Place-based Partnership

Blackpool

2024/25
End of Year Review



Contents

Foreword 1

Local context 2

Blackpool's Joint Local Health and Wellbeing Strategy 3

Pharmacy First 4

Healthwatch Blackpool – Menopause work 5

WorkWell Programme 6

Trauma Informed Programme 8

Blackpool's Population Health Approach 10

Multiple disadvantage 12

Blood pressure 13

Urgent and emergency care 14

Community events 15

Blackpool Researching Together 16

Coastal Community and Creative Health 17

The Ripple Effect… 19

Get Out Get Active 20

Move Together Blackpool 21

Last 1000 days Improvement Collaborative 22

Foreword

Blackpool: A Place of Challenge, Strength – and amazing Opportunity



Tracy Hopkins
Chair, Blackpool Place-based Partnership



Karen Smith
Director of Health and Care Integration – Blackpool

Blackpool has never been a place to shy away from a challenge – and yes, we face plenty. But for every complex issue, there's also an incredible opportunity. The pages that follow will take a deeper dive into both. Because this story isn't just about problems. It's about enormous potential.

Despite high levels of deprivation and a shifting population, one thing remains crystal clear: Blackpool has a strong sense of community. It's a strength we can't overstate, and one that continues to shape everything we do as a Place-based Partnership.

From the very start, our mission has been simple but bold – to help people in Blackpool live longer, healthier lives. And we don't take that responsibility lightly.

We're not just a collection of organisations around a table. We are one team. One partnership. United by one purpose. Central to that purpose is community.

Everything we do, every decision we make, starts with our communities. Because you've told us what matters. And we've listened.

You've made it clear: a health and care system that only works when people come to it... doesn't work for everyone. That model leaves too many people behind. And that's simply not good enough. So, we're doing things differently.

We're meeting people where they are. We're building services that wrap around lives – not the other way around. From the brilliantly proactive community outreach in Claremont to the powerful work by Healthwatch Blackpool on menopause, we're proud to showcase in this document just a handful of the local efforts that are truly making a difference.

This isn't about top-down solutions or old-school thinking. If we want real change – if we want to shift the focus towards prevention and early support – we have to work hand in hand with the people who know Blackpool best. That means you – our communities.

This look-back is just a snapshot of the amazing work happening all around our town. We'd like to thank every single one of our incredible Place colleagues who helped bring this summary together.

Together, we're building a healthier Blackpool – one where everyone can thrive.

Local context

Blackpool is an urban coastal area with a resident population of approximately 142,700 people. The town is well known for its thriving tourist economy along with a strong sense of local community, although the nature of the coastal community can also bring challenges around health and wellbeing.

With high levels of deprivation and a transient population, Blackpool residents have some of the most challenging health needs in the country. Both men and women in Blackpool have the lowest life expectancy from birth of any local authority in England. Blackpool's male life expectancy is 5.5 years below England and 3.9 years below the North West. Female life expectancy is 3.8 years below England and 2.5 years below the North West (2021-23). The 2019 index of Multiple deprivation ranks Blackpool as the most deprived of 317 Local Authority areas in England, based on both the average Lower Super Output Areas (LSOA) score and concentration of deprivation measures. Of the 94 Blackpool LSOAs, 39 are in the 10 per cent most deprived in the country, with the most deprived neighbourhoods in the centre of the town.

An important factor that we will see in Blackpool, as well as elsewhere across the country, is the rise in the older population. Projections for Blackpool show the number of residents over-65 will increase considerably within the next 20 years, far in excess of the levels shown in all other age bands. The over-65 population is projected to rise over 20per cent from 29,500 in 2023 to almost 36,000 in 2039 and will then make up over a quarter (26per cent) of Blackpool's total population.

Blackpool is a town with a very strong sense of community and there are many exciting developments underway to ensure it remains a vibrant place.

Blackpool Place is committed to putting residents at the heart of what we do, listening to people with lived experience, understanding their needs and co-designing solutions that work best for our communities

Our main ambition is to improve healthy life expectancy for the people of Blackpool.

The Blackpool Place-Based Partnership includes a wide range of health and care professionals from across different organisations and sectors. Colleagues from our local voluntary, community, faith and social enterprise sector are key members along with NHS, local authority, Blackpool and the Fylde College, Trinity Hospice and other organisations including Blackpool Teaching Hospitals NHS Foundation Trust, Blackpool Council, as well as the Integrated Care Board, amongst others.

The partnership comes together via the Blackpool Placed based Partnership Board, which provides a means for collaborative working to support the development and delivery of our health and care priorities for Blackpool. There is a clear line of sight and alignment with Blackpool's Health and Wellbeing Board.

Blackpool's Joint Local Health and Wellbeing Strategy



The Blackpool Health & Wellbeing Board have produced a Joint Local Health and Wellbeing strategy for the period 2024 to 2028. The aim of the strategy is to drive change to help improve the health and wellbeing of the population of Blackpool and reduce the gap in health outcomes between Blackpool and England as a whole. It has identified a number of metrics and milestones to collectively work towards. These will be monitored biannually and reported to the Health & Wellbeing Board. These are grouped around four priorities:

- Starting Well
- Education, Employment and Training
- Living Well
- Housing

Priorities and actions agreed within the strategy were determined during a number of engagement sessions with representation from all Health & Wellbeing Board member organisations, including Lancashire and South Cumbria ICB. The strategy puts the challenge out as to what are those things that we can best do together in order to tackle the root causes of many of our ill health in Blackpool, and what are our greatest opportunities to show we can make a demonstrable change for our residents and communities. For example, reducing smoking in pregnancy and reducing the proportion of 16-17-year-olds who are not in employment, education or training (NEET).

