

Public Co

# About PublicCo

We are delighted to submit this proposal to support your ambitions for the **Work and Health Programme (WHP)**.

The proposal **considers the second phase of the WHP procurement period**, considered to be the most resource intensive.

The proposed support will provide **co-ordination, capacity and expert insight for the HAs from initial model development through to supporting primes with in-depth bid preparation**.

The ultimate aim of the project **is to secure members with paid for WHP activity** (end to end subcontractor with wrap around) but also maximise other opportunities as they arise i.e. other funding/partnership opportunities with Primes and ensure product development for other funding sources i.e. DWP work and health innovation fund.

PublicCo is a leading consultancy practice dedicated to driving the very highest standards in public service design and delivery, globally. Our success is due to our insistence that our senior people, in addition to being highly experienced consultants, have all run significant public service functions. This unique combination means that we have been in the same shoes as our clients.

We hope the proposal contains all you need but please do let us know if you have any further queries. We look forward to hearing from you.

Kind Regards  
Anne

Anne Gregory, Director of Business Development  
E: [anne.gregory@publicco.co.uk](mailto:anne.gregory@publicco.co.uk)  
T:07975 502969



# The Work and Health Programme

- Up to £559m available fund for WHP
- Aimed at the Long Term Unemployed (24 months+) and Disability cohort
- Remains focused on sustained job outcomes and reducing the disability employment
- Focused on personalised, intensive support providing with additionality to JCP offer
- Delivery should be focused on positive engagement i.e. people want to get and stay on the programme and a “different and refreshed energy and approach” for the JSA participant group
- Supply chain should include specialist, SME and VSO providers
- Localism and service integration are key design principles (particularly, but not only, with health and care)
- Strong links to national and local employers will be critical to successful models
- Payments by results will be a key feature of the payment model alongside a delivery fee and accelerator pricing models
- Co-commissioning in London and Manchester
- Co-designing in Liverpool City Region, North East Combined Authority, Sheffield City Region, Tees Valley Region, West Midlands Combined Authority, Cardiff Capital Region, East Anglia Combined Authority and the West of England Combined Authority

Work And Health Programme Timetable	
<b>Umbrella deadline</b>	<b>09/11/16</b>
<b>Alcatel &amp; award</b>	<b>Mid-December</b>
<b>WHP mini-competition Pack Published</b>	<b>Early-January</b>
<b>Initial proposal returned</b>	<b>Early-February</b>
<b>WHP proposal presentation</b>	<b>Early-February</b>
<b>Commercial Dialogue</b>	<b>March-May</b>
<b>Final offer submission</b>	<b>Late-May</b>
<b>Award &amp; Contract Signature</b>	<b>July/August</b>
<b>Go-Live</b>	<b>November '17 – February '18</b>

# Who's already involved in partnership?



# Our project outputs

The below lists the key activity that will be undertaken to end of February. These activities are indicative and subject to change.

- Reporting and briefing on key movements (DWP and Prime)
- End to end delivery model design
- Commercial and financial design
- Local tailoring of design to geographies
- Responding to EOIS and responding to additional data/clarification requests
- Account and relationship management with major Prime providers
- Co-design with Prime providers
- Negotiating terms with Primes
- Running models and completing assessments of Prime offers to the group
- Refreshing ways of working
- Ensure co-ordination and reporting
- Attendance at events

As part of our approach, the following core elements will apply:

- **Additional expertise** – Our team will be lead by Anne Gregory who will provide continuity throughout the process and will be supported by Colette Macduff. Joel Featherman (CEO) will provide strategic oversight of the project at no additional cost to members. We will bring in other expertise i.e. financial modelling, operational insight as required and ensure anyone joining the process has a robust understanding of the HAs alignment with WHP
- **Ongoing stakeholder management** – as part of our approach we will continue to work with critical stakeholders as identified by the group to ensure maximum value from the project. Such stakeholders include GUAC and Learning and Work Institute. As part of our approach we'll also share lessons learnt to inform any new projects, co-ordinate and update them on our work and incorporate new ideas into our development work
- **Tracking and reporting on the latest movements** – the team will follow all major developments relating to the procurement process and Prime positioning and will share this with members in a timely way highlighting key insights and if appropriate relevant actions
- **Co-ordination and reporting** – including co-ordination of room booking, meeting scheduling and Prime relationship management

# Outputs and costs

In order to maximise efficiencies, we developed a pricing model which enables core development costs to be split between multiple HAs across England and Wales. Price per HA is also dependant on the total number of HAs taking part, and the number of areas over which the project is delivered. The shared cost is incurred only once, and will be split evenly between all HAs in all areas. The local (per area) cost is incurred per area and will be charged as an additional cost to be split evenly between all HAs bidding in that area. HAs will purchase a fixed number of days.

