

LINCOLNSHIRE Co-OP

WINTERTON

PHARMACY

Date: September 2026

Intelligence Report



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Disclaimer

Please note: This report is based upon feedback provided to Healthwatch North Lincolnshire from members of the public and professionals. The findings are based upon individuals' perceptions, which are not verified for factual accuracy.

Quotes in the report are written as received, to ensure opinions are kept in context, as such there may be grammatical errors within quotes.

1 Introduction

1.1 About Us

We are the independent champion for people who use health and social care services. We exist to make sure that people are at the heart of care. We listen to what people like about services and what could be improved. We share their views with those with the power to make change happen. We also help people find the information they need about services in their area.

We have the power to make sure that people's voices are heard by the government and those running services. As well as seeking the public's views ourselves, we also encourage services to involve people in decisions that affect them. Our sole purpose is to help make care better for people.

In summary Healthwatch is here to:

- Help people find out about local care.
- Listen to what people think of services.
- Help improve the quality of services by letting those running services and the government know what people want from care.
- Encourage people running services to involve people in changes to care.

2 Background

Winterton

According to North Lincolnshire's Pharmaceutical Needs Assessment (PNA) in 2025¹ Winterton is part of the Barton and District locality which consists of three wards: Burton Upon Stather and Winterton, Barton and Ferry.

This locality accounts for 20% of North Lincolnshire's population (34,498 residents). There are a higher proportion of residents in Winterton aged 50–80 compared with the North Lincolnshire average. Fewer younger adults (20–40) and fewer children under 10¹. This could suggest a population with greater long-term condition prevalence and higher medication needs.

Around 35% of the locality live in “larger rural” areas and 24% in “smaller rural” areas. Winterton itself is a small town, but many surrounding settlements are rural, which affects pharmacy access patterns¹.

The PNA highlighted one significant development site in Winterton: land to the rear of North Street and Cemetery Road, Winterton for 129 homes. This is one of the larger planned developments in the locality and is factored into future pharmaceutical need projections¹.

Access to pharmacies across North Lincolnshire is generally good, with most residents within a 20-minute drive of a pharmacy. No gaps in essential, advanced, or enhanced services were identified for the Barton & District locality¹.

¹ <https://www.northlincs.gov.uk/wp-content/uploads/2025/10/North-Lincolnshire-Pharmaceutical-Needs-Assessment-PNA-2025-no-appendices-1.pdf>

Given Winterton's size and proximity to Barton and Scunthorpe, the PNA concluded that existing provision is sufficient. No new pharmacies are required during the PNA's 3-year lifespan.

2.1 Why this subject?

Healthwatch North Lincolnshire received feedback in 2025 that suggested the Pharmacy at Winterton were struggling to provide medication and didn't have the capability to offer a timely service. This led to the Healthwatch North Lincolnshire survey being produced and distributed within the local community to gain clarification if this was the case. It also gave the chance for people to give feedback around any other experiences.

2.2 Research

This research was undertaken to better understand local experiences of accessing and using the pharmacy service in Winterton, following feedback received by Healthwatch North Lincolnshire. The feedback raised concerns about delays, availability of medication and overall service quality.

The research aimed to gather both quantitative and qualitative evidence from residents and professionals to identify patterns of use, levels of satisfaction and areas requiring improvement.

By capturing firsthand accounts from people who rely on the pharmacy, the research sought to provide an accurate reflection of community experiences and to inform constructive recommendations to support service improvement and accessibility.

2.3 Methodology

To support the aims of this research, we developed a mixed-methods survey designed to capture both quantitative data and qualitative feedback on experiences of using the Winterton pharmacy.

The survey was made accessible in multiple formats to ensure inclusivity and maximise participation. It was available online via the Healthwatch North Lincolnshire website, through a scannable QR code and as a printed paper version. To support anonymity and reduce barriers to engagement, Freepost envelopes were provided so completed surveys could be returned at no cost to participants.

Wherever possible, surveys were also distributed in person during regular engagement sessions at Scunthorpe General Hospital and the Ironstone Centre. The survey was shared with interested partner organisations to widen reach across the community.

Engagement took place at the following places/events.

