Executive summary

NHS Blackpool and NHS Fylde and Wyre Clinical Commissioning Groups are committed to listening to patients and members of the public to ensure their views and experiences inform quality improvements and commissioning intentions. In late 2018, under the Healthier Fylde Coast partnership, which includes the NHS, local authority, the voluntary, community and faith sector and residents, the CCGs developed a ‘your community neighbourhood plan survey’ to provide public perceptions data in relation to the 10 neighbourhoods across the Fylde coast.

The survey asked residents about their community (the place where they live, the surrounding area and the places they use in their daily life, for example, shops, schools and health services). It also asked how neighbourhoods (groups of GP practices, social care, local councils, the voluntary sector and residents, which usually cover populations of between 30,000 – 50,000) can work together to improve health and wellbeing in their community.

The survey ran from 16 November to 21 December 2018 and was promoted on social media, the CCGs’ website, via GP practices and through paper surveys in GP surgeries. Patient participation groups helped to distribute and promote the surveys. The survey was broken down into three distinct sections, ‘your community, ‘working together’ and ‘your voice’.

For the purposes of this report, the data analysis will focus on the first two sections, with the findings of the third section being used to inform a refresh of the CCGs’ communications and engagement strategy in Spring 2019 and to supplement the findings of the NHS England 360 stakeholder survey.

A total of 1,543 responses (both online and paper responses) were received, with 259 responses coming from the Wyre Integrated Neighbourhood, which covers the Thornton and Poulton-le-Fylde areas.

The table below shows a breakdown of the responses by practice.

<table>
<thead>
<tr>
<th>Registered patients population</th>
<th>Number of surveys returned</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Thornton Practice</td>
<td>12,541</td>
</tr>
<tr>
<td>The Village Practice</td>
<td>8,848</td>
</tr>
<tr>
<td>Lockwood GP Surgery</td>
<td>7,212</td>
</tr>
<tr>
<td>Queensway Medical Centre</td>
<td>9,175</td>
</tr>
<tr>
<td>Beechwood Surgery</td>
<td>2,359</td>
</tr>
</tbody>
</table>

Key findings

Generally speaking, the respondents to the survey in Wyre Integrated neighbourhood rated ‘opportunities for walking, cycling and being outdoors’, ‘being able to get around either by yourself, with family/friends or by public transport’ and ‘natural spaces that let you enjoy wildlife, trees and nature’ as at least good if not excellent. Overall, ‘places for children to play and learn outdoors which are safe’ was rated as good, while ‘places for older children and teenagers to meet which are safe’ was poor. Similar numbers of respondents rated ‘affordable, accessible community sports and recreation facilities’ as both good and could do
better. Generally, ‘sense of community and the chance to meet up with others’ and ‘opportunities to take part and ‘make a difference’ to where I live’ were rated as could do better.

In responding to what would help them feel their community is a better place to live, the majority of people wanted to see better transport links and more public transport. They also wanted to see more for young people/teenagers and more police on the streets. A significant number of comments also related to housing/development with people stating they wanted to see fewer house being built in the local area.

More than half of the respondents know what is in their local area to help them live a healthier life. The vast majority of people who answered the question ‘what local resources help you live a healthier life?’ cited natural outdoor spaces and gym and leisure facilities, as well as community groups/facilities.

When asked about how well organisations work with others, people seemed to know the least about the CCGs, schools and their employer. Generally speaking, most people felt most organisations could do better.

Eighty three per cent of people felt it was very important for local services to work together to improve health and wellbeing and that if services did work together more could be achieved and people would be less likely to slip through the net.

Data analysis

Your community

Thinking about where you live, how would you rate the following?
(1 being very poor and 6 being excellent)

As a mandatory question, 259 people answered the above question. More than half of people rated ‘opportunities for walking, cycling and being outdoors’, ‘being able to get around either by yourself, with family/friends or by public transport’ and ‘natural spaces that let you enjoy wildlife, trees and nature’ as at least good if not excellent. Overall, ‘places for children to play and learn outdoors which are safe’ was rated as good, while ‘places for older
children and teenagers to meet which are safe’ was poor. Similar numbers of respondents (more than a third) rated ‘affordable, accessible community sports and recreation facilities’ as both good and could do better. Generally, ‘sense of community and the chance to meet up with others’ and ‘opportunities to take part and ‘make a difference’ to where I live’ were rated as could do better, followed by good.

**What would help you feel your community is a better place to live well?**

Not everybody chose to answer the above question which received 130 responses, although some individuals did choose to make more than one comment. Analysis of this data showed some clear themes and trends, demonstrated in the above word cloud. The majority of people wanted to see better transport links, more public transport (particularly buses), safer roads and more/better cycles paths and less traffic. They also wanted to see more safe places/activities/facilities for young people/teenagers and more police on the streets.

A significant number of comments also related to housing/development with people stating they wanted to see fewer house being built in the local area, as well as cleaner, safe and well maintained open spaces.

You can view the full list of the categorised responses to this question in Appendix A and the verbatim responses in Appendix B.
Generally, do you know what there is in your local area to help you live a healthier lifestyle?

As a mandatory question, 259 people answered the above question. Nearly 60% of respondents said they know what there is in their local area to help them live a healthier lifestyle.

**What local resources help you live a healthier life?**

Caveat – it appears a small minority of people answered the question on the basis of what local resources *would* help them live a healthier life.

Not everybody chose to answer the above question which received 140 responses, although some individuals did choose to make more than one comment. The vast majority of people cited outdoor space, such as parks, places to walk and cycle/the countryside, gym and sports facilities, namely the YMCA, as the local resources which help them live a healthier health. Respondents also cited various community groups/facilities, with the library being mentioned on a number of occasions, as well as information which comes via community booklets.
You can view the full list of the categorised responses to this question in Appendix C and the verbatim responses in Appendix D.

**Working together**

How well do you feel the following organisations work with others (including the local community and voluntary sector) to improve health and wellbeing and provide healthy choices? (1 being very poor and 6 being excellent)

As a mandatory question, 259 people answered the above question. The majority of the respondents seemed to know the least about the CCGs, schools and their employer, citing they didn’t know how well those organisations worked with others. Generally speaking, people thought all of the organisations could do better at working with others, although similar numbers of people also rated GP practices and their employer as good.

How important is it for local services to work together to improve health and wellbeing in your area?
As a mandatory question, 259 people answered the above question. The majority of people (83%) felt it was very important for local services to work together to improve health and wellbeing in their area, while 13% felt it was fairly important. Nobody felt it wasn’t important.

Following on from the above question, respondents were asked to give a reason for their answer with 148 people choosing to give a response.

The majority of people believed that if services worked together, more could be achieved and people would be less likely to slip through the net. Respondents also felt it would improve the health of the local population, as well as making the best use of limited resources and maximising efficiency. People also felt that it would make information about the right services more widely available for all and that services would know more about the needs of the community. Respondents also felt it was important for services to work together to avoid duplication.

You can view the full list of the categorised responses to this question in Appendix E and the verbatim responses in Appendix F.

Outcomes

The findings of the survey have been shared with GP practices within the Wyre Integrated Neighbourhood in order to inform the development of their neighbourhood plan. The plan will be unique and ensure joined-up care tailored to the needs of the local population.

The findings of the survey (along with public health data) are intended to help the neighbourhood determine their priorities, agree the outcomes they want to achieve and think through the ‘how, what and where’ of service delivery.

The findings of the third section – ‘your voice’ – have been used to inform the joint NHS Blackpool and Fylde and Wyre CCGs communications and engagement strategy 2019-21 which can be viewed at https://www.fyldecoastccgs.nhs.uk/document/20190227-ce-strategypdf/.
Appendix A – categorised comments

What would help you feel your community is a better place to live well?

Transport/roads

1. More public transport during the evenings
2. good, safe cycle ways
3. More traffic calming measures that are policed.
4. Maintained and usable cycle tracks
5. Improved cycle paths - these are very poor in the area if non-existent
7. Roadworks on major projects like Blackpool town centre done at night
8. Better transport
9. Better transport systems in place to be able to access services in and around your individual area. Crucial to meet people and enjoy any community services / park areas which are not in the immediate area. To visit friends, clubs, social activities. Good bus links are vital to elevate isolation /mental health wellbeing.
10. Cleaner and safer roads in our area.
11. Closer transport links for the elderly.
13. Better bus services (especially at night and bank holidays).
14. No direct bus route from Thornton to Victoria Hospital until mid-afternoon. If I took the bus to work I’d have to get 2 different buses which is impractical. Many older people who don’t drive will struggle getting to their appointment at VHB.
15. Slower speeds on the roads no one sticks to the speed limit
16. Less traffic, particularly parents doing the school run unnecessarily.
17. better public transport - would use car less
18. public transport not very good for my elderly mother to get into Poulton when I am at work
19. Public transport for the elderly or infirm is lacking into Poulton from some areas
20. Less traffic. Less buses. Less pollution. Safety for everyone, traffic is very congested, and speed restrictions have been painted on the roads, however people certainly do not adhere to 20 MPH which is not ideal when you have 2 x children’s nurseries, 1 x GP surgery with 2 practices within it and a primary school.
21. An accessible bus service
22. People might be able to get around by car, but not by public transport because it’s very poor in their area, maybe have a separate question?
23. Cycling is difficult because the roads are so narrow and busy, and the Wyre Estuary and Cleveleys Promenade are too far for many people to walk to. Fortunately we are reasonably fit and can easily manage the ten minute walk to the bus stop if we want to leave the car at home, but the numbers of new houses which are planned for the area will only make this worse and encourage people to take to the roads in their cars.
24. Less traffic
25. Less traffic
26. The roads are so congested I feel that if I am outdoors I’m breathing in fumes. Better cycling facilities would help. It’s difficult to cycle round Poulton, especially if wanting to travel in the opposite direction to the one way roads
27. More cycle paths
28. The return of our bus service, one that takes in the small journey by bus to and from Stanah, but is an unmanageable, for some, trek to Hillylaid Road.
29. More public transport around where we live. There is no transport that is within easy reach!
30. Good bus service
31. More available public transport around little Thornton
32. More cycle paths, reason I don’t cycle much is that on the road it is terrifying.
33. Cheaper public transport (= less cars)
34. Dedicated cycle routes from the town centre
35. Bypass to take through traffic away from the town
36. More cycle paths
37. Roads to motorway always terrible and dangerous
38. Roads speed limit reduced to 30
39. Easing of traffic congestion. Queuing traffic, particularly at rush hour times must be
   significantly impacting on air pollution quality within my community.
40. For car drivers to slow down around built up areas where children play and go to
   school. Lambs Road in Thornton past the primary school is particular vulnerable to
   speeding drivers.
41. Less traffic trying to get out of Thornton.
42. Better road surfaces
43. Reduce traffic congestion
44. Resurfacing roads and pavements. Better traffic control enabling exit out of Poulton

