



REPORT TO: MORAY INTEGRATION JOINT BOARD ON 29 JUNE 2023

SUBJECT: MORAY GROWTH DEAL

BY: INTERIM STRATEGY AND PLANNING LEAD

1. REASON FOR REPORT

- 1.1. To inform the Board of the progress from the Moray Growth Deal investment on Health and Social Care (HSCM) Transformation in Moray.

2. RECOMMENDATION

- 2.1. **It is recommended that the Moray Integration Joint Board (MIJB) consider and note the contents of this report.**

3. BACKGROUND

- 3.1 The Moray Growth Deal (MGD) is a regional deal designed to boost economic growth across Moray. It aims to bring together Scottish and UK governments, Moray Council, Health and Social Care and other partners across the public and third sectors to transform the economy whilst addressing concerns around recruitment and gender inequality in employment.
- 3.2 The Rural Centre of excellence for Digital Health and Care Innovation is one of eight programmes within the MGD, led by the Scottish Digital Health and Care Innovation Centre (DHI).
- 3.3 DHI will focus on developing innovative digital health and care pathways in Moray, through co-design with various partners, including Moray citizens. The objective of this project is to invest £5million from the UK government, funding to create a Demonstration Simulation Environment (DSE) and five Living Labs (LL) of digital health and care innovation in Moray.
- 3.4 Services, including those delivered by the NHS and Local Authorities (LAs) across Scotland, are experiencing increasing demand and service capacity challenges. This creates increasing pressure on budgets, further exaggerated by the challenges of securing equity of access across rural environments. In tandem, digital technology, if applied correctly, bring unprecedented opportunities. This is highlighted in Scotland's Digital Health and Care Strategy, where "Enabling, Connecting and Empowering" is of paramount importance.

- 3.5 Health, care and wellbeing services are a key component in improving community resilience and empowerment, which are a key theme in Moray Health and Social Care's strategic plan. The Digital Health and Care Market is growing at over 30% per annum globally, therefore Moray has a real opportunity to position the region as a 'Rural Centre of Excellence for digital health and care innovation' where rural service, technical and business innovation can be tested and harnessed to create growth, acting as an internationally recognised rural reference site.
- 3.6 By investing £5m from the Moray Growth Deal, the creation of a Demonstration and Simulation Environment (DSE) within University of Highlands and Islands and Living Lab testbeds, with support by the Digital Health and Care Innovation Centre (DHI), supports the transformation of the Moray region into a rural and remote living lab. This will enable HSCM to create a dynamic and creative digital health and care cluster that will secure the provision of sustainable public services whilst creating inclusive growth through the creation of new jobs, future skills and equitable access.
- 3.7 In working in partnership with DHI it offers Moray a recognised network, knowledge and experience along with tried and tested innovation models that connects the right groups, methods and tools needed to accelerate the evidence required to transform health and care services. DHI has developed a key tool, an Urban 'Demonstration and Simulation Environment' based in Glasgow and now replicated in Moray, which is designed to offer assets, skills and expertise.
- 3.8 The Digital tools, services and innovations produced in this rural DSE and the Living labs aim to have application out with the Health and Care environment and has the potential to address existing needs in Scotland which will be transferable to many other industries and rural regions elsewhere in the world. This proposition will be designed to nurture growth and diversification of the existing ecosystem of businesses and communities in Moray and thus will attract inward investment the creation of high impact jobs, the provision of new skills and better more inclusive services in the region. All living labs projects would be built on the premise of improving its readiness to be adopted and scaled, and must have transferable properties out with the region, and for industry this may be global/international markets.

4. KEY MATTERS RELEVANT TO RECOMMENDATION

Living Labs

- 4.1 When referring to Living Labs, DHI use the definition used by the European Network of Living Labs (ENOLL): 'Living Labs are defined as user-centred, open innovation ecosystems based on a systematic user co-creation approach integrating research and innovation processes in real life communities and settings'. There are five living labs covering the following areas which were decided through extensive conversation with citizens and Morays health and social care workforce:

Living Lab 1 – Supported self-management

Living Lab 2 – Long term condition management

Living Lab 3 – Care in place

Living Lab 4 – Smarter homes/smarter communities

Living Lab 5 – Mental wellbeing

- 4.2. Recognition of the need to increase and upskill the workforce and citizens, there is also a skills and workforce development group to address the skills gap from digital literacy to digital innovation. A summary of the digital innovation can be found in **Appendix 1**.

Next Step

- 4.3. To achieve our strategic outcomes, collaboration on the five living labs is essential as they are designed to have a significant impact on increasing the choices for citizens, whilst supporting the ambition of Scotland's Digital Health and Care Strategic aims:

Aim 1 – Citizens have access to and greater control over their own health and care data – as well as access to the digital information, tools and services they need to help maintain and improve their health and wellbeing.

Aim 2 – Health and Care services are built on people-centred, safe secure and ethical digital foundations which allow staff to record, access and share relevant information across the health and care system, and feel confident in their use of digital technology, in order to improve the delivery of care.

Aim 3 – Health and care planners, researchers and innovators have secure access to the data they need in order to increase the efficiency of our health and care systems, and develop new and improved ways of working.

- 4.4. In summary, the five living labs are the key transformation focus for Moray Health and Social Care partnership. Embracing the use of digital technologies in the design and delivery of services, aids to improve the care and wellbeing of the citizens of Moray.
- 4.5. Updates to this workstream will be provided regularly as they develop.

5 SUMMARY OF IMPLICATIONS

(a) Corporate Plan and 10 Year Plan (Local Outcomes Improvement Plan (LOIP)) and Moray Integration Joint Board Strategic Plan “Partners in Care 2022 – 2032”

The five living labs are essential transformation projects to achieve the outcomes in the strategic plans for Moray Council, NHS Grampian and Health and Social Care Moray, along with Scotland's Digital Health and Care Strategy.

(b) Policy and Legal

Digital Scotland Service Standards is a set of 14 criteria that all organisations delivering public services should work towards. These standards are supported as the living labs develop.

(c) Financial implications

Staff involvement is through existing resources. The adoption of digital transformation may require organisational change in order to deliver services differently.

(d) Risk Implications and Mitigation

As the ageing population increases, the shift towards long-term, complex and multi layered conditions will continue as will demand on our Health and Social Care services and workforce. Digital approaches to supporting Health and Social Care needs must continue to be complemented by place-based action at local and community levels. We must ensure that our workforce and citizens have the digital skills to support and care for each other. As the living labs continue to develop, the need to tackle digital exclusion and provide digital choice for those who need is discussed through the Skills and workforce development group. Digital exclusion is wider than this project, a community planning approach is required to support service redesign across all organisations.

(e) Staffing Implications

Work is undertaken through existing funding resources.

(f) Property

Not applicable

(g) Equalities/Socio Economic Impact

Choice for citizens means digital and non-digital options should be offered in parallel, on an equal footing. Citizens should not be forced to use digital services if it is not right for them, but it should be made available to those who want it.

(h) Climate Change and Biodiversity Impacts

Through optimising the use of digital devices, this may reduce the need for travel for our citizens and staff, and a reduction in overall transportation usage.

(i) Directions

None

(j) Consultations

Members of Senior Management Team, Members of Strategic Planning and Commissioning Group, DHI Leadership Team.

6. CONCLUSION

- 6.1. HSCM acknowledge the considerable potential of the investment from the Moray Growth Deal to redesign the Health and Social Care System. Digital technologies remains critical to how we embed and sustain health and social care integration, ensuring technology enables people to interact seamlessly across health and care services, in turn achieving better personal outcomes.**

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Background Papers: with author

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