

Sandwell Pharmaceutical Needs Assessment 2025

[Draft for consultation]

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Contents

Executive Summary.....	5
Regulatory Statements.....	11
Chapter 1: Introduction to Pharmaceutical Needs Assessments.....	17
What is a Pharmaceutical Needs Assessment?	17
Objectives.....	17
What is excluded from the scope of the assessment?	18
Process followed in the development of the PNA	18
PNA review process	19
Steering group	19
Chapter 2: Public Health Needs and Demography	20
Identification of Local Health Needs	20
Sandwell Borough Geography	21
Sandwell demographics	24
Age profile	24
Population projections	27
Housing growth.....	29
Ethnicity	32
Life expectancy.....	33
Deprivation in localities.....	35
Local health needs and priorities	37
Alcohol.....	37
Physical activity	38
Obesity.....	39
Teenage conceptions	41
Disease prevalence.....	42
Chapter 3: Community Pharmacy Provision in Sandwell MBC	44
Identification of service provision and access to community pharmacy and pharmacy services	44
Location of pharmacies	44
Applications for opening or consolidation of pharmacies	48
Pharmacy Access Scheme.....	48
Opening hours.....	49
Walking and Public Transport Distance to Pharmacies	53
Chapter 4: Pharmaceutical Services	55
Definition of Pharmaceutical Services	55

Essential Services:	55
Advanced Services	59
Appliance Use Review (AUR) service	64
Flu Vaccination service	65
Hypertension case-finding service	66
New Medicine Service (NMS)	67
Stoma Appliance Customisation (SAC) service	68
Smoking Cessation service	69
Pharmacy Contraception Service (PCS)	70
Lateral Flow Device (LFD) Service	71
Pharmacy First Service	73
Enhanced services	75
Other enhanced services (provided under contract with legacy NHSE regional team on behalf of the ICB, or under contract with ICB)	76
Locally Commissioned Services	76
Other NHS services	79
Healthy Living Pharmacy (HLP)	82
Pharmacy Quality Scheme	83
The Pharmacy Quality Scheme (PQS) 2023/24	83
PQS 2025/26	85
Chapter 5: Public Experiences of Sandwell Pharmacies	86
The process	86
Enhancing inclusivity	86
The results	87
Use, location, and opening hours of pharmacies:	88
Facilities and accessibility:	89
Prescription delivery service:	89
Pharmaceutical Services:	90
Pharmacy First Service:	91
Healthwatch Sandwell: Enter and View analysis of visits to pharmacies	91
Chapter 6: Future Pharmaceutical Service Development	93
Conclusion	98
Recommendations	99
References:	100

Executive Summary

What is the Pharmaceutical Needs Assessment and why is it important?

The Pharmaceutical Needs Assessment (PNA) is a document that must be updated every three years. The report looks at whether there are enough pharmacies (also known as ‘chemists’), in the right areas, offering the right services, to meet the needs of local people. There may be places with no pharmacies, but it would be helpful for residents if there was one nearby. We refer to these areas as ‘gaps’ because something important is missing. There can also be ‘gaps’ in what the pharmacies do. For example, a pharmacy might not offer a certain service in an area, but if they did, it would help the people who live there. The PNA identifies ‘gaps’ and suggests ways to improve pharmacies in our area.

Pharmacies can be found in many settings, including the community, hospitals and prisons. This document focuses on:

- Community pharmacies (e.g. on the high street or inside supermarkets)
- Distance selling pharmacies (also known as ‘internet pharmacies’)
- Dispensing appliance contractors (these dispense appliances only, such as continence and stoma products, not medications).

‘Pharmaceutical services’ is a broad term that covers a wide range of services delivered in a pharmacy setting. These include, but are not limited to, dispensing medications, disposal of unwanted medicines, flu vaccination, and Emergency Hormonal Contraception service (“morning after pill”).

The PNA is mainly used by NHS England (NHSE) to help to make decisions about new pharmacies in Sandwell. It is also used to:

- Understand who makes up the population of Sandwell (e.g. age, ethnicity) and their current and future health needs.
- Understand where the pharmacies are in Sandwell and the services that they provide.
- Help with decisions on what services are funded by NHSE, local authorities, and Integrated Care Boards (ICBs).

About Sandwell

Sandwell is the 8th most deprived local authority in England. People living in more deprived areas generally live with poorer health. Data in Chapter 2 shows that people in Sandwell are more likely to smoke or be obese, and less likely to be physically active, compared to the West Midlands region and England overall. With pharmacies being in the community, they can help people to manage long-term health conditions and support healthier lifestyles.

Sandwell has quite a young population compared to the England average. This means there is a higher demand for certain services, such as the Pharmacy Contraception Service, and for Emergency Hormonal Contraception. Easy access to these services is important in reducing the number of teenage pregnancies and the risks related to this. We have tried to encourage young people under 25 to fill in the residents' survey, but not many did – so we don't know as much about how or why they use pharmacies, or how easy they find it.

Furthermore, Sandwell is a diverse and multicultural borough. People from some ethnic minority groups are more likely to have poorer health compared to people from White backgrounds. They are more likely to have some long-term conditions, such as diabetes and heart disease, but less likely to access healthcare services.

Differences in health between different groups of people, that could be avoided, are known as 'health inequalities.' To help reduce health inequalities, it is important that pharmacies are accessible to all residents. Some of the things they can do include language services such as translation and interpretation and taking different cultures into account when planning services.

Sandwell pharmacies and their services

Currently there are 80 pharmacies in Sandwell for a population of 344,582 residents, of which four are distance selling pharmacies and eight are former 100-hour pharmacies. This means that there is one pharmacy per 4,307 residents, which is better than the England average of one pharmacy per 5,127 residents. Most residents live within a 15-minute walking distance of a pharmacy and all residents live within 20-minute travel via public transport to a local pharmacy. There are numerous pharmacies with extended opening hours covering weekday early mornings, evenings, Saturdays and Sundays.

Three levels of pharmaceutical services are provided by pharmacies:

- **Essential services:** must be provided by all pharmacies and are commissioned (paid for and arranged) by NHSE.
- **Advanced services:** may be provided by pharmacies only if training is completed, commissioned by NHSE.
- **Enhanced or locally commissioned services:** may be provided, planned to meet the needs of the local population, commissioned by NHSE or ICB Black Country/Local Authority Public Health respectively.

‘Necessary pharmaceutical services’ are services which the Health and Wellbeing Board (HWBB) think are necessary to meet the needs of the local population. For Sandwell this definition includes:

- All essential services (see Chapter 4), and the following advanced services: Flu Vaccination Service, Hypertension Case-Finding Service, New Medicine Service, Pharmacy Contraception Service, Pharmacy First Service.

There are nine advanced services provided by a range of pharmacies in Sandwell.

1. **Flu Vaccination Service-** the flu vaccination is offered to people who are at increased risk of serious complications from the influenza virus (flu).
2. **Hypertension Case-Finding Service-** to identify people aged 40 and above who have not previously been diagnosed with hypertension (high blood pressure) and refer those with likely hypertension to general practice (GP) for ongoing management.
3. **New Medicine Service-** to support patients with a long-term medical conditions to understand the medicines they are taking, to ensure safe and effective usage. This involves an initial conversation, and two further follow-up appointments.
4. **Pharmacy Contraception Service-** to enable community pharmacy teams to offer advice and start oral contraception ("the pill"), continue oral contraception prescribed elsewhere, and provide ongoing management e.g. annual reviews, blood pressure checks. They should signpost patients on where to access other related services e.g. "morning after pill", long-acting reversible contraception such as the Mirena Coil.
5. **Pharmacy First Service-** pharmacists can offer advice, and treatment, where clinically appropriate for seven common conditions (with age/sex restrictions).

6. **Lateral Flow Device Service-** provision of lateral flow device testing for patients who are at increased risk of serious illness from COVID-19 and may be eligible to treatment if they test positive.
 7. **Smoking Cessation Service-** for patients who start a Stop Smoking programme as an inpatient in hospital and are referred to their community pharmacy to complete the programme.
 8. **Appliance Use Review-** to improve patient knowledge and use of any appliance by assessing how the patient uses it and helping with any issues with use, storage, and disposal.
 9. **Stoma Appliance Customisation Service-** to offer personal customisation of a quantity of more than one stoma appliance, to make it more comfortable for patients and reduce waste.
- There is excellent provision of the Flu Vaccination Service, Hypertension Case-Finding Service, New Medicine Service, Lateral Flow Device Service, and Pharmacy First Service, with good provision across all towns. **No gaps found.**
 - The number of people using the Stop Smoking Service through pharmacies is low. This is likely because the people beginning their Stop Smoking journey in hospital are referred to a different Stop Smoking service funded by Sandwell Metropolitan Borough Council, not delivered through pharmacies. **No gaps found.**
 - A reasonable proportion of pharmacies across Sandwell may provide the Pharmacy Contraception Service. **No gaps found.**
 - Although just under of quarter of pharmacies in Sandwell may provide Appliance Use Review (AUR; 23%) and Stoma Appliance Customisation (SAC; 18.5%), no residents accessed these services in community pharmacies between January-October 2024. This is likely because people access these services elsewhere (e.g. Dispensing Appliance Contractors). **No gaps found.**

Enhanced and locally commissioned services include, but are not limited to, COVID-19 vaccination service, Respiratory Syncytial Virus and Pertussis Vaccination Service, Minor Ailment Service, Community Eye Care Service, Specialty Palliative Care Drugs Service, Supervised Consumption of Methadone, Needle Exchange, and Emergency Hormonal Contraception (EHC; “morning after pill”). **There is reasonable provision of enhanced and locally commissioned services across the borough.**

There are no pharmacies that can provide EHC free of charge in Tipton and Rowley Regis, therefore a gap. This is likely to change in the future with more pharmacies planning to provide this, and the national Pharmacy Contraception Service introducing EHC as part of the service.

We look at the likely changes in the population of Sandwell, and the number of houses planned to be built, to get an idea of whether demand on pharmacies will change over the lifespan of the PNA (2025-2028). Taking this into account, **we do not predict that there will be a gap in the provision of services.** However, we will need to keep monitoring the number of houses built, whether these properties are lived in, and pharmacists' workloads to make sure they can continue to meet the needs of local people.

Recommendations:

The report makes the following recommendations to improve pharmaceutical services in Sandwell:

- Services provided by pharmacies should be widely promoted by pharmacies and other healthcare services. This could be through use of posters, leaflets, and video advertisements that are easily accessible to patients.
- More pharmacies should offer the “morning after pill” free of charge, especially in Tipton and Rowley Regis.
 - There is a plan for more pharmacies across Sandwell to provide the “morning after pill” free of charge, including in Rowley Regis and Tipton. Also, the national Pharmacy Contraception Service will be expanded to include provision of the “morning after pill” which is expected to address this gap.
- Pharmacies should be easily accessible to all:
 - **Wheelchair access:** we should aim for all pharmacies to have wheelchair access to all areas.
 - **Language and communication:** we should aim for all pharmacies to provide spoken and written information in various accessible formats to ensure equal access for people with hearing or visual impairment, or those who do not have English as their first language. These might include large print written information and use of ‘Language Line’ for example.
 - The support available to ensure everyone has fair and equal access to pharmacies should be widely promoted by pharmacies.

Future Sandwell PNAs should:

- a) Include local residents in the group working on the PNA.
- b) Consider alternative methods of engagement at the initial consultation stage to ensure that we capture diverse views at an earlier stage of the process.
- c) Use datasets to obtain information on service sign-up and service activity, and contractors' survey for information on willingness to sign-up. This would help to avoid discrepancies between contractor surveys and datasets and shorten the contractor survey.

Regulatory Statements

*A steering group consensus was made a priori of what **may** constitute as a 'gap'. The local context (demographics and local health needs) must also be considered in this assessment, as well as survey responses, and other providers of these services. A gap may indicate a need/improvements/better access that could be met by an existing contractor, or a new application, in the area.*

Geographical gaps in the location of the premises:

- *Areas where residents cannot access a pharmacy by 20-minute public transport and/or 15-minute walk is defined as a gap.*
- *If a gap is defined as above- to consider if people are accessing pharmaceutical services in other ways e.g. prescription delivery.*

Geographical gaps in provision of services:

Necessary services:

- *Essential services: as above, as all pharmacies provide essential services.*
- *Advanced services (included in the definition of necessary services): at least one pharmacy providing each service in each town.*
- *A gap **may** be defined if the above is not met.*

Other relevant services:

- *Advanced services (excluded in the definition of necessary services): at least one pharmacy providing each service in each town.*
- *Enhanced and locally commissioned services: at least one pharmacy providing each service in each town.*
- *A gap **may** be defined if the above is not met.*

Gaps in the times at which, or the days on which, services are provided:

- *There should be at least one pharmacy in each locality providing essential and advanced services out of the core working hours.*
- *A gap, and the times of the gap, **may** be defined if the above is not met.*

It is a legislative requirement that PNAs are developed in accordance with the NHS (Pharmaceutical Services and Local Pharmaceutical Services) Regulations 2013(1). Regulation 4 Schedule 1 of the 2013 regulations set out the minimum information to be contained in PNA. Detailed below are the seven statements included in schedule 1.

Statement 1: current provision of necessary services

A statement of the pharmaceutical services that the health and wellbeing board (HWBB) has identified as services that are provided:

- In the area of the HWBB and which are necessary to meet the need for pharmaceutical services in its area; and
- Outside the area of the HWBB but which nevertheless contribute towards meeting the need for pharmaceutical services in its area (if the HWBB has identified such services).

The Sandwell HWBB has identified essential pharmaceutical services and the following advanced pharmaceutical services: Flu Vaccination Service, Hypertension Case-Finding Service, New Medicine Service, Pharmacy Contraception Service, Pharmacy First Service as **necessary** for meeting the pharmaceutical needs of the population of Sandwell.

Statement 2: gaps in provision of necessary services

A statement of the pharmaceutical services that the HWBB has identified (if it has) as services that are not provided in the area of the HWBB but which the HWBB is satisfied:

- Need to be provided (whether or not they are located in the area of the HWBB) in order to meet a current need for pharmaceutical services, or pharmaceutical services of a specified type, in its area;
 - Will in specified future circumstances, need to be provided (whether or not they are located in the area of the HWBB) in order to meet a future need for pharmaceutical services, or pharmaceutical services of a specified type, in its area.
-

Current gaps:

Sandwell HWBB has not identified any geographical gaps in the provision of essential services, with most of the population being able to access a community pharmacy within 15-minute walk, and all the population being able to access a community pharmacy within 20 minutes public transport, on weekday and weekend morning, afternoon, and evenings. Details are discussed in Chapter 3.

Sandwell HWBB has not identified any necessary advanced services (Flu Vaccination Service, Hypertension case-finding service, New Medicine Service, Pharmacy Contraception Service and Pharmacy First Service) that would be required to meet a current need for pharmaceutical services. There are no gaps identified- details are discussed in Chapter 4.

Sandwell HWBB has not identified a gap in the times of pharmaceutical service delivery, with all towns having at least one pharmacy open on Saturdays, Sundays, before 9am, and after 6.30pm.

Future gaps:

Amendment of NHS Pharmaceutical and Local Pharmaceutical Services Regulations will enable pharmacies to apply to change their core opening hours to open at times to best meet the needs of the local population, and close during quieter periods. Such amendments should ensure that pharmacies are open on days and times that they are most needed, thus we anticipate that there will not be a future gap in provision. However, continuous assessment would be required to ensure that there remains to be sufficient provision across the borough, particularly out-of-hours.

Sandwell HWBB has not identified any essential or necessary advanced pharmaceutical services that are not currently provided but that would, in specified future circumstances, need to be provided to meet a need for pharmaceutical services. There are no future gaps identified- details are discussed in Chapter 2 (population projections and housing developments). As new housing developments are occupied, gaps will need to be reassessed.

Statement 3: current provision of other relevant services

A statement of the pharmaceutical services that the HWBB has identified (if it has) as services that are provided:

- In the area of the HWBB and which, although they are not necessary to meet the need for pharmaceutical services in its area, nevertheless have secured improvements, or better access, to pharmaceutical services in its area;
- Outside the area of the HWBB and which, although they do not contribute towards meeting the need for pharmaceutical services in its area, nevertheless have secured improvements, or better access, to pharmaceutical services in its area;
- In or outside the area of the HWBB and, whilst not being services of the types described above, they nevertheless affect the assessment by the HWBB of the need for pharmaceutical services in its area.

Sandwell HWBB has identified that the following services, although not necessary to meet the need for pharmaceutical services in its area, have nevertheless secured improvements, or better access, to pharmaceutical services in its area. These services include non-necessary advanced services (Smoking Cessation Service, Appliance Use Review, Stoma Appliance Customisation), enhanced, and locally commissioned services.

Statement 4: improvements and better access, gaps in provision

A statement of the pharmaceutical services that the HWBB has identified (if it has) as services that are not provided in the area of the HWBB but which the HWBB is satisfied:

- Would, if they provided (whether or not they were located in the area of the HWBB), secure improvements, or better access, to pharmaceutical services, or pharmaceutical services of a specified type in its area.
- Would, if in specified future circumstances they were provided (whether or not they were located in the area of the HWBB), secure future improvements, or better access, to pharmaceutical services, or pharmaceutical services of a specified type, in its area.

Current gaps:

Sandwell HWBB has identified a gap in free access to Emergency Hormonal Contraception (EHC), in Tipton, and Rowley Regis during core hours. This service is not provided in Tipton and Rowley Regis but if they were provided, would secure improvements, or better access to Emergency Hormonal Contraception Service.

Future gaps:

As noted in Chapter 4, there is a plan to expand the provision of EHC across the borough (pending update of Patient Group Directive and relevant contract information), and through expansion of the Pharmacy Contraception Service. Therefore, Sandwell HWBB has not identified a future gap in EHC provision across the borough during core hours.

Sandwell HWBB has not identified any other relevant advanced, enhanced, or locally commissioned pharmaceutical services that are not currently provided but that would, in specified future circumstances, secure future improvements, or better access, to pharmaceutical services. There are no future gaps identified- details are discussed in Chapter 2 (population projections and housing developments). As new housing developments are occupied, gaps will need to be reassessed.

Statement 5: other NHS services

A statement of any NHS services provided or arranged by a local authority, the NHSE, an ICB, an NHS trust, or an NHS foundation trust to which the HWBB has had regard in its assessment, which affect:

- The need for pharmaceutical services, or pharmaceutical services of a specified type, in its area; or
- Whether further provision of pharmaceutical services in its area would secure improvements, or better access, to pharmaceutical services, or pharmaceutical services of a specified type, in its area.

As part of the PNA process, we consulted relevant stakeholders to produce an up-to-date list of other NHS services that the HWBB considers affect the need for pharmaceutical services. Further details are in Chapter 4.

Statement 6: how the assessment was carried out

An explanation of how the assessment has been carried out, and in particular:

- How it has determined what are the localities in its area;
- How it has taken into account (where applicable)
 - The different needs of different localities in its area, and
 - The different needs of people in its area who share a protected characteristic; and
- A report on the consultation that it has undertaken

The scope of this PNA was to assess the pharmaceutical needs and service provision within Sandwell borough and thus the geographic boundaries of Sandwell were used to determine which localities to include in the assessment. All six of Sandwell's towns were included in this PNA. Data in the PNA are presented at locality and/or ward level. The needs of the residents of Sandwell are summarised in Chapter 2. A report on the consultation that it has undertaken is outlined in Chapters 4 and 5 (pharmacy contractors and residents survey respectively), and Chapter 7 (formal 60-day consultation period).

Statement 7: map of provision

A map that identifies the premises at which pharmaceutical services are provided in the area of the HWBB.

A map is provided in Chapter 3 which details the location of each pharmacy at a locality level and whether the pharmacy is a community pharmacy, or a distance selling pharmacy, or a former 100-hour pharmacy.

Chapter 1: Introduction to Pharmaceutical Needs Assessments

What is a Pharmaceutical Needs Assessment?

The Pharmaceutical Needs Assessment (PNA) is a statutory document, assessing the current pharmaceutical provision, in the context of the needs of the local population. The PNA identifies gaps in service provision and informs the commissioning of pharmaceutical services based on local priorities. NHS England (NHSE) primarily uses the PNA to support the assessment of applications to open new pharmacies (referred to as the 'Market Entry Test'). NHSE is referred to throughout this document; it is noted that there are plans to abolish this organisation, with powers expected to return to central government.

The Health and Social Care Act 2012 transferred responsibility for public health from the NHS to Local Authorities and reassigned responsibility for the PNA from Primary Care Trusts to Health and Wellbeing Boards (HWBBs) as of 1st April 2013. Sandwell Metropolitan Borough Council (Sandwell MBC) is responsible for Sandwell's HWBB, which brings together key stakeholders across the council to ensure that services align with shared goals(2). This collaborative approach ensures that resources (time, money, and people) are used effectively to create the greatest impact.

The previous PNA was published by Sandwell MBC in October 2022(3). It is a statutory requirement for the PNA to be updated every three years.

Objectives

The aim of the PNA is to assist Sandwell MBC, Sandwell HWBB, Black Country Integrated Care Board (ICB), Community Pharmacy Sandwell, pharmacy contractors, NHSE, and other key stakeholders to:

- Understand the current and future pharmaceutical needs for the population of Sandwell
- Understand the current provision of pharmaceutical services
- Identify and address gaps in pharmaceutical services
- Inform commissioning decisions for pharmaceutical services by local authorities, NHSE, and Black Country ICB
- Inform decisions regarding the award of new NHS pharmacy contracts

What is excluded from the scope of the assessment?

The PNA primarily assesses the accessibility and service provision of community pharmacies. Therefore, pharmacists working in other settings e.g. GP practices, prisons, secondary and tertiary care centres, and the services that they provide, fall outside the scope of this assessment. While Distance Selling Pharmacies (DSP) and Dispensing Appliance Contractors (DAC) may be included in consultation processes, they are not considered when assessing local provision. This is because DSP and DAC often operate remotely, meaning that residents of Sandwell may access DSP and DAC outside of Sandwell.

