

Welcome to our latest Deep End newsletter. Please share with all members of your practice team, we are keen to reach everyone working in Deep End practices.



## Deep End Wales Newsletter January 2025

### Dates for your diary

#### Round Table: Advocacy for the Deep End

Thursday 13<sup>th</sup> February 2025 lunch 1pm, meeting 1.30pm to 5pm  
Swansea City Stadium

1. **Advocating for our patients and staff** has been a priority from the beginning of the Deep End movement. How do we best do this in Wales? What are our key messages? How do we win friends and influence people? We have two experienced campaigners to share their expertise and facilitate us developing the Deep End Cymru Manifesto.

Claire O'Shea is Head of Partnership at Hub Cymru Africa and is an experienced civil society leader with a proven track record of delivering winning campaigns and managing complex influencing and lobbying strategies. Sam Dick is the Co-Director of Campaigns for Global Witness with a record of leading strategic campaigns.

2. **Co-production of the Action Framework for reducing health inequalities through primary care:** you will have a chance to hear more about this work, being led by Public Health Wales, who are keen for Deep End participants to influence the content and implementation

**This is open to anyone working in a Deep End practice. Up to two people from one practice will be reimbursed: GPs can claim £375.00, and any other team member can claim £150.00**

To attend, please email [DeepEndWales@rcgp.org.uk](mailto:DeepEndWales@rcgp.org.uk)

#### Round Table: Research and Innovation in the Deep End

Wednesday 26<sup>th</sup> March 2025 lunch 1pm, meeting 1.30pm to 5pm  
Coldra Court Hotel, Newport

Is your practice research active? What are the advantages of becoming more research active? We know that Deep End practices find it more challenging to engage in research activities. However, of the 90 GP Practices invited to Deep End, 14 are either research active or very active, and a further 21 have some activity. What is special about Deep End practices and their patients? Can we make this work better for practices and for patients? What activities generate income? How do we influence research to answer the questions most relevant to us? How do we enable our patients to participate, as many patients are very keen to help research if they get the chance.

Also, see item below on who to contact to get research active in Wales

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To attend, please email [DeepEndWales@rcgp.org.uk](mailto:DeepEndWales@rcgp.org.uk)

## **Deep End focus group, week commencing February 3rd, one evening 7.30pm to 9pm. Your time will be reimbursed, at £100 per GP and £75 for other healthcare and administrative staff**

Calling GPs, nurses, practice managers and anyone working in a Deep End practice! Would you like to join an evening online focus group for Deep End Cymru about research? You don't need to have any experience of research yourself, in fact that's why we want to talk with you. Your time will be reimbursed, at £100 per GP and £75 for other healthcare and administrative staff.

### **What and Why?**

Deep End Cymru has a strong commitment to research, and we have a strong collaboration with Cardiff University Division of Population Medicine from the beginning. We want to know what people working in Deep End practices want from research, to influence those funding and carrying out research, to make the emerging evidence more useful for our patients.

The overall aim is to explore what research and what questions Deep End Wales clinicians want answered that would have the greatest positive impact on their work and the communities they serve. We'll provide some more information on the key topic areas when we send out the invitation with the video link.

The results will be used to inform Deep End Wales's Cymru's ongoing work to support clinicians by advocating for more targeted and relevant research. We are building links with Welsh Government and Health and Care Research Wales (HCRW) to influence how they decide what is important to research.

### **How and When?**

We have commissioned Beaufort Research to carry this out independently. There will be two focus groups on Teams with a maximum of five people in each. They will be during the **week commencing February 3rd, in the evening at 7.30pm to 9pm. Your time will be reimbursed, at £100 per GP and £75 for other healthcare and administrative staff.**

This is funded by Deep End Cymru from its grant from the Welsh Government. The discussion is confidential and will be led by a moderator from Beaufort Research. We'd like to digitally-record the conversation. This is purely for analysis purposes and the recording will not be shared.

We are also keen to find out what is important to our patients. Beaufort Research will also add 7-8 questions for us to their Wales Omnibus survey in March 2025. This is a nationally representative online survey that runs five times a year. It consists of 1,000 adults aged 16+ living in Wales and we will target results from those living in the more deprived postcodes that are likely to be most aligned with Deep End patient views. The focus groups results will inform these questions.