Young people

1. More for youths to do
2. Places for teenagers to go other than the streets and pubs.
3. Better facilities for our Young People
4. If there was facilities for older children and teenagers.
5. Youth service provision so young people have a safe space in which to socialise
6. Stop the gangs of youths gathering by Thornton playing fields where the small trains
   run as it’s very intimidating when walking about in the evening.
7. Somewhere for teenagers to go that doesn’t interfere with older people.
8. better facilities for teenagers
9. Facilities for teenagers
10. Provision of teen space/ activity, stop selling off public assets to private enterprise
    and make them affordable for people to use - and publicise it
11. I do not know if there is a club or meeting place for teenagers.
12. More opportunities for teenagers to attend activities. Currently I travel to Fleetwood
    so my daughter can attend the local sea cadets.
13. More for options for teens
14. Places for teenagers to go
15. Some facilities for teenagers
16. More initiatives that support young people to reduce anti-social behaviours.
17. More opportunities for 12-16yrs old to socialize safely
18. Increase in free activities for kids that are not excessively busy.
19. There needs to be more free, or cheap accessible places for young people to meet
    undertake activities.
20. More open spaces and things for younger people to do.
21. More places for older children and teenagers to meet.
22. Somewhere for teenagers to congregate
23. More social activities for teenagers
24. If older ones didn't go in the park and take over swings etc made for the young ones.
    Find it quite intimidating
25. Things for older children/teenagers to do at night.
26. Place for teens to hang out
27. more opportunities for affordable activities for youth
28. more for teenagers as well as young children
29. Wider opportunities for sport and recreational activities nearby for children
30. I think the dwindling numbers of police/lack of police presence with closures of some local police stations together with a lack of places for teenagers to meet in a safe place is leading to an increase in antisocial behaviour among teenagers. Too many are on the streets causing problems for the local communities which I feel will only get worse over time if it is not addressed.
31. A better way to divert teenagers to better behaviour, maybe a way to get young and old together to learn from each other.

**Police**

1. Better policing
2. Safer streets police presence.
3. Feeling safer with more police presence
4. More police visibility
5. More police on the streets
6. More police officers. Increase in criminal behaviour being punishable.
7. More police
8. More police presence. I may then feel safe enough to walk with my family without the fear of threat.
9. Police
10. More police on beat
11. A regular police patrol or local Bobbie
12. More bobbies on the beat, or community officers we could get to know and would know and understand our needs as a community.
13. More Police around the Poulton area.
14. Local police station.
15. More Police or PCSO presence
16. If there was an occasional Police officer on view would help in feeling safe and secure.
17. More police presence!
18. More visible presence of police to encourage a feeling of wellbeing and a physical presence to hold communities together.
19. More police presence on the streets to stop anti-social behaviour.
20. Less crime
21. Better policing,
22. To see community police monitoring the area.

**Housing/development**

1. Stop building houses that affect the countryside, example; wildlife, natural space.
2. Fewer house building projects so roads aren't as busy
3. Fewer new housing developments and more accessible open spaces e.g. nature trails
4. Stop building houses
5. The majority of green spaces are being used to build houses on - more people/cars and less green open space which isn't good for wellbeing.
7. No more development of our few surviving green spaces.
8. To stop building more and more houses. Traffic bad enough in this area.
9. Better infrastructure to deal with the vast number of houses being built as traffic is increasing and there is greater demand on existing resources: schools, medical centres etc.
10. The decreasing amount of space for leisure which is linked to my first point.
11. More natural spaces rather than increased number of housing estates.
12. Stop building houses and destroying the green belt. Consider the increasing population in Thornton due to houses being built and understand there are not enough GP practices, Dental surgeries or school places to go around. I feel this pressure on my community is affecting the ability to "live well".
13. If they stopped building more houses.
14. Less building of new houses as the roads cannot cope with the added traffic. There's always a huge traffic jam to get out of Thornton in a morning.
15. More open space, less building-less crowding.
16. No new houses being built. It will be taking away of the beautiful countryside. More trees should be planted.
17. Less building being done. And a better infrastructure to support our rural community.

Environment

1. Decent safe open spaces
2. No car parking on pavements
3. Need to feel safer in local parks
4. Better care of public spaces
5. Poulton is OK on this but more joined up well signposted local walks would be good. Crossing Amounderness Way spoils many walks although the underbridge near Burnside is useful.
6. For able bodied natural spaces are within walking distance. There is a park but quite a distance away for young children.
7. Better maintenance and cleaning of footways and footpaths, and crackdown on parking on pavements
8. People to take more care of their surroundings, keeping it tidy better parking etc.
9. It would be nice to walk outdoors on good paths. Playing fields are OK but very muddy for half the year.
10. The council to accept that the road continues beyond Stanah Road, onto River Road with gutters, drains and hedges that need maintenance.
11. Cleaner neighbourhoods improved housing, grants for home improvements that can only be used to improve the front facing of peoples properties. More grass cutting, litter picking, bins.
13. Less parking on pavements
14. More pedestrianised areas
15. More responsible dog owners to pick up there dogs mess instead of leaving outside people's houses.
16. A dedicated dog park which is total enclosed.
17. Walking: The access track from Underbank Road to the river Wyre in Little Thornton is full of puddles and mud and could do with draining. Re Dykes on Underbank Road, Little Thornton, urgently need attention to stop flooding.

Amenities/facilities

1. Close all pubs
2. Healthier shops
3. Cheaper local gym facilities to prevent going further afield.
4. NO MORE PUBS/CAFE BAR/RESTAURANT Poulton is not a village it is a dining experience.
5. People would walk to shops if there were more choice
6. Better variety of shops in Poulton (Wyre). No more bars, take-aways, cafes, hairdressers, nail bars.
7. Stop banks closing down.
8. Cheaper gym fees
9. Things for families to do that do NOT cost a fortune. even with discount the tourist
   things are still too expensive for a lot of families to access
10. More doctors dentists and schools.
11. Adult outdoor fitness equipment in the parks
12. more choice of small independent retailers, for green groceries etc
13. Someone has just started a ladies social group which is centred on Poulton and visits
   local places in Poulton. It's brilliant.
14. Affordable indoor gym/keep fit facilities

Community

1. Community meeting place/group for the environment
2. If people were more willing to attend Church there is a community there waiting to
   welcome them with all kinds of opportunities to get involved with helping and serving
   the community, physical and emotional support.
3. More opportunities for people to come together to reduce social isolation especially
   for the elderly
4. More community activities
5. More community activities
6. Friendship groups so that people can get to know their neighbours and just see and
   talk people.
7. Close down some of the pubs and betting offices and make them into community
   centres
8. A community centre with a fully operational library, with newspapers, internet access
   and people qualified to help older people with new technology.
9. Community hub with access to reasonably priced activities
10. Benches placed to encourage chatting

Communication

1. Only lived in the area for a year. If it's out there need to publicise events etc better
   awareness of what is happening. I receive the Link magazine but limited information
   re events
2. More information on fitness and weight loss
3. Communications about the above i.e. safe places for teenagers.
4. More local news. Don't assume everyone has access to internet or a smart phone to
   find these things out.

Older people

1. Better facilities for teenagers and the elderly
2. Voluntary door to door companionship for isolated elderly people.
3. More places for elderly who may be lonely to meet.

