

Place partner commitment to Winter Resilience 2025-26

Great Yarmouth and Waveney Place will support the delivery of the Norfolk and Waveney Seasonal Plan, and will continue to work in collaboration to support resilience across health and social care services, and in our communities this winter.

Vaccination for flu, Covid, RSV and pneumococcal viruses will be delivered to all eligible populations, supported by the weekly vaccine programme board and briefings between all providers, mutual aid across the local system and outreach into communities via the Wellness on Wheels (WOW) bus.

The ask of GY&W Place Board members is for their organisations full backing for the winter vaccination campaign evidenced by promotion of the programme's local and national comms to staff and where suitable, to residents.

A Norfolk and Suffolk ICB campaign will shortly be available for Winter, focused on vaccination and prevention, and prioritises increasing the number of patients accessing urgent care in primary, community, and mental health settings, encouraging self care and choosing the right service, and raising awareness of hardship support and warm home initiatives.



VISIT THE **NHS**
WELLNESS ON WHEELS BUS

Where will the bus be visiting?

Lowestoft - 61 London Road, Lowestoft, NR32 1LT

18th November
10am - 3pm



What will be on the bus to help me?

Vaccinations: (All dates)

- Covid & Flu (Eligible Adults)
- Flu (Children)
- MMR
- RSV
- Whooping cough for Pregnant women
- Teenage vaccines
- Immunisation records review and missed vaccines guidance

Lowestoft PCN Team - NHS Healthchecks / Cancer Screening Awareness

Great Yarmouth and Waveney Place Board



Jonathan Barber, Director of Strategy & Transformation, James Paget University Hospitals NHS Foundation Trust

Chair – Great Yarmouth and Waveney Place Board

Sheila Oxtoby, Chief Executive Officer, Great Yarmouth Borough Council

Vice Chair - Great Yarmouth and Waveney Place Board

GYW Place: October 2025 Update

Winter Resilience: Community, Acute and Social Care

The following schemes are being developed by GYW partners with the aim of schemes being in place to support winter pressures.

- Development of front door discharge model which is a proactive, multidisciplinary approach designed to support patients in the Acute Medical Unit (AMU) and Emergency Department (ED) to safely return home, avoiding unnecessary hospital admissions. The model will include therapy, social care, community and virtual ward.
- Opening of the new Same Day Emergency Care Unit with space for 20 patients in October 2025 to ensure patients are seen by an acute medicine senior decision maker at the earlier opportunity with the aim of avoiding admission where necessary
- A range of initiatives to support a reduction in length of stay including improved board and ward round processes, utilisation of Optica to support improved communication between teams, and increased criteria led discharges
- Continued development of intermediate care capacity including processes and pathways for pathway 1, and the intermediate care beds at Carlton Court and Beccles

GYW Place: October 2025 Update

Case Study: Home Energy Efficiency Scheme

Working with East Suffolk Council, GYW Place has pioneered a scheme which identifies patients with chronic respiratory illness and who are living in poor quality housing through Population Health data. The scheme targets households at risk of respiratory exacerbation and increased likelihood of hospital admittance, to support access to Home energy efficiency grants. This aligns to the 3 Strategic Shifts for healthcare:

1. Treatment to Prevention:

- Fuel poverty can exacerbate health conditions. This project comprises identification and proactive contact with the most vulnerable, offering free heating improvements that significantly reduce energy bills and reduce risks of ill health, potentially for generations.

2. Hospital to Community:

- By working with Local Authorities and energy suppliers, we have leveraged **existing** community-based resources to shift support where it can have the greatest impact

3. Analogue to Digital:

- The project involves sharing Population Health Management data and data sharing techniques at scale, enabling many more households to benefit compared to conventional service delivery methods



Watch a short film on the Suffolk Healthy Homes initiative by clicking on the image above [or this link.](#)

GYW Place: October 2025 Update

Health Connect – Respiratory Lens

The Health Connect Service has a core team of Connectors and two further dedicated Respiratory Connectors, who together will support seasonal resilience through promoting awareness of vaccinations as part of engagement with patients. The Respiratory Connectors aim to improve quality of life and reducing readmission rates for residents with respiratory conditions. The following describes how the respiratory lens is enabled:

1. Identification:

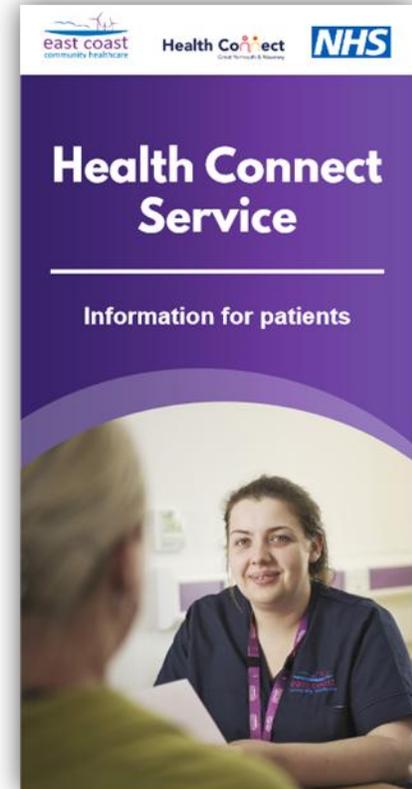
- Residents with respiratory comorbidities discharged from JPUH on pathway0 identified and referred to Health Connect. Patients may have additional complex needs and/or other long term health conditions
- Direct referrals also to Respiratory Connector if specific needs identified – direct from the ward, department or community

2. Engagement:

- Welfare calls to residents in the 'respiratory' cohort are more likely to result in ongoing casework and support to resident's post discharge.
- Engagement rates for respiratory cohort following a welfare call is 1 in 2, whereas core Health Connect service transition from welfare call into receiving service support is 1 in 5, on average.

