

# Putting health at the heart of your local economy – the NHS Confederation Local Growth webinar series

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**Christopher George** - Health Economic Policy Advisor



[@NHSLocalGrowth](https://twitter.com/NHSLocalGrowth)

# Local Growth webinar series – register now!

Webinar	Date	Aims
Putting health at heart of your economy	26 February	<ul style="list-style-type: none"><li>• <b>Help NHS and ICS leaders understand the local growth agenda and why it matters</b></li><li>• <b>Support both strategic policy thinking and practical action</b></li><li>• <b>Broaden perspectives by bringing non-NHS viewpoints and challenges</b></li><li>• <b>Share, discuss and embed good practice</b></li><li>• <b>We want you to be able to narrate, develop and evidence your own economic and social story</b></li></ul>
Your role in an anchor system	26 March	
Reimagining how we work with our universities, colleges and schools	23 April	
What devolution means for the NHS	4 June	
Embedding health on the high street	25 June	
Quantifying the economic impact of the NHS and maximising our social value	23 July	

<https://www.nhsconfed.org/events/your-role-anchor-system>

# Putting health at the heart of your local economy

## What will we cover today?

- Introduction to the local growth agenda: why it matters, how it has shaped the present and, a decade on, where to push
- The role of health in the modern economy: moving the NHS from a passive to an active participant
- The view from outside: where local government and university leaders think our value is
- Your say: submit your comments, questions or challenges for our panel!

# Local Growth webinar series – about today's guests

**From the NHS  
Confederation:**



**Michael Wood**



**Christopher  
George**



**Kathryn Lavery**

**Chair, Rotherham  
Doncaster and South  
Humber NHS  
Foundation Trust**



**Peter O'Brien**

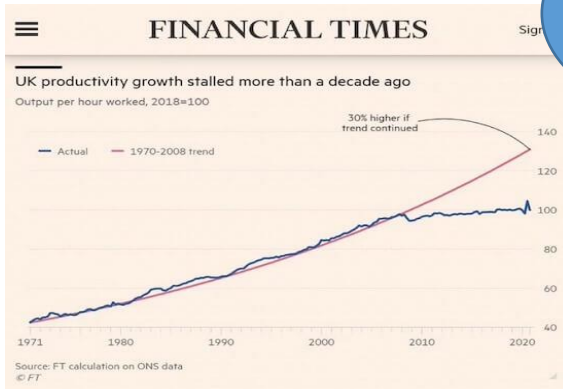
**Executive Director,  
Yorkshire Universities**



**Mark Rogers**

**CEO, Leadership  
Centre**

# The 2010 Local Growth White Paper – realising every place’s potential



RDA's scrapped and LEPs created

Increasing localisation of fiscal policy

Since 2010 government shifted economic powers away from centre to local communities, businesses, citizens

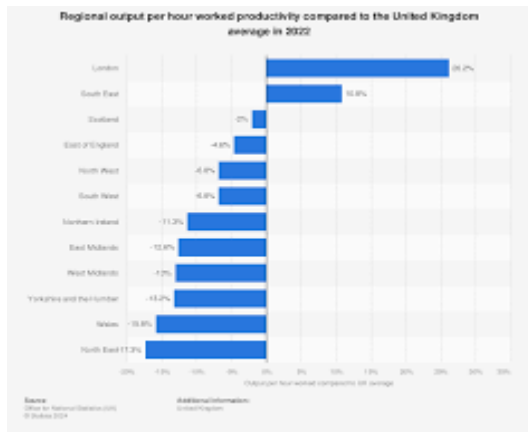
Where drivers of growth are local, decisions around economic planning and strategy should be made locally

Policy context has developed through defining the 'place'