Other

1. A better system to access mental health issues
2. Neighbourhood watch not responding to people no feedback or even know who they
   are
3. A sense that the local council could be trusted to act in the interest of all in the WBC
   and not factional or self-interest and/or self-promotion.
4. More availability with late GP slots for those working full time
5. GPs that don't tell porkies.
6. GP Access ( not the building) and availability of speciality nursesclinics
7. Local council to be seen to acting in interests of all community.
8. Our CCG to act on information from patients.
9. Our places kept in better order.
10. Increased opportunities for all
11. Safety and security
12. My own fault for not making more effort.
13. More classes for pregnant women. Currently pregnant and struggling to find any antenatal classes. Especially for exercise or breastfeeding support.
14. Can’t think of anything as its lovely
15. Not sure. I think it's more about how much you decide to involve yourself in what's on offer.
16. Telephone consultations with GPs
17. Neighbourhood watch rep
18. spending more time in it
19. Stay in EU
20. If more targeted money is spent on good GP services, out of hours GP services and other primary care, particularly for the vulnerable et; disabled, learning difficulties and the elderly. What people need is a family doctor who gets to know them not locum after locum - no continuity of care. To pay for this means extra taxes, which i'd be prepared to pay.
21. Neighbour watch scheme so much crime going on
22. Shorter waiting times for medical services. I am presently waiting 4 weeks for a GP appointment and it is already 29 weeks since my cataract surgery was approved and I haven’t got a date yet. (I was told there was a 18 week waiting list but it is way past that now).
23. I have a good community within my local Church which is just round the corner from where I live
24. The library needs to be more of a hub for info. and help and a mending hub is needed using local retired trades instead of putting things in recycle

Appendix B – verbatim comments

What would help you feel your community is a better place to live well?
Stop building houses that effect the countryside, example; wildlife, natural space. Neighbourhood watch not responding to people no feedback or even know who they are. Community meeting place/group for the environment
Only lived in the area for a year. If it’s out there need to publicise events etc better
Decent safe open spaces, good, safe cycle ways, fewer house building projects so roads aren't as busy. Places for teenagers to go other than the streets and pubs. close all pubs
Fewer new housing developments and more accessible open spaces e.g. nature trails
No car parking on pavements
More traffic calming measures that are policed.
Maintained and usable cycle tracks
Need to feel safer in local parks
Stop building houses
A sense that the local council could be trusted to act in the interest of all in the WBC and not factional or self interest and/or self promotion.
Improved cycle paths - these are very poor in the area if non-existent
Better facilities for our Young People
If there was facilities for older children and teenagers.
If people were more willing to attend Church there is a community there waiting to welcome them with all kinds of opportunities to get involved with helping and serving the community, physical and emotional support.
Better transport links.
Roadworks on major projects like Blackpool town centre done at night
Better care of public spaces
Safer streets police presence.
Youth service provision so young people have a safe space in which to socialise
Better transport
Healthier shops
Less building being done. And a better infrastructure to support our rural community.
Poulton is OK on this but more joined up well signposted local walks would be good.
Crossing Amounderness Way spoils many walks although the underbridge near Burnside is useful.
Better transport systems in place to be able to access services in and around your individual area. Crucial to meet people and enjoy any community services / park areas which are not in the immediate area. To visit friends, clubs, social activities. Good bus links are vital to elevate isolation / mental health wellbeing.
More availability with late GP slots for those working full time, also cheaper local gym facilities to prevent going further afield. Stop the gangs of youths gathering by Thornton playing fields where the small trains run as it's very intimidating when walking about in the evening.
Nothing
GPs that don't tell porkies.
GP Access (not the building) and availability of speciality nurses/clinics
Cleaner and safer roads in our area. See
Somewhere for teenagers to go that doesn't interfere with older people.
Local council to be seen to acting in interests of all community.
Our CCG to act on information from patients.
Our places kept in better order.
better facilities for teenagers and the elderly
awareness of what is happening. I receive the Link magazine but limited information re events
Increased opportunities for all
Safety and security
Facilities for teenagers
The majority of green spaces are being used to build houses on - more people/cars and less green open space which isn't good for wellbeing.
Access to green areas. Stopping building on green land. Provision of teen space/ activitystop selling off public assets to private enterprise and make them affordable for people to use - and publicise it NO MORE PUBS/ CAFE BAR/ RESTAURANT Poulton is not a village it is a dining experience. People would walk to shops if there were more choice Closer transport links for the elderly. For able bodied natural spaces are within walking distance. There is a park but quite a distance away for young children. I do not know if there is a club or meeting place for teenagers. I am not sure if there is a hall where the community can go for recreation or meeting others.
Voluntary door to door companionship for isolated elderly people.
More opportunities for teenagers to attend activities. Currently I travel to Fleetwood so my daughter can attend the local sea cadets.
accessability
Better bus service for over wyre.
More for options for teens
not sure
Places for teenagers to go
Better bus services (especially at night and bank holidays). Better variety of shops in Poulton (Wyre). No more bars, take-aways, cafes, hairdressers, nail bars.
Stop banks closing down.
More information on fitness and weight loss
No direct bus route from Thornton to Victoria Hospital until mid afternoon. If I took the bus to
work I'd have to get 2 different buses which is impractical. Many older people who don't
drive will struggle getting to their appointment at VHB.
slower speeds on the roads no one sticks to the speed limit
better maintenance and cleaning of footways and footpaths, and crackdown on parking on
pavements
Feeling safer with more police presence
Less traffic, particularly parents doing the school run unnecessarily. No more development of
our few surviving green spaces.
More opportunities for people to come together to reduce social isolation especially for the
elderly
better public transport - would use car less
More police visibility
Some facilities for teenagers
More police on the streets
My own fault for not making more effort.
More classes for pregnant women. Currently pregnant and struggling to find any antenatal
classes. Especially for exercise or breastfeeding support.
To stop building more and more houses. Traffic bad enough in this area.
More community activities
cant think of anything as its lovely
More initiatives that support young people to reduce anti-social behaviours.
Not sure. I think its more about how much you decide to involve yourself in what's on offer.
Telephone consultations with GPs
Neighbourhood watch rep
People to take more care of their surroundings, keeping it tidy better parking etc.
spending more time in it
more opportunities for 12-16yrs old to socialize safely
yes
public transport not very good for my elderly mother to get into Poulton when I am at work
More police officers. Increase in criminal behaviour being punishable. Increase in free
activities for kids that are not excessively busy.
More police
More police presence. I may then feel safe enough to walk with my family without the fear of
threat.
there needs to be more free, or cheap accessible places for young people to meet undertake
activities. Public transport for the elderly or infirm is lacking into Poulton from some areas
Better infra structure to deal with the vast number of houses being built as traffic is
increasing and there is greater demand on existing resources: schools,medical centres etc.
The decreasing amount of space for leisure which is linked to my first point.
More open spaces and things for younger people to do.
More places for older children and teenagers to meet. More places for elderly who may be
lonely to meet.
More natural spaces rather than increased number of housing estates.
More community activities
Somewhere for teenagers to congregate
Less traffic. Less Buses. Less pollution. Safety for everyone, traffic is very congested, and
speed restrictions have been painted on the roads, however people certainly do not adhere to
20
MPH which is not ideal when you have 2 x children's nurseries, 1 x GP surgery with 2
practices's within it and a primary school.
An accessible bus service
Stop building houses and destroying the green belt. Consider the increasing population in
Thornton due to houses being built and understand there are not enough GP practices,
Dental surgeries or school places to go around. I feel this pressure on my community is
affecting the ability to "live well".
More social activities for teenagers
Police
Stay in EU
If more targeted money is spent on good GP services, out of hours GP services and other primary care, particularly for the vulnerable et; disabled, learning difficulties and the elderly. What people need is a family doctor who gets to know them not locum after locum - no continuity of care. To pay for this means extra taxes, which i'd be prepared to pay. People might be able to get around by car, but not by public transport because its very poor in their area, maybe have a separate question?
unsure - only lived here six months
Cycling is difficult because the roads are so narrow and busy, and the Wyre Estuary and Cleveleys Promenade are too far for many people to walk to. Fortunately we are reasonably fit and can easily manage the ten minute walk to the bus stop if we want to leave the car at home, but the numbers of new houses which are planned for the area will only make this worse and encourage people to take to the roads in their cars.
Less traffic
If older ones didn't go in the park and take over swings etc made for the young ones. Find it quite intimidating
Less traffic
The roads are so congested I feel that if I am outdoors I'm breathing in fumes. Better cycling facilities would help. It's difficult to cycle round Poulton, especially if wanting to travel in the opposite direction to the one way roads. It would be nice to walk outdoors on good paths. Playing fields are OK but very muddy for half the year.
An easy to access bike repair would help. (Retired volunteers?) Difficult to transport bike to out of town repair.
More police on beat
More cycle paths
Communications about the above ie safe places for teenagers.
A regular police patrol or local Bobbie
More bobbies on the beat, or community officers we could get to know and would know and understand our needs as a community.

The return of our bus service, one that takes in the small journey by bus to and from Stanah, but is an unmanageable, for some, treck to Hillylaid Road.

