

Healthier Place, Healthier Future Pennine Lancashire Childhood Obesity Trailblazer

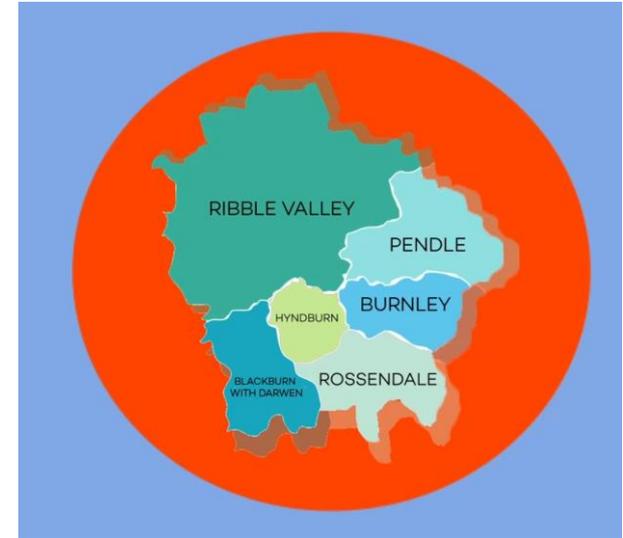


About the project



Healthier Place, Healthier Future

- **Healthier Place, Healthier Future** (HPHF) is one of five Childhood Obesity Trailblazer programmes funded by the Department of Health and Social Care and delivered by the Local Government Association.
- The project is funded for three years (until summer 2022). We are currently in the **third** year.
- The project is being delivered by Food Active, working with the Pennine Lancashire Consortium of Local Authorities (Burnley, Blackburn with Darwen, Hyndburn, Pendle, Ribble Valley, Rossendale). We aim to share findings wider across Lancashire, Cumbria and beyond.
- We work closely with the Sport England Delivery Pilot, Together an Active Future (TaAF) which also covers the Pennine Lancashire footprint.
- Disseminate learning with 5 other national trailblazer programmes facilitated by Shared Intelligence.



Illustrated map outlining the six areas covered by the HPHF project

Whole systems approach



System Leadership

Working with system leaders to engage and inspire action to support healthy weight and more broadly the health and wellbeing agenda

Planning

Working with planning authorities to support a healthier place by aligning policy across the districts and working with the system to use planning to support public health.

Businesses

Work with food businesses to encourage a healthier offer and to provide business support in return.

Social Movement

Work with the community to make sure what we are doing meets the needs of our Pennine Lancashire residents through 'The Great Big Junk Food Debate', giving them the opportunity to drive change and push for a healthier, accessible, and affordable food environment.

The planning lever



Trailblazer vision for planning

“We will use a positive approach to planning regulation which actively promotes a healthier food environment in all our districts.”

Key planning activities

- Using a 'test and learn' approach.
- Supporting the development of Joint Planners Agreement between the six planning authorities.
- Research good practice from planning authorities across the country.
- Support youth and community engagement in the planning system.
- Support adoption of the Planning for Health SPD in Burnley, Rossendale and Hyndburn.
- Engage Elected Members in the planning process.
- Undertaking research on hot food applications and policy decisions (with reference to health).
- Run national and local events to engage and discuss planning for health.



Towneley Park in the snow in Burnley, Paul Green.



T: @HealthierPlace
W: foodactive.org.uk
anchor.fm/hphf
E: hphf@foodactive.org.uk