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PGPA - Stakeholder Newsletter

February 2025

Pennine GP Alliance

Together we are *stronger*

Welcome to the first PGPA stakeholder newsletter!

As we step into a fresh year full of opportunities, we're excited to bring you the first edition of our stakeholder newsletter. This is our chance to reflect on progress, update on key areas of work and celebrate our achievements. Together, lets make 2025 our most successful year yet!

PGPA Annual Review

We're proud to share that we have published our first Annual Review, a milestone marking a decade of dedicated work. Since our founding in 2014, PGPA has been committed to keeping GP services central to the heart of our local communities in Calderdale.

This Annual Review provides a detailed look back at the achievements of the past year, while also celebrating the lasting impact PGPA has made over the last ten years in transforming healthcare delivery across the region. We hope you enjoy reading about our journey and the positive changes we've helped bring to healthcare in Calderdale!

You can read the article in full on our website here.



Spotlight on PGPA's Senior Leadership Team

We're excited to introduce you to the people behind the decisions that help shape our organisations direction. Our senior leadership team is made up of passionate and experienced individuals who are dedicated to driving us forward. They're committed to making a real impact, and we think you'll enjoy getting to know them better.



Vicky Chadwick, Head of HR

Vicky leads HR including recruitment, employee development, and engagement. As a senior leadership team member, she plays a vital role in shaping PGPA's most valuable asset—its people—ensuring the organisation's people strategy aligns with its values to foster a supportive, high-performing work environment. Vicky joined PGPA in April 2024, with a passion for developing people and making a meaningful impact in the community she lives in, which made PGPA an ideal fit. Read more.



Anna Duggan, Calder and Ryburn PCN Manager

With over 13 years of experience working in NHS organisations, Anna's journey within PGPA began in 2019 as a Project Manager. She joined just in time for the formation of Primary Care Networks, which allowed her to play an instrumental role in shaping the direction of the organisation. Anna has recently completed a Bachelor of Arts (Honours) degree in Health and Social Care and a Graduate Certificate in Public Health. She pursued these qualifications part-time over seven years, balancing her studies alongside full-time work and her role as a mum. Read more



Holly Jenkinson, Head of Communications, and Freedom to Speak Up Guardian

With over a decade of experience in public sector communications, primarily within the NHS and healthcare sectors, Holly is well positioned to lead PGPA's internal and external communications strategies. Specifically aligning PGPA's messaging with its core values to enhance stakeholder engagement, and promote the organisation's significant impact in Calderdale. Read more.

Spotlight on PGPA's Senior Leadership Team

Joanne Duffy, Head of Programmes, Caldicott Guardian, and Information Asset Owner



Joanne is a highly accomplished leader at Pennine GP Alliance (PGPA), where she has quickly become an integral member of the senior leadership team since joining in 2020. Initially hired as a Social Prescribing Link Worker, Joanne's rapid growth within PGPA has earned her the trust to deputise for the CEO when needed, demonstrating her deep understanding of the organisation's strategic vision and ability to drive impactful change. Read more.



Tony Martin, Upper Calder Valley PCN Manager

Tony is responsible for developing and delivering services that support general practice, fostering collaborative neighbourhood working, and fulfilling the contractual requirements of the Network Contract Directed Enhanced Service (DES). Tony joined PGPA nearly three years ago, seeking a role that would allow him more time for long-term strategic planning. He values people as an organisation's greatest resource and focuses on empowering his team to achieve their best. Read more.

Will Menzies, Chief Executive



Since becoming Chief Executive Officer of Pennine GP Alliance (PGPA) in 2022, Will Menzies has been a catalyst for significant positive change, driving the organisation's transformation and growth. His leadership has brought a renewed sense of purpose, strategic clarity, and operational excellence. Reporting monthly to PGPA's Board of Directors and providing strategic direction alongside the Leadership Team, Will continues to enhance both internal culture and external partnerships, positioning Pennine GP Alliance for continued success. He finds great satisfaction in working with dedicated people who share a common goal of improving patient care. Read more.