> **Our vision for Blackpool is bold and ambitious:**
>
> ***Together we will make Blackpool a place where ALL people can live, long, happy and healthy lives***

Pharmacy First

On the 31st January 2024, the new Pharmacy First service launched. This was an expansion of the Community Pharmacy Consultation Service, enabling Community Pharmacists to also treat patients without prescription for 7 specific conditions.

Pharmacy First is now being utilised by thousands of patients across the region. Blackpool practices are working hard to increase their referral rates into the Pharmacy First Service, using the "Local Services" button within EMIS (healthcare technology), knowing that in doing this, they are freeing up much needed GP and Nurse appointments for patients. Data shows that referral rates are positively increasing and confidence in the Pharmacy First Scheme is growing.

Under Pharmacy First, practices can refer patients to community pharmacy for minor illness as they were under the former community pharmacy consultation scheme (CPCS). In addition, pharmacies can now offer advice to patients and supply NHS medicines for (subject to age criteria):

- Sinusitis
- Sore Throat
- Earache in children
- Infected insect bite
- Impetigo
- Shingles
- Uncomplicated urinary tract infections in women (aged 16-64 years)

(Community Pharmacists can, if appropriate, supply antibiotics for the above 7 conditions)

Patients who do not pay for their prescriptions and have been referred into community pharmacies within Lancashire and South Cumbria for minor ailments are now able to receive a supply of medication (as listed on an agreed ICB formulary). The service will enable patients to access complete care in the pharmacy and not be returned to their GP practice for a prescription if they are exempt from charges. This agreement has contributed to the rise of referrals made by practices.

Some other common conditions suitable for referral to pharmacists:

Bites/stings, Colds, Congestion, Ear, Eye, Gastric/Bowel, General (ie hayfever & sleep difficulties), Gynae/Thrush, Pain (ie acute pain, ankle or foot, headache), Skin (ie acne, athletes foot), Mouth/Throat (ie cold sore blisters) and Swelling (ie ankle or foot/lower limb).

Practices have confirmed that the Pharmacy First Service is creating appointments for patients within practice and taking much needed heat out of Primary Care.

Healthwatch Blackpool – Menopause work

Healthwatch Blackpool have collaborated with Public Health Blackpool to better understand experiences of menopause and perimenopause.



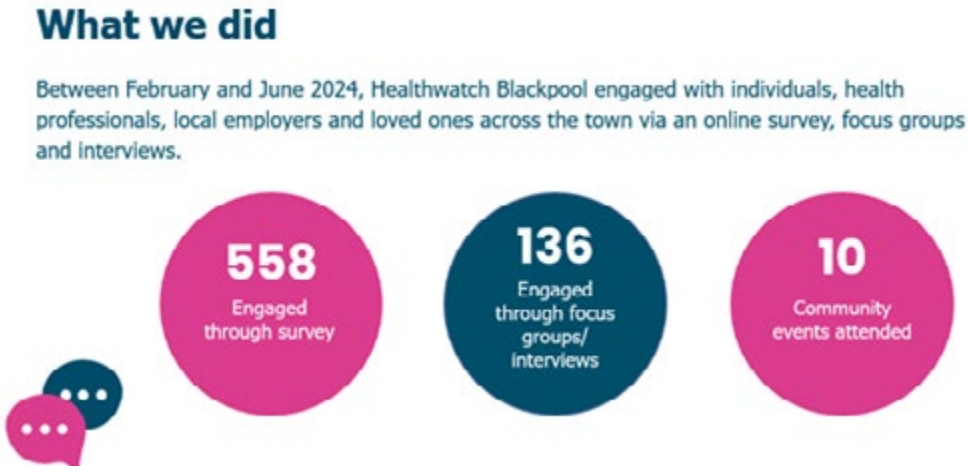
Specific attention was given to:

- Individuals who are or have been experiencing perimenopause/menopause.
- Professionals, including medical professionals and large employers in Blackpool who support individuals who are perimenopausal/ menopausal.
- Family members, loved ones and friends of individuals who are perimenopausal/ menopausal.

Between February and June 2024, Healthwatch Blackpool gathered feedback from 558 individuals via a survey and 136 people through focus groups/interviews. We have collated all of the local insights into a comprehensive report that includes many recommendations.

The link to the summary and full report can be found here: https://healthwatchblackpool.co.uk/menopausereport

Our wonderful Healthwatch Blackpool colleagues continue to work with colleagues across the system to embed the recommendations and improve the lives of those experiencing perimenopause/menopause.



WorkWell Programme

What is the WorkWell Programme?

