

Lancashire and South Cumbria ICB Quarterly Public Perception Survey

Summary insight report

July 2025

Introduction

In June 2025, NHS Lancashire and South Cumbria ICB launched the third 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 September 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 18 June to 6 July 2025 and was distributed to the ICB Virtual Citizen's Panel comprising 2,066 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 1,328 Virtual Citizen's Panel members responded, resulting in a response rate of 64 per cent. This is a nine per cent increase on the previous survey.

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		4.52%	60
Blackpool		5.87%	78
Central Lancashire (Preston, Chorley, South Ribble or West Lancashire)		25.90%	344
East Lancashire (Burnley, Pendle, Rossendale, Ribble Valley, or Hyndburn)		13.33%	177
North Lancashire (Fylde, Wyre, and Lancaster)		33.43%	444
South Cumbria (Barrow-in-Furness, Ulverston, Windermere, Kendal, Ingletton, and everywhere in between)		15.44%	205
Other (please specify): Show		1.51%	20
Answered: 1,328 Skipped: 0			Response Total: 1,328

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?

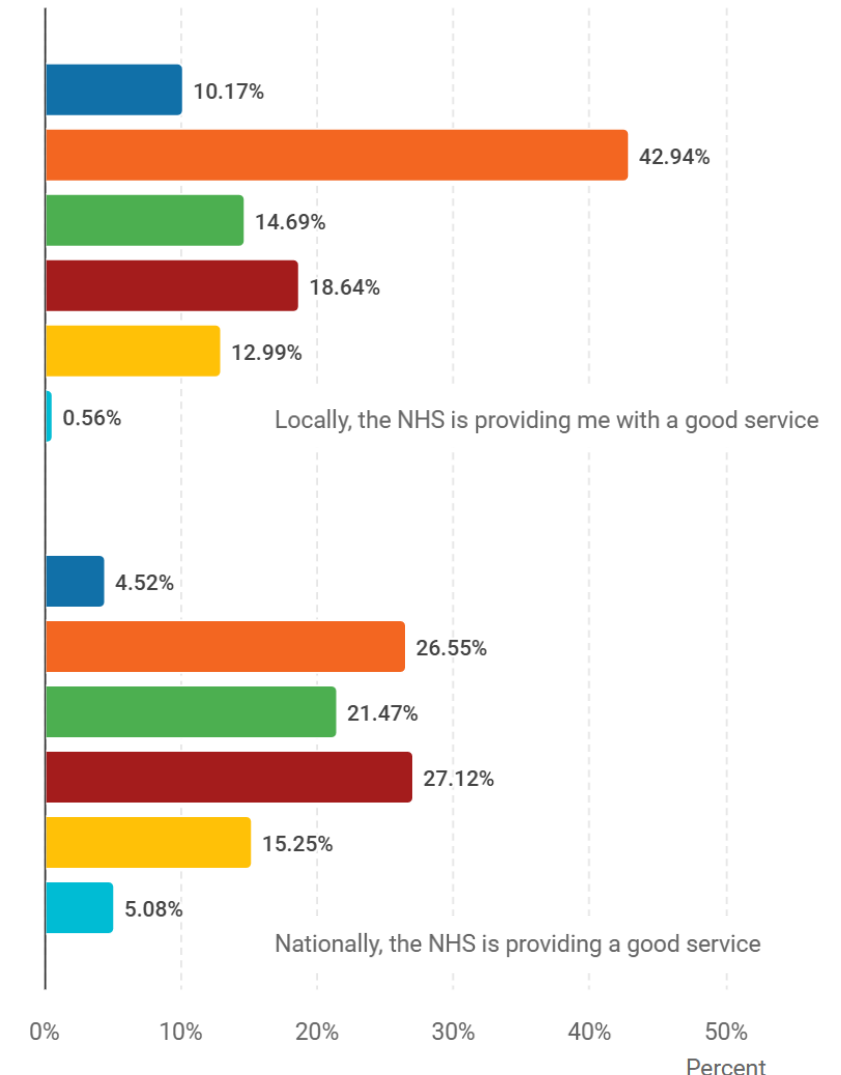
Answer Choices	Responses	
A&E (accident and emergency)	 8.81%	117
Community service (e.g. district nurse, physio, health visitor, sexual health)	 15.14%	201
General practice (appointment with GP, practice nurse etc)	 67.77%	900
Hospital (inpatient - stayed over night at least once)	 4.74%	63
Hospital (outpatient appointment)	 40.81%	542
Mental health	 4.59%	61
NHS 111 (phone or online)	 6.48%	86
Pharmacy	 50.75%	674
Urgent treatment centre (including walk-in centre or minor injuries unit)	 8.66%	115
I haven't used an NHS service in the last three months	 7.68%	102
Don't know	 0.15%	2
Other (please specify): Show	 4.82%	64