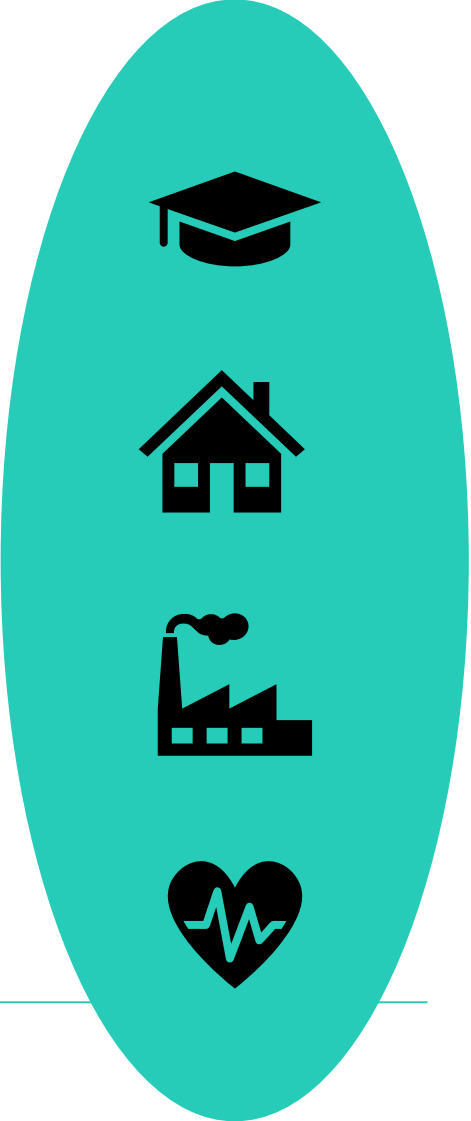


City Deals, Local Growth Deals

Combined Authority Deals & Metro Mayors



# The local growth agenda has led to most of the policies, programmes and funding pots we now recognise



# What is an Anchor Institution?

## 'UK Commission for Employment and Skills' definition

*Spatial immobility:* strong ties to a geographic area through investments, purpose, and relationships

- these organisations have **strong ties to the geographic area** in which they are based through invested capital, mission and relationship to customers and employees

*Size:* large employers and have significant purchasing power

- anchor institutions tend to be **large employers and have significant purchasing power**. Both these factors influence the level of impact these institutions can have on the local economy

*Non-profit:* a social ethos

- these institutions tend to operate not-for-profit; it is much simpler for private businesses to move, meaning there is no guarantee they will continue serving the local community in the long-term. However, there are examples of for-profit organisations playing the role of an anchor

An anchor institution is one that, alongside its main function, plays a significant and recognised role in a locality by making a strategic contribution to the local economy.

However – we all have a part to play!  
NHS just one of a number of anchors in the local community, large and small

Real power and influence comes from how organisations and leaders network, support and challenge each other.

# The NHS matters to every local economy



How do local partners see the health sector?

Is the NHS involved in local discussions about raising money or spending money?

