

OFFICER DECISION RECORD

For staff restructures, please also complete an RA1 form to update the HR Portal. This is attached at Annex 2.

Decision Ref. No:
2017/7/PH/CusInsight

Box 1

DIRECTORATE: Public Health

DATE: 17/7/17

Contact Name: David Ayre

Tel. No.: 01302 735412

Subject Matter: Customer insight research

Box 2

DECISION TAKEN:

Approval is given by this decision record for the local authority to commission on behalf of Team Doncaster partners an external organisation, with a national reputation for excellence in the field, to conduct customer insight generation work to focus on the health and social care of adolescents and all adults.

The budget for the research is £140k overall. This sum will be met from within the Better Care Fund. The specification for the work will be put out to tender, with quotes being considered on a split of 70% quality and 30% cost. We are proposing to send this to organisations who have specific specialism and experience in running similar pieces of work.

Box 3

REASON FOR THE DECISION:

Give relevant background information

Traditionally, as a partnership, we have been data rich but insight poor, over-reliant on service data to inform our thinking without being sufficiently grounded in the lived experience of residents – we are beginning to take a more blended approach but this is still in the early stages of development.

We have already developed neighbourhood profiles which mark the start of our journey towards really getting to know our communities, but the use of in-depth insight research would provide the opportunity to significantly bolster this work and provide a clear steer for both commissioning and service design.

We are in the process of building a qualitative evidence base through ethnography, with the work done focusing on people with complex dependencies, and the work on families and children's experiences of growing up in Doncaster, being two excellent examples of where deep insight can be generated and have an real impact on decision making.

At the heart of this is a commitment to support residents to take responsibility for their own health and wellbeing. We believe that this will give us deeper insight into how to reduce demand on our emerging neighbourhood model.

Box 4

OPTIONS CONSIDERED & REASONS FOR RECOMMENDED OPTION:

If other options were considered, please specify and give reasons for recommended option

N/A

Box 5

LEGAL IMPLICATIONS:

Section 1 of the Localism Act 2011 provides the Council with a general power of competence, allowing the Council to do anything that individuals generally may do. Section 111 of the Local Government Act 1972 gives the Council the power to purchase services.

Section 2B of the National Health Service Act 2006 (as amended by Section 12 of the Health and Social Care Act 2012) introduced a new duty on Councils in England to take appropriate steps to improve the health of the people who live in their area.

The procurement of an external organisation to customer insight focusing on health and social care of adolescents and all adults must be procured in accordance with the Councils contract procedure rules.

Legal Services should be consulted at the earliest opportunity to provide the contractual documentation for the procurement.

Name: Nicky Dobson Signature: _____ Date: 13th July 2017

Signature of Assistant Director of Finance & Performance

Box 6

FINANCIAL IMPLICATIONS:


This proposal has been agreed outside of the normal transformation co-ordination group (TCG). The Business case has been approved via e mail and both DMBC and CCG partners have approved the proposal. The cost of this proposal is £140k and is expected to commence in September 2017 and ending in December 2017.

The proposal will be funded from the non-recurrent Better Care Fund (BCF) carry forward currently held as an ear marked reserve.

Name: N Cameron Signature:  Date: 11.7.2017
Signature of Assistant Director of Finance & Performance
(or representative)

Box 7
HUMAN RESOURCE IMPLICATIONS:

There are no Human Resources implications to this request. The Council can when necessary employ external organisations to provide expert knowledge and skills to facilitate such work.

Name: D Dawson Signature:  Date: 07/07/17
Signature on behalf of Assistant Director of Human Resources, Communications & Executive Office (or representative)

Box 8
PROCUREMENT IMPLICATIONS:

For contracts valued between £25,000 and £164,175, requires that a minimum of three written quotations must be sought. All requests for quotations must be carried out through ProContract and advertised on contracts finder. It should be noted that the contract value is close to the EU threshold for these types of services (£164,175) and it is noted that funding is one off funding from the Bettercare fund.

However, consideration needs to be given as to whether or not the Council may wish to extended the scope of the contract or potentially extend the contract beyond the initial term, to deal with issues which are unforeseen at the time of procurement, but will need to be addressed as research progresses. The commissioners need to think about the potential impact of changes to the contract, in terms of scope and value prior to the procurement taking place to ensure that the appropriate contract clauses are built into the contact and route to market are taken, i.e. a full OJEU procurement exercise. Further Advise should be sought from the Strategic Procurement Team.

