

# South East London People's Panel

Recruitment refresh – Survey results  
February 2025



# Report structure

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## Section 1

# Introduction

South East London  
Integrated Care System

NHS  
South East London

## Join the People's Panel

# Mission of the South East London People's Panel

The South East London People's Panel provides the Integrated Care System (ICS) in south east London with an additional systematic approach to gathering insight and feedback on a range of health and care issues from a representative sample of the south east London population.



# Recruitment refresh methodologies - 290 new panellists have been recruited in this refreshment phase

## Core recruitment – face to face

- NHS SEL ICB commissioned Jungle Green to recruit approximately 300 new panellists. These new panellists were to be **mainly from younger age groups, non-white ethnic groups and/or LGBTQ+**. The aim was to boost the numbers in these specific groups on the panel. A total of 290 panellists were recruited in total. On completion of the recruitment, **92% of the new recruits fell into one of these three target groups**

A majority of this recruitment has been via **community days (73%)** in Lewisham shopping centre, Brixton and Peckham libraries, South Asian Health & Wellbeing Fair, Ageing Well festival, Stockwell festival, 2 South East London colleges and an LGBTQ+ community centre. The remainder were recruited via **on street interviewing** in busy high street locations **(27%)**. **Face to face recruitment** was used as the preferred core method: both to avoid self-selection of the sample and to enable targeting of the desired groups in many different geographic locations.

Recruitment locations were **spread right across the SEL area**

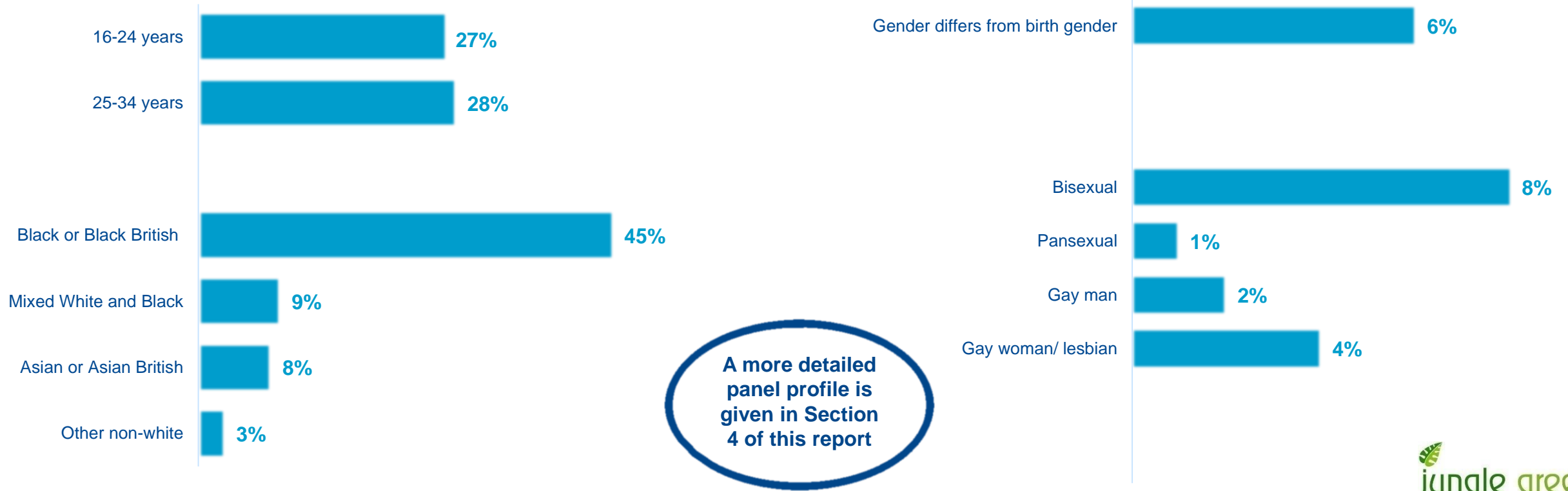
- A small amount of **social media** advertising on targeted Facebook groups and **member get member** activity was attempted. Only two new panellists were recruited this way



The sample profile for this phase of recruitment reflects the three targeted groups, younger age groups, non-white ethnic groups and LGBTQ+.

92% of new panel members fall into one of these three groups..

% of new panel members (290)



## Section 2

# Overview summary

South East London  
Integrated Care System

NHS  
South East London

## Join the People's Panel

The banner features a central illustration of a diverse group of people of various ages and ethnicities walking in a line. The background is a solid blue color.

# Keeping well / Top of mind important issues



**77%** of the newly recruited panellists report that they are currently **feeling healthy**.

*This is very similar to the results found in the main sample (79% felt healthy) - Survey 1 (Sept 2023)*



**78%** of the new recruits currently **feel in control** of their lives.

*No change from main sample (78% felt in control) - Survey 1 (Sept 2023)*



**74%** of the new recruits currently **feel happy**.

*This is slightly lower than the results found in the main sample (78% felt happy) - Survey 1 (Sept 2023)*



**29%** report that they are currently **feeling lonely**.

*This is very similar to the results found in the main sample (31% felt lonely) - Survey 1 (Sept 2023)*



**88%** report that they currently **feel safe in their own environment**.

*This is slightly higher than the results found in the main sample (84% felt safe) - Survey 1 (Sept 2023)*

This clearly means that around one tenth to one third of the sample of SEL residents are currently giving very poor scores for each of these keeping well factors (*similar to Sept '23*).

Those from **Black/Black British backgrounds** are the least happy (**69%**) and those from **Asian backgrounds** are the happiest (**94% feel happy**).

Those with **long term conditions** generally give poorer scores than those without, as was the case in Sept '23

A number of factors stood out as those currently at the forefront of the newly recruited panellists' minds: (*similar to Sept '23*)

- ❖ **Keeping me (15%) / my family (14%) healthy & well**
- ❖ **NHS struggling – demand for services, waiting times (14%), access to primary care (5%)**
- ❖ **Mental health (11%) and social care (6%)**

*There is a **significant decrease** in mentions of **cost of living** (from 23% down to 4%) compared to September 2023*





# Measures to improve health & wellbeing

- **Eating more healthily (34%)** tops the list of all measures and changes that these new panellists feel would be most effective in keeping themselves healthy and well
- **Healthier personal finances** and **improved living/housing conditions** follow closely, along with **increased laughter, enjoyment and activity, reduced stress** and **more holidays** [mentions of increased laughter and enjoyment, 29%, are much greater here than in the main sample survey (18%) Sept 2023, as are mentions of getting a job 21% vs 9%]
- Most other mentions are in similar proportions/order to the main sample Sept 2023
- There are some interesting sub-group differences highlighted on the relevant charts in section 3 of this report

- Overall, **45%** of new recruits report that they would **find it difficult** to make these health and lifestyle changes happen for themselves
- *This is slightly lower than the main survey Sept 2023, where 51% said they would find this difficult to make happen*
- *The things that individuals would find **easier** or **harder** to make happen are similar to the main survey, although these new recruits say '**getting a job**' and '**being more connected with the community**' are both **more difficult**, compared to those in the main survey Sept 2023]*

- Many new recruits mention the need to **adopt a different and more positive mindset** to enable themselves to make changes and take measures towards keeping themselves healthy and well. However, **employment issues, financial stability** and the **local housing situation** they feel are perhaps much less within their control
- Stronger **connections with family & friends, financial stability, better access to healthcare, improved mental health services** and **employment prospects** are the areas of support most needed by the new recruits to live a happier and healthier life

- **Local libraries, pharmacies, community centres** and **leisure centres** are the most popular community locations for receiving more information about being and staying healthy and information about NHS services
- **Mental health** tops the list of areas of particular interest to new panellists (either as an existing interest or an area they would like to know more about)
  - *Children and young people come next, along with self care, adult social care, prevention & wellbeing, primary care and diabetes*

Just over one half of these new recruits are aware of the NHS App

jungle green



## Section 3

# Recruitment refresh survey results



The poster features a blue background with the South East London Integrated Care System logo in the top left and the NHS South East London logo in the top right. The main title 'Join the People's Panel' is written in large, bold, yellow font. Below the title is a white rectangular area containing a diverse group of stylized human figures in various colors and poses, representing a cross-section of the community.

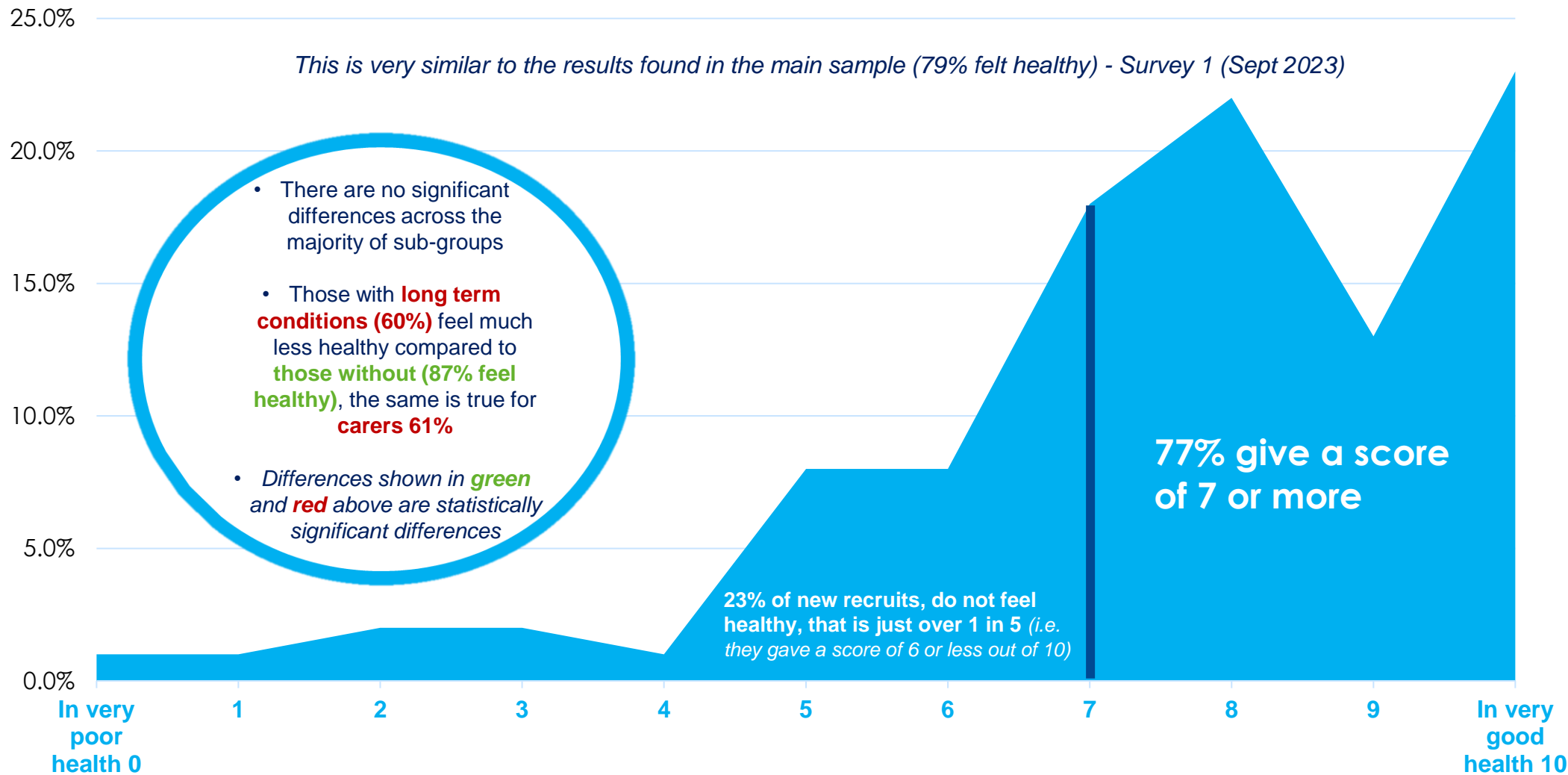
South East London  
Integrated Care System

