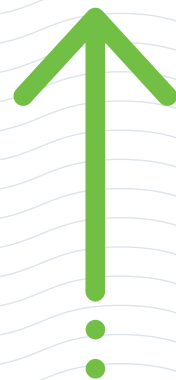
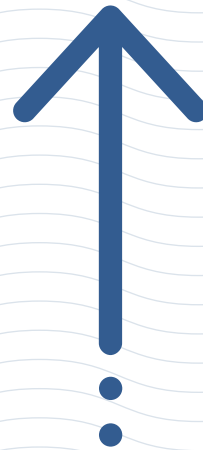




WELLBEING

Dorset is one of the leading integrated care systems in England, a living laboratory with a unique demographic and some of the most advanced population health intelligence in the UK. Commercial and research opportunities to meet the global challenge of healthy ageing.





WELLBEING

A 'total business environment' for the future of integrated health and care

Across the world, the number of people aged 65 and older is growing faster than all other age groups. This is driving what the United Nations says will be one of the most significant social transformations of the 21st century, with implications for nearly all sectors of society.

Meeting the challenge of healthy ageing is also a huge opportunity for Dorset because our population will mirror the global demographic of 2050 some 20 years early. We are also one of the leading integrated care systems in England.

Our WELLBEING portfolio unlocks healthy ageing as a catalyst for technological advancement, population health management and social wellbeing, harnessing 'the Dorset demographic crunch' as well as the post-pandemic recovery into an economic and research strength.

In the last year, the importance of excellent health and care services has been brought into sharp relief by COVID-19. Fundamental to the success of our recovery will be a flexible, agile, empowered and interconnected network of innovators, scientists and researchers. We're creating an exciting future that sees new investment and innovation across our Integrated Care System using 'smart-health' technology and our natural environment, alongside our growing Living Lab in the MedTech Science Park.

Over the next 10 years we have an opportunity to bring all these facets together into a Dorset health intelligence powerhouse. We can be a global resource for countries around the world to learn about healthy ageing years before their own demographic bubble.

TRENDS AND TRAJECTORY



University Hospitals Dorset
Established in October 2020



Dorset Integrated Care System
is amongst the most advanced in the UK



Social care
spend across Dorset is **39% of total expenditure**
(England average is 25%)



30%
of Dorset's population will be **over 65 by 2030**
(England will be 23%)



Highlighting our WELLBEING investment opportunities

- **EMPOWERED SELF-CARE FOR ALL**
Creating an innovative digital approach to health and wellbeing
- **DORSET'S LIVING LAB**
A unique approach to SMART health
- **THE DORSET MEDTECH SCIENCE PARK**
The ideal environment to nurture industry-leading innovation research
- **HEALTH AND NATURE DORSET**
Establishing a Dorset 'centre of excellence' for wellbeing in nature
- **SKILLS FOR OUR FUTURE HEALTH AND WELLBEING**
An expanded community of practice for digital health technology

Immediate asks

- The creation of a specialist 'Institute of Smart Ageing'



Empowered self-care

Creating an innovative digital approach to health and wellbeing



With a rising older population in Dorset, changes in the way we deliver care will become more important, especially as health and care costs rise.

Empowering people to manage their own care at home is shown to be better for health and wellbeing and can help people stay healthier for longer.

By using our population health management data, combined with a growing tech sector and expanding digital network, we can be at the forefront of digital health and the development of new products and services which can be tested in Dorset before being rolled out across the UK and beyond.

We are already working with Microsoft, MyHealth, ORCHA, GPs and others on case studies and solution based apps to increase the provision of accessible and affordable products for patients to proactively manage their health and wellbeing – and we want to do more.

Using the advanced population health data we already have we are in a strong

position to lead on the intelligence-led planning and delivery of services, based on local population needs.

We will be prioritising investments to expand our programme of empowered self-care, sitting alongside our Living Laboratory and MedTech Science Park ambitions.

Further investment will enable us to embed and grow new technologies across national and global markets, supporting patients in their daily lives and creating an innovative digital approach to health and wellbeing.

