

## PANEL DISCUSSION

# Vital for reform – what should the public expect from the future NHS?

### Chair

**Samira Ahmed**, Award winning journalist and broadcaster

### Speakers

**Anna Quigley**, Head of Health and Social Care, Public Affairs, Ipsos UK

**Professor Kamila Hawthorne**, Chair of Council, Royal College of General Practitioners

**Isabel Hardman**, Assistant Editor, The Spectator

**Matthew Taylor**, Chief Executive, NHS Confederation

# Anna Quigley

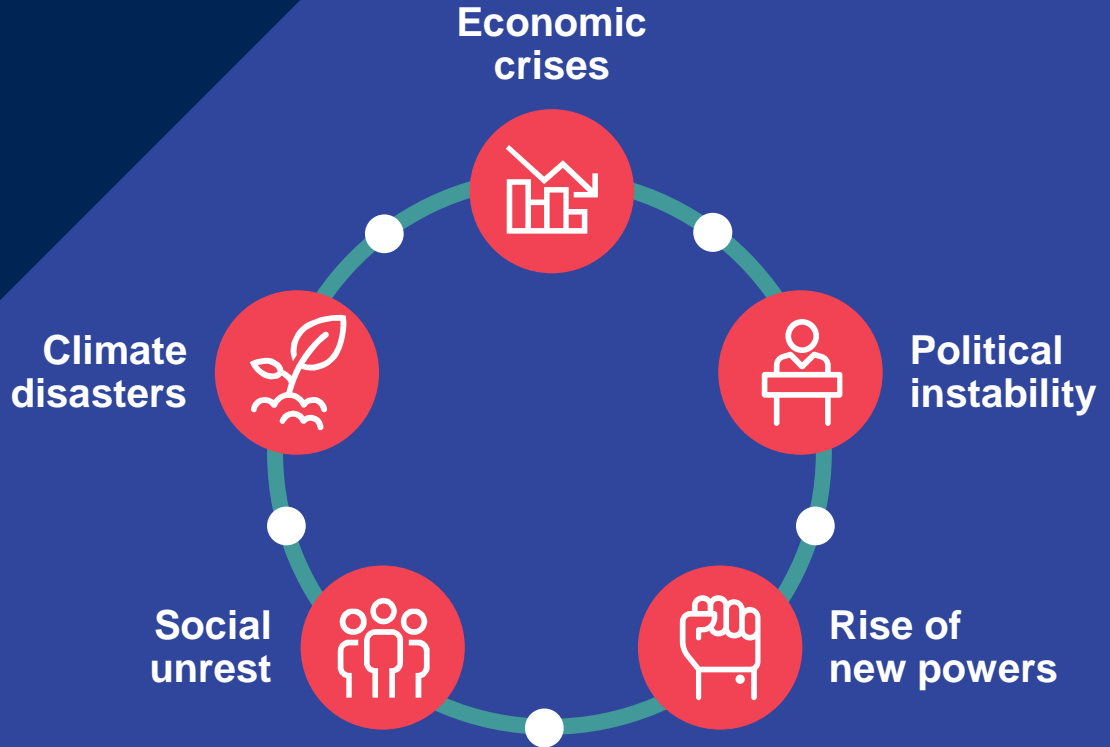
Head of Health and Social Care, Public Affairs, Ipsos UK