What we heard

Perceptions of the NHS

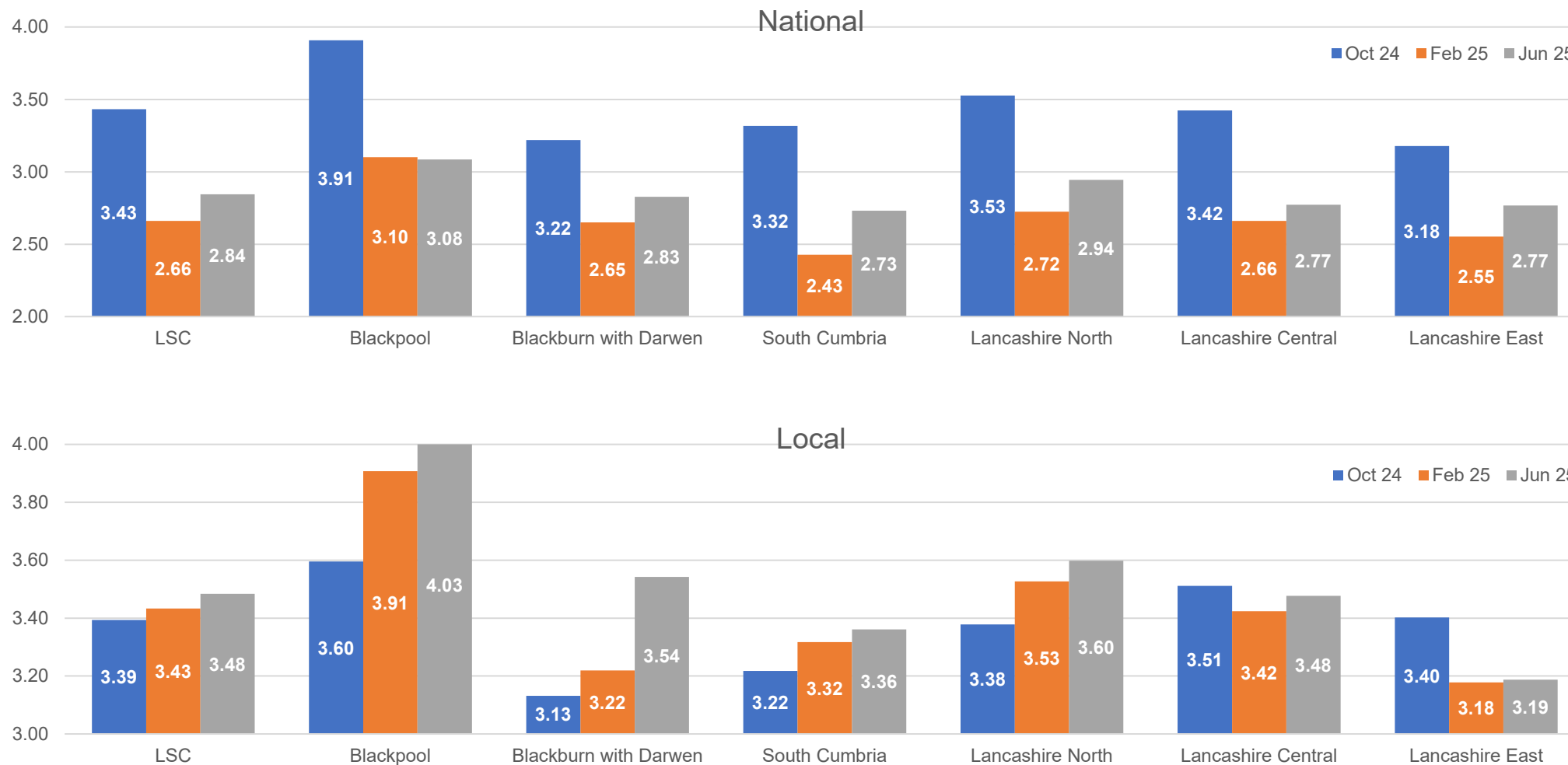
Aggregating these results into a comparable score out of five for the perceptions on whether the NHS provides a good service, the local score is 3.4 out of 5 (no change from previous report), while the national score is 2.8 out of 5 (a 0.2 increase from previous report)

