

# Leading Places

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The Evolution of Place in Shropshire  
29<sup>th</sup> January 2018



# Who we are - Project Group

- Co-located in Authority Digital Health Partnership Group
- Representation from:
  - Council - Housing, Public Health, Telehealth, Business & Economic Development
  - University of Chester
  - University Centre Shrewsbury
  - West Midlands Academic Health Science Network
  - Shropshire Partners in Care
  - Care Home Sector



# The Shropshire Challenge

*“Too many of our small towns and cities have been left behind, despite the success of their big city neighbours, while the rapid pace of change in the economy has left too many people without the skills and opportunity to get on in life. We must act to ensure prosperity reaches all corners of the country, and provide everyone the chance to earn a good wage in a secure job.”*

*Julia Unwin, ex-Chief Executive, JRF*



# Leading Places Context

- Shropshire Council – Smart Homes
- Continued reduction in allocations
- NHS Local Digital Road Map – Sustainability Transformation Partnerships
- University Centre Shrewsbury Research Pillar
- Preparing for Local Industrial Strategy – Economic Plan

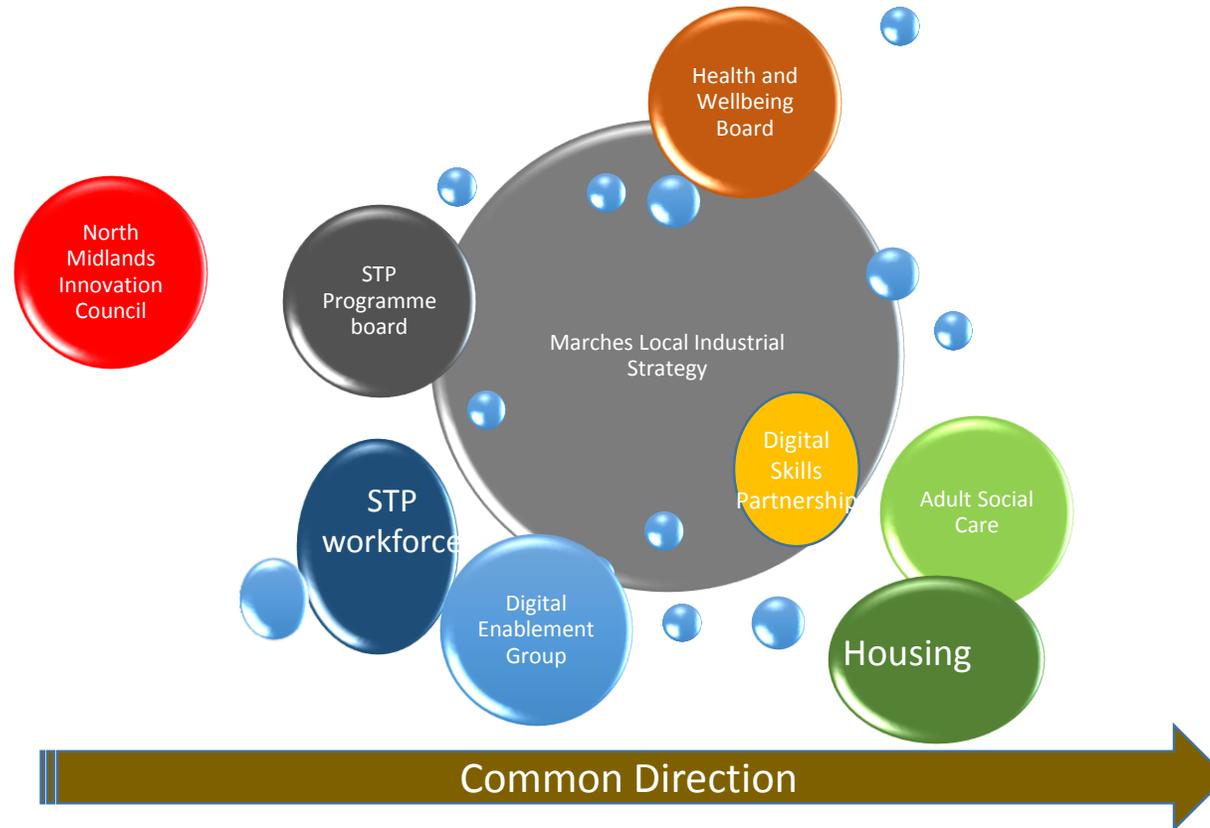


## Benefits of Leading Places Programme

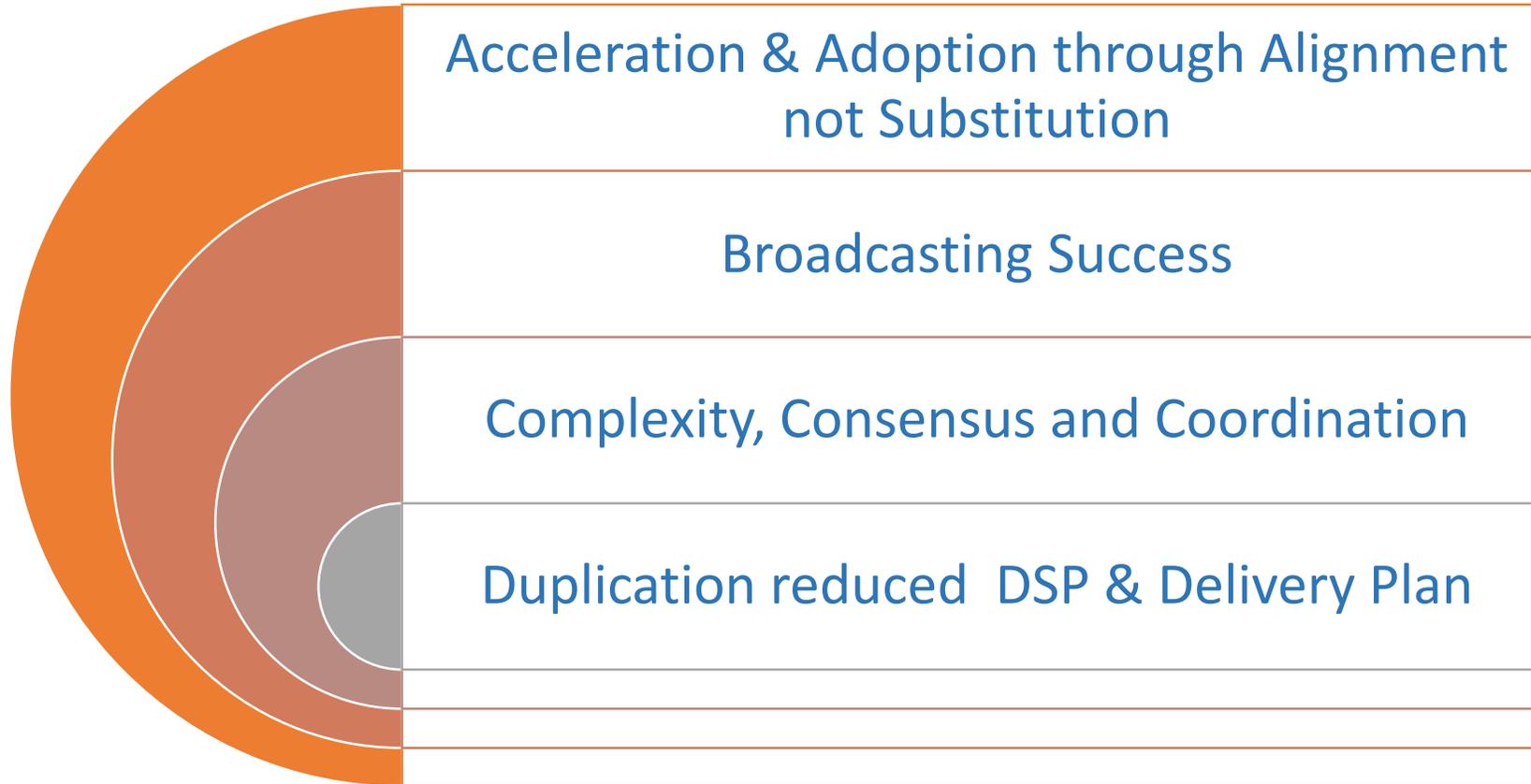
- Good Strategic Fit with Authority plans for Digital Economy and University Centre of Excellence in Digital Health
- Shared Intelligence from national sites and learning sets offering critical friend
- Focus on Rural Digital Economy
- Raised profile & publicity on national stage of the Shropshire Offer



# Challenges – System Complexity & Interdependencies



# Lessons Learnt



Vision

**The Vision:** To maximise the health & wellbeing opportunities of Shropshire residents by realising the potential of the region to become recognised market leaders in the development of, investment in, utilization of, digital workforce supply and evaluation of digital solutions that underpin transformed public services.

