

# Foreword

Today's society and its health needs are far removed from those of the post war generations that the NHS was originally set up to serve.

The architects of the NHS could never have envisaged 65 years ago the extent of social change, or the revolutionary progress that would be made in improving health and helping people live longer.

Huge demands are now being placed on health services as a result. In meeting these demands Shropshire and Telford and Wrekin clinical commissioning groups (CCGs) as local health commissioners (those determining and buying services) and service providers (those delivering services) must work within strict budgets to ensure standards can be maintained long-term.

It is clear that as society's needs and improvements in health evolve further, the NHS will have to adapt and change if it is to continue to offer a service 'free at the point of need' for future generations.

At both Shropshire and Telford and Wrekin CCGs we are committed to leading discussions with local people on the best way of transforming what we do locally.

We want to have an honest and realistic debate with everyone on how services are delivered - what is expected of services; where they can be improved; and what the priorities are.

## Our CCGs face specific challenges including:

### SHROPSHIRE

The population is generally older than the national averages.

A 24% rise in the number of people aged 65+ (2001-2011).

Inequalities in the most deprived areas and no significant increase in life expectancy.

### TELFORD AND WREKIN

Overall population growth.

Deaths from cancer, heart disease and stroke.

Child poverty – some wards in the 10% most deprived nationally.

Adapting the way we work and what we do to address these and other health concerns is not about privatising care; charging for services; or restricting access to services.

## It is about doing things differently:

- Harnessing the potential of new technology
- Preventing rather than treating illness
- Giving people more control over their own health and care
- Treating people closer to home and enabling them to live their lives well for longer at home
- Integrating health and social care further in a 'patient-centred' approach to services
- Doing more for people with mental illness.

Our dialogue with you about how services should change will take place through a range of engagement activities over coming weeks. These will include a 'Call to Action' joint conference at Telford International Centre on 25 November.

The conference and our other CCG engagement activities are setting out to establish:

- What is most important to you and your family and why?
- What might be some options for change?
- What do you think are the main difficulties and opportunities for the NHS over the next five years?



**Dr Caron Morton**  
Accountable Officer  
Shropshire Clinical Commissioning Group

All the intelligence we gather from your shared views and experiences will be used to shape our three to five year CCG plans for local services. It will also be central to informing the wider NHS England 'Call to Action'. This national initiative seeks to develop consensus on a future vision for the NHS through a broad range of public engagement activity nationally and locally.



**David Evans**  
Chief Officer  
Telford and Wrekin Clinical Commissioning Group

## A 'Call to Action'

The 'Call to Action' is a national programme of discussion with everyone interested in the future of health services in England – patients, carers, the wider public, clinicians, NHS staff and others.

It is the broadest, deepest and most meaningful public discussion that the NHS has ever carried out.

The programme seeks to address issues arising from significantly increased demand on the NHS – our population is growing, people are living longer and are expecting more and more from the wide range of community, hospital and specialist healthcare services provided.

It is forecast that if the NHS does not respond to these pressures through innovative change now, it could face a £30 billion shortfall in funding between 2013-14 and 2020-21.

The NHS' vision for change is not one of top down reorganisation. It is more about reshaping services to put patients at the centre of care, while improving both quality and efficiency in services. At the same time there is a need to lower costs and provide more services closer to home and outside of hospital settings.

### 'Call to Action' aims

The aims of the coming months of public discussion and debate nationally and locally are to:

- Build awareness of and consensus on the need for change
- Identify and agree priorities in health care
- Build understanding of the challenges on the NHS budgets, spending and delivery of services
- Provide opportunities for people to share views and ideas on the future of the NHS
- Provide opportunities for people to say how the values of the NHS can be maintained
- Gather ideas to inform clinical commissioning groups' (CCGs) 3-5 year commissioning plans
- Gather ideas to inform and develop national plans for the next 5-10 years.

## 'Call to Action' in Shropshire

People are taking part in the 'Call to Action' discussion and debate in a variety of ways locally, including a joint Shropshire and Telford and Wrekin conference at Telford International Centre on 25 November.