NHS  
South East London

## Join the People's Panel



# Keeping well trackers – 77% of new recruits feel healthy

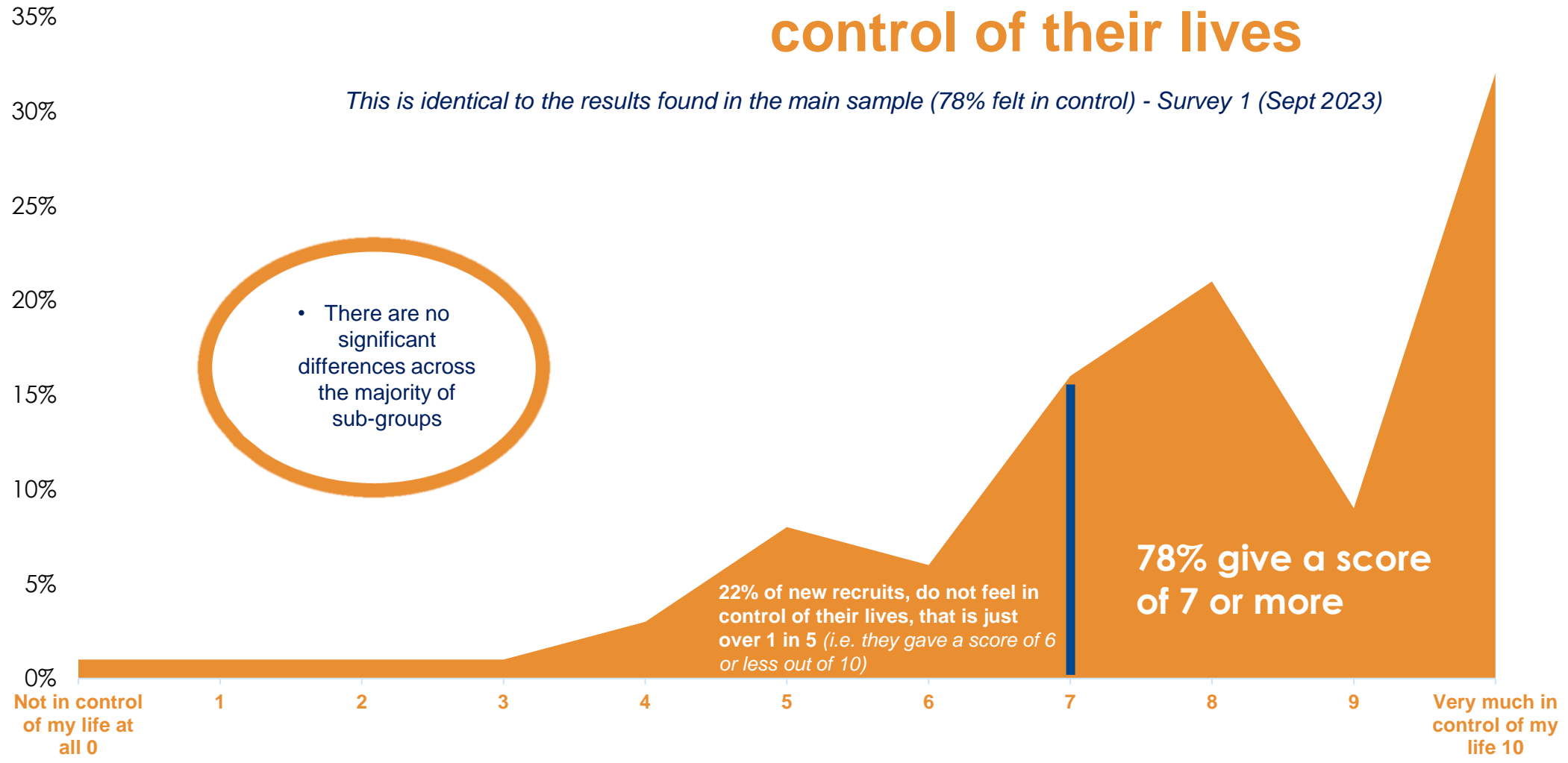


Q. Do you consider yourself to be.....Base: n=290



# Keeping well trackers – 78% of new recruits feel in control of their lives

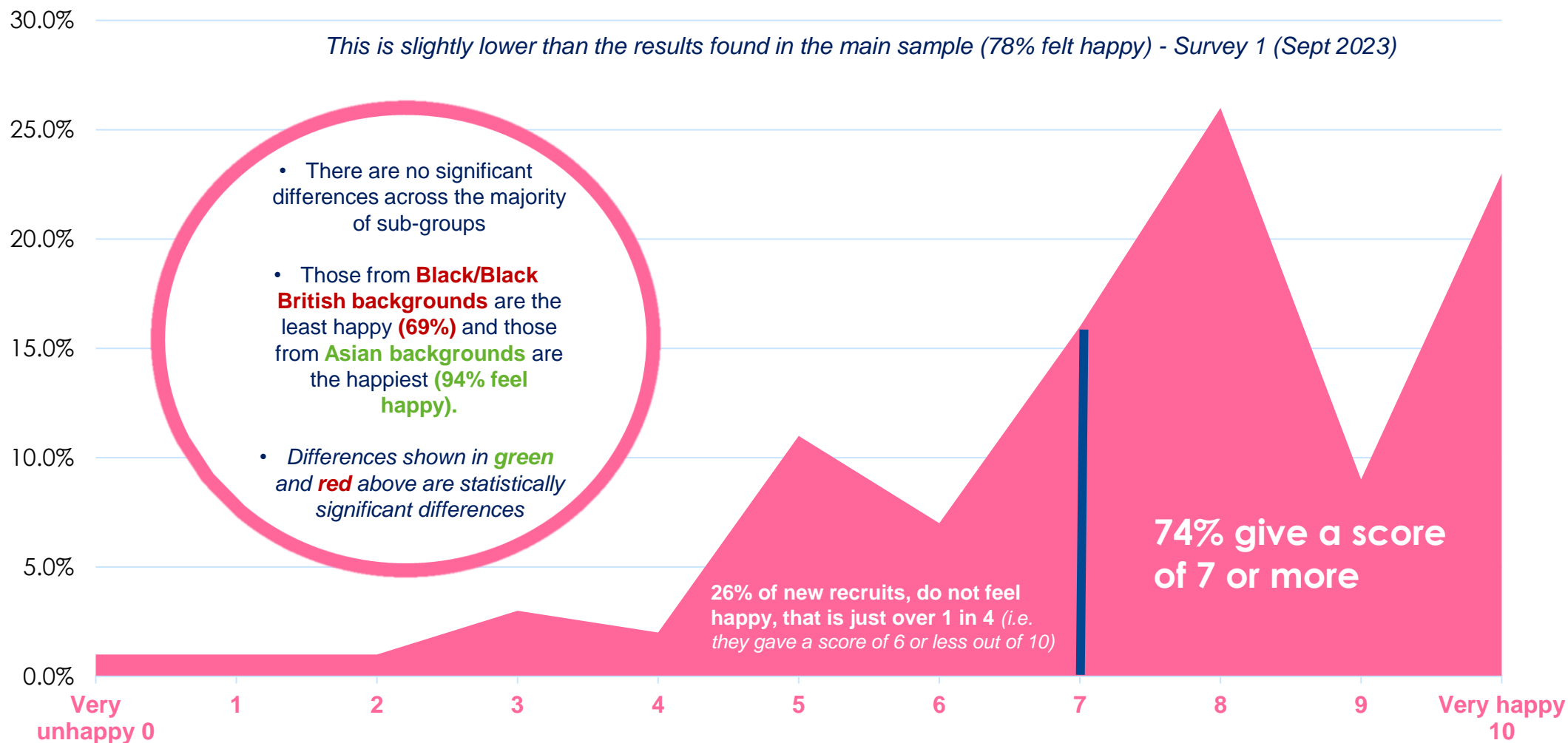
*This is identical to the results found in the main sample (78% felt in control) - Survey 1 (Sept 2023)*



