

# **Engaging with commissioning and commissioners**

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# Commissioning: Mission

## Possible animation



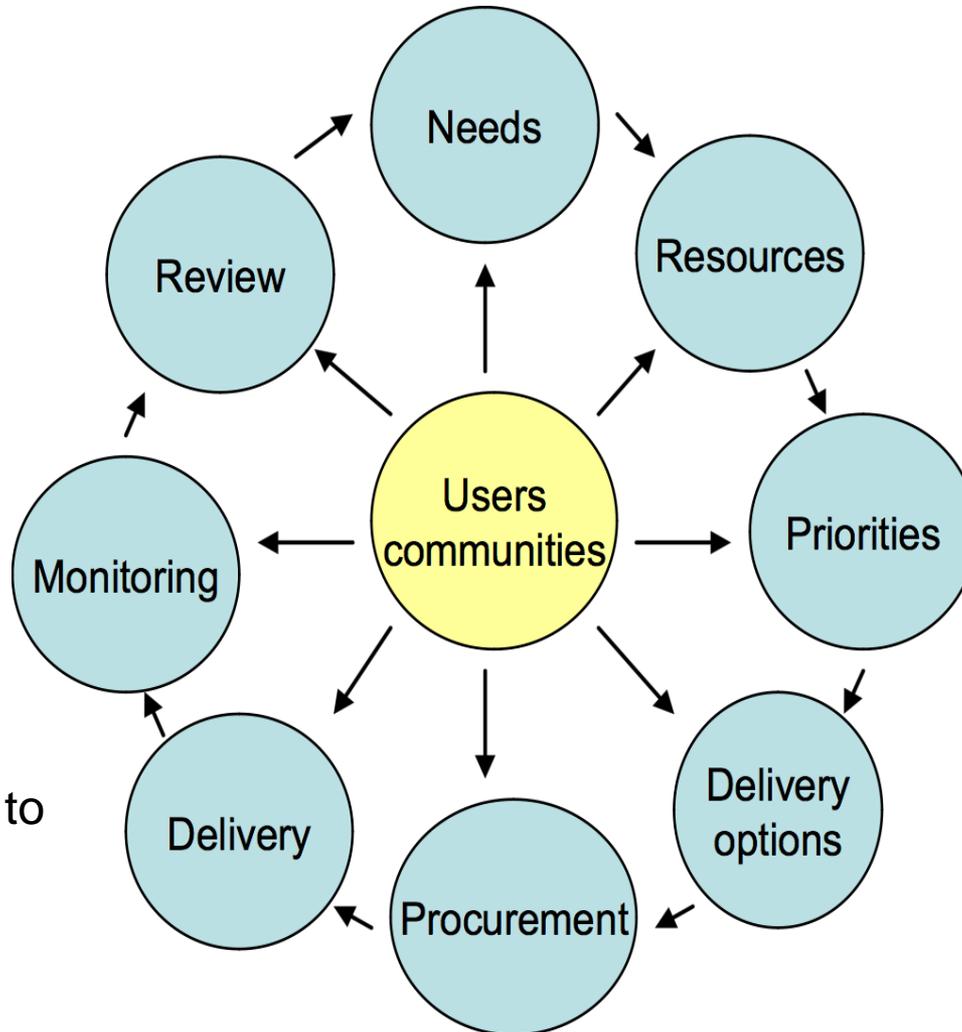
# Commissioning is:

- The strategic process of identifying needs and allocating available resources to best meet these needs, through the most effective and efficient supplier of services in a way that achieves the required outcomes.

It is not:

- The same as procurement, which is the process of securing or buying services; or
  - The same as contracting, which is the means by which that process is made legally binding.
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# The commissioning cycle



Need to be seen as strategic partners in the delivery of outcomes

Sport and Leisure tends to only be seen here as providers

# Understanding and engaging with commissioning and commissioners

Experience to date suggests that generally sport and physical activity has been:

- Slow to engage strategically with commissioners and commissioning with only limited benefits
  - There has been more focus on separately procuring more efficient sport and leisure facilities than commissioning a service that delivers wider community outcomes.
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# Commissioning Support for Local Authorities:

In the first year we worked with:

Central Bedfordshire; Cornwall; Durham; Hertfordshire;  
Lambeth; Oldham; Stoke-on-Trent and West Oxfordshire.

