



North Somerset Community Partnership -
Our five year commercial strategy
2016 – 2021

Together we can do more.....

1. Commercial imperative

NSCP needs to generate a cumulative positive cash flow of £1 million by 2021.

We will do this to meet the company's commercial imperatives;

- To be financially able to meet contract rebidding costs of between £750,000 and £1M, should its core contract be re-commissioned in 2021
- As a social enterprise, NSCP is committed to creating a surplus which is used to benefit the communities we serve and deliver our social value pledge.
- To diversify income streams to offset impact of reducing government funding
- To deliver our pledge to work with communities, partners and the third sector to develop new services which support people to achieve improved outcomes.
- Our ambition to be deeply embedded in the North Somerset health and care community

2. Our Commercial Aims for 2016 - 2021

We will meet our commercial imperatives and support the delivery of NSCP's company strategy through 3 commercial aims. On an annual basis, a commercial delivery plan will set out how we will deliver each commercial aim.

Commercial Aim 1: To be commissioned to deliver more health services which allow care to be delivered in the community rather than acute setting

We aim to be commissioned to deliver 2 new services, each year, which move care delivery from the acute to community setting. We will develop new concepts and ways of working by reviewing national best practice, understanding what patients want and drawing on the expertise of all of our staff and our partners. The commercial team will work with clinical leaders to develop business cases, and present these to commissioners for funding. We will focus on developing new services which support people to maintain their independence with a reduced reliance on intervention from secondary care.

Commercial Aim 2: To grow the breadth of our service provision within localities in North Somerset and surrounding areas

We aim to gain funding for at least 1 new service, per locality, per year working either on a locality basis or across BNSSG. Locality leadership teams will be responsible for working with communities and partner organisations (statutory, primary care and voluntary) to identify any gaps in provision or new opportunities to support people. We will particularly encourage the development of services which support early intervention, self-care and addressing wider needs which help people to achieve improved health, care and wellbeing outcomes. We will also look to provide services to GP's which support them to manage their caseload in the most effective way. Localities can draw on central corporate resources such as bid writing,



marketing, finance, HR etc to help them define new services and access funding. We will seek funding from the most relevant source to the individual project including direct commissioning, grant award, trading, from our surplus or fundraising.

Commercial Aim 3: To grow Partner2Care so it supports more Personal Health / Integrated Budget holders across a wider geographical area.

We aim to be supporting over 400 budget holders by the end of financial year 2018/19 through our managed account and budget management service. We will do this by growing the number of CCG's which commission Partner2Care to support budget holders within their jurisdiction. Initially, we will look to work with patients in neighbouring CCG's to North Somerset and pursue both a direct sales approach and respond to suitable tender opportunities. We will build our reputation as a Personal Health Budget system manager and ensure we provide CCG's with better clinical quality assurance than any of other organisation. We will support our geographical growth by increasing our use of technology which enables people to take control and achieve a greater level of independence. We will seek new partners which can support our growth through the provision of cost effective finance and/or enhanced delivery capability.