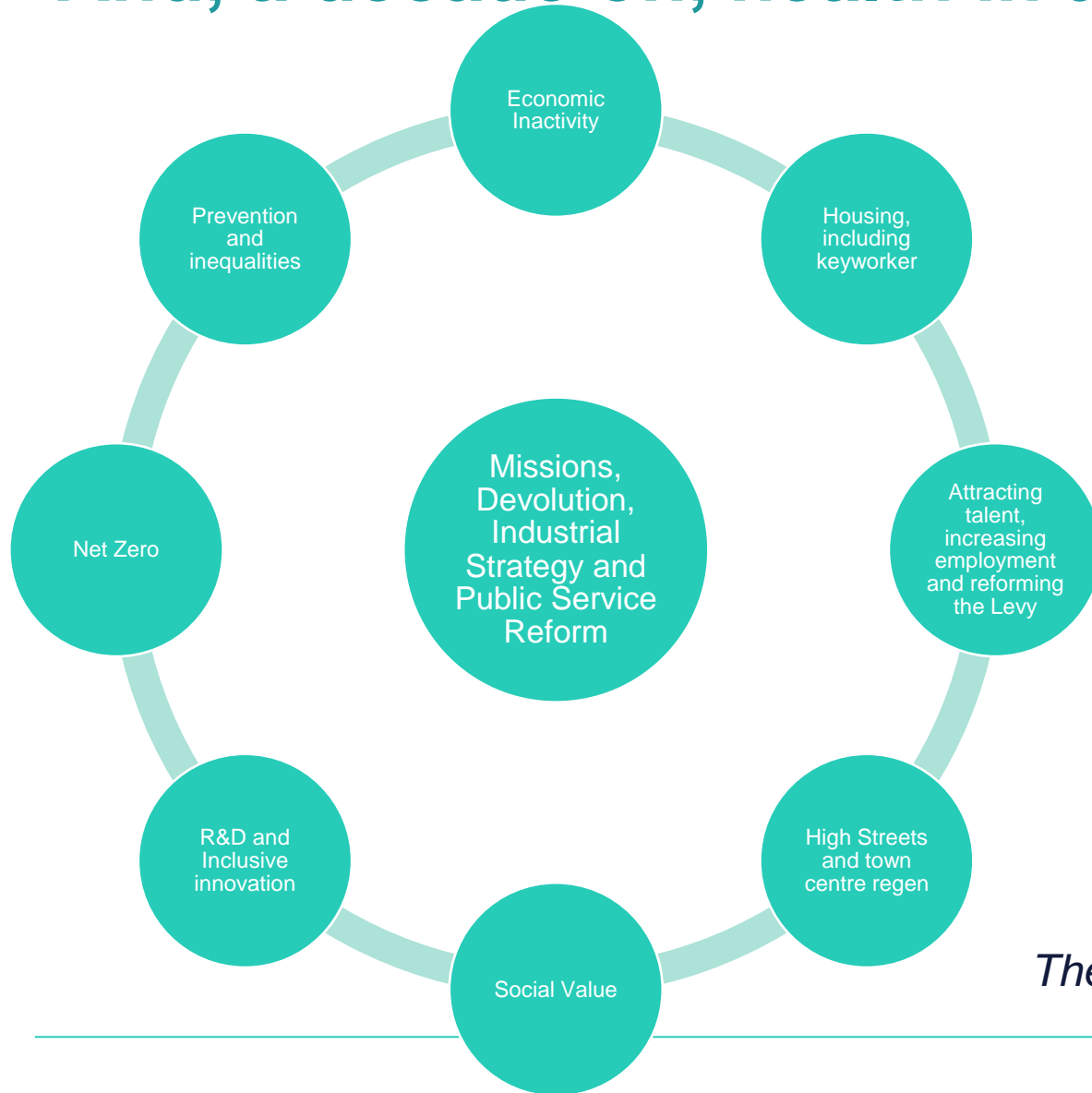
Local partnerships can derive service improvement, additional resources and greater influence, but:

- where is our added value?
- how do we show this?
- what does good look like?
- how do we link up across a fragmented system?

but every local economy is different...



# And, a decade on, health in all Local Growth Plans?



**“I want to deliver the Treasury billions of pounds of economic growth.