The council to accept that the road continues beyond Stanah Road, onto River Road with gutters, drains and hedges that need maintenance.
Cheaper gym fees
If they stopped building more houses.
More public transport around where we live. There is no transport that is within easy reach!
More local news. Don't assume everyone has access to intrnet or a smart phone to find these things out.
Neighbour watch sceme so much crime hoing on
Cleaner neighbourhoods, improved housing, grants for home improvements that can only be used to improve the front facing of peoples properties. More grass cutting, litter picking, bins.
Good bus service
Shorter waiting times for medical services. I am presently waiting 4 weeks for a GP appointment and it is already 29 weeks since my cataract surgery was approved and I haven't got a date yet. (I was told there was a 18 week waiting list but it is way past that now).
things for older children/teenagers to do at night. things for families to do that do NOT cost a fortune. even with discount the tourist things are still too expensive for a lot of families to access
More doctors dentists and schools. Place for teens to hang out
more opportunities for affordable activities for youth
I have a good community within my local Church which is just round the corner from where I live
More available public transport around little thornton
The library needs to be more of a hub for info. and help and a mending hub is needed using local retired trades instead of putting things in recycle
More Police around the Poulton area.
Friendship groups so that people can get to know their neighbours and just see and talk people.
Less building of new houses as the roads cannot cope with the added traffic. There's always a huge traffic jam to get out of Thornton in a morning.
more for teenagers as well as young children benches placed to encourage chatting.
More trees.
More open space, less building-less crowding.
More cycle paths, reason I don't cycle much is that on the road it is terrifying.
Adult outdoor fitness equipment in the parks
local police station.
less parking on pavements
cheaper public transport (= less cars)
more pedestrianised areas
more choice of small independent retailers, for green groceries etc
Someone has just started a ladies social group which is centred on Poulton and visits local places in Poulton. Its brilliant.
Dedicated cycle routes from the town centre

Bypass to take through traffic away from the town
Wider opportunities for sport and recreational activities nearby for children
more cycle paths
Roads to motorway always terrible and dangerous
More Police or PCSO presence
Roads speed limit reduced to 30
If there was an occasional Police officer on view would help in feeling safe and secure.
Close down some of the pubs and betting offices and make them into community centres
Easing of traffic congestion. Queuing traffic, particularly at rush hour times must be significantly impacting on air pollution quality within my community.
For car drivers to slow down around built up areas where children play and go to school.
Lambs Road in Thornton past the primary school is particular vulnerable to speeding drivers.
Less traffic trying to get out of Thornton.
More responsible dog owners to pick up there dogs mess instead of leaving outside peoples houses.
I think the dwindling numbers of police/lack of police presence with closures of some local police stations together with a lack of places for teenagers to meet in a safe place is leading to an increase in antisocial behaviour among teenagers. Too many are on the streets causing problems for the local communities which I feel will only get worse over time if it is not addressed.
A community centre with a fully operational library, with newspapers, internet access and people qualified to help older people with new technology.
Better road surfaces
No new houses being built. It will be taking away of the beautiful countryside. More trees should be planted.
A dedicated dog park which is total enclosed.
Affordable indoor gym/keep fit facilities
Reduce traffic congestion
More police presence!
More visible presence of police to encourage a feeling of well being and a physical presence to hold communities together.  
More police presence on the streets to stop anti social behaviour.  
Less crime  
Community hub with access to reasonably priced activities  
Walking: The access track from Underbank Road to the river wyre in Little Thornton is full of puddles and mud and could do with draining.  
Re Dykes on Underbank Road, Little Thornton, urgently need attention to stop flooding.  
Better policing, a better system to access mental health issues. A better way to divert teenagers to better behaviour, maybe a way to get young and old together to learn from each other.  
To see community police monitoring the area. Resurfising roads and pavements. Better traffic control enabling exit out of Poulton

**Appendix C – categorised comments**

**What local resources help you live a healthier life?**

**Outdoor space**

1. Walking areas  
2. The space to do it!!!  
3. Walk when I can - no local resources that I know of  
4. Utilise the beaches at Cleveleys and Fleetwood, but don't know whether you offer any activities  
5. Freedom to go running and walks with my dog  
6. Open spaces for walking  
7. Fields, beach, woods for dog walking  
8. Exercise tracks in woodland/green spaces  
9. Safe public spaces  
10. A park to walk around in  
11. Safe areas to walk  
12. Being near a traffic free walking route  
13. I don't do formal exercise; I have a dog which I walk daily.  
14. Access to recreation facilities  
15. Seaside and walks around us  
16. Vicarage/ Jean Stansfield Park, Stanah Country Park, prom at Cleveleys  
17. I can walk to local shops.  
18. Large amount of green space (at this moment in time before homes are built  
19. Parks  
20. Well maintained parks and green spaces  
21. Promenade and beach"  
22. Parks  
23. Parks  
24. Places to walk, like the beach  
25. Countryside  
26. Park nearby where I can walk my dogs  
27. Becon Fell  
28. Brock Holes  
29. Outdoor spaces to walk  
30. Cleveleys seafront and Wyre estuary for walking  
31. Walking opportunities good  
32. I live in the country  
33. Areas to walk, well maintained pathways
34. Fresh air, the promenade at Cleveleys
35. Walking
36. Access to the countryside for cycling
37. Natural spaces
38. Wyre walking
39. Areas to walk parks/beach, health centres
40. Wyre country park
41. The promenade cycle route along the coast line
42. Go walking with my partner when the weather not too cold as I have arthritis and find gyms very expensive now retired.
43. Local parks
44. Beach
45. Parks
46. I think my area in Poulton/Thornton has some good green space to help with a healthier lifestyle.
47. Outside the area is the Lake District, prom walks beach walks.
48. Miles of nice new promenade and wonderful local people to show visitors what is so special.
49. Areas to walk with my dog
50. Cycle ways, access to open country, away from traffic pollution
51. Local parks, beach,
52. Parks
53. Walking by the estuary and along the beautiful sea front when you can get the transportation to get you there in the first place
54. Health walks.
55. Clean promenade and streets
56. The beach/prom
57. Stanah Park
58. Natural resources, like the promenade.
59. Stanah country park
60. Promenade developments
61. The park in Poulton but the children can't currently go by themselves
62. Cycle lanes (although many, many more are needed)
63. Lots of local countryside and coastal walks
64. The open spaces of the beach and the promenade
65. Access to the beach and promenade
66. The prom being regenerated has helped the area immensely
67. Locality of rural and seaside areas in which to walk or cycle
68. Refurbished promenade to walk along
69. Walking at Wyre country park
70. The local park
71. Nothing specific just knowledge of local area and where I can walk to and from really
72. Walking
73. Local nature parks in Fleetwood and Thornton.
74. Wyre Estuary Country Park
75. Stanah Wyre walks
76. Local park
77. Walk once a week with a friend
78. Walking
79. Wyre estuary
80. Accessible parks
81. We go for a walk

Gym/sports facilities
1. Pilates class
2. Village gym
3. Attend local YMCA for Karate classes. No access to anything else.
4. YMCA swimming and gym
5. Bowling green.
6. YMCA
7. Crown green bowling clubs,
8. Gym
9. YMCA
10. Gym,
11. Ladies rugby
12. Gym
13. YMCA
14. There are ample sports facilities available locally but I choose to play golf, as much as I can
15. YMCA PLF
16. Local gym
17. Sports centres
18. Moor Park Leisure complex
19. Yoga classes,
20. Local YMCA Sports Centre
21. Sports centres and weight management classes
22. YMCA
23. Gymnasium
24. Gyms
25. YMCA
26. Sports clubs/tennis clubs etc
27. YMCA Poulton
28. YMCA,
29. YMCA Gym
30. YMCA is less than 15 minutes walk away
31. Sports centres swimming pools golf
32. Playing badminton in local group, YMCA swimming pool
33. YMCA facilities
34. Swim and gym Poulton
35. YMCA Fitness Centres
36. YMCA
37. Gyms
38. YMCA,
39. YMCA swimming pool
40. Sports centre
41. Gym, swimming
42. Local YMCA leisure centre, various sports clubs (Poolfoot Farm, Thornton Cleveleys Football Club),
43. Gyms
44. Stanah Centre. YMCA Thornton, Fleetwood and Poulton
45. Sports centres, health and fitness clubs.
46. Gym
47. Park,
48. Knott End Golf club

Not many cycle lanes.
Local gyms/swimming pools would be great
Community/groups

1. Blackpool park run
2. Volunteer with Scouting
3. Utilise Stanah area for Scouting
4. Plenty of Community Groups to interact with
5. Rambling groups, local library runs events
6. Community volunteering
7. Support groups
8. Community groups for ALL ages and not just the elderly
9. Friends and neighbours
10. Library (but this has been closed since October 24th 2018 with no proper explanation).
11. Walking Club
12. Healthy walks run by local GP surgery
13. Council run walks
14. The local church hall for my Zumba gold classes
15. Local groups sewing etc
16. Library
17. Library is a good resource.
18. Library for books.
19. Adult dancing/drama groups
20. Churches and library as well as doctors surgery

Communication

1. Link magazine
2. Link magazine
3. A booklet from my local GP practice
4. Poulton Library has a lot of information. Although being inquiring and having the time are helps.
5. My practice has a regular newsletter full of initiatives and tips to promote healthy lifestyles.
6. The free magazine that comes through the door
7. Wyre Newsletter/What's on Wyre? Local magazine that gets posted through my door. Events such as the recent 'self care week' and the active promotion of health screening and flu vaccinations help everyone in the area.
8. GP surgery – great access to information on activities, groups and other resources via newsletters, volunteers and leaflets
9. NHS info
10. I know there are gyms, libraries etc but I think communication about other things is poor.
11. Just better awareness of their existence would start.
12. Literature at libraries, G.P.s surgery, community boards in shops and public areas

Health services

1. Health services
2. GP, nurses
3. GP practice initiatives

Suggestions

A hospital with beds
Exercise on prescription – is an excellent idea and costs very little.
I'd like to see more practical support for those with severe chronic conditions/disabilities; having support at the surgery will help keep us out of hospital (therefore costing NHS less). GP-sanctioned access to 12 week starter sessions at the YMCA gyms/swimming pools.

