

Broadway Medical Centre

Date: 27 April 2026

Time: 10:30-12:30



Disclaimer: This report relates only to the service viewed at the time of the visit and is only representative of the views of the staff, visitors and patients who met members of the Enter and View team on that date.

Contact Details

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Registered Manager:

Nicola Wilson (Practice Manager)

Date and Time of our Visit:

Date: 27 April 2026

Time: 10:30-12:30

Healthwatch Lancashire Authorised Representatives:

Sue Edwards (Senior Engagement Officer)

John Moore (Healthwatch Lancashire Volunteer)



Introduction

Our role at Healthwatch Lancashire is to gather people's views and experiences, especially those that are seldom heard, to give them the opportunity to express how they feel about a service. The aim of an Enter and View visit is to gather views and experiences of patients and staff of a service and observe the environment to assess the quality of the service.

This was an announced Enter and View visit undertaken by authorised representatives who have the authority to enter health and social care premises, announced or unannounced.

The team collate feedback gathered and observations made to compile a report. The report identifies aspects of good practice as well as possible areas of improvement. Healthwatch Lancashire is an independent organisation, therefore we do not make judgements or express personal opinions, but rely on feedback received and objective observations of the environment. The report is sent to the manager for their opportunity to respond before being published on the Healthwatch Lancashire website at www.healthwatchlancashire.co.uk.

Where appropriate, Healthwatch Lancashire may arrange a revisit to check the progress of improvements. The report is available to the Care Quality Commission, Healthwatch England and any other relevant organisations.

General Information

Broadway Medical Centre has approximately 9700 registered patients, including patients in local nursing/care homes and those who may be housebound.

Services provided at the practice include GPs, trainee GPs, advanced nurse practitioners, nurse practitioners, healthcare assistants, medication management and reception and administration staff.

Patients also have access to a paramedic, Mental Health Team, Childrens Mental Health Team, pharmacist, Cancer Care Coordinator, Health and Wellbeing Coaches and Social Prescribers through the Fleetwood Primary Care Network (PCN).

Acknowledgements

Healthwatch Lancashire would like to thank management, staff and patients for making us feel welcome and for taking the time to speak to us during the visit.

What did we do?

The Enter and View Representatives made an announced visit to Broadway Medical Centre on April 27, 2026 and received feedback from eight patients and five members of staff.



Introductory meeting with Practice Manager

At the beginning of the Enter and View visit Healthwatch Lancashire met with the practice manager to discuss the surgery and to view the facilities.

One to one discussions with patients

Healthwatch Lancashire spoke with patients about their experiences including appointment booking, how they felt about the service and the care and treatment delivered by the staff at the surgery.

Feedback from members of staff

Healthwatch Lancashire representatives received feedback from members of staff about their experiences of delivering services to patients. Questions centred around support for patients and any improvements staff felt could be made at the GP Practice.

Observations

Observations were made throughout the visit. This included patient and staff interactions, accessibility measures in place throughout the surgery and the condition and cleanliness of the facilities.

Summary



Broadway Medical Centre is located within West View Health Village, Broadway, in the town of Fleetwood.

Broadway Medical Centre is part of the Fleetwood Primary Care Network (PCN) along with The Mount View Practice and Fleetwood Surgery. This allows for the sharing of resources such as Social Prescribers.

An announced visit was carried out at Broadway Medical Centre on Monday April 27, 2026, 10-12am. Healthwatch Lancashire representatives gathered feedback from eight patients and five members of staff.

Services provided at the practice include GPs, trainee GPs, advanced nurse practitioners, nurse practitioners, healthcare assistants, medication management, and reception and administration staff. Patients also have access to a paramedic, Mental Health Team, Childrens Mental Health team, a pharmacist, Cancer Care Coordinator, Health and Wellbeing Coaches and Social Prescribers through the Fleetwood Primary Care Network (PCN)

When initially contacting the practice they were welcoming to a proposed visit, and the Healthwatch Lancashire representatives found the practice staff to be helpful, friendly and approachable.

Overall patients were positive about the quality of care that they received at the practice. Staff were described as caring and listening, and all patients spoken with were satisfied with the quality of treatment that they were receiving.

Communication around health and wellbeing and medication prescribing was raised by some patients as requiring some improvement, and several patients would like to see further appointments available to book online for health and wellbeing services, such as diabetic health checks with practice nurses.

Staff feedback was positive with all members of staff stating that they are able to cope well with their workload by effective time management. All staff members who provided feedback felt that they provide person centred care, although one stated that this was 'sometimes'.

