

9 July 2025

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THE ALL-PARTY PARLIAMENTARY GROUP FOR  
**ACQUIRED BRAIN INJURY**



# Right to Rehab:

## BRAIN INJURY COSTS ECONOMY £43 BN

## Alyson Norman

Associate Professor of Psychology, University of Plymouth

UKABIF Board Member

Alyson has worked for nearly 20 years researching the impact of acquired brain injury on families and survivors, and also works clinically with her own private practice. She is a member of the British Association of Brain Injury Case Managers, Vice Chair of Headway Somerset, and Co-Chair of Anchor Point.



## Alex Bigham

Communications Adviser, UKABIF

Alex is a strategic communications and consultation specialist with 20 years' experience in stakeholder engagement and media management. He specialises in healthcare, and crisis communications. During the pandemic, he was seconded to the Department of Health and Social Care as a Deputy Director for Strategic Communications. He now runs The Story Network advising non-profit clients, including UKABIF.



# About Us

# New Economic Impact Analysis

Prepared by Jennifer Misak,  
health economist  
and expert steering group

## Why did UKABIF do this?

- The previous top-down costing **was from 2016**, estimating the costs of TBI to be £15bn (0.8% GDP). On a similar basis in 2025 this would be £22bn.
- This is the first time a cost of incidence model (**bottom-up**) has been used to estimate costs to the UK economy of ABI
- The work includes an estimate of the **well-being costs** for the first time



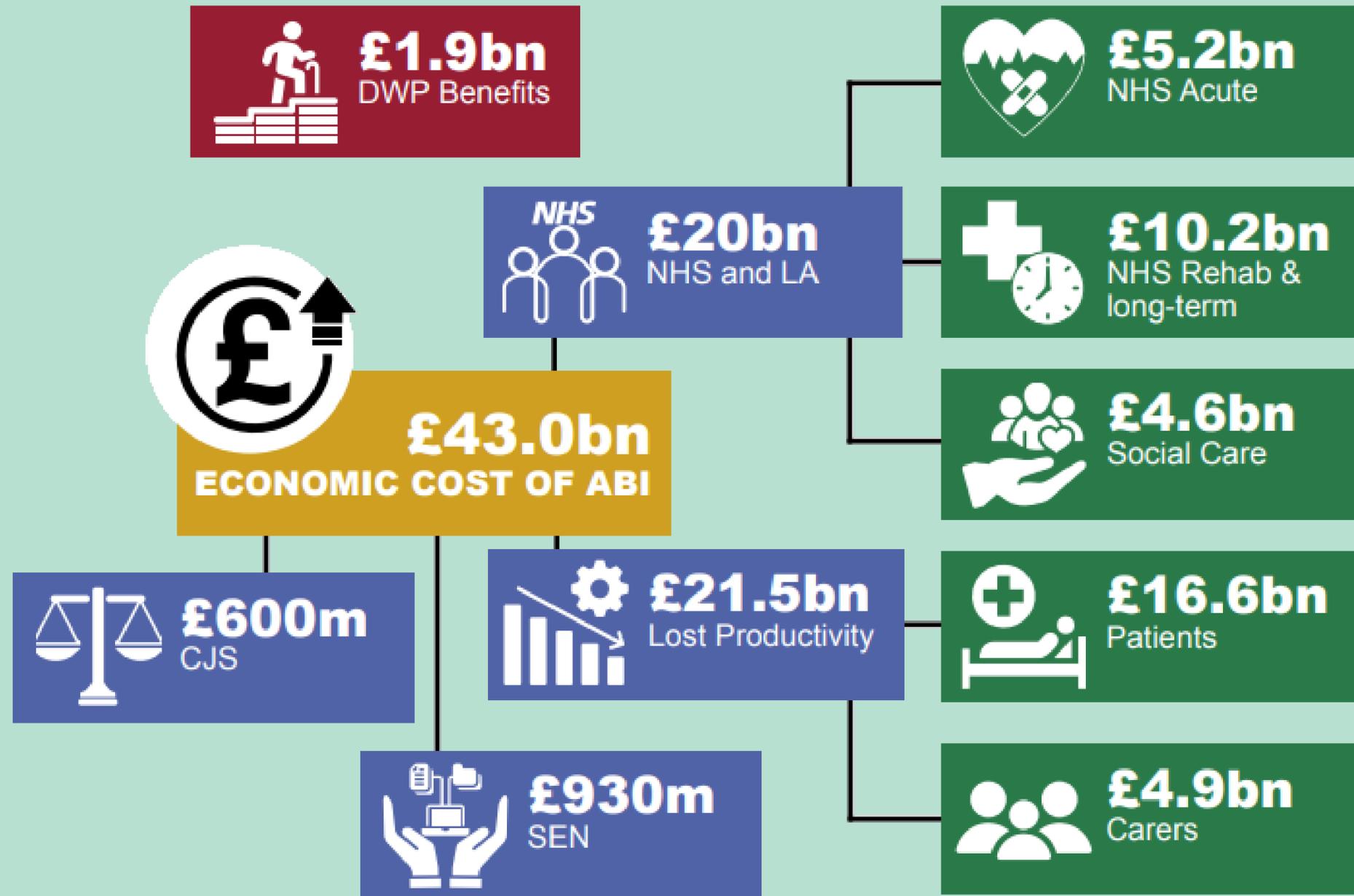
# Key Findings

ABI costs the economy  
**£43bn**  
annually

Wellbeing costs are  
**£91.5bn** –  
2x the  
economic  
cost

Neuro Rehab provides a  
**16:1** return on  
investment

# Annual costs to UK economy



# Five key recommendations



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**1. Statutory Right to Rehab in every UK community.**

**2. Establish funding mechanisms for community rehab.**

**3. Cross-Whitehall standing committee with action plan.**

**4. Better data to support commissioning.**

**5. Systematic data collection across services.**



**RIGHT TO REHAB**

Better Care for  
Brain Injuries

# Annie's Story

**ISLE OF WIGHT WOMAN TELLS MPs HOW BRAIN INJURY LEFT HER HOMELESS**



by Darren Toogood - Editor — 22nd May 2023 in

Latest News

AA 3



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My hospital medical notes said 'the patient is elderly and deaf' but I was 36 at the time of my accident.

I was left in the A&E waiting area unconscious for 9 hours and taken home without seeing anyone.

It took five years to see a neuro-psychologist. I was sent home from hospital to a house that the medical staff knew was empty, with no support. No adult to supervise.

I left hospital with a piece of paper that says "you have a brain injury" – that was the extent of the discharge plan.



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# Next Steps

## Parliamentary Activity

Ongoing roundtables and engagement in Parliament through summer and Autumn via APPG.

SEND Legislation in Autumn, with Schools White Paper likely.



## Event on 16 July

Please join us!

Wed 16 July, 2-4pm

The Attlee Suite, Portcullis House, Parliament

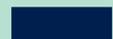
RSVP: [info@ukabif.org.uk](mailto:info@ukabif.org.uk)



## ABI Action Plan

Government are consulting on a draft during the Autumn.

Planning an event with the minister in September / October



# What can I do?



“Rehab is key. Not just to good recovery, but prevention of future demand on the NHS.”

So whether it's in the NHS or in social care, we definitely need to do more on rehabilitation. Because rehabilitation is often secondary prevention.”

**Wes Streeting MP,  
Secretary of State for Health**



**Write to the Minister**

PSAshleyDalton@dhsc.gov.uk



**Write to your MP / rep**

www.writetothem.com



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Use the hashtag  
#RighttoRehab





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# Any Questions?