Name: Shaun Ferron Signature:  Date: 10.07.17
Signature of Assistant Director of Finance & Performance
(or representative)

Box 9
ICT IMPLICATIONS:

In commissioning an external organisation to conduct customer insight generation work to focus on the health and social care of adolescents and all adults, due consideration needs to be given to:-

- How information is shared between the Council and the provider and
- Any IT systems requirements to support the proposals

This work will also need to closely align with the Single Business Intelligence Store and Big Data Project within the Council's ICT Strategy and being led by representatives from Strategy and Performance. The effective gathering of business requirements to define the technology requirements will allow business intelligence to be utilised as an effective tool to support the deliverables detailed in this report.

Public Health/SPU should engage with ICT early in the process to consider any arising IT implications.

Name: Peter Ward (ICT Strategy Programme Manager)

Signature:  **Date:** 17/07/17

Signature of Assistant Director of Customers, Digital & ICT (or representative)

Box 10

ASSET IMPLICATIONS:

There are no implications arising from the recommendations of this report that impact on the use of DMBC assets.

Name: Gillian Fairbrother (Assets Manager, Project Co-ordinator)

Signature: By email **Date:** 7th July, 2017

**Signature of Assistant Director of Trading Services and Assets
(or representative)**

Box 11

RISK IMPLICATIONS:

To be completed by the report author

There is a risk that without taking this decision the local authority and partners will lack an up to date assessment, and coherent plan to address, child poverty. There is also a risk that we fail to deliver on the ambition of the CYP Plan of becoming the most child friendly borough in the country if we do not embed these values in this work.

(Explain the impact of not taking this decision and in the case of capital schemes, any risks associated with the delivery of the project)

Box 12

EQUALITY IMPLICATIONS:

To be completed by the report author

In taking this decision, the decision maker must be aware of their obligations under section 149 Equality Act 2010. This section contains the Public Sector Equality Duty (PSED). It obliges public authorities, when exercising their functions, to have 'due regard' to the need to:

- a) Eliminate discrimination, harassment and victimization and other conduct which the Act prohibits;
- b) Advance equality of opportunity; and
- c) Foster good relations between people who share relevant protected characteristics and those who do not.

Name: _____ **David Ayre** _____ Signature: _____ **David Ayre** _____

Date: _____ **6/7/17** _____

(Report author)

Box 13 CONSULTATION

Officers

(In addition to Finance, Legal and Human Resource implications and Procurement implications where necessary, please list below any other teams consulted on this decision, together with their comments)

Members

Under the Scheme of delegation, officers are responsible for day to day operational matters as well as implementing decisions that have been taken by Council, Cabinet, Committee or individual Cabinet members. Further consultation with Members is not ordinarily required. However, where an ODR relates to a matter which has significant policy, service or operational implications or is known to be politically sensitive, the officer shall first consult with the appropriate Cabinet Member before exercising the delegated powers. In appropriate cases, officers will also need to consult with the Chair of Council, Committee Chairs or the Chair of an Overview and Scrutiny Panel as required. Officers shall also ensure that local Members are kept informed of matters affecting their Wards.

Please list any comments from Members below:

Rachel Blake / Nigel Ball: "We strongly welcome this and we are happy to support it." – via email, 4/7/17

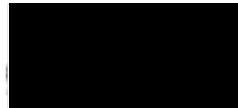
Box 14

INFORMATION NOT FOR PUBLICATION:

Name: Claire Hewitt Signature: Date: 19/07/2017

Signature of FOI Lead Officer for service area where ODR originates

Box 15



Signed: Date: 19/07/2017
Director/Assistant Director

Signed: Date:
Additional Signature of Chief Financial Officer or nominated
representative for Capital decisions.

Signed: Date:
Signature of Mayor or relevant Cabinet Member consulted on the above
decision (if required).

- This decision can be implemented immediately unless it relates to a Capital Scheme that requires the approval of Cabinet. All Cabinet decisions are subject to call in.
- A record of this decision should be kept by the relevant Director’s PA for accountability and published on the Council’s website.
- A copy of this decision should be sent to the originating Directorate’s FOI Lead Officer to consider ‘information not for publication’ prior to being published on the Council’s website.
- A PDF copy of the signed decision record should be e-mailed to the LA Democratic Services mailbox