Process followed in the development of the PNA

The PNA was developed in accordance with the requirements set out in regulations 3-9 of Schedule 1 of the NHS Pharmaceutical Services and Local Pharmaceutical Services Regulations 2013(1). The PNA process consisted of the following three key stages:

- Assessment of the need for pharmaceutical services in the local population
- Review of the current provision of pharmaceutical services in Sandwell
- A consultation period to gather feedback from Sandwell residents and other stakeholders

To determine the provision of pharmaceutical services, information was collected through a contractor survey. The survey was created on 'Snap Surveys' and electronically shared with all community pharmacies in Sandwell. Postal copies were also sent to maximise the response rate. The contractor survey was live 5th December 2024-2nd March 2025. 88.6% of community pharmacies in Sandwell, at the time, completed the survey.

Information was also collected from Sandwell residents through use of a survey. This survey was also created on 'Snap Surveys' and shared electronically, although printable copies were also available. To enhance accessibility, this survey was available in English, and the four most spoken non-English languages in Sandwell- Bengali, Panjabi, Polish, and Urdu. Methods of promotion are outlined in Chapter 5.

The residents' survey was live 6th January 2025- 7th February 2025, and we received 255 responses.

A statutory sixty-day public consultation is planned 5th August 2025-4th October 2025 to enable the public and other relevant stakeholders to review the draft PNA. Any comments or feedback gathered will be presented in the final report.

PNA review process

The lifespan of this document is December 2025-October 2028. In the event of significant changes to the need for, or the provision of, pharmaceutical services in Sandwell, the PNA will need to be refreshed, or supplementary statements added. This action will be overseen by Sandwell HWBB. Significant changes leading to a refresh of this document may refer to, but are not limited to, the following:

- New pharmacy contracts
- Pharmacy closures
- Pharmacies merge or consolidate
- Changes to pharmacy locations
- Changes to pharmacy opening hours
- Local intelligence and significant issues relating to pharmacy enhanced service provision
- Appliance provision changes
- Significant changes in public health intelligence or primary care service developments that may impact either beneficially or adversely on pharmacy-based services

Steering group

The steering group for the Sandwell PNA was established in September 2024, with the first meeting taking place in October 2024. The group included representatives from the following organisations:

- Healthwatch Sandwell (including one member in the capacity of a Sandwell resident)
- Black Country ICB
- Community Pharmacy Black Country
- Sandwell MBC Public Health

The Terms of Reference, including full membership can be found in **Appendix 1**.

Chapter 2: Public Health Needs and Demography

Identification of Local Health Needs

The aim of this report is to review the provision of pharmaceutical services across Sandwell and to assess whether the local pharmaceutical needs are met. To support this, Sandwell's Joint Strategic Needs Assessments (JSNAs) provide a comprehensive overview of the health needs across the borough. Sandwell's JSNA work over the past decade includes the following:

- Ageing Well in Sandwell- Report; 2024
- Sandwell LGBTQ+ Health Needs Report; 2023
- Sandwell Substance Misuse: Needs Assessment- Summary, and Strategy; 2022
- Sandwell 0-19/25s JSNA; 2022
- Adult Mental Health and Wellbeing; 2017
- Children and Young People- Emotional Wellbeing and Mental Health; 2016

JSNAs can be accessed via Sandwell Trends <https://www.sandwelltrends.info/jsna-2/> (4). This PNA does not replicate the detailed descriptions on health needs provided by JSNAs, therefore it is advised to be read alongside JSNAs.

Sandwell Public Health's future JSNA programme will be integrated with the council's 2030 Vision of Sandwell to be a thriving, optimistic and resilient community(5). Sandwell's Vision 2030 includes ten ambitions which will drive change in the borough:

1. Sandwell is a community where families have high aspirations and where we pride ourselves on equality of opportunity, adaptability and resilience.
2. Sandwell is a place where we live healthy lives and live them for longer.
3. Our workforce and young people are skilled, talented and have rewarding jobs.
4. Our children benefit from the best start in life and a high-quality education.
5. Our communities are built on mutual respect and taking care of each other.
6. We have excellent and affordable public transport that connects the borough to the wider West Midlands.
7. We have new homes to meet the housing needs in attractive neighbourhoods.
8. Our distinctive towns and neighbourhoods are successful centres of community life.
9. Sandwell has become a location of choice for industries of the future.
10. Sandwell has a national reputation for getting things done.

The findings and recommendations presented in this PNA will support Ambition 2 of Sandwell's Vision 2030 by ensuring the whole population has access to the pharmaceutical services they need.

Data and intelligence for this PNA was obtained from a variety of sources, including the following:

- Office for National Statistics (ONS)
- NHS England (NHSE)
- NHS England Business Services Authority (NHSBSA)
- Office for Health Improvement and Disparities (OHID)- Public Health Profiles
- SHAPE Atlas
- Residents' questionnaire
- Pharmacy contractors' questionnaire

Sandwell Borough Geography

Sandwell borough is a densely populated urban area located in the West Midlands. It covers an area of 85.56km², including 1,200 hectares of green space and over 30 miles of canals.

Sandwell is bordered by the neighbouring local authorities of Wolverhampton, Walsall, Birmingham, and Dudley(6).

According to ONS estimates (2022), the total population of Sandwell is 344,582(7). The borough of Sandwell has been divided into six localities: Oldbury, Rowley Regis, Smethwick, Tipton, Wednesbury, and West Bromwich. The resident population varies from 41,269 in Wednesbury, to 84,761 in West Bromwich (see **table 1**). The population of Sandwell has increased from 329,042 as recorded in the 2022 PNA (using ONS 2020 data), with an increase across all six towns.

Table 1. Ward count and population by locality

Locality name	Number of wards in each locality	Population
Oldbury	4	55,216
Rowley Regis	4	54,311
Smethwick	4	64,701
Tipton	3	44,324
Wednesbury	3	41,269
West Bromwich	6	84,761
Sandwell Population	24	344,582

Source: ONS mid-year population estimates 2022, revised Nov 2024

Based on available data, this PNA describes the health needs and current provision of pharmaceutical services at the borough, locality, ward or lower super output area (LSOA) level. Electoral wards are political geographic units whose boundaries may change over time, whereas LSOAs are designed to report information on small areas and are less likely to change, thereby providing a consistent basis for tracking population changes over time. **Table 2** shows the population of Sandwell by ward.

Table 2. Sandwell population by ward

Localities and the wards within them	Population
Oldbury	55,216
Bristnall	12,415
Langley	14,292
Old Warley	12,740
Oldbury	15,769
Rowley Regis	54,311
Blackheath	12,125
Cradley Heath and Old Hill	15,222
Rowley	13,832
Tividale	13,132
Smethwick	64,701
Abbey	12,209
Smethwick	15,453
Soho and Victoria	20,051
St Pauls	16,988
Tipton	44,324
Great Bridge	14,535
Princes End	14,151
Tipton Green	15,638
Wednesbury	41,269
Friar Park	12,715
Wednesbury North	13,249
Wednesbury South	15,305
West Bromwich	84,761
Charlemont with Grove Vale	12,828
Great Barr with Yew Tree	13,493
Greets Green and Lyng	14,924
Hateley Heath	15,371
Newton	12,334
West Bromwich Central	15,811
Sandwell Population	344,582

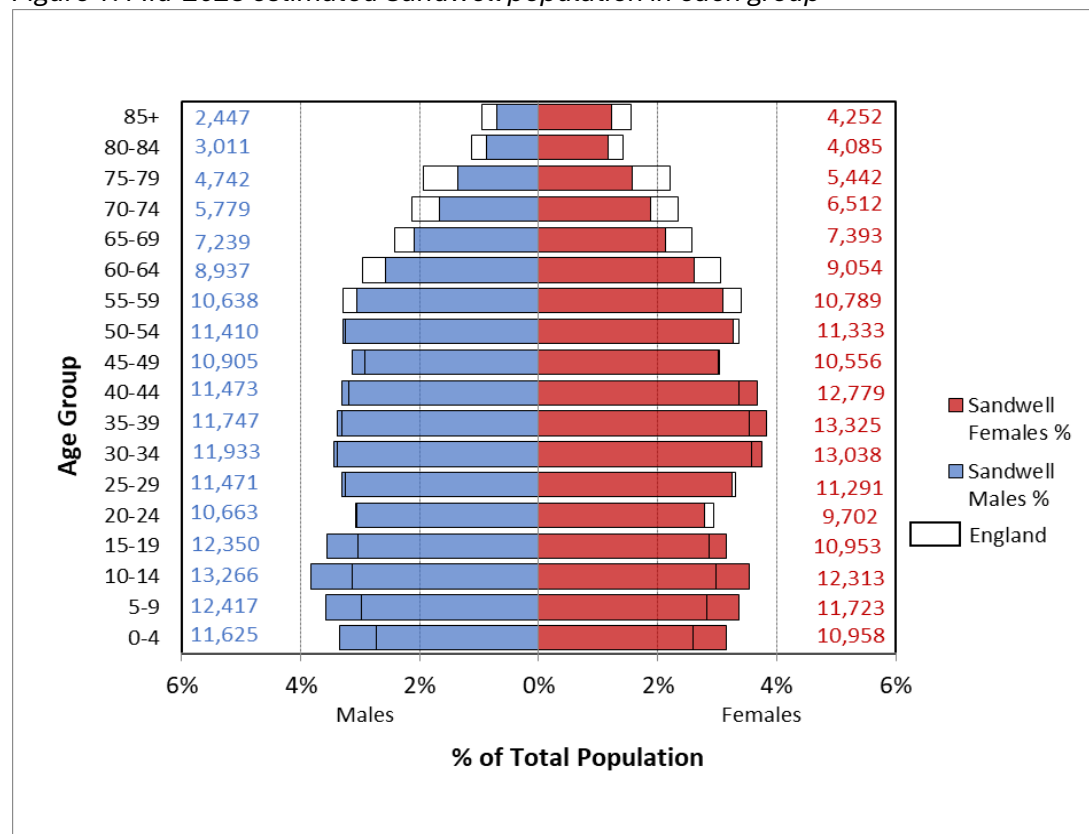
Source: ONS mid-year population estimates 2022, revised Nov 2024

Sandwell demographics

Age profile

Sandwell has a higher proportion of young people (0-19 years), and lower proportion of adults ≥ 55 years compared to the England average (**figure 1**)(8).

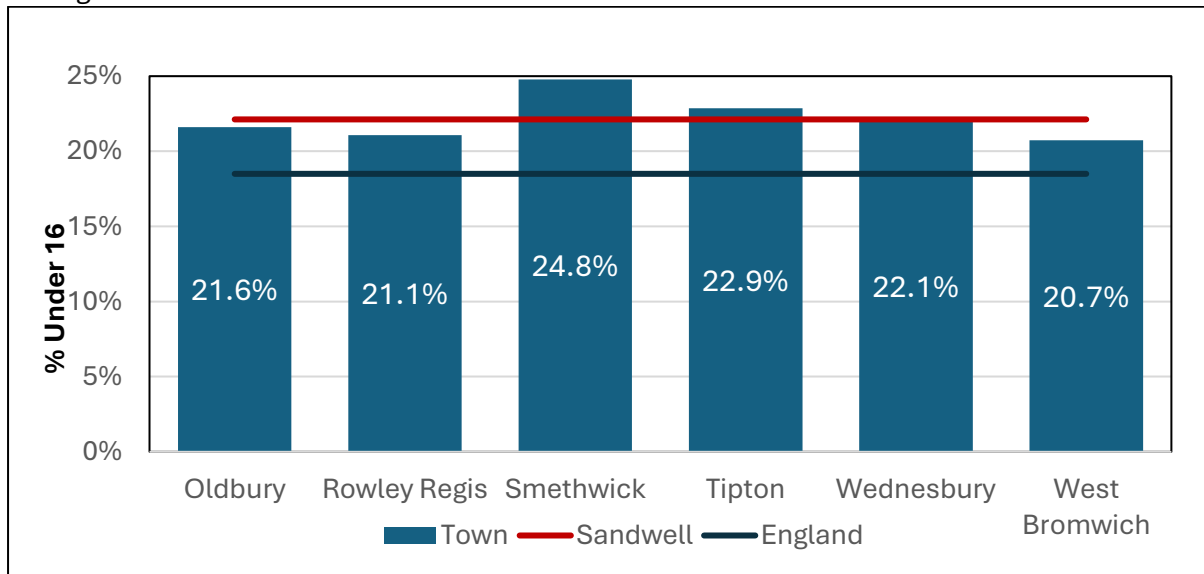
Figure 1. Mid-2023 estimated Sandwell population in each group



Source: ONS - Mid-Year Population Estimates, UK, June 2023

Similarly, the proportion of the population under the age of 16-years is higher in Sandwell compared to England. At a town level, Smethwick, Tipton, and Wednesbury have the highest proportion of the population under 16-year-olds (**figure 2**). This is reflected at a ward level. Of the five wards with the highest proportion of under 16-year-olds in the borough, three of these wards are in Smethwick, one in Tipton, and one in Wednesbury (**table 3**).

Figure 2. Percentage of population under 16 years in Sandwell Towns compared with national average



Source: ONS mid-year population estimates 2022, revised Nov 2024

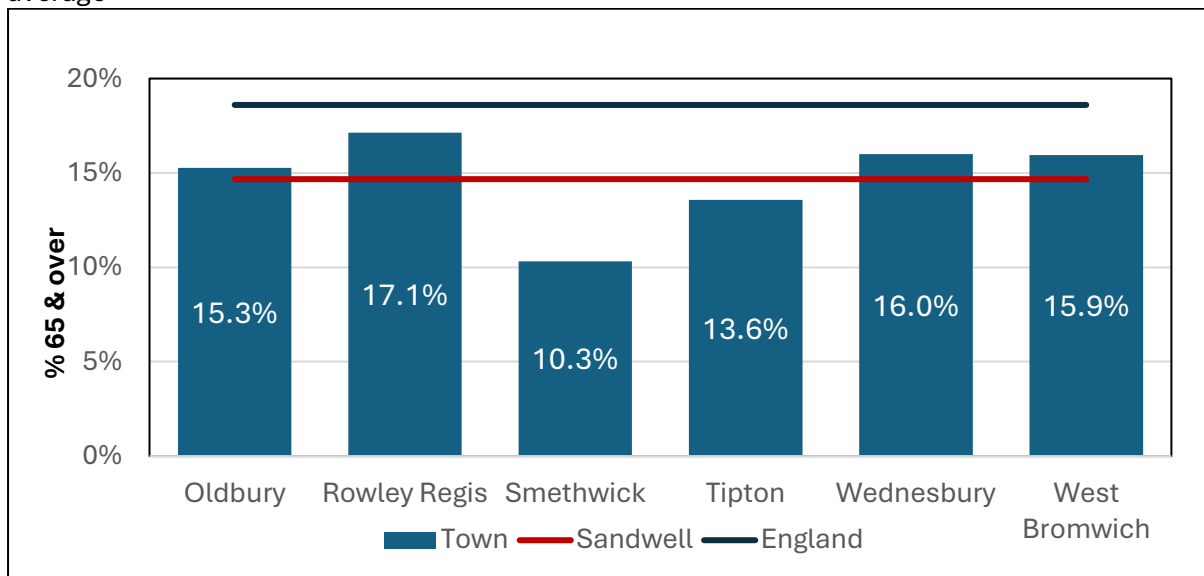
Table 3. Five wards in Sandwell with the highest under 16-year-old population

Ward	Locality	Percentage under 16-years olds
Soho and Victoria	Smethwick	27.6%
St Pauls	Smethwick	25.0%
Princes End	Tipton	24.5%
Smethwick	Smethwick	24.4%
Friar Park	Wednesbury	24.1%

Source: ONS mid-year population estimates 2022, revised Nov 2024

In comparison, the proportion of the population over the age of 65-years is lower in Sandwell compared to England. At a town level, Rowley Regis, Wednesbury, and West Bromwich have the highest proportion of the population aged over 65 (**figure 3**). Furthermore, of the five wards with the highest proportion of over 65-year-olds in the borough, two are in West Bromwich, one in Oldbury, one in Rowley Regis, and one in Wednesbury (**table 4**).

Figure 3. Percentage of population aged 65 & over in Sandwell Towns compared with national average



Source: ONS mid-year population estimates 2022, revised Nov 2024

Table 4. Five wards in Sandwell with the highest over 65-year-old population

Ward	Locality	Percentage aged 65 and older
Charlemont with Grove Vale	West Bromwich	19.8%
Old Warley	Oldbury	19.1%
Blackheath	Rowley Regis	19.0%
Newton	West Bromwich	18.9%
Wednesbury South	Wednesbury	17.0%

Source: ONS mid-year population estimates 2022, revised Nov 2024

What this means for our PNA?

Overall, Sandwell has a younger population compared to the national average. However, the age structure varies across different localities, influencing the demand for pharmaceutical services. Certain pharmaceutical services are targeted at, or more frequently used by, specific age groups⁽⁹⁾. Areas such as Smethwick, Tipton, and Wednesbury, which have the highest proportion of young people in the borough, are likely to have a greater need for services tailored to younger populations. Conversely, in West Bromwich, Oldbury, Rowley Regis, and Wednesbury, which have the highest proportion of over 65-year-olds in the borough, there may

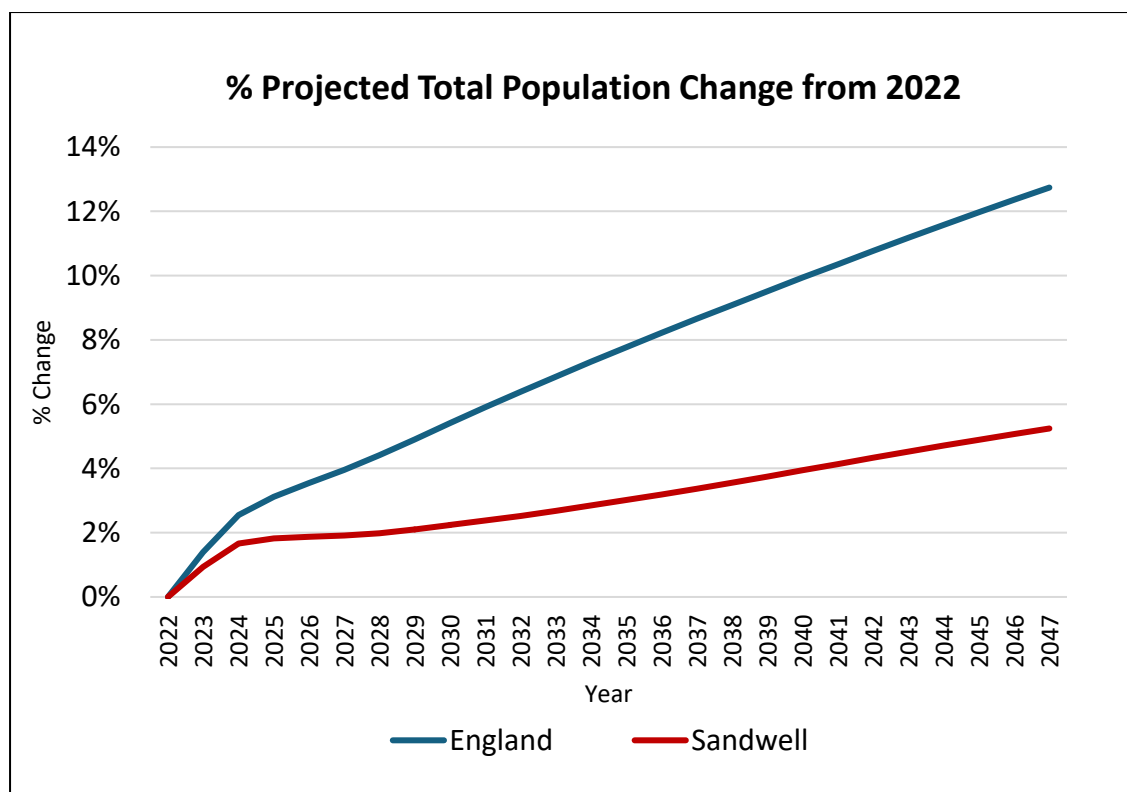
be a higher demand for pharmaceutical services catering to the needs of older residents. Understanding these demographic patterns is crucial to ensuring that pharmaceutical services are effectively aligned with local needs.

Population projections

The predicted population growth projection for Sandwell in all age groups from 2022 to 2047 is 5.2%. This is below the predicted rise for England which is 12.7% (**Figure 4**). The population in Sandwell is projected to increase from 344,582 people in 2022 to 353,269 people in 2032 (a rise of 2.5% compared to 6.4% in England).

The median age in Sandwell is projected to rise from 37 years in 2022 to 38 years in 2032. In England, the median age is projected to be 41 years in 2032.

Figure 4. 2022-based Population Projections 2022 to 2047

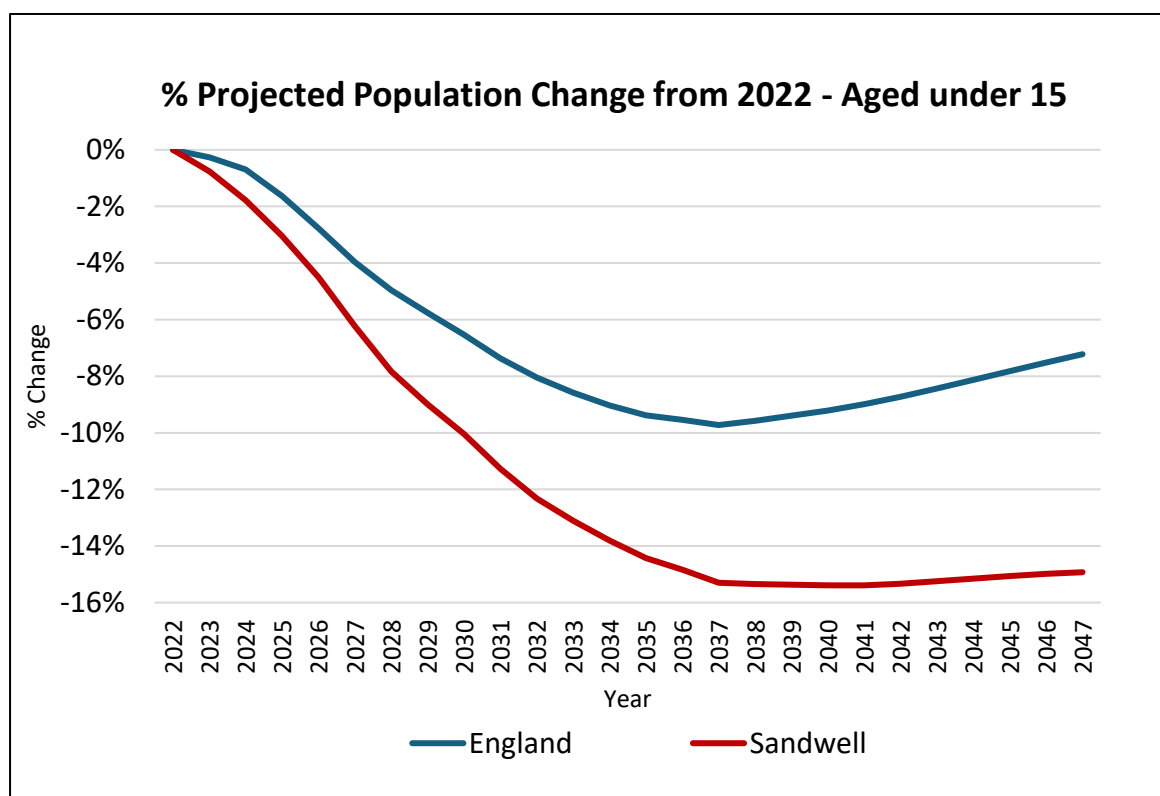


Source: Office for National Statistics (ONS) – 2022-based Population Projections

Between 2022 and 2032, the share of the working age population (people aged 16 years to State Pension age) in Sandwell is projected to stay the same, at around 66%.

