

Public Document Pack

Executive Member Decisions

Friday, 2nd August, 2019

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Date Published: 2nd August 2019
Denise Park, Chief Executive

Agenda Item 1

EXECUTIVE MEMBER DECISION



REPORT OF:	Executive Member for Public Health and Wellbeing Executive Member for Children's Young People and Education
LEAD OFFICERS:	Director of Public Health and Wellbeing Director of Children's Services and Education
DATE:	23th July 2019

PORTFOLIO/S AFFECTED:	Public Health and Wellbeing Education	Children's Young People and Education
WARD/S AFFECTED:	All	(Please Select...)

SUBJECT: Healthy Place Healthy Future Pennine Lancashire Childhood Obesity Trailblazer Programme

1. EXECUTIVE SUMMARY

The Childhood Obesity Trailblazer Programme (COTP) seeks innovative action to tackle childhood obesity at local level. The programme is funded by the Department of Health and Social Care (DHSC) and managed by the Local Government Association with support from Public Health England. It is intended to test the limits of existing powers and developing solutions to local obstacles aiming to enable ambitious local action and to achieve change at scale.

A collaborative submission was developed by the Healthy Place Healthy Future (HPHF) project team led by the Blackburn with Darwen (BwD) Public Health team supported by Lancashire County Council (LCC), Pennine Lancashire (PL) district policy leads, BwD and East Lancashire Clinical Commissioning Groups and Food Active as the North West Public Health commissioned food experts.

HPHF is a coordinated approach to childhood obesity exploring four levers for change to achieve the best outcomes:

1. Local Planning/Policy Impact

Explore innovative approaches to strengthen existing Planning for Health Supplementary Planning Document (SPD) and develop positive policies to encourage healthier options for A3/A5 outlets and restrict/regulate where establishments do not comply.

2. System Leadership

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.

3. Business Growth and Development Programme

Support existing A3/A5 businesses to provide healthier, affordable food and recognise with a closely scrutinised award. Develop and test a package of incentives for providing healthier food which may include joint procurement, advertising support, menu development, inter-borough mentoring/sharing good practice, masterclasses with a local celebrity chef and links to local producers.

4. Social Movements for a Healthier Food Offer

Build upon the Discovery Phase findings by supporting communities to drive demand for healthier takeaway food and support them to cook healthy and affordable meals on a limited budget.

The additional investment in PL will allow the HPHF project team to take a test and learn approach to see what works in tackling childhood obesity in the local area.

It recognised that economic regeneration is a key priority for all Councils and this work will call for a degree of compromise in order to tackle childhood obesity. The Discovery Phase highlighted the support of district elected members and chief executives for the Trailblazer plan and there is a willingness to work together to achieve the outcomes described. The trailblazer programme tests a whole systems approach to tackling childhood obesity where the Local Authority takes the lead in facilitating cooperation across departments and with local communities and partners.

2. RECOMMENDATIONS

That the Executive Member:

- Approves the award by the Department of Health and Social Care to become one of five national Childhood Obesity Trailblazer Local Authorities.
- Agrees that the funding received should be used for the purposes set out within the Trailblazer Plan submitted to the Local Government Association managing the programme on behalf of the Department of Health and Social Care.
- Agrees that Blackburn with Darwen are the accountable organisation on behalf of Pennine Lancashire.

3. BACKGROUND

The Government published the second chapter of the Childhood Obesity: Plan for action in June 2018, setting out the ambition to halve childhood obesity and significantly reduce the gap in obesity between children from the most and least deprived areas by 2030. Councils have a vital role to play to tackle childhood obesity but there can be significant obstacles. To address this, Government committed to a three-year Trailblazer Programme to work with council-led projects in England to tackle childhood obesity at a local level, with a particular focus on inequalities.

Councils across England showed significant interest in the Trailblazer Programme, with 102 Expressions of Interest submitted between October and November 2018. Thirteen councils were selected to undertake the funded 12-week discovery phase which commenced in early February 2019.

As one of the thirteen councils selected to undertake the discovery phase, £10,000 funding was granted and support from a Delivery Support Partner, FutureGov, to develop a detailed proposal for the full three-year programme. Over the three years, Trailblazer authorities will develop, deliver, review and expand their plans and will share their learning regionally and nationally.

