



More in
Common



THE
NEUROLOGICAL
ALLIANCE



Parkinson's UK
For every Parkinson's journey

Bold promises: Delivering quality neurological care under Labour



Monday, 29 September



14:00 to 15:00



Sherwood Arena Room,
Secure Zone, ACC Liverpool



**Alex
Newton (Chair)**

More in
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**Jas
Athwal MP**

MP for
Ilford South



**Joanne
Welsh**
Carer



**Dr Martin
Wilson**
Consultant
Neurologist



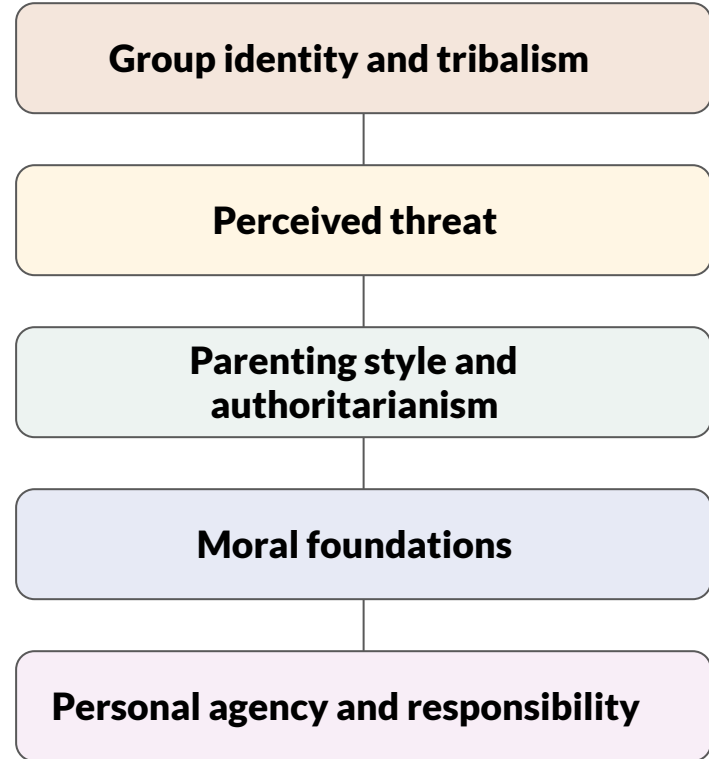
**Georgina
Carr**
The Neurological
Alliance



**Yasmin
Qureshi MP**
MP for Bolton South &
Walkden

Our unique lens - The British Seven Segments

- The 'British Seven' segments were formulated in our 'Shattered Britain' report, published in 2025
- They are created entirely from questions around areas of core beliefs, drawn from social psychology: group identity and tribalism, perceived threat, parenting style and authoritarianism, moral foundations, personal agency and responsibility
- No demographic information (race, class, or gender) is used for the segmentation, though the segments created by this process often have demographic differences
- Segmentation shows that values and beliefs are powerful in influencing how individuals form opinions about issues and their behaviour. Often, the segments are more predictive of beliefs than any other metric



Progressive Activists



...an outspoken group that is politically engaged and globally minded, championing social justice but feeling alienated from mainstream politics

Incrementalist Left



...a group that leans left and trusts institutions, often stepping back from the news and avoiding politically fraught debates

Established Liberals



... a prosperous group that is confident in institutions, values expertise, and believes the system broadly works

Sceptical Scrollers



...a disengaged group that has lost trust in mainstream institutions and increasingly looks online for sources of truth

Rooted Patriots



...a patriotic group that feels overlooked by elites and wants leaders with common sense to protect local identity

Traditional Conservatives



... a nostalgic group that respects tradition, authority and personal responsibility, while remaining sceptical of rapid change

Dissenting Disruptors

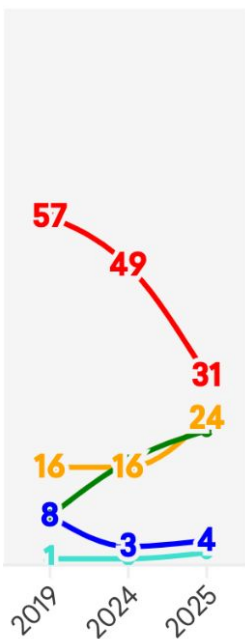


... a frustrated group that craves radical change and backs strong leaders who promise to shake up a broken system

How would the seven segments vote?