The population of residents aged under 15-years-old is expected to decline from 2022, reaching its lowest point in 2039-41. It is then expected to rise slightly until 2047. Overall, the Sandwell under 15 population is expected to fall by 14.9% from 2022–2047, whereas the England population is predicted to decrease less sharply (by 7.2%) during the same period as shown in **Figure 5**. By 2032, 17.8% of the population in Sandwell are projected to be aged under 15 years, down from 20.8% in 2022.

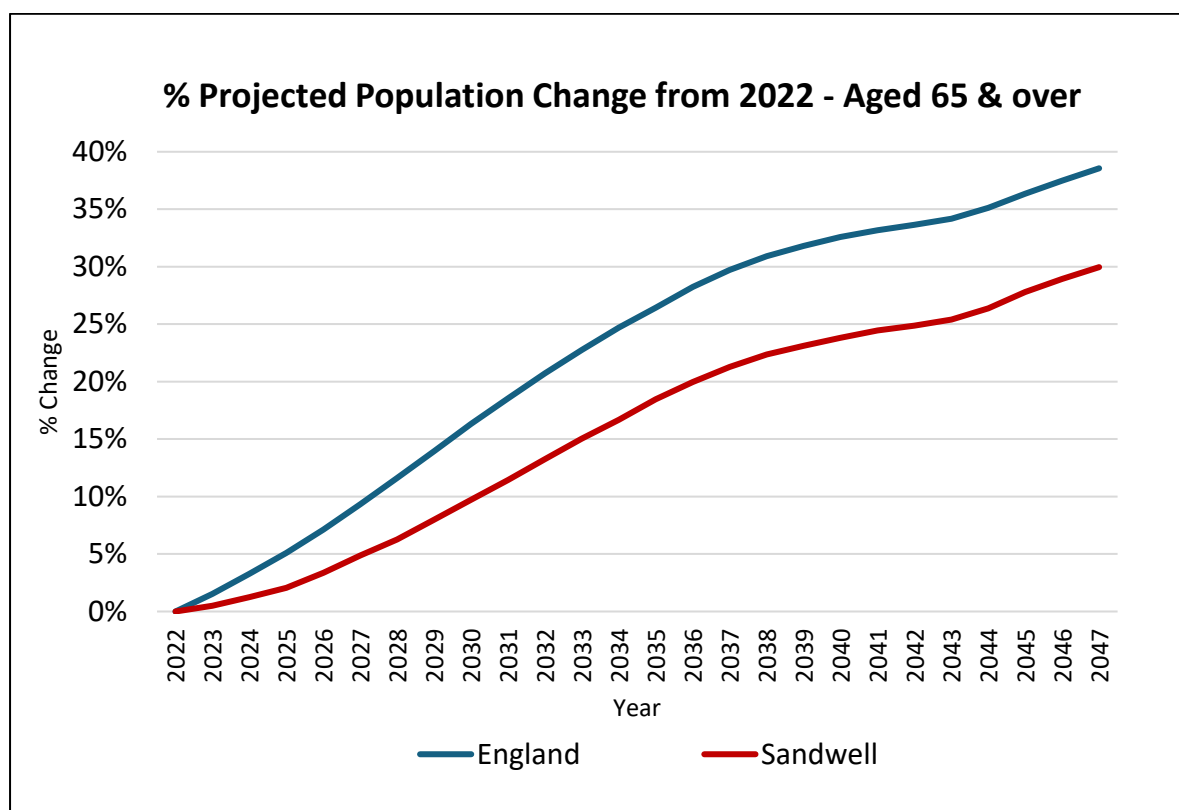
Figure 5. 2022-based Population Projections 2022 to 2047: Under 15 age group



Source: ONS– 2022 Based Population Projections

Sandwell's population aged 65 & over is expected to increase steadily by 30.0% to 2047, but this growth is expected to be less than for England (+38.6% over the same period) (**Figure 6**). By 2032, 16.2% of the population in Sandwell are projected to be aged 65 years or over, up from 14.7% in 2022.

Figure 6. 2022-based Population Projections 2022 to 2047: 65 & over age group



Source: ONS– 2022 Based Population Projections

The population projections are based on 2022 population data, with a long projection period. The drivers behind the projected population increase vary significantly by area. In many local authorities, growth is mainly driven by internal migration. Internal migration of young people would furthermore contribute to the number of projected births. However, in many urban areas (including Sandwell) growth is driven by net international migration. Between 2022 and 2032, net international migration is projected to increase the population in Sandwell by 27,178, with 45,534 people moving to the area and 18,356 people moving from the area.

It's worth noting that, at the local level, population change is also influenced by economic development and housing policies, factors which are not included in these projections.

Housing growth

Sites for housing developments that are due for completion over the lifespan of this PNA are outlined in **table 5** (more details in **Appendix 2**). These are at various stages of pre-application, planning permission, planning permission approval, and construction. Larger housing developments (≥ 500 homes) are in Edwin Riches Quarry- Rowley Regis (626 homes), Grove

Lane/Cranford Street/London Street- Smethwick (500 homes), Friar Park Urban Village- Wednesbury (630 homes), and West Bromwich (1300 homes).

Table 5. Housing developments by town.

Town	Year of completion (estimates)	Number of homes forecast
Oldbury	2025+	277
	2026+	17
	2027+	190
	2028+	0
	TBC	18
	Total	502
Rowley Regis	2025+	26
	2026+	641
	2027+	0
	2028+	0
	TBC	54
	Total	721
Smethwick	2024+	58
	2025+	11
	2026+	1,152
	2027+	214
	2028+	0
	TBC	0
	Total	1,435
Tipton	2024+	18
	2025+	0
	2026+	65
	2027+	214
	2028+	40
	TBC	10
	Total	347
Wednesbury	2024+	45
	2025+	65
	2026+	25
	2027+	744
	2028+	23
	TBC	34
	Total	936
West Bromwich	2025+	386
	2026+	161
	2027+	1,437
	2028+	0
	TBC	26
	Total	2,010
Total	-	5,951

Source: Regeneration pipeline, Housing Revenue Account, Registered Social Landlords data, Sandwell MBC, Housing

If all housing developments are completed over the lifespan of this PNA- there would be 5,951 additional homes. Under the following assumptions:

- Number of pharmacies in Sandwell would remain the same: 80
- Sandwell's mid-2022 population: 344,582
- Average household size (number of people per household)(10): 2.36

The additional capacity of new homes would be 14,044 people, resulting in total projected population of Sandwell being 358,626 people. The number of residents per pharmacy would be projected as 4,483 residents per pharmacy.

What this means for our PNA?

The population projection based on housing developments would still result in a lower number of residents per pharmacy in comparison to the current national average of residents per pharmacy (5,127 residents per pharmacy). This is caveated by the fact that the assumptions may be flawed in the following ways:

- The number of pharmacies may change
- The baseline population would likely differ from the mid-2022 estimate
- Residents of new housing developments may be from the existing Sandwell population, rather than new residents of Sandwell
- Some of the housing developments are conceptual and may not reach the construction stage. Additionally, those that are constructed may not be completed within the lifespan of the PNA
- New planning permission applications may be made in this time frame
- Housing developments may not be fully occupied
- Average household size might differ from the national average

As outlined in chapter 3- all residents of Sandwell have access to a pharmacy within 20 minutes of public transport, and most residents have access to a pharmacy within 15 minutes of walking. Given the above, assessment dictates that the existing pharmacies should be able to meet the needs of the population in the future. Gap analysis is a dynamic process. As housing developments are finalised and properties occupied, further assessment will be required to ensure pharmaceutical provision is meeting the needs of the population. This would also need to consider pharmacy staffing capacity at the time of property occupancy, and the PNA updated appropriately.

Ethnicity

Data from the most recent census (2021) showed that 42.8% of the population of Sandwell were from ethnic minority groups(11). This demonstrates an increase from 34.2% in the previous PNA. In England, 19% of the population are from ethnic minority groups; thus, Sandwell is more ethnically diverse compared to nationally. As with the previous PNA, Smethwick has the highest proportion, and Rowley Regis has the lowest proportion, of under 16-year-olds and over 65-year-olds from ethnic minority backgrounds, in Sandwell (**table 6**).

Table 6. Ethnic group by age

Area	% under 16 years of age from BME Groups	% aged 65+ from BME Groups
Sandwell	56.0%	19.2%
England	27.6%	6.7%
Locality		
Oldbury	56.7%	17.1%
Rowley Regis	34.7%	5.9%
Smethwick	80.9%	43.6%
Tipton	40.6%	11.9%
Wednesbury	39.7%	11.5%
West Bromwich	63.8%	24.3%

Source: Office for National Statistics (ONS) - 2021 Census Custom Dataset - Ethnic group by age

What this means for our PNA?

Ethnic minority groups face health inequalities across the life course, particularly in relation to chronic diseases such as cardiovascular disease, diabetes, and in maternal health(12). A complex interplay of factors such as health-related behaviours, deprivation, environmental factors, and the ‘healthy migrant effect’ may underpin such health inequalities. These health inequalities have been further exacerbated following the COVID-19 pandemic. Therefore, it is

likely that there will be an increased need for pharmacy services in localities with a high proportion of older people in ethnic minority groups, such as in Smethwick. Additionally, the wards with the highest proportions of households where no people have English as a main language are in Smethwick and West Bromwich. To improve access to pharmaceutical services, there may be additional needs for pharmacists to speak multiple languages, or have access to language services, in some areas of Sandwell. Additionally, pharmaceutical services should also be culturally sensitive, ensuring that care is inclusive, respectful, and tailored to the diverse needs of the local community.

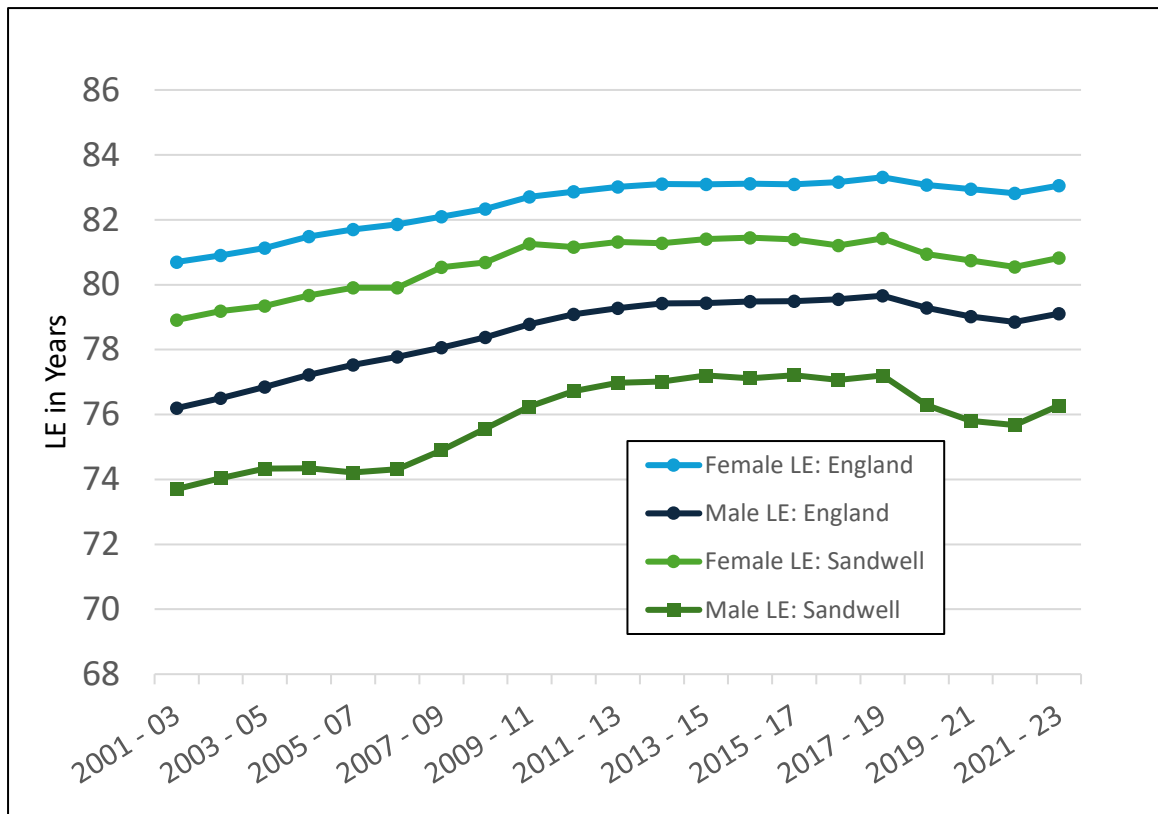
Life expectancy

To note: historical data used- to be updated once new data becomes available at ward level.

Life expectancy is a measure of how long a person born in an area would be expected to live, using current observed rates of mortality. The gap in life expectancy between the best and worst areas can help us understand the extent of health inequalities present across the borough.

For 2021-23, the life expectancy at birth for men in Sandwell is 76.3 years and women is 80.8 years, these are both lower than the average life expectancy for West Midlands (males, 78.4 years; females, 82.5 years) and England (males, 79.1 years; females, 83.1 years)(13).

Figure 7. Trends in Life Expectancy – Sandwell & England

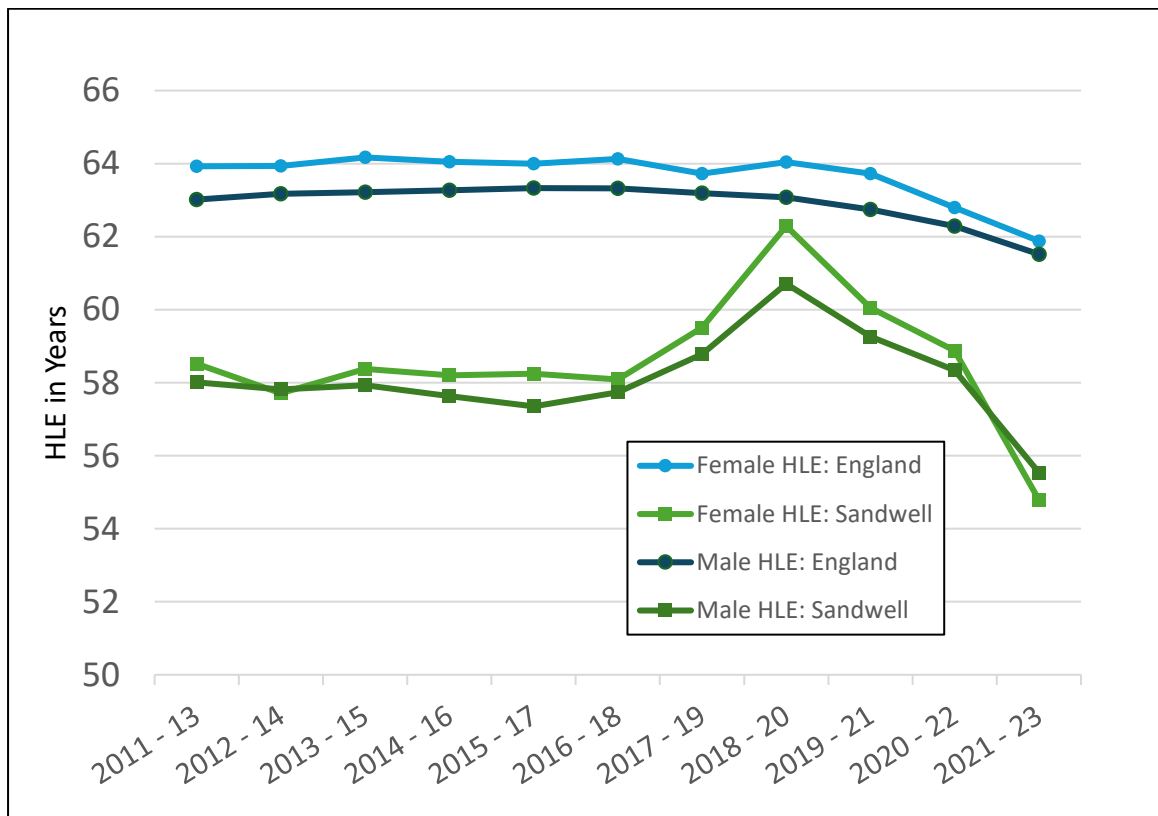


Source: Office for National Statistics

Healthy Life Expectancy is an extremely important summary measure of mortality and morbidity, showing the years a person can expect to live in good health (rather than in poor health).

For 2021-23, the healthy life expectancy for men in Sandwell is 55.5 years and women 54.8 years. This compares with 61.5 years for men in England, and 61.9 for women. This means that in Sandwell, men can expect to spend 20.8 years of their lives in poor health (27.3% of their life), whilst women can expect to spend 26 years of their lives in poor health (32.2% of their life).

Figure 8. Trends in Healthy Life Expectancy – Sandwell & England



Source: Office for National Statistics

What this means for our PNA?

Closing the gap in life expectancy observed across the borough is one of the key priorities of the HWBB. Pharmacy services such as smoking cessation, vascular risk assessment, alcohol interventions and healthy living advice are all activities which can impact on life expectancy.

Deprivation in localities

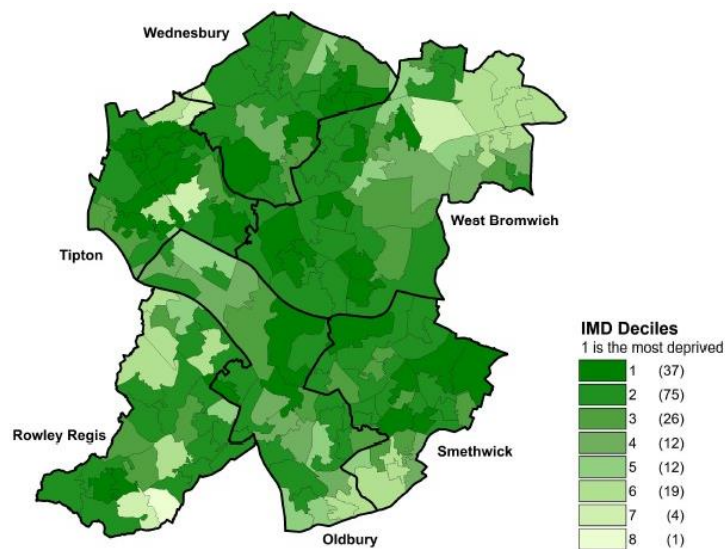
To note: historical data used- to be updated once new data becomes available.

Deprivation to many means poverty and is not an easy term to measure. Poverty impacts on individuals, families, communities and society, and its consequences are far-reaching (including social isolation, low educational attainment, unemployment, and impacts on mental and physical health). One of the most common measures of deprivation is the England Indices of Multiple Deprivation (IMD) which is a measure of relative deprivation for LSOAs in England. The IMD applies weightings to different themes such as housing, health and wellbeing, education and skills, income deprivation, and crime to generate a score for each LSOA which are ranked relative to each other(14). The relative level of deprivation experienced by a population has a direct correlation with health outcome for that population. Sandwell is the 8th

most deprived local authority in England and deprivation is spread throughout the borough rather than being concentrated in hotspots (**figure 9**)(15).

Overall, Sandwell has a high level of deprivation compared with England. All of the Sandwell LSOAs are in the 80% most deprived LSOAs in England(16). Analysis of the IMD for the LSOAs in Sandwell shows that each of the localities has significant levels of deprivation with no locality having a LSOA in the least deprived 20% nationally, and very few areas of Sandwell fall into the 40% of least deprived areas in England (Oldbury, Smethwick and Wednesbury have no LSOAs in the 40% least deprived areas in England).

Figure 9. Sandwell LSOAs and Town IMD 2019 National Deciles



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*Lower Layer Super Output Areas (LSOAs) are small areas with an average population of approximately 1,500 people or 650 households

Source: [Ministry of Housing, Communities & Local Government](#)

Note: Deciles rank the LSOA in England into ten bands and so any LSOA in decile 1 is in the ten percent most deprived LSOA in England and any in decile 10 is in the ten percent least deprived LSOA in England.

What this means for our PNA?

People in more deprived areas generally live with poorer health. Increased deprivation is also associated with a higher prevalence of smoking, harmful drinking, poor diet, and poor mental health(17). Community pharmacies have an extended role to play in educating and supporting communities to adopt healthier lifestyles.

Smoking

Smoking is a leading cause of early death, and preventable illness, globally. Smoking is associated with a range of diseases, including cancers, cardiovascular disease, and respiratory

disease. The harms of smoking do not only impact those that smoke, but also those around them. Smoking is a leading cause of, and further exacerbates, existing health inequalities. Although the prevalence of smoking is decreasing in England, the rate of decrease is slower in the more deprived deciles.

The prevalence of smoking in Sandwell in over 18-year-olds is 17.7% and remains significantly worse than the England average (11.6%) (**table 7**)(18).

