regulations 2023 (PSR) can be applied in this case, enabling the service to continue longer.

### **Council Plan priority**

Healthy Barnsley

### **Recommendations**

- Cabinet to approve the service's budget for up to eight years (5+1+1+1).
- Cabinet to authorise officers to apply the Provider Selection Regime (PSR) regulations as part of the procurement process. Provider organisation to coordinate the service, which supports people to improve healthy weight levels and reduce the prevalence of obesity.
- Cabinet to authorise the Director of Public Health and Communities to have delegated authority to directly award the contract using process C because the contract continues and the provider is still considered the best fit for this service.

## **1. INTRODUCTION**

- 1.1 The Adult Weight Management Service, initiated in January 2019, aims to offer guidance and assistance to residents seeking to change their behaviours and achieve a healthier weight.

Rates of obesity in England are high and rising. In Barnsley, the percentage of adults (18+) who are classified as overweight or obese is significantly higher than the regional and national averages.

It is acknowledged that the 'healthy weight' agenda not only focuses on obesity and overweight but also includes issues relating to hunger, food insecurity, and malnutrition, leading to being underweight.

The scope of this business case focuses only on obesity and overweight, which remains a significant public health challenge based on local data, indicating over three-quarters of the adult population in Barnsley are overweight or obese.

The service has proved effective in reducing weight, improving mood, and increasing physical activity levels of adults with a body mass index (BMI) of 25 – 40 (considered overweight/obese), which is one of the criteria for accessing the service. This forms one part of the system-wide approach to addressing obesity and inequalities in Barnsley.

Alongside the Barnsley 2030 priorities, particularly Healthy Barnsley, this work also forms a key part of the developments across the health and care system and the Barnsley Health and Care Plan 2023-2025, which works towards the following priorities;

- **Make services more accessible** – so you get the right support when and where you need it
- **Provide more joined-up care in the community** – removing barriers to health and care across different places so you experience seamless care
- **Support people to keep healthy** – giving you opportunities to maintain a healthy lifestyle for yourself and your family
- **Offer the best possible start in life for people** – helping you to nurture a lifetime of good health and happiness for your child from birth to adulthood
- **Develop our talented workforce** – so they are equipped to make sure you can experience excellent healthcare

This work is crucial for preventing obesity. It's part of our top priorities and helps residents and the wider system.

The enclosed business case offers comprehensive details about the evidence supporting our decisions and our commissioning plans. It also outlines the expected outcomes for the service.

- 1.2 Barnsley Premier Leisure (BPL) is the current provider of this service, offering a free twelve-week programme of support and advice about food, nutrition and physical activity primarily through their five local centres across Barnsley.

The programme supports people in achieving a healthier weight by providing a programme that enables access to education on a range of physical activities and nutritional information to support weight loss. The service is

broadly based on the NICE guidance for tier-two weight management services and has achieved good outcomes.

Based on the programme's success, impacts, and outcomes we have seen from the work, as well as the rising levels of obesity in Barnsley, it is essential for this work to continue.

- 1.3 As already mentioned, a significant percentage of the adult population in Barnsley is considered to be overweight or obese, and there is evidence that obesity is closely linked to deprivation and inequalities in health. Any preventative work to manage and maintain a healthy weight and educate people to make positive changes impacting their physical and mental wellbeing is important. This not only achieves positive health outcomes for people, but it benefits the health and social care system in terms of delaying or preventing people needing to access services impacted by the consequences of obesity, e.g. cardiovascular disease, Musculoskeletal problems, cancers, etc.

The weight management service also provides a sense of social support within the community, building confidence and self-esteem, and provides opportunities to develop friendships and social support, all of which are important for mental health and wellbeing.

## 2. PROPOSAL

- 2.1 The service maintains its success in meeting targets and lowering rates of overweight and obesity while also improving physical activity outcomes for local people.

The proposal is to directly award the provider for a minimum of five years from 1 October 2024 to 31 March 2029, with the option to extend for an additional three years should funding be available, taking the contract term up to 2032.