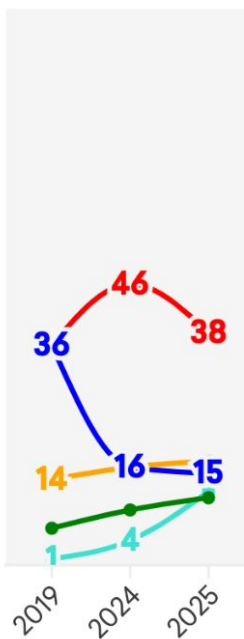
Progressive Activists

"Corbynites"



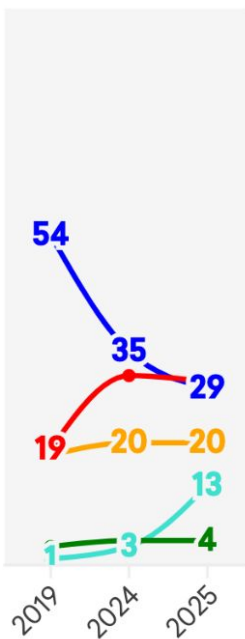
Incrementalist Left

"Social democrats"



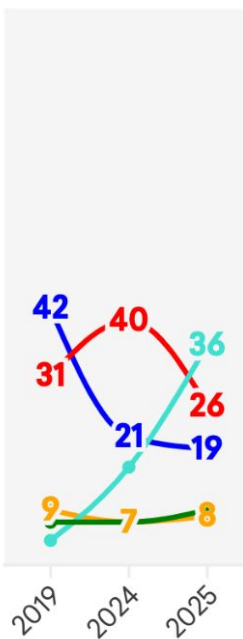
Established Liberals

"Blue Wall"



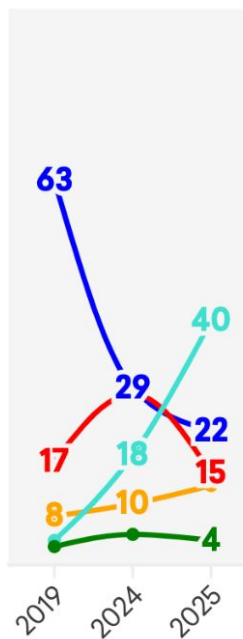
Sceptical Scrollers

"Online Disengaged"



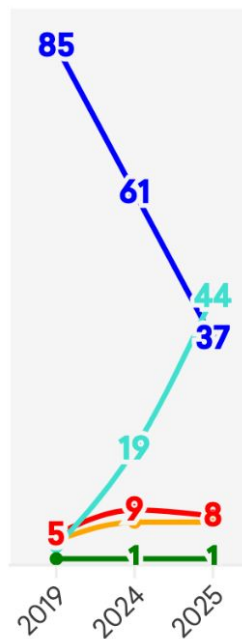
Rooted Patriots

"Red Wall"



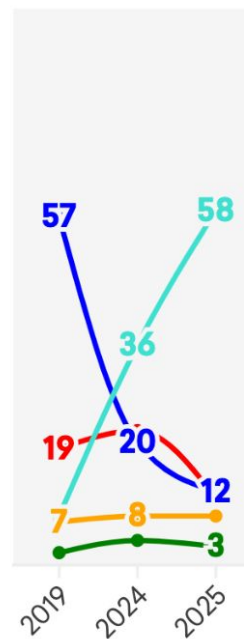
Traditional Conservatives

"Shire Tory"



Dissenting Disruptors

"Populist Right"



Labour's 2024 coalition

Supporting the NHS remains a key issue - especially for Labour's natural supporters

Supporting the NHS remains a key issue for all Britons, consistently ranking as the third top concern after the cost of living and immigration/channel crossings.

