

The document, in the main, draws on **joint working between District Councils and local NHS (pages 6 & 13)**. For those of us living in South Shropshire there is an awareness of how it is less easy for districts to relate successfully to a unitary authority; this applies across the board of community provision. **"In many two-tier areas, public health teams work closely with district councils, but these relationships are still being explored in some two-tier areas"** (page 13). How might this difficulty be addressed in South Shropshire?

- **Older people experience worst health and have greater need of health and care services (page 6)** and this will be exacerbated by the reality of a lack of family network and subsequent isolation (**page 8**). So much of present health policy is seemingly predicated on the 'supportive community' which is difficult to construct where the community comprises a higher number/proportion of older people;
- **Local authorities can influence health outcomes in rural areas... through their public health, social care, planning, housing, economic, education, regulatory and other roles (page 6)**. Is the LA actively engaged in incorporating into its thinking the impact on health in these areas of decision making?
- **An increasing digital gap between urban and rural areas... made more serious by health-related services that are available on line (pages 7 & 40);**
- **Services need to take account of difficulties of transport in remote areas (page 4)** and following.
- **How can you reduce the need to travel by using outreach, mobile services, localised delivery and telehealth techniques? (page 40)**. What is Shropshire doing?
- **Different models of service delivery may be needed for rural areas.... Rural residents can experience 'distance decay' where service use decreases with increases with increasing distance (pages 6 & 7)**. If future South Shropshire services are located in the main in Bridgnorth, the journey between there and Ludlow would be a prime example of this phenomenon. **Added to which are the statistics illustrating that 60% of fatalities in accidents occur on rural roads;**
- **What role will the ambulance/air ambulance service play in emergencies, given the distance between Ludow, Telford and Shrewsbury Hospitals, especially for maternity? (A nightmare journey has been reported between the Brown Cleve and Telford A&E, undertaken in the fog on a late November night whilst taking a teenager who was haemorrhaging following a tonsillectomy.)**
- **Access to health and related services (page 24)** is totally relevant. Have the (three) **Questions to Consider (page 21)** concerning rural travel been addressed for South Shropshire?
- **Young people face a number of uniquely rural barriers (page 10)**. An important area of discussion of another significant group perhaps, particularly, maternity services (**not mentioned in LGA & PHE Report**);

- **Page 12 is in total of particular significance when considering the health needs and hence service planning for older people;**
- **Reductions in resources to care for the older population.... (page 13);**
- **It cannot be assumed that health and social care needs amongst older rural people are or will be evident (page 15).** Of particular note is the risk of suicide amongst the farming population. **The mental health services** have been severely pruned; in addition, they are the subject of a bidding process now with the chance of the provider being outside the county;
- **People are admitted to hospital or stay too long (page 18). A local (Ludlow) problem is** the threat to inpatient beds in community hospitals linked to an analysis of cost of private nursing home beds showing them to be cheaper. Current financial information identifies the fragility of this 'business model' with the risk of withdrawal if profit margins drop;
- **Integrating housing and care needs of older people (page35).** Is there work underway to promote and plan for an integrated service?
- **Fuel Poverty (page 36)** Ludlow has been identified as particularly having a high percentage of property that is not heat-efficient.

Joyce Brand and Jane Robinson , Feb 2018.