



**Staffordshire and
Stoke-on-Trent**
Integrated Care Board



Our summer newsletter is here. Catch up on what the Panel's been doing, see the latest projects across Staffordshire and Stoke-on-Trent, and find out how your voice is helping shape local health and care.

Thanks for being part of it — there's plenty to get involved in this season.

Alex,

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Primary Care Access Survey results



Our Primary Care Access Report (March 2026) is now available to read online. It brings together feedback from People's Panel members on GP access, digital services, pharmacy use and recent public health campaigns.

The report is currently being reviewed by the Primary Care Team to explore the ongoing challenges identified and to determine what further action is required to support improvements across local services.

Key findings along with a link to the full report are below.

 **Rising satisfaction with GP practice** — “Good” or “Very good” ratings increased from 70% → 80%.

 **Shift towards digital contact** — Online booking rose from 11% → 25%, while telephone contact fell from 53% → 41%.

 **Wider range of clinicians** — Use of non-GP professionals increased from 82% → 87%, including a rise in physiotherapist contact (5% → 10%).

 **Strong engagement with digital GP services** — 65% used the NHS App, 24% used online consultation tools, and 35% accessed GP Online Services.

 **Pharmacies as key source of advice** — 51% sought general health advice from pharmacies, and 47% used them for minor ailments.

 **High awareness of pharmacy services** — Flu vaccinations (91%) and blood pressure checks (85%) were the most recognised services, with strong

willingness to use them.

♣ **Campaigns influencing behaviour** — 24 Hours Not in A&E prompted 31% of viewers to visit a pharmacist; the flu jab campaign encouraged 34% to book a vaccination.

⌚ **Persistent access challenges** — Respondents highlighted the 8am bottleneck, long phone queues, confusing online systems, and limited face-to-face appointments as ongoing barriers.

You can view the full report [on the ICB website](#).

Health Letters Survey. Increasing health literacy in Staffordshire and Stoke-on-Trent

