

By: Andrew Scott-Clark, Acting Director of Public Health

To: Graham Gibbens
Cabinet Member, Adult Social Care and Public Health

Date: 23rd July 2014

Subject: Community Infant Feeding Service Contract Award

Classification: Unrestricted

Summary

Public Health have undertaken a competitive tendering process for a three year contract to deliver a Community Infant Feeding Service in Kent. The service will aim to drive up rates of breastfeeding across Kent to help ensure that all children in the county have the best start in life. The service is due to begin operating on 1st October 2014 following a mobilisation period and will provide specialist advice and peer support to new mothers and other family members.

Recommendation

The Cabinet Member for Adult Social Care and Public Health is asked to approve the award of the Community Infant Feeding Service Contract to **PS Breastfeeding**

1. Introduction

- 1.1. The purpose of this paper is to provide an update on the procurement process for the Kent Community Infant Feeding Service and outline the process for contract award.
- 1.2. The new service will improve public health by increasing the proportion of new mothers who choose to breastfeed their babies. The service will operate within Children's Centres and provide specialist staff and peer supporters across the county.

2. Background

- 2.1. The paper presented to the Children's Social Care and Health Cabinet Committee on 22nd April outlined the proposed service model and commissioning approach. The Committee endorsed the proposal and agreed to undertake a competitive tendering process to establish the new countywide service.
- 2.2. Public Health worked with KCC Procurement to issue an invitation to tender in May following the committee's approval to proceed with the procurement. The objectives for the service are listed at Appendix A.

3. Procurement process

- 3.1. The tender submission deadline closed on 4th June 2014 and the tender evaluation process begun on 6th June with a panel including:

- Public Health Specialist lead on breastfeeding
- Commissioning officers from Public Health and Strategic Commissioning
- Maternity Services Commissioners
- Early Help and Preventative Services operational managers.

3.2. A group of service users also completed their own evaluation and their scoring was fed into the overall mark.

3.3. The evaluation panel and service user group have concluded the tender evaluation process and have recommended awarding the contract to **PS Breastfeeding**.

4. Financial Implications

4.1. The indicative budget for the service is £475,000 per year (£1.425m for the full 3 year contract, there is also the possibility of a 1 year extension). The actual spend will vary according to activity and the prices submitted as part of the tendering process and according to the number of peer supporters that are successfully engaged by the service to support new mothers and families.

4.2. The contract will include targets for sustained improvement in:

- the proportion of mothers that are offered help within the critical first days after birth and
- the overall proportion of mothers who breastfeed at 6-8 weeks after birth

5. Conclusion

5.1. Public Health have now completed the tender evaluation process for a new countywide Community Infant Feeding Service.

5.2. The evaluation panel and service user group have concluded the tender evaluation process and have recommended awarding the contract to **PS Breastfeeding**.

6. Recommendations

The Cabinet Member for Adult Social Care and Public Health is asked to approve the award of the Community Infant Feeding Service Contract to **PS Breastfeeding**.

Background documents

None

Report Prepared by

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Appendix A – Kent Community Infant Feeding Service

List of Service Objectives

- To provide specialist lactation advice and support
- To provide and enhance knowledge on breastfeeding through facilitation, training and supervision of community, primary care and acute professionals, voluntary organisations and lay volunteers
- To provide an integrated and flexible service which promotes continuity of care for women and their babies across Kent
- To provide public education and raise awareness of the benefits of breastfeeding in a wide range of settings
- Services will be designed to meet the needs of mothers and their babies
- Information will be made available to a range of professionals, service users and public
- Develop progressive programmes to address the needs of women in the most deprived areas
- Ensure liaison with other bodies to address the requirements of achieving baby friendly initiative accreditation in hospital and community settings in Kent
- Provide appropriate clinic and drop-in facilities and make appropriate onward referrals to meet the needs of mothers and babies
- Provide an integrated service to promote breastfeeding, working with colleagues across Kent
- Contribute to public health assessments and interventions
- To provide an effective value for money service
- Cater for the needs of non-breastfeeding mothers in a way that promotes the Marmot objective of achieving a healthier start to life

Tender evaluation criteria

Criteria	Weighting
Selection Criteria	
Section 1 – Company Information	PASS/FAIL
Section 1 - Track Record and Monitoring	PASS/FAIL
Financial / Insurances	PASS/FAIL
Award Criteria	
Section 2- Quality Proposal (sub-criteria listed below)	60% Pass Rate
Section 3 – Pricing Schedule	Lowest Price

Evaluation sub-criteria

Question	Weighting
1. Describe your proposed service model and provide evidence of your ability and preparedness to commence delivery of this service on 1st October 2014. Describe operational details of the service. Plan for mobilisation and handover arrangements (see mobilisation and transition phase specification) and business continuity.	20%
2. Explain how your proposed service model will operate in the NHS Breastfeeding pathway and work to achieve a seamless service. Explain how the service will work closely with partners to achieve outcomes and meet joint targets.	10%
3. Describe how you will adhere to the service standards laid out within the service specification.	10%
4. Please describe the infrastructure you will put in place to support the delivery of this contract. Include details of key staff (including sub-contractors) and how they will be managed.	10%
5. Explain in detail how peer supporters will be used in this contract.	10%
6. Please describe any community, social value and sustainability benefits that would be delivered by your business activities as outlined in your proposal	5%
7. How will you promote the service to partners and target populations? How will you ensure there is a strong and consistent communication presence in Kent? Provide details of the different communication channels and you might use including use of new technology to reach target groups.	5%
8. Describe the potential challenges for the delivery of this service and how you intend to manage them	5%
9. How will you ensure you meet the requirements set out in the specification that relate to 'Baby Friendly Initiative' standards?	5%
10. How will you manage performance to drive up breastfeeding prevalence rates across Kent?	5%
11. How will you engage with individuals who may not traditionally access services. How will encourage them to do so? Demonstrate understanding of behaviour change models and specify which you will apply them to this service.	5%
12. Outline any targeted services that are you might provide or details of innovative approaches. Please give an overview of your proposal and describe how you will involve service users in developing and shaping the service	10%