Other

1. Don't really utilize local resources - travel to the Lake District to take advantage of the country side.
2. New Penny coffee shop.
3. due to cost of gym I use a DVD for exercises at home and
4. I don't use the sports centre as I can only do gentle exercise post cancer treatment several years ago and don't want to commit to a monthly fee
5. Gym too expensive
6. Shops
7. Large section of shops, Morrison's, Aldi etc
8. Fresh fruit and veg. Milk delivered to door in glass bottle. General Store only 1/2 mile away.
9. Activities at Stanah, Rossall, Fleetwood town are very affordable for children but not much for adults that's free.
10. Like where we live just find it not easy to get a bus service
11. Bus services
12. In the past, I have benefited from expert patient classes and unfortunately there is little money for this now.
13. The lack of take aways!
14. Easy access to fruit & veg
15. Transport would make it easier
16. Poultonfit4life
17. More time off!!
18. My garden, for one. I like to plant my own veg and have processed free foods. The local shop in Hambleton is great for local veg as well. I try to eat things that I don't grow myself from local farmers. This is difficult sometimes to determine which things are local.
19. Equestrian centre

Appendix D – verbatim comments

What local resources help you live a healthier life?

None
none
Walking areas
Pilates class
Link magazine
Link magazine
The space to do it!!!
a hospital with beds
None that I use.
Blackpool park run
Walk when I can - no local resources that I know of
A booklet from my local GP practice.
Don't really utilize local resources - travel to the Lake District to take advantage of the country side.
Volunteer with Scouting
Utilise the beaches at Cleveleys and Fleetwood, but don't know whether you offer any activities
Utilise Stanah area for Scouting
Freedom to go running and walks with my dog
Open spaces for walking Plenty of Community Groups to interact with
Don't know
Fields, beach, woods for dog walking
Village gym. New Penny coffee shop.
No idea
exercise tracks in woodland/green spaces
Rambling groups. Local library runs events.
Poulton Library has a lot of information. Although being inquiring and having the time are helps.
Attend local YMCA for Karate classes. No access to anything else.
YMCA swimming and gym, community volunteering, safe public spaces
Support groups.
Google
Library
A park to walk around in.
Bowling green.
YMCA
My practice has a regular newsletter full of initiatives and tips to promote healthy lifestyles.
crown green bowling clubs, safe areas to walk
none - personal choice to be healthy. due to cost of gym I use a DVD for exercises at home
and walk once a week with a friend
being near a traffic free walking route
Don't know
I don't do formal exercise, I have a dog which I walk daily.
I don't use the sports centre as I can only do gentle exercise post cancer treatment several
years ago and don't want to commit to a monthly fee.
None don't drink don't smoke so don't need to stop. Gym too expensive
Gym
The free magazine that comes through the door.
none
Access to recreation facilities; community groups for ALL ages and not just the elderly
YMCA
Gym, ladies rugby, walking
gym, health services, shops friends and neighbours
Seaside and walks around us.
Large section of shops, morrisons, aldi etc.
Library (but this has been closed since October 24th 2018 with no proper explanation).
Health and safety issue.
Ethos ton YMCA and wyre estuary
Wyre Newsletter/What's on Wyre? Local magazine that gets posted through my door.
Walking Club
dont no
Vicarage/ Jean Stansfield Park, Stanah Country Park, prom at Cleveleys
I can walk to local shops. There are ample sports facilities available locally but I choose to
play golf, as much as I can. Events such as the recent 'self care week' and the active
promotion of health screening and flu vaccinations help everyone in the area.
YMCA PLF
local gymn
healthy walks run by local GP surgery
large amount of green space (at this moment in time before homes are built.)
Parks
Council run walks parks
Fresh fruit and veg. Milk delivered to door in glass bottle. General Store only 1/2 mike away.
Well maintained parks and green spaces
Promenade and beach
parks and sports centres
Places to walk, like the beach
countryside
park nearby where I can walk my dogs
Moor Park Leisure complex
Becon Fell
Brock Holes
Yoga classes, outdoor spaces to walk
Cleveleys seafront and wyre estuary for walking.
Walking opportunities good
I live in the country
areas to walk, well maintained pathways
Local YMCA Sports Centre
Activities at stannah, rossall, fleetwood town are very affordable for children but not much for adults that’s free.
Sports centres and weight management classes
YMCA
GP surgery- great access to information on activities, groups and other resources via newsletters, volunteers and leaflets.
Fresh air, the promenade at Cleveleys. Stanah Cetre. YMCA Thornton, Fleetwood and Poulton
Gymnasium. Walking.
Access to the countryside for cycling.
Gyms
natural spaces
Wyre walking
YMCA
Sports clubs/tennis clubs etc
YMCA Poulton
GP, nurses, sports centres, health and fitness clubs.
Areas to walk parks/beach, health centres.
Gym.
Like where we live just find it not easy to get a bus service
YMCA, GP practice initiatives, library
YMCA Gym
Bus services
In the past, i have benefited from expert patient classes and unfortunately there is little money for this now.
Exercise on prescription - is an excellent idea and costs very little.
I'd like to see more practical support for those with severe chronic conditions/disabilities;
having support at the surgery will help keep us out of hospital (therefore costing NHS less).
Wyre country park
The promenade cycle route along the coast line.
The lack of take aways! YMCA is less than 15 minutes walk away
No idea
Go walking with my partner when the weather not to cold as I have arthritis and find gyms very expensive now retired.
Sports centres swimming pools golf
Library is a good resource. Easy access to fruit & veg. Playing badminton in local group.YMCA swimming pool.
local parks, YMCA facilities, beach
Parks
I think my area in Poulton/Thornton has some good green space to help with a healthier
lifestyle..
swim and gym Poulton, not many cycle lanes. Park, library for books. Outside the area is the
lake district, prom walks beach walks.
YMCA Fitness Centres,
I know there are gyms, libraries etc but I think communication about other things is poor.
Miles of nice new promenade and wonderful local people to show visitors what is so special.
Areas to walk with my dog, and the local church hall for my Zumba gold classes.
Don't know.
Transport would make it easier
None. We go for a walk.
YMCA
unsure
NHS info
Cycle ways, access to open country, away from traffic pollution.
local parks, beach, gyms
YMCA, parks
Not sure
Walking by the estuary and along the beautiful sea front when you can get the
transoportation to get you there in the first place
Poultonfit4life
Local groups sewing etc
Health walks.
clean promenade and streets. Accessible parks
YMCA swimming pool.
The beach/prom.
Stannah park
natural resources, like the promenade.
More time off!!
Stannah country park

Promenade developments

Knott End Golf club
the park in Poulton but the children can't currently go by themselves
Cycle lanes (although many many more are needed)
Just better awareness of their existence would start.
Lots of local countryside and coastal walks.
The open spaces of the beach and the promenade. Adult dancing/drama groups.
Access to the beach and promenade.
GP-sanctioned access to 12 week starter sessions at the YMCA gyms/swimming pools.
local gyms/swimming pools would be great.
the prom being regenerated has helped the area immensely
sports centre and locality of rural and seaside areas in which to walk or cycle
My garden, for one. I like to plant my own veg and have processed free foods. The local
shop in Hambleton is great for local veg as well. I try to eat things that I don't grow myself
from local farmers. This is difficult sometimes to determine which things are local.
Refurbished promenade to walk along
Walking at Wyre country park
The local park?
Nothing specific just knowledge of local area and where I can walk to and from really.
Walking. Literature at libraries, G.P.s surgery, community boards in shops and public areas.
Gym, swimming
Local YMCA leisure centre, various sports clubs (Poolfoot Farm, Thornton Cleveleys
Football Club), local nature parks in Fleetwood and Thornton. Wellness at Work sessions
YMCA 12week free access
Appendix E – categorised comments

How important is it for local services to work together to improve health and wellbeing in your area? – Please give a reason for your answer

**Joined up service/coordinated/consistent approach**

1. Work together for greater efficiency
2. Improvements for wellbeing and health cannot be achieved without joined up thinking and action.
3. Actions made in isolation can often conflict with actions of others.
4. Medical and Social Care should be joined up
5. Bring everything together under one roof.
6. The people who need it most need a lot of co-ordinated encouragement.
7. All organisations need to work together to provide health advice, support and opportunities.
8. So that we are working together to provide better services for future generations.
9. All the services need to work in conjunction with one another.
10. Unless we do work together nothing will be satisfactory in outcome.
11. No point each doing their own thing
12. We need an integrated approach as opposed to organisations working as silos
13. Need to liaise for better service.
14. Unless the local services liaise and work jointly, the results will be patchy, piecemeal and less effective. For instance, personal experience has shown me that within Blackpool Victoria Hospital, most problems stem from poor or absent communication between different departments, clinics, wards etc. Even when there are managers in place to co-ordinate that liaison!
15. Joined up thinking and consistent approach, very important.
16. Always better to work collaboratively to improve services
17. Joined up thinking is better than a mishmash of organisations doing their own thing.
18. It ensures all services are coordinated.
19. Join up services by providing long term solutions and strategy
20. Handshakes between services vital
21. All agencies need to cooperate.
22. Share ideas/thoughts on how to develop initiatives. i.e. working groups
23. To give something the best chance to succeed people need to work together.
24. We all have circumstances which vary and if the various services worked together there would be a clearer picture of the wellbeing of each person
25. Drs need to communicate with hospital for appointment but also follow this up till discharged
26. Need to be joined up.
27. Co-operation would make services cost effective and more efficient
28. Health and social care go hand in hand to improve good outcomes for families
29. Working together will provide a seamless process for our communities when needed
30. Joined up
31. If they don't work together they can be working against each other a unified approach should help everyone whereas working to own agendas can exclude those who may benefit most.
32. If organisations do not communicate with each how can things improve?
33. Hospital and doctors need to talk to each other better for better care.
34. A strategic approach is significantly better than individual organisations using a scatter gun approach. Specifically council services are significantly lacking.
35. If a health practitioner makes a suggestion the council, schools, employers may be able to publicise or put into practice
36. Important for there to be a consistent strategy and message

