

Integrated Care Board

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| Date of meeting | 24 July 2025 |
| Title of paper | Working with People and Communities - Insight Report |
| Presented by | Neil Greaves, Director of Communications and Engagement |
| Author | Neil Greaves, Director of Communications and Engagement David Rogers, Deputy Director of Communications and Engagement (Corporate Communications) Amanda Bate, Head of Communications and Engagement (Engagement and Involvement) |
| Agenda item | 11 |
| Confidential | No |

Executive summary

Public engagement and involvement is an essential component of making sure that effective and efficient health and care services are provided to people and communities. The ICB hears views from members of the public from a range of different sources including proactive engagement and outreach, general enquiries, complaints, subject access requests and population health approaches to community mobilisation with communities and partners.

This report summarises proactive engagement and involvement activity to listen to public voices into commissioning, transformation and local population health programmes delivered by teams across the organisation and local Healthwatch.

The report summarises key themes from public outreach and engagement activities since the previous Board meeting captured from ICB programmes of work and from partner organisations and national initiatives.

Recommendations

The Board is requested to:

1. Note the contents of the report and the insight captured from engagement and involvement activities.

| Which Strategic Objective/s does the report relate to: | | Tick |
|--|--|------|
| SO1 | Improve quality, including safety, clinical outcomes, and patient experience | ✓ |
| SO2 | To equalise opportunities and clinical outcomes across the area | ✓ |
| SO3 | Make working in Lancashire and South Cumbria an attractive and desirable option for existing and potential employees | |
| SO4 | Meet financial targets and deliver improved productivity | ✓ |
| SO5 | Meet national and locally determined performance standards and targets | ✓ |
| SO6 | To develop and implement ambitious, deliverable strategies | ✓ |

| Implications | | | | |
|--|--------------|---|-------------------|--|
| | Yes | No | N/A | Comments |
| Associated risks | | | ✓ | |
| Are associated risks detailed on the ICB Risk Register? | | | ✓ | |
| Financial Implications | | | ✓ | |
| Where paper has been discussed (list other committees/forums that have discussed this paper) | | | | |
| Meeting | Date | | Outcomes | |
| Informal Executive Meeting | 15 July 2025 | | Noted the update. | |
| Conflicts of interest associated with this report | | | | |
| Not applicable | | | | |
| Impact assessments | | | | |
| | Yes | No | N/A | Comments |
| Quality impact assessment completed | | | ✓ | |
| Equality impact assessment completed | ✓ | | | Equality and Health Inequality Impact Assessments are carried out as part of the process for engagement and involvement programmes |
| Data privacy impact assessment completed | | | ✓ | |
| Report authorised by: | | Neil Greaves, Director of Communications and Engagement | | |

Integrated Care Board – 24 July 2025

Working with People and Communities - Insight report

1. Introduction

- 1.1 Public engagement and involvement is an essential component of making sure that effective and efficient health and care services are provided to people and communities. By reaching, listening to, involving and empowering our residents, patients and communities, we can ensure that there is greater understanding of the needs and impact of decision making. The NHS in Lancashire and South Cumbria is committed to putting the needs, experiences and insights of our population at the heart of all we do. This is a key principle of population health improvement and how we work with communities to meaningfully involve them in the design of solutions.
- 1.2 This report provides an update on public engagement and involvement activities from the ICB and the insights from patients and communities in Lancashire and South Cumbria since the previous Board meeting and aligned to the ICB engagement and involvement priorities for 2025/26 shared in the previous meeting.

2 Using public insights to influence our commissioning intentions

- 2.1 As part of the process for developing our commissioning intentions, we held a workshop on 17 July to check and challenge against the public insights the ICB and partners have captured from recent engagement and outreach activity. The purpose of the workshop was to ensure public voice influenced the shortlisting process for our ICB commissioning intentions.
- 2.2 Local Healthwatch, VCFSE organisations commissioned for community outreach and ICB teams from engagement, involvement and population health shared insights from engagement which has taken place over the past two years directly with health commissioners. More detailed insights on urgent care, mental health, primary and community care and acute services which have been captured by the ICB and partners through public feedback and outreach engagement were discussed in the workshop and captured to contribute to the prioritisation of commissioning intentions.
- 2.3 The workshop demonstrated the large volume of engagement and listening which has been undertaken in 2024/25 and consistent key themes are evident around experiences of care, access, waiting times and communication. Additional insights from partners included fear and stigma as being key issues which deter individuals from engaging with health services. It was also heard that myths and misinformation persist, particularly in marginalised groups.
- 2.4 As the commissioning intentions are developed, prioritised and agreed, the ICB will ensure they describe how they have taken public insights into consideration.

