



# THREE YEAR STRATEGIC PLAN 2022 - 2025



# CONTENTS

Introduction	4
We are Heartbeat	5
Background	6
Numbers and Statistics	7
Cardiac Rehabilitation	8
Our Aim	9
Our Mission	10
Our Vision	11
Our Strategic Goals	13
Working together	20





# INTRODUCTION

Heartbeat is a very well established and experienced charity bringing support to many people throughout the North West for over 40 years and this strategy will outline the next 3 years and how we will serve our community to help it become healthier and happier.

*“ We understand the impact of cardiac, vascular, and pulmonary disease and the affect this has on the individual and their family and we want to see our class members become the best they can be no matter what their limitations are. ”*

When deciding on what we would focus on over the next 3 years we looked inwardly to see what is important to the Heartbeat family and the communities of the North West.

We believe people with long term illnesses cannot be ‘fixed’ after a short amount of support, we think that wellness is a lifelong commitment, and we can provide this. We want to support people to continue with their independence, to live in their own home with confidence and be the best they can be.

I am proud to be a part of the Heartbeat family knowing that we are leading the fight to improve the health and wellbeing of the North West and this strategy outlines how we are going to do that.

Over the next 3 years we will be focussing our efforts on the four strategic goals we have outlined in this document and our aspirations for the future.

Louise Bache  
Chief Executive



# WE ARE HEARTBEAT

We are the North West's leading cardiovascular prevention and rehabilitation charity, providing services for hundreds of people every week.

Heartbeat is a Lancashire based charity established over 40 years ago. Our purpose is to contribute to a reduction in cardiovascular disease through the delivery of services aimed at existing heart patients and those identified as at risk of developing it.

Based on the site of Preston North End football club we have a bespoke heart centre and 8 satellite sites all offering a tailored approach to tackling heart disease.

Year on year we receive over 600 referrals from the NHS and other leading health professionals for people who need the support both physically and mentally to improve their health and lifestyle.

We now provide services across the North West offering exercise, education, training, mental and social wellbeing for people who have had heart problems but also for people who are at risk.



Our exercise and support programme gradually builds confidence and fitness to help people return to work, or continue to live independently for years.

We have people attending our programmes who have been supported for years. The peer support in our classes can be a lifeline for many of our class members who have become socially isolated due to poor health and reduced mobility.

We currently have 36 GPs referring to us, 4 hospitals and lots of people self-referring into our programme. Not only do we provide these essential services for people who have and are at risk of heart issues, we also provide first aid training for the general population and nearly all of the GP surgeries in Preston.

We educate children in schools by providing a PSHE curriculum on heart health, nutrition and exercise to try and reduce future heart health problems.

We ensure that many businesses and charities across Preston can access defibrillators and provide free training on their use to help prevent the loss of life when an event sadly occurs.

## BACKGROUND



Heartbeat NWCC was set up in 1978 by a local Preston family, Keith and Rose Redman, who sadly lost their teenage daughter Gillian to heart disease.

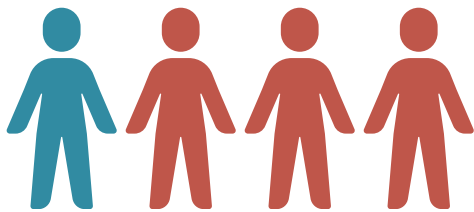
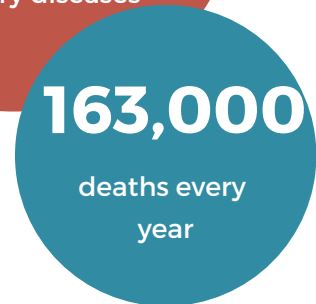
At the start of our journey Heartbeat only supported people who had been affected by coronary heart disease. Over our many years the service has evolved into the most respected and leading cardiac rehabilitation and prevention charity in the North West with it's base in the heart of Preston



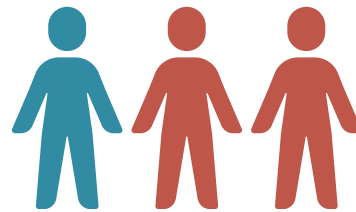
# NUMBERS & STATISTICS

Heart disease is the leading cause of death in the UK.

Lancashire has the 2nd highest prevalence of heart disease in the country.



**1 in 4 people will develop cardiovascular disease**



**1 in 3 in more cultural communities**

## Every 5 minutes in the UK...



Someone is admitted to hospital with a heart attack

Someone has a stroke

### Population diagnosed with various heart and circulatory diseases and their risk factors

In Preston  
42,565



In Blackpool  
63,656



In Chorley  
34,642



# CARDIAC REHABILITATION

Cardiac rehabilitation programmes help people to recover from the physical and psychological effects of their heart condition and reduce their risk factors, delaying the progression of heart disease.

Regular, moderate intensity, physical activity is associated with a 30% to 50% reduction in risk. Moreover, physical activity is associated with a lower risk of fatal heart attacks by 40% and non-fatal heart attacks by 50%.