The HPHF programme will be overseen by a steering board co-chaired by the LCC Cabinet Member for Health and Wellbeing and BwD's Executive Member for Growth and Development and has representation from all districts and voluntary, community and faith sector. This board will receive progress reports against project milestones and annual finance reports.

4. KEY ISSUES & RISKS

4.1 Governance and Financial Accountability

The HPHF Steering Board will oversee the expenditure and delivery of the project milestones. The group will be responsible for managing and mitigating any associated risks to ensure the projects are implemented in line with the agreed timescales (See Appendix 1 for Programme Plan and Risks and Governance Structure within Trailblazer Plan). The leadership and accountability for HPHF has been

established through the Pennine Lancashire Integrated Health and Care Partnership. An independent Expert Advisory Panel has also been assembled comprising a range of industry experts contributing to HPHF on a voluntary basis.

Blackburn with Darwen Council will act as the Statutory Organisation that is accountable for managing the annual grant allocation. This means that the £75k grant each year for three years will be received by Blackburn with Darwen and managed through the Public Health and Wellbeing Portfolio and subject to all usual Local Authority financial controls.

4.2 Transfer of funds

A stipend of £3,000 per PL district (three in Year one and the remaining three in year two) has been identified to support the development of the Planning for Health SPDs. An obesity and planning control memorandum of understanding will be signed by all districts to demonstrate joint commitment to HPHF and outline the agreement to develop supporting policy across PL and financial transfer agreement.

4.3 Trailblazer provider

An invitation to tender exercise will take place to appoint the most appropriate provider to deliver the Trailblazer Plan and the outcomes described within it. The contract will be managed by BwD Public Health with the provider working closely with the team to ensure effective progress against the milestones.

4.4 Trailblazer Status

After a rigorous application process, being selected as a national Trailblazer site brings responsibility to test the limits of the powers of local authorities in tackling childhood obesity and to share learning across England. As one of five Trailblazers PL's progress will be observed closely by other Local Authorities and the DHSC.

4.5 Programme Delivery

The Trailblazer programme commissioned by the DHSC takes a test and learn approach to attempt to test the extent of the powers of local government in tackling childhood obesity. After consultation with all districts during the application process reference has been made to what can be prototyped and tested. There has also been recognition that despite best efforts and attempts some areas of the Trailblazer Plan may not be achievable with the reasons for this to be reported back to central government for discussion with the DHSC.

This 'test and learn' method follows the precedent set by the Sport England Local Delivery Pilot Programme and allows local authorities to share their learning locally, regionally and nationally as part of the process via learning assemblies.

The success of the programme will not be determined solely by outputs but by progress against the milestones in the Trailblazer Plan and by the learning during the three year programme. An external evaluation partner will be appointed by the DHSC to support Trailblazer authorities to develop their local evaluation plans.

5. POLICY IMPLICATIONS

The Childhood Obesity Plan (Part 2) was published in June 2018 and detailed the ambition for Local Government to test the extent of their powers in tackling childhood obesity at a local level. BwD council jointly signed the Local Declaration on Healthy Weight as part of their commitment to tackle healthy cross the life-course and these actions are monitored through the Eat Well, Move More Shape Up strategy steering group.

Together A Healthier Future is a programme to improve our health and care system in Pennine Lancashire, which is made up of East Lancashire and BwD. BwD Public Health Team have played a key role in developing the 'Pennine Plan' working with the Local Delivery Partnerships, including residents, with the aim of improving the health, care and wellbeing of people. The Pennine Plan places a strong focus on the health and wellbeing of children and young people.

<https://togetherahealthierfuture.org.uk/>

HPHF will be aligned with Sport England's Together an Active Future programme to ensure key priorities support each programme of activity to gain maximum benefit.

As part of HPHF BwD's Planning for Health SPD will be reviewed and revised to introduce a wider range of tools to control A5 planning applications and explore the control of A3 applications as part of tackling childhood obesity.

6. FINANCIAL IMPLICATIONS

The Trailblazer grant funding is £100k per year for three years. £75k is a cash grant with the remaining £25k in kind support from the Local Government Association and FutureGov.

The Trailblazer is for three years and the funding will be made available following sign-off of an annual Grant Funding Agreement with the LGA.

The Year 1 grant funding in four quarterly payments of £18,750 in July 2019, October 2019, January 2020 and April 2020 and will be received into the Public Health budget. The first payment will be upon receipt of the signed and completed Grant Agreement. Subsequent payments will be upon receipt of the Trailblazer Project Updates by the Local Government Association.