### **Interested to get more research active in your practice right now?**

Health and Care Research Wales (HCRW) have agreed a single point of contact for Deep End Cymru practices who wish to find out about becoming more research active. Contact

[Lewis.Darmanin@wales.nhs.uk](mailto:Lewis.Darmanin@wales.nhs.uk)

Research is an important part of health care. It can offer patients alternative treatment options, healthcare staff development opportunities and has potential to generate additional revenue streams.

Research can appear in various ways. It can be commercial or academic, looking specifically at an intervention such as a change in practice or using a novel point of care test or simply observational. Research can be daunting, therefore practices may like to consider 'dipping their toe' in research by starting out as a patient identification centre (PIC) site on a study. You can support by identifying potentially eligible patients and making them aware of a study that is open at another site, such as a

local hospital. Alternatively, practices may be interested in running a study at their own site if they have the relevant skills and resources available to them.

Health and Care Research Wales send out research opportunities to practices across Wales for you to consider whether a study is of clinical interest to you and/or beneficial to your patients.

**Please let us know if you'd like to gain a better understanding of the research support available.**  
**Lewis Darmanin, Research Manager for Health and Social Care. [Lewis.Darmanin@wales.nhs.uk](mailto:Lewis.Darmanin@wales.nhs.uk)**

## Steering Group Meetings

The steering group will next meet online on March 6<sup>th</sup>, 1pm to 3pm. This is open to anyone working in a Deep End practice. If you are interested to come along, or you wish to add items to the agenda, please email [DeepEndWales@rcgp.org.uk](mailto:DeepEndWales@rcgp.org.uk)

## News

### Deep End Cymru WhatsApp Group

We have a Deep End WhatsApp Group that is open to anyone working in a Deep End practice, to share information and ask queries.

If you would like to be added, please text/ WhatsApp Dr Kathrin Thomas on 07802 418120

### Inverse Care Law in GMS funding in Wales

Deep End Steering Group Member Dr Jonnie Currie organised an event in November to discuss the findings of the study he led that found that current funding levels for GP and primary care services are unfair – with practices based in some of the poorest areas of Wales with the highest patient demand receiving less money than those in the most affluent areas.



The research, [published in BJGP Open](#), has shown that **for every 10% increase in patients at a GP practice from the most deprived areas in Wales, practices are receiving 1% less in funding due to current funding policies.**

We hosted a meeting on 18th November 2024 with Deep End Cymru, the BMA, RCGP Cymru and members of four political parties in the Senedd for a discussion and debate on how we can address the inequities identified in our research, and what impacts this could have on patient care.

Following this event, several of the authors and Deep End Chair and Vice Chair were invited to meet with the Cabinet Secretary for Health, Jeremy Miles. We shared the challenges for Deep End practices and potential short term and longer-term solutions.

Please see [Inverse Care Law Study Group](#) for a recording of the event, and the presenter slides and contact [DeepEndWales@rcgp.org.uk](mailto:DeepEndWales@rcgp.org.uk) for a copy of the briefing prepared for the Minister.

## Deep End Link worker project; expressions of interest

We are in the middle of developing a proposal and business case for a Deep End Link/ Community Health Worker. 12 people, mostly from Deep End practices, met for two workshops in July and September. We now have a draft business case ready for a project to employ Link Workers, with a Third Sector partner managing and delivering the project. We sent out a call to all Deep End practices for expressions of interest in having one of these workers embedded with their practice team. We have had an excellent response, and practices will be meeting on January 31<sup>st</sup> to take this forward.

The workers will provisionally be called a “Wellbeing Guide”, and be embedded with a GP Practice team, although they could meet with patients elsewhere. The name is not settled, so any suggestions are very welcome.

The three main activities that we envisage the Wellbeing Guide doing are:

1. Advice – welfare rights, income maximisation, housing, debt. Basic advice and signposting to more expert advice services, and support to engage with services (e.g. help with filling forms, travel to appointments, translation etc). Supporting the GP practice team members to better understand and use local services.
2. Tackling the wider determinants and wellbeing – one to one support to connect with community assets for health (physical activity, social activities) and also being a mobiliser in the community/ community development. They will pro-actively engage with local place-based organisations, in particular the Clusters and Collaboratives, strengthening the links with the GP practice team.
3. Health improvement activities- chosen by each practice, can also be income generating (e.g. improving vaccination uptake, improving uptake of learning disability checks, reaching out to those patients who are “missing” and not seen)