3 Public perceptions of NHS in Lancashire and South Cumbria

- 3.1 In June 2025, the ICB carried out a third of a quarterly NHS survey to hear perceptions of local people who are part of our virtual citizen panel. The survey is designed to track responses to the same questions over the course of the year to get an understanding of local views on the NHS both locally and nationally, whether the NHS is in need of improvement and whether the NHS listens to and acts on public feedback.
- 3.2 The survey was shared with the virtual citizen's panel which includes 2,066 members of the public who have registered with the ICB to take part in surveys, research and to share their views. 1,328 people responded, resulting in a response rate of 64 per cent. This is a nine per cent increase on the previous survey.
- 3.3 Insights from the perception survey include:
- A consistent trend is that members of the public are more favourable in their views on the services provided locally than nationally.
 - More than 63 per cent of people across Lancashire and South Cumbria felt the NHS requires a fair amount or a lot of improvement – statistics for all areas were broadly consistent.
 - Key themes for where the NHS needs to improve include:
 - Long waits for GP, hospital, and specialist appointments; difficulty booking; digital systems excluding some users.
 - Understaffed services, overworked staff, and reduced continuity of care.
 - Poor coordination between departments and with patients; fragmented IT systems.
 - Outdated buildings, lack of local services, and over-reliance on distant hospitals.
 - Inadequate support for mental health, elderly, and disabled patients.
 - There was a consistent theme of praise for individual staff and local GP practices doing their best under pressure.
 - More than 49 per cent of respondents indicated that they didn't know if the NHS listens and acts on feedback. This is a slight increase from the previous the report in March.
 - Respondents feedback on being listened to includes:
 - Feedback is ignored or leads to no noticeable change.
 - Little follow-up on complaints or surveys
 - Unclear how feedback is used
 - Feedback is often seen as a tick-box exercise - systems feel defensive or inaccessible
 - There is praise for individual staff or services, but overall trust in the system is low.
 - There are barriers to engagement including digital exclusive systems, unclear processes, and lack of transparency. These deter meaningful input.
- 3.4 In response to these insights, the ICB will continue to ensure local voice influences commissioning decisions, transformation programmes and other

areas of ICB work and to proactively demonstrate the involvement. This includes using our communications to demonstrate the impact of public involvement and engagement in delivering population health interventions.

4 Sharing the impact from population health interventions

- 4.1 We recognise the inherent power of people and communities within Lancashire and South Cumbria. A fundamental part of our population health approach to gain a deeper understanding of the complex factors that contribute to the disparities in health outcomes in different populations by listening to people and having conversations about what matters to them. Then we need to work with them and their communities so that together we all play our part to address the things that matter.
- 4.2 We have examples of this in action across our population health team and working in our places which are being developed into case studies about enhanced health checks, lung cancer screening, raising awareness of diabetes and working with schools in our most deprived and diverse areas. [These are available on our website here.](#)

- 4.3 In early July, the Quality and Outcomes Committee heard one of these stories about hypertension (high blood pressure) pilot in Blackpool, where a local barber helped men check their blood pressure. During eight months of the pilot, 158 men, and 24 women had their blood pressure taken. Of the 182 tested during the pilot, 31 (17%) people were advised to attend urgent care as their blood pressure warranted further assessment. This intervention aimed to raise awareness for hypertension, prevent stroke and heart disease and reduce demand on hospital and other health services. [Watch the video here.](#)



5 Place-based partnership end of year reviews demonstrate listening in local areas

- 5.1 Blackburn with Darwen, Blackpool, Lancashire and South Cumbria place teams have each published an end of year review. A key theme throughout the reviews are the partnership approaches to listening, engaging and co-producing with communities.
- 5.2 Public engagement highlights from the reviews include:
- Community-led health creation in wards such as Ash Grove in Blackburn with Darwen, Rylands in Morecambe
 - Community co-researchers embedded in health inequalities research to ground evidence in lived experience in Blackpool
 - Targeted outreach in underserved areas like Lancaster and Fylde & Wyre
 - Enhanced Health Checks delivered with social prescribers in homes and communities

- Tailored engagement with agricultural communities in South Cumbria
- Community champions led local health initiatives as part of Healthier Streets in Barrow
- Youth mental health initiatives reaching schools in Lancashire

5.3 Examples of activity in our places which have supported listening to communities include:

5.4 ***Listening to the voices of residents in South Cumbria:***

The South Cumbria Place Partnership Forum on 3 June focused on 'Listening to the Voices of our Residents'. The forum heard directly from two residents, both involved in the Poverty Truth Commissions in Barrow and South Lakes, about their experiences of living in high levels of deprivation, rural isolation and of interacting with welfare, health, and care services. They expressed a keen desire to continue to have more direct involvement with commissioners and providers of services. A further three residents participated in discussions of 'what good looks like' from the perspective of our residents, which is often significantly different to the measures of impact that form part of traditional performance and/or progress reports.