A stipend of £3,000 per PL district has been identified to support the development of the Planning for Health SPDs in each district. A grant funding agreement will be in place with all PL districts to outline the use of funding.

The financial arrangements will be monitored by the HPHF steering group.

7. LEGAL IMPLICATIONS

Advice will be sought from the Council's procurement team during the tender exercise to appoint the most appropriate provider to deliver the Trailblazer Plan and the outcomes described within it, in order to ensure compliance with the Council's standing orders and financial procedure rules. Likewise legal advice will be sought in relation to the grant agreement, any related contracts and agreements relating to this initiative.

8. RESOURCE IMPLICATIONS

The BwD Public Health team will manage the HPHF programme as part of the obesity priority via the Eat Well Move More Shape Up strategy and the Local Authority Declaration on Healthy Weight. Public Health leads are funded by the ring fenced Public Health Prevention grant to Local Authorities, from the DHSC.

Resource to support the Elected Member development lever of the HPHF programme will be available through the Sport England funded Together an Active Future programme to gain maximum impact.

LCC are offering in kind support to the HPHF programme with the Cabinet Member for Health and Wellbeing co-chairing the steering board and the Public Health team facilitating links to relevant

departments within LCC and to their wider partners where appropriate.

The District councils have nominated leads to support the HPHF programme and to facilitate access to Elected Members and support the development of Elected Member induction plans in their Council. Districts will also be adopting the Local Authority Declaration on Healthy Weight and will facilitate access to A3 and A5 businesses in selected wards.

9. EQUALITY AND HEALTH IMPLICATIONS

Please select one of the options below. Where appropriate please include the hyperlink to the EIA.

Option 1 Equality Impact Assessment (EIA) not required – the EIA checklist has been completed.

Option 2 In determining this matter the Executive Member needs to consider the EIA associated with this item in advance of making the decision. *(insert EIA link here)*

Option 3 In determining this matter the Executive Board Members need to consider the EIA associated with this item in advance of making the decision. *(insert EIA attachment)*

10. CONSULTATIONS

The following have been engaged and consulted with since the Expression of Interest was developed in November 2018 to final submission in May 2019:

BwD Executive Members – Children & Education, Regeneration, Health and Adult Social Care (pre elections), Public Health and Wellbeing (post May election)

Hyndburn, Rossendale, Burnley, Pendle and Ribble Valley Council Policy Leads

Planning Officers from all PL districts

Burnley Council Chief Executive and Leader (pre May election)

Pendle Council Chief Executive

LCC Cabinet Member for Health and Wellbeing

LCC Public Health Team

Elected Members from all Pennine Lancashire districts

A3 and A5 Businesses in BwD, Pendle and Hyndburn

Parents, children and young people in community groups and schools across PL

Community leaders, including teachers, from across PL

A full Discovery Phase Insight Report has been produced (Appendix 2)

11. STATEMENT OF COMPLIANCE

The recommendations are made further to advice from the Monitoring Officer and the Section 151 Officer has confirmed that they do not incur unlawful expenditure. They are also compliant with equality legislation and an equality analysis and impact assessment has been considered. The recommendations reflect the core principles of good governance set out in the Council's Code of Corporate Governance.

12. DECLARATION OF INTEREST

All Declarations of Interest of any Executive Member consulted and note of any dispensation granted by the Chief Executive will be recorded and published if applicable.

CONTACT OFFICER:	Kenneth Barnsley & Beth Wolfenden
DATE:	23 rd July 2019
BACKGROUND PAPER:	Appendix 1 Trailblazer Plan Appendix 2 Discovery Phase Insight Report Papers available via this link: http://www.foodactive.org.uk/pennine-lancashire-childhood-obesity-trailblazer-healthy-place-healthy-future/

Childhood Obesity Trailblazer Programme

TRAILBLAZER PLAN FOR 3 YEAR PROGRAMME

Council Name	Blackburn with Darwen Borough Council
Project Name	Healthy Place Healthy Future (HPHF)

Please read the Trailblazer Application Guidance before completing this template

Note the following requirements

- Complete the answer boxes
- Adhere to the word limits when provided
- The large boxes should not be expanded
- For the theory of change/logic model [section b, iv] you can add boxes in the space provided and the font within should be Arial 10 point.
- In the tables provided please also use Arial font size 10.

