

Integrated Care Board

Date of meeting	27 November 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
Agenda item	9
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 describes proactive engagement and involvement activity which supports listening to public voices as part of commissioning, transformation and local population health programmes across the organisation and local Healthwatch.

The report describes insights and key themes from public outreach and engagement activities since the previous Board meeting and from partner organisations and national initiatives and how these are being considered by the ICB.

Public and Stakeholder Engagement

Evidence of public and stakeholder engagement is described throughout the report.

Recommendations

The Board is requested to note the contents of the report, the insight captured from engagement and involvement activities and the assurance that public insights are being used to support ICB priorities and programmes of work.

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	
ICB Executive Committee	18.11.2025		Discussion on insights captured.	
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:		Aaron Cummins, Chief Executive		

Integrated Care Board – 27 November 2025

Working with People and Communities - Insight report

1. Introduction

- 1.1 Public engagement and involvement is an essential component of making sure 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 Insights from engagement, involvement and patient experience are contributing to the development of the ICB's commissioning intentions and contributing to the planning process. Additionally, in November insights and key themes from engagement were presented and discussed with the System Quality Group to consider how these can be embedded in system learning.
- 1.3 This report provides an update on public engagement, involvement and patient experience activities from the ICB and the insights from patients and communities in Lancashire and South Cumbria since the previous Board meeting in September.

2 'Good health starts...' health promotion campaign

- 2.1 NHS Trusts in Lancashire and South Cumbria and the ICB have launched a multi-channel awareness campaign to help promote simple health improvements that people and communities can take during the winter months. The campaign messages and materials have been developed using insights and experiences shared with the ICB and local Healthwatch. The purpose of the campaign is to influence positive steps from members of the public which will reduce demands on services and help inform appropriate use of services.
- 2.2 ['Good Health Starts...'](#) focuses on winter bringing extra pressures for all of us – at home, at work, online, and with loved ones. Cold weather, seasonal illnesses, and the demands of daily life can take a toll on our physical and mental wellbeing. But small, simple actions as shown in the 'Good health starts...' campaign can make a big difference. The campaign provides an opportunity for signposting locally to a range of local and national messages such as flu and COVID-19 vaccinations and use of pharmacy services.



2.3 To support the campaign, the ICB is actively raising awareness by working with partners to cascade a range of promotional materials, easy read information, informative booklets to NHS and wider partner organisations. The ICB is also working with local community groups and networks in Blackburn with Darwen, Lancashire, Blackpool and South Cumbria. This includes outreach engagement with targeted community groups and through VCFSE partners, such as the Active Blackburn with Darwen Network, The Alzheimer's Society and Citizens Advice. The outreach engagement will be used to capture insights and experiences of urgent and emergency care services.

2.4 This demonstrates positive partnership working across communications teams across the NHS and wider system. Early feedback on the messages and quality of the materials has been very positive.

3 Listening to communities regarding provision of critical care at Furness General Hospital

3.1 In September 2025, the ICB made a commitment to ensure a robust process of engagement was carried out that would contribute to a robust and clinically-led service change process and inform a pre-consultation business case regarding provision of level 3 critical care at Furness General Hospital. This was following a meeting of the Westmorland and Furness Council Health and Adults Scrutiny Committee on 24 September 2025.

3.2 In October 2025 the engagement activity began which has included five public meetings; two in Barrow-in-Furness, one in Ulverston, one in Millom and a virtual engagement session. During these sessions, the ICB and University Hospitals of Morecambe Bay NHS Foundation Trust were able to listen to concerns from members of the community, capture views and comments, and clearly set out next steps. There have also been a series of drop-in listening opportunities in Barrow. Through this engagement we have heard from more than 200 people directly. In addition, the ICB has received concerns and complaints from members of the public.

3.3 The listening has been used to update and clarify key messages on the ICB website and in response to queries and concerns from members of the public. [More information about the engagement is available on the ICB website.](#)

- 3.4 A report is being prepared that will incorporate feedback from these events along with those received through complaints, general comment letters, MP letters, a petition and insights from a public meeting held by the local MP. This report will be shared with the working group for this programme of work and published on the ICB website.

4 Participation and the Lundy Model

- 4.1 With funding from Youth Focus North West and Lancashire Children's Safeguarding Assurance Partnership, the ICB, Lancashire County Council and the University of Lancashire have developed and launched an e-learning package based on the Lundy Model of child participation.
- 4.2 The training which has been written and designed by a team of young people and practitioners working together, is for anyone who works with, for, and on behalf of children and young people.
- 4.3 By adopting the four principles of the Lundy Model, the ICB aims to provide space for children and young people's views, enabling their voice, and ensuring they have both an audience and influence. This model will help inform future engagement, involvement and coproduction with children and young people.

5 Patient experiences help raise awareness for early diagnosis of cancer

- 5.1 Patient experiences and personal case studies have been used to help promote and raise awareness of the importance of checking for the signs and symptoms of cancer to help improve early diagnosis which is evidenced to save lives.
- 5.2 Kelly, from Chorley, is a trainee nursing associate who shared her story about late-stage ovarian cancer to help raise awareness of the symptoms as part of 'Know your ovaries'. As part of the campaign, a mobile ovarian cancer van travelled around Lancashire and South Cumbria throughout September and October 2025, visiting town centres, supermarkets and community events. Trained volunteers were on hand to offer talks, interactive symptom checkers, Q&A sessions and signposting to support groups and healthcare providers.
- 5.3 Kelly, who visited the Ovarian Cancer Van to meet the team during the tour, shared her journey from back pain and bloating to diagnosis and being told she is eligible for hyperthermic intraperitoneal chemotherapy. Kelly took part in local and regional broadcast and radio interviews and had a positive response on social media.
- 5.4 Kirsty, a mental health practitioner from Great Harwood, shared her cancer journey as part of Breast Cancer Awareness Month in October. Her journey was complicated due to her pregnancy, meaning she could not have scans, although she started chemotherapy. This resulted in radio and broadcast interviews with clinical leaders for the ICB providing an opportunity to highlight general breast cancer awareness advice for spotting signs early. This received a positive response on social media.