- Integrated Care Board/Local Authority led Department for Work and Pensions and Department of Health funded Proof of Concept Programme – 18 months to March 2026.
- Designed to test whether short, intensive health and work support will prevent people who could find alternative work or retain work, from becoming long-term unemployed.
- WorkWell is a 12 week upstream employment support programme designed specifically for those struggling at work due to health issues or who have recently fallen out of work for the same reason.
- Each WorkWell programme will have a slightly different offer, but Blackpool's is a multi-disciplinary approach where we have a small team made up of WorkWell Employment Advisers, a Well Being Coach (seconded from Lancashire Mind) and a Health and Well Being Coach (seconded from Active Blackpool).
- The team is able to support individuals with direct mental and physical health and employment support for 12 weeks and refer them into a range of local programmes to meet their work related health needs.

Who is WorkWell for?

You can access WorkWell if you:

- Need support to stay in your job due to ill health
- Need help returning to work after being off sick for up to 6 months
- Want to start a job but have been unemployed for up to 6 months due to health reasons
- You are an employer who is struggling to support an employee to return to work

Please note that WorkWell is not the right fit for those with complex health issues or for people who have been unemployed for more than 6 months.

To be eligible participants must meet one of the above and either live in or be registered with a GP in the South Cumbria and Lancashire ICB footprint.

What will participants get?

A Holistic Person Centred Assessment to identify barriers to employment

All participants will have the support of a WorkWell Employment Adviser for 12 weeks who will discuss the impact their health condition has at work. If they require mental health or mental/physical health support they will receive additional support from a Well Being Coach for up to 12 weeks.

Time to talk

Our team will listen and talk through any concerns or questions they may have in confidence and refer them into appropriate services. The aim is to understand their needs and hopes for the future so they can be better supported.

A Personalised 'Back to Work' or 'Thrive in Work' Plan

The team will work with participants to identify and agree realistic and appropriate next steps as part of a tailored support plan to help them to get back to or remain in work. This may involve liaising with their employer to discuss reasonable adjustments in the workplace.

Ongoing support

Personalised work and health support through low intensity appointments to take stock of progress and recommend further actions and activities and light touch in work support for up to 6 months.

What are the benefits to employers?

- Reduce absence, facilitate a supported return to work, support with reasonable adjustments: WorkWell has been designed to address the needs of staff who are in danger of falling out of work. The programme aims to empower your employee with the knowledge and the support needed to overcome obstacles to ensure they remain in work and be productive.
- Stay competitive and profitable: Retention of staff knowledge and experience is becoming increasingly critical in a competitive jobs market. WorkWell could support employers to retain valuable staff, which can help reduce retraining and recruitment costs as well as protecting organisational knowledge from being lost.
- Support staff and build understanding: WorkWell gives support to employers of all sizes and helps fill knowledge gaps around how to support an employee who is struggling at work.
- Get help and funding: WorkWell can help managers understand and access a wide range of free support, such as Access to Work, available both nationally and locally to support their staff.
- Promotes diversity in the workplace: Supports employers to be inclusive. Different perspectives and experiences aid workforce understanding and cohesion. Consideration of people with disabilities can make businesses more appealing for consumers and for prospective talent in the labour market.

Where is the Blackpool Programme up to……

- Soft launch in December 2024
- Work is ongoing to increase referrals particularly in relation to local partnership working. As at 23/06/25 132 people have started on the Work Well programme
- Integrated Care Board Programme Manager developing processes to support referrals at scale with DWP / GPs.

Trauma Informed Programme

There have been 2 offers of training across Blackpool – one via the Lancashire Violence Reduction Network (LVRN) and one via Better Start.

Lancashire Violence Reduction Network (LVRN)

This training has been delivered across all Pan Lancashire areas, to over 13,000 multi agency staff which includes staff across Blackpool, from a variety of sectors/agencies. This includes GP surgeries, third sector charities, Empowerment, Fylde Coast Women's Aid, Women's Centre, Blackpool Teaching Hospital Safeguarding Champions, sexual health staff and probation, amongst others.

These sessions are for all practitioners both from statutory and third sector organisations across the PAN Lancashire Multi agency footprint.

Trauma is recognised as a profound and global public health crisis. The pervasive and harmful impact of traumatic experiences on individuals, families, and communities and the inadvertent but widespread re-traumatisation of children and adults within the system has made it essential to rethink 'how we do business'. As front-line practitioners and professionals working across the wider system, we have a responsibility to act on this. A tendency to focus on the presenting symptoms such as violence or substance 'abuse' has led to huge human and economic costs to society. Now, more than ever, there is a need to tackle the impact of trauma and focus on how public systems can support people in preventing and recovering from traumatic events. Only by working together, across systems and with communities, will we reduce the complex and interconnected social determinants and inequalities which drive trauma.

Lancashire Violence Reduction Network's (LVRN) "Becoming a Trauma Informed Lancashire workshops" aim to cultivate collective, cross-sector learning to support the ongoing development of trauma informed services.

The Learning Outcomes are:

- To understand the transformation to becoming Trauma Informed Lancashire.
- To begin to explore how Trauma affects our body, brain and behaviour.
- To be able to recognise how trauma may present in people we work alongside.
- To consider how a Trauma Informed Approach impacts on individuals and communities.
- Begin to think about changes we can make to our working practices, services and organisations.

