

Appendix 3d Joint Local Health and Wellbeing Strategy

2024 – 2028

Consultation: Summary Report

February 2024



Contents

Executive Summary.....	2
Introduction	3
The Respondents (Demography)	3
The Results.....	5
Appendix – Full list of comments.....	10

Executive Summary

A survey was available for **eight weeks** between December 2023 and February 2024. Paper surveys were available in libraries and leisure centres and a digital survey was available on the Council website. The survey was designed to gather feedback from residents and organisations on the four priority areas and proposed actions within the Joint Health and Wellbeing Strategy 2023- 2028.

The survey collected **63** responses, **four** of which were on behalf of local organisations.

The majority of responses were in agreement with the priority areas and proposed actions.

- 82.54% of respondents agreed with the overall vision: “Together we will make Blackpool a place where all people can live, long, happy and healthy lives”.
- 84.13% of respondents agreed with the *Starting Well* priority and 79.37% approved of the proposed actions.
- 87.30% of respondents agreed with the *Education, Employment and Training* priority and 80.95% approved of the proposed actions.
- 88.89% of respondents agreed with the *Living Well* priority and 83.61% approved of the proposed actions.
- 85.48% of respondents agreed with the *Housing* priority and 85.48% approved of the proposed actions.

Introduction

The aim of the survey was to gain feedback from residents and organisation across Blackpool to understand their views of the Blackpool Health and Wellbeing Board's Joint Local Health and Wellbeing Strategy.

The aim of the 5-year Joint Local Health and Wellbeing Strategy is to drive change to improve the health and wellbeing of the population of Blackpool and reduce the gap in health outcomes between Blackpool and England as a whole.

The survey ran between 18th December 2023 and 12th February 2024. In addition to an online survey which was accessible on Blackpool Council's Engagement and Consultation webpage, paper copies were also made available in Blackpool Libraries and leisure centres.

The Respondents (Demography)

In total there were 63 responses to the survey, four of which were on behalf of local organisations.

50 respondents shared their demographic details. This information is used to understand how representative the findings are to the general population of Blackpool. Responses were received from a fairly proportionate representation of ages, ethnic groups, incomes, disabilities, however females were heavily over-represented. Therefore, the findings are not likely to be representative of the wider Blackpool population.

Sex

79% of the respondents were female and 21% were male.

Age

16-24	6%
25-34	14%
35-44	20%
45-54	30%
55-64	20%
65-74	6%
75+	4%

Ethnic Identity

Asian/Asian British (inc. Indian/Pakistani/Bangladeshi/Chinese or any other Asian background)	2%
Mixed/Multiple ethnic groups	2%
White (inc. English/Welsh/Scottish/Northern Irish/British/Irish/Traveller or any other White background)	96%

Disability

No, I do not have a long standing illness or disability	70%
Yes, but it doesn't limit me	8%
Yes, limits me a little	12%
Yes, limits me a lot	10%

Household Income

Less than £10,000	4.26%
£10,000-£19,999	6.38%
£20,000-£29,999	19.15%
£30,000-£39,999	14.89%
£40,000-£49,999	14.89%
£50,000-£59,999	10.64%
£60,000-£69,999	8.51%
£70,000-£79,999	4.26%
£80,000-£89,999	4.26%
£90,000-£99,999	4.26%

Sexual Orientation

Asexual	2.63%
Bisexual	2.63%
Gay	5.26%
Heterosexual	84.21%
Lesbian	5.26%

The Results

Q1: Do you agree with the vision: “Together we will make Blackpool a place where all people can live, long, happy and healthy lives”?

		Number	Percentage
Residents	Strongly agree	16	36.36%
	Agree	17	38.64%
	Neither agree nor disagree	8	18.18%
	Disagree	1	2.27%
	Strongly disagree	2	4.55%
Workers	Strongly agree	10	66.67%
	Agree	5	33.33%
	Neither agree nor disagree	0	0%
	Disagree	0	0%
	Strongly disagree	0	0%
Organisations	Strongly agree	3	75%
	Agree	1	25%
	Neither agree nor disagree	0	0%
	Disagree	0	0%
	Strongly disagree	0	0%

Q2: Is “Starting Well” the right priority?

		Number	Percentage
Residents	Strongly agree	24	54.55%
	Agree	11	25%
	Neither agree nor disagree	5	11.36%
	Disagree	2	4.55%
	Strongly disagree	2	4.55%
Workers	Strongly agree	12	80%
	Agree	2	13.33%
	Neither agree nor disagree	0	0%
	Disagree	0	0%
	Strongly disagree	1	6.67%
Organisations	Strongly agree	2	50%
	Agree	2	50%
	Neither agree nor disagree	0	0%
	Disagree	0	0%
	Strongly disagree	0	0%

Q3: Are these the right actions to take?

- Provide access to infant feeding advice for all Blackpool families through Family Hubs and achieve Breastfeeding Baby-Friendly Status (UNICEF) across all healthcare units.
- Review the Health Visitors service.
- Provide support to parents of children with recent autism diagnoses.
- Promote Brain Certification online course.
- Improve tooth brushing and fluoridated milk uptake in areas with high proportions of child dental decay.
- Promote a Smoke-free Blackpool and research the factors influencing smoking behaviours in pregnant women.

		Number	Percentage
Residents	Strongly agree	22	50%
	Agree	13	29.55%
	Neither agree nor disagree	7	15.91%
	Disagree	2	4.55%
	Strongly disagree	0	0%
Workers	Strongly agree	8	53.33%
	Agree	4	26.67%
	Neither agree nor disagree	2	13.33%
	Disagree	1	6.67%
	Strongly disagree	0	0%
Organisations	Strongly agree	1	25%
	Agree	3	75%
	Neither agree nor disagree	0	0%
	Disagree	0	0%
	Strongly disagree	0	0%

Q4: Is Education, Employment and Training the right priority?