Observations identified that the practice is accessible, nicely presented and well maintained. Staff and patient interactions were seen to be good.

It was noted that there is a need some for more dementia friendly features/signage for the accessible toilet, and more varied seating in the waiting area for individual needs and requirements.

Practice Overview



Broadway Medical Centre is located within West View Health Village, Broadway, in the town of Fleetwood.

West View Health Village is a purpose built, two storey, health centre which includes Broadway Medical Centre, Fleetwood Surgery, Albert Wilde Pharmacy, and community health services such as the community nurses.

There is good road access to the centre, with its location on a key junction enabling easy access from the whole of the Fleetwood area, and buses run regularly to/from surrounding towns and villages including Blackpool, Thornton-Cleveleys and Skippool. There is also a pedestrian ferry which runs several times a day (weather and tide permitting) across the River Wyre estuary, connecting Fleetwood and Knott End-on-Sea.

Broadway Medical Centre is located on two floors within the health village, with patient services provided on the ground floor and offices located on the first floor. A lift travels between the ground and first floor, and there are also stairs connecting both levels.

Broadway Medical Centre is part of the Fleetwood Primary Care Network (PCN) along with The Mount View Practice and Fleetwood Surgery. This allows for the sharing of resources such as Social Prescribers.

Surgery Population



Fleetwood has a predominate white British demographic with some smaller European, African and Asian communities living within the Fleetwood area.

Following the decline of local industries there is a high level of unemployment which affects both physical and mental health '*...with the Pharos ward where the Fleetwood hospital building is located is within the top 10% of deprived wards in the country... It suffers from intense deprivation, 20% of children living in poverty, 36% of people with no qualifications and the lowest life expectancy of 65 to 77 as shown on the index of multiple deprivation 2019. High rates of smoking cause high rates of lung disease and cancer, drug deaths, alcohol-related harm, significant levels of mental health issues and a high suicide rate all contribute towards people in Fleetwood living shorter lives*' (Fleetwood Trust).

The practice currently has approximately 9700 registered patients and has the capacity for new patient registrations.

Appointment Management



Appointments can be made in person at reception, by telephone or online via Patches or the NHS app.

Broadway Medical Centre has a dedicated GP and nurse practitioner available daily on an on-call basis in order to carry out clinical triage as and when required, with two GPs available on a Monday morning to cover peak times. This enables the patient to be directed to the most appropriate care for their needs whether it's a GP appointment or to the pharmacy, and ensures that patients are able to access care and advice in a timely manner and which negates the need for unnecessary appointments. Patches is also monitored daily to ensure that patients receive quick responses to their queries.

When phoning the practice there is a call back service for patients should there be a number of people waiting, this reserves their place in the phone queue and will automatically phone them back when it's their turn.

Patients have the option for face-to-face, telephone or online appointments dependant on their needs and preferences.

Broadway Medical Centre has access to interpreter services which includes British Sign Language (BSL), and posters are in place to notify patients that they can request interpreter services as and when required.

For more urgent care patients can access the walk-in Same Day Health Centre at the Fleetwood Health and Wellbeing Centre, Dock Street, or the Accident and Emergency (A&E) Department at Blackpool Victoria Hospital.

Out-of-hours appointments are provided by FCMS at the Same Day Health Centre services. It was noted that there is no information around out-of-hours appointments on the Broadway website and it would be helpful for patients to be able to access this information in order to make informed decisions (Recommendation 1).

On arrival patients can self-check-in or check in with reception, although it was noted that the self-check-in electronic system was not in use at the time of the visit.

Enter and View observations

External Environment

West View Health Village was easy to find due to its prominence in the area. A good-sized carpark allows for easy parking, and this includes blue badge parking

and a taxi space. The car park has established planting giving a pleasant feel to the space.

Externally the building appears in need of some improvement. There is the outline of signage which has been removed and overall the building looks in need of fresh paint.

It is important to note that Broadway Medical don't own the building so have limited control over external features.



The main entrance into the centre is via the carpark and is level with the surrounding pathways. Doors are automatic and sufficiently wide enough for wheelchair access.

Internal Environment and Waiting Areas

Entrance doors into the health village lead into a large atrium which is light and spacious. Different services lead off from this atrium, with the Albert Wilde Pharmacy to the right and Broadway Medical to the left. Fleetwood Surgery has a separate entrance direct from the car park.

Internal observations of the building in general show it to be light and spacious, and the building appears well maintained and nicely presented.



Broadway Medical was easy to find, and there is good signage within the Health Village.

On entering Broadway Medical Centre there is a reception desk which is clear and easily identifiable. The reception desk includes a lower section for good inclusivity.