'It was literally the best training I have been on and I still quote you now, saying that we should always think about the cause of the cause of whatever behaviour we are seeing.'

Better Start

In terms of Blackpool, two roles were funded to drive this important work forward. Their remit was to scope services, identify leaders within organisations, support systems development, and deliver whole workforce training regarding early child development, ACEs, Trauma informed care, as well as embed the 19 modules of brain story certification.

This was initially targeting nurseries, childminders, foster care, GPs, police, Health Visitors, Midwifery, Social Care teams (adults and children) Fostering teams, community Hub teams, as well as the 3rd sector, amongst many others. Face to face training has been delivered to over 4000 people across Blackpool and have successfully enrolled 2,500 on the online free Alberta brain story certification 19 module (23hr) training. The target was initially the current Blackpool workforce. However, it was felt that an opportunity was being missed by not delivering to future workforces.

Consequently, the programme embedded the key training and messages into Sixth Form College modules and also Blackpool and the Fylde College. The team have been instrumental in adding to the module content of new courses. University of Central Lancashire and Cumbria universities have now also been incorporated.

As the project has progressed there has now been a shift towards a sustainability plan. The team are passionate about continuing the learning that derives from the concept of child development/ impact of trauma and the power of supportive frameworks regarding prevention of lifelong health and social consequences.

A suite of training continues to be delivered currently.

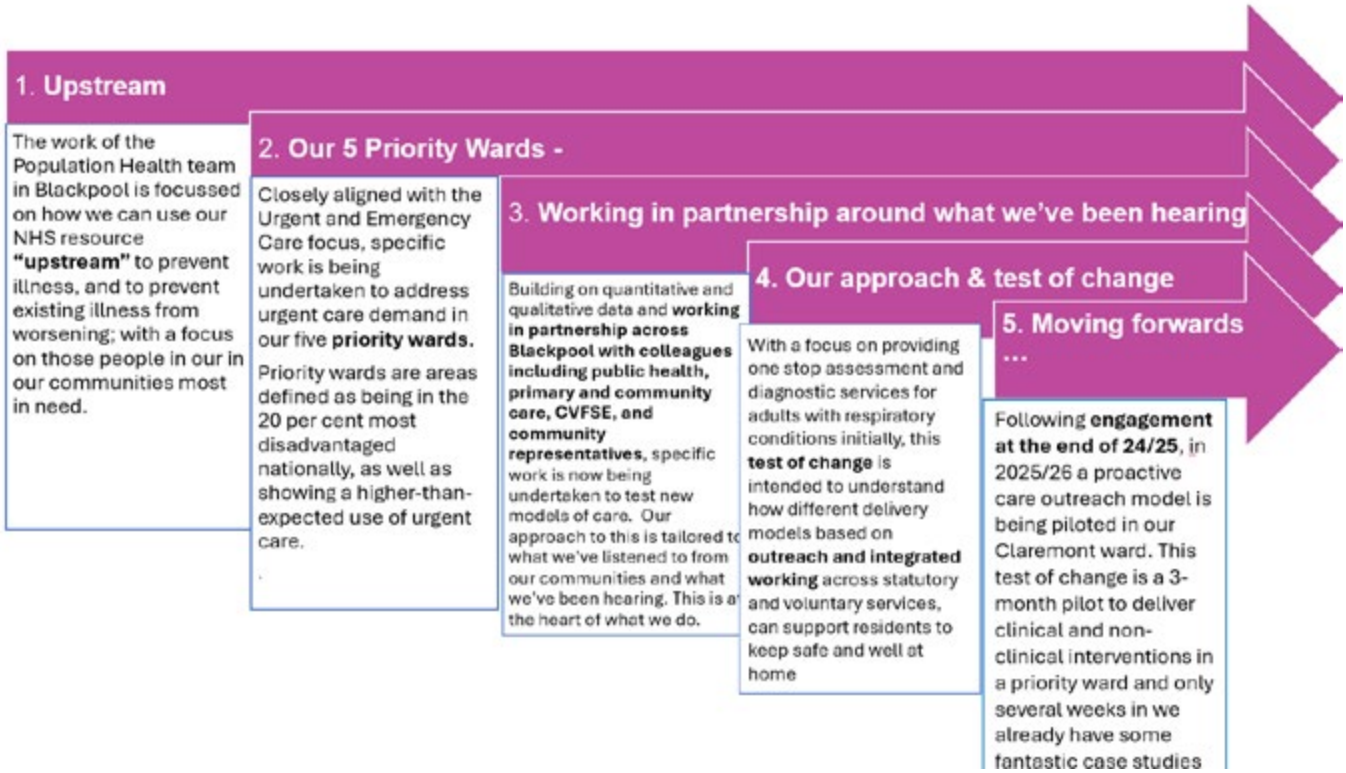
Blackpool's Population Health Approach

In 2020 NHS England undertook an analysis of "unplanned hospitalisations sensitive to ambulatory or urgent care interventions". The NHS England analysis revealed that at a ward (Lower Super Output Area) level there were some wards that had levels of unplanned hospitalisations over and above the expected correlation between socioeconomic deprivation and poorer health outcomes. Wards that met this criteria and are identified as being one of the 20% most deprived wards in England (using the Office for National Statistics' Index of Multiple Deprivation) are identified as "Priority Wards." There are five Priority Wards in Blackpool: Bloomfield, Talbot, Tyldesley, Claremont, and Park.

