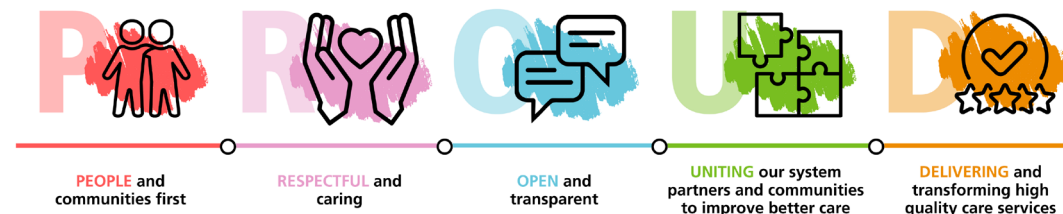


# Lancashire and South Cumbria ICB Quarterly Public Perception Survey

## Summary insight report

February 2025



# Introduction

In February 2025, we launched the second quarterly NHS perception survey of Virtual Citizen Panel members. The survey is designed to track responses to the same questions over the course of the year.

These questions cover the perception of 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. This report provides the results of the first survey, and the next survey is scheduled to take place in May 2025.

Prior to launch the survey was tested with members of the Citizens Health Reference Group and members of the Reader's Group.

# Who responded to the survey

## Survey response rates

The survey ran from 3 to 19 February 2025 and was distributed to the ICB Virtual Citizen's Panel comprising 1,682 members at that time.

Participants received two reminders: one at the midway point and another on the final day before the survey closed.








A total of 934 Virtual Citizen's Panel members responded, resulting in a response rate of 56 per cent.

# Who responded to the survey

## Demographic breakdown

This quarterly perception survey collects demographic data from the Virtual Citizen panel. To simplify the sign-up process, this information is not collected upfront. The survey covers location, gender identity, sexual orientation, ethnicity, and whether participants have long-term health conditions or disabilities.

### Where in Lancashire and South Cumbria do you live?













Answer Choices	Responses		
Blackburn with Darwen		4.50%	42
Blackpool		5.78%	54
Central Lancashire (Preston, Chorley, South Ribble or West Lancashire)		28.37%	265
East Lancashire (Burnley, Pendle, Rossendale, Ribble Valley, or Hyndburn)		13.81%	129
North Lancashire (Fylde, Wyre, and Lancaster)		32.55%	304
South Cumbria (Barrow-in-Furness, Ulverston, Windermere, Kendal, Ingletton, and everywhere in between)		13.38%	125
Other (please specify): <a href="#">Show</a>		1.61%	15

# What we heard

## Use of services

The initial question assessed whether respondents had used an NHS service in the three months preceding the survey.

Which of the following health services, if any, have you personally used in the last three months?

Answer Choices	Responses		
A&E (accident and emergency)		11.88%	111
Community service (e.g. district nurse, physio, health visitor, sexual health)		11.35%	106
General practice (appointment with GP, practice nurse etc)		67.24%	628
Hospital (inpatient - stayed over night at least once)		5.46%	51
Hospital (outpatient appointment)		41.22%	385
Mental health		3.85%	36
NHS 111 (phone or online)		8.89%	83
Pharmacy		51.82%	484
Urgent treatment centre (including walk-in centre or minor injuries unit)		7.92%	74
I haven't used an NHS service in the last three months		9.74%	91
Don't know		0.21%	2
Other (please specify): <a href="#">Show</a>		5.03%	47
Answered: 934 Skipped: 0		Response Total:	934