- 2.2. Whilst the programme would benefit from joint funding as the outcomes actively support health and social care, this is not available at present, and clarity is still needed in relation to the plans for Integrated Care Board (ICB) commissioning of related services like Tier three weight management and whether this will be procured at a place-based level or across the South Yorkshire footprint.

The programme's success to date has been recognised across the system, and the service in Barnsley has also had some national recognition for its outcomes and retention rates, which are some of the best in the country for this type of programme.

### 2.3 Options Appraisal

Proposal	Advantages	Disadvantages
Option 1 – Do nothing/ decommission the	<ul style="list-style-type: none"> <li>Opportunity for cost savings as part of the council's transformation programme.</li> </ul>	Decommissioning the service would create a gap in provision and impact residents' health and wellbeing.

Proposal	Advantages	Disadvantages
current weight management offer		<p>No alternative service is in place, offering the level of support for those who need it.</p> <p>The gap in provision to support people with a BMI of 25-40 leads to increased demand for other council and NHS services.</p> <p>Questions regarding the council's commitment to reducing the prevalence of obesity and health inequalities and improving longer-term health outcomes for local people.</p>
<p>Option 2 –</p> <p>Develop a new offer to include the under-weight that will also reduce the prevalence of obesity and inequalities.</p>	<p>This could lead to an increased number of people who complete the programme.</p> <p>The programme could impact the health and wellbeing of local people, including those who are underweight.</p>	<p>It is likely to require initial set-up costs and additional resources to achieve a positive impact on healthy weight.</p> <p>Insufficient resources for a full-scale 'healthy weight' support programme may restrict suppliers.</p> <p>Additional time and resources are needed to develop a new model and approach.</p> <p>There is limited evidence regarding the compassionate approach to healthy weight to develop a programme of this type.</p> <p>Potential harm to reputation among residents and partners due to discontinuing current services.</p>
<p>Option 3 –</p> <p>Develop an existing offer focusing on obesity and overweight over a longer contract term</p>	<p>Maintain a service that has demonstrated positive health outcomes for residents.</p> <p>A targeted approach to specifically address the prevalence of obesity, which is high in Barnsley.</p> <p>Opportunity to target particular groups at risk of inequality, e.g. migrant communities and people with learning disabilities.</p> <p>Longer contract terms provide security for local providers.</p> <p>Evidence-based approach that has</p>	<p>Financial commitment for a longer term.</p> <p>Unable to address a wider healthier weight approach to include underweight.</p>

Proposal	Advantages	Disadvantages
	<p>continued to demonstrate positive health outcomes.</p> <p>Increased capacity to support more people and provide a full offer.</p> <p>Opportunity to identify additional resources to extend capacity further.</p>	

Given the programme's success to date, continuing the work over an extended period would be beneficial to enable maximum impact and benefit.

**The recommendation is Option 3** – Develop an offer focusing on obesity and overweight over a longer contract term.

Option 3 would be the preferred option, with an annual contract value of £90,000.

Contract term proposed: Five years with the option to extend for three additional years should funding be available.

Timescales: October 2024 – May 2032

### 3. IMPLICATIONS OF THE DECISION

#### 3.1 Financial and Risk

Consultations have taken place with representatives of the Director of Finance (S151 Officer).

The proposal is to recommission for the provision of the weight management service, the contract is due to end on 30<sup>th</sup> September 2024.

Healthier Communities (BU8) has a base budget value of £90,000 per annum to support this service. The current commissioned service is provided by Barnsley Premier Leisure, the recommendation is to approve the budget to procure the contract for 5 years with an option to extend for a further three years if funding is available.

The proposed contract spend does not include any efficiencies as part of the transformation review in healthier communities. This service has experienced significant cuts as a result of austerity over the last few years and given the prevalence of obesity among the adult population is at very high levels, it would impact significantly on the capacity of the new service, and efforts to reduce levels of obesity over the next few years.