Q. Do you consider yourself to be.....Base: n=290



# Keeping well trackers – 74% of new recruits feel happy

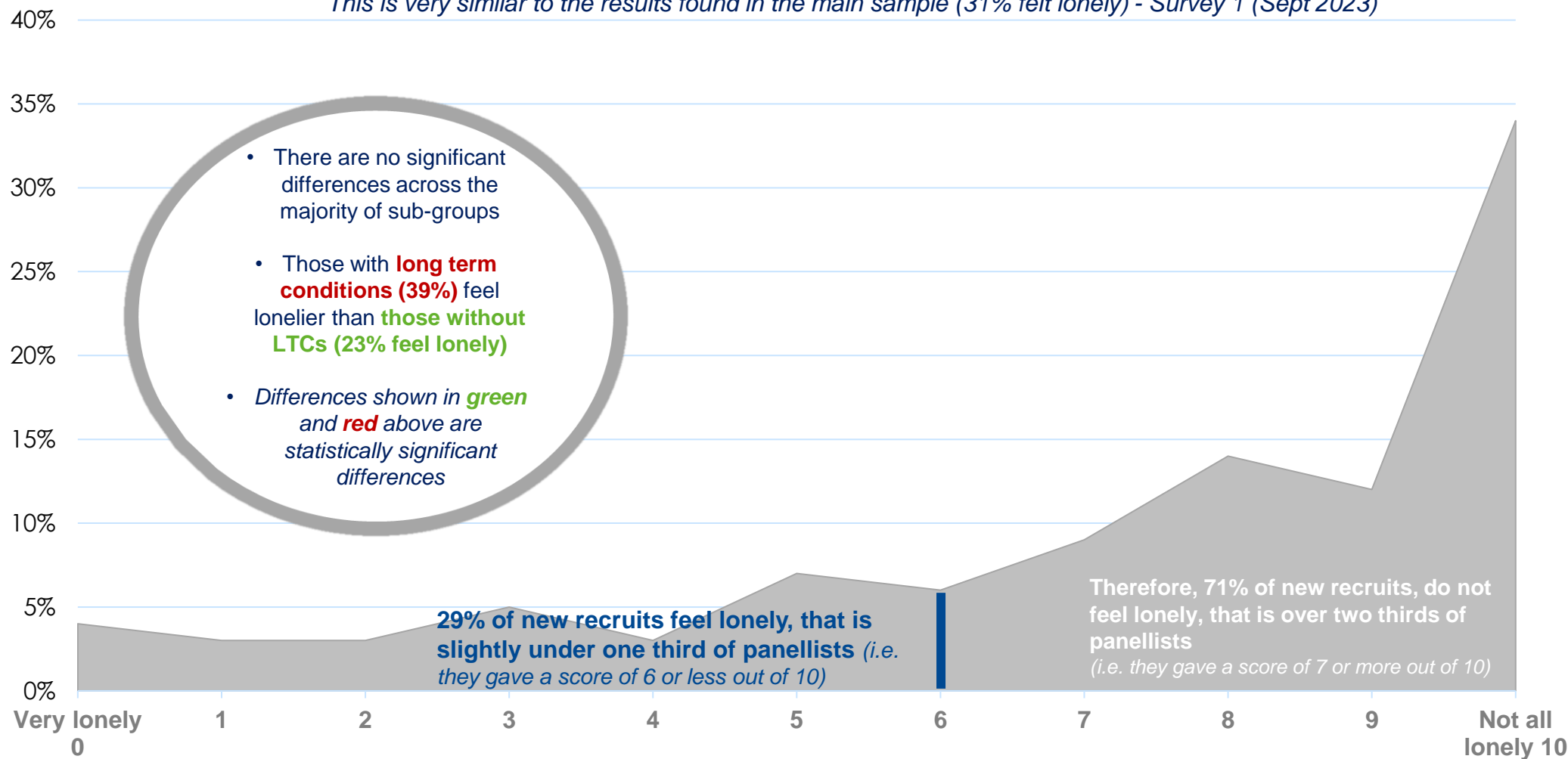


Q. Do you consider yourself to be.....Base: n=290



# Keeping well trackers – 29% of new recruits feel lonely

*This is very similar to the results found in the main sample (31% felt lonely) - Survey 1 (Sept 2023)*

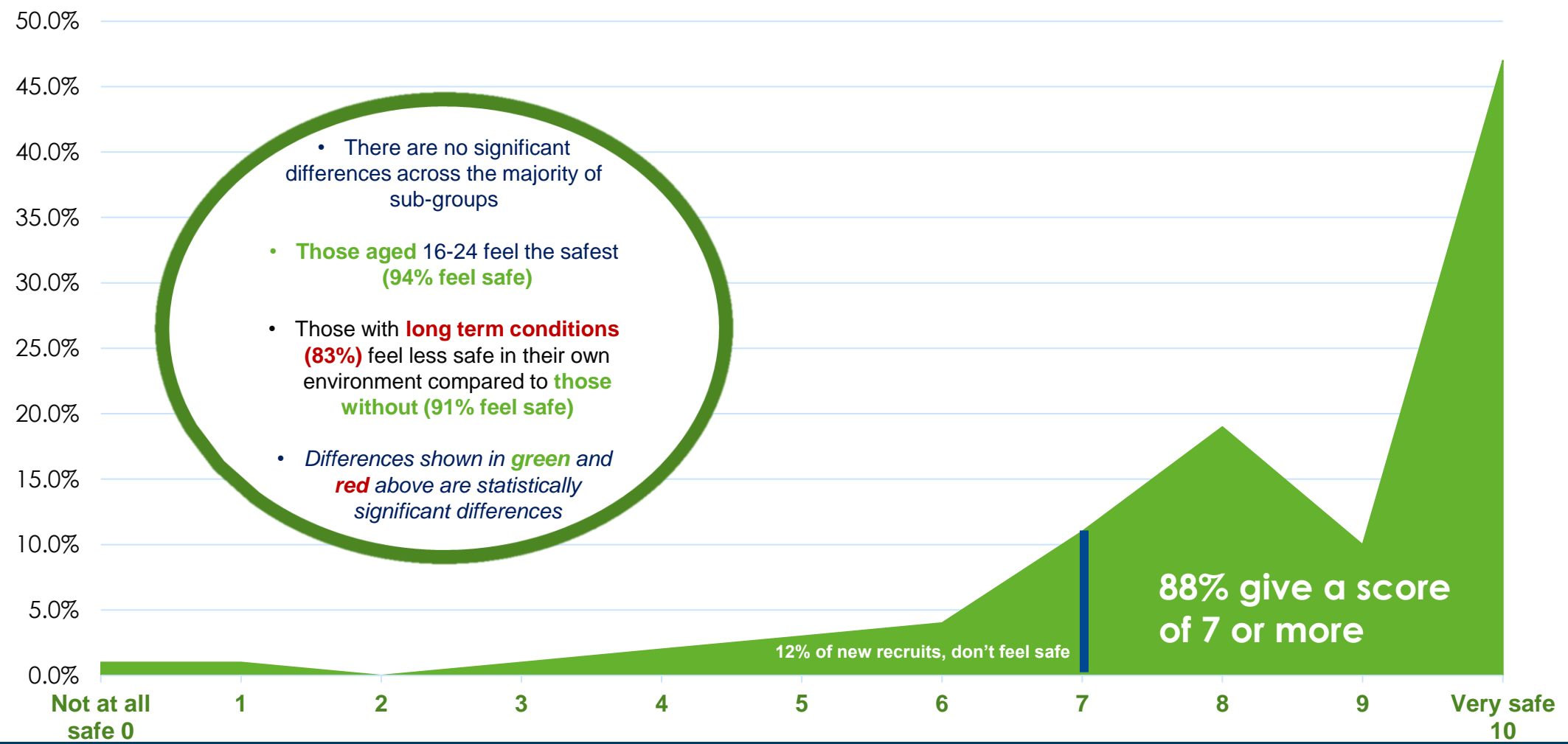


Q. Do you consider yourself to be.....Base: n=290



# Keeping well trackers – 88% of new recruits feel safe in their own environment

*This is slightly higher than the results found in the main sample (84% felt safe) - Survey 1 (Sept 2023)*



Q. Do you consider yourself to be.....Base: n=290



# Thinking about you and those close to you, what is really important to you right now? What is currently at the forefront of your mind? *Open question, quantitatively analysed*

There is a **significant decrease** in mentions of **cost of living** (from 23% down to 4%) compared to the September 2023 survey. Other figures are very similar

My health & wellbeing 15%	My family's health & wellbeing 14%	NHS healthcare struggling 14%	Mental health 11%	Social care 6%	Education 6%	Access to Primary Care 5%	Health condition awareness/management 4%
<ul style="list-style-type: none"> <li>❖ Staying fit and healthy</li> <li>❖ My mental health</li> <li>❖ Being happy</li> <li>❖ Long life</li> <li>❖ Quality of life</li> <li>❖ Work life balance</li> <li>❖ Self-care</li> <li>❖ Dealing with conditions</li> </ul>	<ul style="list-style-type: none"> <li>❖ Looking after my family</li> <li>❖ Their health &amp; happiness</li> <li>❖ Their mental health</li> </ul> <p><i>(Rising to 30% of those in Greenwich and Southwark)</i></p>	<ul style="list-style-type: none"> <li>❖ Healthcare for everyone</li> <li>❖ Waiting times</li> <li>❖ Demand for services</li> <li>❖ Accessibility</li> <li>❖ Diagnosis and levels of accuracy</li> <li>❖ Maternity care</li> </ul> <p><i>(Rising to 31% of those from Mixed White and Black ethnicities)</i></p>	<ul style="list-style-type: none"> <li>❖ Under resourced</li> <li>❖ Accessibility</li> <li>❖ Autism</li> <li>❖ Support for those with addictions</li> <li>❖ Eating disorders</li> </ul> <p><i>(Rising to 17% of those aged 25-34 and 17% of those with long term conditions)</i></p>	<ul style="list-style-type: none"> <li>❖ Adopting and fostering</li> <li>❖ Long term care</li> <li>❖ Dementia care</li> <li>❖ Funding and support for the elderly</li> </ul>	<ul style="list-style-type: none"> <li>❖ Language</li> <li>❖ SEND</li> <li>❖ Schools</li> <li>❖ College/ further education</li> <li>❖ Uni costs</li> <li>❖ Exams</li> </ul> <p><i>(Rising to 19% of those aged 16-24)</i></p>	<ul style="list-style-type: none"> <li>❖ Availability of GP services</li> <li>❖ Waiting times</li> <li>❖ Getting an appointment</li> <li>❖ Dental service availability</li> <li>❖ Overstretched</li> <li>❖ Face to face availability</li> </ul> <p><i>(Rising to 13% of LGBTQ+)</i></p>	<ul style="list-style-type: none"> <li>❖ Managing chronic illnesses</li> <li>❖ Cancer</li> <li>❖ Diabetes</li> <li>❖ Heart conditions</li> <li>❖ Bipolar</li> <li>❖ Sickle Cell</li> <li>❖ Research</li> <li>❖ Screenings</li> <li>❖ Waiting times</li> </ul> <p><i>(Rising to 7% of those with LTCs)</i></p>
<p>Cost of living 4%</p> <ul style="list-style-type: none"> <li>❖ Financial security</li> <li>❖ Living standards</li> <li>❖ Paying bills</li> <li>❖ Inflation</li> <li>❖ Debts/ loans</li> <li>❖ Universal credit</li> <li>❖ Low income</li> </ul>	<p>Employment 3%</p> <ul style="list-style-type: none"> <li>❖ Job security</li> <li>❖ Career progression</li> <li>❖ Better pay</li> <li>❖ Finding a job</li> </ul> <p><i>(Rising to 11% of LGBTQ+)</i></p>	<p>Caring responsibilities 3%</p> <ul style="list-style-type: none"> <li>❖ Child disabilities</li> <li>❖ Caring for elderly</li> <li>❖ Need support</li> </ul> <p><i>(Rising to 12% of carers)</i></p>	<p>Support for the NHS 2%</p> <ul style="list-style-type: none"> <li>❖ Pay and conditions for staff</li> <li>❖ Save the NHS</li> <li>❖ NHS not to go private</li> </ul>	<p>Preventative measures 2%</p> <ul style="list-style-type: none"> <li>❖ Support</li> <li>❖ Holistic approach to health</li> <li>❖ Social prescribing</li> </ul>	<p>Community 2%</p> <ul style="list-style-type: none"> <li>❖ Supporting others</li> </ul>	<p>Diversity, equality &amp; inclusion 2%</p> <ul style="list-style-type: none"> <li>❖ Equality for all</li> <li>❖ Compassion</li> <li>❖ Disadvantaged and vulnerable</li> <li>❖ Learning disabilities</li> <li>❖ Homelessness</li> </ul>	<p>No comment/ no concerns 16%</p> <p><i>(Notably rising to 29% of Asian ethnicities)</i></p>