Winterton Hub	Winterton library	Sir John Mason
Lunch and Linger club	Carers Rights Day	Parent Carers Group
North Lindsey College Refresh Event	New You new Me	Time to Talk
Neurocafe	Winterton Fayre	

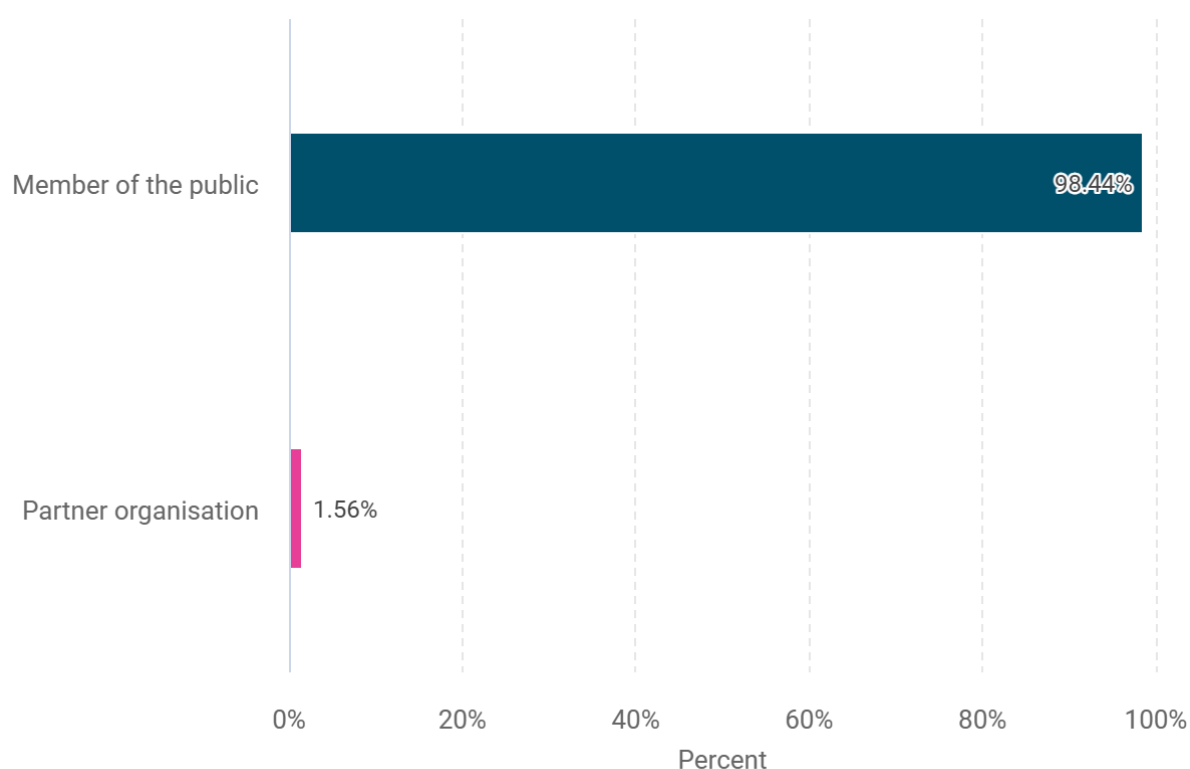
These locations were selected to engage a broad cross section of residents, including older people, carers and those with long term conditions.

In total we received sixty-four survey responses. We have examined the results, and the key findings are provided in this report. Responses from the public and professional surveys have been analysed and highlighted over the following pages.

3. Key Findings:

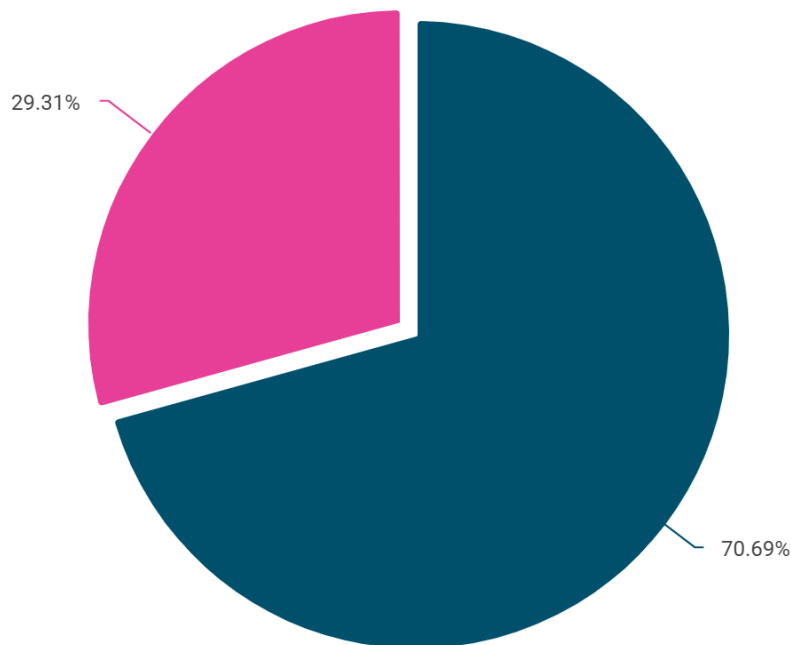
Responses from the Public Survey:

We asked people to state whether they were completing the survey as a member of the public or as a partner organisation. Most respondents were members of the public.