**Improved health**

1. Help people to look after themselves and keep fit & healthy at all ages
2. Because it’s important for each person to be healthy
3. Everybody needs to work towards a healthier lifestyle
4. The ability to improve your own health would have a knock on effect on many other services, less time at GPs, better mental health etc
5. Working together may help to prevent hospital admissions and allow elderly people to remain longer in their homes.
6. More emphasis should be placed on prevention of illness rather than treatment.
7. The poor state of health and Wellbeing in Blackpool.
8. Good health and wellbeing is essential for people to live active and fulfilling lives
9. By improving health and wellbeing, the use of resources for ill health can be used more effectively.
10. So that everyone can get involved and become healthy
11. To improve community spirit
12. Healthier people will help to avoid a drain on vital NHS resources
13. To help people live longer and to have a better lifestyle
14. To keep us fit and healthy and need point of contact for any problems.
15. Improved health will lessen the strain on Hospitals and Doctors giving those that need it to be able to get help quicker. Also happy healthy people/parents raise happy healthy kids for the future. Lead by example.
16. Healthier happier more connected people will improve wellbeing for all as the message is easier to follow with help and support.”
17. All organisations benefit if the population is healthier. Everyone needs to be made aware of the facilities and resources available, so they can be promoted.
18. The population is ageing. We need to help keep people fit and healthy for longer to avoid wrecking our hugely underfunded NHS. Incremental privatisation is not the answer.
19. Less cost to NHS if we are healthier
20. If community wellbeing is improved then the resources can be better utilised over time. But to be advised to go to walk in when you want to see GP in under 3 weeks loses the continuity of care
21. Local services lead to happier people therefore good well-being and fitter more active lives.

**Reduce demand/better use of resources/funds**

1. RESOURCES!! Especially the local council but other areas are far from immune. Politics plays a big part and the double whammy of austerity and creeping privatisation of health services have taken their toll
2. I know how important it is to work differently to support patients and keep them well and out of hospital. The NHS cannot cope with the demand
3. Failure to cooperate leads at best to misuse and waste of resources and at worst to neglected children and vulnerable people
4. Sharing of costing and shared experiences and resources
5. If all local services are working together it allows groups to know what is going on in the community and where help is needed.
6. Limited resources - need to work together towards a common goal, share knowledge of the area, its problems and opportunities, minimise waste.
7. Maximise efficiency
8. Because we cannot just rely on the NHS
9. To streamline and share demands and needs in communities, which can be responded to with a multi-faceted approach
10. To ensure there is a whole care/holistic approach and the appropriate service is available at the right time.
11. Responsibility should not fall to one or two agencies alone
12. Improve efficiency, effectiveness and quality of service provision.
13. Once all services are able to communicate as one, they will be able to help prioritising, liaise and give an overall effective service.
14. Access to funds required for a lot of activities and promotion of Health and Wellbeing
15. It should have importance anywhere so as not to overload any single service
16. To co-ordinate events and probably reduce cost on initiatives.
17. These different services can complement each other and often are can have an impact on each other. Cuts to services provided by the council can often see an increase in demand for NHS services and vice versa. By working together these services can have a positive impact on the health and wellbeing of communities and reduce the demand on the public purse.
18. Improving health and wellbeing is important to reduce the pressure on local health and social care services; prevention requires education and lifestyle changes. Team working with all services working towards the same goals makes the success more likely. Sadly sometimes services are too thinly stretched to look wider than what they can achieve and work in silos.
19. The only way for money to be spent wisely is for the services to work together with one aim

Communication/information

1. To make access to information/facilities more widely available to all, not just online, not everyone uses or has access to computers especially the elderly
2. Communication is key
3. Information and advice could be available under different umbrellas. It is important to empower people with all the information they need to make a considered decision.
4. Also liaison means a growing database of local information as to who needs services/help and where the help is needed. Chief way to improve health is to value poverty which leads to poor lifestyle choices and poor diet and eventually to ill-health. Until poverty is tackled any attempt to improve health in the unwaged, poorly-waged and pensioner populations will get a very short distance. However this isn’t something the NHS itself can change.
5. People with health and social problems need a multi-agency approach to help them - organisations need to share information and liaise with the provision of services
6. It is important to link services together for an holistic approach to care. People need to know what is available without having to know what to ask for or have access to the internet.
7. Communication: the more groups involved the more information sources can be accessed.
8. To give the same message on healthy lifestyles
9. I am a Reiki Healer practitioner, and I understand a lot about health & wellbeing as it is something I have been interested in for a number of years, I myself gave up smoking and decided to lose weight 9 years ago and change my lifestyle, I also
changed my career due to anxiety and panic attacks. I believe that most of these local services work hand in hand, and information is key,
10. I have also been a volunteer for many organisations within the NHS, British Red Cross, Blackpool Council and youth clubs and have come across things where people had no idea that certain things were available as it's not advertised thoroughly and I have only found this out for myself due to being a volunteer and researching the internet.
11. Some more senior residents may not be aware of opportunities on offer
12. I am retired and tap in to local services as appropriate there are many elderly/venerable residents who are I'll informed of support groups etc. The recent flu jab initiative was well attended and supported by members of the PPG (I am a member). The introduction of TV screens in surgeries is good for raising awareness of current topics. Local pharmacies are a good support for the ambient to have minor queries answered/ signposting.
13. So that local people are aware of where to go and find information.
14. Many people do not know how to access facilities and local services can help to prompt people in the right direction as well as providing direct access to facilities.
15. More advertising about things which are available
16. Increase hard to reach groups, knowledge. Improve on local mental health issues, looking at young people coming through education.
17. Working within and living within the community it is so important that information is available and services work together to enable us to get the best service possible

Community/engagement

1. Connecting people within the community is key to healthier lifestyle choices and utilising the resources which are available to maintain wellbeing
2. I believe that if all local services came together. They could complement each other in different areas such as offering different services within the area, walks, quit smoking, teenage youth clubs, clubs for older adults to meet and find out information or help their own community. By bringing communities closer helps provide a better ALL ROUND SERVICE FOR ALL.
3. If GP practices and local councils linked in better, to get opinions of local residents. There may be more preventative support in place - not just for those on low incomes.
4. Local services should be aware of the communities needs and can tailor activities/access to services accordingly.
5. Canvass opinion on high streets, in supermarkets, in the cinema foyer. Engage with residents and service users away from the hospitals and surgeries.
6. Encourage Schools to get into supporting local community initiatives: i.e. PWRS
7. Involve Trade Unions - they are based in our communities and can be proactive in supporting health & wellbeing with their members and their families.
8. GP Practices need to be more open to working with the local communities to listen to their needs to improve services. Access to GP appointments is very frustrating as a Full time working mum.
9. Need to contact/involve the whole community
10. It would benefit the people in the area. Listen to what people would like to have
11. A lot of people live in deprived areas and if there was a sense of community back in neighbourhoods, with a bit of pride taken in where we live, peoples wellbeing would improve
12. Local services should listen more to people who live in Thornton.
13. They need to support the community.

Reduce duplication
1. To meet the needs of individuals without being passed from pillar to post and having to repeat yourself over and over again. To provide a holistic service
2. and avoid duplication
3. Avoid duplication and waste
4. Save waste an duplication
5. It shows by working together that we have a united goal and will between them cover everything that needs to be done without replication.
6. With the current resource allocations to health and social care we need to work in a collaborative way to reduce duplication
7. Obviously it is important for liaison as otherwise different groups can waste resources duplicating effort.
8. and prevents wasteful duplication
9. They all need to know what each other are doing to avoid repetition and avoid omissions
10. Working together prevents duplication and ensures all promoting the same messages
11. To avoid reinventing the wheel, and so that facilities and opportunities are seamless
12. Each service has different things to offer

Individual responsibility

1. We all need to work together to change the culture and for residents to take ownership of their health and well being
2. However, I do believe that people need to take some responsibility for their own health & wellbeing.
3. Good advice services along with transport to access services would be beneficial. The ability to empower individuals and not be bombarded with lots of health professionals at the same time.
4. We all have to help ourselves as well as each other. So, making services 'visible' and accessible to all.
5. We should all be advocates for where we live and how we live.
6. I think there has to be self-motivation for healthy living. Some people don't want to.

Vulnerable groups

1. Agencies need to work together to ensure there is support in the community for the people with medical/mental health problems, the elderly etc.
2. We keep being told we are an ageing population, but there are a lot of vulnerable, older people who may need assistance and unless someone knows of them they can slip through the net, resulting in extreme loneliness, depression and with no one to help them if they need financial support. At one time you would see your named doctor when you went to the surgery, therefore building a relationship, and the doctor would notice any changes shown, now you see a different doctor every time you go to the surgery so you are no more than a patient number. NOT GOOD!
3. More needs to be done for vulnerable people
4. Many people feel isolated. I provide support for local autistic adults as all help seems to be aimed at children on the spectrum. I arrange meet-ups & activities such as bowling, escape room challenges etc, which I personally subsidise. (My son was diagnosed late at nearly 18).