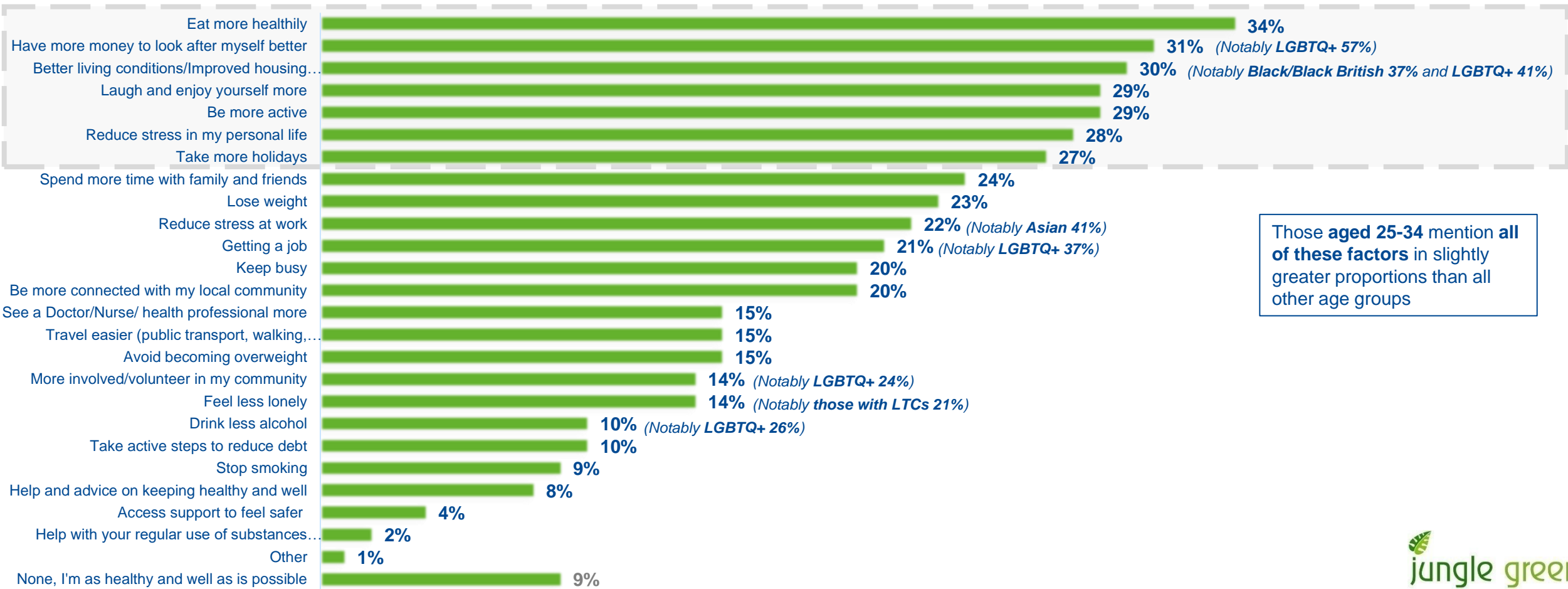
Base: n=290





## Eating more healthily tops the list of all measures and changes that these new panellists feel would be most effective in keeping themselves healthy and well

**Healthier personal finances and improved living/housing conditions follow closely, along with increased laughter, enjoyment and activity, reduced stress and more holidays** [mentions of increased laughter and enjoyment, 29%, are much greater here than in the main sample survey (18%) Sept 2023, as are mentions of getting a job 21% vs 9%] [ Most other mentions are in similar proportions/order to the main sample Sept 2023]



Those aged 25-34 mention **all of these factors** in slightly greater proportions than all other age groups

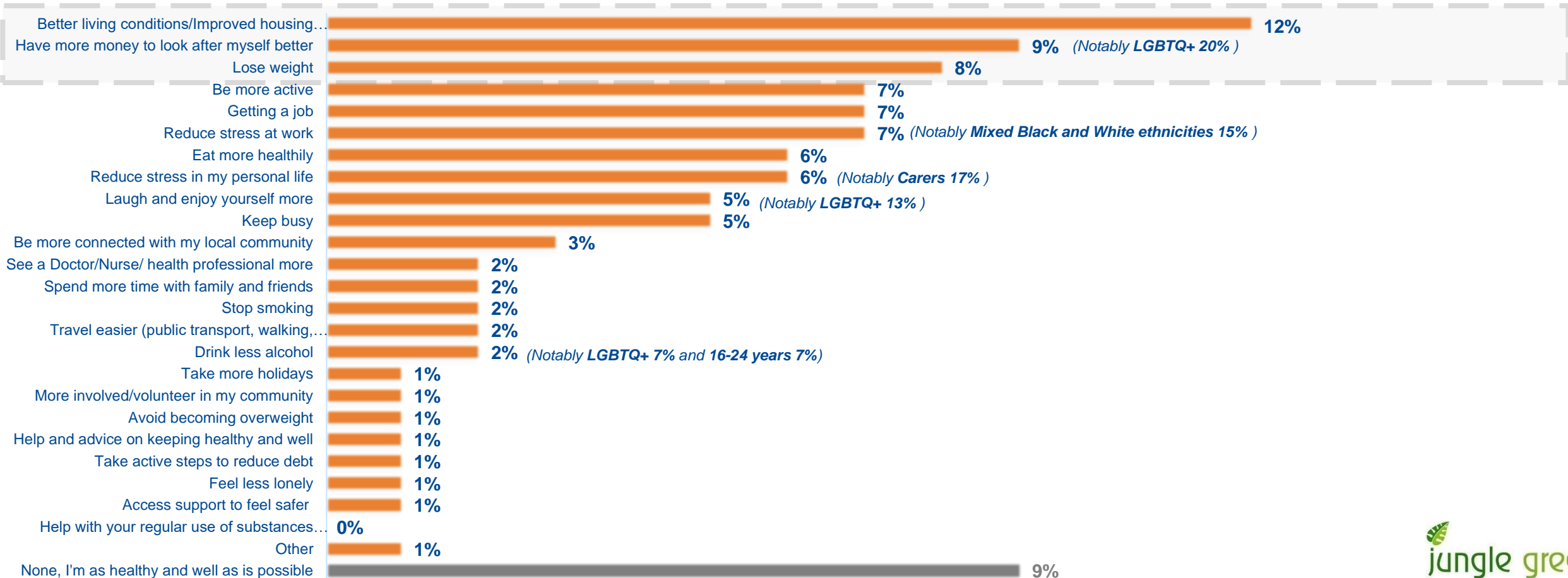


Q: Which, if any, of the following measures or changes do you feel would be most effective in keeping you personally healthy and well? Base: n=290



The top three measures that the new recruits highlight as the single most effective thing they could do to keep themselves healthy and well are **improved living/housing conditions, healthier personal finances and losing weight**

*Activity, employment, stress reduction and healthy eating follow on*



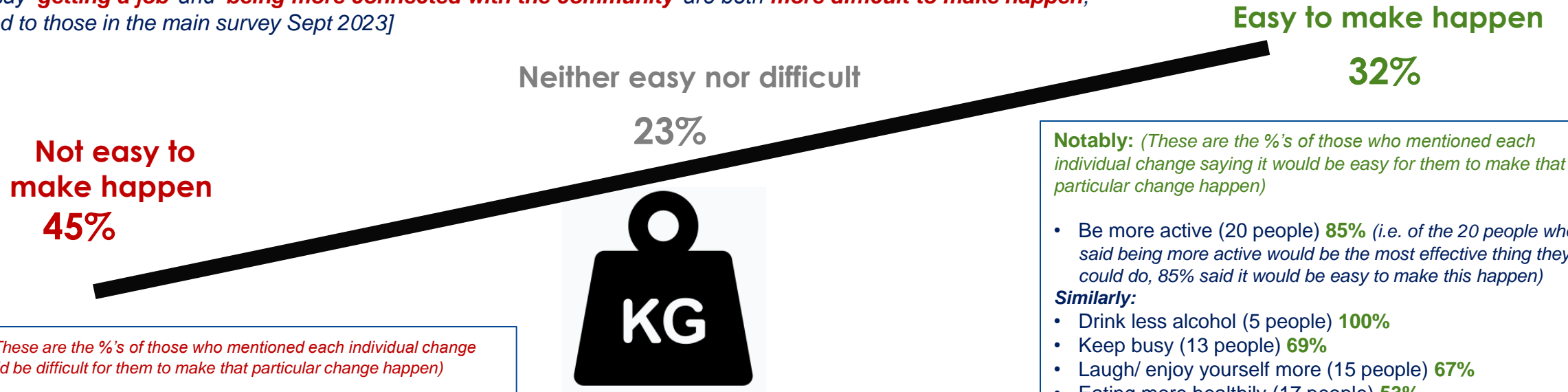
Q: And what do you believe is the SINGLE MOST effective thing that you could do to keep yourself healthy and well? Base: n=290