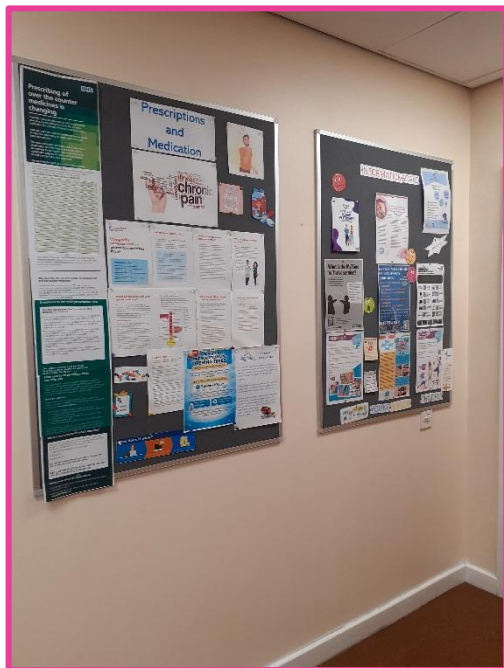
Patients have the option to check-in with reception staff or via an electronic check-in device available close to the reception desk, although it was noted that this wasn't available at the time of the visit.



Patient feedback forms are available on the reception desk, allowing for patients to provide feedback easily and without the need to ask for a form.

The patient waiting area is directly adjacent to the reception desk, with some varied seating available. However, it is recommended that more varied seating is included to account for individual needs and requirements, such as chair risers for those who may struggle to rise from standard chair heights (Recommendation 2).





There is patient information available throughout the waiting area by way of notice boards, tables with leaflets and by use of an electronic monitor. This included the Healthwatch poster announcing the visit.

Also in the waiting area is a table with free baby products such as nappies and formula which patients can take without the need to ask. Discussion with practice staff identified that they are working closely with the local community in order to support new mothers on low incomes. The practice team are to be commended for this initiative.



All patient facing services are based on the ground floor, meaning that rooms are accessible and without the need to use the stairs or lift; with consultation and treatment rooms leading off from the waiting area.

Patients are called into their appointments via the electronic monitors and by clinical staff.

There are accessible toilets and baby changing facilities available within the health village, and these were seen to be clean and with good accessibility.

It was felt by the Healthwatch Lancashire representatives that the use of dementia friendly signage for the toilets would be beneficial for patients who have Alzheimer's/dementia or other neurological conditions/health conditions requiring quick access to a toilet.

The use of contrasting features such as toilet seat and grab rails also aids with spatial awareness for people who may have visual impairments and/or neurological conditions and helps towards maintaining independence. (Recommendation 3).



Patient Interactions



At the time of the visit the practice was seen to be busy, but staff appeared calm and coping well. Reception staff were observed being friendly and helpful, with the reception desk consistently manned throughout the visit.

Patients were seen to be supported into their appointments by clinical staff as and when necessary/required; and all staff were observed interacting well with patients throughout the visit.

Patient Involvement



The practice has a Patient Participation Group (PPG) and are actively looking to increase members numbers and diversity. It was noted that there was little information regarding this in the waiting area and it is therefore recommended that further promotion of the PPG will help with patient recruitment (Recommendation 4).

Patient feedback

Healthwatch representatives gathered feedback from eight patients during the visit. Several patients were seen quickly so some conversations were short and with most patients preferring not to return to the conversation following their appointment. Several patients approached for feedback declined due to not feeling well and/or preferring to sit quietly which was respected by the Healthwatch Lancashire representatives

How did you make your appointment?

Out of the eight patients who provided feedback to this question five had made their appointment online via Patches. Three patients were attending for repeat appointments which had been made by the practice team.

One of the patients who was attending a repeat appointment stated that for other appointments they use Patches with support from a family member, and one patient told Healthwatch that for their initial appointment they had phoned which is **“not easy”** due to health and accessibility needs.

“Patches – works really well”

“Patches, but if you don’t know how to work online it could be harder”

“It’s good, no problems”

Waiting times to see the clinician varied with some being seen quickly and others having a short wait, none of the patients spoken with had waited longer than ten minutes. Several patients spoken with had arrived early for their appointment **“I got here early; my appointment’s not due yet”**

Availability of same day appointments was discussed by several patients

“Always a same day appointment”

“I could have same day [appointment], it’s very fast”

Do you feel that you receive care and treatment that meets your needs?

All patients who provided feedback felt that their care and treatment was good, with staff being mentioned as caring and helpful.

