

- if the intention is for NHSU to have an “umbrella” role, there is a mismatch between these ambitions and the organisation’s power to realise them. It has no power either to fund or direct. This therefore places massive (arguably unrealistic) emphasis on its ability to influence and persuade others.
- NHSU has under-played the importance of understanding its *customers’* wishes and obtaining their support from an early stage. Some effort has recently been made in this area but this is probably too little, too late given the need to change perceptions of NHSU which have developed over the past couple of years