Table 7. Smoking prevalence in adults (aged 18 and over), 2023

Area	Smoking Prevalence in Adults (18+)
Sandwell	17.7%
West Midlands region	12.0%
England	11.6%

Source: OHID, based on Office for National Statistics data; Annual Population Survey (APS)

What does this mean for our PNA?

Pharmacies have an important role in providing support for smoking cessation by providing access to nicotine replacement therapy (NRT). Pharmacies are community based and provide access to NRT across extended opening hours, which is particularly important for improving accessibility of care for all. In Sandwell and West Birmingham NHS Trust, the current pathway for patients beginning their smoking cessation journey as inpatients and continuing in the community involves referrals to a service commissioned by Sandwell MBC Public Health and delivered by a community provider. It may be worthwhile to explore the potential of leveraging community pharmacies more effectively for this service.

Local health needs and priorities

Alcohol

Alcohol consumption is associated with increased risk of many chronic health conditions such as hypertension, liver disease, and cancers. Both locally and nationally, alcohol-related hospital admissions and deaths are more common in males than in females. In Sandwell, the alcohol-related hospital admissions among males are similar to the national average, while admissions for females are lower (**table 8**). Male alcohol related mortality is a significant problem in Sandwell, with the rate of alcohol related mortality being significantly higher in Sandwell (78.3 per 100,000 population) compared to nationally (62.1 per 100,000 population) (**table 9**)(19).

Table 8. Admission episodes for alcohol-related conditions (Narrow), all ages, directly age-standardised rate per 100,000 population, 2023/24

Area	Admission Episodes for Alcohol-Related Conditions (Narrow), Males	Admission Episodes for Alcohol-Related Conditions (Narrow), Females
Sandwell	665.5	265.2
West Midlands region	810.2	422.4
England	686.5	339.5

Source: OHID, based on NHS England data (Hospital Episode Statistics) and Office for National Statistics data (Mid-year population estimates)

Table 9. Alcohol-related mortality, all ages, directly age-standardised rate per 100,000 population, 2023

Area	Alcohol-Related Mortality Rate, Males	Alcohol-Related Mortality Rate, Females
Sandwell	78.3	28.5
West Midlands region	66.8	24.0
England	62.1	22.1

Source: OHID, based on Office for National Statistics Data, Annual mortality extract (produced by OHID) and Mid-year population estimates

What this means for our PNA?

Pharmacies have a potential role in providing structured brief interventions in alcohol use. This can also be supported through provision of opportunistic lifestyle advice and signposting residents to other healthcare services.

Physical activity

Regular physical activity is essential for physical and mental health and wellbeing. Physical inactivity is associated with conditions such as obesity, diabetes, cancer, dementia, stroke, heart disease, and hypertension. The NHS recommends that adults undertake 150 minutes of moderate intensity physical activity per week. According to the Active Lives Survey for 2023/24, only 50.7% of adults in Sandwell are 'physically active', meeting the recommended level of physical activity. This is lower than the rates for adults in West Midlands Region (64.1%) and England (67.4%). The proportion of adults who are physically active has decreased from 59.9% as recorded in the 2022 PNA (using 2019/20 Active Lives Survey data).

Table 10. Percentage of adults aged 19 and over doing at least 150 moderate intensity equivalent minutes of physical activity per week, 2023/24

Area	% adults physically active
Sandwell	50.7
West Midlands region	64.1
England	67.4

Source: Office for Health Improvement and Disparities (based on the Active Lives Adult Survey, Sport England)

Obesity

The prevalence of obesity in adults is also estimated from the Active Lives Survey. Since 1990, the prevalence of adult obesity has more than doubled globally(20). The percentage of adults classified as overweight or obese is higher in Sandwell, compared to regionally and nationally (**table 11**)(21).

Table 11. Percentage of adults aged 18 and over classified as overweight or obese, 2023/24

Area	Percentage of adults (aged 18+) classified as overweight or obese
Sandwell	71.6
West Midlands region	67.1
England	64.5

Source: Office for Health Improvement and Disparities (based on the Active Lives Adult Survey, Sport England)

Furthermore, tackling childhood obesity is a local priority. The data from the National Child Measurement Programme (2021/22-23/24) has shown that 24.9% of Reception aged children and 46.3% of year six children are overweight or obese in Sandwell. This is in comparison to 21.9% and 36.7% respectively nationally. The proportion of children who are overweight or obese in each ward of Sandwell is displayed in **table 12**. The highest proportion of children who are overweight or obese across reception and year six is in Wednesbury.

Table 12. Childhood obesity (overweight including obesity) by ward and locality, 2021/22 - 23/24

Locality	Ward	Reception: Prevalence of overweight (including obesity)	Year 6: Prevalence of overweight (including obesity)
Oldbury	Bristnall	28.2%	45.0%
	Langley	22.7%	48.6%
	Old Warley	22.6%	41.2%
	Oldbury	21.7%	46.9%
	Total	23.6%	45.5%
Rowley Regis	Blackheath	25.9%	44.8%
	Cradley Heath and Old Hill	24.5%	43.3%
	Rowley	24.5%	48.6%
	Tividale	26.0%	41.1%
	Total	25.2%	44.4%
Smethwick	Abbey	21.3%	38.1%
	St Pauls	24.1%	46.5%
	Smethwick	22.2%	47.3%
	Soho and Victoria	23.8%	48.1%
	Total	23.1%	45.9%
Tipton	Great Bridge	23.2%	49.6%
	Princes End	31.5%	49.6%
	Tipton Green	25.8%	44.0%
	Total	27.0%	47.8%
Wednesbury	Friar Park	28.4%	48.6%
	Wednesbury North	28.3%	45.8%
	Wednesbury South	25.5%	50.0%
	Total	27.4%	48.2%
West Bromwich	Charlemont with Grove Vale	25.0%	42.2%
	Great Barr with Yew Tree	24.3%	41.7%
	Greets Green and Lyng	24.6%	51.4%
	Hateley Heath	26.7%	48.1%
	Newton	23.8%	45.0%

	West Bromwich Central	24.2%	47.9%
	Total	24.8%	46.6%
Sandwell	Grand Total	24.9%	46.3%

Source: NHS England, National Child Measurement Programme

What this means for our PNA?

Pharmacies provide advice and support for healthy lifestyles as part of their core contract. This essential service aims to deliver key public health messages, empowering individuals to make positive lifestyle changes that improve their health and wellbeing. Support may be provided verbally, and residents can be signposted to additional services when needed. Pharmacies also have the ability to reach individuals who may not typically engage with healthcare through other channels.

Teenage conceptions

The rate of teenage conceptions (under 18) is 15.2 per 1,000 females aged 15-17 years old (2022) (**table 13**)(22). Although the rate of teenage conceptions remains higher than England (13.9 per 1,000), the general trajectory for teenage conceptions in Sandwell has been falling for the last decade. The rate of teenage conceptions is lower than demonstrated in the previous PNA (16.3 per 1,000; ONS data from 2020).

Table 13. Rate of teenage (under 18) conceptions per 1,000 females aged 15-17, 2022 (June)

Area	Rate of teenage conceptions per 1,000 females
Sandwell	15.2
West Midlands region	16.6
England	13.9

Source: Office for National Statistics

What this means for our PNA?

Teenage mothers face higher risks of adverse maternal and infant health outcomes, such as increased risk of preterm birth and infant mortality(23). Rates of teenage conception are higher in more deprived deciles. With teenage conception rates above the national average, there may be a greater need for ensuring equitable access to contraception, including emergency hormonal contraception (EHC) in Sandwell. Pharmacies may be safe, accessible, and non-judgemental provider of EHC services. Some pharmacies in Sandwell provide free access to EHC through a Patient Group Direction.

Disease prevalence

Disease prevalence can be measured using data recorded for the Quality Outcomes Framework (QoF) used by GPs. This data only includes those that have been diagnosed and relies on accurate coding of diagnoses. The prevalence of disease can look lower than it is in practice. Generally, the Black Country ICB shows similar prevalence of disease across disease types with England. The prevalence of obesity is notably higher in Black Country ICB (17.37%) compared to England (12.80%)(24). The proportion of adults who are obese has increased from 8.4% as recorded in the 2022 PNA (using 2020/21 QoF data).

Table 14. Disease prevalence

Condition	Black Country ICB %	England %
Atrial fibrillation	2.06	2.18
Secondary prevention of coronary heart disease	3.49	2.97
Heart failure	1.13	1.06
Hypertension	15.80	14.79
Stroke and transient ischaemic attack	1.75	1.86
Peripheral arterial disease	0.54	0.56
Asthma	6.60	6.53
Chronic obstructive pulmonary disease	2.01	1.86
Obesity	17.37	12.80
Cancer	3.11	3.64
Chronic kidney disease	5.42	4.41
Diabetes mellitus	9.72	7.66
Non-diabetic hyperglycaemia	6.63	8.17
Palliative care	0.76	0.55
Dementia	0.72	0.76
Epilepsy	0.93	0.81
Learning disabilities	0.60	0.58
Mental health	0.96	0.96
Osteoporosis	0.84	1.10
Rheumatoid arthritis	0.91	0.77

Source: Quality Outcomes Framework (QoF) 2023-2024

What this means for our PNA?

Pharmacies play a vital role in managing long-term health conditions, many of which require repeat prescriptions, dispensed by pharmacists. In addition to providing medications, pharmacists offer guidance on their safe use to reduce the risk of drug-related hospital admissions. Furthermore, pharmacies may also provide healthy lifestyle advice and advanced services aimed at detecting, and preventing, certain health conditions.

Obesity is a chronic disease that increases the risk of other long-term health conditions such as hypertension, heart disease, and diabetes. With obesity rates rising in the Black Country, both locally and relative to national estimates, the demand for pharmacies and the preventative services they provide may also increase.

Chapter 3: Community Pharmacy Provision in Sandwell MBC

Identification of service provision and access to community pharmacy and pharmacy services

NHS Office of West Midlands provided a list of pharmacy contractors including their locations and opening hours on 13th May 2025. A contractor questionnaire was also sent to Sandwell community pharmacies via an email link to Snap Surveys, and via post.

The maps in this PNA have been created using SHAPE. These illustrate that the geographical location of Sandwell community pharmacies is well spread across the populated areas, covering deprived areas and those with a higher proportion of residents from an ethnic minority groups.

Patients are not registered with individual pharmacies and so have choices about where to have their prescriptions dispensed and where to access essential, advanced, enhanced, and locally commissioned pharmaceutical services.

Location of pharmacies

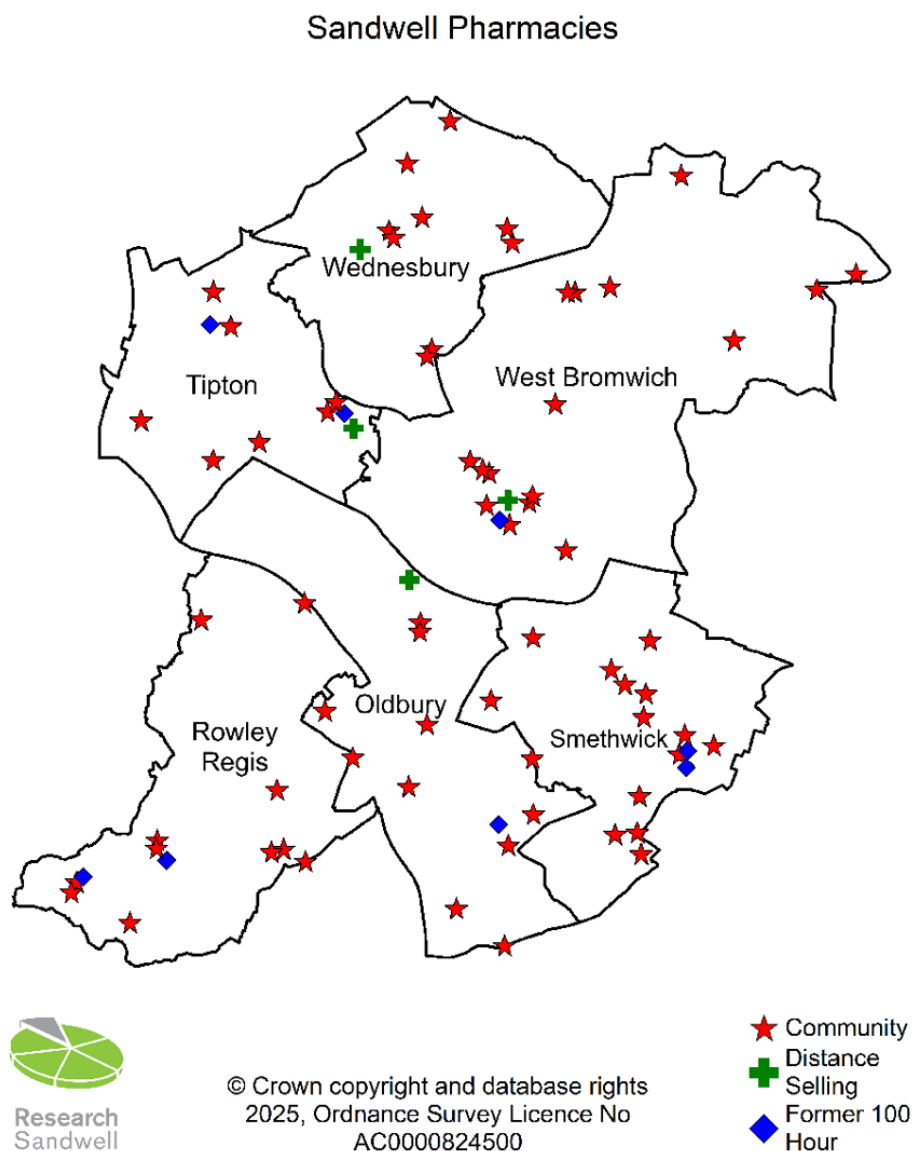
The map below (**figure 10**) shows the distribution and type of pharmacies available in Sandwell. The pharmacy list was provided by the Office of the West Midlands on 20th January 2025. The following information and maps are correct up to 25th June 2025 and include the opening of a new distance selling pharmacy. The maps however do not consider a non-significant change in location of a pharmacy in Tividale. The maps will be amended once the location of this pharmacy is updated on SHAPE. In Sandwell there are community, distance selling, and former-100-hour pharmacies. These pharmacy types are all included in the tables and maps displayed in Chapter 3, enabling comparisons to be made with national data. There are no Dispensing Appliance Contractors in Sandwell. There is a Dispensing Appliance Contractor in Dudley (DY9 8RG), although this is not included on the map.

Distance selling pharmacies (DSP): pharmacies that do not provide essential services face-to-face to the public, although they should remotely provide essential services to anyone across England. Prescriptions are received electronically, or by post, are dispensed and delivered to patients directly or via a courier. DSP can however provide advanced and enhanced/locally commissioned service on-site, albeit not providing any aspect of essential services to face-to-face to the public. As per the 2025/26 Community Pharmacy Contractual Framework updates,

DSP will no longer be able to deliver in-person advanced, enhanced, and locally commissioned services from October 2025. Although, some services may be delivered remotely, or off-site.

Former-100-hour-pharmacies: most (approximately 90%) of community pharmacies open for 40 core contractual hours per week. Other pharmacies open for between 72-100 core contractual hours- these are referred to as (former) 100-hour pharmacies. Changes to the core contractual hours of 100-hour pharmacies are outlined in The NHS Pharmaceutical and Local Pharmaceutical Services (Amendment) Regulations 2023- an addition and amendment of the NHS Regulations 2013. This outlined that 100-hour pharmacies can apply to reduce core contractual opening hours to at least 72 hours per week, subject to requirements.

Figure 10. A map of pharmacies in Sandwell.



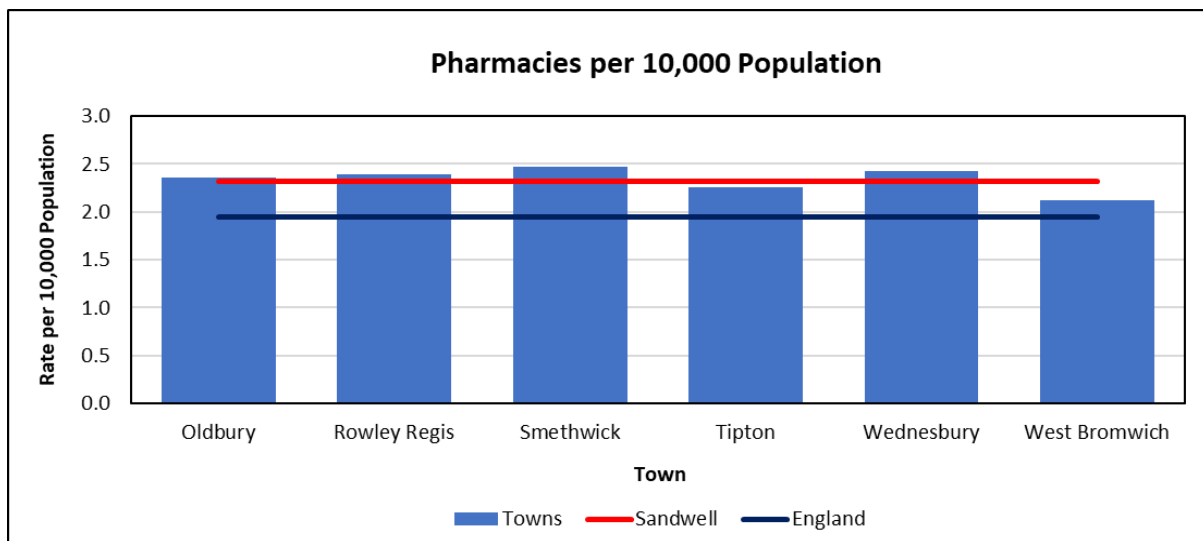
Rowley Regis and Smethwick do not have a DSP. This would be unlikely to impact on residents' access to DSPs due to their remote delivery of essential services. Wednesbury is the only locality in Sandwell without access to a former-100-hour pharmacy.

In total, there are 80 pharmacies in Sandwell (including four distance selling pharmacies and eight former 100-hour pharmacies) serving a population of 344,582 residents. This equates to one pharmacy per 4,307 residents, which is better than the England average of one pharmacy per 5,127 residents.

There is a good distribution of community pharmacies across the borough, with all towns having more than the England average rate of community pharmacies per 10,000 population.

Smethwick, Oldbury, and Rowley Regis have the highest rate of community pharmacies per 10,000 population in the borough (**figure 11**).

Figure 11. Pharmacies per 10,000 population by town in Sandwell.



Source: For number of Sandwell pharmacies- Office of the West Midlands; For the number of pharmacies in England- NHSE (30/05/2025); Population- Office for National Statistics; Mid-2022 estimates have been used for all areas.

Pharmacies in Sandwell are spread relative to the population of each town. West Bromwich has the most pharmacies and the largest population of all Sandwell towns. Wednesbury has the least number of pharmacies and the smallest population of all Sandwell towns (**table 15**).

Table 15. Pharmacies by locality and population.

Locality	Ward	All Pharmacies	Former 100-Hour Pharmacies	Mid-2022 Population
Oldbury	Bristnall	4	1	12,415
	Langley	4	0	14,292
	Old Warley	2	0	12,740
	Oldbury	3	0	15,769
	Total	13	1	55,216
Rowley Regis	Blackheath	3	0	12,125
	Cradley Heath and Old Hill	7	2	15,222
	Rowley	1	0	13,832
	Tividale	2	0	13,132
	Total	13	2	54,311
Smethwick	Abbey	4	0	12,209
	Smethwick	2	0	15,453
	Soho and Victoria	7	2	20,051
	St Pauls	3	0	16,988
	Total	16	2	64,701
Tipton	Great Bridge	5	1	14,535
	Princes End	3	1	14,151
	Tipton Green	2	0	15,638
	Total	10	2	44,324
Wednesbury	Friar Park	2	0	12,715
	Wednesbury North	4	0	13,249
	Wednesbury South	4	0	15,305
	Total	10	0	41,269
West Bromwich	Charlemont with Grove Vale	3	0	12,828
	Great Barr with Yew Tree	2	0	13,493
	Greets Green and Lyng	3	1	14,924
	Hateley Heath	0	0	15,371
	Newton	2	0	12,334
	West Bromwich Central	8	0	15,811
	Total	18	1	84,761
Sandwell	Grand Total	80	8	344,582

Applications for opening or consolidation of pharmacies

There is currently one application, awaiting a decision, to open a distance selling pharmacy in West Bromwich. Additionally, an application for consolidation of two pharmacies in Wednesbury has recently been approved. The two pharmacies are on the same road, with 348 feet between them. This is therefore unlikely to impact the proportion of residents' that can access their pharmacy by public transport or reasonable walking time. Provision of pharmaceutical services also depends upon proposed opening hours, services provided, capacity, facilities, and accessibility of the consolidated premises.

Pharmacy Access Scheme

The Pharmacy Access Scheme (PhAS), through additional monthly payments to eligible pharmacies, aims to protect a baseline level of patient access to NHS community pharmaceutical services across England⁽²⁵⁾. This scheme is not eligible for Dispensing Appliance Contractors, Distance Selling Pharmacies, and Local Pharmaceutical Services contractors. The need of the local population, and the geographical isolation of the pharmacy premises is used to determine the eligibility to this scheme. Pharmacies that are either at least 1 mile away from the next nearest pharmacy, or 0.8 miles away from the nearest pharmacy in the most deprived areas, are eligible. Additional eligibility criteria also apply. The pharmacies in Sandwell that qualify for this scheme are listed in **table 16** below.

Table 16. Sandwell pharmacies eligible for the 2022 Pharmacy Access Scheme (June 2022)

Fcode	Pharmacy Name	Address	Postcode	Sandwell Town
FKE95	Boots UK Ltd	Unit D Gallagher Retail Park, Axletree Way, Wednesbury	WS10 9QY	Wednesbury
FL134	Portway Healthcare Limited	51a New Birmingham Road, Tividale	B69 2JQ	Rowley Regis
FYL65	D P Forrest Ltd	145 Hamstead Road, Great Barr, Birmingham	B43 5BB	West Bromwich
FYV46	Chempharm Ltd	85 Church Vale, West Bromwich	B71 4DH	West Bromwich

Source: GOV.UK

Pharmacies must provide the Community Pharmacist Consultation Service, now replaced by the Pharmacy First Service, to receive their first, and ongoing payments.