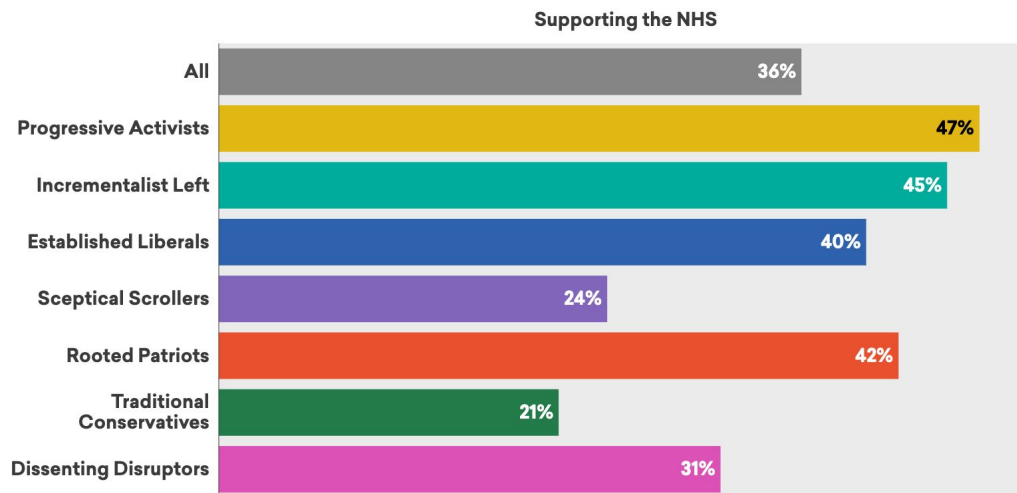
The three segments that made up the bulk of the 2024 Labour coalition were united in their higher levels of concern for public services, particularly the NHS.

I voted Labour simply because they're more for the working class....They're helping the NHS, they're providing more dental nurses, they're going to help the doctor surgeries not to be so clogged up, that kind of thing.

- Simon, Cannock Chase, July 2024

Ranking the NHS as a top issue unites Labour's 2024 coalition

In your opinion, which are the most important issues facing the country today? Please select up to three

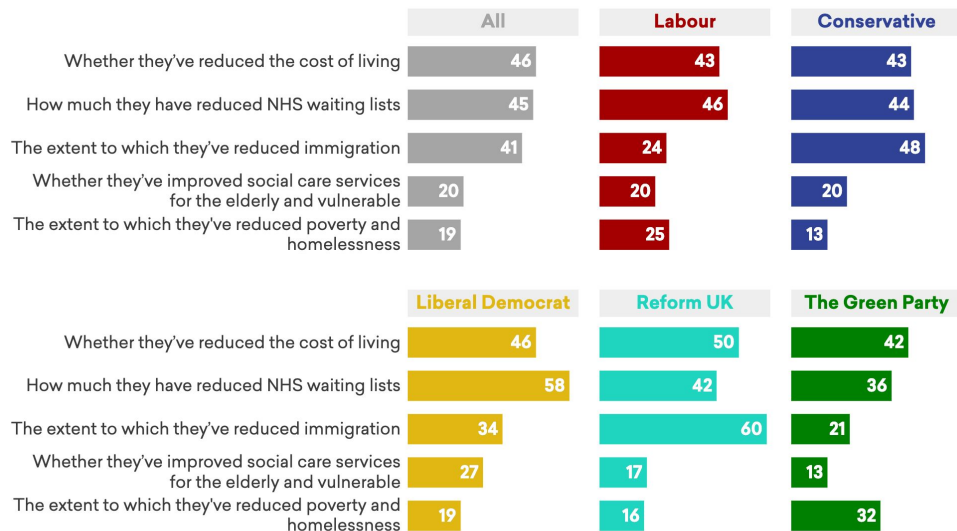


For Labour voters, reducing NHS waiting lists is top priority

The NHS, the cost of living, and immigration are the public's top three priorities for Labour

Which of the following do you think will be most important for judging whether the Labour government has improved your everyday life in five years' time?

