

WIRRAL COUNCIL

SUBJECT:	<i>CALM MERSEYSIDE VIA CHAMPS COLLABORATIVE PUBLIC HEALTH SERVICE</i>
WARD/S AFFECTED:	<i>ALL</i>
REPORT OF:	<i>PROGRAMME LEAD: MENTAL HEALTH & WELLBEING</i>
RESPONSIBLE PORTFOLIO HOLDER:	<i>COUNCILLOR CHRIS MEADEN</i>
KEY DECISION?	<i>NO</i>

1.0 EXECUTIVE SUMMARY

- 1.1 The purpose of this report is to agree a change in commissioning arrangements for the Merseyside CALMZONE via the champs public health collaborative service within Wirral Council, as agreed by the respective Directors of Public Health.
- 1.2 This report is seeking an exception under paragraph 21.1.1 of the Contract Procedure Rules i) "Where there is only one viable contractor".

2.0 BACKGROUND AND KEY ISSUES

- 2.1 Merseyside CALM has been active since 2000 as a joint commission across Liverpool, Sefton, St Helens, Halton, Knowsley and Wirral. It is currently commissioned by Liverpool council as part of a broader health promotion contract with Liverpool Community Health Trust. The total value is £95k per annum. Liverpool Community Health Trust sub-contract to the national CALM charity and host (employ) the local CALM co-ordinator.
- 2.2 The CALM national charity provides a national helpline service and campaign co-ordination. Local funding is to provide this service for Merseyside residents and for the employment of the Merseyside CALMZONE co-ordinator. It has recently also been responsible for maintaining the suicide prevention network and an annual summit.
- 2.3 This sub-contracting arrangement has not added value and the consensus view of each local authority Director of Public Health was agreed to end the commissioning of LCH and to propose to commission the service directly from the CALM charity via the champs public health collaborative service.
- 2.4 CALM is a targeted mental health promotion and suicide prevention campaign and service, originally developed by the Department of Health in line with the national suicide prevention strategy, targeting young men aged 15yrs – 35 yrs, It aims to raise awareness of depression and encourage young men to seek help for mental anguish associated with problems with relationship breakdown, unemployment, substance misuse, financial pressures and social isolation. The rationale for the service is that men in this age category are at a significantly higher risk of committing, attempting, or considering suicide. Very few of these men have consulted their GP and are unlikely to have been in touch with mental health services. For this reason a more innovative, accessible and responsive approach was needed.

- 2.5 The organisation has been highly successful in developing a recognised national CALM brand and in delivering an attractive website, helpline and text service. Its creative collaborative campaigns have involved leading national and international figures with the entertainment industry, media and the arts – often using high profile role models for young men. As a mental health charity they have recruited significant sponsors and ambassadors promoting CALM in their respective fields.
- 2.6 Since CALM launched in Merseyside suicide rates amongst this group has decreased. Recently, however, rates amongst men aged 35 to 55 has increased, in part attributed to the economic downturn. CALM is broadening its focus to cover all men and Merseyside has been developing this work.

3.0 RELEVANT RISKS

- 3.1 CALM has become a recognised and accepted brand amongst the target audience and key partners. The brand could not transfer to another provider. Commissioning a new provider would require significantly increased investment in order to duplicate what has already been established over the years. This is unrealistic and would put at risk the support provided to young men vulnerable to suicide and poor mental health.

4.0 OTHER OPTIONS CONSIDERED

- 4.1 Directors of Public Health have considered other options and made this proposal. The CALM national charity is the only provider of the CALM brand and service. The option of tendering has been considered but the risks outlined in 3.1 make that option unviable. The option of each locality commissioning independently has also been considered but would lead to duplication of effort and inefficiencies.

5.0 CONSULTATION

- 5.1 The Merseyside CALMZONE steering group is made up of the lead commissioners from each participating local authority to direct and advise this commission. All members agree with this proposal to continuing to commission CALM:

- Sandra Davies, Liverpool
- Chris McBrien, Knowsley
- Pat Nicholl, Sefton
- Sue Forster, St Helens
- Simon Bell, Halton
- Steve Gavin, Wirral

6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

- 6.1 The project will benefit this sector as the provider is a charity and its key stakeholders are within this sector.

7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

- 7.1 The total cost of the project is approximately £100k divided between the authorities as outlined in Appendix 1.

8.0 LEGAL IMPLICATIONS

8.1 The legal implication is in accordance with Contract Procedure Rules as this is an exception under paragraph 21.1.1

9.0 EQUALITIES IMPLICATIONS

9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

(a) Yes the service is in direct response to equalities issues of age, gender and disability and to break down prejudice and inequalities related to mental and mental health. It is based on the need to provide an accessible mental health service to men who are not accessing mainstream support and services. It also pays specific attention to provide to young black men, fathers and gay men and addresses issues of equality and discrimination throughout the service.

10.0 CARBON REDUCTION IMPLICATIONS

10.1 No implications

11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

11.1 No implications.

12.0 RECOMMENDATION/S

12.1 That Wirral council, via the champs public health collaborative service, commissions MERSEYSIDE CALMZONE directly from the CALM charity on behalf of the participating localities.

13.0 REASON/S FOR RECOMMENDATION/S

13.1 To change the commissioning arrangements from Liverpool council health promotion contract with LCH to the champs collaborative public health service at Wirral council.

13.2 Investing funds directly to the charity will enable it flexibility to respond to the economic environment and lever in additional funds from charitable sources. The charity wishes to make greater use of volunteers and to expand the service to respond to the changing demographics of suicide to meet the needs of men over 35 years.

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APPENDICES

Appendix 1: Financial Breakdown

REFERENCE MATERIAL

www.calmzone.net

SUBJECT HISTORY

None

Appendix 1: Financial breakdown

Sefton PCT	£18,325
Wirral PCT	£21,972
Halton & St. Helens	£20,988
Knowsley MBC	£11,616
Liverpool PCT	£36,802