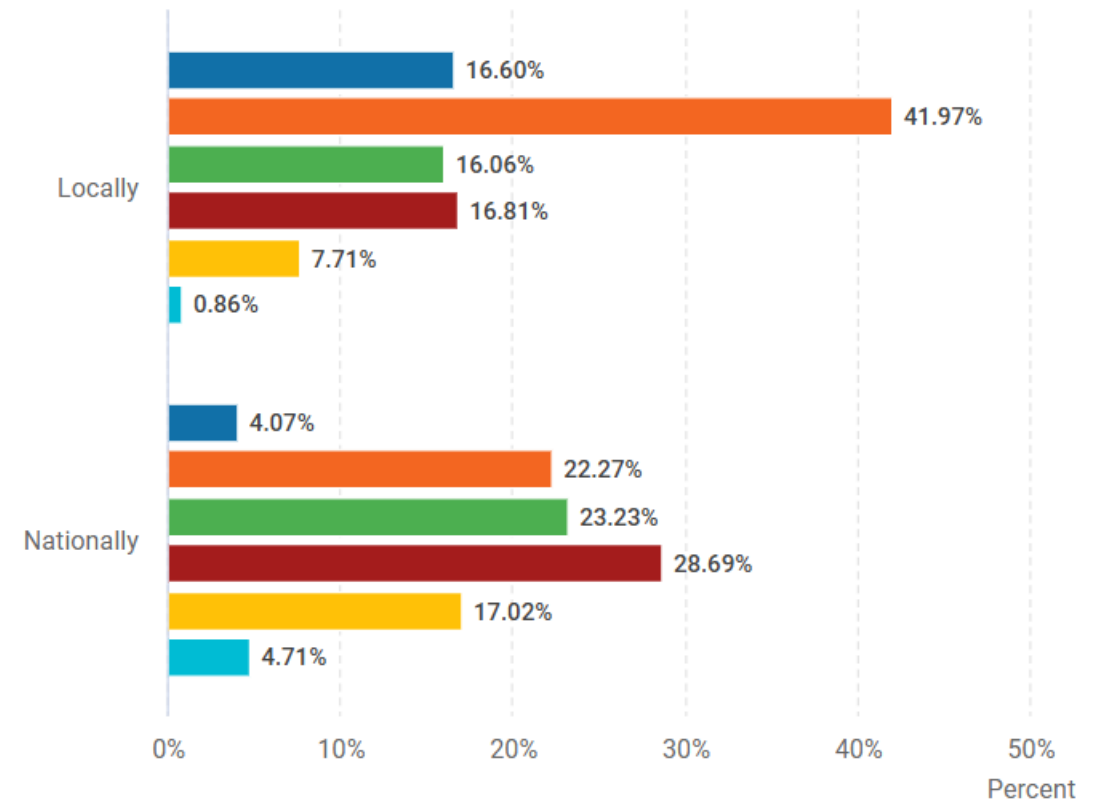
# What we heard

## Perceptions of the NHS

Aggregating these results into a comparable score out of five for the perceptions on whether the NHS provides a good service, the local score is 3.4 out of 5 (no change from previous report), while the national score is 2.5 out of 5 (a 0.1 reduction from previous report)

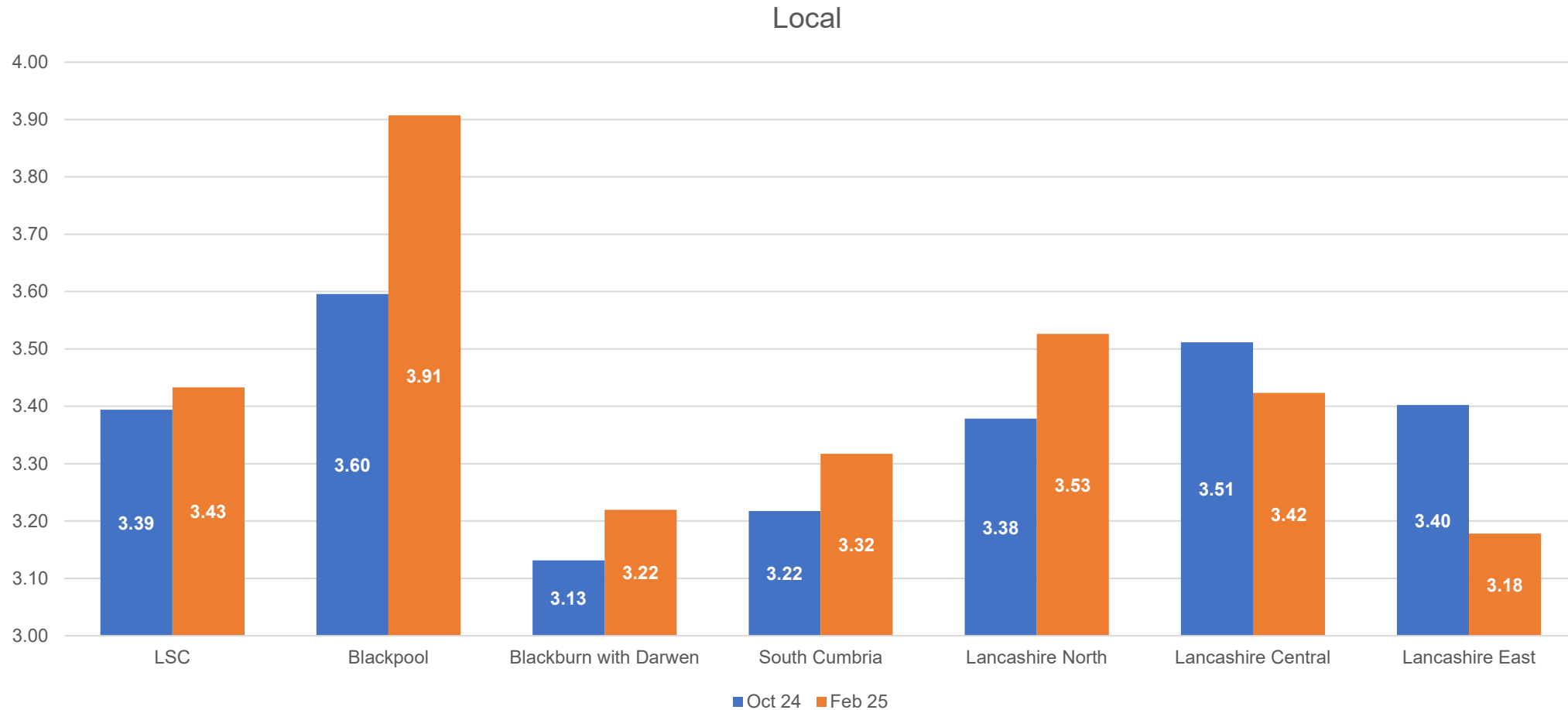
This indicates a more positive local perception compared to the national service, where people are less likely to have an opinion.

