

Family Fitness Festival

EVALUATION REPORT 2025

OVER

1000 IN ATTENDANCE

Blackburn with Darwen
HEALTH & WELLBEING

40 MINI AND 5 FULL HEALTH CHECKS COMPLETED

115 BLOOD PRESSURE CHECKS COMPLETED BY REDLAM SURGERY

OVER 45 PARTNERS INVOLVED



DIGITAL ENGAGEMENT

(INCLUDES £100 DEDICATED TO PAID ADVERTISING ON FACEBOOK)

1,910 INTERACTIONS ON FACEBOOK

54,157

PEOPLE REACHED VIA SOCIAL MEDIA CAMPAIGN

2,458 VIEWS ON DEDICATED WEBPAGE

HOW ATTENDEES FOUND OUT ABOUT THE EVENT:

48.3%	16.7%	29%	30%	5%
SOCIAL MEDIA	LEAFLET/POSTER	SCHOOLS	WORD OF MOUTH	OTHER



ATTENDEE FEEDBACK

ON AVERAGE, ATTENDEES RATED
THE EVENT: **4.79 / 5**



**AWARENESS OF HEALTH SERVICES
AVAILABLE IN THE BOROUGH**

YES – 24 (45.3%)

NO – 14 (26.4%)

MOST – 10 (18.9%)

ONLY SOME – 5 (9.4%)

“ **FANTASTIC** **EXCELLENT**
UNBELIEVABLE **REALLY GOOD**
AMAZING **BRILLIANT** ”

**PREFERENCE OF INFORMAL HEALTH
SERVICE VENUE**

YES (67.3%)

NO (3.8%)

PREFER GP (5.8%)

DEPENDS ON SERVICE: (19.3%)

PREFER COMMUNITY VENUE: (3.8%)



**OVER
300**

**CHILDREN TOOK PART IN
BALANCE BIKE ACTIVITIES**

**OVER
200**

**XPLOER PACKS
GIVEN OUT**



**AROUND
100**

**BIKE MAINTENANCE
CHECKS COMPLETED**

PARTNER FEEDBACK

ON AVERAGE, PARTNERS RATED THE EVENT:



“ Dr Mo Umer

**THE EVENT PROVIDED A REFRESHING, INFORMAL SETTING THAT
ALLOWED HEALTHCARE COLLEAGUES TO CONNECT MEANINGFULLY
WITH RESIDENTS. WE WERE MEETING THE COMMUNITY ON THEIR
TERMS WHICH MADE A REAL DIFFERENCE. ”**

Mubasher Ali - Community Pharmacy Lancs & South cumbria

“ **WHAT A DAY OF CONNECTION, CARE AND COMMUNITY** ”



re:fresh
your health and wellbeing