**

This government’s agenda for health and social care can help **drag our economy out of the sluggish productivity and poor growth of recent years.**

If we can combine the care of the NHS and the genius of our country’s leading scientific minds, we can **develop modern treatments for patients and help get Britain’s economy booming.**

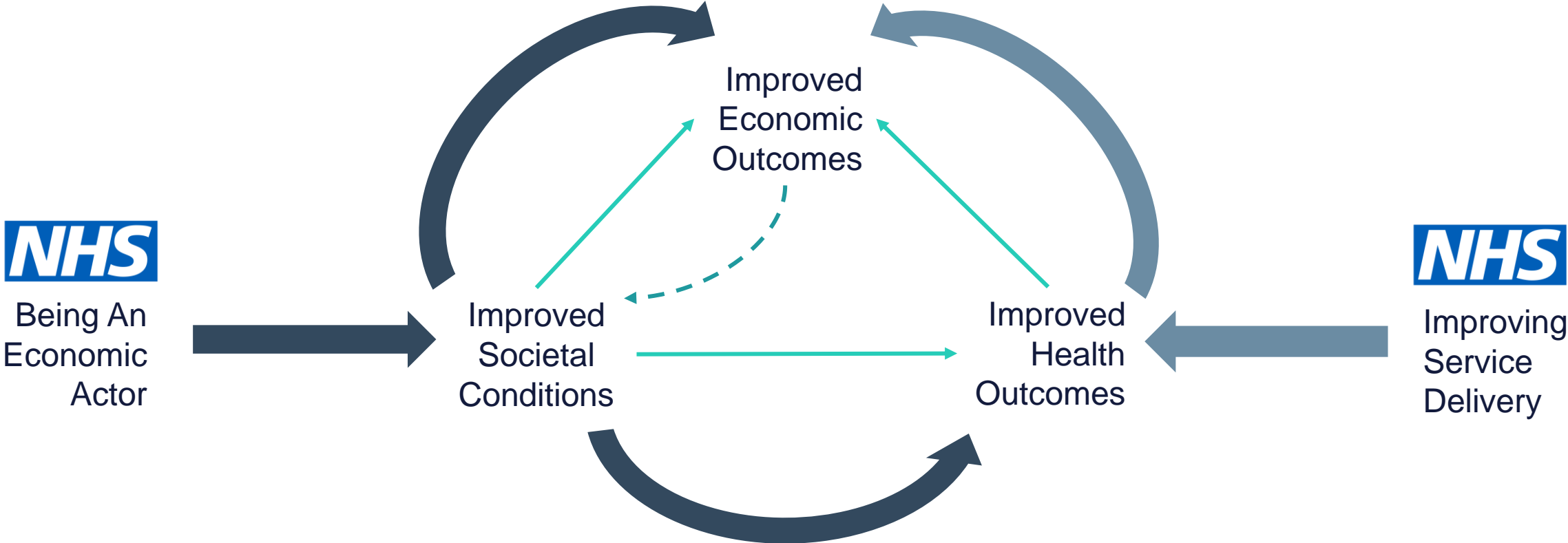
The NHS and social care are the biggest employers in most parts of our country. **They should be engines of economic growth”**