If you interested in this work, please contact Kathrin Thomas, Public Health Lead

[ThomasK48@cardiff.ac.uk](mailto:ThomasK48@cardiff.ac.uk)

## Training and education in the Deep End

Our fifth Round Table in October 2024 explored training and education for all GP team members: doctors, nurses and AHPs, and administrative staff. We had a great mix of people from practices and professional backgrounds. We took a deep dive into this common challenge to come up with some solutions. We have already identified that education and training is a critical issue for recruitment and retention in Deep End practices, which in turn is crucial for practice leadership and sustainability. We know that Deep End practices are more fragile, with double the rate of closures or mergers than other practices. This has an unfair impact on those more deprived communities that they are serving.

**Speaker:** We heard from our keynote speaker, Dr Austin O Carroll, GP in Dublin and founder of the North Dublin City GP Training scheme [Education NDCGP | healthequity](#)

We then discussed education and training for GPs, other clinicians and administrative staff. We came up with challenges and ideas for attracting people into GP to train, for recruiting them, for delivering and organising training and for making Deep End practices a great site for people to train for all roles in primary care. We have shared our findings with Health Education and Improvement Wales, the Primary and Community Care Academies and anyone else we believed could help.

You can read the report of the Round Table on our webpage [Deep End Wales Project](#)

Following this, Dr Rebecca Jenkinson from our Deep End Steering group has very kindly agreed to become our Deep End Training and Education Lead. Rebecca is a GP in a Deep End practice in Swansea and is a Training Program Director.

## Senedd Inquiry into the Future of General Practice in Wales

The Senedd Health and Social Care Committee will be [launching an inquiry](#) into the future of general practice in January 2025. Anyone can [submit written evidence](#) any time up to March 28<sup>th</sup>, so we would encourage Deep End colleagues to have a go – it does not need to be long or detailed or referenced, but our voice should be heard clearly. Deep End Cymru have been in touch with Welsh Government officials and have registered to also give evidence face to face, if possible. If there is anything you would like us to add, please get in touch with [DeepEndWales@rcgp.org.uk](mailto:DeepEndWales@rcgp.org.uk)

You can find out more here: [Inquiry into the future of general practice in Wales](#)

## Dr Neil James tells his story



People's stories illustrate and bring home the reality of health inequalities. This project from Health Equals explores walking in someone else's shoes. Scroll down to find our Deep End Chair, Neil James (Size 10) tell it like it is, about being a GP working in a deprived community. Ten minutes of your time well spent. And have a listen to some of the other stories too.

[Health Equals | Mile In My Shoes](#)

## New Primary Care Clusters Dashboard

Public Health Wales has worked closely with stakeholders from local public health teams, the Primary Care Division, Welsh Government and Cluster Leads to produce the [Primary Care Clusters Dashboard](#). The purpose of the Dashboard is to help understand population health needs and outcomes at the Cluster level to assist with planning and resourcing.

The Dashboard contains an Indicator menu page, which provides a menu listing sources of primary care cluster level data within this dashboard, as well as linking to external resources. Data within the Dashboard includes: Population breakdowns (by 5 year age bands and sex), Mortality, Avoidable mortality, Chronic conditions and Emergency admissions. Data are displayed in charts or tables and can be downloaded as an Excel file or as an image. Trend data are included where feasible and the dashboard includes the facility to compare areas.

We are continuing to work with stakeholders to develop and improve the Dashboard and would welcome any feedback. Please get in touch by emailing:

[publichealthwalesobservatory@wales.nhs.uk](mailto:publichealthwalesobservatory@wales.nhs.uk)

We are currently developing a new reporting tool for the next phase of the project, which is scheduled for release at the end of March. This will be a summary profile allowing the user to visualise a selection of key indicators for all clusters within a health board simultaneously. Users will also be able to compare indicator data with the health board and Wales average and a very brief narrative surrounding key findings from the data will also be provided.

## Leadership team



### Chair: Dr Neil James

Dr Neil James is a full-time general practitioner working in Meddygfa Cwm Rhymni in the Gwent Valleys. The practice has 18,000 patients in an area of extreme social deprivation. Over the past 20 years he and his GP colleagues have established a practice from a state of vacancy to a new collaborative partnership. The practice has continued to develop by merging with other smaller practices locally in the Rhymney Valley and building sustainability and quality along the way. He is originally from Caerphilly but has worked as a general practitioner overseas and in different parts of the UK. He lives in Brecon with his family.