#### Risk

The latest MTFS / Transformation Paper, which requires the Services of the Authority to undertake zero-based service reviews, covers a period to the

financial year 2025/26 – the recommendation to re-commission this contract for an initial 5-year basis would extend beyond that period.

It should be noted that if council funding becomes under pressure during the duration of the contract then the contract will need to be scaled back.

A Risk Assessment will also be undertaken as part of the development of the new service specification to identify any issues

### 3.2 Legal

Advice and consultation will be undertaken with the legal team in connection with the direct award process and/or contract implementation using PSR.

### 3.3 Equality

A full Equality Impact Assessment has been completed for the first phase of this work, and this will be updated as part of the new procurement, pending approval to take this forward.

### 3.4 Sustainability



The Adult Weight Management Service will positively impact a number of the 2030 priorities, particularly the ‘learning’ and ‘healthy’ priorities. Although the focus of the service is primarily on health and wellbeing and reducing inequalities, the wheel does demonstrate that a key focus of the work includes providing information, support, and advice for ‘learning and training’ in relation to behaviour change. Both ‘community cohesion’ and ‘jobs and business’ are two examples of wider factors that we know can positively impact health and wellbeing and reduce poverty.

### **3.5 Employees**

BPL employs staff to coordinate this work.

### **3.6 Communications**

Communications have been part of discussions regarding the delivery and promotion of the service delivered by BPL.

The Communications and Marketing team will support the team regarding the outcomes of the cabinet papers and any announcements arising from the proposed direct award process. Their primary objective is to ensure effective communication and dissemination of information to the public. Closely collaborating with partner communications teams ensures clear messaging and directs the public towards relevant services. Through strategic planning, they enhance public awareness, engagement, and understanding. Using various communication channels, such as social media, press releases, and website updates, the team ensures that the community is well-informed and can access the necessary information about cabinet decisions and services.

## **4. CONSULTATION**

People who have been involved in the weight management programme to date continue to provide ongoing feedback, insights, and case studies in relation to their experience with the service so that local needs and requirements can continue to be addressed.

The experiences have been overwhelmingly positive, and several participants have also been actively involved in local promotional information about the service.

## **5. ALTERNATIVE OPTIONS CONSIDERED**

5.1 Three options were identified within the business case. The analysis provides the council with two other alternatives.

Option 1 to 'do nothing' was ruled out as a significant gap in provision would remain should no service be provided. This would be detrimental to residents and also heighten levels of obesity and health inequalities, as well as increasing pressure on the health and social care system.

Option 2 would be to create an entirely new offer. However, this would require additional set-up/running costs that would limit the impact and capacity to adequately address the needs of those at greatest risk of inequality. There would also be fewer resources and opportunities to develop new activities to meet broader needs.

## **6. REASONS FOR RECOMMENDATIONS**

The current contract for weight management ends on 30 September 2024, and not providing the service moving forward would leave a significant gap in

provision.

Maximising the funding available from healthier communities is the preferred option, as demand is likely to increase further based on local needs.

A direct award for this service for up to five years provides some sustainability to the local provider in consistently delivering an effective service and model, but, more importantly, it benefits local residents in terms of obesity and inequalities.

A direct award process is preferred in line with procurement (PSR) regulations.

## 7. GLOSSARY

AWM – Adult Weight Management  
BPL – Barnsley Premier Leisure

## 8. LIST OF APPENDICES

Appendix 1: Business Case

## 9. BACKGROUND PAPERS

[Details of background papers **MUST** be included]

If you would like to inspect background papers for this report, please email [governance@barnsley.gov.uk](mailto:governance@barnsley.gov.uk) so that appropriate arrangements can be made.

## 10. REPORT SIGN OFF

<b>Financial consultation &amp; sign off</b>	<i>Vanessa Hunter</i> 28.02.2024
<b>Legal consultation &amp; sign off</b>	<i>Hussona Begum</i> 22.02.2024

**Report Author:** Cath Bedford  
**Post:** Public Health Principal (Communities)  
**Date:** 19 February 2024