Feedback about the session has been overwhelmingly positive, including from our invited residents. We intend to use this as a catalyst for a different way of working within South Cumbria.

5.5 ***Spring into Spring in Blackpool***

During a week in May, Spring into Spring 2025 brought together 88 organisations to deliver 11 marketplace events across Blackpool over six days (12 - 17 May) which involved more than 600 visitors and 300 staff from partner organisations. The events were led by a partnership of health, VCFSE, education, and social care colleagues. The focus of the events was to show Blackpool residents the activities, services and connections available to them to support their physical, mental, emotional and social wellbeing.

[The place-based partnerships end of year reviews are available to read here](#)

6 Involvement of citizen advisors

6.1 Our Citizens Health Reference Group is currently made up of 57 volunteer public advisors who are actively involved in commissioning and transformation programmes across the ICB.

6.2 The group met in June and took part in a workshop to support the ICB's development of the Lancashire and South Cumbria 2030 Roadmap priorities, which have previously been presented to the Board and as part of the commissioning intentions development. Members held discussions with representatives from the cancer, children's services and community services teams within the ICB, providing valuable feedback. The session also helped members identify workstreams they were keen to support going forward.

6.3 There are workstreams currently being supported by members of the Citizens Health Reference Group including:

- A subgroup meets regularly to support the ongoing development of hospitals at home or virtual wards
- One member is an active participant in the vascular network
- A member has been identified to participate in stakeholder sessions for the recruitment of a new ICB CEO
- A member is supporting a Cancer Alliance panel that will listen to pitches from creative agencies as part of developing a marketing campaign
- A small group of members opted to participate in workshops to develop the ICB commissioning intentions for 2026/27

7 Engagement activity between May and July 2025

7.1 The table below shows engagement and involvement activities supporting programmes of work:

Table 1:

| ICB engagement and involvement activity | |
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| Location of A&E services across Southport, Formby and West Lancashire – formal consultation | <p>The ICB, along with Cheshire and Merseyside ICB and Mersey and West Lancashire Teaching Hospitals NHS Trust, has launched a consultation for people to share their views on the location of A&E services across Southport, Formby and West Lancashire. A 13-week consultation with members of the public and stakeholders commenced on Friday 4 July.</p> <p>Before making any decisions, the views of people across the local community, patients and staff need to be heard and taken into account. In the first place we want to hear people's views on which set of proposals they feel would make best use of local NHS resources to meet the challenges outlined and deliver our goal of providing safe and excellent quality services available to everyone, all day, every day. We want to build on what we have learned already and find out more about how different people may be impacted and how we could reduce any negative impacts.</p> <p>Communications and engagement teams have worked together to establish ways in which views can be heard including public engagement events and community discussions which commence in August.</p> |
| Long Covid services | <p>From Thursday 1 May 2025, long COVID services in Lancashire and South Cumbria were no longer commissioned as stand-alone services, and were integrated into mainstream NHS services. To support this change, the communication and engagement team worked closely with providers to inform and support existing patients, and provide them with the opportunity to share their views and feedback. This feedback was shared with commissioning and provider leads to inform future commissioning decisions.</p> |
| Orthodontics service change | <p>The ICB has supported the secondary care orthodontics collaborative group to develop and implement the first phase</p> |

