



GSK and Brunel Health Group Collaborative Working Executive Summary Improving Equitable Access to National Adult Immunisation Programmes in Swindon and Shrivenham

Brunel Health Group and GSK are undertaking a Collaborative Working project together as part of a larger Adult Immunisation Programme Optimisation Project.

The aim of this project is to address healthcare inequality in Brunel Health Group by supporting the increased uptake of the Shingles and Pneumococcal National Immunisation Programmes (NIPs) across NHS practices across the GP Federation which covers Swindon and Shrivenham. These areas have been identified as those of greatest need due to high levels of deprivation and lower than average uptake for adult vaccinations (excluding Flu, and COVID).

The project will involve provision of non-clinical staff (Primary Care Immunisation Facilitators) via a third-party into primary care practices across Swindon and Shrivenham to support with eligible patient search/identification and call/recall in Shingles and Pneumococcal National Immunisation Programmes. Resource allocation will be worked out with the GP Federation to ensure that the most deprived practices in each area are prioritised as appropriate. Clinical review of eligible patients for vaccination, and the administering of the vaccinations to patients will remain the responsibility of the GP Federation practices.

A Summary of Outcomes Report will be published on the GSK website within six months of project completion.

Primary project objectives:

1. Reduce patient health inequalities and patient suffering from vaccine preventable diseases (shingles and pneumococcal disease).
2. Increase the uptake of shingles and pneumococcal vaccination in line with the NIP eligibility criteria in practices across Brunel Health Group.
3. Leave a sustained legacy of enhanced immunisation programme implementation by enhancing knowledge, capability, and effective ways of working.

Project Contribution:

The project will run for 8 months, from September 2025 to April 2026, and will involve a balance of contributions from all parties, with the pooling of skills, experience, and resources, with estimated costs outlined below:

GSK:

- £101,919.08 covering
 - £79,115.52 for the provision of Primary Care Immunisation Facilitators
 - £22,803.56 on project management



GSK and Brunel Health Group Collaborative Working Executive Summary

Improving Equitable Access to National Adult Immunisation Programmes in Swindon and Shrivenham

Brunel Health Group:

These contributions are not direct monetary contributions, but are a reflection of the estimated amount of hours that will be required to implement the project, and the value of that time.

- £53,939.48 covering
 - £38,712.30 Clinical Workforce
 - £14,453.12 on Administrative Workforce
 - £774.06 on above practice-level organisation

Intended benefits:

Patient:

- Increased protection from shingles and pneumococcal disease, likely resulting in improved health outcomes through greater uptake of vaccination.
- Reduced health inequalities and reduced patient suffering from shingles and pneumococcal disease.
- Fewer shingles and pneumococcal cases and related complications, which could lead to fewer hospitalisations and management of chronic pain.
- Improved experience of the healthcare system through engaging in improved vaccination service provision.

Brunel Health Group:

- Increased uptake of shingles and pneumococcal disease vaccination in line with national guidance.
- Improved long-term capability to implement and deliver adult immunisation programmes.
- Reduced administrative burden on practice staff for implementing immunisation programmes.
- Reduced prevalence of shingles and pneumococcal disease resulting in reduced healthcare utilisation in both primary care and any associated complications and hospitalisations.
- Share learnings across Brunel Health Group organisations to improve NIP implementation best practice, leading to increased uptake.
- Transfer of knowledge to local practice administrative staff through training and upskilling from Primary Care Immunisation Facilitator.
- Systems/frameworks and administrative solutions implemented for effective patient recall.
- Searches left on practice system after Immunisation Administrator 'placement' for practice staff to utilise.
- Increased patient satisfaction with practice provision of vaccinations.



GSK and Brunel Health Group Collaborative Working Executive Summary

Improving Equitable Access to National Adult Immunisation Programmes in Swindon and Shrivenham

GSK:

- Leave a legacy within Brunel Health Group practices of sustained successful implementation of pneumococcal and shingles immunisation programmes.
- Demonstration of the effectiveness of Collaborative Working in driving implementation of vaccination across Brunel Health Group.
- Increased uptake of the approved Shingles NIP and it's approved guidelines.
- Support GSK's commitment to being ambitious for patients.