



NHS Cheshire and Merseyside  
NHS Lancashire and South Cumbria  
Mersey and West Lancashire Teaching Hospitals NHS Trust



# SCT communications & engagement update

29 October 2024

A round-up of SCT communications and engagement activity, including:

- Engagement metrics
- Survey responses (quant)
- Overview of events
- Options appraisal
- Reporting

# Engagement metrics

## Digital

**Survey**  
2,930 responses

**Website**  
11K+ visitors

**Social media ads**  
101.6K+ reach  
3,413 clicks

**Digital documents**  
1200+ downloads

## Offline

**Radio ads Smooth NW**  
800K reach

**Printed case for change**  
1000 distributed

**Pharmacy bag ads**  
54K bags

**Newspaper ads**  
Liverpool Echo,  
Ormskirk Advertiser

## In person

**Staff & public roadshows**  
600+ live  
conversations

**Public meetings**  
5 meetings  
200+ attending

**Focus groups**  
5 session with  
patients, staff and  
VCFSE groups

**300+ direct stakeholder contributions logged** (in addition to the survey)

Note: Marketing was suspended between 2-26 August following the July 29 attacks in Southport.

# Survey demographics (selected)



A selection of demographic data is presented in the tables. Data is also available for all protected characteristics, however, the sample size of some data sets is too small to be statistically relevant.

Area *	Total	% surveys	% pop	+/- pp
Southport	1273	44.0	40.3	+3.7
Formby	160	5.5	9.9	-4.4
Ormskirk	441	15.2	11.6	+3.6
Skelmersdale	516	17.8	15.0	+2.8
Rural / other	503	17.4	23.0	-5.6

\* Geographic data is based on short postcode only and so contains a margin of error.

Demographic	Total	% surveys	% pop	+/- pp
Female	2319	81.3	-	+30+/-
Male	533	18.7	-	-30+/-
Under 45	635	21.0	-	
Over 45	2216	84	-	
Minority ethnic	49	1.7	3-4	-1.5+/-
White	2663	90.9	96-7	-5.5+/-
LTHC **	1356	46.3	-	-
NHS staff	517	17.6	-	-

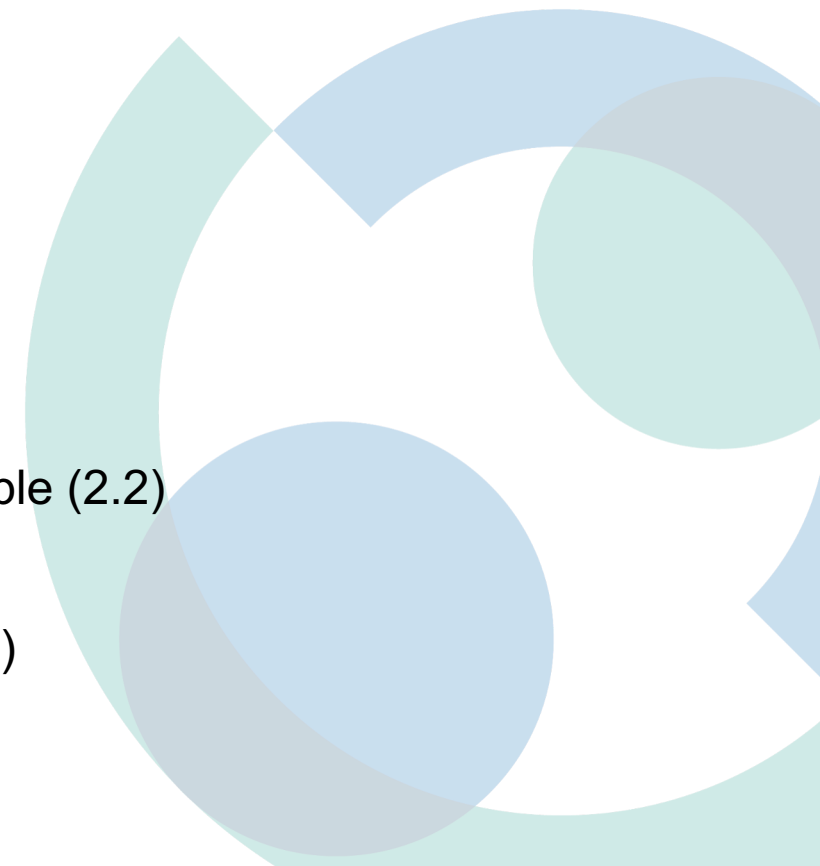
\*\* Long term health condition

# Survey responses (quantitative)



**Q2: Thinking about NHS urgent and emergency care services, which of the following are most important to you? Ranked in order of importance.**