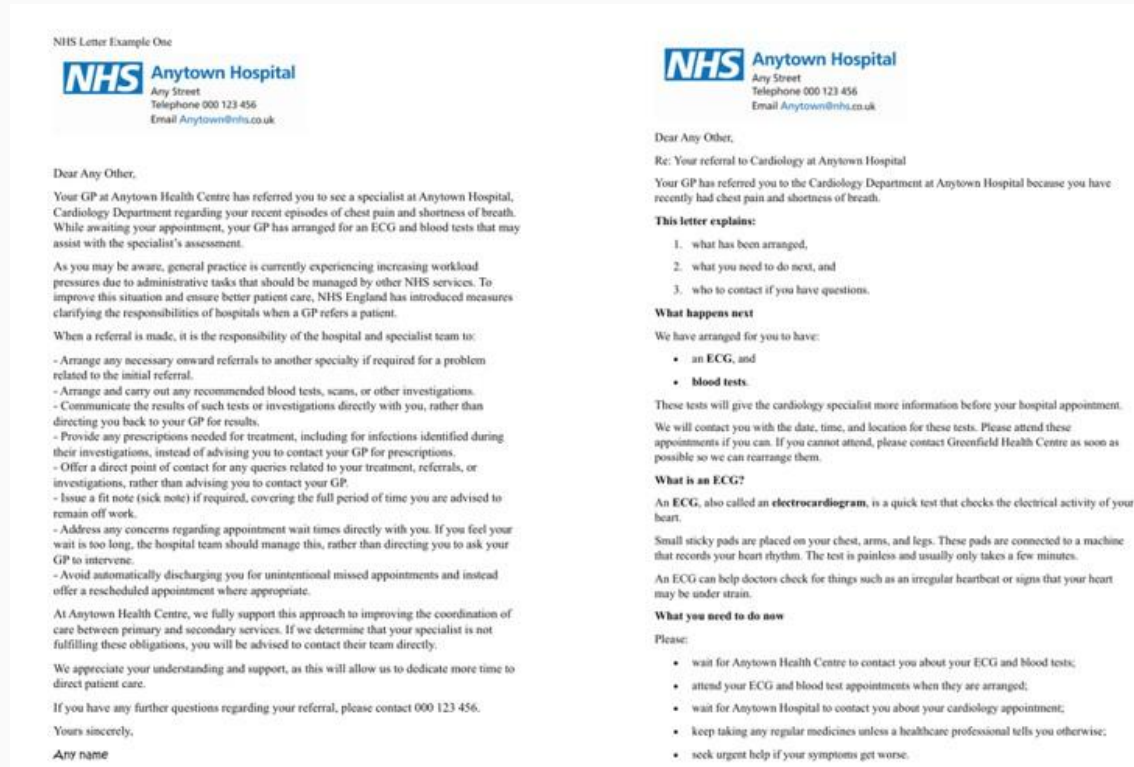


Staffordshire and Stoke-on-Trent ICB is leading a programme to help NHS clinicians and managers, and patients and the public become more health literate.

According to the [World Health Organisation](#), health literacy is the ability to access, understand, and use health information to make informed decisions about your well-being. It is more than just reading a pamphlet; it involves critical thinking to manage long-term conditions, navigate healthcare systems, and avoid misinformation.

We wanted to understand how well local NHS providers communicate with patients and members of the public so shared a brief survey with the People's Panel – thank you if you responded!

We also shared two example letters from NHS service providers – one before it had been reviewed and edited to make it clearer to understand, and one after.



We'll be sharing the results of the survey shortly on the [People's Panel page](#) on the ICB website shortly, but below are some of the most common themes from panel members about what health literacy means and what makes health information easy to understand.



Health letters survey prize draw winners announced!

We're delighted to congratulate our prize draw winners for the Primary Care Access Survey:

-  John - Stafford
-  Lisa - Stoke

Each winner received a £50 Love2Shop voucher as a thank-you for sharing their views.

You Said; We're Doing!



The ICB is launching a new feature for the People's Panel.

The ICB has heard from many thousands of people across Staffordshire and Stoke-on-Trent when we ask for views and experiences of accessing health services.

The People's Panel is an important channel through which the ICB hears important insights, but we understand that it's not always clear what impact your participation in the surveys and other involvement activities has had on the design and delivery of health services.

Since we launched the People's Panel, we've been looking at how we close the loop from asking for information about people's experiences of health services, to explaining what impact people's comments have had.



That's why we are launching a new feature on the People's Panel page on the ICB website – **You Said; We've Done!** – where we will include the ICB's responses and any actions to comments shared in response to surveys.

Our People's Panel hits 3,000 members



The People's Panel was launched in 2019 and helps the ICB understand how people across Staffordshire and Stoke-on-Trent access and experience health services. Members are invited to take part in regular surveys, and their feedback directly supports the design and commissioning of services for local communities. Membership is monitored throughout the year to ensure the Panel reflects the local population.

Ruth Shepherd, Communications and Engagement Manager at the ICB, said: "It's great to see the panel growing year on year – not only in terms of people joining and being an active member, but also in the increasing number of people responding to the range of surveys we share throughout the year. We're constantly reviewing how we can improve members' experiences after joining the panel to ensure the voices and experiences we hear are acted upon to improve health services locally for the panel membership and the wider population."