Spotlight on PGPA's Senior Leadership Team



Sudheer Shabir, Central Halifax PCN Manager

With a clinical background, Sudheer brings invaluable insight to his role, blending his medical expertise with leadership skills to improve healthcare delivery across the region. Before moving into management, Sudheer trained as a GP, a foundation that shapes his approach to healthcare today. His clinical experience allows him to bridge the gap between management and frontline staff, ensuring that both the patient and healthcare provider perspectives are considered in decision-making. Read more.



Farzana Rasool, Head of Finance

Farzana joined Pennine GP Alliance (PGPA) in November 2022 as Finance Manager, bringing with her over 20 years of expertise in accountancy. Now Head of Finance, Farzana is responsible for overseeing the organisation's finances, ensuring that resources are managed effectively and sustainably. She works closely with the team to support decision-making and strengthen collaboration between general practices across Calderdale. Read more.

Anna Lunn, Lower Valley PCN Manager

The PCN Manager for Lower Valley Primary Care Network plays a pivotal role within the senior leadership team of Pennine GP Alliance, contributing to the strategic direction, operational management, and delivery of primary care services across the Lower Valley region. This individual ensures that the PCN operates efficiently, aligning with both local healthcare priorities and national standards, while fostering strong relationships between healthcare professionals, local stakeholders, and the broader health system.

If you need to contact any member of the Senior Leadership Team please get in touch, they are more than happy to help in any way necessary.

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Putting Patients First - PCN UPDATES

Calder and Ryburn PCN - Anna Duggan

We're excited to be growing our Integrated Neighbourhood Team!



VAC & Locality hosted a development session with our local stakeholders and GP practices.
It was a fantastic opportunity to collaborate, share ideas, and build stronger partnerships as we work together to improve healthcare and support services in our community. The session sparked some great discussions, and we're looking forward to seeing the positive impact these efforts will have on local residents.

Our Integrated Neighbourhood Teams meetings are being held every six to eight weeks involving our local stakeholders with the following three priorities to guide the session: Loneliness, Anxiety & Depression and Substance Use



Better Lives in 2025
In January, Social Prescribing Link Workers from Bankfield and Stainland Road Medical Centre joined Gateway to Care at Elland Community Hub to provide an event to support the community to access advice and information.



Supporting Loneliness
On 20th December 2024, we ran an event at Foundry Street Community Centre to help those who may feel lonely over the Christmas period and linked them up with local services who can help.

Grief Cafe
Last year for Grief Awareness Week which took place during December, we organised a drop in at Foundry Street and invited patients who had a bereavement code within the last two years to come and meet local services who can offer support. The event was a great success and following on from this drop in, we are aiming to set up our own Grief Café in 2025 for peer to peer support within Sowerby Bridge.



Putting Patients First - PCN UPDATES

Central Halifax PCN - Sudheer Shabir

Welcoming PGPA's first GP roles

Following the announcement of the new ARRS GP role available to Primary Care Networks (PCN), we successfully recruited two GPs to support patients across our 5 practices. Please welcome Dr. Fazal and Dr. Nadeem, who are the first GP roles to be employed by PGPA and we are incredibly excited to have them on board.

Both doctors have trained locally, with some of their placements completed right here within our PCN, making them a perfect fit for our team.

A key objective of PCNs and collaborative working is to help alleviate the pressures faced by general practices and improve patient access to healthcare services. The addition of these GPs through the ARRS scheme plays a vital role in supporting this goal, helping our primary care teams manage growing patient demand while maintaining high-quality care.





Furthermore, the GP roles in this scheme provide a valuable opportunity for continued professional development, as it focuses on newly qualified GPs. At Central PCN, we are committed to creating an environment that fosters growth and support, ensuring that our new team members can thrive in their roles.

If you see Dr Fazal or Dr Nadeem around the practices please say "Hi!"

Celebrating our Social Prescribing Link Workers: Piloting a new approach

Continued care can be challenging within the PCN, especially as patient demand rises. To address this, we've focused on integrating staff more closely with individual practices and their populations.

Positive patient feedback has confirmed the success of this approach, supporting our decision to continue. The team remains cohesive, with regular peer support meetings helping them stay connected and share resources with local providers. We're excited to keep building on this model to better serve our patients.