		Number	Percentage
Residents	Strongly agree	26	59.09%
	Agree	12	27.27%
	Neither agree nor disagree	5	11.36%
	Disagree	0	0%
	Strongly disagree	1	2.27%
Workers	Strongly agree	11	73.33%
	Agree	2	13.33%
	Neither agree nor disagree	1	6.67%
	Disagree	0	0%
	Strongly disagree	1	6.67%
Organisations	Strongly agree	2	50%
	Agree	2	50%
	Neither agree nor disagree	0	0%
	Disagree	0	0%
	Strongly disagree	0	0%

Q5: Are these the right actions to take?

- Promote community-based adult learning through GP referrals.
- Expand vocational training opportunities and boost the number of apprenticeships.
- Establish a School Family Support Worker.
- Improve the buildings at our Special Schools.
- Improve Special Educational needs support in schools and establish a new Special Educational Needs and Disabilities unit.

		Number	Percentage
Residents	Strongly agree	23	52.27%
	Agree	13	29.55%
	Neither agree nor disagree	7	15.91%
	Disagree	1	2.27%
	Strongly disagree	0	0%
Workers	Strongly agree	8	53.33%
	Agree	4	26.67%
	Neither agree nor disagree	2	13.33%
	Disagree	1	6.67%
	Strongly disagree	0	0%
Organisations	Strongly agree	1	25%
	Agree	2	50%
	Neither agree nor disagree	0	0%
	Disagree	1	25%
	Strongly disagree	0	0%

Q6: Is Living Well the right priority?

		Number	Percentage
Residents	Strongly agree	27	61.36%
	Agree	11	25%
	Neither agree nor disagree	4	9.09%
	Disagree	0	0%
	Strongly disagree	2	4.55%
Workers	Strongly agree	11	73.33%
	Agree	3	20%
	Neither agree nor disagree	0	0%
	Disagree	0	0%
	Strongly disagree	1	6.67%
Organisations	Strongly agree	2	50%
	Agree	2	50%
	Neither agree nor disagree	0	0%
	Disagree	0	0%
	Strongly disagree	0	0%

Q7: Are these the right actions to take?

- Encouraging people to 'move more and promote active travel.
- Evaluate the NHS Initial Response Service, Social Prescriber Slimming Services, Suicide Services and equity of stop smoking services.
- Establish the Blackpool Tobacco Free Alliance.
- Create a hub for addiction recovery.
- Develop a trauma-informed organizational charter.
- Collaborate with the OASIS service.

		Number	Percentage
Residents	Strongly agree	21	50%
	Agree	12	28.57%
	Neither agree nor disagree	8	19.05%
	Disagree	0	0%
	Strongly disagree	1	2.38%
Workers	Strongly agree	10	66.67%
	Agree	4	26.67%
	Neither agree nor disagree	1	6.67%
	Disagree	0	0%
	Strongly disagree	0	0%
Organisations	Strongly agree	2	50%
	Agree	2	50%
	Neither agree nor disagree	0	0%
	Disagree	0	0%
	Strongly disagree	0	0%

Q8: Is Housing the right priority?

		Number	Percentage
Residents	Strongly agree	25	56.82%
	Agree	11	25%
	Neither agree nor disagree	6	13.64%
	Disagree	1	2.27%
	Strongly disagree	1	2.27%
Workers	Strongly agree	12	80%
	Agree	2	13.33%
	Neither agree nor disagree	0	0%
	Disagree	0	0%
	Strongly disagree	1	6.67%
Organisations	Strongly agree	2	66.67%
	Agree	1	33.33%
	Neither agree nor disagree	0	0%
	Disagree	0	0%
	Strongly disagree	0	0%

Q9: Are these the right actions to take?

- Improve understanding of housing issues and the associated impacts on health and well-being.
- Reduce fuel poverty by supporting energy efficiency projects.
- Work with landlords to improve standards and evaluate the Decent Homes pilot project.
- Lobby the government to intervene in poor-quality homes.

		Number	Percentage
Residents	Strongly agree	20	46.51%
	Agree	15	34.88%
	Neither agree nor disagree	8	18.60%
	Disagree	0	0%
	Strongly disagree	0	0%
Workers	Strongly agree	9	60%
	Agree	6	40%
	Neither agree nor disagree	0	0%
	Disagree	0	0%
	Strongly disagree	0	0%
Organisations	Strongly agree	2	50%
	Agree	1	25%
	Neither agree nor disagree	1	25%
	Disagree	0	0%
	Strongly disagree	0	0%

Response to consultation findings

The survey asked for comments under each of the four priority areas. All comments made in the public consultation survey have been grouped into recurring themes and have been reviewed and considered for inclusion in the final JLHWS. Theme leads have been engaged to provide responses to the recurring comments received.

Key Comments	Frequency	Response
Comments relating to the need for support, advice and services for parents and carers	15	<p>The following resources are available to help and educate parents:</p> <ul style="list-style-type: none"> • Your babys language • How and when do babies develop social skills? • Big little moments <p>The Health Visiting Service is one of the services that the council commission and are provided by Blackpool Teaching Hospitals. The Health Visitors, with Nursery Nurses undertake eight universal visits to all families and they also provide additional support and visits for those that are experiencing difficulties.</p> <p>The Health Visiting Service provides information, advice and support on child development, transition to parenthood and early weeks maternal mental health (perinatal depression)</p> <ul style="list-style-type: none"> • Breastfeeding • Healthy weight, healthy nutrition and physical activity • Managing minor illness and reducing accidents • Health, wellbeing and development of the child, including support to be 'ready for school' <p>There is also a more targeted Early Parenthood Service that has been established (June 2023) to provide a smaller number of parents with more regular visits over a period of up to 6 months. This is for parents that have greater needs and that would benefit from additional support.</p> <p>For families affected by domestic abuse and trauma there is a service for both parents, For Baby's Sake to support parent to deal with difficult situations, find support, make changes and to build resilience.</p> <p>Family Hubs a one-stop shop for a variety of services for children and families of all ages, giving opportunities to meet people, learn new things and find support. There are three in Blackpool in the north, central and south areas of the town, offering warm and welcome spaces for families, children and young people from 0 to 19, and up to 25 for children with special educational needs and disabilities (SEND).</p> <p>Baby Steps is a universal parenting programme open to all families. It's an antenatal educational programme designed to support</p>