# WHAT DO THE PUBLIC EXPECT FROM THE NHS?

Nov 2023

# We are living in a **restless decade**

## Intersecting crises pose new challenges for our society

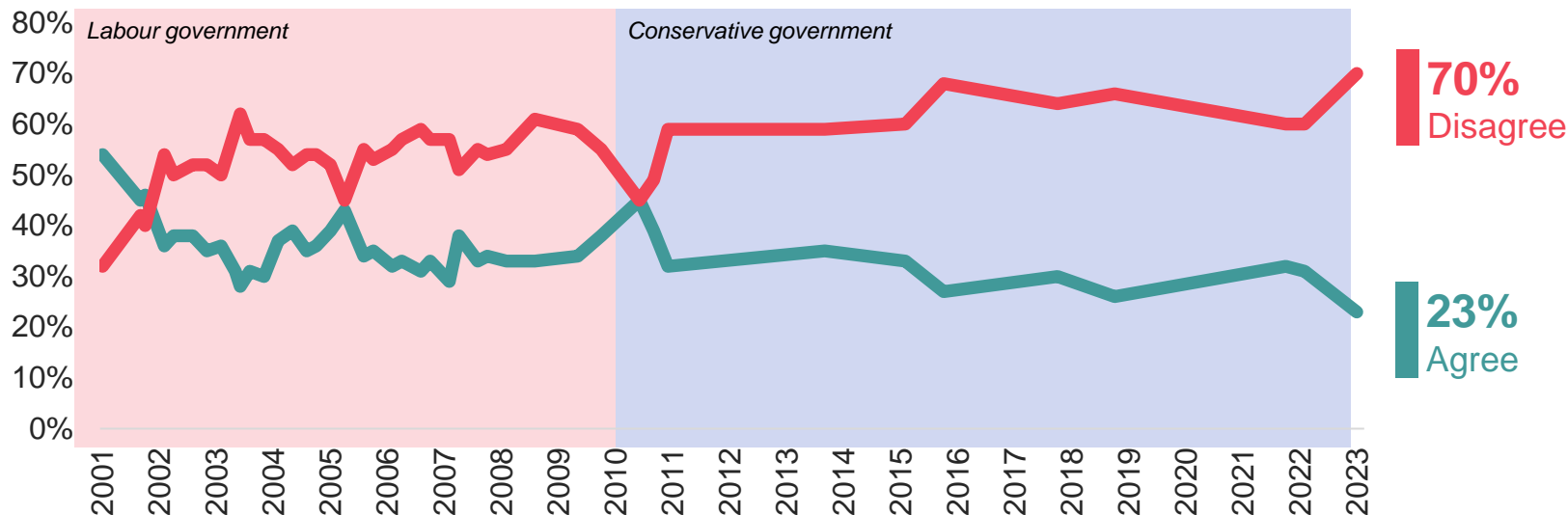


# Economic concerns matched by real worries about public services

On balance, do you agree or disagree with the following statement.

**“In the long term, this government's policies will improve the state of Britain's public services”**

June 2001 – February 2023



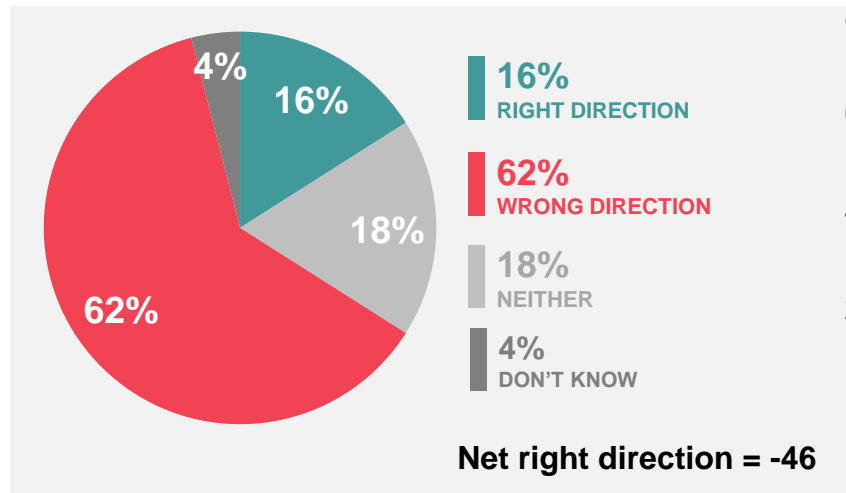
Base: 1,004 British adults 18+, 22 February – 1 March 2023

Source: Ipsos Political Monitor

# All combining to give Brits a pretty pessimistic view of the direction the country is heading in

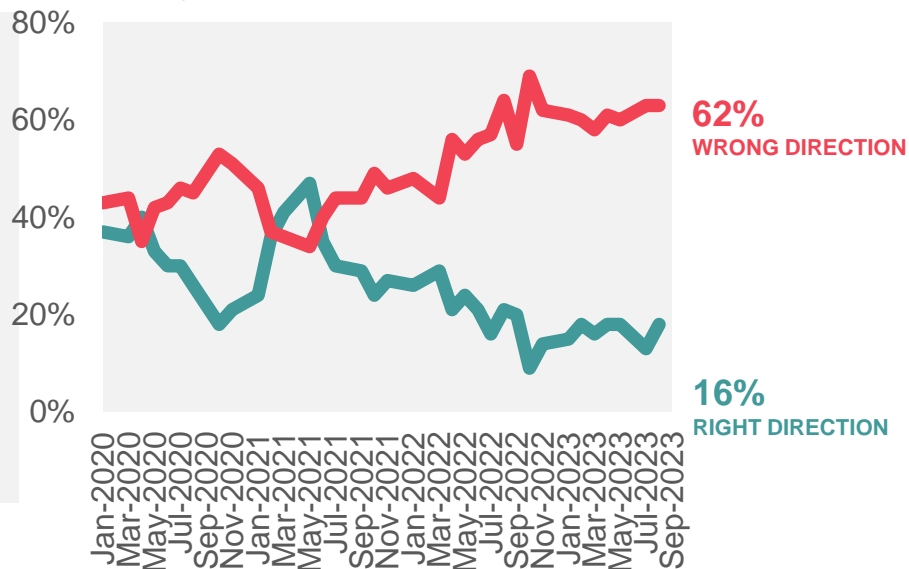
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