Putting Patients First - PCN UPDATES

Lower Valley PCN - Anna Lunn

LV PCN Team Oscars Ceremony

In recognition of the fantastic efforts of everyone on the team, the LV PCN held a special Oscars ceremony. Each team member received an Oscar from our PCN Manager, celebrating their hard work and contributions in making 2024 a successful year for both our patients and the entire PCN team.



Lower Valley PCN Occupational Therapist Michelle Angus

Michelle recently delivered two highly successful training packages to staff across local care homes, addressing key issues identified during online multidisciplinary team meetings (MDTs). These issues focused on falls and behavioural changes (e.g., refusal to eat or take medications).

Training Packages Developed:

1. Proactive Falls Management: A 2-hour session focusing on managing falls proactively using positive risk-taking and effective risk assessments.
2. Dealing with Low Mood & Anxiety: A session emphasising compassionate care and empathy to support residents experiencing mood and anxiety issues.

The training was well-received, with staff providing positive feedback such as feeling more confident in risk assessment and appreciating the opportunity to reflect and engage in thought-provoking discussions.

Building on this success, Michelle has worked closely with the lead nurse for care homes to train additional staff, including the Quest team and Calderdale Council's Quality team. This collaboration aims to roll out the training across Calderdale, further strengthening relationships between the care homes and the PCN.

This initiative has been an excellent example of proactive care, improving both staff confidence and the quality of care provided to residents.





Appreciation and recognition

We've received wonderful feedback from patients who have praised Claire Widdop, LV PCN Receptionist, and Tina Head, LV PCN Administrator, for their compassion and exceptional service. Your dedication to providing excellent patient care is truly valued.

Putting Patients First - PCN UPDATES

Upper Calder Valley PCN - Tony Martin

Todmorden Health Centre Cervical Screening Drop-in Event

Following last year's successful drop-in, this event targeted younger patients on the Did Not Attend (DNA) list who hadn't had their cervical screening. Over time, fewer younger people have been attending, possibly due to awareness or availability issues.

Care Coordinators contacted patients on the DNA and non-responder lists via text, posted event details in the practice and on Facebook (shared 47 times), and offered tea, coffee, and snacks.



The first drop-in saw 12 attendees, while the second had 47, totaling 63 patients screened. Of these, 35 were aged 25-50 and 28 were 50-65. The atmosphere was supportive, with cheers for first-timers, making the experience positive for all. Read more here.

Frequent Attenders Project

Rachael Morgan, Care Coordinator, was asked to lead this pilot program for the PCN. She worked with a group of 30 patients, identified in collaboration with PGPA's Digital Team, using criteria primarily based on their current clinical conditions and presentations. The project was overseen by a small team of staff from the PCN,



led by Paul Shire, a GP partner at Hebden Bridge Group Practice. Read the case study in full including several successes on the PGPA case study page here.

Occupational Therapy (OT) Service

The Upper Calder Valley OT Service adopted a new model 18 months ago, emphasising health promotion and frailty prevention, with a focus on unmet needs. By collaborating with Social Prescribing Link Workers, the service delivers personalised, patient-centered care. Below are two case studies demonstrating this approach:

Patient A: Referred for chronic pain, type 2 diabetes, poor sleep, and anxiety. She opted for diet and exercise over medication. With 1:1 support, she learned about gut health and blood sugar control. In 3 months, she lost a stone, reduced her HbA1c from 48 to 43, and improved mobility and sleep, with reduced anxiety.

Patient B: Referred for severe social anxiety, limiting her to local errands. Gradual exposure and anxiety management helped her expand her comfort zone. She now independently visits pubs, volunteers, and is working on using public transport to Todmorden.

By working holistically with patients and focusing on what matters most to them, significant improvements in health and well-being can be achieved.

Latest local campaign information

NHS England's NEW Breast Screening campaign

Breast cancer is the most common type of cancer in women in England. Regular breast screening is one of the best ways to spot a cancer that is too small to feel or see yourself – it saves around 1,300 lives each year in the UK.



Anyone registered with a GP as female aged from 50 up to their 71st birthday will be invited for NHS breast screening every 3 years. You'll get a letter in the post inviting you.

Breast screening can detect cancer long before you can even feel it. Or more likely, put your mind at rest. So when you're invited, save the date, it could save your life.



Watch the campaign video here →

Read more about the campaign here.