## Core development costs

The core development costs priced at **£73,225** and will be equally divided between all HAs involved in this activity. Examples include design work, managing commercial risk and terms, co-ordination with Primes and reporting on movements. At present, **10** HAs in London are involved in Phase 2, which would mean a **£7,322.50** core cost per HA. If additional HAs join through this process, this will reduce further ie. An additional 5 HAs creating 15 HAs in the partnership, this fee will drop to £4,881.67 per HA.

## Local areas costs

In addition to core development, local tailoring will need to take place to adapt the model to local commissioners, needs and capability in each regional area. Examples include tailoring operating model design to the local geography, collating area and HA specific data and responding to EOIs. The cost of these activities per area is expected to be **£19,050**. If only one HA joins a regional area, these regional development costs will be wholly payable by them but it is expected given the simplicity of this approach this would significantly decrease. If other HAs join to form a group of regional members, these regional development costs will be split equally between members.

We will include a 10% allowance for expenses

# Resources

## Director/s

Anne Gregory will be the delivery lead and key director for the project. Additional directors will be brought in for technical aspects i.e. financial modelling, risk, performance, pricing, operational / implementation. Joel Featherman will lead on the commercial, pricing and performance aspects of the work.



**Anne Gregory:** Anne is a highly experienced Business Development professional with extensive expertise across all aspects of the business development cycle including; proposition development to create new products and services to secure those opportunities; bid management at scale to ensure best practice processes and procedures are used to maximise new revenues.



**Joel Featherman:** Joel joined PublicCo in March 2012 after 10 years with KPMG. Joel qualified as a Chartered Accountant with KPMG and has significant experience of carrying out complex financial modelling. This includes developing the financial model for an organisations entering new employment programmes. As well as Joel's experience, he has a strong understanding of the employment & skills delivery.

## Research / Analysis

Colette will provide the key support role and lead on collating relevant analysis into a draft. We may also draw in additional resource if needed. Harry Sanders is likely to support.



**Colette Macduff:** Colette brings extensive knowledge of both qualitative and quantitative research methods to her role at PublicCo and has strong analytical capabilities. She also has front line experience of the employment and skills sectors. Colette's key achievements include: providing research and analysis for a report on the UK Skills market and assisting in the planning and design of a training course for college governors.

# Resources

## Research / Analysis cont.



**Harry Sanders:** Harry has a bachelor's degree in Economics and an MA in Global Development and the International Political Economy. Harry's key achievements include leading on research and providing reports to enable our client to write a successful evidence-based bid, resulting in securing a £200m contract. As part of this project he supported the client in developing the financial model to ensure clear tracking of key activities to costs.

## Bid Writing

PublicCo have access to a number of professional bid writers who would support with the completion of EOIs and the framework agreement if needed.



**Louise Hale:** Louise is a highly skilled consultant with extensive experience and a proven track record in the provision of high quality and impactful consultancy services from market insight and identification of bidding/tendering opportunities, bid planning, solution development, bid/tender drafting, quality and compliance reviews to bid management, staff training/mentoring, research and evaluation. She possesses detailed sector knowledge in skills, employability, health and justice, combined with extensive working knowledge of commissioning and funding bodies.



**Hamish Elliot:** Hamish is highly experienced at designing, developing and delivering innovative solutions that address challenges and gaps in the UK's skills and employment welfare systems. He has more than 15 years of experience of bidding for funding to enable these solutions to be realised. He is very proficient at operating strategically and has developed a methodology for "System Leadership" which enables him to engage and influence organisations and individuals to work together towards a common purpose.

**PublicCo**



# Next steps

We are seeking from all members **written authorisation to commence phase 2 of the project by Friday 2<sup>nd</sup> December**. Please email this authorisation to [Colette.Macduff@publicco.co.uk](mailto:Colette.Macduff@publicco.co.uk)

On confirmation of the authorisation to commence, members will be issued with

- a breakdown of the cost per HA (based on the number of HAs committing to the next phase)
- a copy of the contract. We will conduct this work under PublicCo's standard terms and conditions
- a request for a PO number based on cost breakdown and including a 10% allowance for expenses

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