“I’ve had serious ongoing health issues and have been treated very well and proactively throughout. The practice is generally really good”

“Staff are great, easy to talk to”

“All very pleasant, whole system is good”

“The doctors are all lovely and listen to you”

Environment

All patients spoken with were satisfied with the environment including the waiting areas, and one patient commented that they find it **“accessible”**.

Is there anything that could be changed/added to meet your needs?

One patient stated ***“Not all the doctors or nurses listen as effectively. The standard of care and the language used needs to be universal, not limited just to some of the staff”***.

One patient felt that ***“...better selection of appointments available online, such as diabetic check-ups, health and wellbeing, things with the nurses. It would free up a bit of time [with the GPs]”*** (Recommendation 5).

How do you rate the communication between yourself and the surgery?

Six patients stated that they are happy with the communication from the practice

“They are good at keeping in contact with me”

“I just go online”

Two patients felt that communication could be improved (Recommendation 6).

“I was given tablets and it wasn’t really explained to me; I had to see someone else to get the information. More information would be good; it can feel a bit rushed in appointments”

“No, it’s difficult to access information needed for jabs or insurance related needs... It’s difficult also when information needs to be shared between practices, this seems to be a bit of a hole...”

It should be noted that there has been a national recognition of the need for more seamless communication between healthcare services, and this is currently beyond the scope of Broadway Medical Centre. A single patient record proposal is part of the NHS Ten-Year Health Plan which aims to resolve this issue.

One patient would like to see blood test results communicated ***“They don’t let me know the results of blood tests and I’ve been told [in the past] not to ring for results”***, they also stated that communication from the practice ***“... doesn’t tell me clearly [in a way I understand]”***.

Do you know what the PPG (Patient Participation Group) is?

Out of the eight patients who provided feedback seven were unaware of the PPG, one patients stated that they were aware as they had seen it on Facebook, although they were unfamiliar with the acronym. None of the patients spoken with wished to join once the purpose of the PPG was explained (Recommendation 4).

Do you know who to speak to if you are not happy with the service or wish to make a complaint?

Two patient stated that they were aware of how to raise a complaint or concern, five stated that they were unsure or didn't know but would phone the practice, ask reception or look online. One patient stated that they have raised a concern/complaint in the past but preferred not to share any further information.

"I don't think so, but I don't think I would need to complain"

"I would have to look it up"

There is guidance on how to pass on a compliment or complaint on the practice website, along with a link to the Friends and Family Test (FFT) survey.



I need care and they've been good at looking after me



Staff feedback

Healthwatch received written feedback from five members of the staff team during the visit.

Do you have enough staff when on duty and able to manage your workload?

All members of staff spoke about being able to manage their workload effectively, with time management, forward planning and ability to meet deadlines being discussed *"I am able to manage my workload well and meet all required deadlines"*.

Do you feel supported to carry out a person-centred experience?

Four staff members who provided feedback felt supported in order to carry out person-centred care, one stated ***“sometimes”***.

What measures are there in place for people with disabilities such as people with physical impairments or who are Deaf?

Four staff provided feedback around accessibility stating that they feel the practice has good measures in place ***“I feel all measures are in place”***. None expanded further as to specific measures which are currently in place for people with disabilities.

Do you feel you have enough training to carry out your duties well?

All staff who provided feedback felt sufficiently trained in order to carry out their duties ***“Yes, relevant training is provided and I also have the ability to book myself on to training courses”***.

What is your experience of working here?

Four members of staff provided feedback about their experiences of working at Broadway Medical Centre. All four were positive about their experiences and that they would recommend the practice to others.

“Yes, I feel we provide a very high level of care for our patients”

“...yes I would recommend this practice”

Are there any changes that can be made to improve the patient experience?

One member of staff stated ***“I feel we already accommodate our patients fairly and give patients the ability to give feedback”***.

Recommendations

The following recommendations have been formulated based on observations of the environment and feedback gathered from patients and staff.

1. Include out-of-hours information on the website for better patient access and allow for more informed choice around appointments
2. Include more varied types of seating in the waiting area for individual needs and requirements
3. Add dementia friendly signage for the accessible toilets in order to help orientate a person living with dementia/neurological condition and help enable them to maintain their independence, also consider adding contrasting features such as toilet seats for easier spatial awareness
4. Continue to raise awareness of the PPG and look at actively recruiting more members, with further diversity where possible. Existing PPG members could support with this
5. Carry out research to see if there is sufficient patient interest/potential to increase the range of appointments which can be booked online, such as diabetic health checks
6. Investigate ways to further communicate health and wellbeing information with patients



healthwatch

Lancashire

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