Stay updated with ICB Board meetings

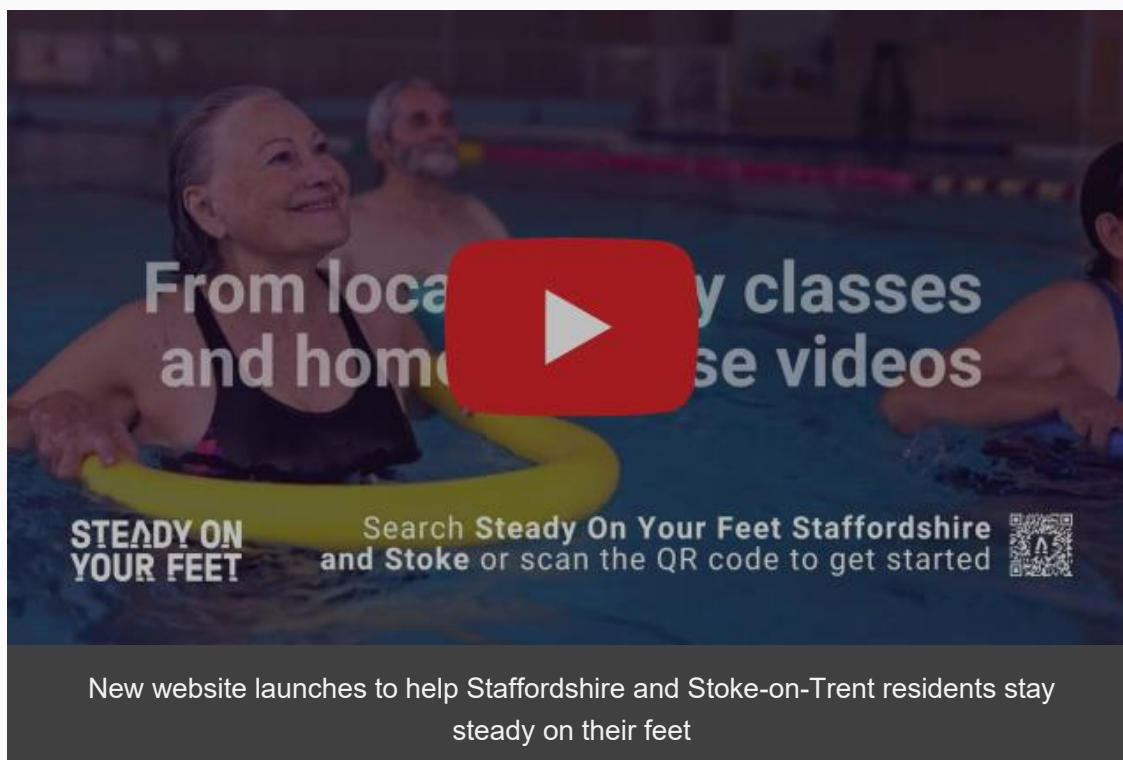


Members of the People's Panel are encouraged to keep up-to-date with how health services are being designed and delivered across the system.

If you have a question for the board, or would like to attend, you can find out how to be involved, or catch-up on the discussion by watching the recording, on the ICB website.

You can find out more, along with details of past Board Meetings [here](#).

New website launches to help Staffordshire and Stoke-on-Trent residents stay steady on their feet



The Staffordshire and Stoke-on-Trent [Steady On Your Feet website](#) offers free, trusted advice and personalised support for older adults, their families and carers. Whether you want to improve your balance, make your home safer, or learn more about local support, the website is here to help.

The website includes a quick self-assessment tool, personalised action plans, and easy-to-follow advice covering common causes of falls such as poor balance, dizziness, medication or changes in memory. Users can also find information on staying active and improving their home safety, including local links and signposts to support services in their area.

You can access the website [here](#).

18-week waiting time - stats update for Staffordshire and Stoke-on-Trent



As of April 2026, the percentage of patients across our ICB area that were treated within 18 weeks from referral was 65.7%. This is broadly in line with the average for England as shown below.

Additionally, the overall number of patients currently waiting for treatment has fallen over recent years.

Total - NHS Staffordshire and Stoke-On-Trent ICB

At the end of April 2026, the number of pathways on the waiting list was

141K



One month earlier it was **137K** +3.0% (+4,120)

One year earlier it was **148K** -4.6% (-6,876)

At the end of April 2026, the proportion of the waiting list waiting within 18 weeks was

65.7%



One month earlier it was **66.0%** -0.3ppt

One year earlier it was **60.0%** +5.7ppt

Green = improvement Red = deterioration Amber = no change

Total - England

At the end of April 2026, the number of pathways on the waiting list was

7.22M



One month earlier it was **7.11M** +1.6% (+112,096)

One year earlier it was **7.39M** -2.3% (-170,834)

At the end of April 2026, the proportion of the waiting list waiting within 18 weeks was

65.0%



One month earlier it was **65.3%** -0.3ppt

One year earlier it was **59.7%** +5.2ppt

Green = improvement Red = deterioration Amber = no change

Source: NHS England public data gateway.