1. **That I receive the best possible quality of care** (3.0)
2. **That medical safety always comes first** (2.3)
3. That I am treated in a healthcare setting as close to home as possible (2.2)
4. That the specialists I need are there to help me (2.08)
5. That I can access the healthcare setting where I will be treated (1.9)



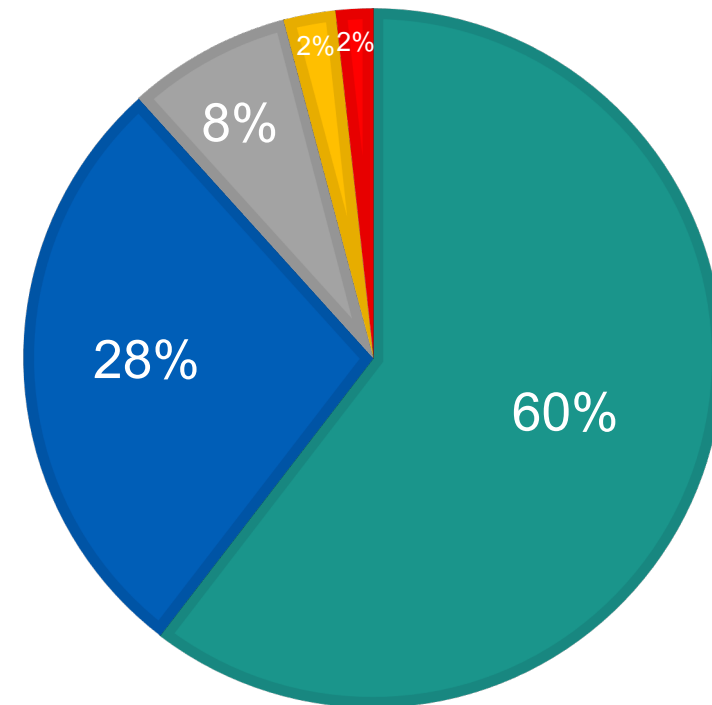
# Survey responses (quantitative)

**Q3:** Our priorities for redesigning urgent and emergency care services are that we **provide everyone with safe and excellent care, today, and in the future**. Do you feel these are the right priorities?

88.3% either strongly or generally agree

4.1% generally or strongly disagree

■ Strongly agree   ■ Generally agree   ■ Not sure  
■ Generally disagree   ■ Strongly disagree



# Survey responses (quantitative)

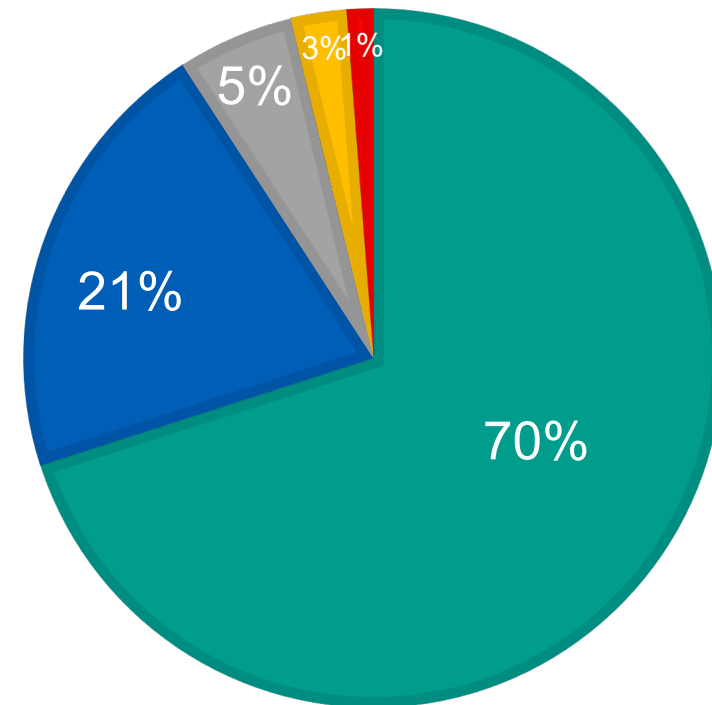


**Q4: In your opinion, how important is it that we set up urgent and emergency care services in a way that can help reduce waiting lists across our local NHS?**

90.8% find this very or quite important

3.7% find this not very or not at all important

Very important    Quite important    Not sure  
Not very important    Not at all important