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| | <p>of engagement as part of the service change programme. This has involved collating data from Trust patient experience teams for a desktop review of existing patient feedback on services as they currently operate. Intelligence from Friends and Family Test results, patient complaints and patient comments will be reviewed which includes feedback from around 900 patients over the last 18 months. The review will identify common themes and further insight that need to be considered as part of the proposed new service model. Engagement directly with patients is planned throughout July and August 2025.</p> |
| Vascular service change | <p>The ICB has been engaging with patients of vascular services to understand their experiences and support the NHS England stage two assurance process for the vascular transformation programme. Building on previous engagement, this has involved sharing the proposed model. The engagement has focused on those likely most affected by proposed changes including residents in the Central Lancashire, Blackburn with Darwen and East Lancashire. Outpatient clinics have been attended at Royal Blackburn Hospital, Burnley General Hospital, Pendle Community Hospital and Rossendale Health Centre. To date, over 90 patients have been listened to. The insights will identify any concerns from patients with the proposed model and any additional information they are interested in. The aim is for these issues to be addressed as part of the new model.</p> |
| Patient participation group audit | <p>Patient participation groups (PPGs) are attached to GP practices and act as the critical friend to practices and primary care. In some areas, PPGs act as a network to share patient experiences and insights. To gain an understanding of what the PPG landscape looks like across Lancashire and South Cumbria, an audit will be carried out asking practices to give details of whether they have an active PPG and some details about their activities, working arrangements and insights. As part of the audit the ICB will capture insights from citizens about awareness and experiences of PPGs. The results of this will allow us to gain an understanding of the levels of support needed for general practice in relation to PPGs and provide a catalyst for a renewed programme of engagement with PPGs across the region.</p> |
| Public awareness and informing | <p>The ICB continues to run bespoke for health-related campaigns in support of local priorities. Cancer awareness is a local priority and since April 2025 the ICB has urged people to familiarise themselves with bladder cancer symptoms, protect oneself from sun damage and lower the risk of skin cancer and attend cervical cancer screening appointments.</p> <p>Social media activity with personal testimonies from patients on skin cancer and ovarian cancer experiences were the two highest reaching ICB social content in May demonstrating the importance of public stories and their influence. Thank you to</p> |

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| | <p>the individuals who shared their experiences to help raise public awareness.</p> <p>The ICB supported public awareness of the 10 Year Health Plan including supporting a Channel 4 broadcast piece relating to neighbourhood working in Morecambe and West Streeting had earlier staged a press conference in Blackpool to talk about the plan to tackle health inequalities which was supported by the ICB working with colleagues from DHSC.</p> |
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Table 2:

| Public insight reports | |
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| Women's Health Hubs engagement working with Lancashire Women | Lancashire and South Cumbria ICB's women's health programme commissioned VCFSE organisation, Lancashire Women, to gather feedback from women in Lancashire and South Cumbria around improving access to women's health services and specifically about women's health hubs. 2,484 women contributed their views. |
| Epilepsy report | The ICB has been working with paediatric epilepsy services across Lancashire and South Cumbria to support the service to meet the national bundle of care introduced in 2023. One of the four key priorities was the transition from paediatric to adult epilepsy service. An engagement exercise with young people and their parents and carers attending transition clinics was undertaken speaking to more than 60 young people and their parents and carers. This resulted in hearing qualitative feedback from 16 young people and their carers about the service they received and what may improve the service going forward. |
| National GP Patient Survey | <p>The GP Patient Survey is an England-wide survey, providing data about patients' experiences of their GP practices. The results were published on 10 July. 83,553 people were invited to take part in the survey with 22,201 responding with their views (27%).</p> <p>Key findings from Lancashire and South Cumbria:</p> <ul style="list-style-type: none"> ▪ 78% of people had a good overall experience of their GP practice ▪ 73% had a good overall experience of contacting their GP practice ▪ 63% had a good overall experience of NHS services when their GP practice was closed ▪ 90% had a good overall experience of pharmacy services ▪ 72% had a good overall experience of NHS dental services ▪ 70% felt they had enough support from local services or organisations to help them manage their conditions or illnesses |

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| <u>Attitudes to Alcohol & Alcohol Services in Blackpool</u> (Healthwatch Blackpool) | Healthwatch Blackpool were commissioned by Public Health Blackpool to engage with these underrepresented groups, to understand their views on alcohol behaviours and their experiences of services locally. |
| <u>Talk To Us: Women's Health Phase 2 Report</u> (Healthwatch Lancashire) | This project was designed to inform the establishment of women's health hubs in the region, which are being introduced by Integrated Care Boards under the government's Women's Health Strategy for England. |
| <u>Disability Voices Phase 1 Report</u> (Healthwatch Lancashire) | Between August and October 2024, Healthwatch Lancashire conducted engagement for the Disability Voices project, exploring the health and social care experiences of disabled people in our county. |
| <u>Informing the Pharmaceutical Needs Assessment 2025</u> (Healthwatch Lancashire) | Healthwatch Together is working with colleagues from Lancashire and South Cumbria Integrated Care Board, Blackpool Council, Blackburn with Darwen Borough Council, and Lancashire County Council to hear about residents' experiences of accessing community pharmacy services. The feedback and experiences in this report will help shape developments and feed directly into the 'Pharmaceutical Needs Assessment' (PNA), which happens every three years. The purpose of the PNA is to review community pharmacy services within an area and identify any areas of unmet need. This will then shape improvements and further developments of pharmacy services going forward. |

8 Recommendations

8.1 The ICB Board is requested to:

- Note the contents of the report and the insight captured from engagement and involvement activities

Neil Greaves, director of communications and engagement

10 July 2025