You can view the above and other waiting time data, along with the methodology used to calculate the data [here](#).

Stoke-on-Trent Community Diagnostic Centre - now open



We're pleased to share that the Stoke-on-Trent Community Diagnostic Centre is now open, providing convenient, high-quality diagnostic tests in the heart of the city to support earlier diagnosis and better care.

The centre is open seven days a week, 12 hours a day, and will provide up to 180,000 tests and scans each year.

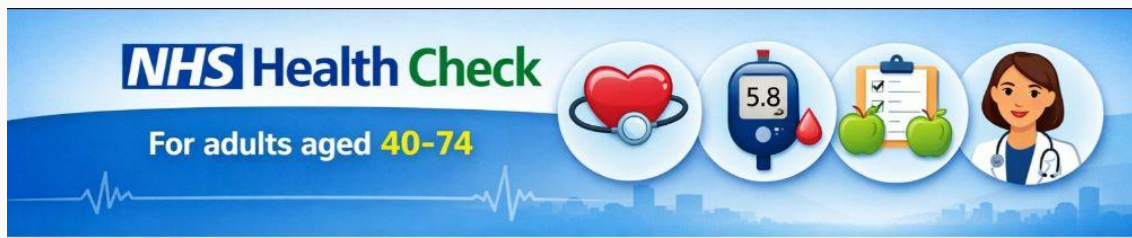
You can find out more [here](#).

The centre opened to patients in April and during this first month had already undertaken 2,545 tests as shown below.



Source: NHS England CDC Management Information. Stoke-on-Trent CDC, April 2026. You can view the full dataset [here](#).

Free NHS health check



An NHS Health Check is a free health review that helps people aged 40–74 understand their risk of serious illness and stay well for longer.

The check can spot early signs of problems such as heart disease, diabetes, kidney disease or stroke. By finding these risks early, you can take steps to prevent them and enjoy a healthier life for longer.

You can find out more and book your free health check via Staffordshire County Council [here](#).

If you are a **Stoke-on-Trent resident**, the free health check is done via invite by your GP Practice.

Publication of the Report of Findings: Consultation on Midwife-Led Birthing Services



The Staffordshire and Stoke-on-Trent Integrated Care Board (ICB) has published the [Report of Findings](#) following the public **consultation on midwife-led birthing services at County Hospital, Stafford, and Samuel Johnson Community Hospital, Lichfield.**

The consultation ran from 12 May to 3 August 2025 and received more than 1,400 responses from members of the public, stakeholders and partner organisations. Additional engagement was also undertaken in February 2026 to better understand the impact of current arrangements for Glucose Tolerance Testing (GTT) and Anti-D services.

The feedback gathered through consultation and engagement activities has informed the Report of Findings, which will support the development of a Decision-Making Business Case. This will progress through the ICB's governance process before being considered by the ICB Board.

No decision has yet been made regarding the future of midwife-led birthing services at County Hospital or Samuel Johnson Community Hospital.

You can read the report [here.](#)

Launch of new resource to support women's health



**Supporting Women's Health
in Tamworth, Lichfield,
Burntwood and East Staffs**

♥ We're proud to launch our new Women's Health Information site ♥
www.lichfieldandburntwoodpcns.co.uk/womens-health-hub-services

This dedicated online hub brings together trusted advice, local services, and support for women at every stage of life — from contraception and menstrual health to menopause and beyond.

Take a look and find the support that's right for you

#WomensHealth #InternationalDayOfActionForWomensHealth #CommunityHealth
#Lichfield #Burntwood #Tamworth #East Staffs #NHS

Lichfield Primary Care Network
Mercian Primary Care Network
East Staffordshire Primary Care Network
Burntwood Primary Care Network

A new resource has been launched to support women's health.