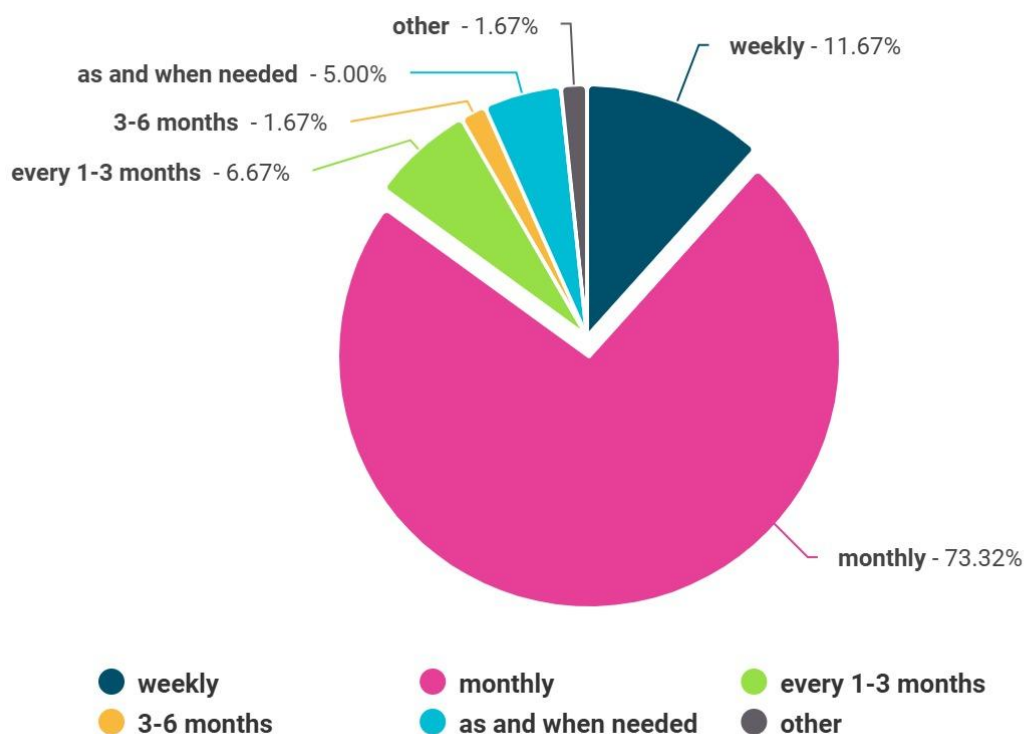


We found that out of the sixty-four people who took part in the survey. Fifty-nine people used the Co-op pharmacy in Winterton. The reasons that people gave for not using the survey were that it took too long to get a prescription, the service was poor and there were long waiting times to pick up medication. People instead had moved to an on-line service or used a pharmacy out of area.

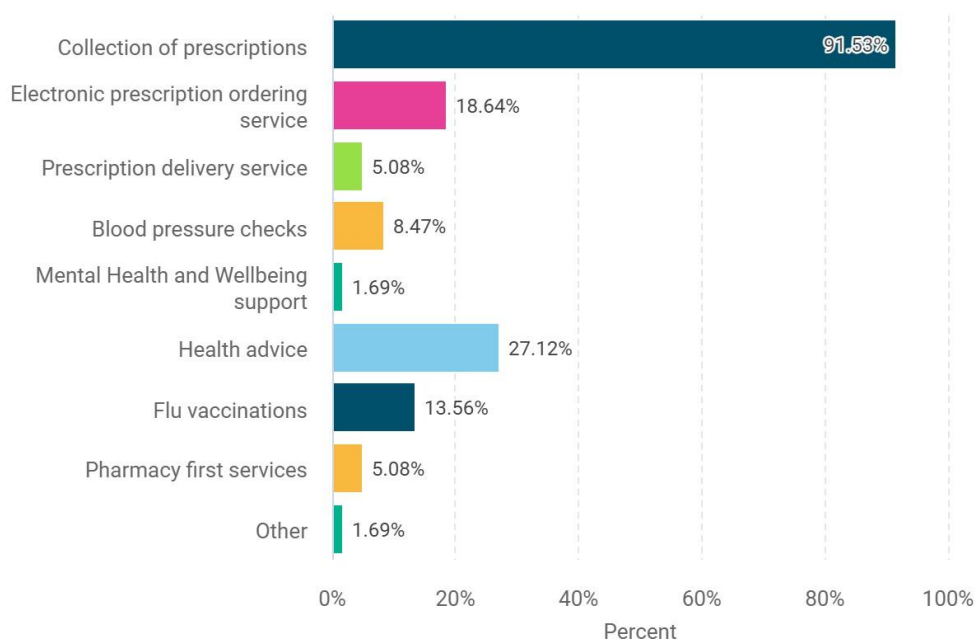
We asked if people were happy with the current opening times, 70.69% said that they were happy and 29.31% said they were not happy with the opening times.