		<p>expectant parents to manage the emotional and physical transition into parenthood.</p> <p>HENRY The service includes; supporting breastfeeding, improving nutrition, emotional wellbeing, parenting skills, healthy nutrition, oral health and a more active lifestyle. They offer workshops, top tips on their website.</p> <p>There are general websites that provide useful information</p> <ul style="list-style-type: none"> • Getting to know your baby • Circle of Security Parenting Group <p>Blackpool also has a Parent Infant Relationship Service . This is a targeted service that a Health Visitor or your GP can refer you to, the service aims to promote a loving secure relationship between primary caregivers' and their infants up to the age of 2 years.</p>
<p>Comments relating to education, training and employment support</p>	<p>11</p>	<p>Comprehensive proposals for the future of alternative provision are described in Inclusion section of the Blackpool Education Improvement Board's 2020-2030 Vision. We will add the Blackpool Education Improvement Board's 2020 – 2030 vision strategy to the Education section of the Joint Local Health and Wellbeing Strategy.</p> <p>We will also add the following to the Joint Local Health and Wellbeing Strategy: <i>'we will work the partners to deliver the Priority Education Investment Area programme. The projects which are being developed relate to literacy, pupil behaviour in schools and improving attendance through the use of family support workers in schools. The programme runs until spring 2025.'</i></p> <p>Blackpool Council has a work placement programme, Chance2Shine, which offers unemployed individuals on its employment support programmes a 4-week unpaid work placement so that they can try work in a particular sector or with a specific employer before committing to applying for job roles. This gives them invaluable work experience, useful skills to add to their CV and an increased level of confidence in going back to work.</p> <p>Our employment support programmes are open to participants from 16 – 65 years of age.</p> <p>Blackpool Council has its own service dedicated to supporting young people aged 16-24 into employment or training. The Platform provides young Blackpool residents with one-to-one employment support from an Employment Adviser and offers information, advice and guidance to help them to make the right choice for their future. This could include accessing an apprenticeship, training course or local job. The Platform has a dedicated Care Leavers worker and an Outreach Employment Adviser to support young people who may be unable to access the town centre base.</p>

		<p>Blackpool Council's Positive Steps into Work Service has an Outreach Employment Adviser who works with people who are economically inactive and supports them into work and training.</p> <p>Blackpool Council delivers integrated Individual Placement and Support (IPS) services in both our commissioned drug and alcohol recovery services in Blackpool and across Lancashire and South Secondary Mental Health Services (specifically for clients with severe mental illness - SMI) to help people move into paid employment. We are currently undergoing an expansion programme into Primary Care Networks for the SMI group to widen access numbers and this will include a self-referral pathway.</p>
<p>Comments relating to the need for mental health support and services</p>	<p>10</p>	<p>Further information on perinatal mental health and emotional wellbeing service can be found here: NeonatalLeaflet.pdf (bfwh.nhs.uk)</p> <p>Mental Health First Aid for workplaces is offered through Blackpool Council Public Health and through the ICB suicide prevention work. Further information can be found here: Suicide Prevention Lancashire Mind</p> <p>There are mental health practitioners who work as part of Primary Care Networks in GP surgeries who provide triage, care planning, links to other primary care-based roles and social support, liaison and onward referral to mental health services.</p> <p>Blackpool Talking Therapies offers a range of brief, evidence-based, therapeutic interventions to support people's needs, this includes; online, telephone and face-to-face treatment options for people aged 16 and over. People can self-refer - 01253 955700 or bfwh.talkingtherapies@nhs.net</p> <p>The Initial Response Service had been launched which improves access to both urgent and routine requests for help including crisis support on a 24/7 basis 0800 013 0709</p> <p>Blackpool Council commission a suicide prevention service Solace - FYi Directory for people bereaved by suicide. Other suicide prevention work is happening with partners as part of delivery of the Lancashire and South Cumbria Suicide Prevention Plan.</p> <p>Blackpool Carers provide support to carers of people with mental health problems - Amanda Madden on 01253 393748). The Family Focus Project works with families where a parent or carer has substance (drug or alcohol) misuse issues or mental ill health. The team offer intensive support to all members of the household - Kerry Dalton on 01253 393748. They also offer support groups and counselling.</p>

