



Supporting market engagement in the development of VCSE in systems

16th January 2023



Joining the dots across health and care

Outline of Workshop

Please open up www.menti.com and input code 2891 6177

Approach to engagement

- Are you allowed to engage - understanding the regulatory framework we operate within
- securing the vision, aims and objectives to set a framework for engagement and creating an environment where collaboration can flourish
- Why engage
- How will the engagement seamlessly flow in to the formal provider selection stage

Planning and executing engagement events

- What mix of engagement types best suit your needs
- What mix of engagement types best suit the market's needs
- The process and sequencing to make success happen
- Whether competitive or collaborative, how to move to formal provider selection

Wrapping it up

Approach to Engagement

Question - what engagement is allowed?

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Are you allowed to engage?

Absolutely yes!

The Public Contract Regulations (PCR) specifically allow that:

*contracting authorities **may conduct market consultations** with a view to preparing the procurement and informing economic operators of their procurement plans and requirements*

And, that

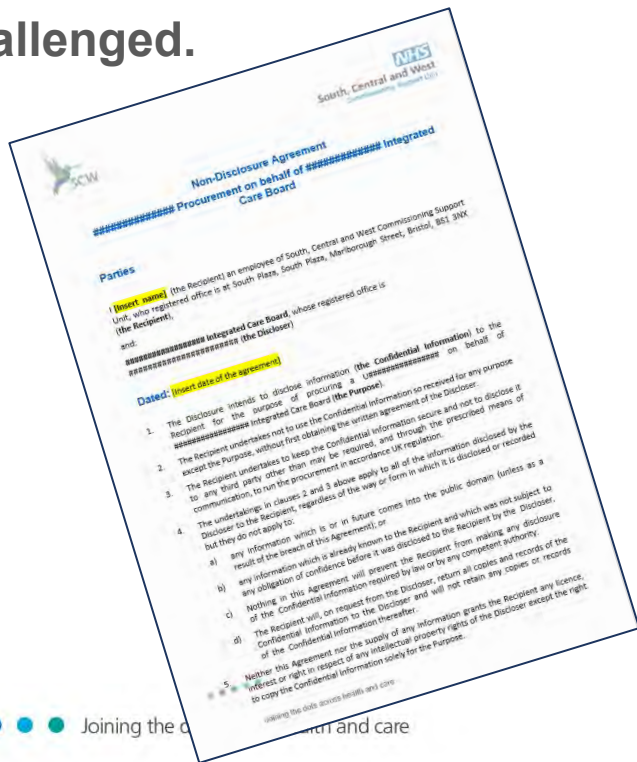
*contracting authorities may, for example, seek or accept advice from independent experts or authorities **or from market participants***

And that

Such advice may be used in the planning and conduct of the procurement procedure, provided that it does not have the effect of distorting competition and does not result in a violation of the principles of non-discrimination and transparency.

Are you allowed to engage?

What's critical is that any market engagement activity has a good audit trail around it so that we can demonstrate transparency and equity of treatment if challenged.



What do you want from your market engagement?

- Identify providers who can meet local needs
- Encourage new market entrants
- Create an environment where VCSE organisations can develop partnerships
- Collect market intelligence and stimulate market interest
- Commissioners to brief and start warming up the market on story of the service development
- Seek provider views on unconfirmed issues
- Seek market acceptance of potentially agreed issues (testing concepts)
- Test providers' service models/ideas
- Support statutory requirements and good governance

Planning and Executing

Question – what forms of engagement have you done?

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Choosing the right start to the engagement

The way you start your engagement is critical to allow a seamless in to provider selection (including formal competition) at the back end

Prior Information Notice (PIN)

- The traditional way of starting formal pre-procurement engagement, but without any commitment that an actual commissioning process is going to be undertaken
- Takes the form of a formal notice in Contracts Finder or Find a Tender Service portals
- Could additionally be used to support a subsequent direct award decision if no interest is shown in the PIN

Prior Information Notice as a Call for Competition (Contract Notice)

- Similar to standard PIN, but with big advantage that it also acts as the formal advert. No subsequent advert is required to go straight in to a formal competition
- Will likely require more internal approvals to be published, and will need to provide more concrete detail in terms of scope and costings than a standard PIN

Informal

- Direct engagement via a local VCSE infrastructure partner or some other local network