The digital health agenda is rapidly gaining momentum, This programme builds on our existing delivery; providing clinicians with the right skills and digital interventions to manage their populations, improving outcomes for Dorset citizens and reducing long term population health costs by enabling intervention at an earlier stage.

Key investments will include:

- Providing additional capacity for predictive and foresight intelligence, data analysis and data science.
- Expand the Wessex Centre of Excellence for Data and Analytics.
- Developing the Dorset Personal Health Record, a patient portal, built from the Dorset Care Record.
- Expand the development of evaluated, safe digital health technologies for patients.
- Initiate a team of digital health advisors to support the public in the embedding of digital technologies in their daily lives.

Dorset's Living Lab

A unique approach to Smart Health



Aligned with delivery of the Dorset Smart investment portfolio is the creation of a 'living laboratory' and a key element of the long-term plan for Dorset's Integrated Care System. By bringing together medtech, biotech, life science and digital partners with the NHS, local authorities, Bournemouth University and University Hospitals Dorset, we will be at the forefront of innovation that delivers improved health and wellbeing for our communities.

We have already started this journey with Research Active Dorset and the development of an Innovation Hub bringing together partners across research as well primary, community, secondary and social care. The Living Lab is our next exciting step.

It will act as a magnet for attracting cutting edge industry research companies to Dorset. Our vision is to bring together the depth and breadth of expertise across institutions, businesses and wider society to create new knowledge and tackle the many challenges we face as individuals and communities.

Dorset's Living Lab will build national and international recognition as a 'total business environment' – combining new levels of support, leadership and skills with a collaborative business approach. It will also drive research, development and innovation and provide a space to undertake product trials and early market testing and evaluation.

Our aspirations include the development of several collaborations with both clinical and non-clinical partners, with several discussions already underway. We will build on our current centres of excellence such as the Dorset Intelligence and Insight Service. This has developed some of the most advanced Population Health Management intelligence in the UK and allows us to drive data-led planning, design and delivery of services within primary care and the wider care system using a holistic, integrated and whole system approach.

The Living Lab main hub will be located at the Dorset MedTech Science Park at Wessex Fields, Bournemouth. To ensure access to the resources and populations

across all Dorset, a Living Lab satellite will be created on the Dorset County Hospital Site in Dorchester. This will provide a conduit between the Living Lab and the acute hospital services in Dorchester as well as to primary and community health and care services throughout Dorset.