The online information site has been launched by four Primary Care Networks (PCNs) to bring together advice, local services, and support for women at every stage of life from contraception and menstrual health to menopause and more.

The site has been launched by Lichfield Primary Care Network, Mercian Primary Care Network, East Staffordshire Primary Care Network and Burntwood Primary Care Network.

You can find out more [here](#).

Vaccinations and Immunisations – update

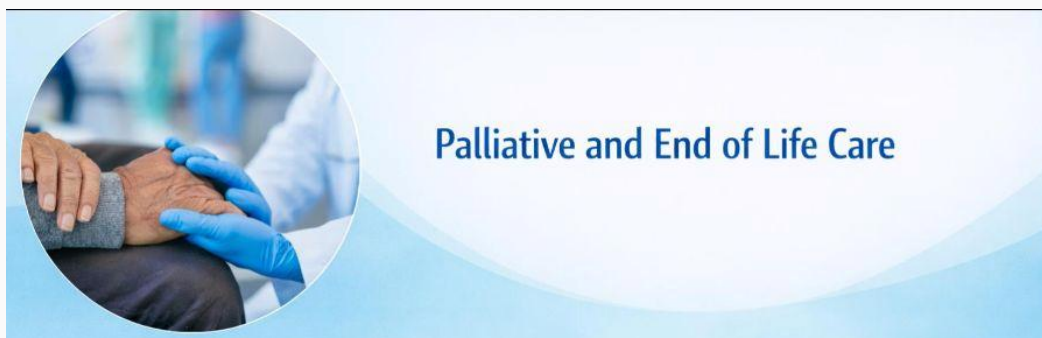


Vaccinations are the most effective way to prevent many infectious diseases.

By getting vaccinated you are protecting yourself and your loved ones by stopping the spread of harmful and potentially deadly diseases.

We want you to have all the information you need about vaccinations for babies, children and adults, including why they're important and how to get them. You can read more about the range of vaccinations available on the [ICS website here](#).

Strategy launched to support palliative and end of life care



A new strategy to improve palliative and end of life care for communities across Staffordshire and Stoke-on-Trent has been launched by Staffordshire and Stoke-on-Trent Integrated Care Board (ICB).

The Staffordshire and Stoke-on-Trent Integrated Care System (ICS) **All Age Palliative and End of Life Care Strategy 2025-2028** was launched during Dying Matters Awareness Week (5 – 11 May 2025), a national campaign led by Hospice UK which encourages open and honest discussions about end of life

experiences. This year's campaign theme was 'The Culture of Dying Matters'.

Dr Hannah Missen, Clinical Lead and GP at Staffordshire and Stoke-on-Trent ICB, and one of the leads for the development of the strategy, said:

"The launch of this strategy demonstrates the shared commitment of our ICS partners to enhancing palliative and end of life care across Staffordshire and Stoke-on-Trent. In shaping this strategy, we engaged with and listened closely to our communities. Notably, 88%* of survey respondents felt that as a community, we don't talk enough about death and dying."

This year's theme, The Culture of Dying Matters, delves into the diverse ways communities across the UK discuss, navigate, and commemorate death and dying, while emphasising the shared emotions that connect us all in grief and loss.

You can view the strategy [here](#).

What would members like to see in future newsletters



Thank you for being part of the People's Panel. We'd love your quick feedback on how we can make our newsletters more useful, clear, and relevant.

This short 2–3 minute survey asks what you enjoy, what could be improved, and what you'd like to see in future editions. **You can take the survey** [here](#).

Help us spread the word — invite someone to join the People's Panel



We're looking for residents across Staffordshire and Stoke-on-Trent to share their views and help improve local NHS services.

By joining the People's Panel, you'll have the chance to influence real change and take part in quick surveys throughout the year.

If you know someone who'd like to get involved, please pass this on — every voice strengthens the conversation.

Find out more and join the People's Panel [here](#).

👉 Search Staffordshire and Stoke-on-Trent ICB People's Panel while on [Facebook](#).