

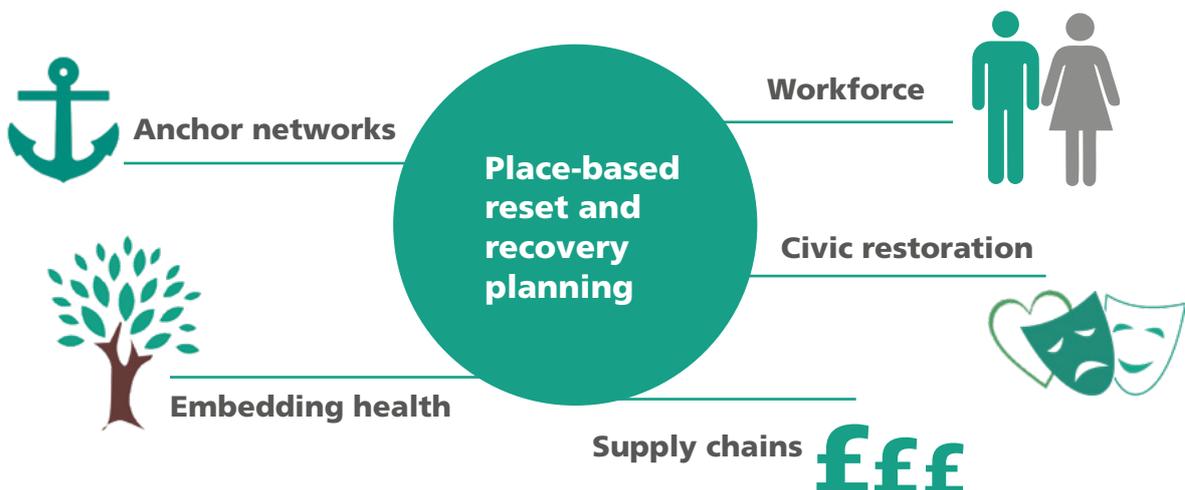
# The role of health and care in the local economy

## A five-point plan for every system

The economic and social impact of COVID-19 will reverberate throughout communities on a previously unimaginable scale. We believe there is a vital role for the health and care sector to play in the wider economic and social recovery of local places.

At the heart of this plan is the need for leaders to understand that the impact, value and responsibility of their local anchor organisations goes well beyond traditional boundaries. It will also involve using the system approach now emerging to align with wider place-based economic recovery planning to improve both population health and wealth.

There are five steps local NHS and social care organisations can take to play a leading role in place-based economic and social recovery and reset.



## Health as the new wealth – making our communities both better and better off



**1. Develop an anchor network across all health and care bodies within the system footprint** with a joint, data-driven vision for how they aim to support the local economy. The anchor network should seek to engage as a bloc with other local anchors such as councils, universities, local enterprise partnerships, voluntary, community and social enterprise (VCSE) organisations, housing associations, colleges and professional sports organisations. The aim is to better understand local economic strengths and weaknesses and where the economic and social value and impact of the NHS and social care can be maximised.



**2. Make an explicit commitment to fill existing health and care vacancies with local people** out of employment or exiting the government's furlough scheme and at risk. This will include launching targeted recruitment at groups such as young people, the black and minority ethnic community, those with disabilities, and people wishing to return to the labour market. Organisations across systems should commit to the core principles of [Good Work](#) and work with education and civic partners to widen traditional access to health and care roles. In particular, NHS apprenticeships and retraining should be prioritised, with guaranteed interviews for local people where possible and a commitment to reskilling the local community even when not directly employed by the NHS.



**3. Embed health and care within national and local regeneration planning**, ensuring a much greater understanding and alignment between health and care strategies and those relating to wider economic development. This will include explicitly measuring the wider impact of NHS capital investments on the local economy and a stated intention to influence local non-NHS strategies for infrastructure, transport, innovation, climate and energy, and housing and planning. This will help to ensure that the impact on population health and wider system financing, planning and delivery has been evaluated in local strategies.



**4. Propose a Civic Restoration Strategy** focused on improving the vibrancy of our communities. This will involve establishing much clearer links between health and care and the arts and culture sector, a strengthened relationship with VCSE organisations and reaching out to the local small business community to promote sustainable, local ideas which align health and wealth. This could also involve building on the national COVID-19 volunteering force to push the establishment of local community-based health and care support teams, sustained by resourcing from national and local statutory bodies.



**5. Convene industry leaders to source potential new local supply chains** and to help businesses better understand NHS needs. This will involve explicit support to small and medium-sized enterprises to enter localised NHS and social care supply chains and to contribute to the design and delivery of services in new and innovative ways – diversifying where possible. This may include the in-sourcing of services, and the rolling out and signing up to a social value strategy across the wider health and care system.

### Delivering the five-point plan

Through our NHS Reset campaign, we will be supporting our members to understand, develop and launch their own system plans for economic and social recovery. In the coming months, we will publish a series of reports, case studies and leadership perspectives bringing each of the five points to life.

If you would like to find out more about the five-point plan or to get involved in shaping our thinking, please contact our head of health economic partnerships at [michael.wood@nhsconfed.org](mailto:michael.wood@nhsconfed.org) and on Twitter [@NHSLocalGrowth](https://twitter.com/NHSLocalGrowth)