### Deputy Chair: Joanna Watts-Jane

Joanna is the Practice Manager for The Rugby Surgery in Newport. This is an inner-city practice with a transient population, homelessness, refugees, language barriers, raised expectations and cultural differences. Joanna states that everyone has needs and that your postcode should not dictate your health, which is something she aims to redress.

The support team in the Royal College of General Practitioners Wales are Nicola Edmunds as Head of RCGP Wales, and Amy Clark as Executive Assistant. Both are very part time in their Deep End roles. Dr Rebecca Jenkinson is Training and Education Lead. Dr Kathrin Thomas remains Public Health lead and Dr Harry Ahmed from the Division of Population Medicine at Cardiff University is Academic Lead. For more information about everyone who is involved, please see [Deep End Wales Project \(rcgp.org.uk\)](https://www.rcgp.org.uk), contact us via [DeepEndWales@rcgp.org.uk](mailto:DeepEndWales@rcgp.org.uk) or come to a steering group meeting or a Round Table event!

## Welsh Government Support

In July, we agreed a program with Welsh Government and are very grateful for their ongoing funding and support. The program is based on the grassroots findings from our first months, with four key areas:

- **Workforce** (developing business cases for what could take the pressure off and improve patient care, and for staff wellbeing and retention/recruitment)
- **Education and Training** (how we can influence training for health professionals to work in deprived areas)
- **Advocacy** (Making the Inverse Care Law transparent and advocating to address it)
- **Research** (what do Deep End patients and staff want to research, improving research engagement by Deep End practices, what impact does Deep End have?)

Practices see value in becoming part of Deep End: we are so much stronger together! We must do this as a network and use the time and energy that we can offer between us. The funding will mostly reimburse the time of participants who attend events and/or do work for Deep End. We have very limited admin and project manager capacity now, so please help in any small ways that you can!

We are delighted to have had contact with 93% of Deep End practices. Our steering group continue to give their time and support freely, for which we are extremely grateful.

## Useful resources

1. **Deep End Cymru webpage** [Deep End Wales Project](#)
2. **Safe surgeries:** We would like to highlight the resources offered by Doctors of the World. A Safe Surgery can be any GP practice which commits to taking steps to tackle the barriers faced by many migrants in accessing healthcare. At a minimum, this means declaring your practice a 'Safe Surgery' for everyone and ensuring that lack of ID or proof of address, immigration status or language are not barriers to patient registration. Please see [Safe Surgeries - Doctors of the World](#) . If you would like more support, such as a training session for your all your staff, please contact [DeepEndWales@rcgp.org.uk](mailto:DeepEndWales@rcgp.org.uk)
3. **Reducing Health Inequalities through Primary Care webpage**  
These pages are designed to:
  - a. Enhance understanding through providing data, evidence and signpost to training
  - b. Support the development of a culture where we are all curious about where health inequalities exist, listen to people with lived experience, the front line and communities, roll out solutions that may help and check if they have been effective.
4. This is a developing resource, intended to be a one stop shop for Primary Care in Wales [Reducing Health Inequalities through Primary Care - Primary Care One \(nhs.wales\)](#) Another one of this resource's useful webpages is [Professional development & training - Primary Care One \(nhs.wales\)](#)
5. **The Wales Inclusion Health Programme for Primary Care webpage** has been developed to support primary care services developing or reviewing services to consider and adapt to the needs of their most vulnerable populations. Inclusion health can include any population group at the sharp edge of health inequalities. These groups experience stigmatisation, social exclusion, discrimination and experience "severe, overlapping and multiple disadvantages" across their lives, significantly increasing their risk of poor health. This has also been described as the 'cliff edge of inequity'. [Wales Inclusion Health Programme for Primary Care - Primary Care One \(nhs.wales\)](#)
6. **Primary Care Clusters Dashboard** [Primary Care Clusters Dashboard - Public Health Wales](#)
7. **Health Equity Evidence Centre:** this new academic centre is "A new hub with evidence-informed solutions for equitable health and care" and has a very strong primary care focus. [Welcome to the Health Equity Evidence Centre - Health Equity Evidence Centre](#)

**If you have any queries, please contact  
[DeepEndWales@rcgp.org.uk](mailto:DeepEndWales@rcgp.org.uk)**