This document should be submitted as a PDF alongside the Discovery Phase Review by **4pm** on **30 April 2019**

a) Trailblazer Vision [10%]

- i. Summarise what you aim to achieve over the three-year programme and why, with specific reference to the local inequalities profile and your targeted beneficiaries.
500 words max

Pennine Lancashire (PL) covers seven councils; Blackburn with Darwen, Burnley, Hyndburn, Pendle, Ribble Valley Rossendale and Lancashire. The area is both young (21% aged 0-19 vs 19% nationally) and diverse (10% of South Asian heritage, with 25% in Blackburn with Darwen (BwD)).

There are clear inequalities in **Child Poverty and Obesity in Reception/Year 6** across PL and some of England's highest levels of fast-food outlets per head, which demonstrate embedded local inequalities. Analysis confirms that children and young people (CYP) obesity is correlated with the number of neighbourhood fast-food outlets.

Our vision for 'Healthy Place Healthy Future' (HPHF) is a coordinated approach to childhood obesity, linking four levers for change to achieve the best outcomes:

1. Local Planning/Policy Impact

- Explore innovative approaches to strengthen BwD'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.
- Develop positive policies to encourage healthier options for A3/A5 outlets and restrict/regulate where establishments do not comply.

2. System Leadership

- Develop a network of informed and empowered Elected Members (EM) to advocate for healthy weight locally and influence Primary Care Neighbourhoods (PCNs) to ensure a whole system approach
- Develop an embedded support programme, with a network of EM Champions aware of the impact of wider determinants of obesity and empowered to challenge the system.
- 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 food.

3. Business Growth and Development Programme

- Support existing A3/A5 businesses to provide healthier, affordable food and recognise with a closely scrutinised award
- Work with A3/A5 establishments to develop incentives for healthier food, including discretionary appropriate business rate relief, procurement, advertising, menu development, inter-borough mentoring/sharing good practice, masterclasses with a local celebrity chef and links to local producers.
- Develop consistent business support.

4. Social Movements for a Healthier Food Offer

- Build upon the Discovery Phase findings by supporting communities to drive demand for healthier takeaway food.
- Link communities with existing/developing social movements including 'Keep XXX Tidy' 'Breast Intentions' and #darwengetshangry to support this drive for healthier food.

We will take a population and targeted approach. Using the 'hard' planning regulation lever, this will change fast-food infrastructure and positively affect families across the area. Developing a system leader network will involve an intra-District 'test and learn' approach with learning applied across PL. Phase one will focus on supporting and developing EMs from the most deprived wards.

In prioritising wards for the business programme we will prototype innovation and solutions. We will target high deprivation wards with concentrations of fast-food establishments and childhood obesity. During Years 1-2, this will help reduce childhood obesity in the most deprived areas. Learning from this will then be rolled out across PL in Year 3.

Community engagement and development will underpin programme delivery, driving social movements for health and enabling grassroots change.

**ii. Summarise your longer-term vision beyond the end of the programme and why, with specific reference to the local inequalities profile and your targeted beneficiaries.
500 words max**

To support the Trailblazer, we will engage with the PL Integrated Health and Care Partnership (ICP), during and after the 3 years, to develop a local approach in supporting children and families in deprived areas to drive demand for healthy sustainable food locally. We will continue to develop links between sustainability, climate change and the local food environment to maintain engagement in wider agendas.

Planning policy will be aligned across PL and there will be a commitment to regular reviews, ensuring SPDs are current as new evidence and intelligence emerges locally and nationally. There is a long-term aim to embed SPDs into all Local Plans. Achieving this ambition across all Districts will signify health as a fundamental LA priority.

The adoption of Planning for Health SPDs across PL will see an increasing trend of new healthier A3/A5 establishments attracted by the business support package. Our programme learning will support central government lobbying to address the relaxation of planning regulations for A3s diluting the ability of councils to restrict the new trend for dessert bars and to reduce the associated health risks for our BME population.

We will have embedded EM development and mandatory training to ensure Districts are prioritising the health/wellbeing of CYP with particular reference to obesity. As an ambition beyond the lifetime of the programme we will aim to further improve the perceived disconnect between District and county council around agendas that are primarily the responsibility of an upper tier authority we will identify and embed EM Children's Champions across the Districts to support the county council. As with the development of Health Champions we will draw on support from BwD's EM for Children and Lancashire County Councils (LCC) Cabinet Member for Children.