*The Secretary of State for Health and Social Care, July 2024*

# The NHS as an Economic Actor

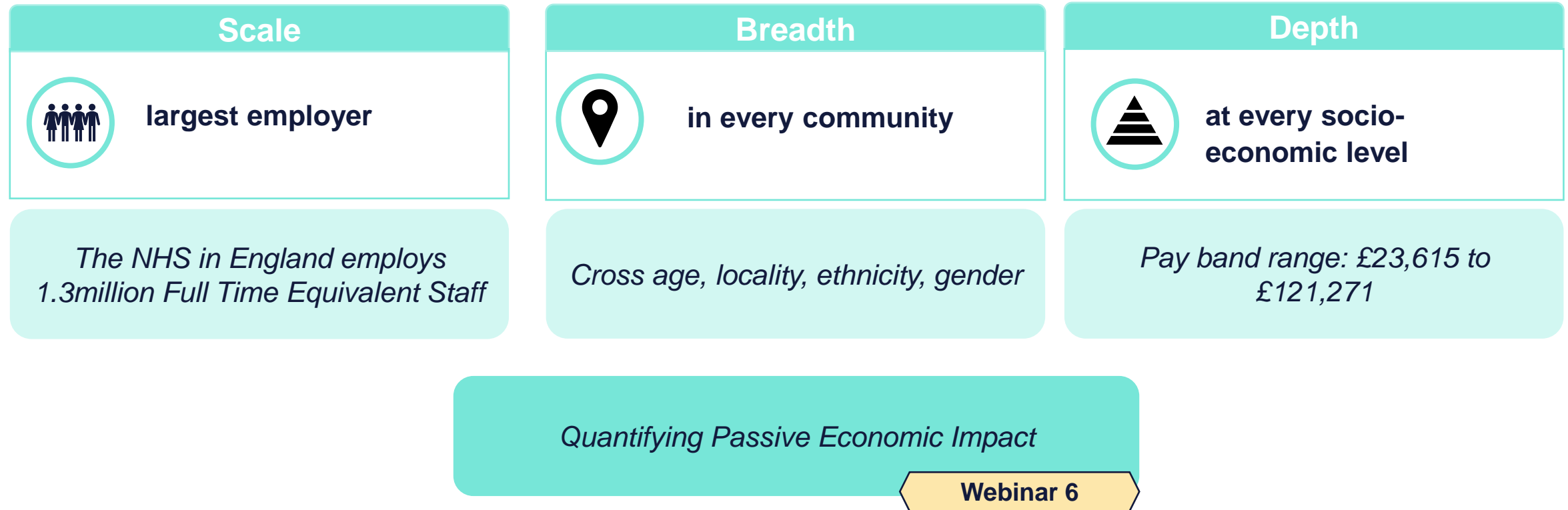
*The role of the NHS in the economy*

# The Role of the NHS



# NHS as a **Passive** Economic Actor

The NHS is already an economic actor, primarily, through its workforce



# NHS as an **Active Economic Actor**

Through the intentional decisions the NHS makes

## Webinar 2

### Procurement



Purposeful procurement to support local economies, such as increasing share of local suppliers.