September 2023



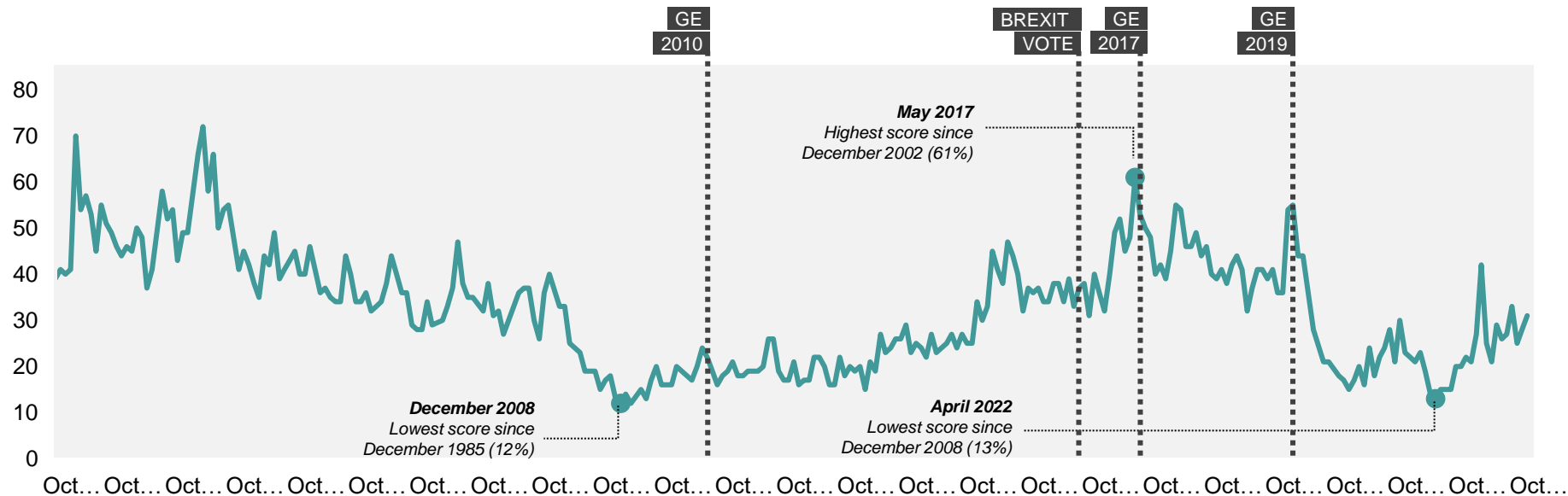
Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

January 2020 - September 2023



# The NHS is the third most important issue facing Britain

What do you see as the most/other important issues facing Britain today?



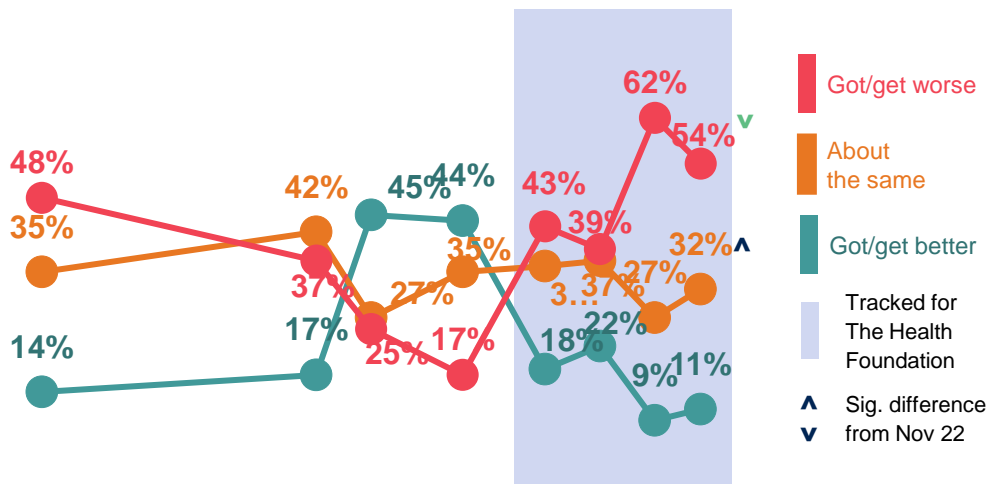
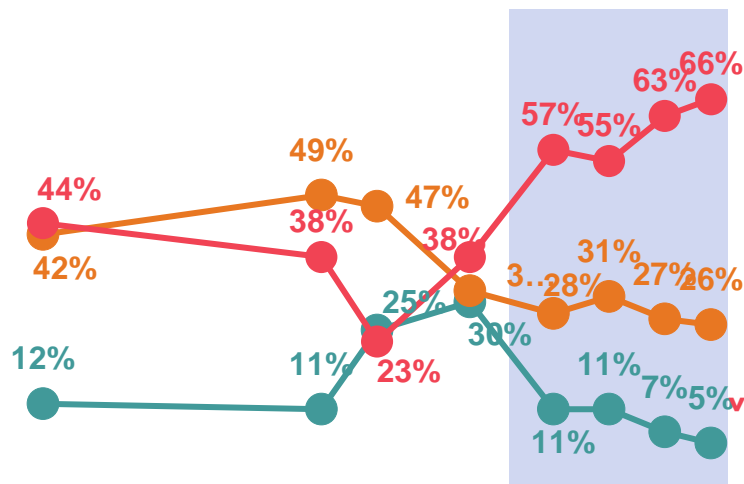
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home  
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

# Satisfaction with the NHS is at an all-time low and the public is negative about the direction of travel

Do you think the general standard of care provided by the NHS over the last 12 months has...?