# Overall, **45%** of new recruits report that they would find it difficult to make these health and lifestyle changes happen for themselves

[This is slightly lower than the main survey Sept 2023, where 51% said they would find this difficult to make happen]

[The things that individuals would find **easier** or **harder** to make happen are similar to the main survey, although these new recruits say **'getting a job'** and **'being more connected with the community'** are both **more difficult to make happen**, compared to those in the main survey Sept 2023]



**Notably:** (These are the %'s of those who mentioned each individual change saying it would be difficult for them to make that particular change happen)

- Better living/ housing conditions (34 people) **53%** (i.e. of the 34 people who said better living/housing conditions would be the most effective thing they could do, 53% said it would be difficult to make this happen)

**Similarly:**

- More connected with my community (8 people) **75%**
- Having more money (25 people) **72%**
- Stop smoking (5 people) **60%**
- Reduce stress in personal life (17 people) **59%**
- Losing weight (24 people) **58%**
- Getting a job (20 people) **50%**
- Reduce stress at work (20 people) **50%**

**Notably:** (These are the %'s of those who mentioned each individual change saying it would be easy for them to make that particular change happen)

- Be more active (20 people) **85%** (i.e. of the 20 people who said being more active would be the most effective thing they could do, 85% said it would be easy to make this happen)

**Similarly:**

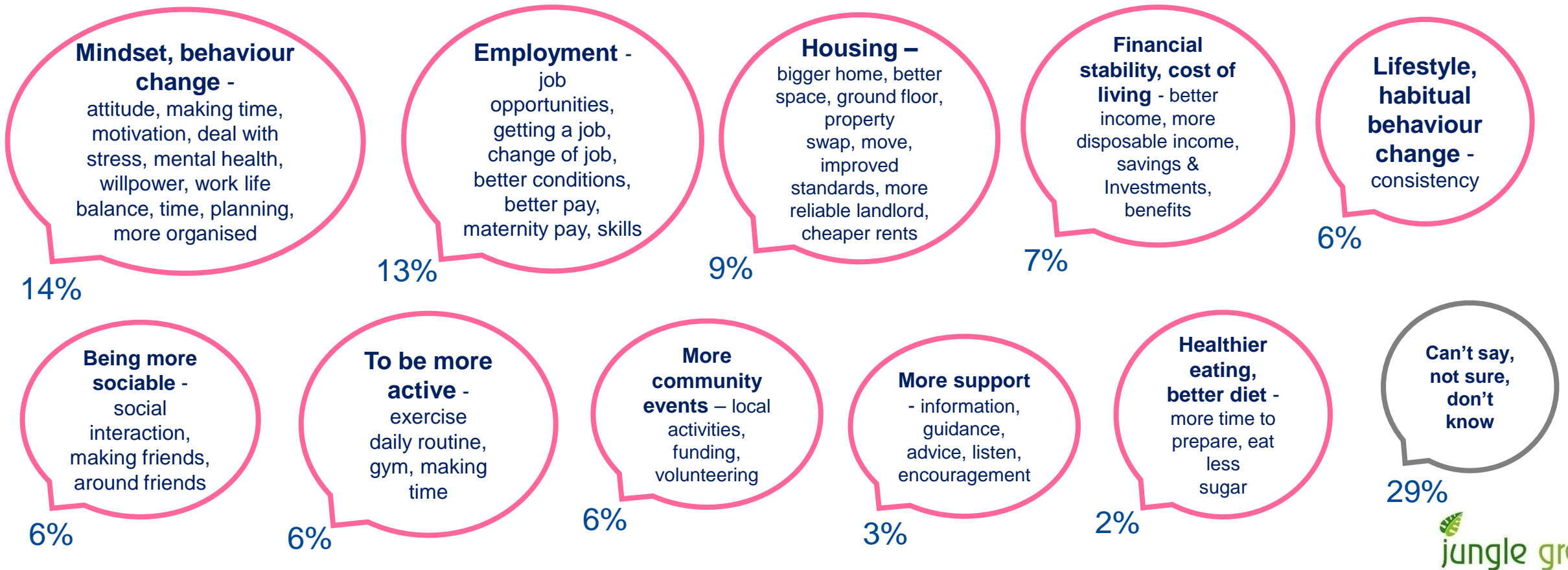
- Drink less alcohol (5 people) **100%**
- Keep busy (13 people) **69%**
- Laugh/ enjoy yourself more (15 people) **67%**
- Eating more healthily (17 people) **53%**

Q: Thinking about your answer before (i.e. answer at last question), how easy would you find it to make this happen for yourself?  
Base: n=264, all those who gave an answer at previous question



Many new recruits mention the need to **adopt a different and more positive mindset** to enable themselves to make changes and take measures towards keeping themselves healthy and well. However, employment issues, financial stability and the local housing situation they feel are perhaps much less within their control

*(Employment issues are a greater proportionate concern to these new recruits compared to the main survey in Sept 2023)*



Q: What do you think needs to happen or change to make this easier for you? Base: n=264, all those who gave an answer at previous question



# Stronger connections with family and friends, financial stability, better access to healthcare, improved mental health services and employment prospects are the areas of support most needed by the newly recruited panellists to live a happier and healthier life

**Nothing, no support needed**

**42%**

*(Slightly lower for LGBTQ+ at 35%)*

**Family and friends -** to feel more connected, more supportive

8%

**Financial stability -** money, better salary, lower cost of living

8%

**General health and wellbeing and dietary support -** help, advice, network

8%

**Mental health support, access** - MIND, CAMHS, quicker, mindfulness

5%

**Employment** - get a better job, career change, guidance

5%

**Housing** - improved housing, living conditions, easier contact for repairs, social housing

4%

**Relationships** - meet new people, social network, connections

3%

**Smile more -** to be happy, enjoy life, better life for everyone, smiles

2%

**To be more active -** exercise classes, gym, yoga, sports club

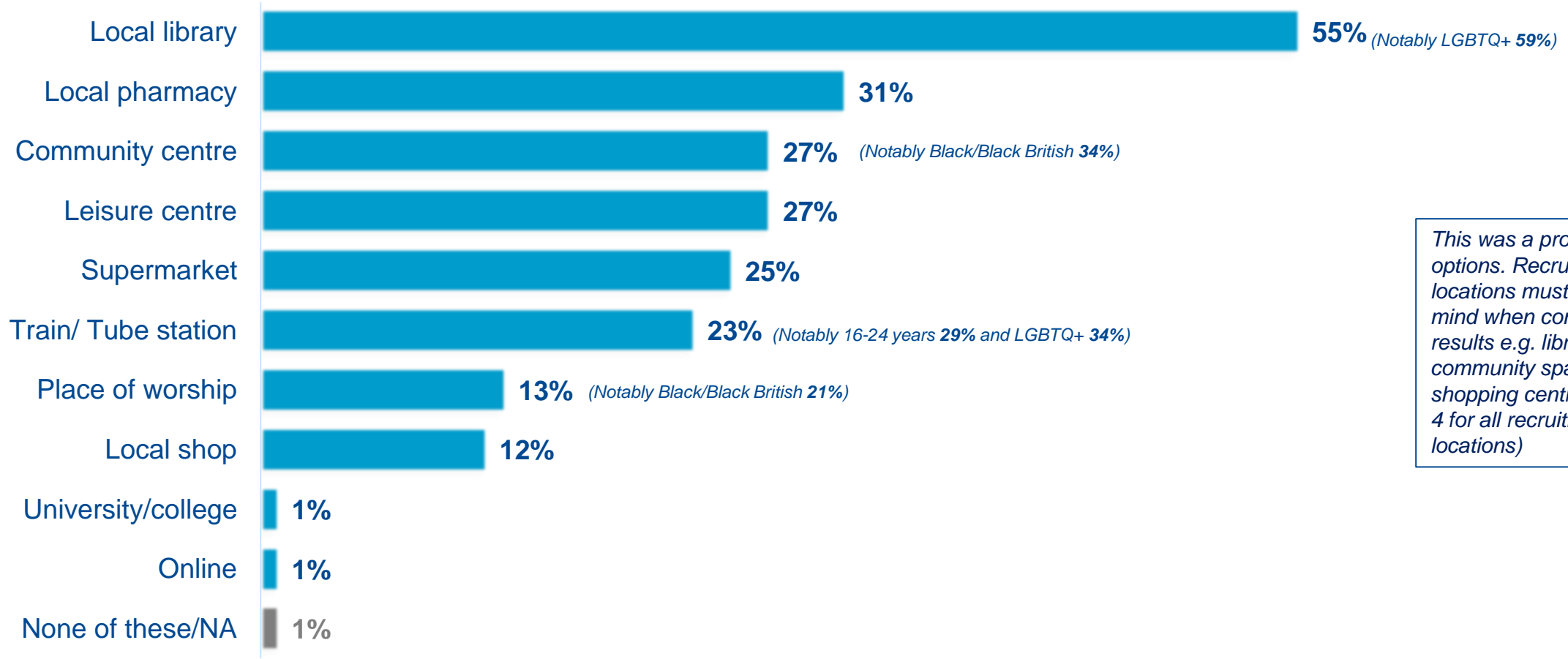
2%

Q: What support do you need to help you to live a happier and healthier life? Base: n=290



# Local libraries, pharmacies, community centres and leisure centres are the most popular locations for receiving more information about being/staying healthy and NHS services