<p>Comments relating to physical activity and the built environment</p>	<p>9</p>	<p>Over the last 2 years we have been involved with the Climate Emergency Action Plan, with a focus on the environment, and modal shift. We are delighted with the local work around Active Travel, working with local schools and third sector organisations to educate and promote clean, traffic free spaces, and creating play streets. This work will continue with external partners and colleagues in the Transport Policy team and Highways.</p> <p>The Active Travel Group meet quarterly, and involves wider council services and third sector. Work will continue within education and conversations are on-going to ensure the built environment is suitable for all and that communities are well connected, providing safe cycling and walking routes to schools, shops and workplaces. For further information please visit: Active Travel (blackpool.gov.uk)</p> <p>The Greening Blackpool Supplementary Planning Documents states that:</p> <p><i>‘All new residential development (including change of use) providing 3 or more units should provide 40 square metres of open space per person based on average occupancy rates. If the full provision of open space cannot be provided on-site, a financial contribution towards up-grading open space off[1]site will be required’</i></p> <p>Further guidance on open space provision is provided on pages 36 to 37 of the SPD. For further information please visit: Greening Blackpool SPD adopted May 2022</p> <p>Following a recent review of the concessionary membership prices, which has resulted in some membership prices being reduced. The concessionary (Low income, student, over 65) membership has been reduce to £19.99. The corporate membership has also been reduced to £19.99. There has been significant growth, despite the cost of living crisis. For further information please visit: Memberships (blackpool.gov.uk)</p> <p>Funding from Blackpool Council’s Public Health, supports the delivery of ‘Making Changes’, a 12 week behaviour change programme which supports families to lose weight, explore healthy eating and physical activity. For further information please visit: Making changes (blackpool.gov.uk)</p> <p>Following the Covid pandemic, there have been some changes to the pool timetable, primarily to accommodate the significant growth of the learn 2 swim programme. We still offer casual swimming at both pools daily, more specifically for those who work 9am-5pm we have an early morning option, and Tuesdays and Thursdays from 4pm at PLC or 6pm at Moor Park. For further information please visit: Swim timetable (blackpool.gov.uk)</p>
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		<p>There are a number of programmes delivered within Blackpool which provides activities for people with a disabilities, and over the last few years it has been really positive to see an increase in the number of voluntary and third sector organisations delivering physical activity for people with disabilities across the Fylde coast, including Autism Initiatives, Blackpool Boccia Club, Together We Can Do and a very successful disability swimming club, Blackpool Polar Bears. For further information please visit: Home Together We Can Do</p> <p>We will also add the following to the strategy: ‘Active Blackpool are committed to providing a quality and affordable service which promotes physical activity. With an aspiration for Inclusive Fitness Initiative (IFI) accreditation, which will provide access to those in greatest need. Specifically targeting older people, the disabled community and those living in the most deprived communities in Blackpool, we will aspire to do things differently to break down barriers and tackle deep rooted inequalities and inactivity so that people in our communities live a happy and healthy life’.</p>
General comments	9	Not applicable.
Comments relating to the need for improved food environment	8	<p>The Healthy Weight Strategy 2023-2028 Action Plan contains actions to:</p> <ul style="list-style-type: none"> • Support and encourage educational settings to embrace the healthy eating agenda and to embed policies and initiatives into everyday life • Look at maternal nutrition • Review implementation of the Infant Lancashire Feeding Strategy • Support maternal and infant nutrition awareness and education and promote the benefits of breastfeeding and healthy introduction to solid foods • Encourage local businesses to achieve the Healthier Choices Food Award and Junior Healthier Choices Award • Development of a local policy to prevent the advertising of high fat, salt and sugar products on council-owned premises • Development of health campaigns that raise awareness of the harms of high fat, salt and sugar products • Support our vulnerable communities to have access to healthy and affordable food. • Promote healthy and sustainable food • Support the vulnerable children in our community to have access to healthy, nutritious food at school and during the holidays <p>The Blackpool Oral Health Strategy 2023-2028 Action Plan contains actions to develop oral health campaigns to increase awareness of the dangers of sugar-sweetened drinks and high fat, salt and sugar snacks in between meals.</p>

		The offer specifically to parents is described in the 'Comments relating to the need for support, advice and services for parents and carers' response section.
Comments relating to the need for additional support in schools	6	<p>Schools have support from the following:</p> <p>School early help and resilience team offer: 1:1 support for young people where a need is identified, Transition support – moving on up to High school, College or even to a new school, Group work programmes - For Primary (e.g. online safety, friendship and communication), For Secondary- Online Safety (relationships online, body image, digital detox, profile safety), Self-harm intervention (early help), Supporting school with early help advice and support</p> <p>All schools have access to a primary mental health worker to support staff, who will also deliver Youth Mental Health First Aid courses to school staff.</p> <p>All secondary schools are supported by mental health teams in schools, providing early intervention/therapeutic support. For further information please visit the SHINE Fylde Coast Mental Health Support Team on the FYi Directory using the following link: https://www.fyidirectory.co.uk/directory/shine</p> <p>We have a mental health partnership board and would welcome any partners who wish to join and share learning. Please contact publichealth@blackpool.gov.uk</p>
Comments relating to the need to improve housing conditions	6	<p>All traders applying insulation measures have to have a Trustmark certificate and associated guarantee. For further information please visit: https://www.trustmark.org.uk/homeowner/financial-support/great-british-insulation-scheme</p> <p>The Council's public protection team have tools and powers to take action against poor external property condition, fly-tipping and ASB and can act as long as people report the issues.</p> <p>We use selective licensing schemes in order to undertake inspections of all houses that fall into the designation. We find that people in many cases are scared to report issues therefore by conducting inspections we are able to identify the issues ourselves and take the necessary action against the landlord if they fail to complete the required work.</p> <p>The Council has no control over a tenant choosing to rent a substandard privately rented property. The Council does have a company – Blackpool Housing Company that does acquire property in the area, upgrade it and then rent it out at a better quality.</p> <p>We have tried running tenant training on maintaining a healthy home but we had low/no take up.</p>

		<p>All energy efficiency housing grants through Cosy Homes in Lancashire are aimed at working households on an income of less than £36,000 pa. We work with a network of local installers who have appropriate accreditations as required by the Government. All work is inspected and appropriate guarantees issued to residents. Builders are paid directly following a satisfactory inspection. For further information please visit: www.chil.uk.com</p>
Comments relating to autism support	4	<p>The council's adult social care department has a Specialist Autism Team which identifies the needs of adults who have been identified as Autistic or are on the NHS waiting list for an Autistic diagnostic assessment. The team is made up of social workers, case assessors and support workers and provides information and advice, direct support and commissioned support from care providers.</p> <p>The team also provides some support to younger people in this group, alongside our partners in Children's services and other agencies, as they prepare for adulthood.</p> <p>Carers of people the team work with, for example parents, partners or friends, are also offered the opportunity to have their needs as a carer identified and support provided, for example via the carer's or through the provision of respite services.</p>
Comments relating to the need for drug and alcohol treatment	4	<p>There is a comprehensive Combatting Drug and Alcohol Partnership Board Action Plan and Drugs Strategy linked to Health and Wellbeing Board.</p> <p>A draft Alcohol Strategy is currently being worked on and is near completion. This also has an Action Plan which will also be monitored by the Combatting Drug and Alcohol Partnership Board. The specific alcohol service 'Lighthouse' is within this.</p>
Comments relating to health services	4	<p>NHS Dentistry</p> <p>The NHS only receives funding for 60 per cent of the population to receive NHS dentistry, however the decline in oral health since the COVID-19 pandemic means the level of funding received in reality is currently only sufficient for around 50 per cent of the population to be able to access routine NHS dental care. It is therefore not possible for everyone in the UK to receive NHS dental treatment.</p> <p>While very few dentists may be accepting new NHS patients at the moment, they may all accept patients privately. Most dentists offer a payment plan that will ensure all routine care is carried out at a cost not too dissimilar to NHS services.</p> <p>Unlike GP practices, nobody is registered with a dentist. By completing a registration form at your dentist you are simply being added to their database, however this does not provide guaranteed access to an appointment.</p>

