



Healthier Place Healthier Future

The 'Healthier Place Healthier Future' Programme is one of five Government funded childhood obesity trailblazers. Highlighted as an area for action in the Childhood Obesity Plan: Chapter 2, the trailblazer programme supports local authorities to test existing levers to improve child health and increase prevalence of healthy weight.

The programme is commissioned by the Department for Health and Social Care (DHSC) and delivered by the Local Government Association (LGA). Funding is for three years, the programme commenced in June 2019.

What we plan to do and how

The Healthier Place Healthier Future programme is working to implement a coordinated, systems approach to tackling childhood obesity across a complex geographical and political landscape, linking four levers for change in a bid to achieve a multi-stakeholder, top-down/bottom-up approach. These levers are described below:

The first lever focuses on **system leadership**, with the aim of testing how to enable and empower Elected Members to consider and advocate for health and wellbeing across their ward, district and portfolio. This will involve engaging 'champions', co-developing learning and development resources and supporting Healthy Weight Declarations.

The second lever focuses on **local planning regulations**, to influence the development of positive policies to encourage healthier options and align policy across the six districts. It will do this by using a memorandum of understanding to underpin any local decisions, and by testing innovative planning permissions, including personal and positive permissions.

The third lever focuses on **business engagement**, to support and positively influence existing business to provide affordable, healthier food. The focal point is increasing engagement with the Recipe4Health award scheme and developing a package of support for out-of-home food retailers across the Pennine Lancashire footprint.

The fourth lever focuses on a **social movement** to drive demand for healthier food amongst local communities. This lever takes a bottom-up, community-led approach with space for residents to share views, create campaigns and to be involved in training. The Great Big Junk Food Debate will be piloted in four areas before being rolled-out widely.

Partners

Taking a multi-level, multi-stakeholder approach required partnership working across and within local authorities. Our partners include:





System Leadership Lever

The system leadership lever aims to test how we can enable and empower elected members to consider health and wellbeing across their ward, district and portfolio

Objectives

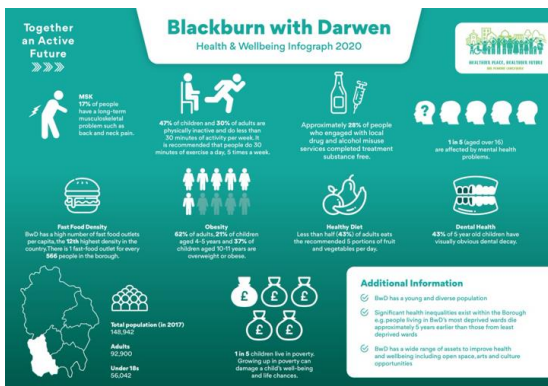
- To develop a network of informed and empowered elected members to advocate for healthy weight locally and influence Primary Care Neighbourhoods to ensure a whole system approach
- To develop an embedded support programme, with a network of elected member 'champions' aware of the impact of wider determinants of obesity and empowered to challenge the system

Activities

- Develop a learning forum of engaged elected members from all six districts and a range of portfolios to work with in co-developing the learning and development programme.
- Host consultation and consensus building workshops with elected members to co-develop a range of health and wellbeing learning and development resources.
- Test the learning and development programme with a cohort of engaged elected members and roll-out across the footprint.
- Design, test and roll-out a peer-to-peer support programme.
- Identify and support elected member "health champions".
- Work with district leads to empower elected members to adopt the healthy weight declaration.

Progress so far

- Elected Member Forum on Health and Wellbeing which meet every 6-8weeks.
- An online health and wellbeing module and portal for elected members across Pennine Lancashire.
- District specific infographics showcasing both health and wellbeing challenges and local assets.



Plans for year two (July 2020 - July 2021)

- Continued outreach to elected members not yet engaged, with 6-8 weekly forum meetings.
- Development of an online healthy weight module.
- Development of the peer-to-peer support programme.



Planning Policy Lever

The planning lever aims to challenge current planning policy with a view to aligning policy across the six districts - using a memorandum of understanding to underpin any local decisions, and by testing innovative planning permissions, including personal and positive permissions.



Objectives

- To explore innovative approaches to strengthen Blackburn with Darwen's Planning for Health Supplementary Planning Document (PfHSPD) with a framework for Districts to embed health in planning policies and support them to adopt a PfHSPD.
- To develop an Memorandum of Understanding to be adopted by all districts to align planning for health policy.
- To develop positive policies to encourage healthier options for A3/A5 outlets and restrict/regulate where establishments do not comply.

Activities

- Analysis of ward-by-ward data on levels of childhood overweight and obesity, density of A3, A5 and A1 (food) outlets, schools, leisure centres, parks etc.
- Deep dive into planning applications and appeals across all districts from past 5 years (repeat bi-annually to assess progress).
- Consultation and engagement with system leaders, stakeholders and public in each district.
- Planners forum established to co-develop memorandum of understanding, personal permissions and positive policies to encourage healthier outlets.
- Strengthen BwDs PfHSPD and develop a framework to support the five districts to embed health in planning policies; support adoption of the Planning for Health SPD across districts.
- Produce a learning and recommendations report/ case study to share with districts and councils nationally.
- Work with BwD planning team to produce an evaluation report of the impact of BwD's revised PfHSPD.
- Monitor the impact of the PfHSPD across Pennine Lancashire.