Perception of NHS providing a good service: Local vs National



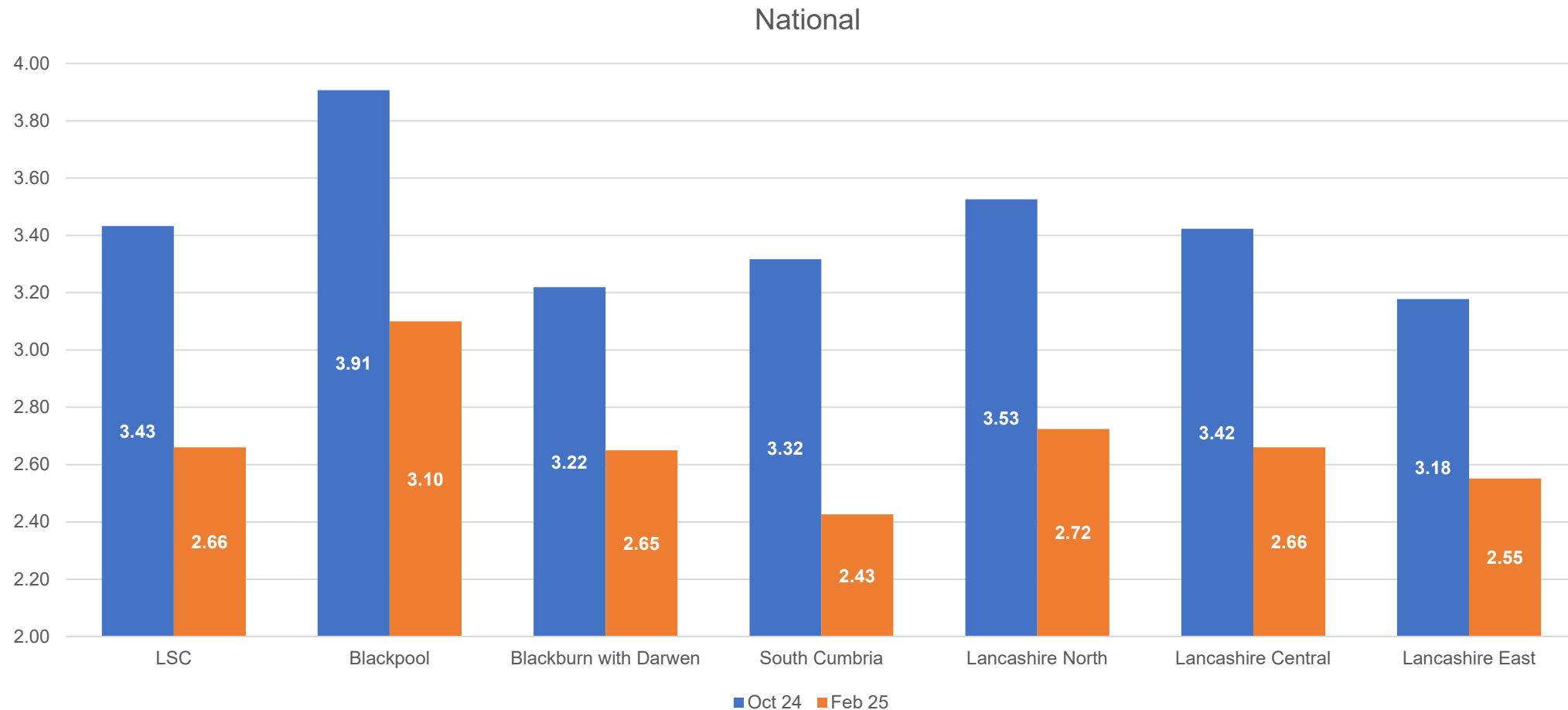
# What we heard

## Perceptions of the NHS broken down by Place



# What we heard

## Perceptions of the NHS broken down by Place





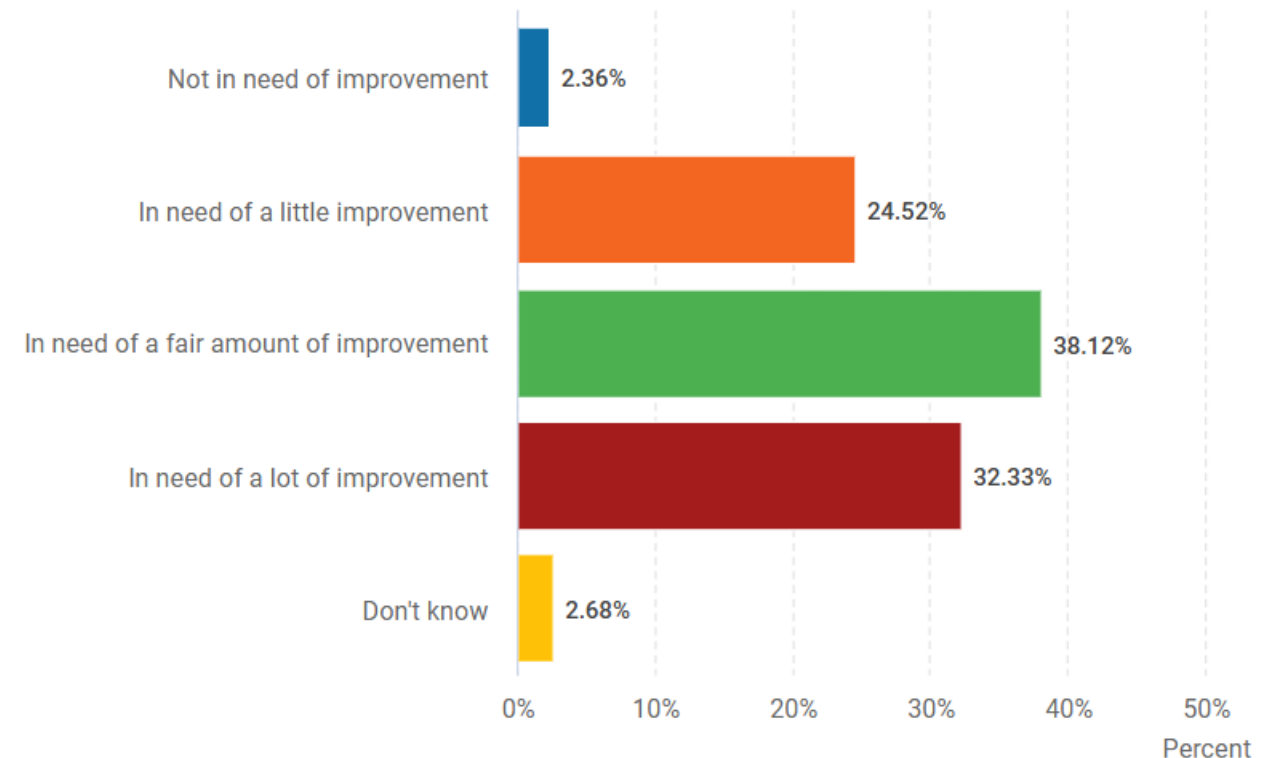
# What we heard

## Perceptions of the NHS

The next question ascertains whether the respondent believes the local NHS is in need of improvement.

- More than 70 per cent of people felt the NHS requires a fair amount or a lot of improvement.

Do you think the NHS in your local area is . . .