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



What we heard

Perceptions of the NHS – national and local - broken down by Place

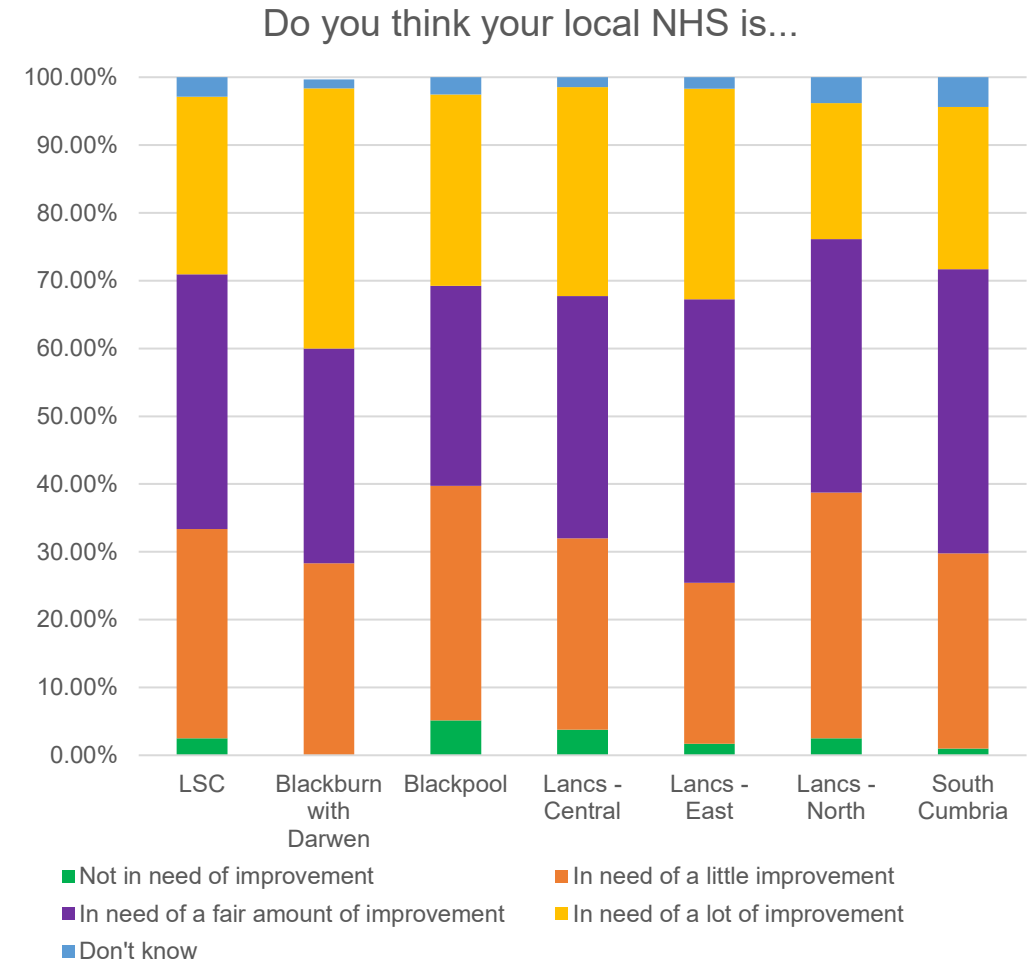


What we heard

Perceptions of the NHS broken down by place

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

- More than 63 per cent of people across Lancashire and South Cumbria felt the NHS requires a fair amount or a lot of improvement. This is a seven per cent reduction from last survey



