

Pivot to Wellbeing

Leading for System Change



Setting the scene

Pivot to Wellbeing brings together partners across health, leisure and other organisations to explore how services can work differently to improve health and wellbeing through physical activity.

In summer 2025, conversations between Active Lancashire and the NHS Northwest Leadership Academy created an opportunity to explore how system leadership could support this ambition.

What Changed?

- The programme helped partners move from individual organisational priorities towards a shared ambition for improving health and wellbeing.
- Stronger relationships developed across health, leisure and wider partners.
- Partners gained a better understanding of the wider system and the barriers to change.
- There was greater clarity around different roles and how organisations could work together.
- Conversations moved towards practical opportunities for bringing services closer together.
- The group created a stronger foundation for future service integration and system-wide change.

How Did We Change It?

The Pivot to Wellbeing group became part of the NHS Leading for System Change programme, creating dedicated space for partners to work through complex challenges together.

The sessions were flexible, focusing on emerging issues and opportunities, allowing partners to discuss challenges and collaborate on solutions. Involving previously disconnected partners, like the ICB Estates team, helped identify practical considerations and barriers for future integration. The program fostered confidence in cross-organizational collaboration, highlighting the benefits of collective action over individual efforts.

What's Next?

- The ICB is exploring whether the approach could be scaled across Lancashire and potentially the wider Northwest.
- The group will continue building relationships and turning shared learning into practical action, while capturing learning that could support other areas looking to create similar system change.

