

GWYNEDD COUNCIL COMMISSIONING GUIDANCE

What is Commissioning

Commissioning is the process of establishing what services are needed, now and in the future, to meet the needs of local people, and to ensure that they are designed and delivered in a way that meets any statutory duties.

The Commissioning Cycle

The commissioning cycle is important because it provides a systematic framework to understand needs, plan services, implement them effectively, and review outcomes to ensure resources are used efficiently and deliver better results for the community

Commissioning encourages us to consider in particular:

1. Analyse (Understanding Needs)

- Needs Assessment: Gather data on population needs, demand trends, and gaps.
- Stakeholder Engagement: Involve service users, communities, and partners early.
- Market Analysis: Understand provider capacity, risks, and opportunities.
- Policy Alignment: Ensure compliance with statutory duties (e.g., Well-being Act, equality).

2. Plan (Designing the Service)

- Define Outcomes: Focus on long-term, measurable improvements rather than just outputs.
- Co-production: Design services collaboratively with users and providers.
- Risk & Resource Planning: Assess financial sustainability and workforce implications.
- Social Value: Embed principles like prevention, sustainability, and community benefit.

3. Do (Implementing)

- Service Model Selection: Decide delivery approach (in-house, partnership, external).
- Contracting Approach: Choose flexible arrangements that support innovation.
- Performance Framework: Set KPIs linked to outcomes, not just activity.
- Communication: Maintain transparency with stakeholders during implementation.

4. Review (Evaluate & Improve)

- Impact Measurement: Assess whether outcomes and well-being goals are met.
- Continuous Improvement: Use feedback loops to refine commissioning strategy.
- Market Development: Support providers to adapt and innovate.

- Accountability: Report progress against statutory objectives and community priorities.

Service Design

The Well-being Act proposes a service design framework based on the 5 ways of working.

- **Long term:** the importance of balancing short-term needs with the need to safeguard the ability to also meet long term needs.
- **Prevention:** how acting to prevent problems occurring or getting worse may help public bodies meet their objectives.
- **Integration:** considering how public bodies' well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.
- **Collaboration:** acting in collaboration with any other person (or different parts of the body itself) that could help the body meet its well-being objectives.
- **Involvement:** the importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

Commissioning Plan

Each service is required to provide a commission plan which includes:

- An options appraisal.
- Details on intended outcomes and benefits.
- An analysis of the contribution the service makes to the Council's corporate priorities and to the Well-being of Future Generations (Wales) Act 2015.
- An equality impact assessment.
- Key stakeholders.
- Resources required.
- Risks and opportunities.

This plan must be complete before any procurement process to appoint a provider begins.

Further information

National framework for commissioning care and support: code of practice - [National framework for commissioning care and support: code of practice](#)

Future generations framework for service design - [Future Generations Framework for Service Design](#)