Negative
1. Community rely on professionals to join up services. The links between GP's, Council's, 3rd sector, NHS just aren't in place. The inability for the NHS, Council's and other agencies to communicate with each other needs addressing. Finances don't appear to be being spent in the most appropriate manner resulting in short term fix but not a long term solution. Look across the agencies to see what resources and facilities are already in place and utilise them more efficiently as shared spaces.

2. It never happens really. Total clear communication and shared aims with people pooling resources for the common good. Organisations are for themselves as are the vast majority of paid people involved. Ego and power aren't conducive to creating anything successfully.

3. Team approach all this is just gimmick because all the health services are in meltdown.

4. Feel the Hospital is very inward looking, and not interested in supporting the local community. They are only interested in what is happening in the hospital setting. They don't make good use of community services and are very poor at working with the Voluntary Sector. The NHS doesn't believe others can do the work. It's all about doctors and nurses and improving technology and not about what the community needs. They need to move to working with local services and consider the prevention agenda. This is the only way they are going to reduce emergency admissions to hospital.

**Better service**

1. You feel you are supported and listened to
2. Continuity of care and wider knowledge of patient background
3. This would help everyone and not just people who are better off financially

**Other**

1. Nothing is gained by blame. They all want the same result and different organisations have different ways to get to the same result.
2. Councils and the government need to listen to health professionals regarding the impact of over populating areas with houses and the loss of green space on people's physical and mental health.
3. Obvious communication this way with all
4. The health care sector has to set the example for other employers to follow
5. Funding streams to support programmes for the benefit of public health.
6. Councils need to make sure of good transport links to hospitals and provide good open spaces and places for people to meet.
7. Very important they don't work together
8. Come to the Vic a A&E have a look
9. Schools could do more to open their doors to the community. These could become community hubs and become multi-disciplinary locations where everyone works together with a common purpose.
10. I don't feel having to wait nearly 6 months for operations is acceptable. I have had to go private in the past.
11. There needs to be an element of practice what you preach. I would like to see more opportunities for family fitness events like the world record attempt but with more involvement from all parties regardless of whether you live in Blackpool, Wyre or Fylde.
12. They are best placed to do this and should be part of their vision for their local community
13. We all need help at some point
14. There can't be too few choices which people will use as an excuse.
15. I work in NHS
16. Local GP's have included my group in their community newsletter which I'm very happy about.
17. Every one requires medical treatment now and again
18. Power to the people
19. Too many families do not eat properly
20. To encourage the local community
21. To be able to get to places more easily would be a great help as I don't drive.
22. To educate the population
23. It's the local services who are aware of what financially they can offer
24. Find there is not many activities for people with arthritis. Gyms very expensive and many of the activities not geared for people who suffer from these types of conditions.
25. Almost impossible to phone for a doctor as lines open at 8.30 and are always jammed busy.
26. As said before: I am presently waiting 4 weeks for a GP appointment and it is already 29 weeks since my cataract surgery was approved and I haven't got a date yet. (I was told there was a 18 week waiting list but it is way past that now).
27. Everyone should try to help one another whoever or whatever they represent
28. To ensure people, whatever age feel they are not forgotten but that there is a helping hand when needed.
29. "The food choices at schools seem to be sugar loaded. There are healthier options but adults have difficulty with these choices. Children make childlike choices.
30. It is important to engage people in thinking about keeping well, especially those groups that feel isolated because of existing illness, unemployment or low pay.
31. A single "leisure card"
32. It makes sense
33. Lived here for 44 years and nothing has really changed. We have a better Doctors surgery with more to access.
34. Gym membership discount through my employer is a great benefit and has encouraged me to use the gym facilities much more therefore promoting a healthier lifestyle. I am aware that this is a benefit that is not utilised by everyone
35. These things get done in isolation and all you hear is 'I' not 'we'. If the councils and CCGs were serious about getting people active they would commission subsided places at gyms etc. for people with certain levels of BMI or particular conditions etc. Commission and offer free personal training and offer a free place at slimming world (or similar) for anyone using the gym/pool etc. twice a week under a specified programme. There is so much that can be done but we don't seem to be able to afford prevention any more. If we were really serious we would address the decline in public health commissioning too!

Appendix F – verbatim comments

How important is it for local services to work together to improve health and wellbeing in your area? – Please give a reason for your answer

Very important they don't work together team approach all this is just gimmick because all the heath services are in meltdown
To make access to information/facilities more widely available to all....not just online...not everyone uses or has access to computers especially the elderly
Improvements for well being and health cannot be achieved without joined up thinking and action.
Because it's important for each person to be healthy
Everybody needs to work towards a healthier lifestyle
The ability to improve your own health would have a knock on effect on many other services, less time at GPs, better mental health etc
come to vic a ande have a look
Working together may help to prevent hospital admissions and allow elderly people to
remain longer in their homes.
More emphasis should be placed on prevention of illness rather than treatment.
The poor state of health and Wellbeing in Blackpool.
Communication is key
Actions made in isolation can often conflict with actions of others.
Feel the Hospital is very inward looking, and not interested in supporting the local
community. They are only interested in what is happening in the hospital setting. They don't
make good use of community services and are very poor at working with the Voluntary
Sector. The NHS doesn't believe others can do the work. Its all about doctors and nurses
and improving technology and not about what the community needs. They need to move to
working with local services and consider the prevention agenda. This is the only way they
are going to reduce emergency admissions to hospital.

GP Practices need to be more open to working with the local communities to listen to their
needs to improve services. Access to GP appointments is very frustrating as a Full time
working mum.

Schools could do more to open their doors to the community. These could become
community hubs and become multi disciplinary locations where everyone works together
with a common purpose.
Nothing is gained by blame. They all want the same result and different organisations have
different ways to get to the same result.
Medical and Social Care should be joined up
Access to funds required for a lot of activities and promotion of Health and Wellbeing
Good health and wellbeing is essential for people to live active and fulfilling lives
Bring everything together under one roof.
This would help everyone and not just people who are better off financially
I dont feel having to wait nearly 6 months for operations is acceptable. I have had to go
private in the past.
The people who need it most need a lot of co-ordinated encouragement.
All organisations need to work together to provide health advice, support and opportunities.
There needs to be an element of practice what you preach. I would like to see more
opportunities for family fitness events like the world record attempt but with more involvement
from all parties regardless of whether you live in Blackpool, Wyre or Fylde.
Good advice services along with transport to access services would be beneficial. The
ability to empower individuals and not be bombarded with lots of health professionals at the
same time.
So that we are working together to provide better services for future generations.
These things get done in isolation and all you hear is 'I' not 'we'. If the councils and CCGs
were serious about getting people active they would commission subsided places at gyms
etc. for people with certain levels of BMI or particular conditions etc. Commission and offer
free personal training and offer a free place at slimming world (or similar) for anyone using
the gym/pool etc. twice a week under a specified programme. There is so much that can be
done but we don't seem to be able to afford prevention any more.
If we were really serious we would address the decline in public health commissioning too!
RESOURCES!! especially the local council but other areas are far from immune. Politics
plays a big part and the double whammy of austerity and creeping privatisation of health
services have taken their toll
No point each doing their own thing
Information and advice could be available under different umbrellas. It is important to
empower people with all the information they need to make a considered decision.
All the services need to work in conjunction with one another.
Unless we do work together nothing will be satisfactory in outcome. They are best placed to do this and should be part of their vision for their local community. We all need to work together to change the culture and for residents to take ownership of their health and well being. We need an integrated approach as opposed to organisations working as silos. Less cost to NHS if we are healthier. It's the local services who are aware of what financially they can offer. Councils and the government need to listen to health professionals regarding the impact of over populating areas with houses and the loss of green space on people's physical and mental health.

Agencies need to work together to ensure there is support in the community for the people with medical/mental health problems, the elderly etc.

However, I do believe that people need to take some responsibility for their own health & wellbeing. If community well being is improved then the resources can be better utilised over time. But to be advised to go to walk in when you want to see GP in under 3 weeks loses the continuity of care. We should all be advocates for where we live and how we live. By improving health and wellbeing, the use of resources for ill health can be used more effectively. Connecting people within the community is key to healthier lifestyle choices and utilising the resources which are available to maintain wellbeing. I believe that if all local services came together. They could compliment each other in different areas such as offering different services within the area, Walks, Quit smoking, Teenage youth clubs, clubs for older adults to meet and find out information or help their own community. By bringing communities closer helps provide a better ALL ROUND SERVICE FOR ALL.

They need to support the community. We all need help at some point. There can't be too few choices which people will use as an excuse. I work in NHS. Obvious communication this way with all. Need to liaise for better service. I know how important it is to work differently to support patients and keep them well and out of hospital. The NHS cannot cope with the demand. More needs to be done for vulnerable people. Need to contact/involves the whole community. Many people feel isolated. I provide support for local autistic adults as all help seems to be aimed at children on the spectrum. I arrange meet-ups & activities such as bowling, escape room challenges etc, which I personally subsidise. (My son was diagnosed late at nearly 18).

Local GP's have include my group in their community newsletter which I'm very happy about. Every one requires medical treatment now and again. Failure to cooperate leads at best to misuse and waste of resources and at worst to neglected children and vulnerable people. To meet the needs of individuals without being passed from pillar to post and having to repeat yourself over and over again. To provide a holistic service. Unless the local services liaise and work jointly, the results will be patchy, piecemeal and less effective. For instance, personal experience has shown me that within Blackpool Victoria Hospital, most problems stem from poor or absent communication between different departments, clinics, wards etc. Even when there are managers in place to co-ordinate that liaison!