### Local Employment



Recruiting people from the local area

### Targeted Employment



Recruiting groups in need of additional support (who also tend to rely upon health services).

## Webinar 3

### Collaboration



Working with local authorities, charities, and community groups to improve local outcomes.

### 'Good' Work / right work



Ensuring the NHS is a good place to work. This includes things like deciding to pay a Living Wage.

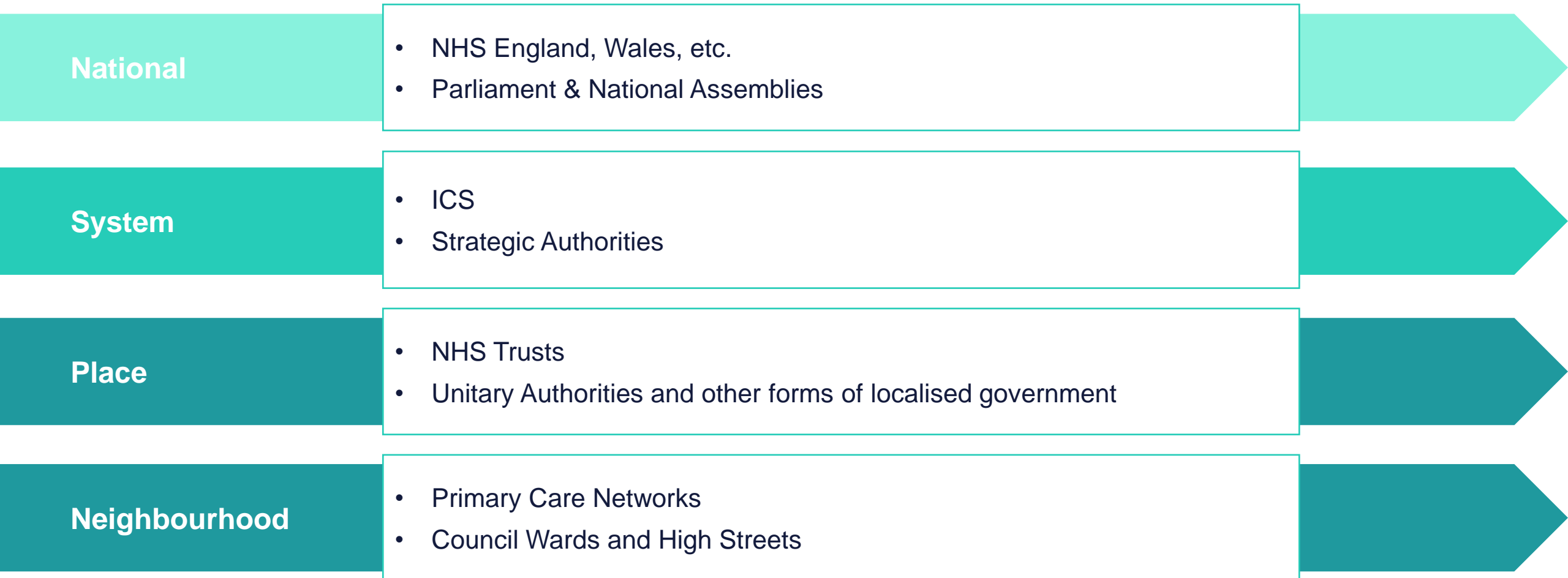
### Encouraging Innovation



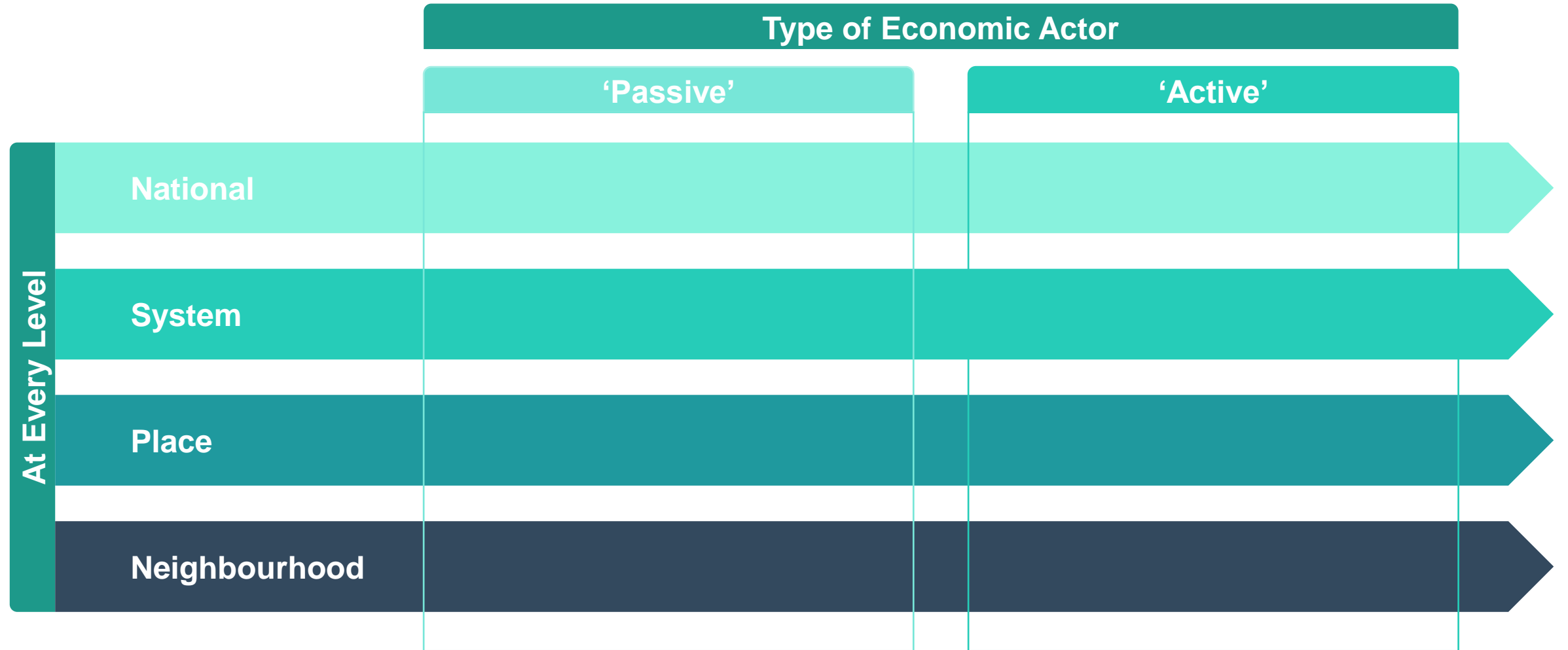
Partnering with local entrepreneurs or industry to enable them to understand NHS problems and help find solutions.