*Supermarkets and train/tube stations follow on closely*



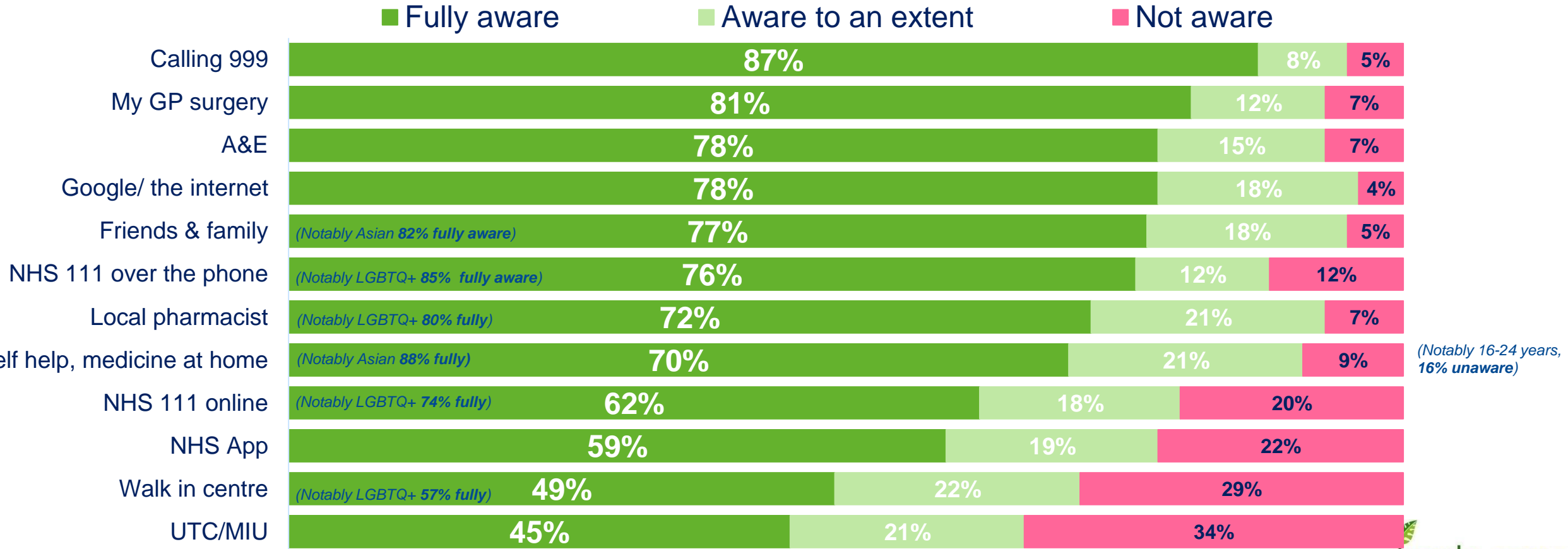
*This was a prompted list of options. Recruitment locations must be borne in mind when considering the results e.g. libraries, community spaces and shopping centres (see chart 4 for all recruitment locations)*

Q: Where in your community would you like to find/ receive more information about being healthy, staying healthy and NHS services? Base: n=290

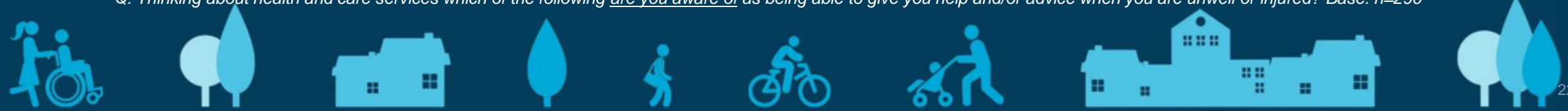


# These newly recruited panellists are most aware of 999, GP surgery, A&E, the internet and friends & family as being able to offer help/advice when they are ill or injured

NHS 111, pharmacists and self help via the medicine cupboard at home follow on. Just over one half are aware of the NHS App and less than 50% are aware of a Walk-in centre, UTC or MIU

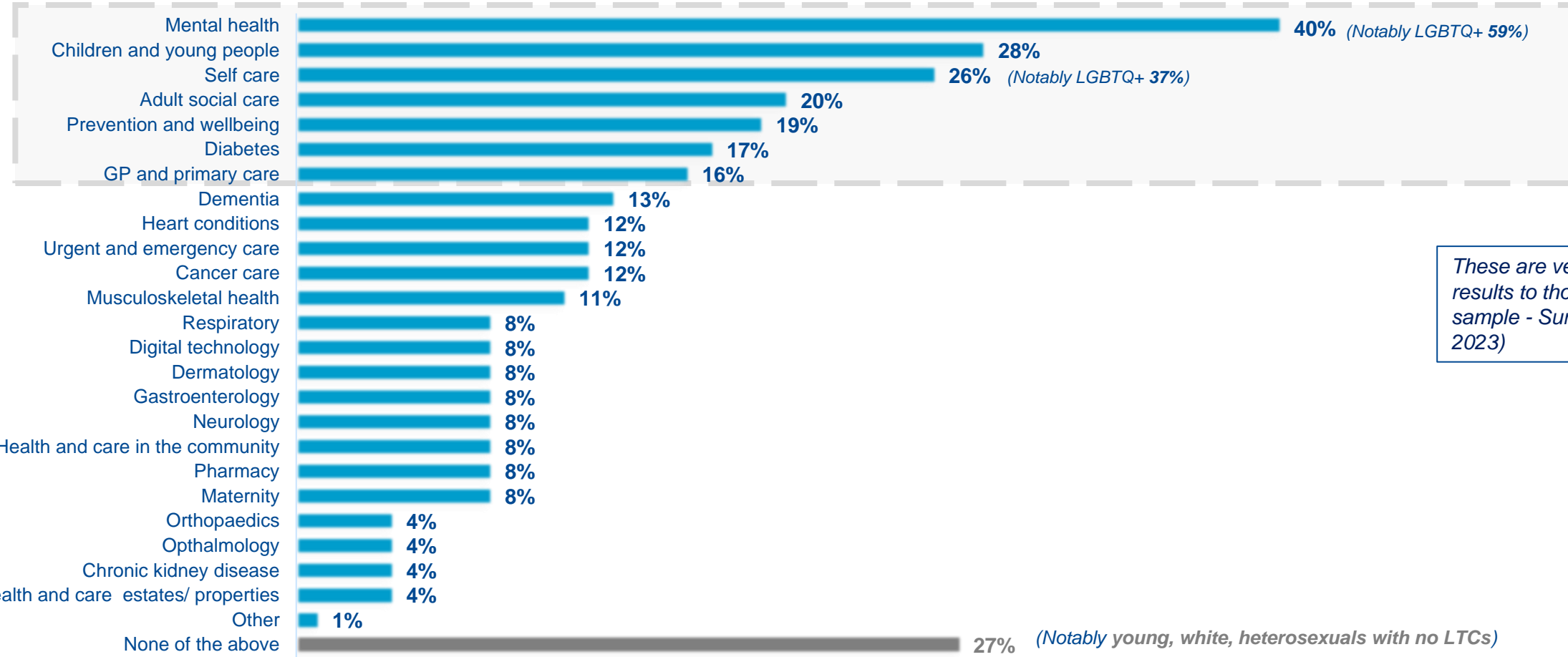


Q: Thinking about health and care services which of the following are you aware of as being able to give you help and/or advice when you are unwell or injured? Base: n=290



# Mental health tops the list of areas of particular interest to new panellists (either as an existing interest or an area they would like to know more about)

*Children and young people come next, along with self care, adult social care, prevention and wellbeing, primary care and diabetes*



*These are very similar results to those in the main sample - Survey 1 (Sept 2023)*

Q: Are any of the following areas of particular interest to you? By that we mean things that you are already particularly interested in and also things that you would like to know more about. Base: n=290





## Section 4

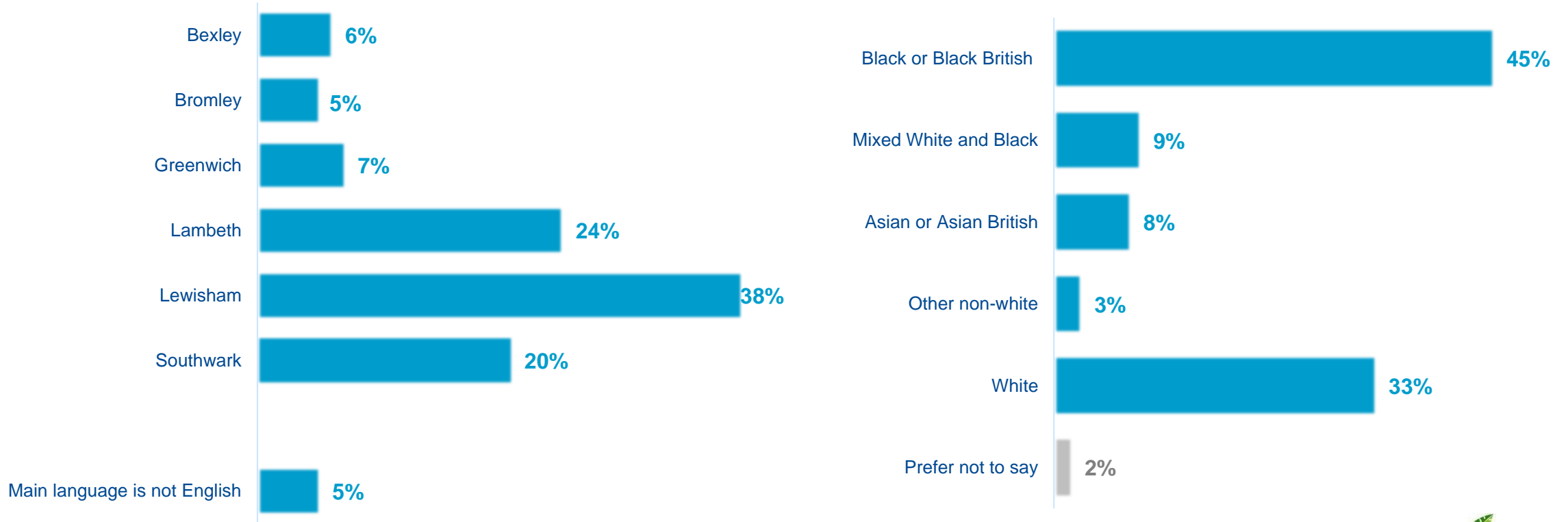
# Appendices – Newly recruited sample profile & notes for the future