		<p>If you need to access a dentist in an emergency or out of normal hours, use NHS111 by visiting 111.nhs.uk or call 111.</p> <p>Urgent dental treatment is charged at £25.80 (unless you are entitled to free NHS dental treatment).</p> <p>The Lancashire and South Cumbria dental helpline can also provide advice, support and an appointment where required. It is charged at your local rate. Call 0300 1234010 between 8am and 9pm Monday to Friday, 10am to 5pm weekends and bank holidays.</p> <p>GP Enhanced Access The Fylde Coast NHS is committed to improving access to primary care services. This includes making appointments available at times that are convenient to patients. Evening and weekend appointments are available with GPs, practice nurses and other healthcare professionals for routine pre-booked services.</p> <p>Operating 7 days a week from Whitegate Drive, South Shore Primary Care Centre, Fleetwood Health Centre, Lytham St Anne’s Primary Care Centre & Freckleton, Beechwood Surgery, Garstang Medical Centre, Over Wyre Medical Centre, Kirkham Health Centre and includes evening and weekend routine appointments e.g. GP appointments, smear clinics, chronic disease management, phlebotomy clinics, ear syringing, and more. Appointments can be booked via a patient’s own GP practice. Please be aware that this is not a walk-in service – you must have an appointment.</p> <p>If a doctor is required when the surgery is closed, please use the NHS Service 111. Call 111 or visit 111.nhs.uk.</p>
Comments relating to smoking and vaping	3	<p>Work is currently being undertaken by BetterStart and Public Health to review evidence of effectiveness relating to smoking during pregnancy.</p> <p>In 2023, a children and young people’s vaping report was published by Healthwatch Blackpool. Work has been done in response to this with children and young people and parents. Secondary Schools have been given vape bins for confiscated vapes provided by the safeguarding team and support by Public Health. They also supported through Public Health resource and training. We also work closely with the Blackpool Council Enforcement team.</p> <p>A new comprehensive tobacco action plan (CleaR) has been agreed and will be monitored through the newly formed Smokefree Blackpool Alliance.</p> <p>The Community Stop Smoking Service is freely available to all Blackpool residents.</p>
Comments relating to	3	All services that offer support and treatment for drugs, alcohol and multiple disadvantages are shaped by the Lived Experience Team.

engagement and monitoring		Colleagues with lived experience are integral to providing support to clients within these services.
Comments relating to social prescribing and community based support	3	<p>Primary Care Networks either employ or commission social prescribing link workers; who help patients to get the right support, often beyond medical care. Many different patients will be referred to social prescribing link workers but they often include people with long-term conditions, low level mental health issues and those who feel lonely or isolated. Link workers also help people with complex social needs.</p> <p>Generally, patients speak with a link worker 6-12 times over a three month period. The link worker will connect them with activities, groups, and services in their community for practical and emotional support to help them get back on their feet.</p> <p>Patients may need a referral to access a social prescriber but that doesn't necessarily need to be a GP – all staff at the Primary Care Network can access this support for the patient.</p> <p>Blackpool Libraries have received £88,000 grant funding from the government's Know Your Neighbourhood fund to tackle loneliness and social isolation through new activities and volunteering opportunities. Blackpool's libraries will use the funding to develop a comprehensive offer for adults at risk of chronic loneliness and help boost volunteering, primarily at Central Library, Revoe Library, Library@TheGrange and Langdale Library and Laundry Room. Community outreach will also take place to engage those residents at risk of chronic loneliness, giving insight into how the library service may be able to help.</p>
Comments relating to the housing market	2	The Council uses grant funding from Homes England to help acquire properties, ex Right to Buy properties, and to help build new Council homes such as at Troutbeck and Grange Park.
Comments relating to housing warmth	2	<p>Blackpool Council works in partnership with 12 Lancashire Local Authorities to run the Cosy Homes in Lancashire (CHiL) Affordable Warmth initiative. As a Consortium we bid for funding to help residents living in fuel poverty to improve the energy efficiency of our properties. We have many schemes available to Blackpool residents all of which target working households on low wages. As a Council we promote and market the scheme as widely as possible and hold regular resident events. We also work with many partner agencies and cross refer to ensure any identified are met.</p> <p>Residents who apply to CHiL will be offered a Retrofit Survey of their home and a 'whole house' approach taken looking at insulation measures first. For those properties which would benefit from Clean Heat measures a Heat Loss Survey will be undertaken in every instance. For further information please visit the CHiL website: www.chil.uk.com</p>

Comments relating to housing for older and disabled people	2	<p>Referrals into the Care & Repair service to reduce hospital admissions and aid quick hospital discharge are already in place.</p> <p>We recognise that some of our historical housing stock is now not suitable for disabled people. In new housing schemes we take this into consideration and provide a number of fully accessible and adaptable units in each scheme. In addition to this we build new houses with provision in place to easily make adaptations if and when required.</p>
Comments relating to the private rented sector	2	<p>The Council's Housing Options Service provides advice and support to people who are homeless or at risk of homelessness. For further information please visit the Council's Housing and Homelessness advice website: https://www.blackpool.gov.uk/Residents/Housing/Housing-options/Housing-and-homelessness-advice.aspx</p> <p>Accreditation based on quality is too subjective and standards can decline very quickly in the private rented sector. We have introduced the Blackpool Standard which is a higher standard and in Selective Licensing areas if a landlord meets this higher standard, they get a discount off their licence fee.</p>

Appendix – Full list of comments

Starting Well = 32

"Teach parents that their behaviour influences their child's development. Use more positive language, encourage sports uptake, be more involved. Don't be drunk in front of your children."

"Perinatal access"

"Provide support to adults who have been diagnosed with Asperger's in later life like I have."

"Yes improving dietary helps for parents struggling on low incomes, like providing more money to save indignity of having to go to Foodbank's help poor areas (Tesco has done this around Mereside by allocating food to be sent to a person who then sends a general text to say basically for them to go and collect what they need. I hope this is still happening? But encouraging more supermarkets to do this in areas is important."