And looking towards the future, do you think the general standard of care provided by the NHS over the next 12 months will...?



May-17 May-18 May-19 May-20 May-21 May-22 May-23

May-17 May-18 May-19 May-20 May-21 May-22 May-23

Bases: The Health Foundation surveys, "What does the NHS think about NHS and social care services" May 2017: 1,985\* done via CAPI | "General Election 2019 polling" Nov 2019: 1,990\* done via CAPI | "COVID-19 survey" May 2020: 1,983\* done via telephone | KP survey, March 2021: 3,488 | Nov 2021: 2,102 | May 2022: 2,068 | Nov 2022: 2,063 | May 2023: 2,450. \* Please note that findings from May 2020 and before were collected using a different methodology and so comparisons should be treated with caution. Findings for March 2021, November 2021, May 2022, November 2022 and May 2023 were collected using the same methodology and can be directly compared.

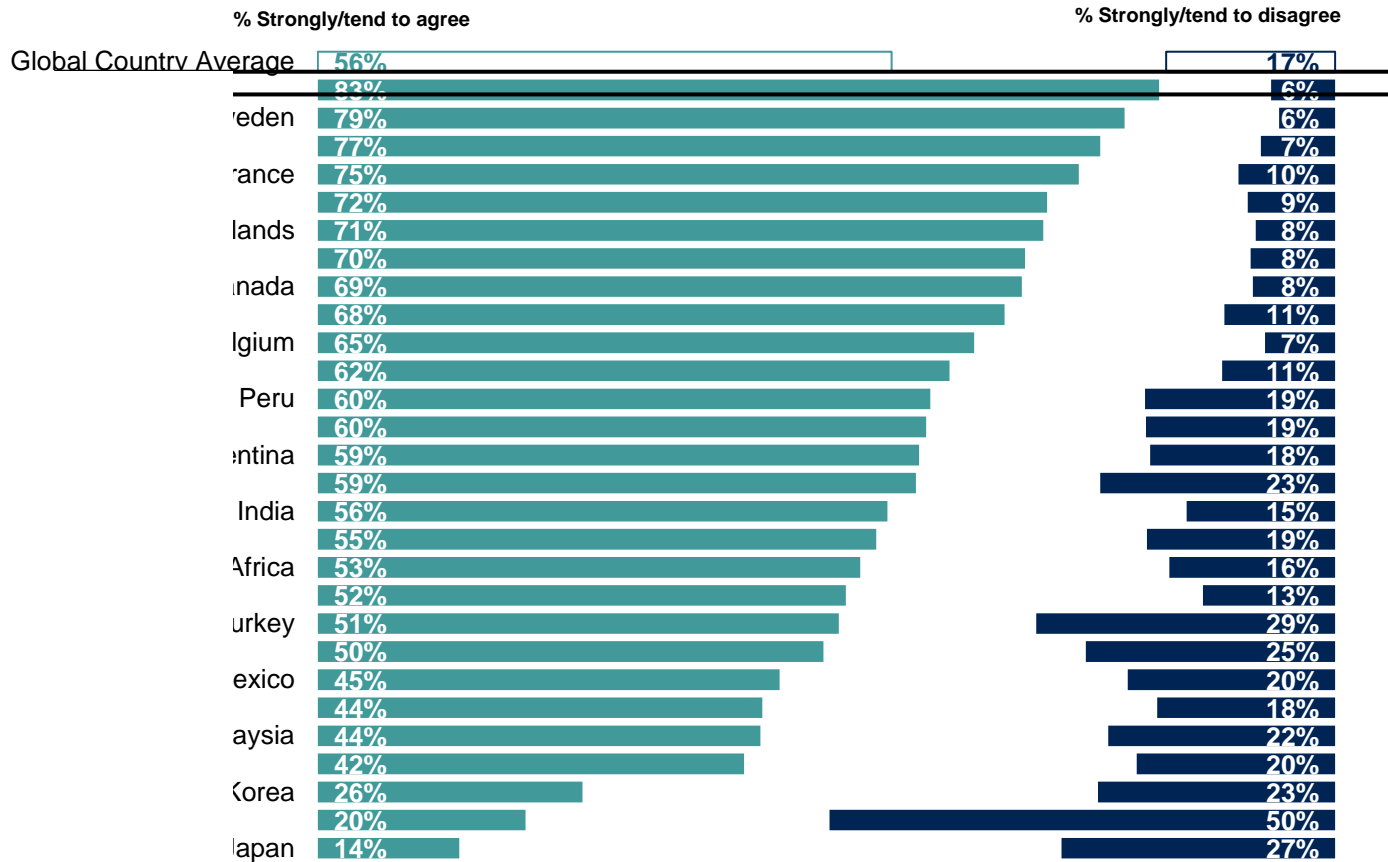
Source: The Health Foundation/ Ipsos



**We are particularly likely to view the healthcare system as being overstretched**

To what extent do you agree or disagree with the following statements?

