NHS

Greater Manchester
Primary Care Provider Board

The partnership of primary care providers

Who we are and what we do

Who we are

Greater Manchester Primary Care Provider Board (PCB) is England's first primary care collaborative, bringing together all four primary care disciplines. When we talk about primary care providers in this document, we mean the people who deliver primary care services across all four disciplines, unless otherwise stated.

The four disciplines of primary care providers are:

Community pharmacy

Dentistry

General Practice

Optometry

Collectively they represent the 'front door' to the NHS. They deliver great care and support better health for our residents and communities in challenging circumstances. They are innovative, working with a wide range of partners to improve access to services while working hard to ensure high-quality and safe care.

The PCB was established in 2015 to unify and strengthen the voice of Greater Manchester's 1,800 primary care provider organisations. It enables them to have a single voice and take one decision, while also supporting them to have 1,800 individual voices and decisions when needed. We operate on three levels – neighbourhood, place or locality (in each of the 10 Greater Manchester boroughs) and the Greater Manchester system.

This enables us to drive transformation and deliver services 'at scale' to meet local population health needs. Working on a larger scale – and on three levels – means we can have a positive impact on finance, performance and quality.

We also work with the Voluntary, Community, Faith and Social Enterprise sector (VCFSE) to co-produce strategy and improve the health of local people, and we are a key partner in the wider health and care system.

The PCB is fully integrated into the work and governance of Greater Manchester Integrated Care Partnership (ICP), and NHS Greater Manchester, which is the Integrated Care Board (ICB). We represent primary care on their governance boards, giving insight into Greater Manchester and reporting back to providers via our own governance structure, which includes the main provider board and four sub-boards.

The PCB centres on a shared vision:

"Primary care providers working collaboratively and in partnership at neighbourhood, place and system level to improve health and wellbeing throughout our communities."

To maintain effective communication with our providers, we have developed:

- a comprehensive website, which serves as a first point of contact for updates on our work, support services and training opportunities
- a popular LinkedIn page, with more than 1,500 followers
- an active X channel with more than 1,000 followers
- a monthly e-newsletter, sent directly to 1,000 colleagues and cascaded to many more

Our vision for the future

Primary care providers – and the PCB – are in a strong position for the future and stand ready to embrace changes to healthcare. As established leaders and system partners, we play an important role in delivering the ***NHS 10-Year Health Plan*** and the ***Greater Manchester Strategy 2025–2035***.

Primary care involvement, leadership and innovation are critical to the national ambitions of shifting hospital care to the community, switching from analogue to digital systems, and giving people the power to move from treating sickness to prevention.

We will continue working with the VCFSE sector, Health Innovation Manchester (HInM), provider trusts, commissioners and industry partners so primary care providers can fulfil their current and future role.

We will continue to advocate for and represent the collective voice of more than 1,800 primary care providers in the Greater Manchester system and nationally. This includes continuing to provide a provider collaborative structure that champions and supports primary care.

As a PCB, we will continue to strive for equitable treatment across all four disciplines, and appropriate resourcing, so primary care is central to the growth and development of our system and ultimately in a strong position to deliver the Greater Manchester Strategy.

Where we are now

Primary care has extensive connections, structures and trusted resources that enable collaboration at Greater Manchester, place and neighbourhood level, as well as support for individual providers in their practices or settings.

This includes:

- The PCB and sub-boards for each of the four disciplines
- Primary care or GP boards in each of the 10 Greater Manchester boroughs – also known as *places*
- Federations and statutory advisory committees, such as Local Representative Committees – brought together through PCB governance arrangements in *places* and at scale
- Leadership and representation on several Greater Manchester groups, working with ICB and locality colleagues
- Leading on IT and digital functionality and transformation

We also have several established organisations that can hold contracts and provide primary care services at scale. These are social enterprises, or not-for-profit organisations, that are closely associated with the four primary care provider sub-boards.