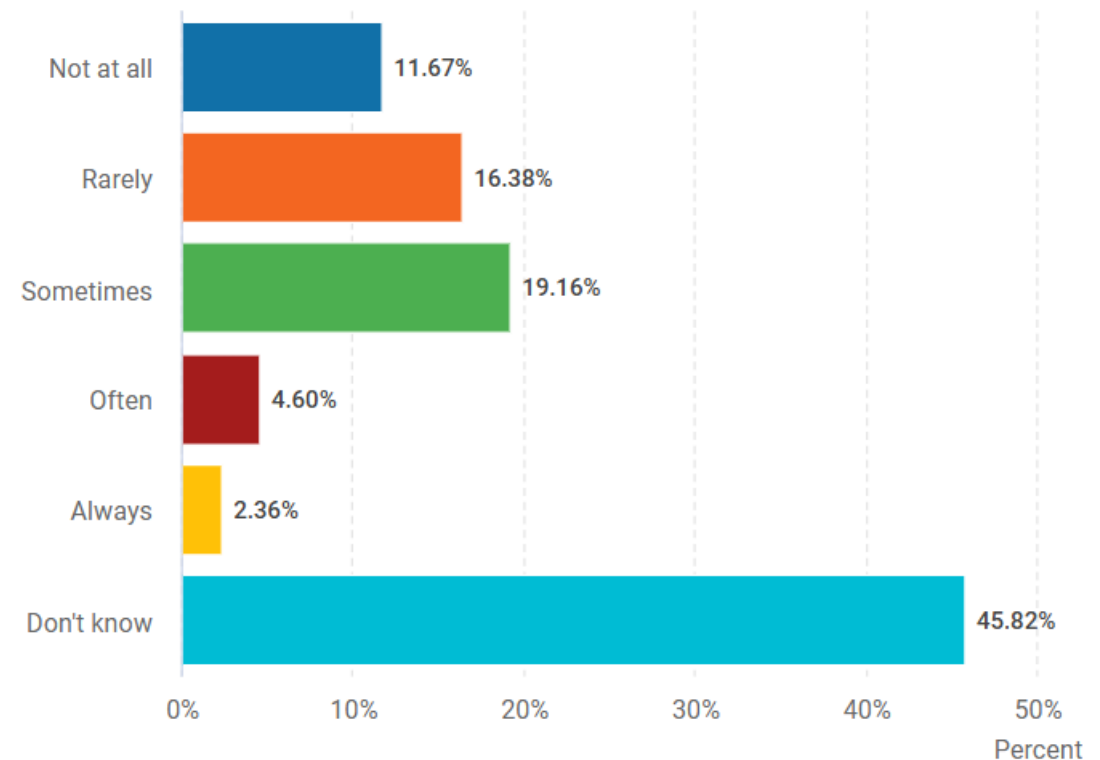


# What we heard

## Listening and acting on feedback in NHS

- More than 45 per cent of respondents indicated that they didn't know if the NHS listens and acts on feedback.

How much does your local NHS listen to and act on your feedback?



# What we heard

## Listening and acting on feedback in NHS

When asked why the respondent answered in the way that they did in regard to acting on feedback, the following themes emerged:

- **Lack of feedback and communication:** Many respondents feel that their feedback is not acknowledged or acted upon. They rarely see a "you said, we did" approach and feel disengaged due to the lack of two-way communication.
- **No visible improvements:** There is a common sentiment that despite providing feedback, there are no noticeable improvements in services. Issues such as long waiting times, poor service quality, and lack of responsiveness remain unaddressed.
- **Positive experiences:** Some respondents have had positive experiences, particularly with individual healthcare providers who listen and act on feedback. However, these instances seem to be exceptions rather than the norm.
- **Systemic issues:** Several responses highlight systemic issues within the NHS, such as bureaucratic inefficiencies, lack of accountability, and the impact of frequent organisational changes.
- **Engagement and participation:** While some respondents are involved in patient participation groups (PPGs) and feel their input is valued, others feel that engagement is superficial and does not lead to meaningful change.

Overall, the feedback indicates a need for better communication, more visible actions based on feedback, and addressing systemic issues to improve patient trust and satisfaction with NHS services.

# Conclusion

The survey provides broad insight on perceptions of the public in relation to the NHS.

It is important to note that the sample of responses is not representative of all communities, as some groups are less likely to respond through an online survey and are best reached through the other targeted outreach engagement activities which are in place. Therefore, this survey should not be considered in isolation to other insights from engagement activity.

This survey runs each quarter so there is a comparison of responses and enables tracking shifts in local perceptions.



**Lancashire and  
South Cumbria**  
Integrated Care Board

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