(Select up to three)



Keeping promises on the NHS is central to whether voters will see this government as successful.

Voters currently intending to vote Labour or Liberal Democrat selected reducing NHS waiting lists as the most important test by which the government will be judged in five years' time.

Social care for the elderly and vulnerable also ranks highly, with a fifth of voters saying it was a key test by which they would judge the government.

"I think he [Keir Starmer] tends to promise a lot of stuff to make people vote for him....he promised that he'd get the NHS waiting list down"

- Kerry, Portsmouth

Delivering health into community is popular

A reforming agenda for the NHS is popular. In October 2024, the British public was slightly more likely (44 per cent) to say the NHS needed reform than to say it needed more funding.

Measures to move healthcare into communities and grant patients choices were the most popular.

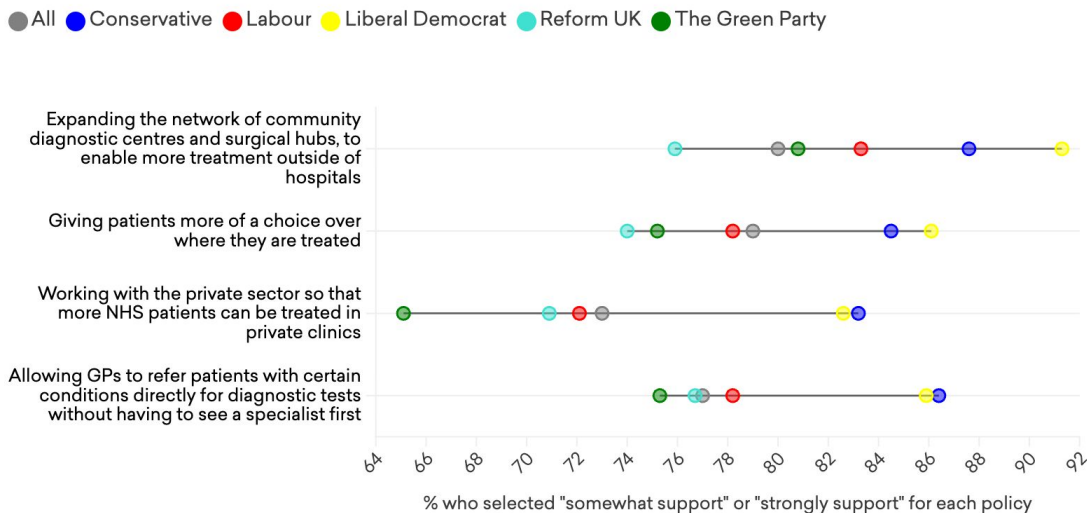
"So I think in terms of the NHS, if they're going to reform it needs major reform. It actually needs a whole revamp because yeah, I think the NHS is slightly lost"

- Ashira, London

Strong cross-party support for Labour's NHS plans

To what extent do you support or oppose each of the following proposals for the NHS?