Mission

**Our Mission:** To deliver an environment that inspires new companies and existing health partners to pioneer innovative social & technological solutions, tested & informed by full engagement with employers and the community, enabling adoption and spread through the creation of new market opportunities development of health learning experiences for citizens, students, apprentices, graduates and their families

Values

**Our Values:** Person Centred, Authentic, Community Serving, Enterprising, & Innovative and Socially Responsible (PACES)

Aims

- A1 Promote Shropshire as a Hub for digital innovation**
- A2 Drive economic development** by harnessing innovations in digital health technology
- A3 Develop cultures and attitudes for digital investment** through improved awareness of potential rewards for population health & care and industry

Enablers

- Developing and empowering business**
  - E1** Establish an effective network structure that provides advice & guidance and opportunity to new health entrepreneurs
  - E2** Provide technical assistance to SMEs accessing public sector contracts in health and education
- Financial & People Sustainable Solutions**
  - E3** Provide a fair, transparent and motivational reward structure for successful joint ventures within NHS/UCS IP regulations
  - E4** Support safe access to appropriate population groups & data informed by their need and test approaches across multiple age ranges
- Efficiency and effectiveness**
  - E5** To generate opportunity for entrepreneurship and public sector goals to be systematically engaged in devolve strategic priorities collaboratively
  - E6** To ensure all Schools & Health Services maintain safeguards but receive contemporaneous health focused technical solutions to support delivery

Stakeholders

- Our Partners can expect:**
  - P1** A centre that generates & tests in practice excellent technology solutions
  - P2** To learn from staff at the leading edge of knowledge and application
  - P3** High quality physical and supportive innovation environments & opportunities
- Our Public can expect:**
  - P4** A responsive and flexible University/Business focused on improving their health
  - P5** To be kept centric to safeguards, design and decision making on opportunity
  - P6** Opportunity to inform and be informed on developments and their impact
- University can expect:**
  - P7** Analysis and advice on Enterprise funding opportunities
  - P8** Strategic Partnering with funding & development bids
  - P9** Growth in employer led education programme demand

Output

- O1** New funding opportunities, products identified and bids complete
- O2** 20% growth in use of digital solutions across health & social care
- O3** 1% increase in Health SMEs to regional average



# Where to next?



## Grand Challenges

Ageing  
Society

We will harness the power of innovation to help meet the needs of an ageing society

AI & Data  
Economy

We will put the UK at the forefront of the artificial intelligence and data revolution

Future of  
Mobility

We will become a world leader in the way people, goods and services move

Clean  
Growth

We will maximise the advantages for UK industry from the global shift to clean growth



# Growth @ UCS: The Building Blocks



# Outputs expected

- £1.65m over 3 years 1 Jan 18 – 31 Dec 2020
- Research & evaluation staff with web design rather than technical experts?
- Outputs business assist, new jobs and new businesses in area
- Intent to act as stepping stone to leverage additional funds eg AHSN, Industrial Strategy Challenge Fund etc



# Next Steps

- **Public Briefing**– align Leading Places
- **Staffing profile** – the degree of inequality accepted by the community
- **Programme alignment**– exemplar case studies eg *Tameside Neighbourhood, Torbay & Devon Personalisation*
- **Procurement** – map equipment against the Council investment
- **Formal Launch** – will be aligned with Tech Severn Seed



# Proof of the Pudding - Equipment List

## Align with existing plans - specification

- Mobile monitoring equipment ? Home or Nursing Home
- High res 3d recording media studio
- Actigraph – wearable materials
- AR/VR lenses
- 3D printing
- Mixed reality engagement Microsoft Hololens?

*Can we coordinate investment to is e.g. Amazon Alexa/HomePod/Google Home?*

