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## PRESS RELEASE

### **Innovative hospital recruitment website promotes the beauty of Blackpool, Fylde and Wyre**

THE beauty of Blackpool and the surrounding areas takes centre stage in a new recruitment website for local hospitals.

The new innovative job site, which features top quality photographs of some of the area's most picturesque features, actively promotes Blackpool, Fylde and Wyre as a perfect base for anyone looking for a career in healthcare.

Recruitment Manager for Blackpool, Fylde and Wyre Hospitals NHS Foundation Trust, Malcolm Stamp, said the idea for the site came about after feedback from NHS job hunters.

He said: "This is an innovative move for the Trust in many ways because not many NHS organisations host their own recruitment website.

"Once we decided to launch our own we undertook a lot of research which showed that many people outside of the area perceived Blackpool to be a town solely based around tourism and not an ideal place to live and work.

"As a result of that we wanted to do something to dispel that myth and promote Blackpool and the surrounding areas such as Lytham, St Annes, Poulton and Fleetwood with some striking visual images that show the beauty of the area. We wanted to get the message across that Blackpool is "The Place to Be", both as a place to work and a place to live."

He added: "Most hospital recruitment web sites feature pictures of hospitals and their staff and we have included those as well but we wanted to do something a bit different and promote Blackpool at the same time. The feedback we have had has been excellent."

As well as striking photography the site [www.blackpool-theplacetobe.nhs.uk](http://www.blackpool-theplacetobe.nhs.uk) features videos staff members away from work and talking about why they enjoy living in the area so much.

Senior Staff Nurse Luke Sumner is one person featured. He said: "I think Blackpool gives people a very good quality of life. There are lots of facilities and nice housing areas and a good transport system."

Haematology Lab Manager Mark Wrigley, who has worked for the Trust for more than 30 years is another to be filmed. He said: "I love the coast and enjoy cycling in the area."

"There is always something different and new happening in Blackpool and it is a great place to live."



**Caption: Staff from Blackpool, Fylde and Wyre Hospitals NHS Foundation Trust at the launch of the organisation's Place to Be recruitment website. From left: Lucy Lester, Beverley Sanderson, Susan Flynn, Director of HR and Organisational Development Nick Grimshaw, Gill Hills, Chief Executive Aidan Kehoe and Recruitment Manager Malcolm Stamp.**

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