We will champion the Local Government Healthy Weight Declarations (HWD) stressing that healthy weight for all is everyone's business. Beyond the Trailblazer we will continue the work to address wider determinants of healthy weight and child poverty, including fuel poverty and holiday hunger with EM Champion support.

The development of EMs will see them fully integrated with, and participating in, Primary Care Neighbourhoods (PCNs). In their empowered role they will ensure that PCNs are driving locality childhood obesity prevention.

We will have a network of knowledgeable and empowered Young MPs and School Councils who will challenge food provision in their areas. They will drive change in local businesses and challenge councils to support healthier and more affordable food. We will have embedded the movement through the Districts in partnership with local Voluntary Community and Faith Sector (VCFS) organisations to ensure the voice of the young people continues to be heard, and new Champions are recruited and developed.

We will develop the links between the food system and sustainability locally and develop links between the environment, healthy and sustainable food and food packaging. This will be done by linking in with the wider sustainability and transformation programme of work across Lancashire and South Cumbria, accessing additional funding and sharing good practice.

b) Actions and Outcomes [25%]:

- i.** Describe the actions you plan to take to address the targeted driver(s) of childhood obesity and associated inequalities. Please detail:
- the specific powers and levers you plan to utilise (i.e. planning powers, fiscal levers)
 - whether they are untapped powers or utilised to some extent already in your local area
 - how you plan to test their limits and go beyond existing practice to demonstrate innovative practice
 - how your proposed actions will form part of your whole systems approach to tackling obesity

1000 words max

Planning Policy:

Since the introduction of the 2016 BwD SPD, five A5 applications have been refused. While A5 applications have remained static, A3 applications increased marginally, with most being approved. Policy is needed to address this increase in establishments which could encourage negative health outcomes e.g. dessert bars.

The ambition is for complementary planning policy across Districts by developing District Planning for Health SPDs. Using this approach across the complex landscape of tiered authorities will allow Districts to individualise the tools. Chosen tools will vary with local issues with A3/A5s – e.g. BwD has an issue with dessert bars which is rare in Ribble Valley. To address childhood obesity through planning we will produce an agreed Memorandum of Understanding (MoU) for all Boroughs

We will monitor planning appeals, identifying trends in decision-making to inform District policy. We will develop a robust District-level evidence base using breastfeeding initiation – as a predictor of childhood obesity – and NCMP data mapped against A3/A5 establishments, lobbying nationally for localised data.

We will revise BwD's PfHSPD developing policy tools to test new applications, using this process to inform the development of District SPDs. The ambition is to develop positive planning regimes, which will innovate to allow 'personal planning permissions' (rather than location) for proposed A3/A5s that demonstrate healthier offers, defined by the type and location of establishment and by using the PHE 'Encouraging Healthier Out of Home Food Provision' guidance.

We plan to combine this positive policy with modification of the current restrictive policies, basing decisions on NCMP ward-level data, clustering and removal of town centre boundaries for restrictions.

System Leaders

EMs are a powerful and largely untapped lever for local change, established in the Discovery Phase as under-utilised for tackling childhood obesity. EMs require support to enable them to challenge practice, influence decision-making and encourage a system approach to tackling unhealthy weight.

From the Discovery Phase we learnt that EMs are largely supportive of planning restrictions for A3/A5s but feel less confident addressing the issue of community obesity.

Our ambition is for engaged, informed and empowered EMs across every PL ward; visible community leaders locally and within Councils; embedding this culture change ensuring new EMs are automatically made aware of roles and responsibilities.

Within this culture change we will:

- Review, develop and test District EM induction process to prioritise healthy weight with induction required to serve on committees/scrutiny panels.
- Ensure that information provided to inform and empower is localised and relevant to communities to support EMs in their role within PCNs with a particular focus on CYP.
- Support District adoption of the HWD and challenge EMs to be involved in the development and delivery of local commitments.
- Support EMs to advocate for a whole system approach to tackling obesity using the Whole System Approach to Obesity Route Map.
- Prototype and test EM engagement packages to foster intra-Council (between political parties) and inter-Council 'competition' for a tool to support EMs as community role models and identify EM Healthy Weight Champions in each Borough.
- Test peer-to-peer EM support as identified as useful during the Discovery Phase. Pairing up EMs with similar challenges in their wards to share learning
- Work with the local 'Food Power' programme to adapt and embed the #Darwengetshangry campaign for each locality to be led by Youth MPs/Deputies raising the profile of food from a health and sustainability angle whilst linking to local food poverty.
- Encourage Youth MPs to empower them to challenge Government in their drive to devolve responsibility to councils without adequate support.