Previous analysis has demonstrated that residents from these 5 wards account for 27% of all unplanned hospitalisations, and 54% of emergency bed days, at Blackpool Teaching Hospitals NHS Foundation Trust (Dec 21-Nov 22, figures currently being refreshed by the ICB Business Intelligence team). Therefore, people living in these areas account for a higher amount of emergency admissions, and when admitted, are likely to stay longer in hospital. Engagement with communities living in these areas, undertaken by voluntary sector partners, highlighted four key themes that we needed to focus on in order to support people:

Help people before they become unwell	Leave no one behind
65% of people in our priority wards who had experienced an emergency admission reported this could have been avoided with the right support, earlier.	**If the model of health and social care delivery is entirely reliant on our local people directly accessing the services, we will continue to leave many behind.**
We want to test ways of getting this support to people, and are putting NHS resources "upstream" to provide this.	We want to invest in lived experience and community champions to proactively identify people in their community, and work alongside them from a holistic perspective.
It's about more than the NHS	**Be involved in the community**
People's health is determined by more than the clinical care they receive from the NHS.	**We need to know and be involved in our communities.**
We want to work with partners to identify other factors, and fund action on these.	We want to learn from initiatives like Big Local to understand how we work with communities.

Based on the previous themes and what we have been hearing we have been working in partnership to implement and deliver the following:



Multiple disadvantage

Over the past few years, partners across Blackpool, have worked together to develop a trauma informed system delivery model, targeted at individuals experiencing complex and multiple disadvantage, who either will not or cannot access primary care and mainstream services.

The overall commission is managed by Blackpool Public Health and offers 'one front door, no wrong door' access to help. Teams include housing, drug and alcohol services, physical health nursing, mental health, assertive outreach, harm reduction, sexual health/screening and, lived experience peer support.

Cases are managed via a weekly Multi-Disciplinary Team Meeting; operational updates/development opportunities are fed into the Fylde Coast Multiple Disadvantage Steering Group.

Developments during 2024/25 include:

- Homeless Link Worker resource re-established within Blackpool Teaching Hospital during October 2024. Posts intended to facilitate safe discharges (avoiding discharge to street), maintain optimal bed flow in the hospital whilst working collaboratively with community teams to establish the right level of wrap around support to ensure clients stay well after discharge; aiding a reduction in re-admissions and A & E attendances.
- Lung Health Check Pilot targeted at those aged 40+, who do not meet the criteria for the Targeted Lung Health Check National Programme. Aimed at supporting earlier cancer diagnosis and identification of long-term respiratory conditions.
- Development of the Blackpool Recovery Hub (launched May 25)

Blood pressure



A range of partners from across Blackpool have come together to develop plans to reduce the number of people developing high blood pressure as a result of modifiable risk factors. This is a bold, long-term aim; nowhere in the world is achieving this right now so we know we need to focus on specific challenges in the short-to-medium term.

Through two workshops health, local authority and VCFSE partners identified 21 areas for partnership working which a focus on primary prevention through working with children and families, and secondary prevention through identifying people with high blood pressure sooner and supporting them to reduce the risk of associated complication. From the 21 areas partners agreed to collectively focus on the following five as a priority:

- Develop a Blackpool high blood pressure pathway which includes the clinical and non-clinical elements that can reduce risk factors.
- Combine NHS Health Checks with local commissions to identify more people sooner.
- Campaign to encourage people to check their blood pressure (e.g. Know Your Numbers).
- Work with schools to integrate education about high blood pressure into different lessons.
- Develop EMIS searches to identify people at moderate to high risk of high blood pressure.

The next step, over Summer 2025, is to develop detailed plans for these five priority areas, which take into account what's already happening, how these can be joined up to make them even better, and how we bridge the gaps in the system.

Urgent and emergency care

Another key area of focus continues to be Urgent and Emergency Care (UEC). We know our communities only want to be admitted to hospital when necessary and appropriate. As a Fylde Coast footprint, our work and our UEC Improvement Plan is split into three key areas;

- Keeping people safe and well at home
- Reducing time away from home
- Getting people home

As a collaborative place-based partnership, we are working hard to ensure we grasp further integration opportunities wherever possible, acknowledging that a person's health is very much shaped by a variety of factors.

A practical example of this is in relation to the Acute Respiratory Infection (ARI) hubs which involve targeted support for those with respiratory conditions across Winter 2024. This was a national recommendation and one which we shaped locally to ensure that the offer was right for our local communities and what we know from what we have heard.

We seized the opportunity to make every contact count by providing additional wraparound care and support at our Whitegate Drive facility. In addition to the health element of the hub, this included co-locating Citizen's Advice Bureau colleagues alongside health.

In conjunction, and complementary to this, we also undertook some wide-ranging outreach work across the patch with Groundwork and other colleagues, so that a broad range of advice and support was available for Blackpool residents.

We are now taking the learning and feedback from this work to help shape our winter plans for 2025/26 and our refreshed Fylde Coast UEC Improvement Plan. Our plan contains clear ambitions for 2025/26 and trajectories towards achieving those ambitions.