- 5.5 Insights from this work include Ovacome and Lancashire and South Cumbria Cancer Alliance having more than 6,000 interactions with women across the five-week ovarian cancer campaign. During the course of the campaign, 78 of 1,067 survey responses indicated that women felt they had ovarian cancer symptoms now (7%). 76% of these women with symptoms felt encouraged to see their GP following conversations with health ambassadors.
- 5.6 Thank you to Kelly, Kirsty and other members of the public who have shared their personal stories and experiences to help spread and amplify important messages which are helping to save lives.

6 Codesigning our clinical strategy with citizen advisors

- 6.1 The ICB is committed to embedding and working with public voices at the earliest stage in developing the system clinical strategy. A workshop is planned to take place in November, hosted by Dr Andy Knox and Jane Scattergood, to involve and help design the strategy involving citizen advisors, patient representatives and partners who work with communities.
- 6.2 Members of the ICB's citizen health reference group, volunteers and colleagues from local Healthwatch, patient involvement groups from NHS Trusts and voluntary sector representatives from local groups will take part in the event which will capture early insights, consider areas where deeper engagement and involvement of the population make take place to influence the strategy.
- 6.3 Further engagement, particularly with under-represented and minority ethnic groups, is being planned as a next step to support this work.

7 Engagement activity between September and November 2025

- 7.1 The table below highlights additional engagement and involvement activities by the ICB in addition to those mentioned above:

Table 1:

Additional ICB engagement and involvement activity		
Citizen's Reference involvement	Health Group	The Citizens Health Reference Group continues to meet on a quarterly basis while also supporting ICB transformation and commissioning programmes in a number of different ways. At its meeting in September, the group received a presentation on the development of a new ICB cancer campaign and provided feedback and comments, as well as learning about the integrated urgent care transformation programme.

	Outside of the quarterly sessions, group members continue to support the development of virtual wards and have recently taken part in a panel to select a provider for cancer campaign development. Members have been selected to support the procurement of integrated urgent care and community health services in West Lancashire. Additionally, the group will soon begin supporting some work around frailty services.
Oral Health Needs Assessment – engagement with patients of paediatric specialist dentistry	The ICB has commissioned voluntary sector organisation Spring North to undertake engagement on its behalf as part of the oral health needs assessment being carried out to shape the development of paediatric specialist dentistry Engagement specialists are in the process of spending time in clinics providing this service in all areas of Lancashire and South Cumbria. Parents of children accessing the services are supported to complete a survey which asks questions about their experiences of the service as well as some wider questions about their families access to regular dental care. The report from the engagement will be completed in December and support the completion of the oral health needs assessment.
Ageing Well in Lancashire – Healthwatch Lancashire project	The Healthwatch Lancashire is currently conducting a project into people ageing well without family. The ICB engagement team is linked into this being a member of the project's steering group. There are many people living in Lancashire who do not have a family support network. This includes people who have had children pass away, those who care for children with additional needs, those unable to have children for medical reasons, people who have chosen not to have children due to socio-economic factors, LGBTQ+ communities, people who have grown up in care and those who have been long-term carers for elderly parents. This project explores what matters most to people about ageing well, what concerns they may have about ageing without a (local) family support network and what barriers people may face around advocacy and consent in the event of an emergency or life changing/limiting condition such as dementia with the aim to highlight what is working well and to identify barriers to a good quality of care.

Using experiences from our LGBTQ+ staff network to influence commissioning	The majority of staff working for the ICB are residents of Lancashire and South Cumbria and as such use health and care services locally. The ICB LGBTQ+ staff network have been hosting a series of roundtable discussions to capture experiences of members of the network from their perspective as local residents using local health and care services. Commissioning and programme teams across the ICB have attended to hear the experiences and consider these within their work. This is a targeted way of hearing from members of the LGBTQ+ community and the inequalities they face. The discussions have raised issues regarding a lack of staff training and awareness, challenges with attending health appointments and receiving treatment, lack of wider education and engagement with LGBTQ+ communities and the lack of consideration for the different experiences for groups within this community.
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Table 2:

Public insight reports	
ICB Quarterly perception report	In November, the ICB captured responses from 1,355 people to a fourth quarterly NHS perception survey of virtual citizen panel members. The concept is to track responses on the perception of the NHS both locally and nationally, whether the NHS is perceived to be making improvements, and whether the NHS listens to and acts on public feedback. Insights include that more than 63 per cent of people across Lancashire and South Cumbria feel the NHS requires a fair amount or a lot of improvement. More than 48 per cent of respondents indicated that they did not know if the local NHS listens and acts on feedback. There is a slight improvement on whether people feel the NHS is listening compared to previous periods and particularly in areas where neighbourhood working is more developed.
Women's health report by Healthwatch Westmorland and Furness	From September to November 2024, Healthwatch Westmorland and Furness spoke to women across Barrow, South Lakes and Eden through surveys and focus groups to understand what matters most to them about their health. This is the first report to be received by the ICB using a process co-designed with local Healthwatch. The ICB women's health team have received the insights which will contribute to the women's health strategy for Lancashire and South Cumbria.

8 Recommendations

- 8.1 The Board is requested to note the contents of the report, the insight captured from engagement and involvement activities and the assurance that public insights are being used to support ICB priorities and programmes of work.

Neil Greaves, Director of Communications and Engagement

14 November 2025