Opening hours

Since receiving the list of pharmacies from NHS Office of West Midlands, PCSE have notified Sandwell Health and Wellbeing Board of recent and future changes to the opening hours of pharmacies. These changes have been used in the opening hours tables displayed below.

For a full list of pharmacies and their opening hours please refer to **Appendix 3**. In total, there are 59 pharmacies open on Saturdays, with at least 5 in each locality. There are fewer pharmacies open on Sundays(14), albeit there is at least one in each town. Despite West Bromwich having the largest population in Sandwell, there is only one pharmacy open on Sundays in this locality.

Table 17. Pharmacies open on Saturdays and Sundays in Sandwell, by locality.

Locality	Ward	All Pharmacies	Open Saturdays	Open Sundays
Oldbury	Bristnall	4	4	1
	Langley	4	4	1
	Old Warley	2	1	1
	Oldbury	3	2	0
	Total	13	11	3
Rowley Regis	Blackheath	3	2	0
	Cradley Heath and Old Hill	7	4	2
	Rowley	1	0	0
	Tividale	2	1	0
	Total	13	7	2
Smethwick	Abbey	4	4	0
	Smethwick	2	2	0
	Soho and Victoria	7	5	3
	St Pauls	3	2	0
	Total	16	13	3
Tipton	Great Bridge	5	4	2
	Princes End	3	3	2
	Tipton Green	2	2	0
	Total	10	9	4
Wednesbury	Friar Park	2	1	0
	Wednesbury North	4	2	1
	Wednesbury South	4	2	0
	Total	10	5	1
West Bromwich	Charlemont with Grove Vale	3	2	0
	Great Barr with Yew Tree	2	1	0
	Greets Green and Lyng	3	2	1
	Hateley Heath	0	0	0
	Newton	2	2	0
	West Bromwich Central	8	7	0
	Total	18	14	1
Sandwell	Grand Total	80	59	14

Pharmacy Data Source: Office of the West Midlands

In total, there are 12 pharmacies that open before 9am and 22 pharmacies that are open after 6.30pm. There is reasonable distribution of access to pharmaceutical services out of hours, with at least one pharmacy from each town open at these hours.

Table 18. Pharmacies open before 9am and after 6.30pm in Sandwell, by locality.

Locality	Ward	All Pharmacies	Open Before 9am	Open After 6:30pm
Oldbury	Bristnall	4	0	1
	Langley	4	0	1
	Old Warley	2	1	1
	Oldbury	3	0	0
	Total	13	1	3
Rowley Regis	Blackheath	3	1	0
	Cradley Heath and Old Hill	7	0	2
	Rowley	1	0	0
	Tivdale	2	2	0
	Total	13	3	2
Smethwick	Abbey	4	0	1
	Smethwick	2	0	2
	Soho and Victoria	7	1	2
	St Pauls	3	0	2
	Total	16	1	7
Tipton	Great Bridge	5	1	3
	Princes End	3	0	2
	Tipton Green	2	1	0
	Total	10	2	5
Wednesbury	Friar Park	2	0	0
	Wednesbury North	4	1	1
	Wednesbury South	4	1	1
	Total	10	2	2
West Bromwich	Charlemont with Grove Vale	3	0	1
	Great Barr with Yew Tree	2	0	0
	Greets Green and Lyng	3	1	1
	Hateley Heath	0	0	0
	Newton	2	1	1
	West Bromwich Central	8	1	0
	Total	18	3	3
Sandwell	Grand Total	80	12	22

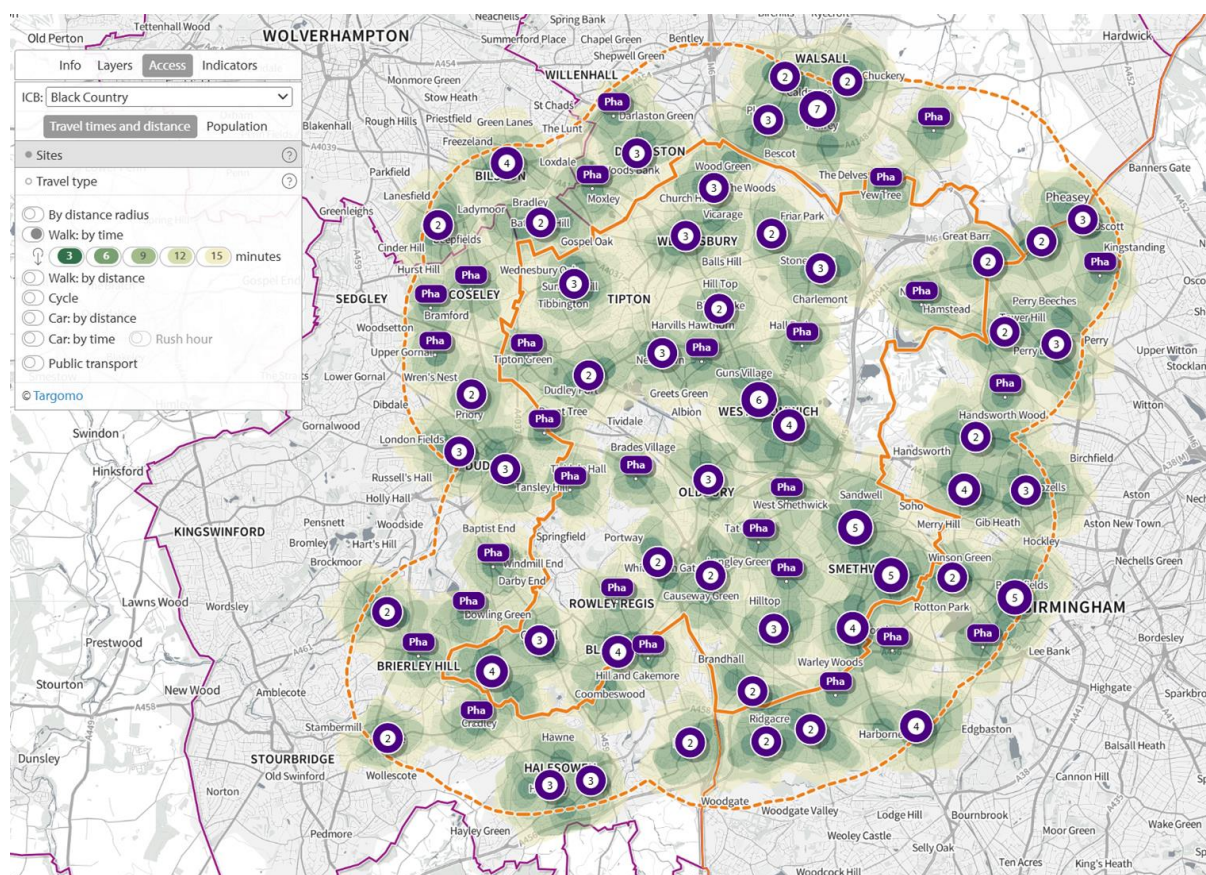
Pharmacy Data Source: Office of the West Midlands

Amendments to the NHS Pharmaceutical and Local Pharmaceutical Services Regulations will enable pharmacies to apply to change their core opening hours to open at times to best meet the needs of the local population, and close during quieter periods. The total number of core contractual hours should remain the same. In situations where no pharmacies are open in a particular area, at a particular time, the ICB can separately fund a pharmacy to be open to meet the needs of the local population, this may be facilitated through a rota-system for out-of-hours. Amendments to opening hours will affect the provision of pharmaceutical services. Such amendments should be to ensure that pharmacies are open on days and times that they are most needed, albeit continuous assessment would be required to ensure that there remains to be sufficient provision across the borough, particularly out-of-hours.

Walking and Public Transport Distance to Pharmacies

The map below shows areas within a 15-minute walking distance of a pharmacy for Sandwell residents (**Figure 12**). This includes pharmacies within a 2km boundary of Sandwell which may also be accessed by Sandwell residents. Most (96.3%) residents can access a pharmacy within a reasonable walking time.

Figure 12. A map of Sandwell with residents within a 15-minute walk of a pharmacy.



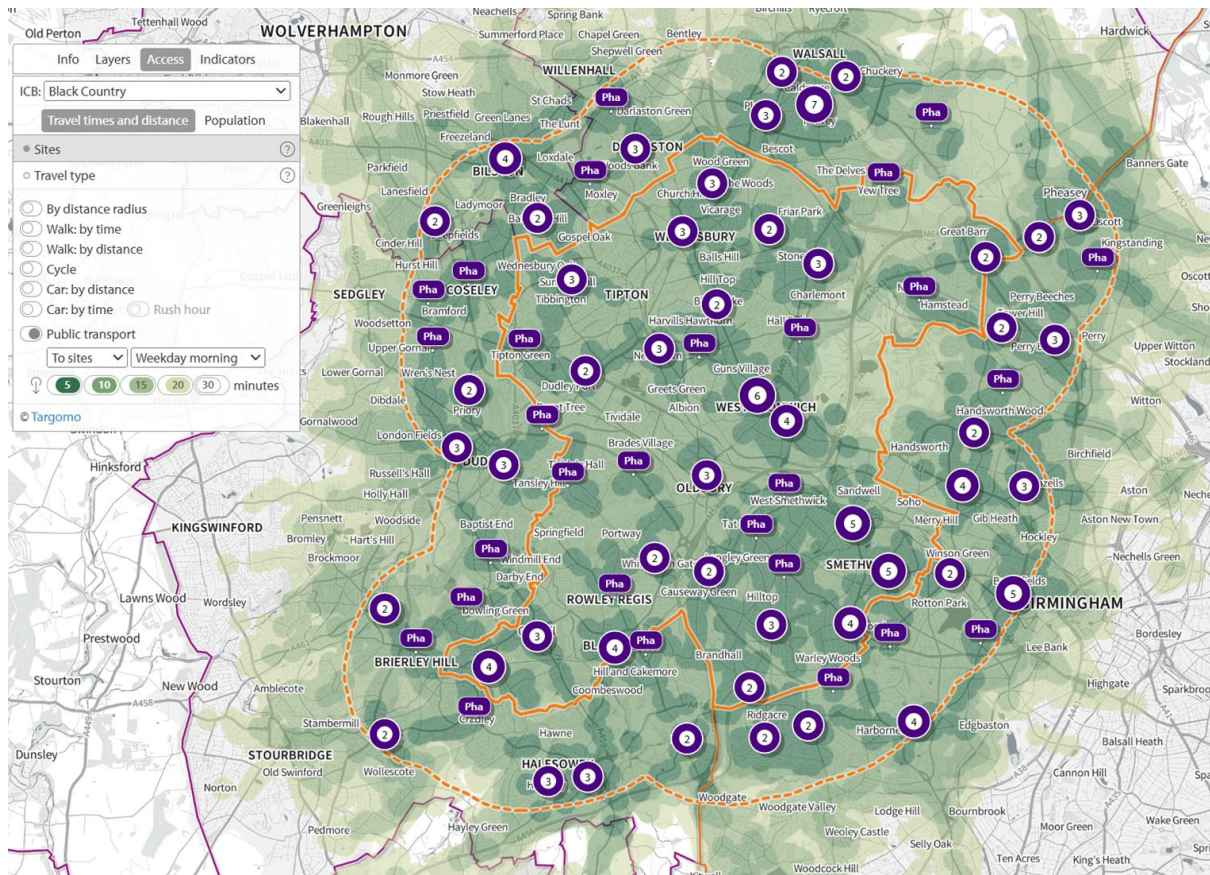
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Source: SHAPE Place; map exported 11/07/2025

Tividale Pharmacy (FQG53) recently relocated, but they're in their old location on this map. SHAPE Place are still using the old address.

The public transport map below demonstrates that all Sandwell residents can get to a pharmacy within 20 minutes by travelling on public transport on a weekday morning. This is also the case for weekday and weekend mornings, afternoons, and evenings (after 7pm) (see **Appendix 4** and **Appendix 5**).

Figure 13. A map of Sandwell with residents within 20 minutes by public transport to a pharmacy (weekday mornings)



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Source: SHAPE Place; map exported 11/07/2025

Tividale Pharmacy (FQG53) recently relocated, but they're in their old location on this map. SHAPE Place are still using the old address.

What does this mean for this PNA?

From our evaluation of the geographical location and number of pharmacies per head of the population, we conclude that there are sufficient pharmacies in Sandwell and the surrounding area to provide essential pharmaceutical services to its residents. No gaps in geographical provision of essential pharmaceutical services have been identified in Sandwell.

Chapter 4: Pharmaceutical Services

Definition of Pharmaceutical Services

The Community Pharmacy Contractual Framework (CPCF)(26,27) consists of three different types of services provided by pharmacies:

- **Essential services:** mandatory services, provided by all pharmacy contractors, and are commissioned by NHS England.
- **Advanced services:** can be provided by pharmacy contractors, only if accreditations requirements have been met, and are commissioned by NHS England.
- **Enhanced or locally commissioned services:** optional services, developed to meet the needs of the local population, and are commissioned by NHS England or ICB Black Country/Local Authority Public Health respectively.

Essential Services:

In total, 80 pharmacies currently provide Essential Services to the residents of Sandwell.

A description of all the Essential Services provided by pharmacy contractors is available in **table 19** below.

Table 19. A description of all Essential Services(26)

Service	Description
Dispensing medicines	The supply of medicines ordered on NHS prescriptions, delivery of appropriate advice for safe administration of medicines, and maintenance of records.
Dispensing appliances	The Terms of Service require pharmacists to dispense any non-blacklisted medicine (blacklisted medicines cannot be ordered on NHS prescriptions). For appliances, the obligation to dispense applies only if the pharmacist supplies these products 'in the normal course of business.' Therefore, contractors may choose to dispense appliances as part of their usual business, or they may choose to do so on an ad-hoc basis, or not at all.
(Electronic) repeat dispensing	The role of this service is to optimise residents' safe access to patients' regular prescriptions. Pharmacists will ensure repeat prescriptions are dispensed, ensure each repeat supply is needed, and determine if there is a need for the patient to be referred to their GP. The majority of repeat dispensing is now carried out through the Electronic Prescribing System, which is more efficient.

Healthy Living Pharmacy	As agreed in 2020-21 5-year CPCF, this was made an essential service. The Healthy Living Pharmacy framework aims at sustainable provision of a broad range of health promotion interventions through community pharmacies to meet local needs. Three pillars of the framework are workforce development (to support behaviour change, and leadership), engagement (with local health and care professionals, and residents), and environment (protected health promotion zone).
Disposal of unwanted medicines	Pharmacies accept and safely dispose of all unused and unwanted medicines from individual patients. This does not include medicines from care homes.
Signposting	Pharmacies are often the most accessible health care professional and may, at times, need to refer a patient to another health care provider. Pharmacists and other staff have an obligation to always signpost whenever it is appropriate to do so.
Support for self-care	This is the provision of advice to help people manage minor ailments, common and self-limiting conditions. The service also covers providing support to those who have long-term conditions, to help them derive maximum benefit from caring for themselves. This may also include dealing with referrals from NHS 111. Records must be maintained to document when support for self-care is provided.
Discharge medicines service	Some patients, who have started new medications during an inpatient stay, would benefit from extra guidance around new medications in the community. These patients are referred to the discharge medicines service, from community pharmacy. NHS England has identified this service as a significant contributor to the safety patients during transition of care, and by reducing readmissions to hospital.
Promotion of healthy lifestyles	Pharmacies are required to take part in up to six health campaigns per year on topics identified by NHSE. Opportunistic healthy lifestyle advice should be provided to at risk groups e.g. residents with diabetes, high blood pressure, who smoke, are overweight. The aim of this service is to empower residents to make behavioural changes to live a healthier lifestyle, particularly targeting groups that are seldom heard in other parts of the health or social care sector. Additionally, pharmacies are required to undertake prescription-linked interventions on major areas of public health concern, such as encouraging smoking cessation.

Pharmacy contractor questionnaire responses

Although there are currently 80 pharmacies in Sandwell, there was only 79 pharmacies when the contractors survey was live. Overall, 70 out of 79 (88.6%) of pharmacy contractors in Sandwell responded to the pharmacy contractor questionnaire. There was a good spread of responses across the borough. The following data are based on these responses. Not all pharmacy contractors provided a response to each question, therefore the base number for percentages is based on the number that did respond. The pharmacy contractor questionnaire, and associated responses can be found in **Appendix 6** and **Appendix 7**, respectively.

Pharmacy accessibility and facilities

Accessibility:

- Overall, there is parking close to 97.1% of the pharmacies.
- Wheelchair access:
 - 61.4% of pharmacies have disabled parking within 10 metres of the pharmacy.
 - 90% of pharmacies have wheelchair access at the point of entrance (unaided).
This is unclear given that less reported having an automatic door (37.1%).
 - 84.3% of pharmacies have wheelchair access to the consultation room.
 - 86.8% of pharmacies have wheelchair access to all areas.
 - 18.6% of pharmacies have a disabled toilet.
- 80% of pharmacies can provide large print leaflets and labels, and 30% of pharmacies have a hearing loop.
- Delivery of prescriptions:
 - 60.9% of pharmacies deliver prescriptions to all patients.
 - Some pharmacies deliver dispensed medicines to selected patient groups.
 - Most cited selected patient groups: elderly, housebound, and vulnerable groups.
 - Some pharmacies deliver dispensed medicines to selected areas.
 - Most cited delivery areas: within the locality, or when distance is specified, within 5 miles or within 3 miles
 - 78.3% of pharmacies deliver dispensed medicines free of charge on request.
 - 20% of pharmacies deliver dispensed medicines with a charge.

- 91.4% of respondents answered the question on other languages spoken by pharmacy staff. Of these pharmacies, 92.2% have staff that speak Panjabi, 71.9% Urdu, 65.6% Hindi, 35.9% Gujarati, and 15.6% other.

Facilities:

- Consultation areas:
 - 97.1% of pharmacies have a consultation room, dedicated for confidential conversations for residents.
 - 98.6% of those that have a consultation area confirmed that it is a closed room.
 - There are hand-washing facilities in 70% of the consultation areas, close to 25.7% of consultation areas, and no hand-washing facilities in/close to 4.3% of consultation areas.
 - Patients attending consultations have access to toilet facilities in 31.4% of pharmacies.
- Information technology:
 - All pharmacies are Electronic Prescription Service 2 (EPS 2) enabled, allowing prescriptions to be sent from the GP directly to the pharmacy.
 - 97.1% of pharmacies have an active NHS email address enabling sharing of patient identifiable data with other healthcare providers which may be necessary for continuity of care.
 - 95.7% of pharmacies have access to summary care records which enhances safe prescribing practice.

What does this mean for our PNA?

Most pharmacies in Sandwell are accessible by car, with parking nearby the premises. Additionally, many pharmacies claim to be wheelchair accessible and able to provide large print leaflets and labels, although few have a hearing loop. We should strive for all pharmacies in Sandwell to be wheelchair accessible throughout, and able to make necessary adjustments, to ensure that community pharmacies are inclusive, and accessible by all. Most pharmacies that responded also reported that they have members of staff that speak other languages. Whilst this may indicate improved accessibility for residents with a main language other than English, the availability of staff members speaking these languages on the day of a visit to the pharmacy may be unpredictable.

The role of community pharmacists has expanded to support the growing demand for primary care. To support this, it is crucial that community pharmacies have adequate facilities and systems in place. IT enablement is high across pharmacies in Sandwell, and this is important for improving patient safety and improving continuity of care across the health service. Most pharmacies in Sandwell have a consultation room and more than half of which have hand washing facilities in the consultation room or nearby. This is important to enable confidential consultations to take place. Just under a third of pharmacies have toilet facilities that patients can access, with even less having a disabled toilet. Patient access to a toilet would aid accessibility for customers with bladder or bowel conditions.

Advanced Services

There are nine Advanced Services within the NHS CPCS which pharmacy contractors can choose to provide if they meet the requirements set out in the Secretary of State Directions. A description of each of these services can be found in **table 20** below.

At the time of conducting the 2022 PNA, there were ten Advanced Services: Appliance Use Review (AUR) service, Community Pharmacist Consultation Service (CPCS), COVID-19 Lateral Flow Device distribution, Flu Vaccination service, Hepatitis C testing service, Hypertension case-finding service, New Medicine Service (NMS), Pandemic Delivery Service, Stoma Customisation (SAC) service, and Smoking cessation service. Since then:

- The CPCS service has been replaced by Pharmacy First Service (31st January 2024).
- The COVID-19 Lateral Flow Device distribution service has been decommissioned (31st March 2022), and the Lateral Flow Device Service commissioned from 6th November 2023.
- The Hepatitis C testing service and Pandemic Delivery Service have been decommissioned (1st April 2023 and 31st March 2022 respectively).
- The Pharmacy Contraception Service was commissioned from 24th April 2023, expanded from 1st December 2024 to encompass initiation and on-going supply of oral contraception.

Table 20. A description of all Advanced Services within the NHS CPCF(26)

Service	Description
Appliance Use Review (AUR) service	AUR aims to improve patient knowledge and use of any specified appliance by assessing how the patient uses the appliance, resolving issues of poor usage, advising on safe storage and disposal. AUR can be undertaken by a pharmacist or a specialist nurse in the pharmacy, in the patients' home, by telephone or video consultation.
Flu Vaccination service	People who are at an increased risk of serious complications from the influenza virus are offered a seasonal flu vaccination. The NHS runs the seasonal flu campaign from September to March. Although there has been no change to the eligible cohorts, pharmacies will only be able to vaccinate pregnant women from 1 st September 2025, and other adult cohorts from October 2025. The accessibility of pharmacies, their extended opening hours, and walk-in service are enablers to residents seeking vaccinations. Requirements for pharmacies to offer the Flu vaccination service include registration of their details with NHS England, access to a consultation room, and appropriately trained staff.
Hypertension case-finding service	This service will identify people aged 40 and above who have not previously been diagnosed with hypertension (high blood pressure) and refer those with suspected hypertension to general practice for ongoing management. The service will also promote healthy behaviours to service users.