Percentage supportive of each policy by 2024 vote

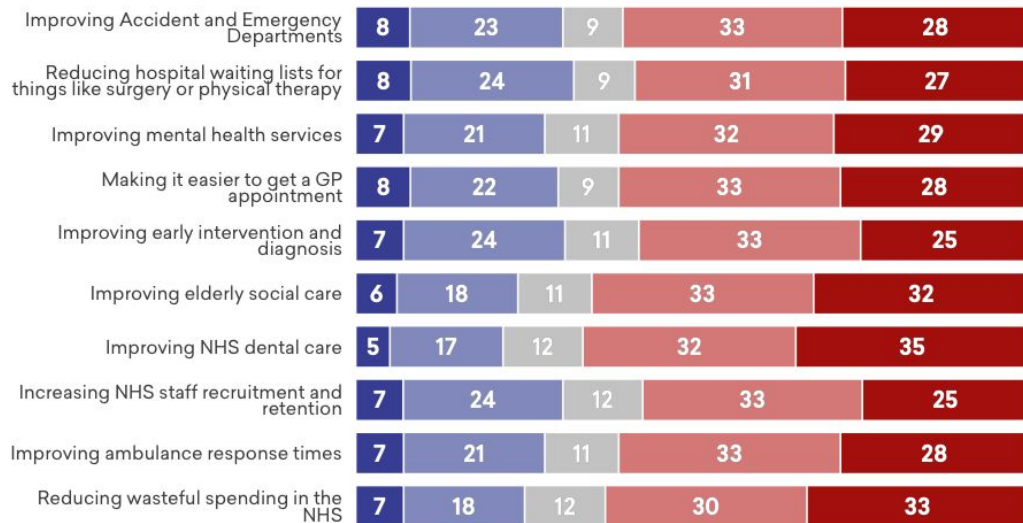


Expectations for the NHS are low...

People have low expectations for Labour's ability to deliver on the NHS

How much progress will Labour make in each of the following?

● A great deal of progress ● Some progress ● Don't know ● Not much progress ● No progress at all



Despite the government's bold promises of improvement of the NHS, the British public is pessimistic about the likelihood of seeing meaningful change.

Delivering on such promises will allow this government to defy the public's low expectations in a tangible way that touches people's lives directly.

There wasn't enough staff, there wasn't enough resources, and you could just see the NHS crumbling in front of you. So I'd like to see that built back up again

...but the impact on voters is high

**In a word or two, what would you say
has been Labour's biggest achievement
in government?**

Nothing
NHS

A word cloud graphic integrated into the letter 'h' of the word 'Nothing'. The words are in various sizes and orientations, including 'Stability', 'Ukraine', 'Waiting', 'Winning', 'Economy', 'Winter', 'Fuel', 'Tories', 'Wage', 'Peace', 'Trade', 'Reducing', 'NHS', 'Youth', 'Good', 'National', 'Investment', 'Energy', 'Security', 'Peace', 'Trade', 'Reducing', 'NHS', 'Youth', 'Good', 'National', 'Investment', 'Energy', 'Security'.

Across focus groups, many refer to promises made about NHS waitlists, but say they haven't yet felt the impact of things getting any better.

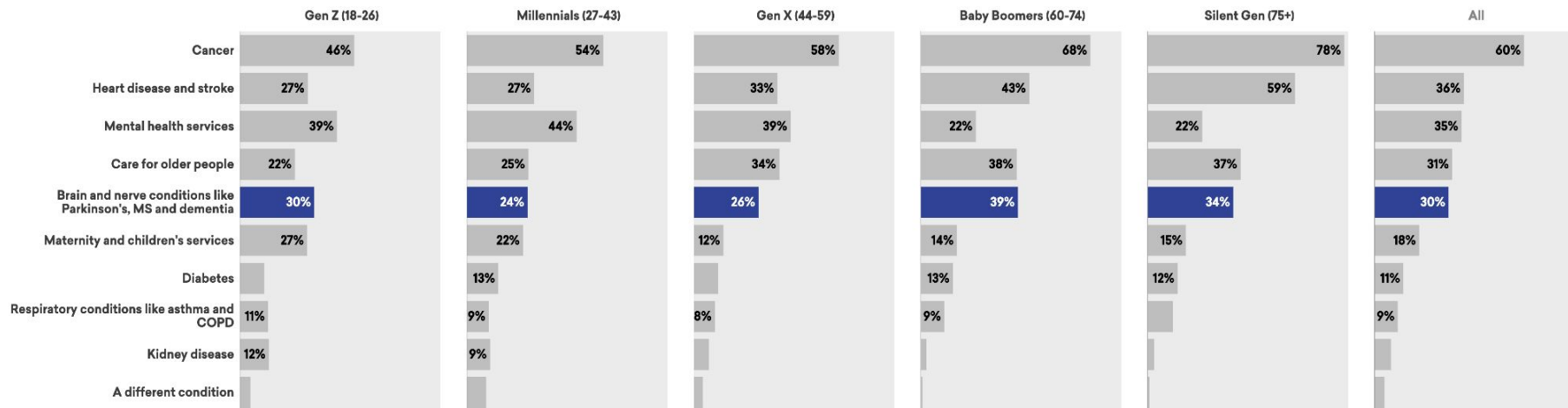
The NHS does provide a glimmer of hope for a Government struggling to sell its achievements.