The DORSET MedTech Science PARK

Nurturing innovation and research in SMART health

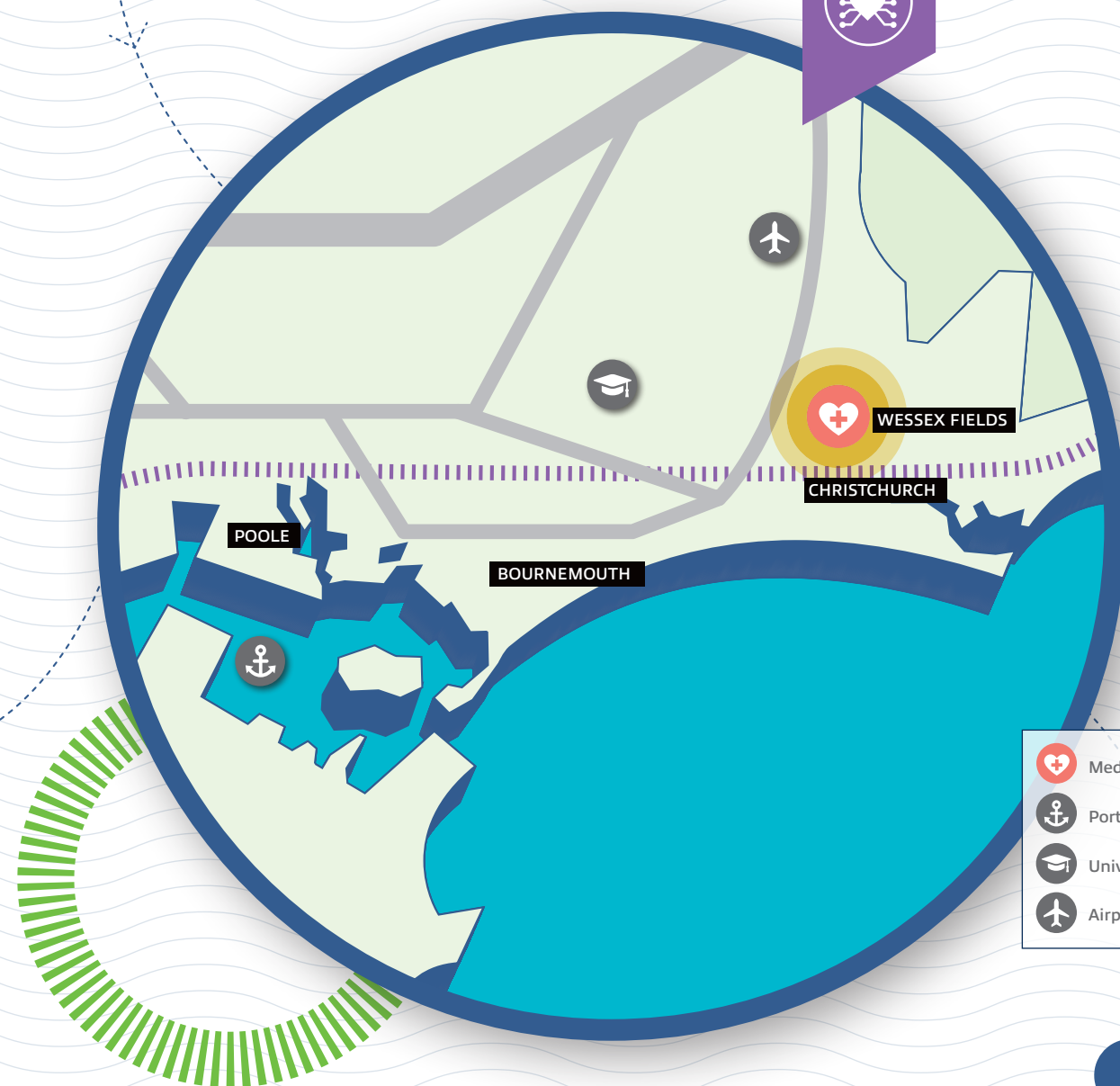
A unique opportunity to scale-up existing collaboration (University Hospitals Dorset, Bournemouth University) for the creation of more healthcare professionals, research and business growth as part of a new, cutting edge MedTech science park at Wessex Fields.

Our vision is for Wessex Fields to be the ideal environment to nurture industry-leading innovation research. Digital health is a growing sector and the Park's proximity to University Hospitals Dorset provides a fantastic opportunity to combine medical research with some of the fastest IT connectivity in the

country and Bournemouth University, a specialist university in medical science and healthcare.

Recent examples of their collaboration include the creation of the Institute of Medical Imaging and Visualisation, the Orthopaedic Research Institute and a joint clinical trials unit. Each year University Hospitals Dorset provides hundreds of placements, whilst Bournemouth University provides professional development for University Hospitals Dorset staff. This will be a carbon-neutral scheme, promoting healthy use of green space while creating a landmark development.

The Dorset MedTech Science Park will be the home of the Dorset Living Lab as well as a mixed use development to support growth of the MedTech sector including incubation facilities, grow-on space and some 500 key worker homes. This also provides a gateway to the wider NHS system in Dorset, including the innovation plans, supported by AHSN Wessex, to develop Dorset's ability to adopt and spread innovations. This includes being an excellent location to undertake product trials and early market testing and evaluation.



- Medtech
- Port
- Universities
- Airport



Health and Nature Dorset

Establishing a Dorset 'centre of excellence' for wellbeing in nature

Linked to our NATURAL portfolio, our vision is to create a Dorset 'centre of excellence' for wellbeing in nature.