Primary Eyecare Services (PES) is a not-for-profit primary eyecare provider, working with multiple ICBs nationally. It collaborates with Local Optical Committees (LOCs), NHS commissioners and Trusts to provide high-quality and accessible eye care in neighbourhoods.

CPGM Healthcare Ltd (CHL) is a not-for-profit organisation that holds and administers contracts for healthcare services. It was set up with the support of Greater Manchester Local Pharmaceutical Committees (LPCs), known collectively as Community Pharmacy Greater Manchester (CPGM). However, it is independent from CPGM with its own board of directors.

Greater Manchester Primary Care Community Interest Company (GMPC CIC) is a community interest company made up of member GP provider practices. It runs community gynaecology services and a workforce hub, and its individual federations deliver a range of place-based services.

While there isn't a Greater Manchester dental provider organisation, the 380+ dental practices across the city-region have a strong track record of collaboration at scale and co-production with commissioners. As an example, the **Dental Access Quality Scheme** is of national significance and has improved dental access across Greater Manchester.

The PCB proposal

Collectively, we aim to continue improving the health of local residents. However, we require NHS and system reforms to create the right environment so we can build on and maximise our strengths. To achieve our aim, the PCB has developed a proposal which sets out what we can *offer* and what we *ask* from the health and care system and wider partners.

Our offer

- We can design and deliver system ambitions, and we understand system challenges
- We get the basics right – with core contractual duties and support for providers
- We have a track record in primary care of delivering Greater Manchester and national ambitions
- We have primary care structures and resources operating at practice, neighbourhood, place and system levels
- We work with VCFSE partners to improve population health, reduce inequalities and improve access
- We have strong system relationships
- We are building strategic and tactical delivery partnerships at all spatial levels

Our ask

- Involvement and appropriate resources for primary care providers in the design and delivery of plans at all levels
- Involvement in decisions about neighbourhood and Live Well models
- Equal representation – across all four disciplines – in locality governance structures
- Delivery on the ambition of shifting services from hospital to the community
- A commitment to invest in the primary care strategy, as agreed in the Greater Manchester Primary Care Blueprint
- A commitment to deliver a sustainable and longer-term financial planning and contract approach for primary care
- Recognition of the potential impact of the emerging provider partnerships between primary care, VCFSE and acute trusts

Our impact

Delivery team support

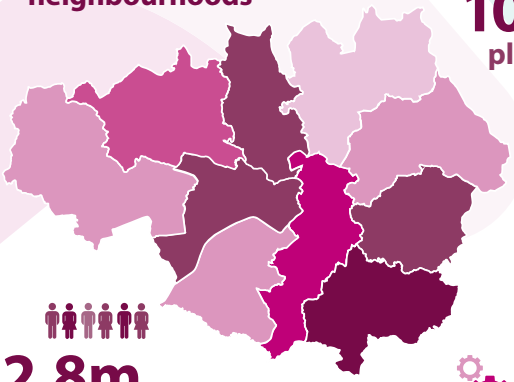
The PCB is more than just a board that brings together representatives from each of the four primary care areas. It has a small but effective delivery team that works with hundreds of primary care providers each year. They facilitate and deliver training, webinars, programmes, plus individual colleague and practice support across a range of topics, including workforce development, wellbeing, leadership and quality improvement. Around 50 schemes are in operation at any one time, across community pharmacy, dentistry, general practice and optometry.

The team also delivers proactive care programmes and a GP Peer Ambassador Programme, covering all 10 Greater Manchester localities. In addition, each of the sub-boards runs an Excellence Programme, offering tailored support and development opportunities to their respective providers.

Shaping strategy ***from the ground up***

65 neighbourhoods

10 places



2.8m population

1 system

Achievements

Primary care providers are making a significant impact on people's health and wellbeing both in the community and working in collaboration to help address challenges across the Greater Manchester system.

