Using Nottingham Insight to…

develop strategies

Nottingham University Hospitals' Strategy Team



Nottingham University Hospitals NHS Trust (NUH) is one of the country's largest and busiest teaching NHS trusts. The NUH provides acute (short term/immediate) and specialist health services to 2.5 million people within Nottingham and its surrounding communities from the Queen's Medical Centre and the City Hospital campuses. They have an annual budget in excess of £682 million of public sector funding and employ over 12,000 people.

The Nottingham University Hospitals Strategy Team is responsible for preparing the NHS Trust's business plans which out how we will deliver our services. To do this, we work closely with our clinical teams to anticipate and respond to the needs of our patients.

What we did

We used Nottingham Insight to analyse and describe the demographics of potential patients in Nottingham in order to discover any trends and to anticipate future demand for our services. This included analysis of age and ethnic profiles, 'health not good' rates, as well as health-related behaviours of people in Nottingham, including smoking.

What the impact was

"Nottingham Insight helped us to analyse health trends in the Nottingham area so we could prepare the strategic direction for our services over the next five years. As the information on Nottingham Insight is shared with our other key stakeholders, we avoided any potential problems arising from incompatible data and findings.

We reflect this information as key statements in the strategies and business plans, giving them more context. Our plans are shared with other commissioners of health services and local authorities we found that our findings resonated with their understanding of what the local population needs, which ensures we have joined-up planning.

We are occasionally asked about health problems related to specific wards and have referred to Nottingham Insight to help us understand and compare the differences between the ward in question and other areas."

Keith Reynolds, Deputy Director of Strategy, Nottingham University Hospitals

GIS team

For further information please contact the GIS Team at Nottingham City Council
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