Power to the people.
efficiency and reduced costs - if done well!
each agency has specialist knowledge and in turn if they all work together surely it will
benefit the community
Sharing of costing and shared experiences and resources
Working within and living within the community it is so important that information is available
and services work together to enable us to get the best service possible
To educate people on what's available to them
Too many families do not eat properly
If all local services are working together it allows groups to know what is going on in the
community and where help is needed.
Limited resources - need to work together towards a common goal, share knowledge of the
area, it's problems and opportunities, minimise waste and avoid duplication.
If GP practices and local councils linked in better, to get opinions of local residents. There
may be more preventative support in place - not just for those on low incomes.
Avoid duplication and waste
Maximise efficiency
Joined up thinking and consistent approach, very important.
So that everyone can get involved and become healthy
to improve community spirit
Because we cannot just rely on the NHS
To streamline and share demands and needs in communities, which can be responded to
with a multi faceted approach
To ensure there is a whole care/holistic approach and the appropriate service is available at
the right time.
Healthier people will help to avoid a drain on vital NHS resources
Some more senior residents may not be aware of opportunities on offer
save waste an duplication
the health care sector has to set the example for other employers to follow
Responsibility should not fall to one or two agencies alone
always better to work collaboratively to improve services
Local services should be aware of the communities needs and can tailor activities/access to
services accordingly.
To help people live longer and to have a better lifestyle
It's shows by working together that we have a united goal and will between them cover
everything that needs to be done without replication.
I am retired and tap in to local services as appropriate there are many elderly/venerable
residents who are I'll informed of support groups etc. The recent flu jab initiative was well
attended and supported by members of the PPG ( I am a member). The introduction of TV
screens in surgeries are good for raising awareness of current topics. Local pharmacies are
a good support for the ambient to have minor queries answered/ signposting.
With the current resource allocations to health and social care we need to work in a
collaborative way to reduce duplication and improve efficiency, effectiveness and quality of
service provision.
Joined up thinking is better than a mishmash of organisations doing their own thing.
Increase hard to reach groups, knowledge. Improve on local mental health issues, looking
at young people coming through education.
To encourage the local community.
I am a Reiki Healer practitioner, and I understand a lot about health & wellbeing as it is
something I have been interested in for a number of years, I myself gave up smoking and
decided to lose weight 9 years ago and change my lifestyle, I also changed my career due to
anxiety and panic attacks. I believe that most of these local services work hand in hand, and
information is key, I have also been a volunteer for many organisations within the NHS,
British Red Cross, Blackpool Council and youth clubs and have come across things where
people had no idea that certain things were available as it's not advertised thoroughly and I
have only found this out for myself due to being a volunteer and researching the internet.
To be able to get to places more easily would be a great help as I don't drive.
To educate the population
Once all services are able to communicate as one, they will be able to help prioritising, liaise and give an overall effective service.
To keep us fit and healthy and need point of contact for any problems.
Handshakes between services vital
Obviously it is important for liaison as otherwise different groups can waste resources duplicating effort. Also liaison means a growing database of local information as to who needs services/help and where the help is needed. Chief way to improve health is to value poverty which leads to poor lifestyle choices and poor diet and eventually to ill-health. Until poverty is tackled any attempt to improve health in the unwaged, poorly-waged and pensioner populations will get a very short distance. However this isn't something the NHS itself can change.
It ensures all services are coordinated and prevents wasteful duplication.
People with health and social problems need a multi-agency approach to help them - organisations need to share information and liaise with the provision of services
Community rely on professionals to join up services. The links between GP's, Council's, 3rd sector, NHS just aren't in place. The inability for the NHS, Council's and other agencies to communicate with each other needs addressing. Finances don't appear to be being spent in the most appropriate manner resulting in short term fix but not a long term solution. Canvass opinion on high streets, in supermarkets, in the cinema foyer. Engage with residents and service users away from the hospitals and surgeries. Look across the agencies to see what resources and facilities are already in place and utilise them more efficiently as shared spaces.

and join up services by providing long term solutions and strategy
They all need to know what each other are doing to avoid repetition and avoid omissions
It is important to link services together for an holistic approach to care. People need to know what is available without having to know what to ask for or have access to the internet.
Find there is not many activities for people with arthritis. Gyms very expensive and many of the activities not geared for people who suffer from these types of conditions.
All agencies need to cooperate.
If a health practitioner makes a suggestion the council, schools, employers may be able to publicise or put into practice.
Almost impossible to phone for a doctor as lines open at 8.30 and are always jammed busy.
It's very important for these reasons:
1) Share ideas/thoughts on how to develop initiatives. i.e. working groups.
2) Funding streams to support programmes for the benefit of public health.
3) Encourage Schools to get into supporting local community initiatives: i.e. PWRS
4) Involve Trade Unions - they are based in our communities and can be proactive in supporting health & wellbeing with their members and their families.
5) Communication: the more groups involved the more information sources can be accessed.
It should have importance anywhere so as not to overload any single service
To give something the best chance to succeed people need to work together.
Local services lead to happier people therefore good well-being and fitter more active lives.
We keep being told we are an ageing population, but there are a lot of vulnerable, older people who may need assistance and unless someone knows of them they can slip through the net, resulting in extreme loneliness, depression and with no one to help them if they need financial support. At one time you would see your named doctor when you went to the surgery, therefore building a relationship, and the doctor would notice any changes shown, now you see a different doctor every time you go to the surgery so you are no more than a patient number. NOT GOOD!
I'm happy as I am.
We all have circumstances which vary and if the various services worked together
There would be a clearer picture of the wellbeing of each person!
It would benefit the people in the area. Listen to what people would like to have
Drs need to communicate with hospital for appt but also follow this up till discharged
A lot of people live in deprived areas and if there was a sense of community back in
neighbourhoods, with a bit of pride taken in where we live, peoples wellbeing would improve
Need to be joined up.
Co-operation would make services cost effective and more efficient
As said before: I am presently waiting 4 weeks for a GP appointment and it is already 29
weeks since my cataract surgery was approved and I haven't got a date yet. (I was told there
was a 18 week waiting list but it is way past that now).
health and social care go hand in hand to improve good outcomes for families
working together will provide a seamless process for our communities when needed
Everyone should try to help one another whoever orbwhatever they represent
The only way for money to be spent wisely is for the services to work together with one aim
To ensure people, whatever age feel they are not forgotten but that there is a helping hand
when needed.
Local services should listen more to people who live in Thornton.
Improved health will lessen the strain on Hospitals and Doctors giving those that need it to
be able to get help quicker. Also happy healthy people/parents raise happy healthy kids for
the future. Lead by example.
The food choices at schools seem to be sugar loaded. There are healthier options but adults
have difficulty with these choices. Children make child like choices.  
Healthier happier more connected people will improve wellbeing for all as the message is
easier to follow with help and support.
it is important to engage people in thinking about keeping well, especially those groups that
feel isolated because of existing illness, unemployment or low pay.
to avoid reinventing the wheel, and so that facilities and opportunities are seamless and
"joined up"
a single "leisure card" eg
Important for there to be a consistent strategy and message
All organisations benefit if the population is healthier. Everyone needs to be made aware of
the facilities and resources available, so they can be promoted. Working together prevents
duplication and ensures all promoting the same messages
so that local people are aware of where to go and find information.
To give the same message on healthy lifestyles, to co-ordinate events and probably reduce
cost on initiatives.
These different services can compliment each other and often are can have an impact on
each other. Cuts to services provided by the council can often see an increase in demand for
NHS services and visa versa. By working together these services can have a positive impact
on the health and well being of communities and reduce the demand on the public purse.
Improving health and wellbeing is important to reduce the pressure on local health and social
care services, prevention requires education and lifestyle changes.  Team working with all
services working towards the same goals makes the success more likely. Sadly sometimes
services are too thinly stretched to look wider than what they can achieve and work in silos.
If they don't work together they can be working against each other a unified approach should
help everyone where as working to own agendas can exclude those who may benefit most.
many people do not know how to access facilities and local services can help to prompt
people in the right direction as well as providing direct access to facilities.
you feel you are supported and listened to
continuity of care and wider knowledge of patient background
I think there has to be self motivation for healthy living. Some people don't want to.
It makes sense
Lived here for 44 years and nothing has really changed. We have a better Doctors surgery
with more to access.
Help people to look after themselves and keep fit & healthy at all ages
Work together for greater efficiency
More advertising about things which are available
It never happens really. Total clear communication and shared aims with people pooling resources for the common good. Organisations are for themselves as are the vast majority of paid people involved. Ego and power aren't conjusive to creating anything successfully. We all have to help ourselves as well as each other. So, making services 'visible' and accessible to all.
Each service. Has different things to offer
Gym membership discount through my employer is a great benefit and has encouraged me to use the gym facilities much more therefore promoting a healthier lifestyle. I am aware that this is a benefit that is not utilised by everyone
A strategic approach is significantly better than individual organisations using a scatter gun approach. Specifically council services are significantly lacking.
The population is ageing. We need to help keep people fit and healthy for longer to avoid wrecking our hugely underfunded NHS. Incremental privatisation is not the answer.
Hospital and doctors need to talk to each other better for better care. Councils need to make sure of good transport links to hospitals and provide good open spaces and places for people to meet.
If organisations do not communicate with each how can things improve?
If you have any questions regarding the content of this report or would like it in another format or language please contact the communications and engagement team on:

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