



Press Release

Immediate Release

28 April 2026

Cygnet Newton House Champions Coastal Clean Up

A mental health hospital in Blackpool made waves by helping to revive Blackpool's seafront as part of a community environmental initiative.

Located on Newton Drive, Cygnet Newton House offers both a high-support inpatient rehabilitation (level 2) and community rehabilitation (level 1) service for men with mental health needs.

Armed with litter pickers and enthusiasm, a group of staff and service users spent the day at Blackpool beach collecting bags of rubbish in a bid to restore the natural beauty of the popular seafront spot.

April Wilsher, Occupational Therapist at the Cygnet Health Care service, said: "We wanted to give back to our community and thought this was a great opportunity for our service users to get involved. It was a huge success.

"The individuals we support were conscious of the importance of removing waste from the beach and were proud to work towards a goal that would positively affect the marine life.

"Taking part in removing the rubbish first-hand was an eye-opening experience for everyone. It highlighted the importance of focusing on environmental initiatives and the benefits that come from this – something Cygnet Newton House is very motivated about!"

The Cygnet Health Care service were keen to partner up with the local community so volunteered to help SEA LIFE Blackpool's monthly litter pick. Service users teamed up with staff to remove as much rubbish as they could from the beach.

"It was fantastic for our service users to gain not only volunteering experience but also to further establish links with our local community. It helped to develop their confidence and vocational skills as they prepare to go back into the community after discharge," explained April.

"Watching everyone work as a team and pull together for the community was amazing. We all enjoyed and benefited from this volunteering event."

One service user shared their experience, saying: "It was great. I really enjoyed being able to give back. I will definitely do it again next month."

As a token of their appreciation, SEA LIFE Blackpool surprised staff and service users with free entry to the attraction for the day.