This responds to the NHS Long-Term Plan and Dorset Local Nature Partnership's Nature Health strategic priority to help people improve their health by using green spaces and engaging with nature.

We will build on the work of the Health and Nature Dorset (HAND) collaboration by scaling up activity and embedding nature-based wellbeing within the Dorset Integrated Care System.

HAND will strengthen partnership working, increase capacity and improve communications. As one of the supported outcomes of the Dorset Natural Capital Trust, it will form a sustainable model to deliver nature-based wellbeing, including green prescribing, into the future.

Activities led by HAND will include:

- Improvements to green spaces and access to green space.
- Promoting green prescribing.
- Engagement with business to support staff wellbeing and recovery opportunities.
- Nature-based wellbeing tourism.
- Exercise and healthy living outdoors through organisations like Active Dorset.



Skills for future health and wellbeing

An expanded community of practice for digital health technology

Dorset's strength across our Wellbeing portfolio is underpinned by the quality and expertise of our education and research institutions.

These include:

- AECC University College, specialising in health and imaging for over 50 years.
- Bournemouth and Poole College, with a comprehensive range of subjects across health and care.
- Bournemouth University with an international reputation in health and care, services and systems and public health, as well as medical imaging and visualisation, simulation and the use of AI in healthcare.
- Our Dorset, a partnership of the NHS and local councils working together to deliver Dorset's Integrated Care System, offering a large range of training and career development opportunities.

As an anchor institution and cornerstone employer in Dorset, Our Dorset provides for a co-ordinated and comprehensive training and development approach, supporting new and existing clinical and non-clinical staff in retraining, refreshing and developing new skills.

This will prioritise retention, growth and development of our health and care workforce.

By growing a pipeline of highly skilled employees and future business-leaders across the sector and establishing career pathways and spin-off and start-up opportunities, we will ensure future resilience for the wider sector and continued excellence in healthcare for Dorset communities.

As part of our Wellbeing portfolio, an increasing priority for the future skills of the health and care sector will be aligned to the digital health agenda and wider innovation (such as AI, data and analytics, telehealth, imaging and robotics) across health and medicine – supporting not only Our Dorset, but our 'Living Lab', empowered self-care



and overall sector growth ambitions. Investment and implementation priorities will deliver:

- A joint approach to the attraction and recruitment of the Our Dorset and wider workforce.
- A development pipeline for health and care support alongside co-designed and co-delivered sustainable career pathways to increase retention.
- Increased and diversification of clinical placement capacity and enhancement of placement infrastructure.
- Leadership development and talent management for all.
- Fellowship opportunities to complement apprenticeship programmes and widening participation.
- Widening the range of non-accredited and accredited learning across the Integrated Care System.
- An expanded community of practice for digital health technology.

CURRENT

We are building on investments made since 2015 of at least:

Living	£88m
Natural	£11m
Smart	£48m
Wellbeing	£39m

£186m

FUTURE

The Dorset Investment Prospectus headlines the following investment opportunities over the next 10 years:

Living	£2.2bn
Natural	£285m
Smart	£350m
Wellbeing	£140m

£2.975bn

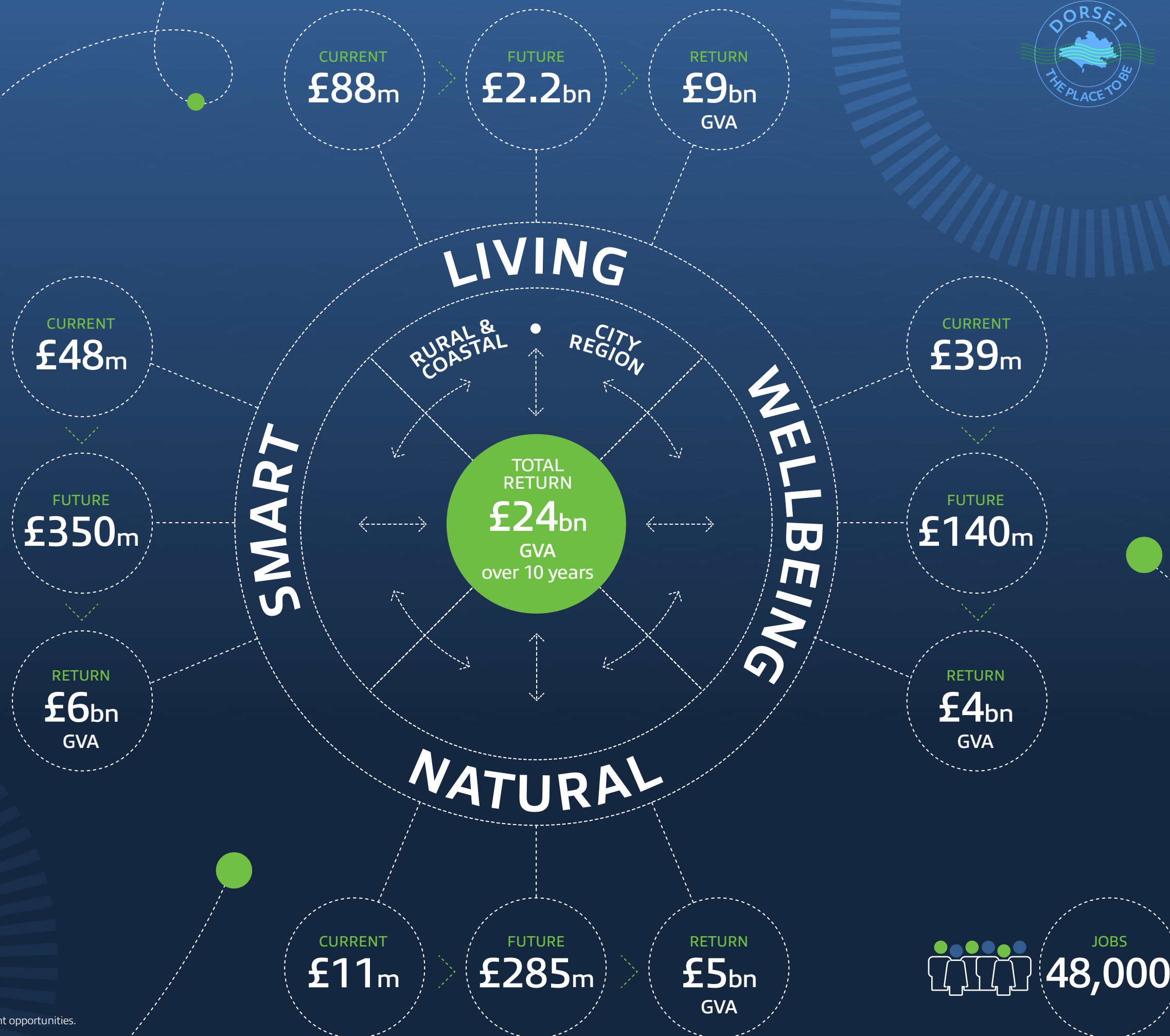
RETURN

These deliver an estimated 10 year economic return to Dorset of:

Living	£9bn GVA
Natural	£5bn GVA
Smart	£6bn GVA
Wellbeing	£4bn GVA
New Jobs	48,000

£24bn GVA

Current investment figures based on Dorset LEP programmes.
Other figures are based on an initial market test of future investment opportunities.
We have made evidenced assumptions where required.





Please message us [here](#) if you would like to find out more about any element of the Prospectus.

Special thanks to 3 Sided Cube, Bournemouth University, The Arts Development Company, AUB Marketing, Dorset Coast Forum and Butterfly Effect Films, RNLI / (Harrison Bates, Gavin Jones, Dave Morgan, Nathan Williams), Dorset Farmers' Market, Sam Dallimore, Dorset Wildlife Trust, Maria Clarke, Dorset LNP and Dorset LEP for allowing us to use their photography.