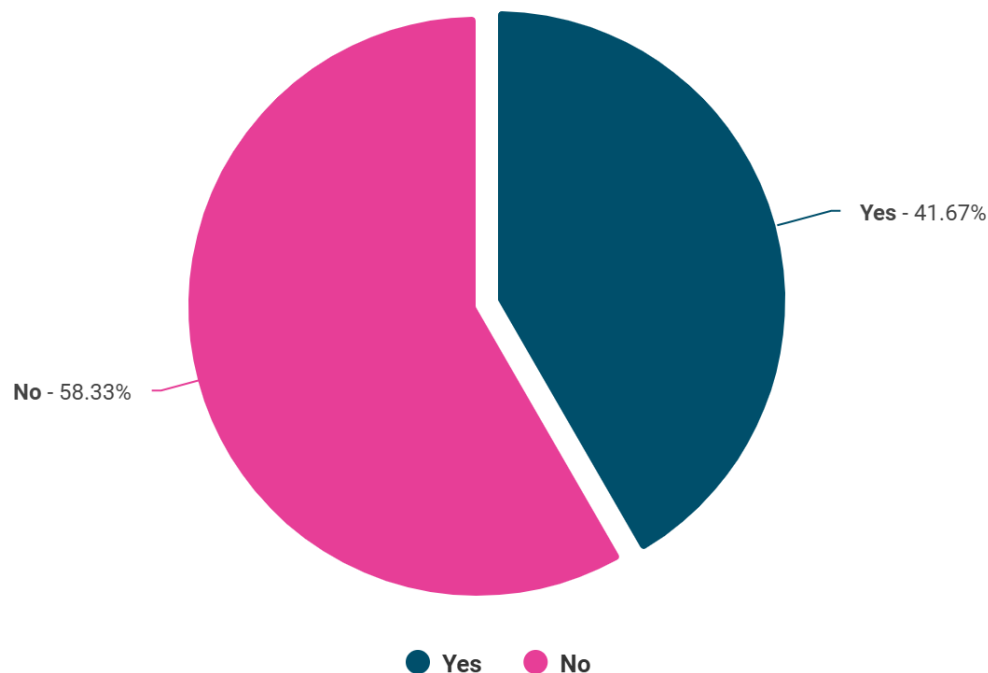
Reasons given for not being happy with the opening times were a lack of weekend opening, particularly on a Saturday, shutting the pharmacy over lunchtimes and opening the pharmacy an hour after the surgery appointments have begun in a morning.



We found that more people used the pharmacy on a monthly basis. With the majority of people using the pharmacy for the collection of prescriptions.



When asked if they were satisfied with the service that they received from the pharmacy. Twenty-five people replied yes and thirty-five replied no.



Reasons given for not being satisfied with the service provided:

- "Waiting times."
- "Not enough staff."
- "Takes too long to be served."
- "Never have prescription ready."
- "Very slow, always a queue."
- "Staff can be rude. They always blame the surgery."
- "Every month I dread going to pick up my prescription ."
- "Not much stock in."
- "Only three chairs to sit on"

Reasons given for being satisfied with the service provided:

- "Always friendly and helpful."
- "Work hard under dire circumstances."
- "The service has improved, Pharmacist now steps in to help."

Other Comments received about recent experiences of using the pharmacy:

- "How come if you live in Burton or surrounding villages you only have to wait 2-3 days for a prescription, as they dispense it within Winterton surgery. But if you live in Winterton, it takes 5 days as you must go through the Co-op pharmacy."
- "Pharmacists keep changing, prices are more expensive at the co-op pharmacy than other pharmacies."
- "Once I was refused a dosette box for my medication."
- "Parking is extremely difficult."
- "They should notify you if they can't fulfil your prescription."
- "I have received someone else's medication."
- "I feel the service has deteriorated. The staff are unprofessional chatting about private lives in front of customers."
- "Poor customer service-lack of respect."
- "The pharmacy is struggling to cope with the size of the population of Winterton."
- "Phone lines do not always get answered."
- "I recently had an impromptu blood pressure test at the pharmacy. I am now on blood pressure tablets-huge thanks to staff."