What we heard

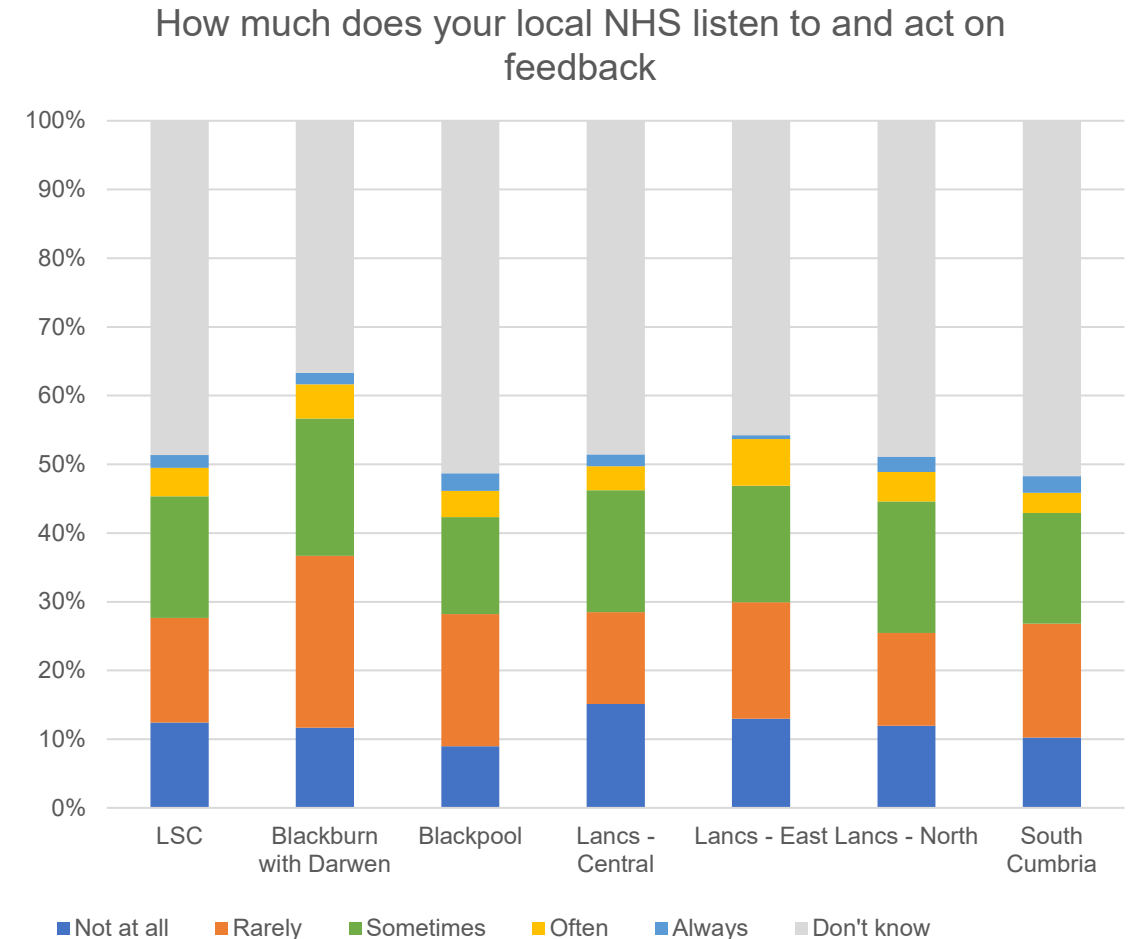
Key themes related to where the NHS needs to improve

- 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.
- Praise for individual staff and local GP practices doing their best under pressure.