Community pharmacy

- In 2024/25, ***delivered 650,000 health-related pharmacy visits*** – more than 100,000 Pharmacy First consultations, 65,000 blood pressure checks, and supported 5,000 patients on discharge from hospital to prevent further hospital admissions
- ***Independent Prescribing Pathfinder*** programme enables independent prescribers to support patients with quick and safe access to treatment for certain conditions
- The ***Community Pharmacy Minor Ailments Scheme*** provides patients who don't pay for NHS prescriptions with access to advice and treatment for minor ailments without the need to see a GP
- Access to the ***Greater Manchester Care Record***, providing a fuller picture of patients' health and enabling personalised care

Community pharmacies

Dental

- Delivered almost ***2.5 million courses of dental treatment*** (2024/25)
- Increased access to NHS dental appointments and urgent treatment through the ***Access Quality Scheme***
- ***Dental Buddy Practice Scheme*** links dentists to schools, resulting in some children being signposted to register with a local dentist
- ***Healthy Living Dentistry*** quality framework supports dental practices to take part in national and local integrated health campaigns

Dental practices

General practice

- Delivered ***14.4 million appointments*** – accessed by 75 per cent of the Greater Manchester population
- £7 million investment into the ***Beyond Core Contract Review*** (BeCCoR) has resulted in new or revised contracts that better support the needs of general practice, especially when other areas have had funding frozen or cut
- This increased investment has ***supported 95,000 high-risk individuals*** through a Population Health Management/proactive care approach and prevented 180 heart attacks and 200 strokes across Greater Manchester
- Programme and legacy toolkit developed to support Primary Care Networks to ***deliver proactive and personalised care models*** with their patients

400+

GP practices

Optometry

- Delivered ***754,274 sight tests*** in 2024/25
- ***Hypertension Case Finding Service*** has enabled optometry practices to offer blood pressure checks to 4,600 people having a sight test, to identify those who need treatment
- ***Community Urgent Eyecare Service*** (CUES) provides assessment, treatment or referral for sudden onset eye problems
- ***99.8 per cent of patients receive care through CUES within 24 hours*** – reducing pressure on other NHS services

340+

Optometry practices

Through its connections via individual sub-boards and as part of the PCB, primary care contributes to system challenges such as:

- Enabling access to services closer to home and management of demand
- Shifting care from hospital to community
- Financial challenges
- Delivering the Greater Manchester Strategy through the Primary Care Blueprint

They are also anchor institutions in wider society, deeply rooted in their locality and key employers of local people. Schemes like Step into Primary Care, apprenticeships and care navigators provide opportunities for local people to start or enhance their NHS career.

What people say about us

I left the NHS pensions training for managers training feeling far more confident in this area and much better equipped. I now use the practical examples and resources provided to navigate the system.

Clare Richardson – Practice Manager

The Proactive and Personalised Care Programme was a tremendously positive experience for our PCN as it gave us the 'think time' and space for clinicians, the admin team and managerial staff to get together and run a programme. The population benefited hugely, and there was an increased uptake in our NHS health check programme.

Andrea Ferguson – PCN manager

The PCN leadership programme has given me not just a lot of confidence as a leader within my Primary Care Network, but it has really developed my leadership skills and to think more about system leadership.

Dr Nikesh Vallabh – GP partner

Since undertaking the Optometry Provider Board training, our newer members have been speaking and contributing more in meetings, and have got more confidence to raise their hand and say 'I don't know what that acronym is' or 'I'm not sure what this piece of work is meant to do' – and it's allowed us to work much more interactively as a team.

Rebecca Ireland – Optometrist

The round tables held over recent months have illustrated the significant overlap between our respective priorities. We are clear that working closely together will be a prerequisite for the successful neighbourhood-led implementation of our Greater Manchester Live Well model and the prevention demonstrator. We also recognise our duty to the people of Greater Manchester to work collaboratively to realise the ambitions of the NHS 10-year plan, including the delivery of a system-wide, focused approach to prevention.

Warren Escadale

– Chair of Greater Manchester VCFSE Leadership Group

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