"Teach mothers to interact with young children. So frustrating to see children in buggy while mother has her face in phone screen."

"Look more into mental health of mothers/fathers who might be struggling with childcare and need more support but don't know where to access it."

"Look at diet and access to nutritional food which could have a knock-on effect of dental decay."

"NHS dentists! Appreciate the dental and teeth cleaning initiative but without NHS dentists this again is hard to quantify."

"Breastfeeding needs advocating for much more within our local health services. In my own experience when we were having our daughter there was an incredible amount of resistance towards my partner continuing to pursue her goal of breastfeeding although she had received minimal support in terms of time and advice. My partner and I were very informed on the benefits of breast feeding versus formula feeding and despite communicating this and our wish for our child to have the benefits associated with breast milk that formula feeding does not offer we were repeatedly encouraged to 'give up' and move to formula feeding. We eventually sourced our own lactation specialist who advised my partner on using breast pumping machines to extract breast milk (as our daughter could not latch due to development issues) and my partner was able to successfully pump breast milk and solely sustain our daughter on it for 9 months. "

"Autism provision and support needs to improve as the children develop, currently insufficient provision"

"As a first time mum the service once my child was born has been great! There's plenty of groups supporting infant feeding, weaning and free play sessions for all areas (sensory,

story, song) with a range of age groups! It currently far exceeds what Wyre and Fylde are offering! I have also has plenty of HV appointments which I really appreciate. Fantastic service so far I hope it continues”

"Promote safe sex to young people"

"Improved Diet/food options for children, especially parents on a budget and better access to CAMHS and mental health support for pregnant families and new parents”.

"Ensure access to a healthy balanced meal to provide the nutrition required for health and growth. Basic food prep/cooking skill workshops. Promotion to reduce the amount of sugary drinks children consume - this would also help to reduce tooth decay.”

"I think the focus on helping parents with special needs children is a fantastic priority as social media shows that it is national crisis with many parents feeling unsupported, overwhelmed and some even having to give up work to assist their children."

"There seems to be a trend of poor dental hygiene in the area, this is not helped by the lack of NHS dentists. I myself no longer have an NHS dentists as mine went private and i cannot afford private. I cannot get on an NHS dentist client list. "

"Extend the support to parents of children with a recent autism diagnosis to also include parents in the process of trying to get a diagnosis."

"Make available to new mothers support/ educational groups”

"There should be more research done into seeing if expectant mothers are actually smoking or not. Being pregnant would be a great time for them to quit and would be willing to quit with the right support. If only it was off the record and they could get the help they needed”

"Provide Support for young parents of babies born into care”

"Parenting classes and healthy choices/eating classes"

"I put photos online about e-cigarettes and how dangerous they are, but you all started this!!! These e-cigarettes can blow up, I've seen it many times, while litter picking. These shops that sell them, just throw them into normal bins, I went round and asked loads of shops, how do they get rid of old ones. I was shocked at their response. You need to do a collection service for these!!!"

"The built environment, it is essential that we create clean, traffic -free spaces for our children and parents to enjoy."

"I think the focus on helping parents with special needs children is a fantastic priority as social media shows that it is national crisis with many parents feeling unsupported, overwhelmed and some even having to give up work to assist their children. "

"Services need to be inclusive and be available outside core hours of 9-5."

"Set up more supportive groups for parents and toddlers."

"This isn't my area of expertise so I'm unsure, but it is important to ensure continuous engagement and lived experience input throughout."

"Physical Activity"

"Need engagement with pre conception health promotion and need engagement with antenatal planning"

"You need to consider mental health here - especially for young families and new mums, perinatal mental health is really important here"

"More guidance on the nutritional value of foods and those that cause harm. High sugar content for example. Avoidance of drinks containing sugar in Primary children. Information on alternatives. Also, unhealthy additives in food and drink."

"This needs to reflect the priorities that have already been agreed in the Children Young People and Families Strategic Partnership Plan 2024-29 & be focused on improving under 5s outcomes, not focus on service delivery. There also needs to be a reference to the Partnership Early Help Strategy or Family Hub offer in Localities in relation to the national Family Hub Guidance. This is related to the CYPF Partnership Plan Priority 1 - Children and young people have the 'Best Start in Life' – the first 1001 days of a child's life are crucial for their development, physical and mental health. The plan needs to be joined together to show a shared and integrated vision."

Education, Employment and Training = 26

“Trial workshop days where people can see what they could be interested in learning.”

"Expansion of alternative provision for primary and secondary school aged children.
Improve access and services for children and young people's mental health."

"We applaud the actions taken to build on the transformation in service delivery for young people who have experience the care system by assisting them to make a successful transition into work, education and training. The focus on people with mental health needs and the importance of work, education and training in recovery is commendable and addresses the issue of sustainability for this group in maintaining progress or enabling them to re-enter employment. Similarly the acknowledgement of trauma and the work toward kite marked organisations is a positive step forward – We do feel that these measures are however failing to tackle the root causes of ill health in our population and the positive impact of work, education and training in being a health protector. The document published about Employment under wider health determinants is full and gives key messages which are not obviously present in the milestones and actions relating to Education, Employment and training – The figures show there are 3,800 people unemployed , 5,200 economically inactive who want a job and 15,000 economically inactive. If this document is looking at long term change then there are actions to address this number which are missing. We know that support 121 from non-statutory organisations can be extremely helpful in this area and have positive impact as referenced from the work in Claremont. If the best health protector in having a job there is an absence of actions and milestones to address this area in the strategy and more ambitious actions and milestones would have a profound impact. The Chair in her comments says we should not be afraid at shouting about inequalities these are very evident and perhaps within the milestones should be steps to attract additional resources to tackle the numbers above? Also no reference is made of present funding for Education and Training which fails to deliver scale with the 15,000 economically inactive in Blackpool. Yes we applaud the actions to prevent NEET and in intervene quickly with young people to get them into EET quickly however we would suggest this is doing what is easy and not assisting those young people and others with more pronounced issues of multiple need who will become a very expensive consumer of health services going forward unless issues are addressed. Actions cannot be taken with one group in isolation we would like to see a whole town and age approach with an aim of Blackpool becoming a NEET free town. There is in the report no reference to the removal of ESF and other funded programmes that assisted this population into employment – There is no analysis of this and the impact of the UK shared prosperity fund to replace this funding. Blackpool has a rich partnership if those working with unemployed young people who can add much to this policy area which has wider regional and national applicability, however the impact of this funds removal in Blackpool is another inequality which we should shout about.