Calderdale screening videos

Thank you to Beechwood Surgery, Keithley Road Surgery and Todmorden Health Centre for creating bespoke breast screening advice videos for your patients. Collectively gaining nearly 800 views! Click the phones to watch.



Quit Smoking

Quitting smoking is the single most powerful thing you can do for your health. Whether you've been smoking for years or are just starting to consider quitting, it's never too late to take the first step toward a healthier life. Even if you've tried to quit before, don't give up – this New Year could be the time you succeed.

In Calderdale you could see a Stop Smoking Practitioner, or access support via Yorkshire Smokefree or Better Health. Find out more here.

Creating the best outcomes together

Improving Early Cancer Detection and Patient Survival Across Calderdale



Pennine GP Alliance (PGPA) is thrilled to announce the launch of C the Signs, an advanced clinical system designed to improve early cancer detection and survival rates.

This initiative is part of ongoing efforts to tackle healthcare inequalities and ensure that people in Calderdale receive the best possible care. Read the article in full here.

PGPA Doubles Acute Respiratory Infection Hubs to Boost Access to Respiratory Care in Calderdale



In response to the increased demand for respiratory care during the ongoing winter season, PGPA has successfully expanded its Acute Respiratory Infection Hubs across Calderdale.

This expansion, which began on 27th January 2025, will provide an additional 5,500 appointments across the area, helping to alleviate pressures on GP practices and urgent care services during the winter months. Read the article in full here.

The Role of the Stop Smoking Practitioner – Supporting a Journey from Tobacco to Vape

We're following the journey of Adam and Nick, who have been smoking for over 20 years and have struggled to quit on multiple occasions.

Referred to see PGPA's Stop Smoking Practioner Ben Hill, they are both determined to change their habits, with an ultimate goal to stop smoking altogether. Find out what they had to say and how Ben is helping them in our latest patient case study.



Respect, Dignity and Compassion

PGPA Staff Case Studies

We want to showcase our collegues to stakeholders, highlighting their experience, growth and achievements both in work and outside of it. Therefore we are excited to announce a staff case study section on our website to celebrate and recognise the great individuals who make up our organisation.

You can read our staff case studies on the PGPA website here. Or, click on the staff images shown.











The next case study will be Hollie Walker



Respect, Dignity and Compassion

PGPA Staff Compliments

Special recognition from Halifax Opportunities Trust for Jenna McAdam, Social Prescribing Link Worker in Central PCN



"I was struck by her immediate willingness to step in and her genuine commitment to making a difference. It's no exaggeration to say that she has gone above and beyond her role in supporting not only our client but also us as an organisation. Jenna has been instrumental in helping us better understand the 'system' while working tirelessly to ensure that our client receives the care and support he desperately needs.

What has truly stood out is Jenna's persistence and tenacity. Even when faced with what seemed like insurmountable challenges or closed doors, she refused to give up. Jenna took proactive steps to liaise with health professionals, doctors, social workers, and others to ensure everyone was fully aware of the severity of our client's situation and the urgency of his needs. Her dedication and advocacy have been nothing short of inspiring. Thanks to Jenna's hard work, the right services are now in place, and our client is finally receiving the support he requires."

Bridge House Care Home has extended their gratitude to the Lower Valley PCN Team, with special thanks to Wendy Ibberson, PGPA Care Coordinator, and Danielle Haley, PGPA Pharmacy Technician

"I would like to take this opportunity to express my sincere gratitude to the PCN team.

Kindness lives here

"Their support has been invaluable in so many ways, from sourcing medications and organising appointments to ensure our residents are seen every 28 days, to assisting the entire team at Brighouse with problem-solving and medication reviews. They have been a crucial link between us and the GPs, always available, whether in person or over the phone, and we truly appreciate their dedication.

"The PCN team played an instrumental role during our last CQC inspection, and we genuinely couldn't have done it without them. As a home, we have leaned on their support during challenging times, and their assistance has been nothing short of invaluable. Their commitment and reliability have helped us navigate through difficult situations, and we are incredibly grateful for everything they have done.

"We firmly believe that more care homes should welcome this service, as their support has been a key factor in achieving our green rating. A special thank you goes to Wendy and Danielle for their vital contributions, but our thanks extend to the entire team for their ongoing hard work and dedication."