Progress so far

- Progress on a deep dive of food related planning applications (A1, A3, A5) across all six districts. Taking in to account the outcome, supporting documents and location.
- Produces a skeleton memorandum of understanding focused on the inclusion of planning for health policies.
- Support on local plan consultation – notably in Pendle with a storyboard for a video focusing on planning for health in the district.
- Monitoring the impact of COVID-19 on business offers in light of the temporary use class DA.

Plans for year two (July 2020 - July 2021)

- Completion of the deep dive and presentation of results – this will be compared with local obesity levels and updated every 6 months.
- Continued support to districts on local plan process and adoption of planning for health adoption.
- Co-development and adoption by all six districts of the Memorandum of Understanding.



Business Lever – Recipe4Health

The business award scheme lever will use the existing Recipe 4 Health award scheme which is operated by both Lancashire County Council and Blackburn with Darwen Council to develop a package of support for out of home food retailers across Pennine Lancashire.



Objectives

- Support existing A3/A5 (take-away and eat in) businesses to provide healthier, affordable food and recognise with a closely scrutinised award
- Work with A3/A5 establishments to develop incentives for healthier food
- Develop and test consistent business support in three pilot areas, before rolling this out Pennine Lancashire wide.

Activities

- Review and update of the existing Recipe 4 Health (R4H) award, including consultation, piloting and roll-out. Pilot areas include Bacup, Rossendale; Nelson, Pendle and Audley and Queens Park, Blackburn.
- Work with council departments and businesses to develop a package of support for businesses.
- Carry out consultation sessions with ‘advisors’ and business owners across the pilot areas to co-develop the award criteria and package of support.
- Plan and deliver ‘Takeaway Masterclasses’.
- Identify and support business advisors (“champions”) within each sector of food outlet (i.e. Chinese, Indian etc.) to support menu and business development.
- Use national guidance and liaise with relevant experts to develop portion size guidance for infants, children and young people.
- Use leads and build upon existing relationships to engage with and recruit local celebrity chefs (and local cooking schemes) to support menu development element of the programme.
- Identify and engage with local food growers to link to local businesses and wider procurement opportunities.
- Develop, pilot and launch peer-to-peer business support model.

Progress so far

- Task and finish group has been formed to work up the revised R4H award.
- Initial communication has taken place to build relationships with partners – e.g. local celebrity chefs, Just Eat.
- Work has commenced on the portion size guidance.
- A menu analysis tool has been created to assess the healthier and less healthy contents of menus across the pilot areas.



Plans for year two (July 2020 - July 2021)

- Engage with businesses to co-develop test and roll-out the revised Recipe4Health award.
- Work up a package of support for businesses in consultation with a working group.
- Support businesses across the pilot sites to work towards the award, monitoring engagement and uptake.
- Work with partners to promote the Recipe4Health award.



Social Movement Lever – The Great Big Junk Food Debate

The social movement lever will take a bottom-up, community-led approach and will be a space for residents to share views, create campaigns and to be involved in training and local project driving the demand for healthier food environments.



Objectives

- To build upon the Discovery Phase findings by supporting communities to drive demand for healthier takeaway food and to support conversations and projects around food and health.
- To link communities with existing/developing social movements including 'Keep XXX Tidy' 'Breast Intentions' and #darwengetshangry to support this drive for healthier food.
- To work with 'Food Power' to adapt and embed #Darwengetshangry in localities, led by PL's Youth MPs/Deputies/school councils to raise the profile of food for health, support food establishments engaged with Recipe 4 Health (R4H) and drive demand for healthy affordable.

Activities

- Consultation sessions with young people and parents of young children in the four pilot areas to co-develop The Great Junk Food Debate (Audley and Queens Park, Blackburn; Oswaldtwistle, Hyndburn; South West Burnley; Longridge, Ribble Valley).
- Co-development of small-scale projects in the four pilot sites through consultation sessions, to include but not be limited to debates, digital campaigns, assemblies, parent training sessions
- Launch and test the 'Great Big Junk Food Debate' in pilot sites
- Identify and support community champions to drive the social movement, to facilitate networks, and to educate and empower communities on affordable and healthy food, food sustainability and environmental impact
- Engage with schools, colleges, universities, and community groups to develop the Youth Councils to become "youth advocates" for the R4H programme
- Work with FoodPower to build upon #darwengetshangry and to develop in towns across PL

Progress so far

- Began work on Hyndburn and Burnley #GetsHangry campaigns, with learning from #DarwenGetsHangry
- Blackburn and Darwen wide 'Great Big Pan Challenge' to find local food heroes
- Hosted digital engagement with young people from Blackburn Youth Zone
- Asked questions to young people on digital platforms with Blackburn Youth Zone



Plans for year two (July 2020 - July 2021)

- Developed food related activity packs for summer activity clubs
- Developed a range of lesson plans for the Holiday Activity Fund, including 'Sugar and Health', 'Food Waste', 'Junk Food Marketing' and 'The Environment – Rubbish and Climate Change'.
- More digital engagement is planned – online platforms and hopefully eventually face to face
- #GetsHangry roll out across Hyndburn and Burnley