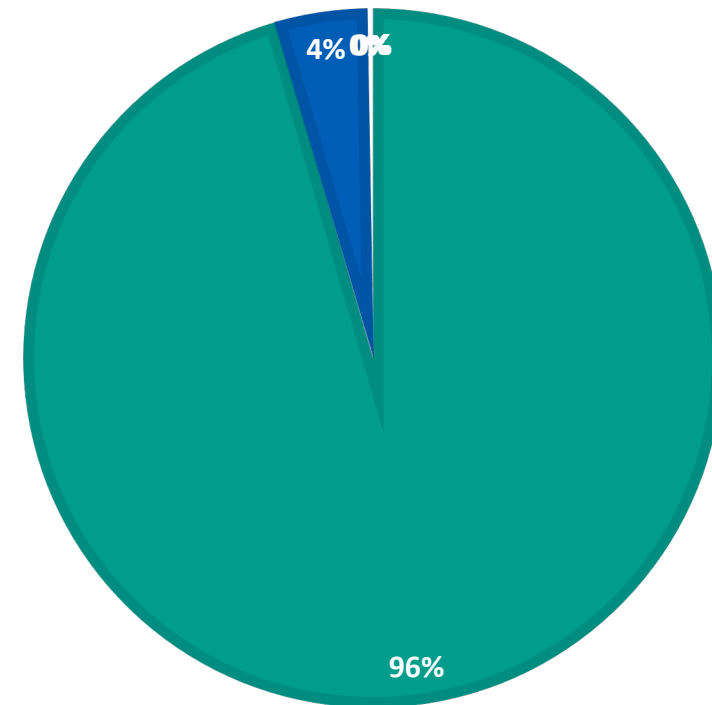
# Survey responses (quantitative)

**Q5:** In your opinion, how important is it that urgent and emergency care is **available for everyone, all day, every day?**

99.7% find this very or quite important

0.1% find this not very or not at all important

Very important    Quite important    Not sure  
Not very important    Not at all important



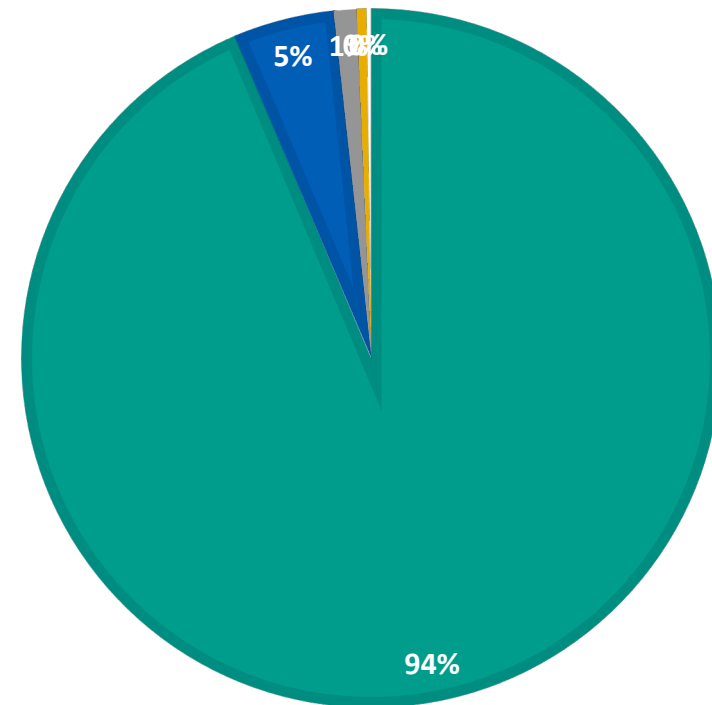
# Survey responses (quantitative)

**Q6:** In your opinion, how important is it that children and young people have the same access to emergency care as adults?

98.4% find this very or quite important

0.6% find this not very or not at all important

Very important    Quite important    Not sure  
Not very important





# Public events and focus groups



Public roadshows  
400+ engaged  
conversations

Public meetings  
242 attending

Focus groups  
48 participants  
over 5 sessions

## Emerging themes

- Transport links
- Population change / new housing developments.
- Challenges with primary care.
- Need for better community services
- Better urgent care services close to where people live
- Better systems integration / joined up records
- Inclusive programme communications

### Ormskirk

**Public meeting**, Tues 10 Sept  
The Ministry Centre, Aughton

### Southport

**Public meeting**, Weds 18 Sept  
Community Church Family Life Centre

**Public roadshow**, Sat 14 Sept  
Marble Place Shopping Centre

### Skelmersdale

**Public roadshow**, Sat 07 Sept  
Concourse Shopping Centre

### Banks\*

**Public meeting**, Tues 24 Sept  
The Hub, Banks

### Formby

**Public meeting**, Mon 30 Sept  
Holy Trinity Church

### Online (2 webinars)

**Public meetings**, Tues 01 Oct  
Morning / evening sessions via Zoom

*\*Part of the NHS Lancashire & South Cumbria  
'Your health. Your future. Your say.' programme.*