New Medicine Service (NMS)	This service ensures that patients with a long-term condition have a good understanding of the rationale for being prescribed new medicines, how to optimise their effectiveness and safe usage. Pharmacist support when a medication has been newly prescribed has been shown to increase adherence to that medication and effective usage. At first dispensing, the pharmacist has a conversation explaining the new medication to the patient. They then agree to a follow up conversation by phone or face-to-face around two weeks later to discuss how the patient is adhering to the medicine and to identify any problems. A final consultation is agreed for about a month after initial dispensing to have another check-in.
Stoma Appliance Customisation (SAC) service	This service offers personal customisation of a quantity of more than one stoma appliance. Customisation is based on patient's measurements or a template, to enhance comfortable fitting of the appliance, with the aim to increase duration of usage thereby reducing waste.
Smoking Cessation service	The NHS Long Term Plan set a goal that by 2023/2024, all people admitted to hospital who smoke will be offered NHS-funded tobacco treatment services. This service aims to ensure that all patients starting a programme of smoking cessation in hospital are referred for completion in a community pharmacy.
Pharmacy Contraception Service (PCS)	The NHS Long Term Plan and the Delivery plan for recovering access in primary care, highlighted the importance of widening access to and increasing choice in the ways people access contraception. Through this service, community pharmacy teams can initiate the provision of oral contraception, continue the provision of oral contraception initiated through other providers, and provide ongoing management and annual reviews. Community pharmacies should offer signposting to this service when patients access other related services e.g. emergency contraception. Also, alternative options, such as long-acting reversible contraception (LARC) should be discussed, and the patient should be signposted to other services if necessary.

Lateral Flow Device (LFD) Service	This service provides lateral flow device tests to patients who are at increased risk of serious complications from COVID-19 and may be eligible for COVID-19 treatment if they test positive.
Pharmacy First Service	This service was commissioned as part of the Delivery plan for recovering access to primary care. Under this service, pharmacists can offer advice, and treatment, where clinically appropriate for seven common conditions (with age/sex restrictions). This service can be accessed on a walk-in basis, and referrals can be made through NHS 111, general practices, and other healthcare providers. Outcomes of this service can be advice only, treatment (prescription-only or over-the-counter medications), or referral to other services or healthcare professionals.

Table 21. service developments in the Community Pharmacy England, Department of Health and Social Care and NHSE Funding Settlement for 2024/25 and 2025/26(27)

Service	Description
New Medicine Service (NMS)	The service will be expanded to include medicines associated with diagnosis of depression in the service (October 2025).
Smoking Cessation service	The service will be expanded to introduce Patient Group Directions to provide Varenicline and Cytisinicline (Cytisine) when appropriate, by suitably trained and competent pharmacists/pharmacy technicians (date to be confirmed).
Pharmacy Contraception Service (PCS)	The service will be expanded to include Emergency Hormonal Contraception (subject to IT updates) (October 2025)
Pharmacy First Service	Phased introduction of 'bundling' requirements. To receive the monthly payment for Pharmacy First provision, pharmacies will require sign up to provide PCS and Hypertension case-finding service (June 2025), providing at least one ambulatory blood pressure monitoring per month (October 2025), and a specified number of contraception consultations (March 2026).

The data used to demonstrate the provision of advanced services across the borough is from the contractors' questionnaire. Not all pharmacies in Sandwell responded to the questionnaire, therefore responses have been supplemented with data from the NHSBSA (via NHS Office of the West Midlands- hosted by Birmingham and Solihull ICB) correct as of 28th January 2025, and NHS Digital and NHSBSA (via Pharmaceutical Services Negotiating Committee services dashboard) to provide a more complete picture(28). Maps are generated using data from the contractors' questionnaire only.

Appliance Use Review (AUR) service

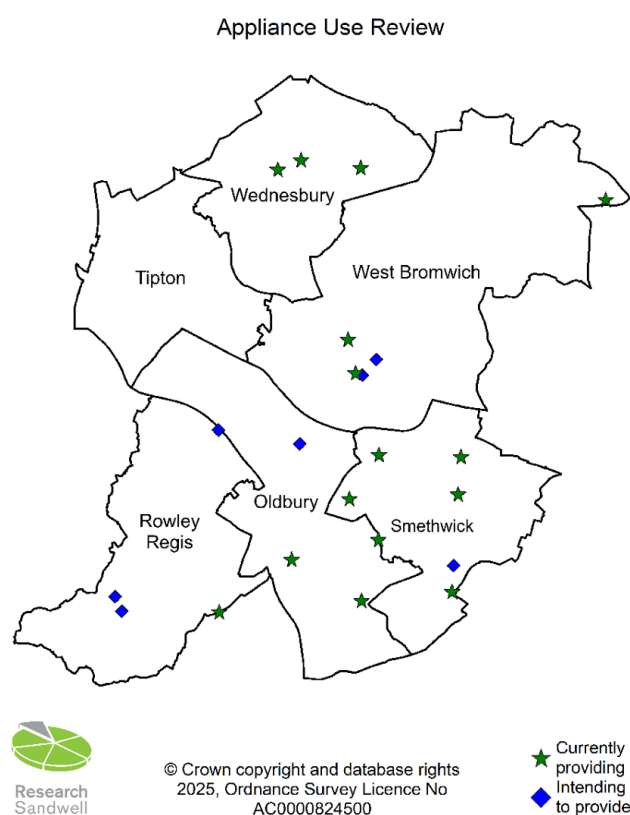
The responses from the contractors' questionnaire showed that 23% of pharmacies in Sandwell provide the Appliance Use Review service. All towns have at least one pharmacy providing AUR, apart from Tipton. Of those that do not provide this service, only 14% of pharmacies intend to provide this service within the next 12 months.

Table 22. AUR service provision by locality

		Base	Appliance Use Review		
			Yes	Intending to begin within next 12 months	No - not intending to provide
Total	Sandwell	65	15	7	43
Locality	Oldbury	12	3	1	8
	Rowley Regis	11	1	3	7
	Smethwick	12	5	1	6
	Tipton	8	-	-	8
	Wednesbury	8	3	-	5
	West Bromwich	14	3	2	9

Source: contractor questionnaire

Figure 14. Provision and intention to provide AUR by locality



Source: contractor questionnaire

Overall, data from January-October 2024 (NHSBSA) showed that there was no declared use of AUR across the borough, both in the home and at the premises.

Flu Vaccination service

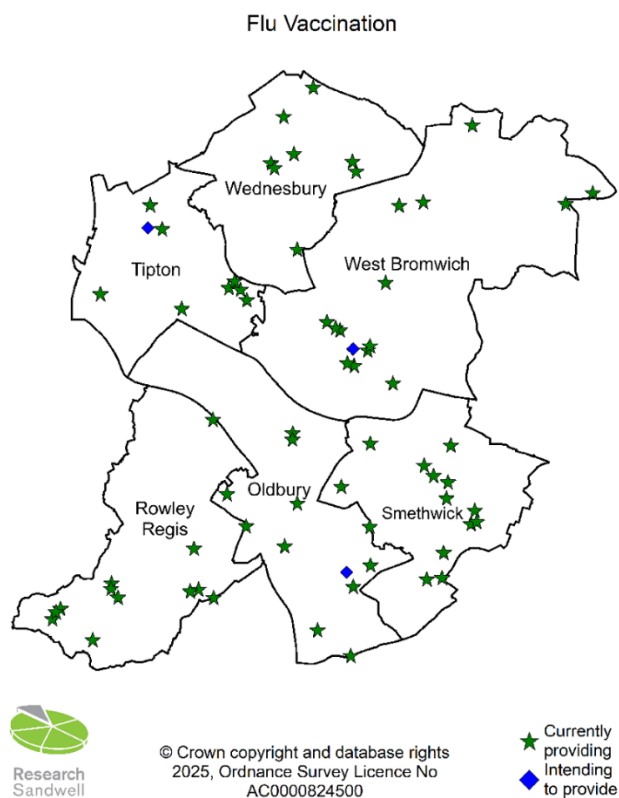
The responses from the contractors' questionnaire showed that most pharmacies in Sandwell provide the flu vaccination service (94.3%), with excellent coverage across the borough. Three out of the four pharmacies not providing the service intend to do so within the next 12 months.

Table 23. Flu vaccination service provision by locality

		Base	Flu vaccination service		
			Yes	Intending to begin within next 12 months	No - not intending to provide
Total	Sandwell	70	66	3	1
Locality	Oldbury	13	11	1	1
	Rowley Regis	12	12	-	-
	Smethwick	13	13	-	-
	Tipton	9	8	1	-
	Wednesbury	8	8	-	-
	West Bromwich	15	14	1	-

Source: contractor questionnaire

Figure 15. Provision and intention to provide flu vaccination service by locality



Source: contractor questionnaire

Overall, data from August-October 2024 (NHSBSA) showed that most pharmacies in Sandwell provide the flu vaccination service, with 87.3% of pharmacies providing at least one flu vaccination that month.

Hypertension case-finding service

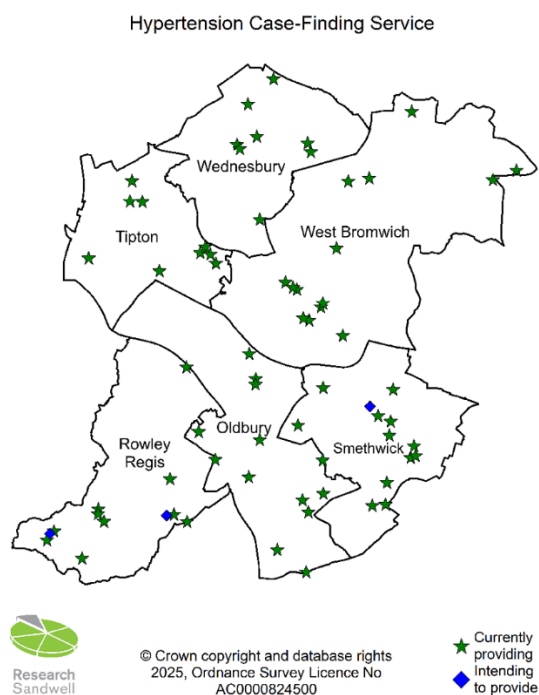
The responses from the contractors' questionnaire showed that most pharmacies in Sandwell provide the Hypertension case-finding service (95.7%), with good coverage across the borough. All the (three) pharmacies not providing the service intend to do so within the next 12 months.

Table 24. Hypertension case-finding service provision by locality

		Base	Hypertension case-finding service		
			Yes	Intending to begin within next 12 months	No - not intending to provide
Total	Sandwell	69	66	3	-
Locality	Oldbury	13	13	-	-
	Rowley Regis	12	10	2	-
	Smethwick	13	12	1	-
	Tipton	9	9	-	-
	Wednesbury	8	8	-	-
	West Bromwich	14	14	-	-

Source: contractor questionnaire

Figure 16. Provision and intention to provide Hypertension Case Finding Service by locality



Source: contractor questionnaire

As of 19th January 2025, 75 of the 79 (94.9%) of pharmacies in Sandwell sign up to the Pharmacy First Service (NHSBSA).

New Medicine Service (NMS)

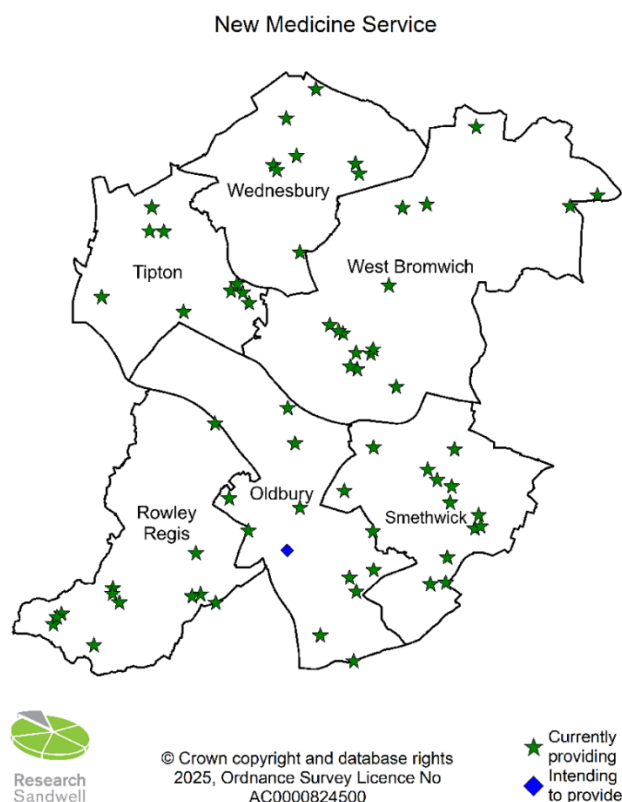
The responses from the contractors' questionnaire showed that most pharmacies in Sandwell provide the New Medicine Service (98.6%), with excellent coverage across the borough. The one pharmacy not providing this service intends to begin to do so within the next 12 months.

Table 25. New Medicine Service provision by locality

		Base	New Medicine Service		
			Yes	Intending to begin within next 12 months	No - not intending to provide
Total	Sandwell	69	68	1	-
Locality	Oldbury	12	11	1	-
	Rowley Regis	12	12	-	-
	Smethwick	13	13	-	-
	Tipton	9	9	-	-
	Wednesbury	8	8	-	-
	West Bromwich	15	15	-	-

Source: contractor questionnaire

Figure 17. Provision and intention to provide New Medicine Service by locality



Source: contractor questionnaire

Overall, data from August-October 2024 showed that only two pharmacies did not provide at least one NMS intervention in this period (NHSBSA). These pharmacies were in Rowley Regis and West Bromwich.

Stoma Appliance Customisation (SAC) service

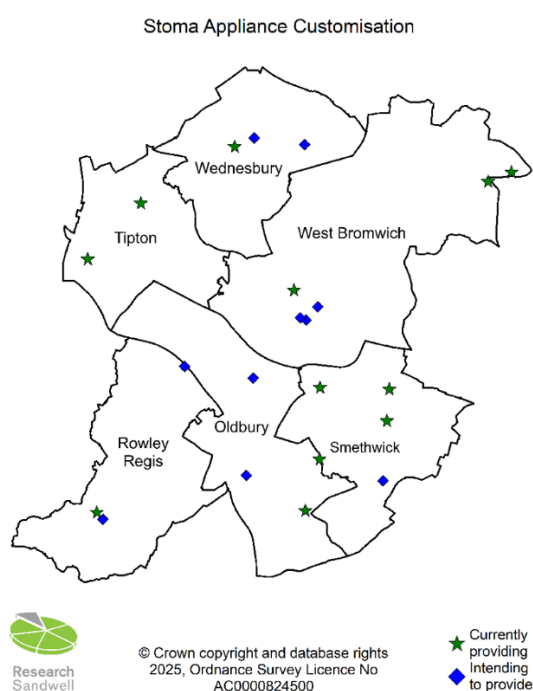
The responses from the contractors' questionnaire showed that 18.5% of pharmacies in Sandwell provide the Stoma Appliance Customisation service. All towns have at least one pharmacy providing the service. Of the pharmacies not providing SAC service, only 18.9% intend to begin to provide this service within the next 12 months.

Table 26. Stoma Appliance Customisation provision by locality

		Base	Stoma Appliance Customisation		
			Yes	Intending to begin within next 12 months	No - not intending to provide
Total	Sandwell	65	12	10	43
Locality	Oldbury	12	2	2	8
	Rowley Regis	11	1	2	8
	Smethwick	12	3	1	8
	Tipton	8	2	-	6
	Wednesbury	8	1	2	5
	West Bromwich	14	3	3	8

Source: contractor questionnaire

Figure 18. Provision and intention to provide SAC service by locality



Source: contractor questionnaire

Overall, data from January-October 2024 (NHSBSA) showed that there was no declared use of the SAC service across the borough.

Smoking Cessation service

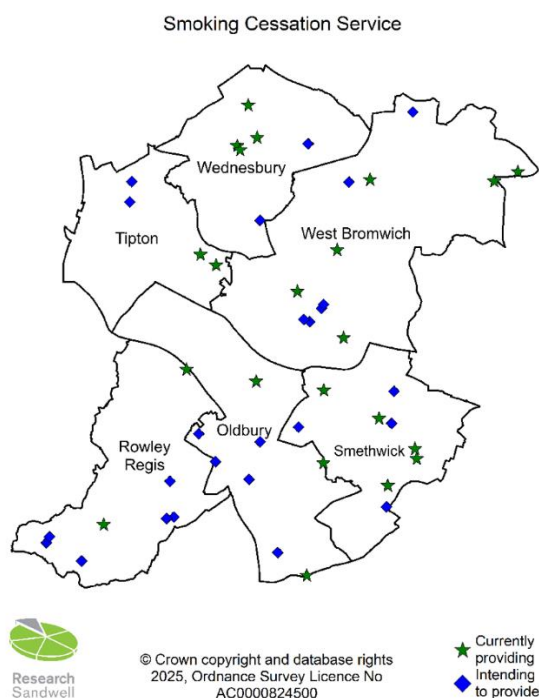
The responses from the contractors' questionnaire showed that just under one third (32.8%) of pharmacies in Sandwell provide the smoking cessation service. There is provision in each of the localities, albeit minimal. Of the pharmacies not currently providing this service, 37.3% intend to do so within the next 12 months. Furthermore, over half of the responding pharmacies (56.5%) would be willing to provide a smoking cessation service if commissioned to do so.

Table 27. Smoking Cessation Service provision by locality

		Base	Smoking Cessation Service		
			Yes	Intending to begin within next 12 months	No - not intending to provide
Total	Sandwell	67	22	25	20
Locality	Oldbury	13	3	5	5
	Rowley Regis	11	2	6	3
	Smethwick	12	5	4	3
	Tipton	9	2	2	5
	Wednesbury	8	4	2	2
	West Bromwich	14	6	6	2

Source: contractor questionnaire

Figure 19. Provision and intention to provide Smoking Cessation Service by locality



Source: contractor questionnaire

As of 19th January 2025, 44 of the 79 (55.7%) of pharmacies in Sandwell sign up to the Smoking Cessation Service. Despite this, only five pharmacies are making claims (August-October 2024)- two in Wednesbury, one in West Bromwich, one in Rowley Regis, and one in Smethwick (NHSBSA).

Pharmacy Contraception Service (PCS)

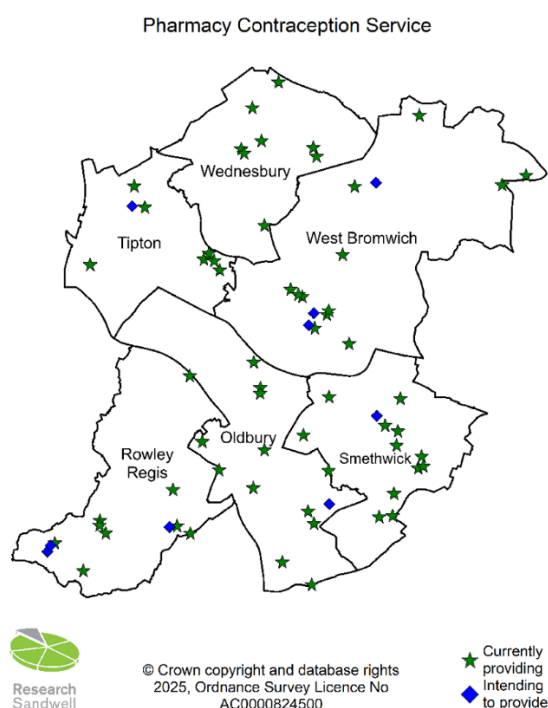
The responses from the contractors' questionnaire showed that many pharmacies in Sandwell provide the pharmacy contraception service (85.7%), with good distribution across the borough. Of those that do not, nine out of ten intend to begin within the next 12 months.

Table 28. Pharmacy Contraception Service provision by locality

		Base	Pharmacy contraception service		
			Yes	Intending to begin within next 12 months	No - not intending to provide
Total	Sandwell	70	60	9	1
Locality	Oldbury	13	12	1	-
	Rowley Regis	12	9	3	-
	Smethwick	13	12	1	-
	Tipton	9	7	1	1
	Wednesbury	8	8	-	-
	West Bromwich	15	12	3	-

Source: contractor questionnaire

Figure 20. Provision and intention to provide Pharmacy Contraception Service by locality



Source: contractor questionnaire

Service sign-up data from Black Country ICB commissioning, correct as of December 2024, showed that 63 pharmacies were signed up to the pharmacy contraception service- 18 in West Bromwich, 16 in Smethwick, 9 in Oldbury, 8 in Rowley Regis, 7 in Tipton, and 5 in Wednesbury.

Between August-October 2024, 34 pharmacies provided at least one consultation for ongoing contraception 10 in West Bromwich, 8 in Smethwick, 6 in Oldbury, 5 in Rowley Regis, 4 in Wednesbury, and 1 in Tipton (NHSBSA). Additionally, between August-October 2024, 26 pharmacies provided at least one consultation for initiation of contraception- 8 in West Bromwich, 5 in Smethwick, 4 in Oldbury, 4 in Rowley Regis, and 2 in Tipton.

Lateral Flow Device (LFD) Service

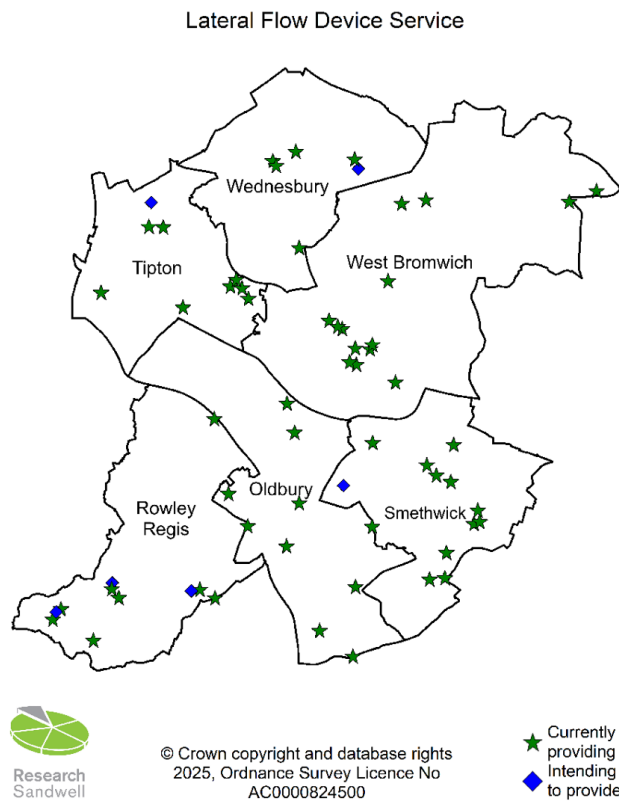
The responses from the contractors' questionnaire showed that many pharmacies in Sandwell provide the Lateral Flow Device service (80%), with good distribution across the borough. Of the pharmacies not currently providing this service, six out of eight intend to do so within the next 12 months.