Community events

Since 2023 the Blackpool Place-based Partnership has hosted biannual community events; Spring into Spring and Active into Autumn. These events have given local statutory and VCFSE sector organisations chance to showcase their work, network with other organisations, and connect with potential service users. In addition to numerous health and care organisations being present, we have also been fortunate to have partners in attendance such as Blackpool Male Voice Choir, Tramshed Theatre Company and the Salvation Army Brass Band, amongst many others.

Feedback has consistently helped shaped the events - people enjoyed the opportunity to meet in person, organisations were able to form stronger relationships, visitors liked being able to see so many opportunities and offers. To respond to this feedback, Blackpool Place-based Partnership hosted five 'Spring into Spring' events across five days in April 2024, utilising community spaces within various wards, with a larger event taking place at the wonderful Blackpool's Winter Gardens to close the week.

"There was a massive array of services, getting everyone together is powerful."

Active into Autumn 2024 visited five local community centres over five days in October 2025, with 364 members of the public accessing information, support and activities from many health, local authority, and voluntary, community, faith and social enterprise (VCFSE) organisations.

Building on the previous events, Spring into Spring 2025 (SiS2025) was planned and delivered by a multi-agency group with input from service users around location and design. To widen accessibility, we went even larger scale with 11 events taking place across the town over the course of 6 days – these included information stalls, physical and craft activities, a teaching session with a level 1 qualification at the end, as well as the usual advice, support and guidance. SiS2025 saw 620 members of the public attending the events.

"It was a fun event and it made me leave the house which was a good thing."

These events are a true testament of collaboration and partnership working in action. A huge thank you to all involved.

Blackpool Researching Together

Blackpool Researching Together is a scheme known nationally as the Health Determinants Research Collaboration (HDRC). Blackpool was awarded 5 years of funding by the National Institute for Health and Care Research (NIHR). NIHR Health Determinants Research Collaborations (HDRC) enable local authorities to become more research-active, embedding a culture of evidence-based decision-making.

Health inequalities are unfair and avoidable differences in health between groups of people. Blackpool Researching Together will use the day-to-day experiences of Blackpool residents to inform decisions about how council and health services are designed and delivered with the aim of ultimately improving people's health, especially those facing the greatest challenges.

Blackpool Researching Together is a health inequalities research partnership between Blackpool Council, Lancaster University, the local community, the voluntary sector and Blackpool Teaching Hospitals.

2024/25 achievements include:

- 10 community co-researchers involved in research projects.
- Implemented a seed-funding programme, which offers small grants for the development of research proposals or small evaluations.
- Hosted the Year 2 HDRC Learning event with the theme of co-production in research.
- Published a guide to co-producing research the Blackpool way.
- Presented at conferences such as the FUSE International Conference on Knowledge Exchange and the NIHR HDRC Annual Symposium.
- Participated in webinars for the Nuffield Family Justice Observatory and NHS England.
- Participated in a variety of events to increase awareness and engagement in the work of Blackpool Researching Together.
- Hosted a series of training workshops on research skills for community co-researchers; critical appraisals and ripple effects mapping.
- Started planning for the development of an evidence hub within the local authority.
- Knowledge to action – currently developing an evaluation of the local adaptation of the Born into Care research.
- Data analysis projects underway with commissioning teams; Lancashire Child Death Overview Panel and Adult Social Care.
- Various other discrete projects underway in the priority areas – housing; mental health; education, employment and skills; and conception to age 2.
- Ongoing research funding applications with Lancaster University and other HDRC's.
- Supported a number of other HDRCs in relation to community engagement, co-production and co-research; as well as specific research topic areas.

Coastal Community and Creative Health

Coastal Community and Creative Health is a three year project (2024-27) funded by the Arts and Humanities Research Council's 'Mobilising community assets to tackle health inequalities' programme, and forms a national partnership with the aim of tackling health inequalities in coastal communities

The project is based in three coastal areas with high levels of health inequalities in different regions of England: Blackpool, Hastings and Weston-super-Mare and will unite a range of stakeholders and community members to generate an evidence-based plan to support cross-sector collaboration to tackle health inequalities. The focus is on three key areas as identified by the local communities: young people's mental health and wellbeing, drug and alcohol (substance) use, and serious illness and bereavement

Why coastal communities?