The healthcare system in my country is overstretched.

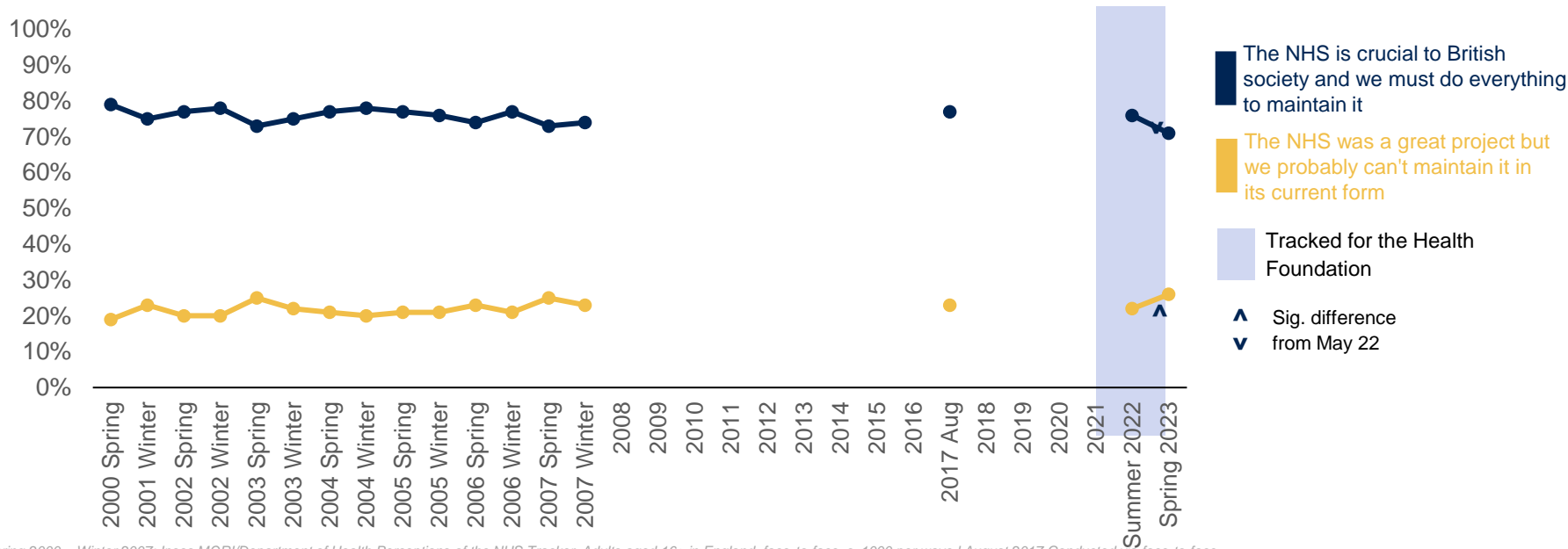


Base: 21,530 online adults aged 16-74 across 28 countries, 24 March-7 April, 2023

[illegible]

# Looking at England only, still 72% think the NHS is crucial to British society and we must do everything to maintain it... is this under pressure though?

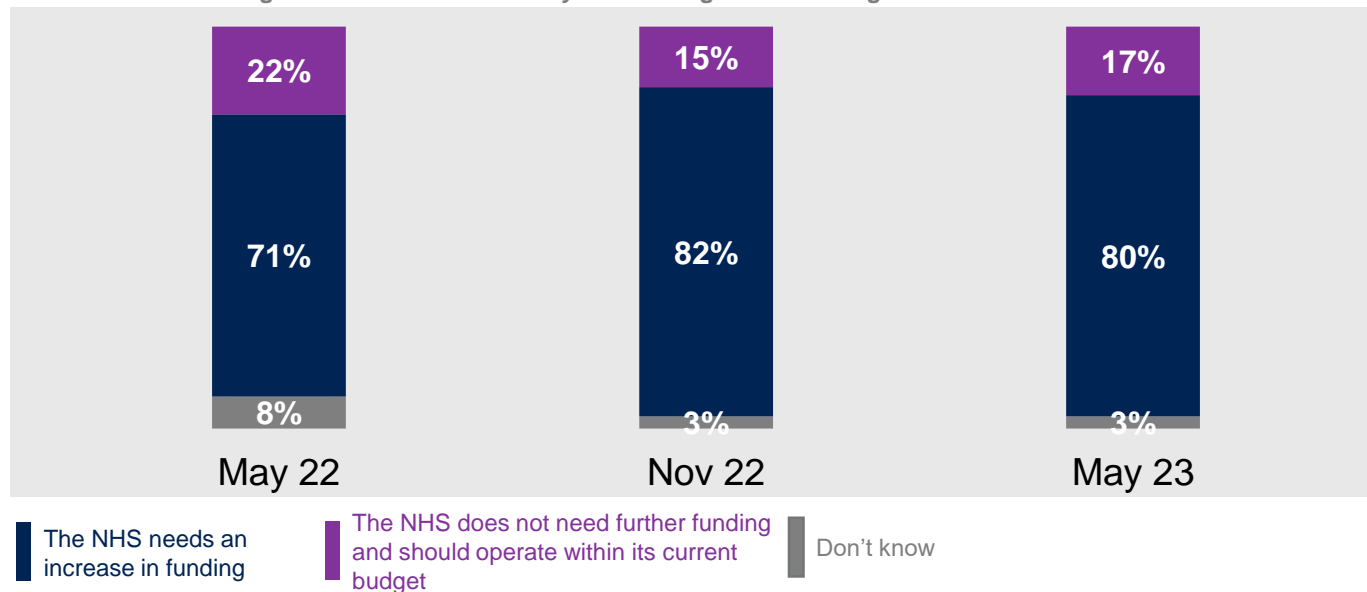
Which of the following statements best reflects your thinking about the NHS?