We appreciate this is a headline report but are saddened to see no reference to new actions taken to enable this group of young people and the wider unemployed population being

enabled to access employment – We would reiterate again in our view the best Health protector is having a job. We do feel that this report could be significantly strengthened by working backwards from looking at those 6,000 individuals wanting to work and setting milestones in enabling this to happen. We a partners feel strongly we have a body of evidence that can be used to address the long term strategic health needs in Blackpool and to significantly reduce demand and in turn to grow the local economy.”

"It would be great but it places further work on shoulders of overworked GPs and the others are just words with little meaning without deadlines."

"Help older people back to work"

"More advertising of what is available in terms of training/apprenticeships and where best to advertise these opportunities."

"Install and invest in JNC qualified youth workers in high schools. Ensure abolishment of zero hour contracts to ensure sustainable income and decrease winter benefit culture. Improve access to apprenticeships”

"The partnership working of completing early help assessments and partners take ownership. More coordinated approach within schools as the parents see the school as a safe place to seek support"

"Input more pastoral support in schools and give young people access to be able to talk to a safe adult during school time"

"Improve access to mental health services for all ages and Improve SEN support for those with Dyslexia including diagnosis.”

"Developing a social and community referral route as is happening within the Revoe area for health professionals to enable non-clinical staff work with people on a one to one basis to address chronic health problems through activities leading up to employment for people a distance from the employment market where appropriate"

"As above. Schools needs a lot more support to deal with problematic / additional needs children”

"More social prescribing should happen. So many people on waiting lists and so many community groups’ people can go along to. "

"Provide more “grow your own” opportunities within social services, IT, etc. to help local young people access opportunities”

"I suffer from epilepsy and I still now, I’m thrown off trains when I have seizures, thrown out of hospitals, arrested when I have seizures, I have been sacked from jobs many times, I’ve tried reporting this for years, but no one in Blackpool and Government gives a damn!!!!"

"As above. Schools needs a lot more support to deal with problematic / additional needs children”

"Has self-referrals been considered? I feel some people would prefer this."

"Too many young people are struggling to process their emotions, and are saturated by our current online technology, yet our overall wellbeing support is based on an outdated appointment based system, devised by adults who did not grow up in a social media, convenience led world. We simply can't keep up! We need to focus in early intervention strategies such as talking therapies, on demand drop in centres within schools and colleges. We have got rid of counsellors who operated on an appointment system. We have replaced them with Wellbeing Mentors, who sit in reception, where students can just 'drop-in' to chat about their wellbeing. With this system, we are combatting low level mental health issues as they emerge, including prevention strategies and workshops, to arm them with resilience tools for the future, to support with self-care. This has been made possible by collaborating with other services and simply talking with our learners. Our new system allows our students & apprentices to process their emotions, analyse their current situation and talk to a trusted adult within a safe space (we have private pods for chats). This is a new concept, one that has taken off so well, that we have Mentored over 600 students since the 1st October 23. And encouraged our new principle to hire 3 new mentors to create our own Safe and Well team. I strongly believe this should be shared, shouted about and replicated. I would also like to know if the college is part of the board."

"Ensure that physical activity is embedded into all elements"

"There is no need for GP referral for adult learning. Concentrate on engagement with mainstream education for all"""

"Need to add in the importance of mental health first aid and support for mental health and wellbeing in schools colleges and workplaces."

"Establish a School Family Support Worker. There are already other services that could provide this service such as Home-start Blackpool, Fylde & Wyre. Who already have the infrastructure in place? The education is already stretched."

"Work with cultural partners across Blackpool"

"Promotion of volunteering for the mental and physical health and wellbeing benefits e.g. reduction in social isolation and loneliness."

"This needs more thought and I'm happy to discuss - how are we outreaching into communities to make education and employment attractive to young people in Blackpool? I consider this links in the expansion of vocational training opportunities... do we know what the vocation of young people in Blackpool is so that the offer can be tailored to what they are wanting to do/be?"

Living Well = 24

"Need to tackle the huge alcohol and drug problem in Blackpool, far too many resources are used on people on a day-to-day basis rather than helping them off their addiction. It is the same with mental health issues in the town. Enrol people into sporting activity as a condition of their treatment."

"Improve mental health services and access for children and young people across the town"

"Again words where are the examples of such things working in poor areas?"

"Drop in centres for older age groups"

"I thought we had a substance support coordinated hub? We've had a vast amount invested into Blackpool Where are the findings from ESF funded programmes for complex needs, what was the impact? Fulfilling lives programme? Are we not re packaging projects without actually moving forward?"

"I have family and friends who struggle with mental health and weight. The mental health services do not have fast enough wait times and are not offering a service which is believe has the patient in mind. I have not seen anything about supporting active travel".

"I would love to see more 'live well' initiatives and promoting healthy living. Possibly a communal garden in North shore there's lots of open space near the Gynn and this would be fantastic for the community to interact and learn about healthy living through food!"

"Definitely evaluate suicide services put perhaps more importantly improve mental health support and services as a whole with an aim to give suicidal people more support, not only when in crisis but also in general, particularly those with diagnosed mental illnesses which could put them at risk of suicide"

"Bring people from all walks of life together - together to talk, tell us what their issues or positive vibes are. Place QR in town, clipboards, app on mobile, social media, workplaces, networking groups to gather vital stats on current and what people want in the future. Council will be targeted as normal, however, if we streamline services and bring back face to face counter staff or clear details on general electronic noticeboards displaying a great Blackpool survey to get what locals want. As a touristy town we seem to focus on outside investors and tourists, the locals need to feel self-worth and important and certain services aren't including those who need it. Housing - landlords - bad housing - closed shops - untidy spaces - drugs runners - drugs takers/dealers - parking etc. are also issues that should be included on getting people's views."