What we heard

Listening and acting on feedback in NHS broken down by place

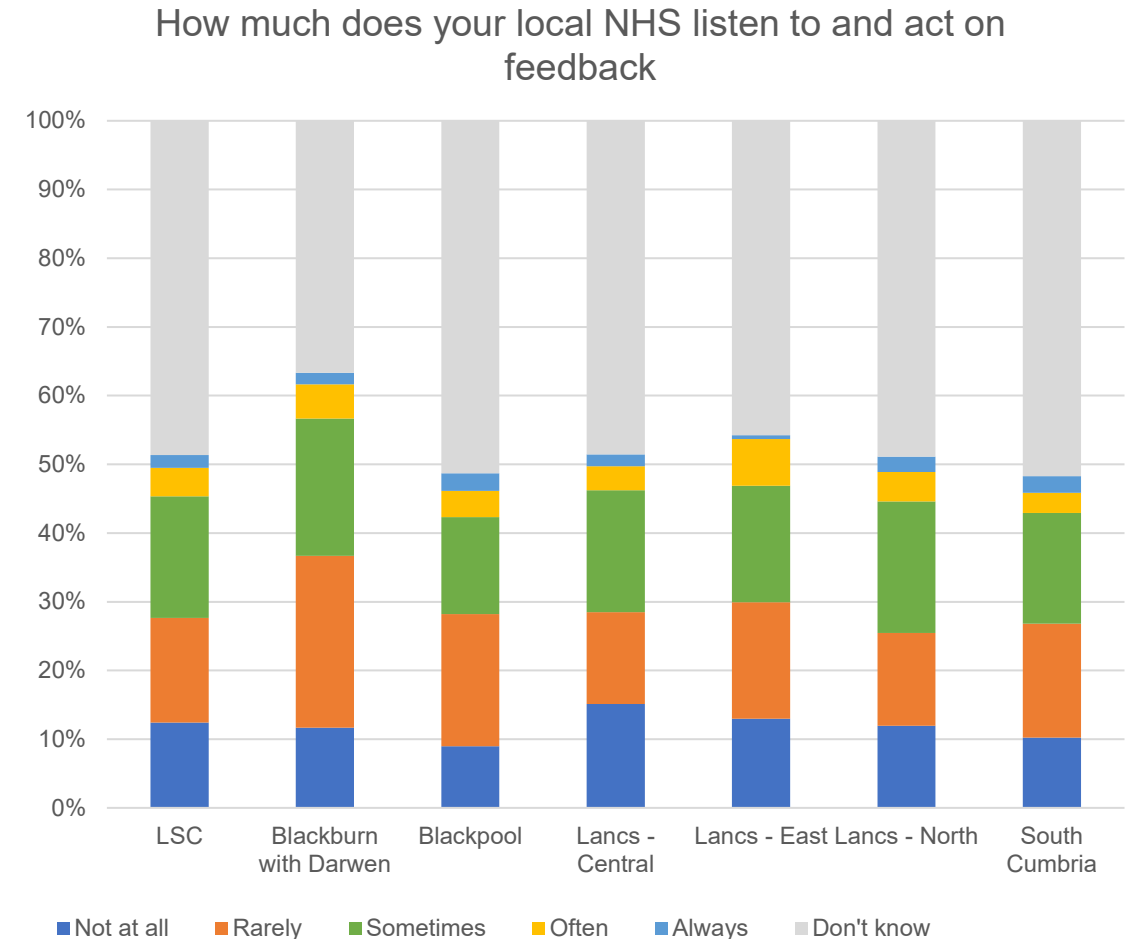
- More than 49 per cent of respondents indicated that they didn't know if the NHS listens and acts on feedback. This is a slight increase from the last report.



What we heard

Listening and acting on feedback in NHS broken down by place

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What we heard

Key themes related to perception the NHS listen and acts on feedback

- Many feel feedback is ignored or leads to no noticeable change.
- Little to no follow-up on complaints or surveys
- Unclear how feedback is used.
- Feedback often seen as a tick-box exercise; systems feel defensive or inaccessible.
- Inconsistent experiences: Some praise for individual staff or services, but overall trust in the system is low.
- Barriers to engagement: Digital exclusive systems, unclear processes, and lack of transparency deter meaningful input.

Conclusion

- Participation continues to rise, with 64% response rate.
- Perceptions of the NHS and how well people feel listened to have remained consistent across all three surveys.
- The question about whether the NHS listens to and acts on feedback often reflects experiences outside the ICB's control (e.g. GP practices, complaints, wider NHS services).
- To address this, we're considering adjusting or adding a question in the next round to better understand how people feel specifically about the ICB's responsiveness to feedback.

Next steps

- Continue to ensure local voice influences:
 - Commissioning decisions
 - Transformation programmes
 - Other areas of ICB work
- Proactively demonstrate the involvement of local voices
- Use communications to demonstrate the impact of public involvement and engagement in:
 - Delivering population health interventions



**Lancashire and
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