Spring 2000 – Winter 2007: Ipsos MORI/Department of Health Perceptions of the NHS Tracker, Adults aged 16+ in England, face-to-face, c. 1000 per wave / August 2017 Conducted via face-to-face omnibus for The King's Fund England participants n=c.1000. Knowledge Panel survey May England participants 2022: 1,622 | May 2023: 1,878 **Note: Findings from 2017 and before are not directly comparable as previous polls were done via a different methodology; comparisons should be taken as indicative only.**

# The vast majority think the NHS needs an increase in funding – though this masks political differences

Which of the following statements best reflects your thinking about funding for the NHS?



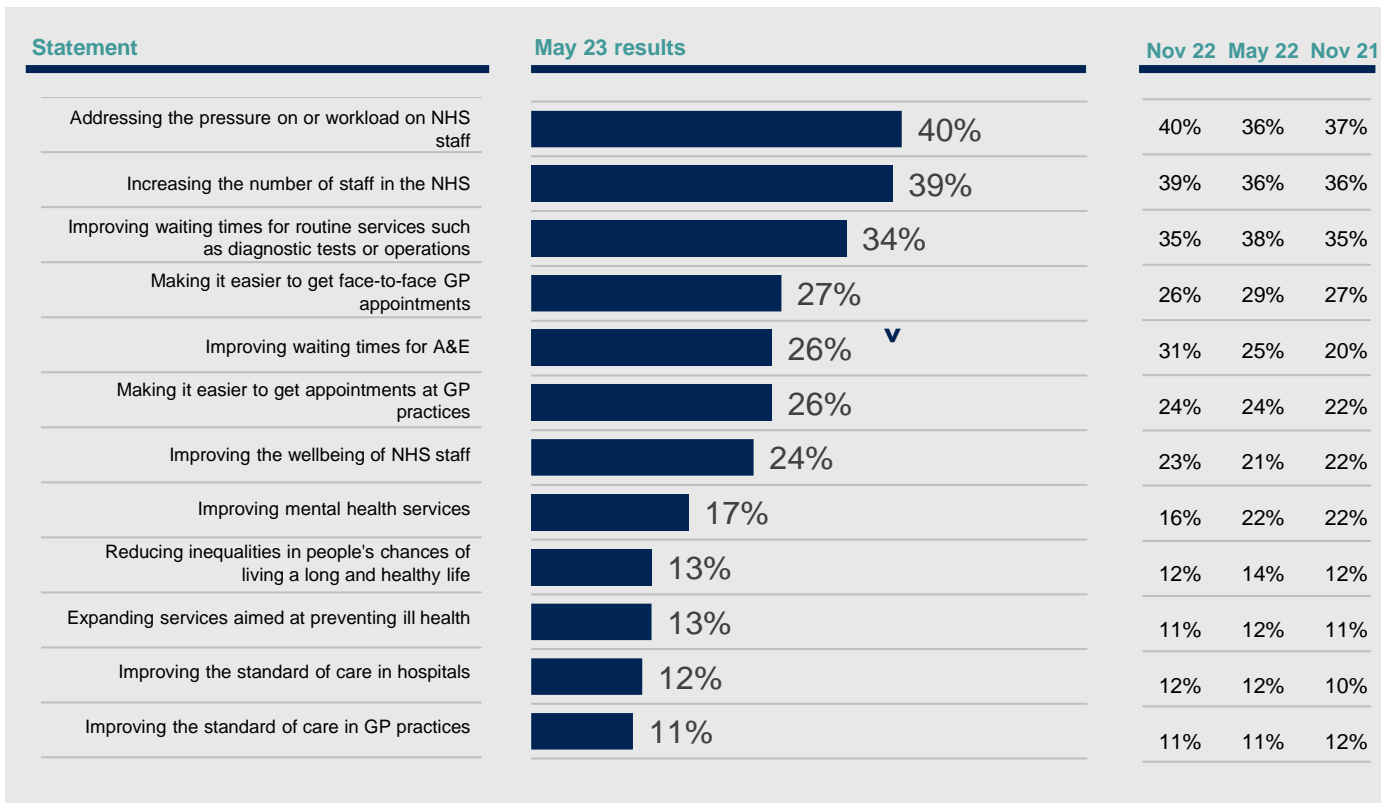
Source: The Health Foundation/ Ipsos

Bases: All participants, May 2023 n=2,450 5<sup>th</sup> – 10<sup>th</sup> May 2023, Nov 2022 n=2,063 24<sup>th</sup> – 30<sup>th</sup> November 2022, \*Note: the wording of this question changed between May and Nov 22, so comparisons should be comparative only. May 2022 answer option was 'The NHS needs a further increase in funding beyond the new tax.'

