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# Place based partnership

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Blackpool's **place-based partnership** brings together local organisations, services, and communities to work collaboratively in improving the health and wellbeing of residents. It is part of a wider system working under the NHS Lancashire and South Cumbria Integrated Care system.

At the heart of this approach is a shared belief that local people are best placed to shape the services they use — and that working together leads to better outcomes for everyone.

## Our role in co-production

The co-production team supports the place-based partnership by ensuring that the voices of people with lived experience are central to shaping local priorities, services, and decision-making.

We help bring together:

- Local residents
- Voluntary and community groups
- Health and care professionals
- Council services
- Education providers
- Commissioners and strategic leads

Our aim is to embed co-production as a core way of working across the partnership — making sure services are not just delivered to people, but shaped with them.

## What co-production looks like in practice

Supporting residents and service users to share their experiences and ideas

- Co-designing new approaches to health and wellbeing support
- Facilitating collaborative workshops and feedback sessions
- Building ongoing relationships between communities and services
- Helping teams across Blackpool develop inclusive, responsive ways of working

## Why this matters

By working co-productively within the place-based partnership, we can:

- Create services that are more relevant and accessible
- Address the real needs and priorities of Blackpool's communities
- Improve trust and relationships between services and residents
- Reduce duplication and improve outcomes through better collaboration

## Get involved

If you're interested in learning more about co-production in place-based partnerships or would like to be involved in upcoming projects, we'd love to hear from you.

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