We have just finished working with:

Ashfield; Birmingham; Enfield; Essex; Kirklees; Haringey;  
New Forest; Leicestershire; Nottingham; Northamptonshire;  
Northumberland; Plymouth; Slough; Southend; Suffolk;  
Swindon; Warrington

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# The opportunities:

- The importance and value of physical activity is now understood and accepted by some health and social care commissioners but scarce resources is limiting appropriate interventions
  - Prevention is gradually gaining traction because of the long term costs of health and social care and commissioners are seeking innovative new ways of working
  - Mental health is a growing issue for commissioners
  - Workforce programmes, worklessness, re-enablement, improved parenting, healthy children and drug and alcohol rehabilitation are just some of the opportunities mentioned by commissioners.
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# The Challenges:

- The sports sector is still seen as a provider rather than a strategic player; lacking visibility and connectivity with commissioners and participating in transformational planning
  - The sector is seen as income and facility focused – more interested in getting the active more active than the inactive active & traditional in its service offers
  - Sport is viewed as exclusive and not accessible to those in greatest need
  - There remains gaps in terms of evidencing impact and value for money nationally and locally
  - The providers are not considered commissioner ready – appear fragmented and independent quality assurance is needed
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# The Challenges:

- Building relationships remains critical as is changing how we work and integrating services
  - Organisational, political and financial turbulence are increasing affecting capacity and relationships
  - Building relationships with CCGs takes time and requires medical based evidence and advocacy
  - “Cashless commissioning” is becoming the new currency
  - Collaborative commissioning is becoming more common
  - Two tier working remains difficult but not impossible
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# What can you do as lead members:

- **Be an active partner in transformational change** and be more visible in strategic discussions about meeting community outcomes.
  - **Engage with political colleagues** and partners for health, adult social care and children's services to demonstrate the role sport and physical activity can play in meeting their needs and outcomes and in service transformation.
  - **Win hearts and minds.** Know the evidence, understand the data and how to interpret it for specific commissioner needs, be able to outline the benefits of sport and physical activity in clinical, social and economic terms.
  - **Listen, understand and interpret the commissioner's needs** and challenge providers to devise solutions that meet these needs and demand evidence that they are having an impact.
  - **Help build and sustain relationships** between commissioners and providers.
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# What can you do as lead members:

- Do not set out with the intention of trying to **replace existing council subsidies** with health and social care funding.
  - **Use appropriate language.** Understand the terminology used by commissioners and help them understand yours. For example, 'sport' might not be the right word to use when 'physical activity' is what they understand.
  - **Promote the role of Districts** as key providers of sport and physical activity and how they can demonstrate a real understanding and closeness to the needs of communities.
  - **Consider how your local County Sport Partnership** can help broker relationships between providers and commissioners.
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# Resources

The animated film below provides some more detail of the project, showing exactly what steps can be taken to meet the needs of commissioners.



## Commissioning: Mission Possible

Video Length - 00:03:13

How working with local authority commissioners can be mission possible. Find out more - <http://www.sportengland.org>

Hear from the people involved in the project, to assist your own evaluation of your current service and how you can engage with commissioners:



## Making a difference

Video Length - 9:13

How the project made a difference in Haringey



## The role of elected members

Video Length - 2:19

Explaining the importance of the input and support of elected members to the success of commissioning



## Working in two tier areas

Video Length - 4:03

The challenges of addressing the clinical and physical activity outcomes of local organisations.



## Top tips and advice

Video Length - 5:10

Engaging in Commissioning - download pack: <https://www.local.gov.uk/our-support/our-improvement-offer/culture-and-sport-improvement/engaging->



## Jim McManus

Video Length - 5:12

Hertfordshire County Council's director of public health explores the world of public health directors.

[View video](#)



## Dr William Bird

Video Length - 5:07

The chief executive of Intelligent Health helps us understand the needs and priorities of GPs.

[View video](#)



## Jill Dickinson

Video Length - 4:12

Central Bedfordshire Council's head of leisure and libraries tells us how they were involved in the project.

[View video](#)



## Cllr Jenny Harrison

Video Length - 5:33

Hear about how the project impacted on Oldham from the portfolio holder for social care and safeguarding.

[View video](#)

[Top Tips can be found here  
https://youtu.be/1X-USXEF5Sg](https://youtu.be/1X-USXEF5Sg)

# Durham Case Study.....

[https://www.youtube.com/watch?time\\_continue=2&v=NH0axzvmHO4](https://www.youtube.com/watch?time_continue=2&v=NH0axzvmHO4)

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