# NHS as an Economic Actor: at every level

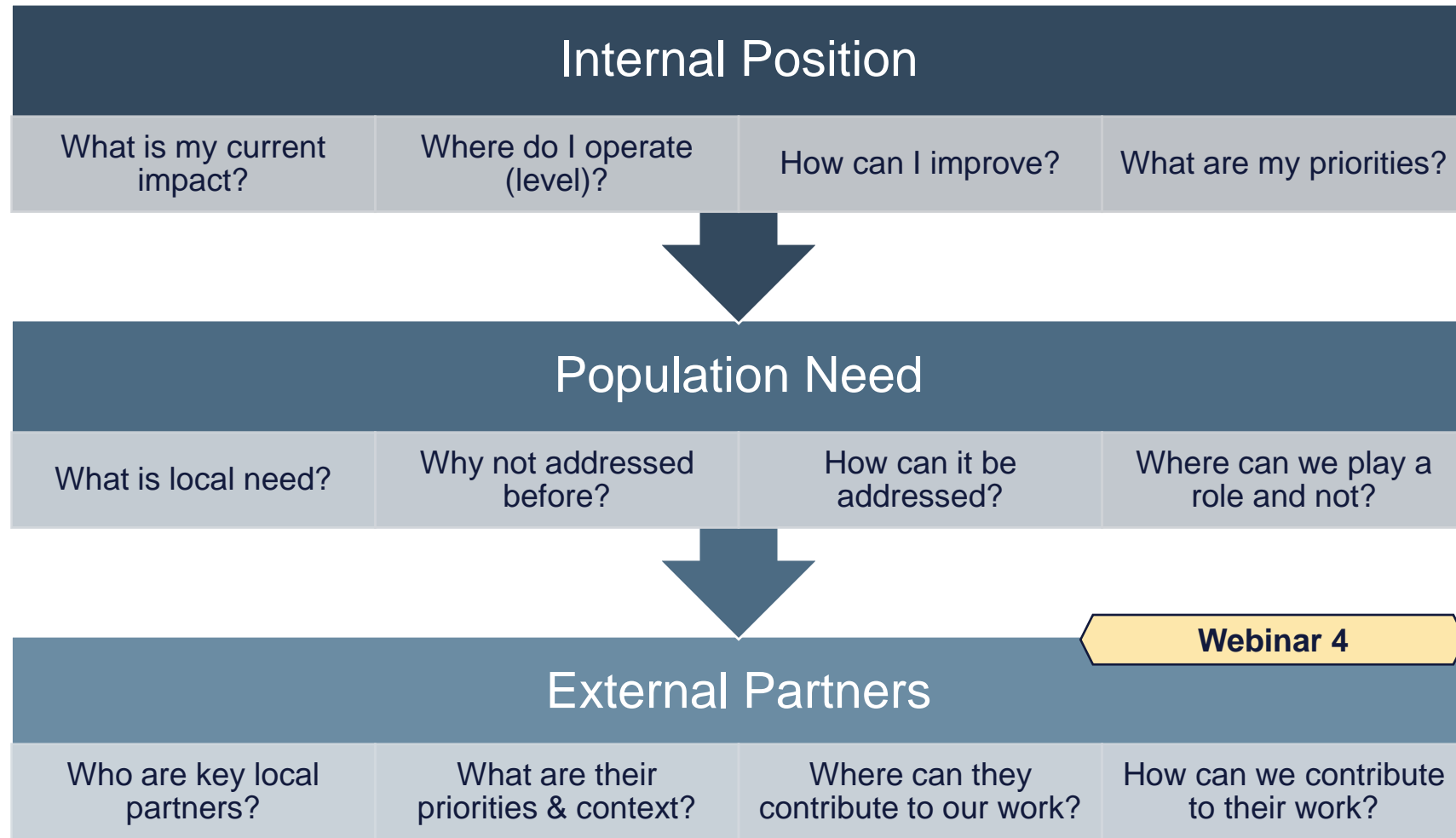
A significant role at every level of the economy and therefore working with different partners



# NHS as an Economic Actor



# First steps: maximising socio-economic potential





# Health economics strategic policy at the NHSC: some of our work to date



## Reimagining the relationship between universities and the NHS: a guide for building and sustaining local, place-based collaborations

Exploring the critical relationship between universities and the NHS and their collective role in contributing to their local society and economy.



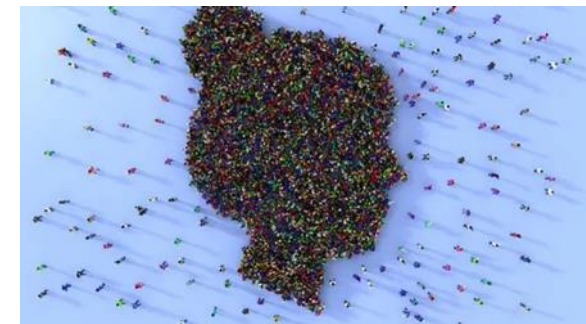
## Health on the high street

How integrating health services into local high streets can generate economic, social and health benefits for local communities and businesses.




## Unlocking the NHS's social and economic potential: creating a productive system

Explore what social and economic development is, why it matters to the NHS and how ICSs can develop more productive systems.



## Women's health economics: investing in the 51 per cent

Evidences the costs of various women's health conditions, when left sidelined, to the economy; showcases the potential ROI for every additional £1 invested in women's health services; and assesses the state of women's health inequalities throughout the country to inform where additional public investment should be directed.