Table 29. Lateral Flow Device Service provision by locality

		Base	Lateral Flow Device service		
			Yes	Intending to begin within next 12 months	No - not intending to provide
Total	Sandwell	70	56	6	8
Locality	Oldbury	13	10	-	3
	Rowley Regis	12	8	3	1
	Smethwick	13	11	1	1
	Tipton	9	8	1	-
	Wednesbury	8	5	1	2
	West Bromwich	15	14	-	1

Source: contractor questionnaire

Figure 21. Provision and intention to provide LFD service by locality



Source: contractor questionnaire

As of 19th January 2025, 66 out of 79 (83.5%) of pharmacies in Sandwell sign up to the Lateral Flow Device Service (NHSBSA).

Pharmacy First Service

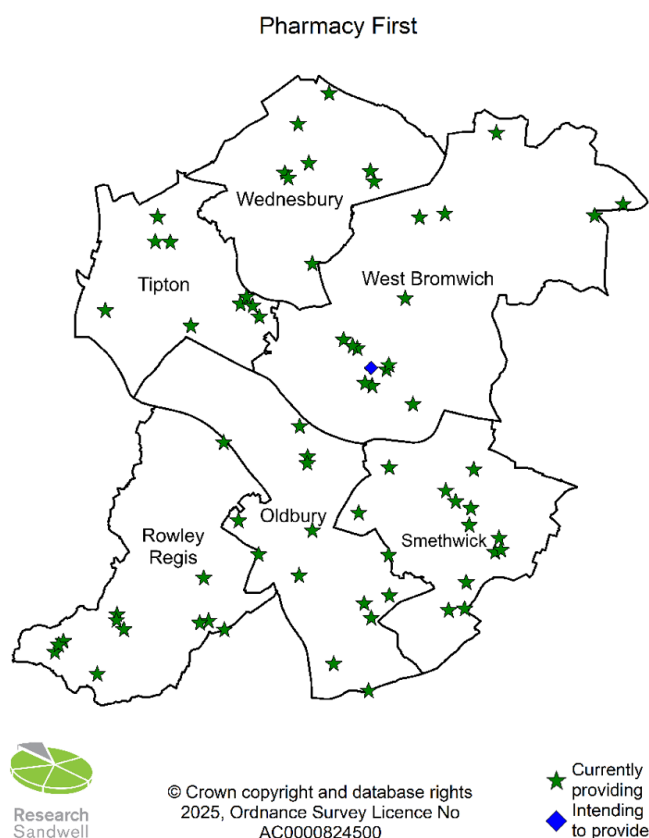
The responses from the contractors' questionnaire showed that most pharmacies in Sandwell provide the Pharmacy First Service (98.6%), with excellent coverage across the borough. The only pharmacy not providing this service is in West Bromwich, and they intend to begin to do so within the next 12 months.

Table 30. Pharmacy First Service provision by locality

		Base	Pharmacy First Service		
			Yes	Intending to begin within next 12 months	No - not intending to provide
Total	Sandwell	70	69	1	-
Locality	Oldbury	13	13	-	-
	Rowley Regis	12	12	-	-
	Smethwick	13	13	-	-
	Tipton	9	9	-	-
	Wednesbury	8	8	-	-
	West Bromwich	15	14	1	-

Source: contractor questionnaire

Figure 22. Provision and intention to provide Pharmacy First Service



Source: contractor survey

As of 19th January 2025, 76 of the 79 (96.2%) of pharmacies in Sandwell sign up to the Pharmacy First Service (NHSBSA).

What does this mean for this PNA?

Pharmacies in Sandwell provide an array of advanced services for residents. There is excellent provision of many of the advanced services: flu vaccination, hypertension case-finding, new medicine service, lateral flow device service, and pharmacy first service, with good provision across the borough.

Although 55.7% of pharmacies in Sandwell have signed up to provide the Smoking Cessation Service, only five pharmacies have made claims between August and October 2024. Although referrals to the Smoking Cessation Advanced Service can be made from any NHS trust to Sandwell pharmacies, we expect most will be from the Sandwell and West Birmingham NHS Trust given its location. The lack of service activity may be because the trust did not commission its inpatients tobacco dependency support service until the end of September 2024. In addition to this, the current referral pathway from inpatients is to a specialist external provider commissioned by Sandwell MBC, not currently delivered in community pharmacies. The accessibility of community pharmacies, and their extended opening hours, consideration of delivery of the Smoking Cessation Service through community pharmacies would be reasonable.

Similarly, while many pharmacies are registered to offer the Pharmacy Contraception Service, fewer have made claims for this service. There is at least one pharmacy in each town offering consultations for both ongoing contraception and the initiation of contraception. Smethwick, Tipton, and Wednesbury have the highest proportions of under-16-year-olds, with Smethwick and Tipton also having lower than the national average proportion of residents aged 65 and over. Despite Tipton having a relatively young population, the number of pharmacies reporting Pharmacy Contraception consultations is low (August-October 2024). Despite this, there is potential for provision, with seven pharmacies in Tipton signed up to provide the advanced service. Therefore, a gap in service provision has not been identified in this case.

In general, there was good alignment between contractor questionnaire responses and supplementary data. Any discrepancies could be due to some pharmacies not responding. There were, however, some differences between contractor responses and supplementary data for the Smoking Cessation and Pharmacy Contraception Services, with more pharmacies reporting service provision in the survey than what the data reflects. This may be because of

discrepancies between signing up for the service and actual service delivery, possibly due to low demand, demand being met elsewhere, or capacity issues. It could also result from incomplete reporting of service activity or delays in capturing more recent sign-ups or increased demand. Therefore, it is important to consider data from both sources.

Data from August to October 2024 showed that no pharmacies claimed for the Appliance Use Review (AUR) or Stoma Appliance Customisation (SAC) services during this period. Despite this, 23% of pharmacies in Sandwell report providing AUR service, and 18.5% of pharmacies in Sandwell report providing SAC service. These services are typically provided remotely through Dispensing Appliance Contractors and Specialist Nurses, rather than through community pharmacies. The discrepancy between service activity data and contractor survey responses may reflect on the discrepancy between pharmaceutical service sign-ups and provision. This does not constitute a gap in AUR and SAC provision in Sandwell, rather it demonstrates that residents' needs being met elsewhere.

The Funding Settlement for 2024/25 and 2025/26 outlines the service developments in the coming years. The Pharmacy First Service will be bundled with requirements of sign up and provision of the PCS and hypertension case-finding service. Given the high sign-up rate of pharmacies to the Pharmacy First Service, this will likely be effective in enhancing access to other services across the borough. All three services are vital in the delivery plan for recovering access to primary care.

Enhanced services

National enhanced services are commissioned by NHSE. They are nationally specified services but allow for flexibility in the delivery of these services to meet local needs. National enhanced services include:

- COVID-19 Vaccination Service
 - 36 out of 69 responding pharmacies (52.2%) report that they currently provide this service, with at least two pharmacies in every town, and 26 out of 33 pharmacies willing to provide if commissioned to do so.
- Respiratory Syncytial Virus (RSV) and Pertussis Vaccination Service

Other enhanced services (provided under contract with legacy NHSE regional team on behalf of the ICB, or under contract with ICB)

Pharmacies can provide a plethora of enhanced services. At present there is low provision of these services across the borough. However, willingness to provide these services if commissioned is high.

The most frequently provided enhanced services include (≥ 10 pharmacies providing the service):

- Seasonal Influenza Vaccination Service
- Contraceptive service (not emergency contraception)
- COVID-19 Vaccination Service
- Minor Ailment Scheme
- Supervised Administration Service
- Emergency Supply Service
- Stop Smoking Service
- Home Delivery Service (not appliances)
- Hypertension service
- Medication Review Service
- Emergency Contraception Service
- Palliative Care Service

Locally Commissioned Services

Services may be commissioned at a local level by ICB and Local Authority Public Health, or indirectly via service providers. These, however, fall outside of the of the NHS (Pharmaceutical Services and Local Pharmaceutical Services) Regulations 2013. However, the PNA should take account of any pharmaceutical services provided to its population (regardless of the commissioning body) which may affect the need for pharmaceutical services in Sandwell. For all these services, a large proportion of pharmacies not providing the service would be willing to do so if commissioned.

The following services are commissioned locally by Black Country ICB (some under contract with legacy NHSE regional team) and provided by pharmacy contractors. Contractor survey responses are supplemented with service sign-up data from Black Country ICB commissioning, correct as of December 2024:

- Minor Ailments Service (MAS)
 - 49 out of 70 responding pharmacies (70%) report that they currently provide this service, with 19 out of 21 pharmacies willing to provide if commissioned to do so.
 - 56 out of 79 pharmacies (70.9%) are contracted to provide this service, with at least one pharmacy in each locality.
- Community Eye care Service (CUES)
 - 72 out of 79 pharmacies (91.1%) are contracted to provide this service, with at least one pharmacy in each locality.
- Speciality Palliative Care Drugs Service (SPCD)
 - 2 out of 67 responding pharmacies (3%) report that they are currently providing this On Demand Availability of Specialist Drugs Service, with 52 out of 65 willing to provide if commissioned to do so.
 - 3 out of 79 pharmacies (4%) are contracted to provide this service, one in West Bromwich, one in Rowley Regis, and one in Oldbury.

The following services are commissioned by, and contractor survey responses are supplemented by sign-up data from, Sandwell MBC Public Health via lead providers:

- Substance Misuse service: supervised consumption of methadone and needle exchange (via Cranstoun)
 - Supervised consumption:
 - 34 out of 69 responding pharmacies (49.3%) report that they provide this service, with 21 out of 35 willing to provide if commissioned to do so.
 - As of September 2023, 49 out of 79 pharmacies (62%), are contracted to provide this service, with at least one pharmacy in each locality.
 - The discrepancy between the contractor survey response and the data provided might be due to low demand and activity of this service in some pharmacies despite being contracted to provide this service.
 - Needle exchange:
 - 10 out of 69 responding pharmacies (14.5%) report that they currently provide this service, with 38 out of 59 pharmacies willing to provide if commissioned to do so.
 - For 2022/23, 13 out of 79 pharmacies (16.5%) are contracted to provide this service- one of which is no longer active, with at least one pharmacy in each locality.
- Sexual health: Emergency Hormonal Contraception (EHC) (via Sandwell and West Birmingham NHS Trust)
 - 18 out of 69 responding pharmacies (26.1%) report that they provide this service, with at least one provider in each locality. 49 out of 51 pharmacies would be willing to provide if commissioned to do so.
 - 10 out of 79 pharmacies (12.7%) of pharmacies are contracted to provide this service, with 3 in Oldbury, 3 in Smethwick, 3 in West Bromwich, 1 in Wednesbury, and none in Tipton and Rowley Regis. Contracting information is correct as of 9th June 2025.
 - As previously stated, population of Tipton is relatively young thus it is important that they have access to a pharmacy providing EHC free at the point of service. There is a plan for several pharmacies to be onboarded, pending update of the current Patient Group Directive, and relevant contract information. This includes pharmacies in Tipton and Rowley Regis.

- Furthermore, the expansion of the PCS to include EHC, in conjunction with the ‘bundling’ of PCS with Pharmacy First Service sign-ups, has the potential to increase free access to EHC and narrow this existing gap in Tipton and Rowley Regis.
- There is a discrepancy between contractor survey responses and the data provided. The EHC service commissioned by Sandwell MBC (via Sandwell and West Birmingham NHS Trust) is provision of emergency contraception (i.e. the morning after pill) free of charge. Some pharmacies may provide EHC with a charge; hence the contractors responses might be inflated.

Other NHS services

Other NHS services may impact on the need for pharmaceutical services, particularly the dispensing service, in the Health and Wellbeing Board area. Some hospitals have a pharmacy, which can be accessed by outpatients and on discharge, thus reducing the demand on community pharmacies. Furthermore, some out of hours NHS services are able to provide a course of treatment rather than issuing a prescription to the patient, again reducing the demand on community pharmacies. Despite this, other NHS services may not provide pharmacy services, rather issue a prescription to be dispensed in the community, increasing the demand on community pharmacies.

Services that reduce or increase the need for pharmaceutical services (particularly the dispensing service) in the area are outlined in table 31 and 32 respectively. Not all NHS services are in the Health and Wellbeing board area but may be used by Sandwell residents and therefore have an impact on the need for pharmaceutical services in the area.

Table 31. Other NHS services that reduce the need for pharmaceutical services in particular the dispensing service

	Details	Location	Notes
NHS Hospital (with pharmacy)	Sandwell Health Campus	Lyndon, West Bromwich, West Midlands, B71 4HJ	Pharmacy opening hours: Monday-Friday 9am-5pm; Weekends and bank holidays closed
	City Health Campus (pharmacy is part of urgent treatment centre)	Dudley Road, Birmingham, West Midlands, B18 7QH	Pharmacy opening hours: 9am-5pm 7 days a week; bank holidays closed
GP OOH (course of treatment given rather than prescription)	Provided by Malling Health	Face to Face facilities at Sandwell PCC (Midland Metropolitan University Hospital site) and Neptune Health Centre (Tipton)	Open 18:30-08:00 Monday-Friday and from 18:30 (Friday) to 08:00 (Monday) at weekends
Public Health Services commissioned by local authority			Please see above

Table 32. Other NHS services that increase the demand for pharmaceutical services

	Details	Location	Notes
NHS Hospital (without pharmacy)	Midland Metropolitan University Hospital	Grove Lane, Smethwick, B66 2QT	
	Rowley Regis Hospital	Moor Lane, Rowley Regis, West Midlands, B65 8DA	
GP OOH (prescription issued)	Provided by Malling Health	Face to Face facilities at Sandwell PCC (Midland Metropolitan University Hospital site) and Neptune Health Centre (Tipton)	Open 18:30-08:00 Monday-Friday and from 18:30 (Friday) to 08:00 (Monday) at weekends
Walk-in centre/minor injury units/urgent treatment centre	Sandwell Urgent Treatment Centre	Sandwell Health Campus (see above)	

	Details	Location	Notes
GP extended access hubs	Various	Newcomen Primary Care Network (PCN): 1 (Oldbury) Citrus PCN: 1 (Oldbury) Together4 Health PCN: 4 (2 in West Bromwich, 2 in Smethwick) Health Vision PCN: 1 (Wednesbury) Central Health Partnerships PCN: 6 (3 West Bromwich, 1 Smethwick, 1 Tipton, 1 Wednesbury) Oldbury and Langley PCN: 4 (2 Oldbury, 2 Smethwick) Caritas PCN: 3 (2 Oldbury, 1 Smethwick) Your Health Partnerships PCN: 3 (2 Oldbury, 1 Rowley Regis, 1 West Bromwich)	For more details see Appendix 8
Dental services	Various	Oldbury: 5 dental practices Rowley Regis: 8 Smethwick: 10 Tipton: 5 Wednesbury: 5 West Bromwich: 9	For more details see Appendix 8
Other health centres	Birmingham and Midland Eye Centre	City Health Campus (see above)	
	Lyng Centre	Frank Fisher Way, West Bromwich, West Midlands, B70 7AW	
	Leasowes Intermediate Care Centre	Oldbury Road, Smethwick, Birmingham, West Midlands, B66 1JE	

Given that the residents of Sandwell have good access to community pharmacies across the borough (see chapter 3), and the number of residents per pharmacy is lower in the borough compared to nationally, there is ample provision to account for the additional demands posed by other NHS services. Furthermore, out of hours services may pose additional demands on community pharmacies beyond the core working hours. Albeit there is at least one pharmacy open in each town on Saturdays, Sundays, open before 9am, and after 6:30pm, providing reasonable access.

Healthy Living Pharmacy (HLP)

As agreed in 2020-21 5-year CPCF, Healthy Living Pharmacy Framework was made an essential service. This service aims at sustainable provision of a broad range of health promotion interventions through community pharmacies to meet local needs and help to reduce health inequalities.

Overall, 55 (78.6%) pharmacies that responded to the questionnaire have achieved HLP status (**table 33**). Of those that have not, all but one are working towards to HLP status. There is a good distribution throughout the borough, with at least one HLP in each ward, apart from Hatley Heath, which is the only ward in Sandwell without a community pharmacy. It is possible that the proportion of accredited HLP pharmacies is higher than 78.6% depending on the status of the non-responding pharmacies.

Table 33. Healthy Living Pharmacy status of pharmacies in Sandwell

	Base	Healthy Living Pharmacy		
		This pharmacy has achieved HLP status	This pharmacy is working towards HLP status	This pharmacy has no plans to implement HLP status
Bristnall	4	4	-	-
Langley	4	4	-	-
Old Warley	2	1	1	-
Oldbury	3	3	-	-
Oldbury	13	12	1	-
Blackheath	3	2	1	-
Cradley Heath and Old Hill	7	3	4	-
Rowley	1	1	-	-
Tividale	1	1	-	-
Rowley Regis	12	7	5	-
Abbey	3	3	-	-
Smethwick	2	2	-	-
Soho and Victoria	5	5	-	-
St Pauls	3	2	1	-
Smethwick	13	12	1	-
Great Bridge	5	4	1	-
Princes End	3	3	-	-
Tipton Green	1	1	-	-
Tipton	9	8	1	-
Friar Park	2	1	-	1
Wednesbury North	4	3	1	-
Wednesbury South	2	1	1	-
Wednesbury	8	5	2	1

Charlemont with Grove Vale	2	2	-	-
Great Barr with Yew Tree	2	2	-	-
Greets Green and Lyng	2	1	1	-
Hateley Heath	-	-	-	-
Newton	1	1	-	-
West Bromwich Central	8	5	3	-
West Bromwich	15	11	4	-
Sandwell	70	55	14	1

Source: contractor questionnaire

Pharmacy Quality Scheme

The Pharmacy Quality Scheme (PQS) 2023/24

PQS 2023/24, part of the Community Pharmacy Contractual Framework, incentivises community pharmacies in England to enhance clinical effectiveness, patient safety, and patient experience(29). With a total funding of £45 million, payments are allocated based on points earned across specific quality domains, varying by pharmacy dispensing volume bands.

In order to participate in PQS and receive payments for meeting quality criteria, pharmacies must meet the gateway criterion. For the PQS 2023/24, the gateway criterion states that pharmacies taking part in the scheme must have claimed for at least 15 New Medicine Service (NMS) consultations between 1st April 2023 and 31st December 2023, with claims submitted to the NHS Business Services Authority (NHSBSA) by 5th January 2024.

The quality domains that are associated with points, and therefore payments, are based on are the following:

- Medicines Safety and Optimisation:
 - Anticoagulant audit: participate in, implement recommendations from, the oral anticoagulant safety audit.
 - End of life care: there are 16 critical palliative care medications. Regular stockholders must ensure ample stock and update the Directory of Service. All contractors must develop and implement an action plan so patients are signposted to other providers of these medications when they are not in stock at their local pharmacy.

- Respiratory:
 - Inhaler technique checks: NMS (including inhaler technique assessment) for new inhaler prescriptions- requires relevant training.
 - Inhaler waste management: delivery of training to staff on the environmental impacts of inhaler disposal and encourage patients to return used inhalers for safe disposal.
 - Spacer device use: ensure that children aged 5-15 years old, using press-and-breathe pressurised metered-dose inhalers have appropriate spacers, with referral to prescribers if not.
 - Personal Asthma Action Plans (PAAPs): ensure that patients with asthma, aged 5 years old and above, have PAAPs, with referral to appropriate healthcare professionals if not.
 - Bronchodilators use referrals: identification of patients dispensed three or more short-acting bronchodilators in a six month period without corticosteroids and referral of these patients to relevant healthcare professionals for an asthma review.
- Prevention:
 - Antimicrobial stewardship- e-learning, TARGET antibiotic checklist and treating infection leaflet.
 - Infection prevention and control- e-learning.

The PQS 2023/24 declaration data included 65 Sandwell pharmacies and 64 are still active.

- Overall, 63 pharmacies (96.9%) achieved the maximum number of points available to them in all three domains.
- 64 pharmacies (98.5%) achieved the maximum points available to them in the Medicines safety and optimisation domain.
- 64 pharmacies (98.5%) achieved the maximum points available to them in the Respiratory domain.
- All 65 pharmacies achieved the maximum points available to them in the Prevention domain.

Since taking part in the PQS 2023/24, one pharmacy has closed and three pharmacies have changed their Organisation Data Service (ODS) code and they've also had a change of ownership.

PQS 2025/26

The PQS 2025/26(30) declaration period was between 2nd February to 27th February 2025, with evidence of meeting the domains required to be provided by end of March 2026. £30 million of funding is available for this scheme. The gateway criteria for PQS 2025/26 is sign-up and delivery of Pharmacy First Service and Pharmacy Contraception Service by end of August 2025 and remaining registered to deliver these services up to end of March 2026.

