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Memorandum of Understanding
BETWEEN
The Primary and Emergency Care Research Centre (PRIME Centre Wales)
and
Deep End Cymru
6th January 2026 - 31st March 2027

This is a written agreement that sets out the broad intentions, roles, and responsibilities of the leadership teams for PRIME Centre Wales and Deep End Cymru for an ongoing collaboration between the two organisations.

PRIME Centre Wales

PRIME is a Health and Care Research Wales funded Centre for primary and emergency care research. Its key aims are:

1. Sustaining a centre of excellence in primary and emergency care
2. Delivering high quality research that addresses increasingly complex challenges encountered in primary and emergency care, and in communities across Wales.
3. Working with health care providers to produce the evidence base for an integrated whole-systems approach to improve services, at the critical interfaces between primary, emergency, and social care.
4. Ensuring clear “pathways to impact” to maximise public and patient benefit, including high levels of public involvement, engagement, co-production and knowledge exchange.
5. Building capacity for primary and emergency care research in Wales, developing skilled researchers, building networks to enable research delivery, stimulating research leadership, nurturing networks for patient and public participation and innovating in research methods.

PRIME has four research workpackages and four cross-cutting themes:

WP1. Emergency, unscheduled, and prehospital care

WP2. Transforming care closer to communities

WP3. Infections and antimicrobial resistance

WP4. Cancer screening, prevention, early detection, and supportive care

Cross-cutting themes: Healthcare quality and patient safety (including WHO Collaborating Centre for Patient Safety & workforce focus), health inequalities, person-centred care, and methodological development & innovation in research delivery.

Deep End Cymru

Deep End Cymru is an informal network of the GP practices in Wales that have the highest proportion of their patients living in the most deprived LSOAs (according to the WIMD). The top 100 of 389 practices were invited to join, of which 90 remain after subsequent mergers and closures, Anyone with an interest in health equity is welcome to join our activities and events, and we reimburse the time out for partners and employees working in Deep End practices. It is hosted by the RCGP Cymru and funded until 2027 by the Welsh Government, subject to meeting its annual objectives. These are in four areas:

1. Workforce
2. Education and Training
3. Advocacy
4. Research

The research aims are focussed on:

- Enabling Deep End practices to become more research active, with improved capacity, both in commercial and non-commercial activities
- Enabling the participation of patients in Deep End practices to become research participants, especially those who are currently underrepresented and easily ignored
- Enabling the research community to better understand and explore the original research questions that are most important to Deep End practices and their patients

Specific objectives are agreed at the beginning of each year with Welsh Government in the grant offer letter

Collaboration between PRIME and Deep End Cymru

PRIME will provide an academic home to Deep End Cymru. Hosting Deep End Cymru aligns with several key aims of PRIME including building research capacity in primary care in Wales and building networks to enable research delivery. Collaborating with Deep End Cymru will also provide research opportunities for PRIME that align with its health inequalities cross-cutting theme.

Deep End Cymru has similar aims, focussed on health equity and research capacity in primary care in Deep End practices, for the benefit of patients from more socioeconomically deprived groups, and vulnerable and excluded groups.

Our agreed priorities for collaboration are:

1. Establishing a joint post(s) as the most practical way to deliver our joint objectives in future
2. Establishing a program to engage patients from vulnerable/ underserved populations with participatory and inclusive approaches.
3. Establish an approach to individualised mentorship for Deep End GPs to enable engagement and progression in academic primary care

Roles and responsibilities

PRIME will provide Deep End Cymru with:

Support to identify appropriate funding streams and apply for research grant funding that would enable the delivery of the agreed priorities.

Relevant contributions to each other's events to increase partnership working between PRIME, Deep End Cymru, and Deep End practices.

Relevant connections in PRIME higher education institutions and Health and Care Research Wales to support wider research capacity efforts across the Deep End programme.

Deep End Cymru will provide PRIME with:

Comms support to enable PRIME researchers to promote funded research opportunities to Deep End Practices, with funding provided according to the support required.

Stakeholder views from Deep End Practices about research needs.

Lead research grant funding with the aim of creating sustainable capacity to engage patients from underserved populations with participatory and inclusive approaches.

Meeting frequency: 4 monthly

Key Contacts

PRIME Centre Wales

Professor Andrew Carson-Stevens, Director

Dr Harry Ahmed

Deep End Cymru

Dr Kathrin Thomas

Dr Jonny Currie

Dr Neil James

for and on behalf of PRIME Centre Wales

Signed: 

Name: Andrew Carson-Stevens

Title: Director PRIME Centre Wales

Dated: 6th January 2026

for and on behalf of Deep End Cymru

Signed: 

Name: Kathrin Thomas

Title: Public Health Lead, Deep End Cymru

Dated: 15/12/25