"Better times for swimming pool at council owned pools (difficult to access for those who WORK) improved mental health services, improved mental health support reduces addictions and ill health".

"Referral into the Care & Repair service to reduce hospital admissions and aid quick hospital discharge"

"With the cost of living crisis and the rising costs of cigarettes, I think many people would benefit from stop smoking support, it needs to be more readily available. I also feel more research should be provided from the vaping industry. Small businesses should be given grants to train unemployed/young adults and give them an actual trade / skill which can be interchanged within different jobs. Small businesses struggle to pay above the national minimum wage and consequently do not attract skilled and experienced workers."

"Same as Living Well - I'm overweight - why is the council gym so expensive? My nearest gym is Moor Park and I have been a member for years. The cost of living and no increase in my wages has made a council gym too expensive for me to join. I can join other gyms cheaper but then will have to drive to them which defeats my ethos of trying to walk everywhere when possible (health and environmental reasons). Discounts for people who are overweight should be in - as its hard enough for us to get into a gym because of our size. Also should be a discount if you live within a certain walking distance - again to encourage people to walk. We are 1.3 miles away and it takes us 20-25 mins (ish). I did have a deal which was £225 a year but your list of workplaces has gone smaller. There should also be a discount for people who are long term uses. £29.99 a month i feel is a little too much as is £299 a year. £225 a year is value as is £22 a month considering there are going to be a number of weeks a year when people don't / can't go for whatever reason."

"Services and support for people and families dealing with mental health issues. Also is there adequate support available for people receiving an autism spectrum disorder diagnosis in adulthood."

"Individuals with disabilities have poor health and shorter lives than the rest of the population. A large proportion of the adult population have a disability, but whilst there are actions aimed at drug users and smokers there is no action specifically targeted at the disabled community. Some the health issues being addressed by the above actions are to some degree lifestyle choices. Individuals born with a disability do not have the luxury of having to make some of these lifestyle choices. Furthermore, the impact of an acquired disability on the life of an individual is often very significant. Whilst a disabled child has some support via the SEND provision this support is absent once they leave education. It is essential that specific measures are put in place to enable disabled adults to live healthy lives. There is a need to provide some structure to their lives which enables them to be physically active and to live full filled lives. This cannot be achieved by simply providing a care / support package and hoping for the best"

"I walk most of time, I only use the bus to do my shopping."

"Definitely need a suicide service in Blackpool."

"Fabulous that active travel is the first thing on the list here. Again, the built environment needs to be closely considered to provide active travel infrastructure which is suitable for all ages and abilities and provides routes to schools and shops, not just places of work. "

"With the cost of living crisis and the rising costs of cigarettes, I think many people would benefit from stop smoking support, it needs to be more readily available. I also feel more

research should be provided from the vaping industry. Small businesses should be given grants to train unemployed/young adults and give them an actual trade / skill which can be interchanged within different jobs. Small businesses struggle to pay above the national minimum wage and consequently do not attract skilled and experienced workers."

"Provide fruit and veg vouchers for people in poor health or obese."

"More focus on alcohol"

"Especially important around addiction is drug and alcohol support and gambling addiction."

"Encourage healthy eating - more information on the importance of a balanced diet and nutrition. Promote regular health checks e.g. know your numbers"

"The health and wellbeing of people who work (and volunteer) in Blackpool is rightly highlighted in the "we will" section. I can't see any associated actions or measures in the monitoring section. What is the plan to ensure we have a happy and healthy workforce in Blackpool and how will we know this is happening? "

Housing = 17

"Definitely consider where vulnerable people are housed, there are far too many slum landlords in Blackpool, being paid a lot of money every year to house people in terrible conditions. The council should buy more property and manage who is put into accommodation. There is a real issue with people being put into sub-standard accommodation, flats that are in the same house as brothels or drug dens, so they walk the streets instead, and take to drink and drugs to cope, leading to addiction and mental health problems. Resources in Blackpool need to be re allocated from ongoing costs paying slum landlords to buying assets and managing them."

"Quality accreditation for private landlords. All new housing developments to include an active space within their planning application to the local authority."

"Subsidise builders away from large properties to more starter homes and more council run rentals."

"Laws concerning rights of tenants and unlawful convictions. Schemes that support reduction of heat loss in homes."

"A great deal more needs actioning regarding the general state of housing in many areas. In particular more needs doing to effectively ventilate properties to avoid the health complications that come with exposure to black mould. Also, a more effective system needs putting into place to enable those not 'tied to Blackpool' to receive more support to find appropriate housing. "

"We need to push for the government to raise the standards of our homes. Homes are being built with poor quality materials and they are therefore not cost effective in heating homes."

"Support for Home owners and people who are NOT on benefits, not just people who are already receiving government aid when giving grants for ""housing improvement"" pay the builder/supplier not the claimant!"

"There should be a housing representative on the health and wellbeing board if housing is considered such a high priority, which it should be."

"Extend improving levels of housing to the local environment, including cleaning up empty properties that has a detrimental effect on housing prices on the street / attract anti-social behaviour"

"Reduce fuel poverty! How can you help those of us who work and are on low wages?"

"Many disabled adults live in homes with are not suitable for them. There need to give to specific consideration of the needs of the disabled community when designing new houses and refurbishing existing homes"

"Look at how we can address gaps in the housing market for single young people with access to less funds i.e. under 30 yrs"

"Landlords and tenants are both bad. They both need to be sorted out. "

"100% and crack down on antisocial behaviour and drug dealing"

"Extend improving levels of housing to the local environment, including cleaning up empty properties that has a detrimental effect on housing prices on the street / attract anti-social behaviour"

"Education on how to manage a healthy home."

"Should there be something included in here about maintaining housing security for people in Blackpool? By this I mean, some way of reducing the number of people that are evicted. I realise there are challenges here in the way in which the law around evictions works but is there something we could be doing locally which supports people within this?"