The quality domains that are associated with points, and therefore payments, are based on are the following:

- Medicines optimisation:
 - End of life care: there are 16 critical palliative care medications. Regular stockholders must ensure ample stock and update the Directory of Service. All contractors must develop and implement an action plan so patients are signposted to other providers of these medications when they are not in stock at their local pharmacy.
 - Respiratory:
 - Spacer device use: ensure that children aged 5-15 years old, using press-and-breathe pressurised metered-dose inhalers have appropriate spacers, with referral to prescribers if not.
 - Bronchodilators use referrals: identification of patients dispensed three or more short-acting bronchodilators in a six month period without corticosteroids and referral of these patients to relevant healthcare professionals for an asthma review.
 - Consulting with people with mental health problems- training required, to support the expansion of the New Medicines Service.
 - Emergency contraception- training required, to support the expansion of the Pharmacy Contraception Service.
- Patient safety:
 - Antimicrobial stewardship- participation in audit on the clinical advice and consultations provided to patients scoring 0-3 on FeverPAIN clinical scoring system for patients with a sore throat accessing the Pharmacy First Service.
 - Sepsis- training required
 - Regularising enhanced DBS checks for registered pharmacy professionals

Chapter 5: Public Experiences of Sandwell Pharmacies

The process

A survey was conducted between January 2025-February 2025 to collect the views of Sandwell residents on the use and accessibility of local pharmacy services. Promotion of the survey was through the following channels:

- Sandwell Metropolitan Borough Council and Healthy Sandwell social media
- Sandwell MBC Press Release
- Sandwell MBC Weekly Staff Roundup
- Sandwell MBC Residents Newsletter
- ICB communications
- Healthwatch Sandwell (including social media)
- Public Health Development Officers
- Sandwell Council of Voluntary Organisations Newsletter
- Sandwell and West Birmingham NHS Trust 'Youth Space'
- Sandwell MBC Public Health Team
- Sandwell Consortium

The survey was promoted in-person across the following groups:

- SHAPE Youth Forum
- Sandwell Youth Forum Networkers
- Sandwell MBC One Stop Shop
- Agewell, Rowley Regis Forum
- Jubilee Park Community Centre, Tipton

Enhancing inclusivity

Methods to enhance inclusivity include translation of the survey into the four main non-English languages in Sandwell (Bengali, Panjabi, Polish, and Urdu). Furthermore, printable copies were circulated as part of the promotion pack and provided at in-person engagement activities in the community to mitigate digital exclusion. The 2022 PNA noted a lack of diversity in the demographics of respondents- with ethnic minority groups, young people, and men being underrepresented. To increase engagement with young people, the survey was promoted through the SHAPE Youth Forum, Sandwell Youth Forum Networkers Meeting, and Sandwell and West Birmingham NHS Trust Youth Space. The promotion pack was shared with the Public

Health Development Officers and the wider Public Health team, outlining the previously underrepresented groups, to facilitate the targeted distribution of the promotion pack across their networks. Promotion materials were also shared with Sandwell Consortium with the aim to increase engagement with ethnic minority groups.

The results

In total, 255 public survey responses were received.

- 75.8% of respondents were female.
- Most responses (26.4%) came from the 65-74 years age group. 45.5% of respondents were 35-64 years old, and 45% of respondents were over 65 years old. Response rate was lowest for under 35-year-olds (7.4%).
- 81.7% of respondents self-identified as English/Welsh/Scottish/Northern Irish/British, and 15.4% were from ethnic minority groups. The ethnic minority group with the highest representation was Indian (4.6% of responses).
- 34.6% of respondents were currently in work, 5% were full time parents or carers, and 51.3% were retired.
- 56.9% of respondents were married/cohabiting, 22.2% were single, and 20.9% were divorced/separated or widowed.
- 93.1% of respondents identified themselves as heterosexual, and 6.9% identified themselves as gay, lesbian, bisexual, asexual, queer, or other.
- 56.4% of respondents reported having a long-term physical or mental health condition (lasting >12 months), of which the majority reported their condition affected their ability to perform day-to-day activities either a little (46.7%) or a lot (27.4%).
- The highest proportion of respondents use a pharmacy in Oldbury (20.4%). The lowest proportion of respondents use a pharmacy in Smethwick (9%) and Wednesbury (9%).
- All responses were completed in English language.

Compared to the previous PNA, a larger proportion of respondents are from ethnic minority backgrounds and are under the age of 35 years old. Despite this, the diversity in demographics of respondents remains to be low and not representative of the Sandwell population. Young adults, ethnic minority groups, and males remain to be underrepresented. Although the total number of responses is greater than the previous PNA, the sample size is still small.

A retrospective discussion in the steering group highlighted possible conflation of nationality and ethnicity in question 31 of the residents' questionnaire. People from ethnic minority groups

who identify as English/Welsh/Scottish/Northern Irish/British may have selected this option rather than their ethnic background. As a result, some ethnic minority groups may appear to be less represented than they actually are. Moving forward, there needs to be reconsideration of how data on ethnicity is captured. A standardised approach across Sandwell MBC may be beneficial.

The public survey is available in **Appendix 9** and the full results are available in **Appendix 10**.

The key findings are as followed:

- Overall, the majority of respondents to this survey were either very satisfied (28.2%) or satisfied (39.8%) with pharmacy services in Sandwell.

Use, location, and opening hours of pharmacies:

- The main reasons for the respondents' choice of pharmacy include its proximity to their home (72.3%) or GP surgery (47.4%), and that it stocks their medications (39.1%).
- 76.6% of respondents could easily find a pharmacy near where they want it.
- Most respondents travel to their pharmacy by car (47%) or walk (44.2%), and 8.8% use public transport. 89.3% agreed that it is easy to access their pharmacy by public transport or car.
- Just over half (51.8%) of respondents visit their pharmacy monthly for health reasons, and just over one third (34.1%) do not use the pharmacy for reasons other than health.
- 83.6% of respondents typically use the pharmacy during normal working hours (weekdays 9am-6pm). Out of hours, a similar proportion of respondents visit the pharmacy on weekdays 6am-9am (5.2%), weekdays 6pm-11pm (4.8%), and Saturday (6%). Pharmacies are least commonly visited on Sundays (0.4% respondents).
- Outside of normal opening hours, respondents would find it most useful to visit a pharmacy on Saturday 9am-1pm (44.2%), Saturday 1pm-6pm (35.9%), and Sunday 10am-2pm (33.8%).
- Many respondents (69.5%) could easily find a pharmacy open when needed, although a lower proportion of respondents agreed with this statement when specifically asked about evenings (29.8%), weekends (48.2%), and at lunchtime (63.5%).
- Many respondents strongly agreed or agreed that their pharmacy is customer friendly and polite (79.2%), and that the pharmacist is helpful (75.7%) and explains information clearly (65.4%).

Many respondents agreed that the location and the opening hours of their pharmacy suit their needs, although there does seem to be a demand for more pharmacies to be open at weekends.

Facilities and accessibility:

- More than half of respondents reported that their local pharmacy has a seating area (86.1%), wheelchair accessibility (64.5%), electronic prescription service (80.8%), and prescription delivery service (62.8%).
- A large proportion of respondents were unsure on whether their local pharmacy has a hearing aid loop (80%), and provision of stocks of living aids (68.7%).
- Approximately one third (32.9%) of respondents strongly agreed or agreed that their pharmacy makes changes to help people with disabilities. Although, 59.6% of respondents neither agreed nor disagreed with this statement.

There appears to be a low level of awareness on whether the pharmacy has a hearing aid loop, provision of stocks of living aids, or whether pharmacists make changes to help people with disabilities. The reason for this is unclear. 56.4% of respondents reported having a long-term physical or mental health condition, 74.1% of which said that it limited their ability to carry out day-to-day activities. Despite this, respondents requiring adjustments for their disability might be underrepresented. Alternatively, adjustments that can be made by pharmacies may not be widely promoted.

Prescription delivery service:

- 27.6% of respondents have used a Prescription Delivery Service.
- Of those that have used the delivery service, 46.3% was due to being unable to leave home, and 35.8% due to 'other' reasons- frequently cited reasons include convenience, health reasons, or disability.
- Of those that have used the delivery service, 62.7% strongly agree, and 25.4% agree that it is important to them.

The proportion of respondents using the prescription delivery service may be an underrepresentation of the proportion within the Sandwell population. Many of the questions, such as those relating to the provision of in-person pharmaceutical services and facilities, may be less relevant to those only accessing the Prescription Delivery Service. This could have limited survey responses from this group of individuals. Despite this, it is important to note that of those that do use this service generally value it.

Pharmaceutical Services:

- Pharmaceutical services that are most used by respondents include NHS repeat prescription service (42.1%), vaccinations (38.9%), and disposal of unwanted medications (24.9%)
- Overall, the awareness of pharmaceutical services is poor.
- The blood pressure monitoring service has a high level of public awareness. 56.3% of respondents are aware of this service, although only 10.4% have used this service.
- Other services with a reasonable level of awareness are NHS repeat prescriptions (50.2%), Minor Ailments Service (50.2%), vaccinations (50%), and disposal of unwanted medicines (44.8%).
- Many respondents (71.2%) are aware that their pharmacist can provide information and advice on medication, however only 41% of respondents are aware that they can provide guidance on healthy lifestyles (e.g. diet and physical activity).
- Greater than three quarters of the respondents were not aware of the following services that may be offered by some pharmacies- terminal illness support, alcohol use awareness and treatment services, incontinence support, mental health support, anticoagulation monitoring, supervised consumption of medicines, and language access services.
- Just over a quarter of respondents (27.9%) reported that they would like to see NHS phlebotomy available at their local pharmacy.
- 72.5% of respondents were not aware or unsure that pharmacies can signpost you to other services for health.
- Only 18% of respondents have been directed to a different pharmacy for a service not provided at their regular pharmacy. Of those that have, commonly cited reasons include for dispensing of prescriptions not in stock at their pharmacy, and for vaccinations. Despite this, 69.1% strongly agreed or agreed that their pharmacy normally has their medicines in stock.
- Most respondents find out about services provided by their pharmacy, at the pharmacy (77.2%), through word of mouth (26.8%) or from GP or practice staff (23.2%)

There appears to be a low level of awareness of the wide range of services that pharmacies may provide. This suggests that there is a need for wider promotion of such services.

Pharmacy First Service:

- Only 22.8% of respondents have ever used the Pharmacy First Service.
- Of the respondents who have used Pharmacy First, it has mainly been used for sore throat (44.2%) or infected insect bite (30.8%).
- Most respondents accessed Pharmacy First by walk-in (75%), with others accessing the service through NHS 111 (17.9%) and GP (16.1%).
- The outcome of the Pharmacy First consultation for the majority of respondents was provision of a prescription only (35.8%) or over the counter (41.5%) medication.

Under a quarter of respondents have used the Pharmacy First Service. 94.3% of those that used Pharmacy First service received advice, medication, or referral to another pharmacy service. This service aims to take pressure off primary care.

Of the 95 residents who completed the free text 'other comments' question 20, the responses were diverse. Many residents praised pharmacy staff for being helpful, caring, and friendly. Although less common, others highlighted issues such as understaffing and rude staff. A frequently cited concern was regarding access to medications, with many noting that medicines were often out of stock, and services were not timely. Furthermore, several comments reinforced other questionnaire responses, emphasising the demand for longer opening hours, including on weekends, and the importance of the prescription delivery service to residents that use them.

Healthwatch Sandwell: Enter and View analysis of visits to pharmacies

The following consultation is separate from the PNA process but is considered relevant to it.

Healthwatch holds a legal power to visit and observe health and social care services in practice, with the aim of identifying what is working well and make recommendations for improvement. The focus of the 2022/23 'Enter and View' programme was on local community pharmacies. A sample of eight pharmacies across the borough were visited, and 115 customers were consulted(31).

Overall, the Healthwatch representative observed good customer service, with staff being polite, respectful, and providing appropriate support and guidance. Residents appreciated easy access to their local pharmacy. Recommendations for improving community pharmacy services included increasing transparency around the complaints procedure, particularly in

relation to external communication beyond pharmacy staff. Additionally, language barriers were identified by staff as a key challenge, and pharmacies in diverse communities were advised to consider providing information translated into non-English languages.

Chapter 6: Future Pharmaceutical Service Development

The future

Local pharmaceutical services should be assessed in the context of national and local healthcare strategies which may affect their implementation and delivery. The most relevant national and local policies and strategies which take effect during the lifespan of this PNA include:

- Community Pharmacy Contractual Framework: 2024 to 2025 and 2025 to 2026
- NHS Long Term Plan (LTP)

Community Pharmacy Contractual Framework (CPCF): 2024 to 2025 and 2025 to 2026(26,27)

- Funding agreement between Department of Health and Social Care (DHSC), NHS England and Community Pharmacy England (CPE):
 - 2024 to 2025: £2.698 billion- a 4.1% increase from 2023-2024
 - 2025 to 2026: £3.073 billion-
 - 19.7% increase compared to 2023-2024
 - 15% increase compared to 2024-2025
 - This is compared to across the entire NHS, whereby the funding will rise by 5.8% in 2025-2026. This reflects the increased activity in community pharmacies and the costs associated with the supply of medicines.
- Service expansion:
 - New Medicine Services to include medicines associated with diagnosis of depression
 - Smoking cessation service- will be expanded to introduce Patient Group Directions to provide Varenicline and Cytisinicline (Cytisine) when appropriate,
 - Pharmacy Contraception Service (PCS) to include emergency contraception
 - Pharmacy First Service- to introduce 'bundling' requirements. Pharmacies will need to be signed up to provide PCS and hypertension case-finding service to receive payments.

NHS Long Term Plan (LTP) 2019⁽³²⁾

As medicine advances, health needs change, and society develops, the NHS has to continually move forward so that in 10 years time we have a service fit for the future. The NHS LTP is a new plan for the NHS to improve the quality of patient care and health outcomes. The plan focuses on building an NHS fit for the future by enabling everyone to get the best start in life, helping communities to live well, and helping people to age well. The NHS LTP covers the following areas:

1. A new service model for the 21st century
2. More NHS action on prevention and health inequalities
3. Further progress on care quality and outcomes
4. NHS staff will get the backing they need
5. Digitally-enabled care to go mainstream across the NHS
6. Taxpayers' investment to be used to maximum effect
7. Next steps

The ways in which local pharmaceutical services can support the implementation of the NHS LTP are shown in **Table 34** below.

Table 34. The role of pharmaceutical services in the implementation of the NHS LTP

Key areas of action for the NHS LTP

1. A new service model for the 21st century

- Over the next five years, every patient will have the right to online 'digital' GP consultations
- New expanded community health teams will be required under new national standards to provide fast support to people in their own homes as an alternative to hospitalisation
- The LTP sets out action to ensure patients get the care they need, fast, and to relieve pressure on A&Es
- Building on recent gains, in partnership with local councils further action to cut delayed hospital discharges will help free up pressure on hospital beds

The clinical role of community pharmacists will be enhanced, and pharmacists will support the timely discharge of patients from hospital through the Discharge Medicines Service, freeing up bed capacity

2. More NHS action on prevention and health inequalities

- Wider action on prevention will help people stay healthy and also moderate demand on the NHS
- The LTP funds evidence-based NHS prevention programmes, including to cut smoking; to reduce obesity, to limit alcohol-related A&E admissions; and to lower air pollution
- NHSE will base its five-year funding allocations to local areas on more accurate assessment of health inequalities and unmet need and every local area across England will be required to set out specific measurable goals and mechanisms by which they will contribute to narrowing health inequalities over the next five and ten years

Local pharmacies actively promote healthy lifestyle initiatives on NHSE's public health priority areas e.g. smoking, obesity, and alcohol, as well as providing opportunistic prescription-linked support

3. Further progress on care quality and outcomes

- The LTP goes further than the NHS Five Year Forward View's focus on cancer, mental health, diabetes, multimorbidity and healthy ageing including dementia. It also extends its focus to children's health, cardiovascular and respiratory conditions, and learning disability and autism, amongst others.
- By 2028 the Plan commits to dramatically improving cancer survival, partly by increasing the proportion of cancers diagnosed early, from a half to three quarters

Local pharmacies often serve as the first point of contact between a patient and the health service, and local pharmacists possess the clinical knowledge to be able to signpost patients to an appropriate service. Pharmacists can therefore support the early detection and improved survival from serious conditions by signposting patients to the appropriate service perhaps earlier than they would have presented without speaking to a pharmacist

4. NHS staff will get the backing they need

- The LTP sets out action to expand the number of nursing and other undergraduate places, ensuring that well-qualified candidates are not turned away as happens now
- To support current staff, more flexible rostering will become mandatory across all trusts, funding for continuing professional development will increase each year, and action will be taken to support diversity and a culture of respect and fair treatment

Local pharmacies serve as training locations for pharmacy students and newly qualified pharmacists thus ensuring the resilience of the future workforce

5. Digitally-enabled care to go mainstream across the NHS

- Over the next ten years investments in upgrading technology and digitally enabling care will result in an NHS where digital access to services is widespread. Where patients and their carers can better manage their health and condition. Where clinicians can access and interact with patient records and care plans wherever they are, with ready access to decision support and artificial intelligence, and without the administrative hassle of today

100% of pharmacies in Sandwell have access to the Electronic Prescription Service and 95.7% have Summary Care Record Access. Sandwell community pharmacies demonstrate high readiness for digitally enabled care included the continuity of care between primary care and community pharmacy

6. Taxpayers' investment to be used to maximum effect

- In order to deliver for taxpayers, the NHS will continue to drive efficiencies – all of which are then available to local areas to reinvest in frontline care. The Plan lays out major reforms to the NHS' financial architecture, payment systems and incentives

Community pharmacies support the NHS LTP to maximise efficient use of taxpayers' investment through repeat dispensing, most of which is carried out by the Electronic Prescription Service. This increasingly automated process helps ensure that repeat supplies are actually needed thus avoiding wastage

7. Next steps

- Within the current legal framework, the NHS and our partners will be moving to create Integrated Care Systems (ICSs) everywhere by April 2021, building on the progress already made. ICSs bring together local organisations in a pragmatic and practical way to deliver the 'triple integration' of primary and specialist care, physical and mental health services, and health with social care. They will have a key role in working with Local Authorities at 'place' level, and through ICSs, commissioners will make shared decisions with providers on population health, service redesign and LTP implementation

Community pharmacies will form part of the ICS and can support patients during transitions of care such as when discharged from hospital.

The most relevant local strategy to take effect during the lifespan of this PNA is The Sandwell Council Plan 2024-2027 which aims to support the achievement of Sandwell's Vision 2030. Sandwell's Vision 2030 will also guide the new HWBB strategy and development of future Joint Strategic Needs Assessments (JSNA's) for which the HWBB are responsible for.

Sandwell Vision 2030(5)

Sandwell has a clear vision for what the borough should look and feel like by 2030. In 2030, Sandwell should be a thriving, optimistic and resilient community. A place that people are proud to call home and choose to bring up their families. A place where people feel safe, enjoy good health, feel connected and valued in Sandwell's neighbourhoods and communities. This vision will be achieved through ten ambitions:

1. Sandwell is a community where our families have high aspirations
2. Sandwell is a place where we live healthy lives and live them for longer
3. Our workforce and young people are skilled and talented
4. Our children benefit from the best start in life and high-quality education
5. Our communities are built on mutual respect and taking care of each other
6. We have excellent public transport that connect us to the wider region
7. We have new homes in attractive neighbourhoods to meet housing needs
8. Our distinctive towns are successful centres of community life
9. Sandwell has become a location of choice for industries of the future
10. Sandwell has a national reputation for getting things done

Sandwell pharmacies will play a vital role in achieving ambition 2 'living healthy lives for longer'. Pharmacy teams are easily accessible, clinically knowledgeable and are often the first point of contact between residents and the health service. Pharmacy teams can support lifestyle changes and perform early screening activities to reduce the burden of disease caused by modifiable risk factors.

The Sandwell Council Plan 2024-2027(33)

To be 'Healthy in Sandwell' is one of the strategic themes of Sandwell's Council Plan 2024-2027. The outcomes we want to deliver include:

1. People to lead healthy lives in their community and live well for longer.
2. Peoples' needs for care and support are reduced or prevented through early intervention and prevention programmes.
3. People remain as independent as possible for as long as possible and lead fulfilled lives (reablement).
4. Carers feel supported in carrying out their caring role.
5. Residents are protected from harms to their health and wellbeing.

6. Health outcomes for Sandwell's most vulnerable groups are improved and health inequalities are reduced.

Pharmacies play a crucial role in managing chronic conditions within the community. They also support primary care by providing advice, managing minor illnesses, and offering preventative services. The findings and recommendations in this PNA will help achieve outcomes 1, 2, and 6, by ensuring that pharmacies and their services are accessible to everyone in Sandwell.

Conclusion

- Most people can get to a pharmacy within 20 minutes on public transport or 15 minutes walking, so there are enough pharmacies in the right locations, to meet the current and future needs of people living in Sandwell.
- Every town in Sandwell has a pharmacy open early, late, and on weekends. Despite this, there is still a demand for more pharmacies to be open on weekends.
- Pharmacies can offer a range of different services, but many people do not know which services their local pharmacy provides.
- There are enough pharmacies across Sandwell offering the following services: Flu Vaccination, Hypertension Case-Finding Service, New Medicines Service, Lateral Flow Device Service, and Pharmacy First Service.
- There are no pharmacies that can give Emergency Hormonal Contraception free of charge without a prescription in Tipton and Rowley Regis.
- Not many people use Stop Smoking Services, Stoma Appliance Customisation Service (SAC), and Appliance Use Review Service (AUR) from community pharmacies in Sandwell. There are other places to access these services, separately from pharmacies (e.g. a specialist service delivered by a community provider for Stop Smoking Service, and Dispensing Appliance Contractors for SAC and AUR).
- Many pharmacies have wheelchair access (86.8%), but not many have hearing loops (30%) to support people with people with impaired hearing or are deaf. Many people responding to the survey were not sure about what support is available in pharmacies to help people with disabilities.

Recommendations

This report makes the following recommendations to strengthen the provision of pharmaceutical services in Sandwell:

- Services provided by pharmacies should be widely promoted by pharmacies and other healthcare services. This could be through use of posters, leaflets, and video advertisements that are easily accessible to patients.
- More pharmacies should offer the “morning after pill” free of charge, especially in Tipton and Rowley Regis.
 - There is a plan for more pharmacies across Sandwell to provide the “morning after pill” free of charge, including in Rowley Regis and Tipton. Also, the national Pharmacy Contraception Service will be expanded to include provision of the “morning after pill” which is expected to address this gap.
- Pharmacies should be easily accessible to all:
 - Wheelchair access: all pharmacies should have wheelchair access.
 - Language and communication: all pharmacies should be able to provide spoken and written information in various accessible formats to ensure that people with hearing or visual impairment, or do not have English as their first language, have equal access. These might include large print written information and use of ‘Language Line’ for example.
 - The support available to ensure everyone has fair and equal access to pharmacies should be widely promoted by pharmacies.

In preparing future Sandwell PNAs officers should be mindful of the need to:

- a) Include local residents in the group working on the PNA.
- b) Consider alternative methods of engagement at the initial consultation stage to ensure that we capture diverse views at an earlier stage of the process and avoid revision to the production timetable.
- c) Use datasets to obtain information on service sign-up and service activity, and contractors’ survey for information on willingness to sign-up. This would help to avoid discrepancies between contractor surveys and datasets and shorten the contractor survey.

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