Demographics:

We gathered demographic data, and we found that the most common age range of responses was 65 plus and mostly woman completed our survey with fewer responses from men. More people considered themselves to have a long-term condition than to be disabled. Only one person stated that they were a carer.

4. Conclusion

The findings from this project highlight clear concerns within the Winterton community regarding their local pharmacy service. While 70.69% of respondents reported satisfaction with opening times, a significant number expressed dissatisfaction linked to limited weekend availability, lunchtime closures and misalignment with the opening hours of the GP surgery.

Feedback also revealed that although most residents rely on the Co-op pharmacy, many reported long waiting times, stock shortages, inconsistent staffing and poor customer service. Due to this some residents had turned to online pharmacies or out of area providers.

Despite the challenges, a portion of users did report positive experiences, noting friendly staff and improvements when the pharmacist became more directly involved in supporting service delivery.

Demographic data shows most respondents are aged 65 plus, a group more likely to require regular access to prescriptions and pharmacy support. This, combined with Winterton's ageing population and the PNA's identification of higher long-term condition prevalence, shows the importance of a reliable and efficient pharmacy service locally.

Healthwatch Recommendations:

- It is recommended that more staff are available to assist customers during peak times of the day. This should help alleviate pressure and reduce queuing.
- To reduce queuing further and to make the service more accessible, especially for those who work Monday-Friday, it is recommended

that the service extend its opening hours so that it is open, at some point, during the weekend. Advertising this so that people are aware of the new hours will be key to this making a difference to the public.

- Finally, it is recommended that all staff receive customer care training. If this has already taken place, then a refresher should be carried out. This may help improve customer satisfaction.

5. Acknowledgements

We would like to thank all organisations involved for distributing the survey and everyone who took part in the survey and provided us with information.

6. References / Further Reading

- North Lincolnshire Health and Wellbeing Board. (2025) North Lincolnshire Health and Wellbeing Board. Pharmaceutical Needs Assessment. Published by North Lincolnshire Council. Available at: <https://www.northlincs.gov.uk/wp-content/uploads/2025/10/North-Lincolnshire-Pharmaceutical-Needs-Assessment-PNA-2025-no-appendices-1.pdf> [Last accessed 6th May 2026]

7. Provider Response

Dear Ms Allen,

Thank you for your letter and for sharing Healthwatch North Lincolnshire's report regarding our Winterton Pharmacy.

First, I would like to thank you for your patience and understanding, which has allowed us the time to consider your feedback and compare it to our own data.

We welcome feedback from patients and local stakeholders and recognise the important role Healthwatch plays in gathering and representing the views of local communities. We have reviewed the report and the recommendations set out within it and have considered the themes identified.

At the same time, it's important to acknowledge that this is only one source of information, and it must be viewed alongside our own patient feedback, operational data, workforce considerations, and commissioning requirements. We recognise the important role that community pharmacies play locally, and we need to take a balanced approach to ensure that we are delivering a sustainable service for our communities.

Your letter outlined three operational recommendations: an increase in staffing levels, opening hours, and training. A wide range of factors influence each of these matters, including patient need, workforce availability, service demand, contractual requirements, and the findings of the current Pharmaceutical Needs Assessment. This report references the North Lincolnshire Pharmaceutical Needs Assessment, which concluded

that existing pharmaceutical provision within the locality is sufficient and identified no gaps in essential, advanced, or enhanced pharmaceutical services.

Staffing arrangements are continually reviewed to ensure resources are deployed appropriately to meet patient demand and maintain safe service delivery.

Pharmacy opening hours are also reviewed in line with contractual requirements, patient need, and service sustainability. We will continue to monitor local demand and work with the NHS Health and Wellbeing Board. If the Board wanted to explore additional service provision through existing commissioning channels in the future, we would work to support them.

Colleague training and development form part of our ongoing quality assurance arrangements, including customer service and patient care standards, and we will continue to deliver this.

As outlined, there are many influencing factors behind these operational decisions. However, we appreciate the feedback contained within the report and the time it has taken to gather this, and we will take the comments received into account as part of our routine service review processes.

Thank you again for bringing the views of local residents to our attention.



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