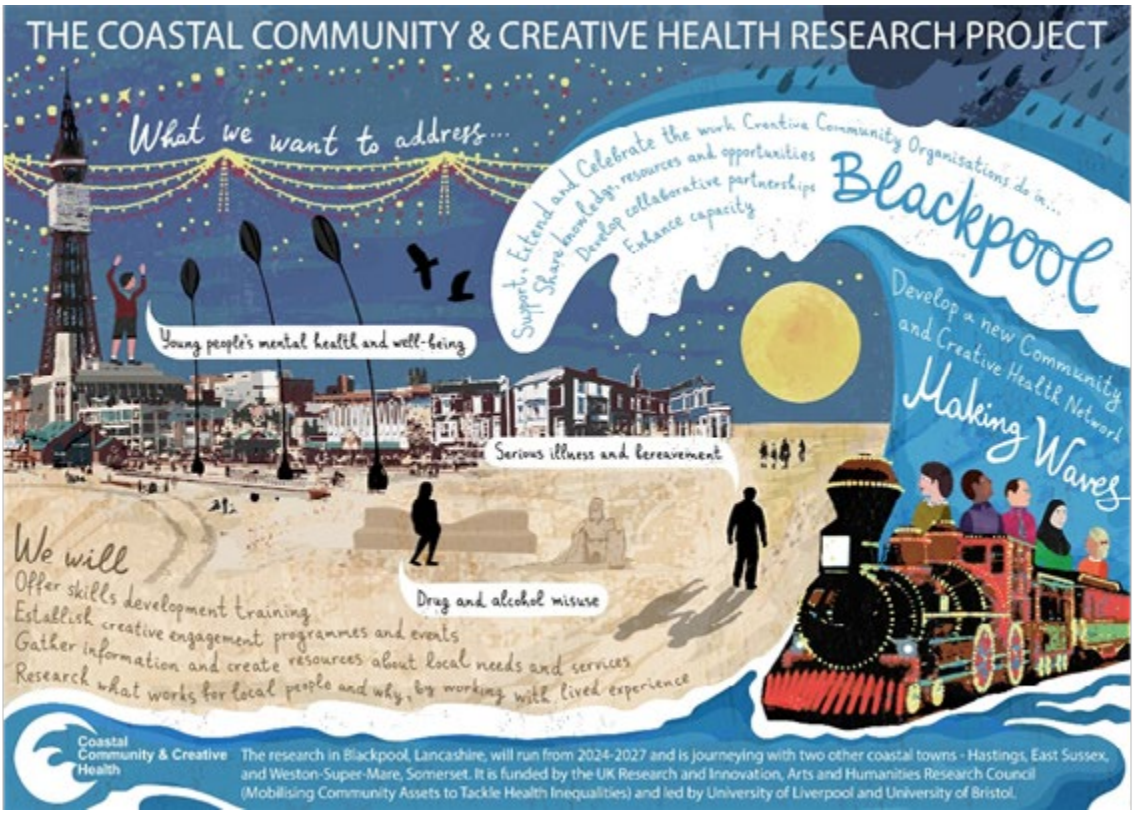
As the Chief Medical Officer's 2021 report demonstrates, coastal communities face significant challenges and experience some of the worst health outcomes and inequalities in the country. Poverty, poor housing, limited opportunities and a low-wage economy in coastal towns also result in lower life expectancy and higher rates of major diseases, including poor mental health, compared to inland neighbours. Meanwhile health services are overstretched.

Creative health can help to tackle health inequalities in the following ways:

- Developing tailored approaches to address needs in local communities, building on arts, cultures and meaningful engagement with movement and nature to promote physical, mental, emotional, and social wellbeing.
- Supports prevention, health promotion and culturally relevant service design
- Improves mental, physical and social wellbeing in underserved communities
- Build community cohesion, resilience, social capital, agency and trust through community-based programmes

The project aims to improve mental health support and outcomes in the priority areas by:

- Increasing understanding of how the system currently functions
- Creating evidence and resources to support the delivery of and access to community activities/organisations
- Building creative health partnership across sectors and share learning across coastal towns
- Strengthen research and practice capacity to tackle mental health and wellbeing inequalities.
- Creating a model of collaborative working for coastal towns to tackle health inequalities- inform national policy



The Ripple Effect…

Through Coastal Community and Creative Health (CC&CH), the senior leadership at Empowerment and Healthwatch Blackpool became aware of the opportunities to use creative approaches, such a visual arts and music, within their services and how powerful this can be. Prior to this, these services used to be mainly conversation based. Involving creative elements in their services was welcomed by the wider team who were then able to channel their personal creativity and put on a range of creative group activities around, for instance, recovery and grief

"Neil, who works for Empowerment has a gift with music. He started channelling that into his work and actually now has a music group that he runs at the Recovery hub... And then Jamie, who was in the same team, is also very creative. She started a creative group where they do arts and crafts, but they started to make it very centred around recovery."

As a result of networking through CC&CH new networks have now been established with some local fantastic organisations such as LeftCoast, amongst many others

"Over the last 12 to 18 months, pretty much all of the local organisations that you guys (CC&CH) have linked with from a creative perspective, we now know and have relationships with…we now actively work with those people really regularly and value how much they bring to our VCFSE partnership in Blackpool'

Amy, Healthwatch Blackpool Manager

Get Out Get Active

Get Out Get Active (GOGA) is a UK-wide initiative designed to bring disabled and non-disabled individuals together through inclusive and engaging activities. The programme focuses on reaching some of the least active members of the community, supporting them to become more active through enjoyable and accessible opportunities. From Community Centre Boccia and chair-based exercises to Walking Rugby and Swimming, there is something for everyone in Blackpool.

Over the past year, the team has worked closely with a range of partners, including Adult Social Care, Jobs, Friends and Houses, the new Recovery Hub, and Blackpool Coastal Housing. Through these collaborations, we have supported frontline staff in developing the confidence to promote physical activity and its benefits to those who are least active.

