Leading Places 2

Blackburn with Darwen

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The Place

- Unitary Authority in E Lancs. comprising two towns and surrounding countryside
- 147,489 residents – growing population
- Younger: fifth highest proportion of population under 20 in England
- Diverse: 13.4% of residents having Indian heritage and 12.1% Pakistani
- 15th most deprived local authority in England
The Blackburn with Darwen Strategic Alliance
What is it?

• Project work led to a more strategic and lasting arrangement with benefits to each partner and the Place

• A partnership designed to promote joint working with the aim of improving the prosperity of the Borough – formalised May 2017

Mutual self interest – greater than the sum of its parts

• Council – support for regeneration, economic growth, public service reform and innovation

• College – cement links with LU to drive innovation and quality in provision, improve skills levels and develop local research base

• University – place-based applied research, ready client for graduates/PhDs, HE role in place, Health Innovation Campus (HIC)
Among modifiable risk factors, inactivity is the fourth leading cause of death globally and in the top 10 causes of disease and disability in England.

- More inactive adults in Blackburn with Darwen (35.5%), than nationally (28.7%).
- Cost of inactivity to local economy £3.2m.
- Getting inactive people to become active has greater health benefits than getting active people to do more activity.
Physical activity for children and young people (5–18 Years)

- Builds confidence and social skills
- Develops coordination
- Improves concentration and learning
- Strengthens muscles and bones
- Maintains healthy weight
- Improves health and fitness
- Makes you feel good
- Improves sleep

Be physically active

- Aim for at least 60 minutes everyday
- Spread activity throughout the day
- Include muscle and bone strengthening activities
- 3 times per week
- All activities should make you breathe faster and feel warmer

Sit less, Move more

Find ways to help all children and young people accumulate at least 60 minutes of physical activity everyday

A persevering people-powered effort to promote or resist change in the experience of health or systems that shape it (NESTA 2016)

Develop models of engagement that draw effectively on both the efficiency and scale of institutions and the dynamism and agility of movements

How social movements impact health and care

1. Bring about change in the experience and delivery of health care
2. Improve people’s experience of disease, disability, or illness
3. Promote healthy lifestyles
4. Address socioeconomic and political determinants of health
5. Democratise the production and dissemination of knowledge
6. Change cultural and societal norms
7. Propose new health innovation and policymaking processes

https://www.nesta.org.uk/sites/default/files/health_as_a_social_movement-sept.pdf
Blackburn with Darwen
Leading Places Aims & Objectives

Aims

• Understand and grow a social movement for health to address the challenge of physical inactivity and achieve a future generation fit for life, learning and employment

• Strengthen local place based approaches through collaboration between BwD Council, Blackburn College and Lancaster University

Objectives

• Utilise the skills and expertise of the Alliance to co-develop, deliver and evaluate innovative approaches to growing social movements for health

• Use Blackburn College as a ‘living lab’ for understanding and growing social movements for health and testing collaborative approaches

• Disseminate learning, particularly that which could be replicated elsewhere

• Identify key areas for further and ongoing collaboration between the strategic partners beyond the life of the Leading Places programme
What we have achieved

• Established a solid infrastructure and foundation for further work
• Shared sense of place and purpose
• Stimulated creativity and innovation and greater appreciation of the opportunities
• Agreement to take a ‘whole college’ approach with users at the heart
• Early stages of a local health observatory
• Enabled other successful opportunistic collaborations
  – Air Quality
  – ACE’s
  – Funding Accelerator
  – Passive Sensors Project
What we have learnt and next steps

Our Challenges;
• Relationships take time (longer than we thought)
• Capacity to deliver fluctuates
• Common language, understanding and approach

and overcoming these;
• Take a step back.. it’s ok
• Go where the interest is
• Ensure infrastructure has sufficient flexibility to pursue opportunities as they arise

Next steps;
• Systematic review of the evidence - social movement approaches
• Leading places research group
• Strengthening collaborative work with students to co-produce our approach – student champions identified
• Identify and utilise expertise available to take forward