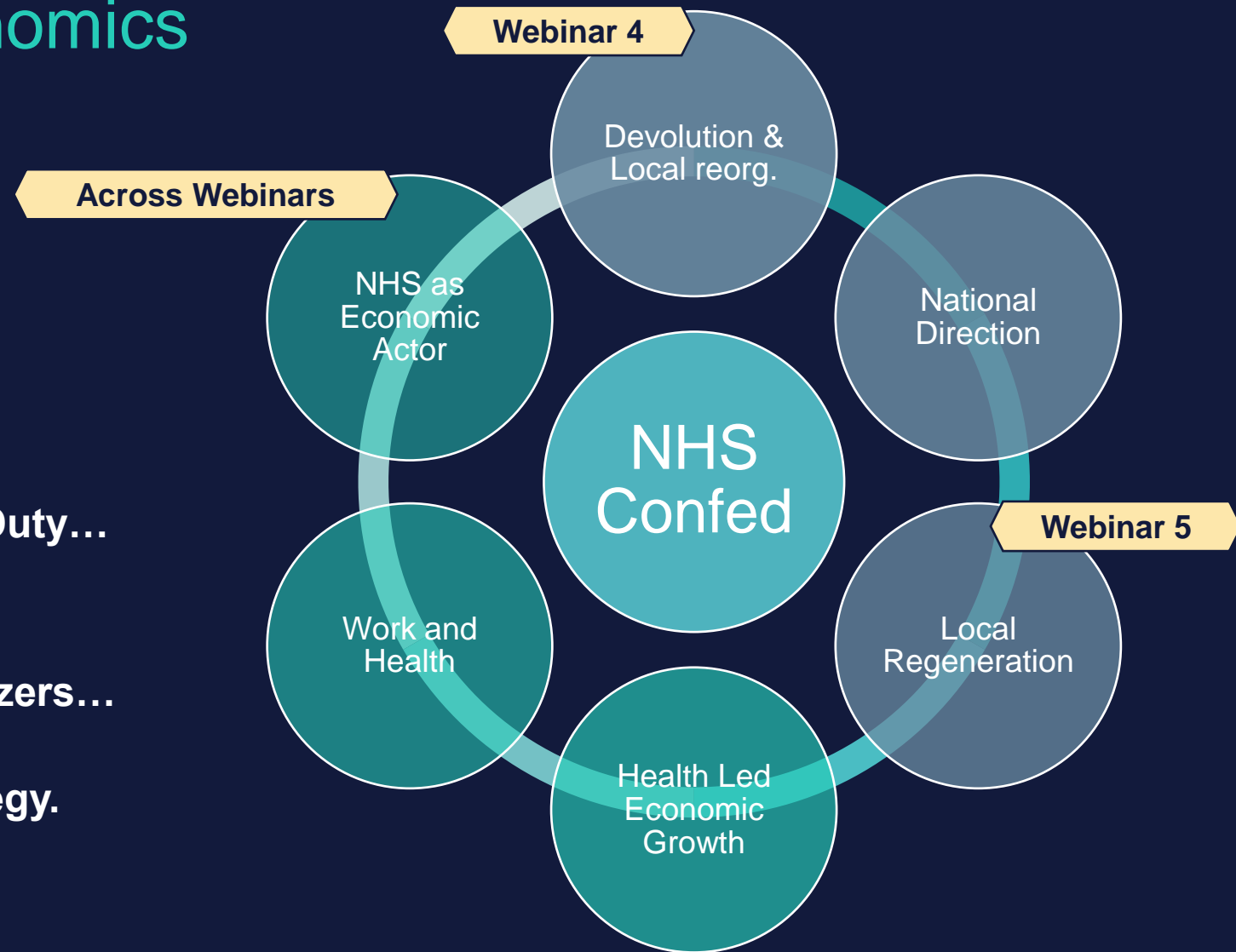
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# The Future of Health Economics at the NHS Confed

## This includes...

- ...health on the Highstreet...
- ...realising new statutory Health Duty...
- ... participation in WorkWell Accelerators and Trailblazers...
- ... involvement in Industrial Strategy.



Thank you for attending  
& please get in touch with any questions

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