Data from the 2024/25 period reveals that 54.8% of the 294 unique participants reported living with a long-term health condition. Across 805 sessions, the programme saw 5,857 total engagements. GOGA is about more than just physical activity—it embodies a commitment to inclusion, wellbeing, and community connection. Together, we aim to build vibrant and supportive spaces that encourage everyone to lead active, fulfilling lives.

Our goal is to foster an environment where all individuals—regardless of ability, background, or health condition—feel empowered and engaged. Participants are encouraged not only to take part in physical activities but also to build meaningful and lasting connections. The activity timetable is shaped by local residents' feedback, ensuring that sessions are relevant and responsive to the community's needs.

We actively collaborate with local organisations and internal teams to take a holistic approach to wellbeing—addressing health, education, housing, and more. Activities are designed to be enjoyable and flexible, adapting to the preferences of each group.

In addition to the community timetable, we also deliver bespoke sessions in response to specific needs. These include activities held at The ARC, residential homes, and with partners such as Streetlife. These tailored sessions are kept off the public timetable to maintain a safe, supportive space where individuals can receive focused support and encouragement.

For any further information regarding the timetable please email getoutgetactive@blackpool.gov.uk

For further information on bespoke sessions, for staff sessions, or to enquire about a new activity please email april.oldfield@blackpool.gov.uk

Move Together Blackpool

Move Together Blackpool is part of Sport England's "place partnership" programme. The underpinning principle of this programme is to work with people at a local level to help people be physically active, particularly in areas with significant levels of disadvantage and inequalities. This is a whole system change approach focussed on improving the health and wellbeing of people living in Blackpool through sport, exercise and physical movement.

There is a coordination team comprised of people from a range of organisations in Blackpool including Active Lancashire, Blackpool Council, Blackpool Football Club Community Trust, and NHS Lancashire and South Cumbria ICB. The team are seconded one-to-two days per week rather than being a dedicated employed team. The principle behind this is to bring expertise about different sectors into Move Together Blackpool and conversely support team members to take learning from Move Together Blackpool into their "day jobs."

2024/25 was the development phase of the programme. The coordination team scoped what works to deliver sustainable change that leads to embedding physical activity in day-to-day life in Blackpool. As part of this we have undertaken small test and learn projects which have been as much about understanding system readiness as testing specific new ways of doing things. Increasing capacity is not in the scope of Move Together Blackpool, it's about how we can work together so that the whole is greater than the sum of the parts. Establishing new opportunities and supporting existing opportunities to grow is needed; there are other programmes that are doing this. Move Together Blackpool will work with those programmes to join the system up.

Move Together Blackpool has recently (June 2025) submitted this learning to Sport England, to support investment in whole system change which will embed a culture of physical activity in Blackpool. The focus will be on where we want to be in the future, with examples from our learning and wider national and international evidence and learning. Move Together Blackpool is a learning approach and it is anticipated that as we learn, and the system changes, different actions will be required. Active health and care, communities, systems leadership, and children and young people will be key workstreams.

Last 1000 days Improvement Collaborative

What is The Last 1000 Days?

The Last 1000 Days is a vehicle for drawing attention to patients' time. It is widely recognised that the elderly, the chronically ill, and those with life limiting conditions are the same people who spend the most time in healthcare settings. These are the very people who have the least time to waste.

The Last 1000 days concept has been developed to help draw attention to where & how time is wasted, to reinforce the positioning of patient's time as the most important currency in health care and to create a sense of urgency.

By creating a sense of urgency, we prioritise what can be done, what's in the way and what needs to be different. Making an issue out of the Last 1000 Days is important because it galvanises us to act. It creates a cause, a thing we can all get behind and a common language for change that we can share.

Of course, creating models and talking about things doesn't change them, but raising awareness, giving people a compelling reason to change and the tools to make a difference does enable change to happen. As nurses, doctors, therapists or other people involved in the patient's journey through the health system, we strive to do the best by patients on a daily basis. Sometimes we fall short because we are paying attention to the wrong thing – the system and processes we are used to, the way things are currently done and the time scales we have come to accept. By putting patients' time at the centre of everything, by making it our most important currency, we create a new value system that enables us to pay attention to different things – the things that may get in the way of the care we want to give (www.last1000days.com)

In 2024/25 Blackpool Teaching hospital completed both phase 2 and phase 3 of its Last 1000 days quality improvement programme. Phase 2 involved 9 care homes and required a 12-month commitment and engagement to the programme of work, whereas phase 3 reduced the commitment required from providers to 90 days and included 25 homes across the Fylde coast. Some of the key achievements from the fantastic work during phase 3 are outlined below-

Achievements since the start of the 90-day Rapid Improvement project:

- 184 Advance care plans completed.
- 28 Residents passed away in their preferred place of care.
- 54 Residents avoided hospital attendance and were cared for in their own homes.
- 36 Individuals completed the QSIR Fundamentals programme.
- 64 Care home practitioners completed the Introduction to Quality Improvement e-Learning.
- 42 Care home practitioners became "Train the Trainers" in Restore 2, and an additional 95 care home practitioners were trained in completing New2 and Restore 2

Leave no one behind

If the model of health and care delivery is entirely reliant on our local people directly accessing the services, we will leave many behind.

Think differently

Blackpool's Population Health approach




FREE ENTRY

Place-based Partnership

Blackpool