3. Direct and Aligned delivery:

- More patients in the respiratory cohort required onward referrals to health partners inc. GP, Pharmacy, community health teams, pulmonary rehabilitation.
- Length of stay in 'Health Connect' service is longer with a higher level of f2f interactions. Service delivery aligns with partners and plays to individual strengths e.g. referrals to Warm Homes.



GYW Place: October 2025 Update

Focus on Vaccination

Vaccines are vital for eligible cohorts to help protect against seasonal viruses, and we are emphasising to frontline workers that vaccination reduces the risk of transmission to vulnerable patients, and helps maintain services during winter pressures.

Access to the National toolkit for the winter campaign materials is available [here](#), and Place partners are actively encouraged to make use of these resources.

Anyone can [book, change or cancel a free NHS flu vaccination at a pharmacy](#), or access vaccinations on the Wellness on Wheels Bus at the following locations (posters for each location are [available at this link](#)):

- Saturday 25th October, 9am – 2pm, Co-op, Hillside Road East, Bungay
- Tuesday 18th November, 10am – 3pm, 61 London Road, Lowestoft
- Wednesday 19th November, 10am – 3pm, Great Yarmouth Market Place
- Tuesday 25th November, 10am – 3pm, Shurblands, Gorleston



Who is eligible for the flu vaccine this year?

From 1 September 2025:	From 1 October 2025 :
<ul style="list-style-type: none">• pregnant women• all children aged 2 or 3 years on 31 August 2025• Children with certain long-term health conditions (aged 6 months to less than 18 years)• primary school aged children (from reception to Year 6)• secondary school aged children (from Year 7 to Year 11)• all children in clinical risk groups aged from 6 months to under 18 years	<ul style="list-style-type: none">• everyone aged 65 years and over• individuals aged 18 to under 65 with certain long-term health conditions• care home residents• carers in receipt of carer's allowance, or those who are the main carer of an elderly or disabled person• those living with people who are immunocompromised• frontline health and social care workers

Great Yarmouth and Waveney Place Board



Our original GY&W shared vision

GY&W Place connects partners to enable collaborative planning, design and delivery of seamless services, to support residents to take control and live healthy, independent and dignified lives. Through integrated working, partners have a positive impact on population health by shifting to preventative services that address people's needs promptly and effectively.

"We want to progress our Place collaboration to enable people-centred care through services that are joined up, consistent and make sense to those who use them".

N&W ICP Strategy commitment

Our Place Prospectus describes more of the work being delivered in our GY&W Place and future opportunities

GY&W – Place Board membership (as of July 25)

NHS Acute Trust - James Paget Hospital Trust	Jon Barber (Chair) - Deputy Chief Executive Jonathan.barber@jpaget.nhs.uk
Gt Yarmouth Borough Council	Sheila Oxtoby (Vice Chair) - Chief Executive sheila.oxtooby@great-yarmouth.gov.uk
ICB - GY&W Locality Team	Associate Director of East Place - <i>TBC</i> Rachel Hunt - Head of Place Development, Partnerships & Planning rachel.hunt6@nhs.net Emma Bray - Head of Place Transformation & Delivery emma.bray@nhs.net
Providers of NHS Community services	Adele Madin - Executive Operational Director, ECCH adele.madin@ecchcic.nhs.uk
NSFT	Saru Mutema, Director of Operations saru.mutema@nsft.nhs.uk Sarah Maxwell, Medical Director sarah.maxwell1@nsft.nhs.uk Tracey Holland, Director of Nursing tracey.holland@nsft.nhs.uk
General Practice	Dr Sarah-Jane Lang - Clinical Advisor in GY&W - sarah-jane.lang@nhs.net
Norfolk County Council (Adult Social Care)	Alison Gurney - Assistant Director, Partnerships and communities alison.gurney@norfolk.gov.uk Michaela Hewitt - Assistant Director, East michaela.hewitt@norfolk.gov.uk
Suffolk County Council (Adult Social Care)	Nick Pryke - ASC Assistant Director Nick.Pryke@suffolk.gov.uk Jenny Blades - Head of Operations & Partnership (Waveney) Jenny.Blades@suffolk.gov.uk
GY&W VCSE Lead Hospices	Ashley Bunn - N&W VCSE Assembly Place lead (GYW & West Norfolk) & CEO MIND, Cambridge, Peterborough and South Lincolnshire ashley.bunn@cpslmind.org.uk Judi Newman - Chief Executive, St Elizabeth Hospice Judi.Newman@stelizabethhospice.org.uk
Norfolk Public Health	Dr Abhijit Bagade - Public Health Consultant abhijit.bagade@norfolk.gov.uk
Suffolk Public Health	Dr Jeptepkeny Ronoh - Public Health Consultant Jeptepkeny.Ronoh@suffolk.gov.uk
Nominated Rep from the HWPs for GY&W	Paula Boyce - Executive Director - People, GYBC paula.boyce@great-yarmouth.gov.uk Nicole Rickard - Head of Communities, ESC - Nicole.Rickard@eastsuffolk.gov.uk
East Suffolk Council	Chris Bally - Chief Executive, ESDC chris.bally@eastsuffolk.gov.uk
East of England Ambulance Service Trust	Peter Bumphrey - Business & Partnership Lead Peter.Bumphrey@eastamb.nhs.uk Jenny Stocking - Locality Area Manager Jenny.Stocking@eastamb.nhs.uk
Additional Support	Oliver Cruickshank - Head of Communications & Engagement, JPUH oliver.cruickshank@jpaget.nhs.uk Toni Penson - ICB East Place Administrator, N&W ICB toni.penson@nhs.net