

Support for your business in Shropshire

Health and Social Care businesses in Shropshire have access to a wide range of support services.

Support is provided through The Marches Growth Hub which is the gateway for all business support provision in Shropshire. The Growth Hub are actively working with Health related businesses enabling them to start, grow and succeed with tailored packages of assistance.

Shropshire also strongly supports collaboration between research and business as a key route to the development of innovative solutions, key advances and new technologies within this sector.

A key priority for us, particularly in health care is supporting and retaining our younger workforce, thereby retaining the talent and the skills of our young people and graduates in the county.

There are over 21,500 people employed in the health and social care sector in Shropshire.

Shropshire Council is tackling some of the UK's biggest challenges in the industry through it's four key centres of excellence.



The latest thinking has influenced a number of flagship projects which Shropshire Council are currently working on in collaboration with a range of partners including Hitachi, Microsoft and Amazon.

There is a focus on projects which will help to provide solutions to address housing shortages, caring for an aging population and ensuring vital services have access to reliable and sustainable sources of energy.

In addition Shropshire also benefits from a close alliance and working partnership with...

Robert Jones and Agnes Hunt Orthopaedic hospital (RJA)

A national centre of excellence for orthopaedic and spinal surgery, life sciences, clinical research trials and projects.

University Centre Shrewsbury Digital Solutions Project

Offers free support to small and medium enterprises to bring their health related innovations and products to market. The programme also helps businesses to conduct research and develop evidence on the impact of their innovative digital solution and help them to develop to new processes, products and services.

If you would like to discuss what Shropshire could offer your business then please speak to our Invest Team to discuss your requirements.

You can get in touch either by calling us on +44 (0)1743 257777 or email us at invest@shropshire.gov.uk www.investinshropshire.co.uk

**INVEST
SHROPSHIRE**



HEALTH & SOCIAL CARE IN SHROPSHIRE



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SHROPSHIRE**

Foreword



Mandy Thorn MBE
Managing Director Marches Care
Ltd and Shropshire Business Board
representative for Health and
Social Care.

Be part of the Shropshire Success Story...

I am delighted to present this proposition which outlines Shropshire's commitment to support both the health and social care sectors. At the very heart of Shropshire Council's vision is to work to make Shropshire a great place to learn, work and visit. Underpinning this is the commitment from the Council to achieve its high level outcomes of healthy people, resilient communities and a prosperous economy.

The Health and Social Care sector in Shropshire is an extremely important one, especially in consideration of Shropshire's geography. Although a predominantly rural county this does provide Shropshire with a unique opportunity of utilising and harnessing the latest advancements in digital health, social care and technology to solve problems in reaching disparate communities and finding innovative health and care solutions.

Shropshire is very much leading the way at looking at high tech solutions to address health and care needs. The focus on the growth of this sector looks far beyond any industry standard health care definitions. If you are a specialist manufacturer, creative, entrepreneur or technologist you may not consider yourself a 'health or care' related business but you could provide the key to the next digital health and care advancement.

"There is a very real opportunity in Shropshire to lead the way on digital health and care and the future of health care provision".

Shropshire is embracing the digital health revolution and leading on data driven prevention through the revolutionising of care commissioning and provision.

It is an ideal time to base your business in Shropshire and join us in creating sustainable solutions to the national challenge of an ageing society.

Key opportunities

Shropshire offers an excellent test bed for health related businesses in finding solutions before scaling across the UK to directly affect the 11.8 million people aged 65 plus in the UK.

- Digital Innovation to help access social care and improve services.
- Commercial opportunities to help improve quality of life.
- Innovations around facilitating engagement and interaction in a rural locality, addressing social isolation.
- Data driven processes and application of technology to create sustainable solutions to local and national challenges.
- TECH Severn Conference and Exhibition attracts influential speakers from across the globe to discuss industry challenges and solutions.
- Opportunities to find Innovative solutions to reduce demand on public health services and increase quality of life.
- Specific industry clusters linked to the Robert Jones and Agnes Hunt Orthopaedic Hospital NHS Foundation Trust (RJAH).
- Clustering opportunities around the provision of health care and centres of excellence, together with supply chain development opportunities.
- Opportunities around the flagship health projects associated with the 4 centres of excellence.
- Well over a third of our care is self-funded, with a UK market worth £5.5 billion and a Shropshire population of over 65's set to grow by 52% by 2037.

Shropshire has an increasing ageing population, estimated to grow by a further 52%, providing a market of opportunity for companies working in the health and social care sector.



HEALTH
& SOCIAL
CARE

Hitachi Solutions

Marches
Care

Shropshire is home to a number of high profile businesses and organisations either operating within the sector or contributing significantly to it.

Agilent Technologies
Innovating the HP Way

NHS
Shropshire
Community Health
NHS Trust

SMITHERS
RAPRA

The Robert Jones and Agnes Hunt
Orthopaedic Hospital NHS Foundation Trust

16% of Shropshire's larger businesses operate in this sector

We are working closely with industry leaders and health care providers on exploring health care industry solutions and projects which will help us to address disparate care provision and the challenge of an ageing population.

Shropshire Council is one of only 12 Local Authorities that NHS Digital and the Local Government Association (LGA) have chosen to receive funding to explore how technology could help shape the future of social care through a pilot programme that will help people to access social care and improve services.

The value of the health and social care sector has doubled over the last 20 years and currently contributes 10% (£600 million) to the Shropshire economy.