## Taking part in cardiac rehabilitation:



REDUCES

Hospital re-admissions

Chance of someone having another cardiac event

Deaths from cardiovascular disease

Levels of depression and anxiety

NHS healthcare costs

Cholesterol

Cardiac Rehabilitation improves psychological wellbeing and quality of life

*"Put simply, cardiac rehabilitation saves lives"*

*Professor Patrick Doherty, Director of National Audit for Cardiac Rehabilitation*



# OUR AIM

---

HEARTBEAT NWCC ASPIRES TO  
IMPROVE THE HEART HEALTH OF  
EVERY PERSON, NOW AND IN THE  
FUTURE, THROUGHOUT THE  
NORTH WEST OF ENGLAND

HELPING PEOPLE BECOME THE  
BEST THEY CAN BE

# OUR MISSION

---

HEARTBEAT IS COMMITTED TO THE FIGHT TO REDUCE THE IMPACT OF CARDIOVASCULAR DISEASE IN ALL OUR COMMUNITIES WITHIN THE NORTH WEST OF ENGLAND THROUGH REHABILITATION, INFORMATION AND ADVICE, EDUCATION AND LIFESTYLE SUPPORT.



# OUR VISION

---

IS THAT PEOPLE AFFECTED BY,  
OR AT HIGH RISK OF  
CARDIOVASCULAR DISEASE  
HAVE ACCESS TO SUPPORT AND  
SERVICES WHICH ENABLE THEM  
TO REBUILD THEIR LIVES





# STRATEGIC GOALS

---

HEARTBEAT NWCC ASPIRES TO IMPROVE THE HEART HEALTH OF EVERY PERSON, NOW AND IN THE FUTURE, THROUGHOUT NORTH WEST OF ENGLAND

1

PROVIDE EXERCISE AND SUPPORT FOR ALL ILLNESSES ASSOCIATED WITH CARDIOVASCULAR DISEASE

2

BROADEN OUR REACH TO MORE COMMUNITIES

3

TRAIN AND EDUCATE PEOPLE IN OUR LOCAL COMMUNITIES

4

GROW INCOME AND INCREASE THE NUMBER OF OUR SUPPORTERS





1.

## PROVIDE EXERCISE AND SUPPORT FOR ALL ILLNESSES ASSOCIATED WITH CARDIOVASCULAR DISEASE

---

We will continue to provide exercise classes to people who are already fighting heart disease and to those who are at risk

We will strive so that everyone affected by heart, vascular and pulmonary disease has access to prevention, rehabilitation and the lifelong support they need

We will increase the impact we have on the health of our community by reducing re-admission to hospital, the need for medication and social isolation

We will implement a pulmonary prevention and rehabilitation programme to run alongside our cardiac programme

We will further develop our programme of wellbeing support and health psychology

We will develop the Heartbeat community, a culture of togetherness, support and peer education



## 2.

## BROADEN OUR REACH TO MORE COMMUNITIES

---

We will identify new, and strengthen our existing networks with relevant organisations, working in partnership with voluntary, community and the faith sector to deliver a unique holistic care package for all class members

As we deliver bespoke services, we will aim to position ourselves to be the preferred provider of cardiac, vascular and pulmonary prevention and rehabilitation across the North West

We will improve and increase access to our programme throughout the North West by utilising digital channels

We aspire to develop Heartbeat Hubs, providing a one stop contact point for classes, testing, and well being support within the local communities

We will increase our work with diverse communities that may be at an increased risk of cardiovascular disease





## 3.

## TRAIN AND EDUCATE PEOPLE

---

We will educate people of all ages about the importance of a healthy heart

We will deliver personable and quality first aid courses and support local businesses to identify their first aid needs

We will plan, deliver and administrate a range of industry recognised physical and mental health first aid courses

We will deliver PSHE curriculum aligned workshops to primary schools which inspire, engage and inform children of health and wellbeing related topics

We will develop links with local groups, businesses and societies to deliver health and wellbeing related workshops



## 4.

## GROW OUR INCOME AND INCREASE SUPPORTERS

---

We recognise that traditional fundraising is changing, and we need to change with it. We need to identify new innovative ways to generate income and change with the new environment for the sustainability of the charity

We will ensure that all our existing donors feel valued, informed and inspired to maintain their ongoing support

We need to strengthen and build new partnerships with businesses, and local communities

We will nurture and develop our grants and trusts fundraising programme

We will develop and promote a consistent legacy fundraising strategy for future charity income

We will maintain and protect the Heartbeat lottery as a major income source





## SOME OF THE PEOPLE WE HELP AT HEARTBEAT



“ —  
|

*I am so grateful to Heartbeat, I truly believe it is  
down to them that I am still alive*

*Tony*

“ —  
|

*Heartbeat is my lifeline I'm so grateful for all  
they have done for me"*

*Linda*



We will only achieve our strategy and vision by working together to ensure that people affected by or at high risk of cardiovascular disease have access to support and services which enable them to rebuild their lives

*Now is the time for you to help us with our future aspirations to increase awareness of the work we do*

Together we will shout our name out across all areas of the North West

---

Together we will support each other to become healthier, and live longer lives

---

Together we will raise more funds for our essential services

---

Together our local communities will become healthier places for our families to live in

---

Together we will support each other to become stronger

---

Together we are Heartbeat

---

Heartbeat  
Sir Tom Finney Way  
Preston  
PR1 6PA

Registered charity number 1168850

**Phone:** 01772 717 147

**Email:** [info@heartbeat-nwcc.org.uk](mailto:info@heartbeat-nwcc.org.uk)

**Web:** [www.heartbeat-nwcc.org.uk](http://www.heartbeat-nwcc.org.uk)