**Staff,  
staff,  
staff:**

**Addressing the  
pressure on  
NHS staff and  
increasing the  
number of NHS  
staff are the  
public's  
priorities,  
followed by  
waiting times**

When it comes to the NHS, which two or three of the following do you think should be prioritised?



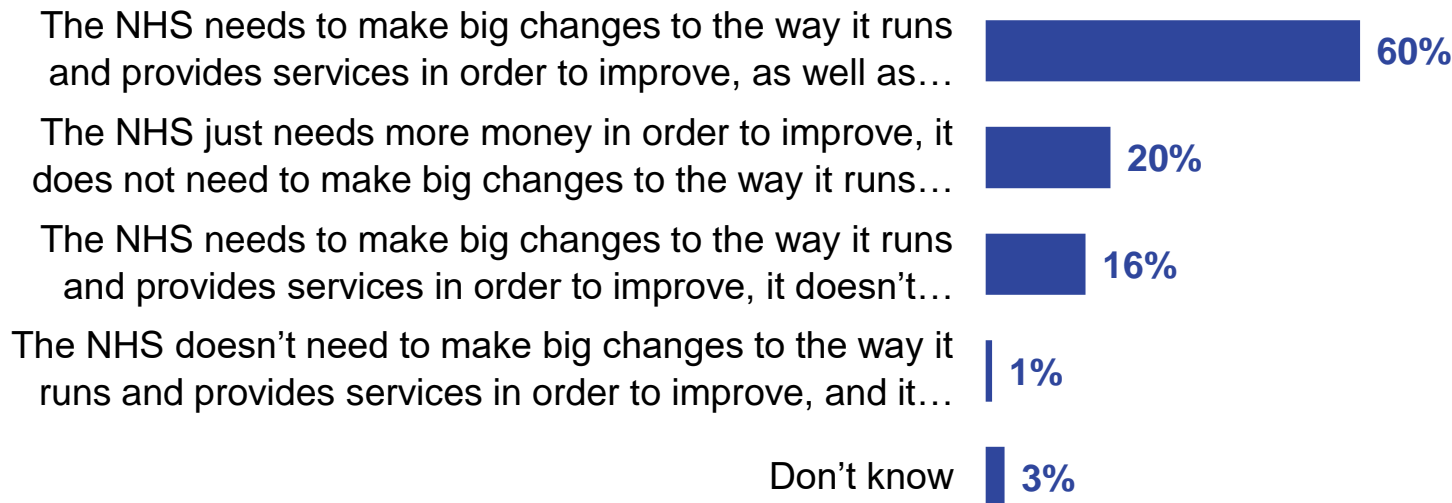
▲ Sig. difference  
▼ from Nov 22

Bases: All participants, May 2023 n=2,450 5<sup>th</sup> – 10<sup>th</sup> May 2023, Nov 2022 n=2,063 24<sup>th</sup> – 30<sup>th</sup> November 2022, May 2022 n=2068 26<sup>th</sup> May – 1<sup>st</sup> June 2022, November 2021 n=2101 25<sup>th</sup> November – 1<sup>st</sup> December 2021. All conducted online via KnowledgePanel UK.

# But this isn't just about funding... the public also think the NHS needs to make changes

Three in five of the public (60%) think the NHS needs both more money and to make big changes to the way in which it runs and provides services in order to improve, although 20% think it just needs more money, and 16% that it just needs big changes.