Types of Market Engagement

Communication method

Questionnaires

Briefing events

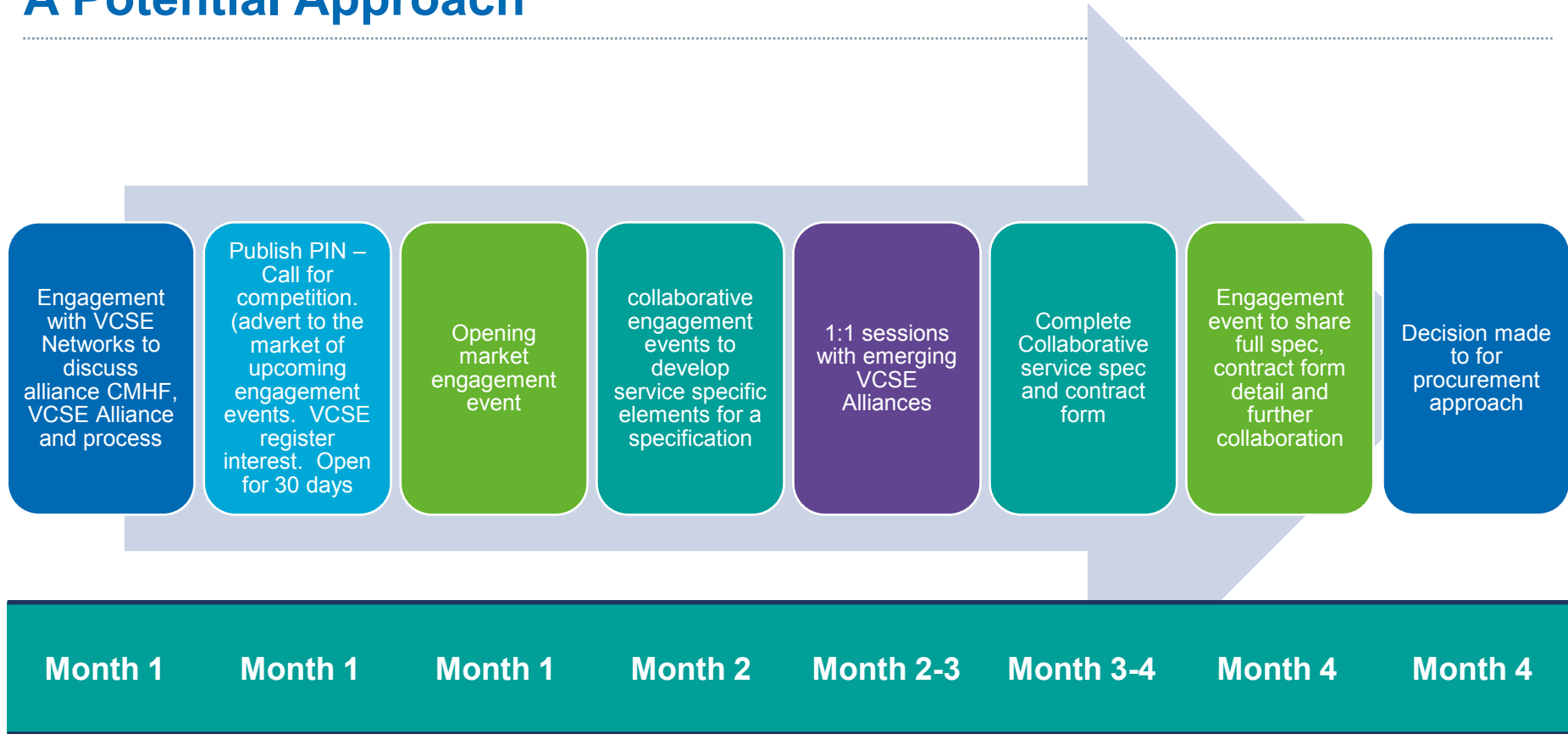
Workshop Events

1:1 Meetings

Speed dating

Meet & Greet
Events

A Potential Approach



Wrapping it up

Factors for a successful market engagement

- Know what you want to achieve
- It should always be a joint effort between commissioners, stakeholders and procurement
- Always tailor the engagement event to meet the needs of the project
- Plan and manage the communications carefully
- Provide guidance to participants on the skills and experience of attendees
- Choose the location, time venue and frequency wisely
- Prepare, prepare, prepare
- Ensure attendance from your team and choose a strong effective facilitator
- Must always be non-discriminatory and transparent and maintain confidences
- Ensure any breakout groups are effectively led and on time
- Retain records of key issues and messages (you may need them later)
- Make sure you do something with the output (if that's your intention)
- Like it or not, you will be judged by providers on the quality of the event!



Chris.fuller1@nhs.net
michael.pingstone@nhs.net

SCW

contact@scwcsu.nhs.uk | scwcsu.nhs.uk | [@NHSscw](https://twitter.com/NHSscw)