Its performance on reducing NHS waiting lists is ranked at -36 per cent, which is at the middle of the pack of issues we tested (bottom is cutting the cost of living at -64 per cent; while responding to instability around the world is top at -18 per cent)

Neurological care is a major priority for all age groups



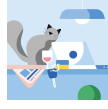




Brain and nerve conditions are high up the priority list for NHS improvement

Which of the following health conditions do you think should be the top priorities for NHS improvement over the next four years? (Select up to three)



Neurological care is a priority for all age groups: a third of Britons selected it as a priority for NHS improvement. There is no clear trend by age in terms of prioritising neurology care - Gen Z and Baby Boomers both selected neurological care as the third highest priority.

What the segments want from NHS care

	Progressive Activists	Value access to specialists doctors and nurses who understand their condition 27 per cent chose this as a priority, the most of any segment
	Incrementalist Left	Prioritise community care and prevention They are the only segment to choose access to a GP as the highest priority, above hospital waitlists
	Established Liberals	The most typical in their desires for NHS improvement They ranked priorities broadly in line with the average of the population
	Sceptical Scrollers	Value telemedicine more than the other segments Significantly more likely to select 'Being able to manage more healthcare online or by phone', although only 13 per cent chose this. They also value more time with healthcare providers providers.
	Rooted Patriots	The most likely to prioritise shorter wait times for routine operations (55 per cent) Also most likely to value having the same doctor or nurse, who knows their history (22 per cent)
	Traditional Conservatives	Value faster diagnosis and shorter wait times The segment least likely to see the importance of having the same doctor, or more time with doctors and nurses
	Dissenting Disruptors	The highest proportion to select faster access to a GP appointment (48 per cent) They also value faster ambulance response times the most



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Later today

Who pays, who decides? Big money in British politics

With John Johnston, Ed Hodgson, Liam Byrne MP, Baroness Hodge, Duncan Hames and Susan Hawley

4:30PM-5:30PM

Nova Scotia

How can Labour rebuild its electoral coalition?

With Jon Sopel, Luke Tryl, Alistair Strathern MP, Christabel Cooper, Anneliese Dodds MP, Jonathan Hinder MP and Richard Burgon MP

4:30PM-5:30PM

Women and girls versus big tech? Ending online violence against women and girls

With Sophie Stowers, Jess Phillips MP, Joani Reid MP, Natalie Fleet MP, Catherine Fookes MP, Andrea Simon and Emma Pickering

6:30PM-7:30PM

Come Together: A celebration of what connects us

More in Common, UCL Policy Lab and Citizen UK's Labour conference reception with guest speaker Ed Miliband MP, the Secretary of State for Energy and Net Zero

7:30PM onwards

RIBA North

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Tuesday 30 September

What the public thinks: What's next for UK aid?

9AM-10AM

With Luke Tryl, Baroness Chapman, Dr Jeevun Sandher MP, Moazzam Malik and David Hudson

The heat is on: powering up Britain's home energy transition

10AM-11AM

With Charlie Cooper, Luke Tryl, Martin McCluskey MP (invited), Tom Iowe, Jane Dawson and Richard Hauxwell-Baldwin

Nova Scotia

Things can only get hotter: Is ambition on climate and nature a route for electoral success?

12:15PM-1:15PM

With Fiona Harvey, Luke Tryl, Toby Perkins MP, Luke Murphy MP and Angela Francis

What do we think of the speech? Expert analysis of the Prime Minister's speech to party conference

5:30PM-6:30PM

With Luke Tryl, Marc Stears, Josie Rourke, Tom Baldwin and Rachel Sylvester