Q. Which of the following statements is closest to your view?

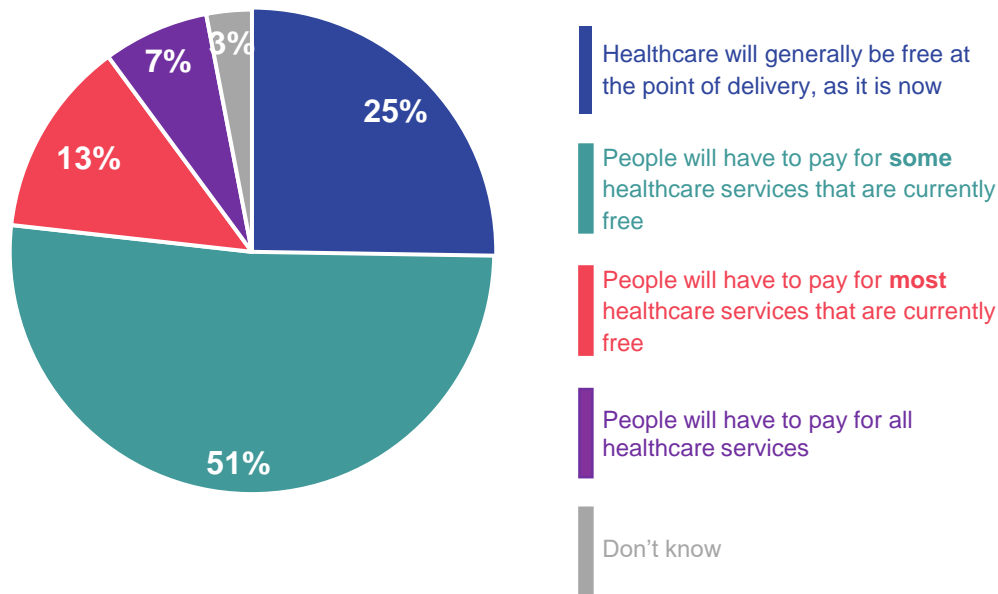


Base: Participants from England (1200). Conducted online between 30 March and 5 April 2023.



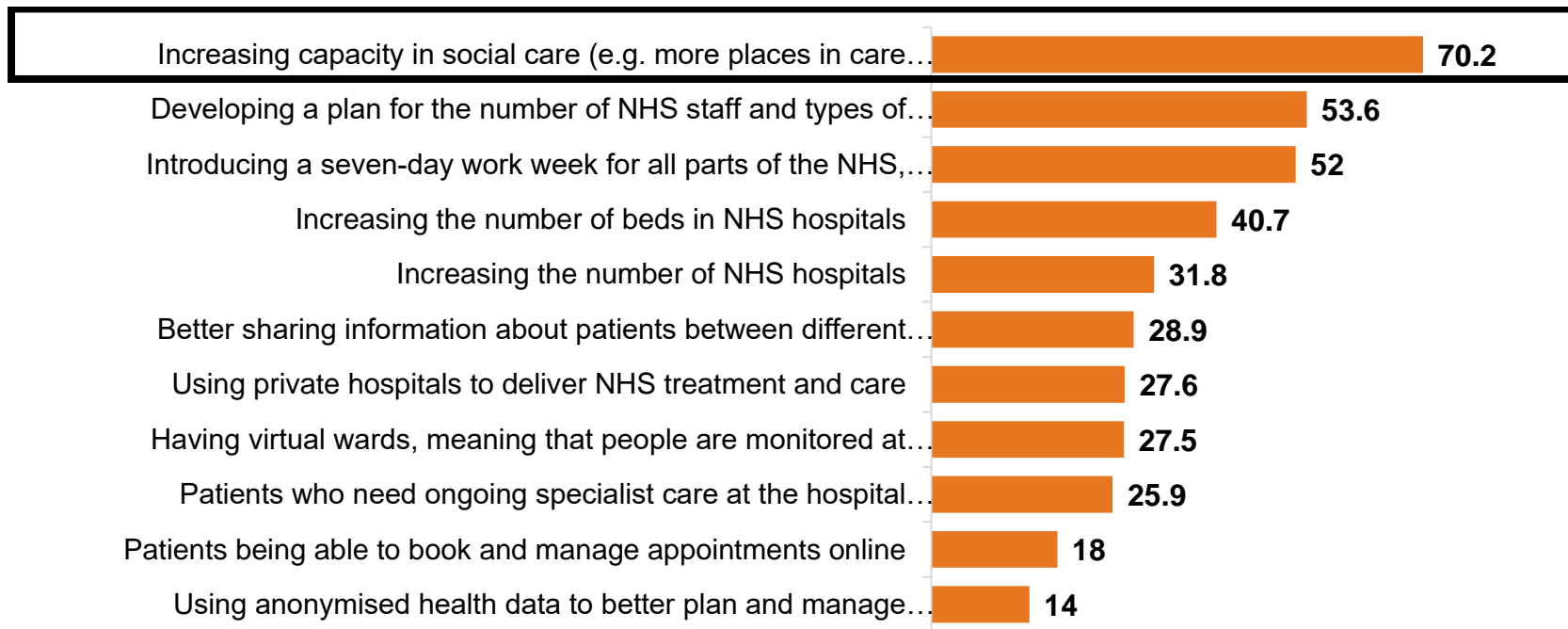
# Is an expectation forming that aspects of the NHS model will change over the next 10 years?

Which of the following statements best describes what you think healthcare will be like in the UK in 10 years' time?



Bases: All participants, May 2023 n=2,450 5<sup>th</sup> – 10<sup>th</sup> May 2023. All conducted online via KnowledgePanel UK.

# The public recognises the dependency on social care



**Base:** all valid participants (1,156), findings from a MaxDiff prioritisation exercise



# And they are willing to think long-term and embrace change (within reason!)



If you make changes quickly it's reactionary and not necessarily even the right reaction."



If you can see the benefits then it's worth waiting for. We're making decisions not for ourselves, but for other people in the future – our kids even"



I like [the idea of virtual wards]. This is why we're in this mess now – because they haven't been investing in the future."

# THANK YOU.

Anna Quigley  
[anna.quigley@ipsos.uk](mailto:anna.quigley@ipsos.uk)  
[@QuigleyAnna](#)