

witton wellbeing DAY!

EVALUATION REPORT 2024

OVER
400
IN ATTENDANCE

OVER
30
PARTNERS INVOLVED

MINI **17**
HEALTH CHECKS COMPLETED



QUOTE FROM MAYOR:

'I REALLY APPRECIATED THE OPPORTUNITY FOR THE PUBLIC TO SEE THE VARIED SERVICES AND ACTIVITIES THAT HAVE BENEFICIAL OUTCOMES FOR HEALTH & WELLBEING.

I HOPE THE EVENT WILL BECOME AN ANNUAL EVENT, AND GROW IN IMPORTANCE AND ATTRACT A LARGER AUDIENCE, YEAR ON YEAR.'



DIGITAL ENGAGEMENT

63,383

PEOPLE REACHED VIA
SOCIAL MEDIA CAMPAIGN

200+
INTERACTIONS
ON FACEBOOK

445
VIEWS ON DEDICATED
WEBPAGE

HOW ATTENDEES FOUND OUT ABOUT THE EVENT:

36% SOCIAL MEDIA **29%** LEAFLET/POSTER **29%** SCHOOLS **7%** WORD OF MOUTH



ATTENDEE FEEDBACK

ON AVERAGE, ATTENDEES RATED
THE EVENT:



4.71 / 5

100%

INCREASED AWARENESS
OF HEALTH & WELLBEING
SERVICES IN BWD

93%

MOTIVATED TO TAKE PART
IN HEALTH & WELLBEING
OPPORTUNITIES

ATTENDEE QUOTES:

'ME AND MY THREE CHILDREN AGED 4, 11 & 13 ALL ENJOYED THIS WONDERFUL EVENT!
PERFECT FOR ALL INCLUDING MYSELF, A GREAT WAY TO GET OUT AND ACTIVE AND A HUGE
PLUS IT WAS FREE!'

'THIS IS A GREAT INITIATIVE MY CHILDREN THOROUGHLY ENJOYED THEMSELVES, WELL
DONE!'

'THIS IS A GREAT WAY OF GETTING THE KIDS OUT AND ACTIVE'

'REALLY GOOD AND WELL ORGANISED EVENT. THANKS TO ALL ORGANISERS AND
VOLUNTEERS.'

PARTNER FEEDBACK:

ON AVERAGE, ATTENDEES RATED
THE EVENT:



4.43 / 5

8.71 / 10

LIKELINESS TO ATTEND FUTURE
HEALTH & WELLBEING EVENTS

100%

OPPORTUNITIES TO
SIGNPOST / REFER NEW
STARTERS INTO SERVICE

ATTENDEE QUOTES:

'THANK YOU VERY MUCH FOR A GREAT EVENT. EXCELLENT NETWORKING OPPORTUNITIES
AND THE MAYOR AND MAYORESS ATTENDING WAS A GREAT EXTRA. THANKS AGAIN.'

'ALWAYS A GOOD DAY, IT IS GOOD TO GET TO KNOW OTHER ORGANISATIONS AND
PROMOTE MESSAGES WITHIN OWN TEAM. I FEEL IT IS IMPORTANT FOR US TO BE VISIBLE.'



healthy darwen

EVALUATION REPORT

OVER
6000
IN ATTENDANCE

OVER
30
PARTNERS
INVOLVED

MINI **30**
HEALTH CHECKS
COMPLETED



Blackburn with Darwen

ADULT LEARNING



The 180 Project



West Pennine Slings
Formerly Blackburn with Darwen Sling Library



Bernése
THEATRE DANCE & DRAMA

BLACKBURN
YOUTHZONE



MAYOR IN
ATTENDANCE

"We are reaching out to the community, and making the most of opportunities to engage with residents, who wouldn't otherwise feel comfortable speaking to a health professional."



DIGITAL ENGAGEMENT
67,000

PEOPLE REACHED VIA
SOCIAL MEDIA CAMPAIGN

1000+
INTERACTIONS
ON FACEBOOK

247
WEBPAGE VIEWS
FOR EVENT

100+
SIGNPOSTED TO WEBSITE FROM
SOCIAL MEDIA FOR FURTHER SERVICES

HEALTHY DARWEN EVENT

JOIN US AT DARWEN MARKET SQUARE FOR A 2 DAY SPECIAL EVENT FOR ALL THINGS HEALTH & WELLBEING!

FRIDAY 17 MAY, 10AM - 3PM

Are you wanting to find out what physical and mental wellbeing opportunities there are in your area? Join us on the Friday for an enlightening Health & Wellbeing Information Stall event! Discover valuable insight, tips and resources from a range of providers located across Blackburn with Darwen to enhance your wellbeing journey.

As well as a range of information stalls, you can also take part in a range of interactive games, test your strength and balance, get your FREE mini Health Check, and much more!

Don't miss out on this opportunity to prioritise your health & wellbeing!

FRIDAY 17 MAY

- FREE Mini Health Checks
- Test your Strength & Balance
- Interactive Games
- Information Stalls from a range of Health & Wellbeing services

HEALTHY DARWEN

special 2 day event for all things health & wellbeing!

Darwen Market Square, BB2 1BH

FRIDAY 17 MAY

- LIVE Performances on Stage!
- Fun Family Activities
- Dance
- Baker Tarts
- Mini Movers
- Family Walking Trails
- Cycling
- Free basic cycle repairs
- Climbing Wall
- Health Checks
- Free Engage Visit
- Special visit from our inflatable animals!

STAGE TIME SATURDAY

Session	Delivered by
MINI MOVERS	re:1
ADAPTED TAI CHI FOR ALL	re:1
DANCE	re:1
DANCE & THEATRE MUSICAL	re:1
ZUMBA	re:1
AEROBICS	re:1
BOLLYWOOD	re:1
RO's AEROBICS	re:1
KIDS PARTY DANCE	re:1

PARTNER FEEDBACK

ON AVERAGE, PARTNERS
RATED THE EVENT:

4.68 / 5

100%

OF PARTNERS WOULD
ATTEND FUTURE EVENTS

KEY IMPACTS ON SERVICES:

'SEVERAL REFERRALS TAKEN ON THE DAY'

'INCREASED AWARENESS WITHIN OTHER SERVICES'

**'SIGNPOSTED PEOPLE TO OTHER SERVICES THEY MAY
NOT HAVE BEEN AWARE OF'**

5 SERVICES RECOMMENDED TO US BY
PARTNERS WHO SHOULD ATTEND
FUTURE EVENTS

QUOTES

DONNA BUTLER (MATERNITY SERVICE):

"It was such a great day NHS staff and council staff working together to share important health messages with the community. It is in our gift to promote healthy lifestyles in a fun and friendly way, and that is what we did at the 'Healthy Darwen' event. The community engagement was wonderful, it was lovely to hear what people thought about breastfeeding (young and old), and even better to hear how grateful they were that there was more support and more people doing it."



EAST LANCS HOSPITAL TRUST

"It was a fantastic day and very well organised, very unifying for professionals and a great way for the town to celebrate health and wellbeing."



re:fresh

ActiveBwD >>>
part of Together an Active Future