# Recruitment refresh – Sample profile – February 2025 – Region and ethnicity

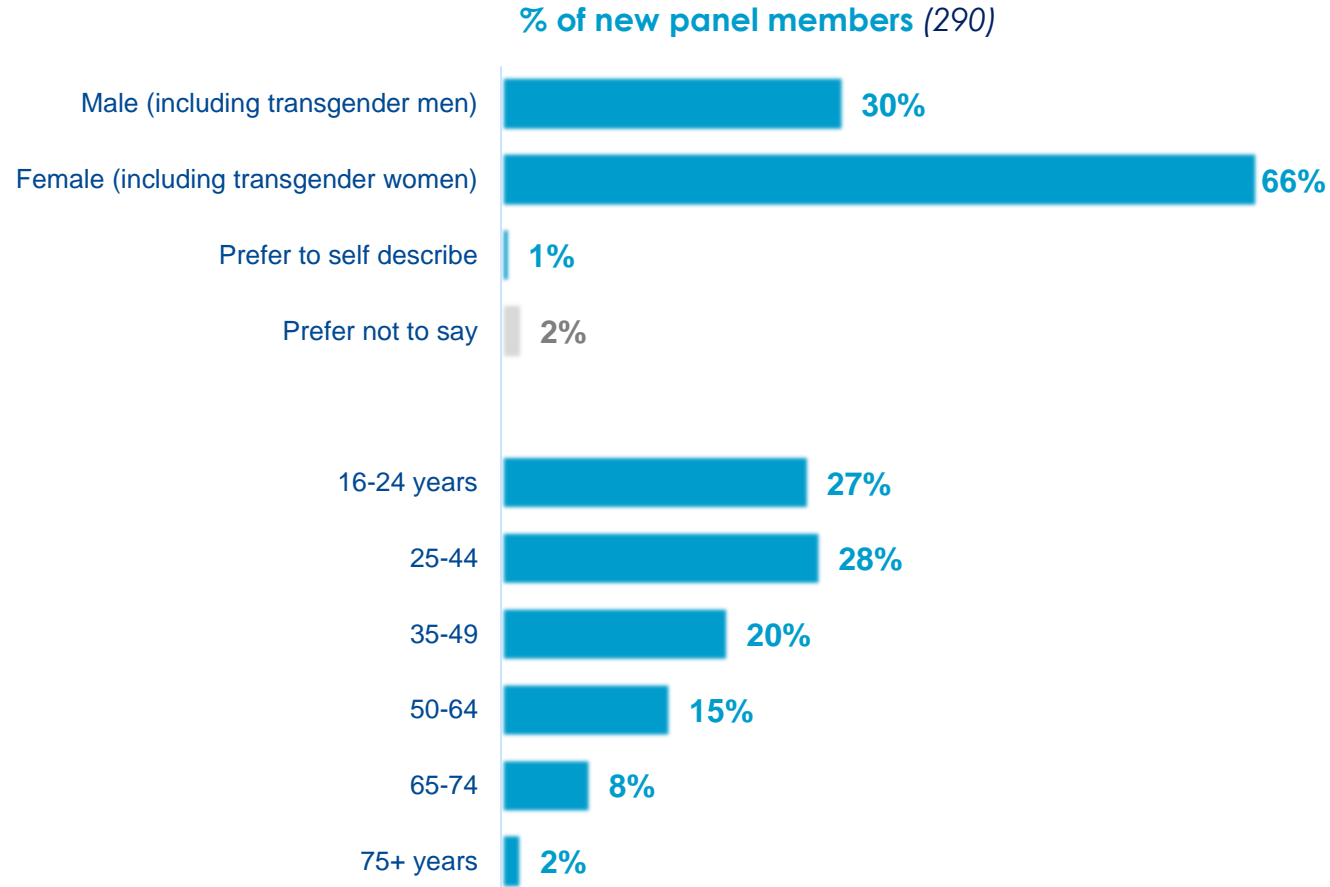
The sample profile for this phase of recruitment reflects the three targeted groups, younger age groups, non-white ethnic groups and LGBTQ+. 92% of new panel members fall into one of these three groups

% of new panel members (290)



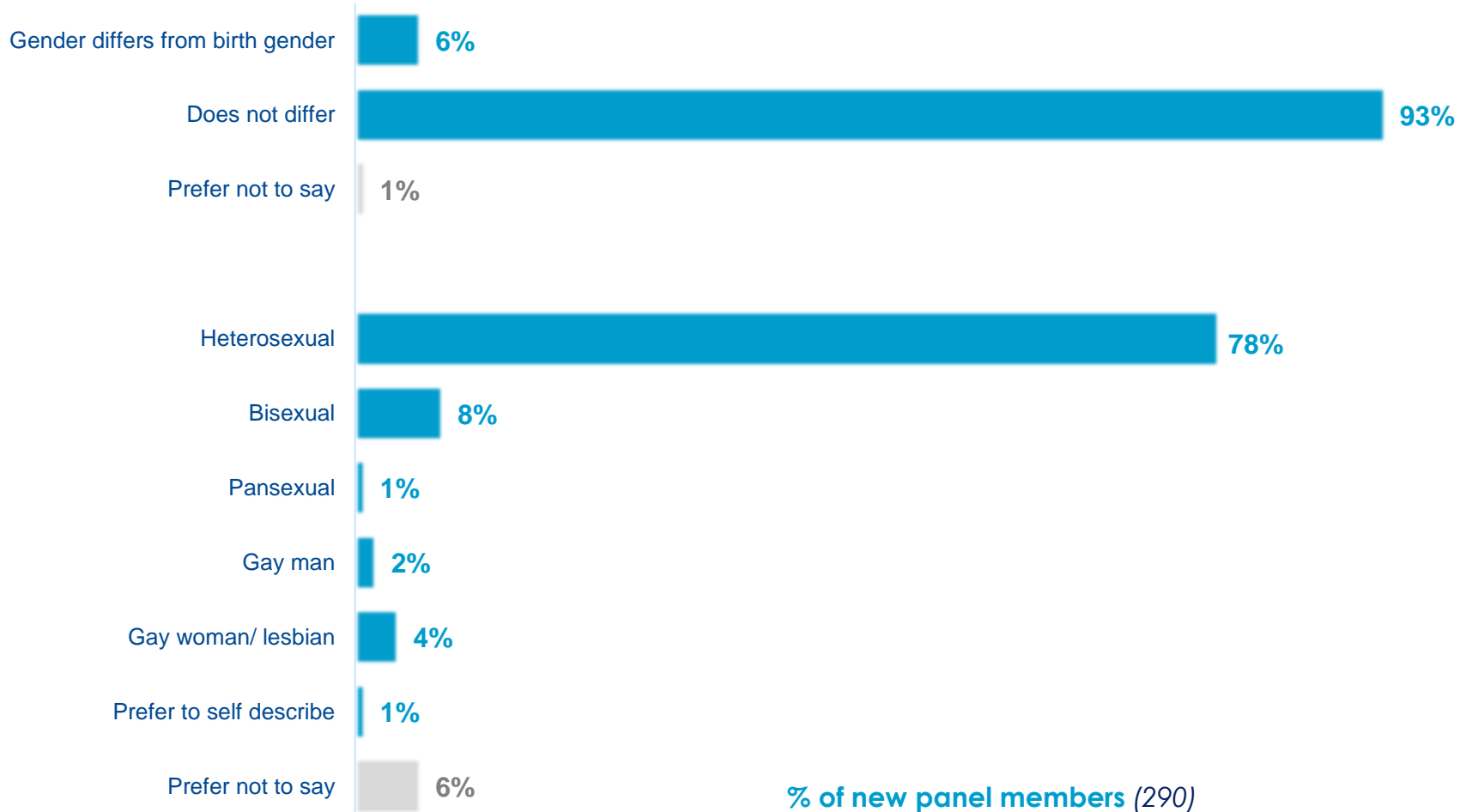
# Recruitment refresh – Sample profile – February 2025 – Gender and age

The sample profile for this phase of recruitment reflects the three targeted groups, younger age groups, non-white ethnic groups and LGBTQ+. 92% of new panel members fall into one of these three groups



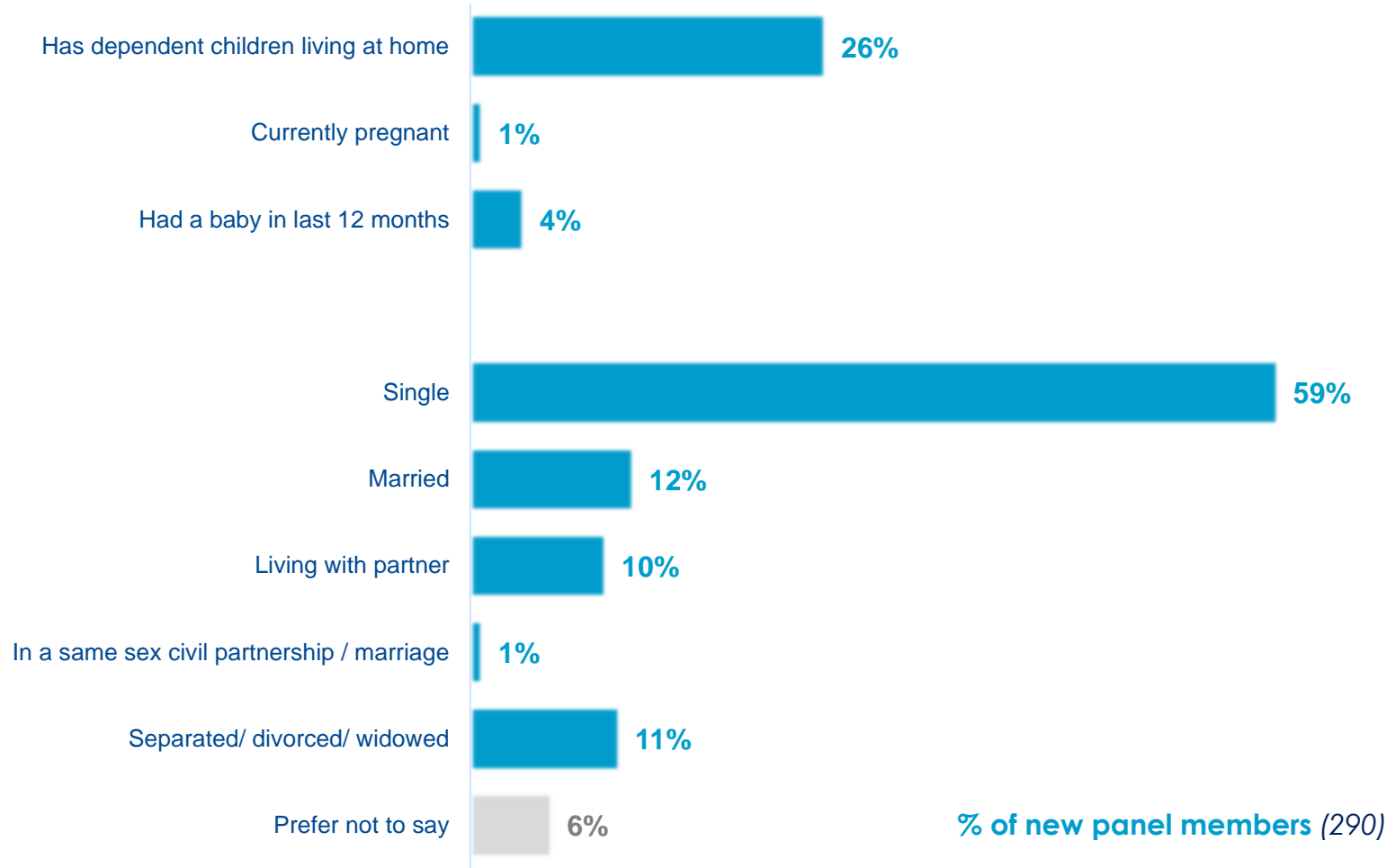
# Recruitment refresh – Sample profile – February 2025 – Sexuality