As well as providing feedback to the national 'Call to Action' programme, the views and insight provided at the conference will be used to help shape and design future local services as set out in our three to five year local service plans which are due to be completed and published next year.

Our joint conference and discussions over coming weeks are posing three key questions to local people.

- What is most important to you and your family and why?
- What might be some options for change?
- What do you think are the main difficulties and opportunities for the NHS over the next five years?

## Our local NHS

At Shropshire and Telford and Wrekin CCGs we aim to ensure that local people:

- Have a quality experience of NHS services
- Are involved in decisions about their care and treatment
- Receive clinically safe care
- Can be confident in their local NHS.

Together we represent 66 GP practices across the county and we recognise that the first point of contact for many patients is their GP. We also buy services from the two general hospitals; the Royal Shrewsbury Hospital and the Princess Royal Hospital, Telford and have access to the specialist Robert Jones and Agnes Hunt Orthopaedic Hospital. Four community hospitals in Bishop's Castle, Bridgnorth, Ludlow and Whitchurch provide services such as rehabilitation that do not need major hospital treatment. The purpose-built Redwood Centre in Shrewsbury supports patients who need in-patient mental health care, supported by community-based mental health teams.

## Our local areas

We have a diverse county in which there are many contrasting health challenges.

- Shropshire has a predominantly rural population - patients need to travel further for hospital care and may be reliant on public transport. At the same time we need to deliver hospital services for patients in the county market towns and the larger urban populations of Shrewsbury and Telford and Wrekin
- An ageing population particularly in the Shropshire CCG area where the number of people aged 65 and over has increased by 24%. In contrast Telford and Wrekin has a younger age profile compared nationally, with a predicted rising younger population
- A dramatic increase in the number of people suffering from a long term illness or disability
- A dual challenge of tackling rural deprivation alongside deprivation in our market towns
- A quarter of children in Telford and Wrekin live in poverty and some wards are in the 10% most deprived nationally
- An increasing number of people with dementia. In Telford and Wrekin alone this is set to increase by 17% by 2015
- Lifestyle risk factors through smoking, alcohol consumption and obesity in under 16 year olds.

In addition, our hospital and community services face further pressures:

## Our local challenges

### Hospitals

- Increasing demand on services particularly A&E and ambulance services
- Local and national difficulties in recruiting hospital doctors in a number of key specialties
- Difficulty in investing in new technology to cover two sites.

### Care in the community

- Supporting people in the community to maintain their independence
- Providing care closer to home in a very rural county
- Managing the inequality of community hospital services, with no community hospitals in Shrewsbury or Telford and Wrekin
- Focusing on mental health services, to support our ageing population.

## Opportunities

While we are managing these pressures we also know there are significant opportunities to improve health by:

- Supporting people to live healthy lifestyles
- Investing in the latest technologies, such as tele-health care
- Improving health outcomes for patients by redesigning services
- Delivering care closer to home, with closer working between health, social and voluntary services
- Building services around a patient's needs.

## How can you get involved?

We need your views to help shape local services. We have not made any decisions or assumptions about the future of local NHS services at this stage and as well as our joint conference in November you can have your say and inform our work designing and buying local health services in a number of other ways.

### To let us know:

- What is most important to you and your family and why?
- What might be some options for change?
- What do you think are the main difficulties and opportunities for the NHS over the next five years?

or, to give more general feedback on the issues raised by the 'Call to Action', please:

- Email [calltoaction@telfordccg.nhs.uk](mailto:calltoaction@telfordccg.nhs.uk)
- Complete our online survey by 4 November 2013 at [www.telfordccg.nhs.uk](http://www.telfordccg.nhs.uk) or [www.shropshireccg.nhs.uk](http://www.shropshireccg.nhs.uk)
- Attend our joint 'Call to Action' conference at Telford International Centre on 25 November 2013. Attendance is free and you can reserve your place from 1 November 2013.

### For more information visit

[www.telfordccg.nhs.uk](http://www.telfordccg.nhs.uk) or  
[www.shropshireccg.nhs.uk](http://www.shropshireccg.nhs.uk)

If you need a paper copy of the survey or would like to write to us, please contact us at:

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