The sample profile for this phase of recruitment reflects the three targeted groups, younger age groups, non-white ethnic groups and LGBTQ+. 92% of new panel members fall into one of these three groups



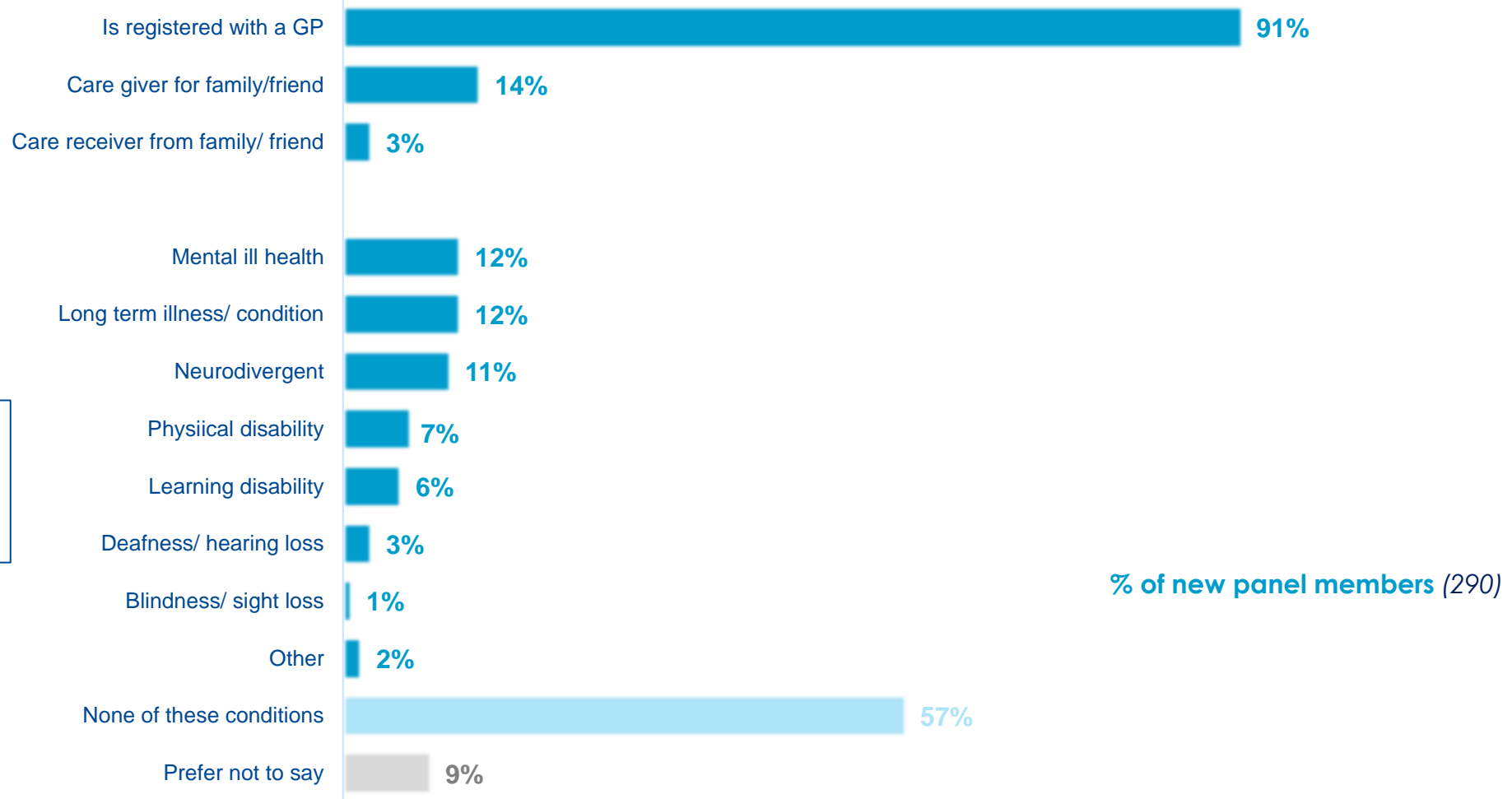
## Recruitment refresh – Sample profile – February 2025 – Family/life stage

The sample profile for this phase of recruitment reflects the three targeted groups, younger age groups, non-white ethnic groups and LGBTQ+. 92% of new panel members fall into one of these three groups



# Recruitment refresh – Sample profile – February 2025 – Health

The sample profile for this phase of recruitment reflects the three targeted groups, younger age groups, non-white ethnic groups and LGBTQ+. 92% of new panel members fall into one of these three groups

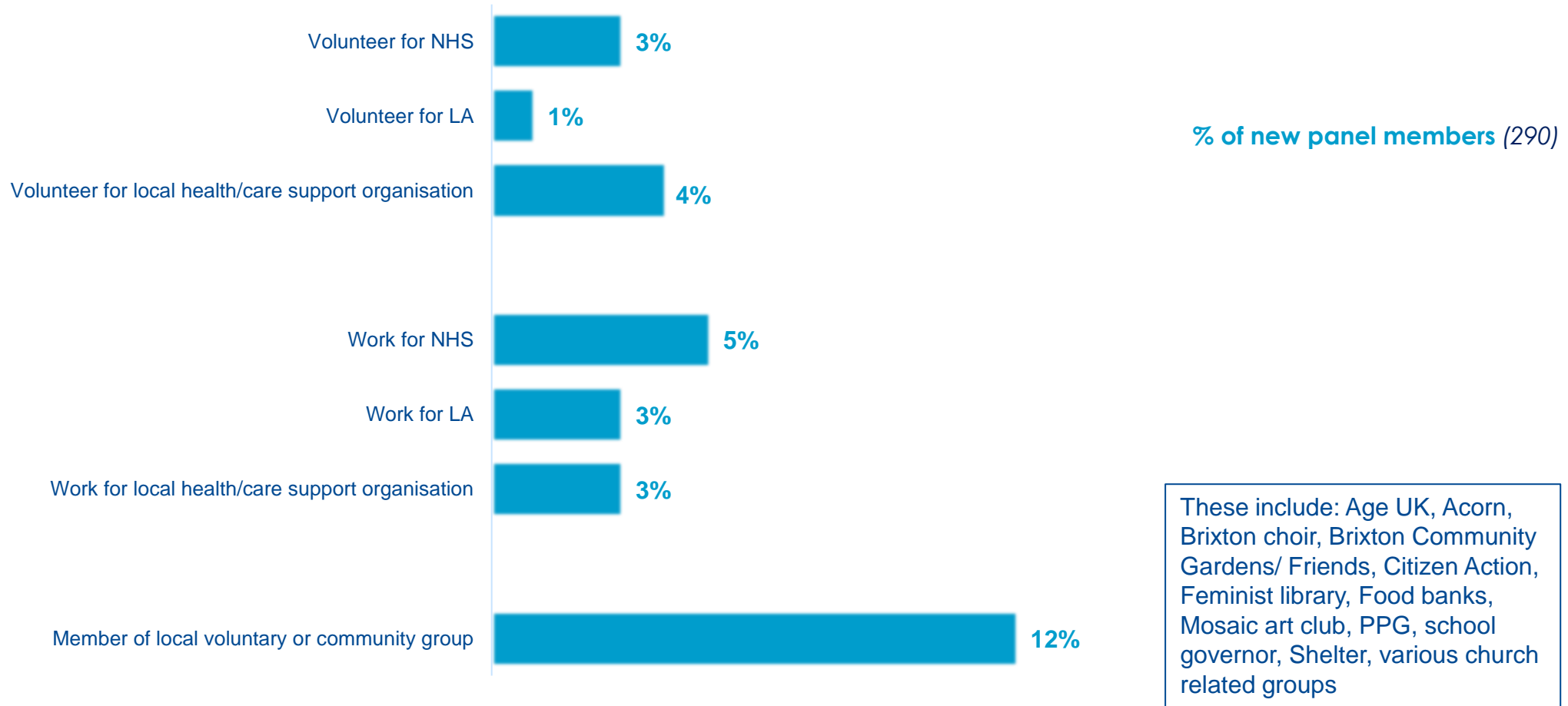


Do you have any of the following conditions that have lasted or are expected to last for at least 12 months?



# Recruitment refresh – Sample profile – February 2025 – Volunteering/connections

The sample profile for this phase of recruitment reflects the three targeted groups, younger age groups, non-white ethnic groups and LGBTQ+. 92% of new panel members fall into one of these three groups



# South East London ICS People's Panel - Notes for the future

- As is the case with all survey panels, only a sub sample of the total number of panellists will respond to any online surveys conducted by SEL ICS
  - It is important to think about the subgroups of the survey sample when analysing research results e.g. borough, gender, age, ethnicity etc. We would not recommend relying strongly on any differences noted in a subgroup of less than 50 respondents in total. If the subgroup has between 30 and 50 respondents any differences could be viewed as indications rather than statistically significant results. Subgroups of less than 30 respondents in total would not yield reliable differences in survey findings
  - We would recommend including the 'keeping well' tracker questions in all surveys conducted by SEL ICS with the panel. This not only provides a useful comparison of the population over time but also provides familiarisation for potential respondents and enables them to answer the first few questions easily and quickly, encouraging them to continue with the rest of the survey
  - Panellists have been informed that they will have the chance to opt out of the panel at the end of each year of activity







**Any questions please contact us:**

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- Janice Guy, Marketing Research Consultant, Jungle Green mrc Ltd - [janice@junglegreenmrc.co.uk](mailto:janice@junglegreenmrc.co.uk) , 0117 914 4921