Business

Recipe for Health (R4H) will provide free support, including business development training, mentoring, nutritional advice and guidance for menu-planning with specific support for toddler, pre-school and child-friendly portions sizes; bi-annual masterclass events, delivered by local celebrity chefs and a policy forum on topics such as food safety, planning restrictions, waste, health and sustainability. R4H is an existing programme which will be expanded across PL with limits will be identified by exploring a range of innovations. The R4H forum will encourage engagement and provide a vital source of inspiration for innovation.

Further powers will be explored to support R4H:

Waste Services – Free bulky waste removal in exchange for responsible waste management/ recycling; currently an untapped lever.

Procurement – Opportunity to apply as a preferred supplier for council procured food services; including events and food festivals; subsidised costs for promotional leaflets and sustainable packaging, linking procurement to R4H.

Communications – Explore free advertising in council-managed digital/print media and subsidised outdoor advertising (untapped).

Growth and Development – Utilise food halls at the markets in BwD and Burnley to host healthier businesses, developing a 'healthy food hub'. This is an untapped lever in the context of food establishments and will test both the R4H and the powers of growth and development to monitor/track compliance.

Social responsibility – Support R4H members to procure fruit and vegetables from local food growers (an untapped lever) and local markets, driving local health and wealth.

Social movement

Both parents and CYP recognise that childhood obesity is an issue and are aware of the impact of takeaway food. Communities are voicing their concerns and requesting change. We will develop this to facilitate social movements to drive grassroots change and empower people to demand healthier options supported by VCFS/Community links.

We will support and develop social movements with 'The Great Big Food Debate' to provide structure for community/grassroots advocacy, and will help to develop innovative campaigns and champions.

The influence of 'The Great Big Food Debate' campaign will be continually reviewed and the campaign extended PL-wide by the end of year 2 and once established, expanded across Lancashire/South Cumbria in year 3.

We believe that by pulling these levers we can affect change across PL to construct a system approach to tackling childhood obesity across a complex political and geographical landscape with strategic leadership from the ICP. System leader support from EMs to advocate for the adoption of a HWD and to lead and influence their communities and businesses will drive change from the bottom up and from the top down.

ii. Describe the barriers you expect to encounter in relation to the specific powers and levers and how you plan to address them *500 words max*

From the Discovery Phase we have identified several barriers which we expect to encounter and have described how we aim to address them:

Barrier

Lack of public support for the levers identified in the Trailblazer programme (e.g. perception of councils perpetuating the 'Nanny State').

Action

The Discovery Phase community engagement identified that many people are supportive of regulation of A3/A5 outlets for healthier food. With this encouraging feedback and by developing the social movement aspect of the Trailblazer, we hope to bring along those who may be sceptical by offering something new whilst not removing choice. By supporting participating businesses to advertise their healthier menu offers we will be able to demonstrate that the Trailblazer is geared towards positive community action.

Barrier

Takeaway food is cheap and filling for hungry children in families where money is tight.

Action

The Trailblazer will work with businesses to develop healthier choices that are quick to produce, affordable and just as appealing for children as traditional takeaway food. Working with children and families, local celebrity chefs with peer-to-peer support across Boroughs we can test what works, can be scaled-up across PL and marketed to families the regularly use A5s.

Barrier

High turnover of EMs with the risk of losing continuity in system leadership.

Action

Ensure a robust mandatory EM induction programme across PL including healthy weight as a priority delivered in a number of formats. Support adoption of HWD which commits to developing EMs and highlighting their responsibility to promote this environment.

Barrier

Lack of EM engagement because health is not seen as a District responsibility but lies with NHS and upper tier authority. Resistance to engage in the Trailblazer programme due to personal circumstances/perceptions

Action

We will work with LCC Public Health to support District adoption of the HWD and to develop EM confidence and knowledge around healthy weight and its wider determinants.

Barrier

Each District is at a different point in Local Plan development

Action

We will work outside the Local Plan timeframes to develop Planning for Health SPDs which have a wider remit for health than obesity.

Barrier

Relaxation of A3 planning permissions as a directive from national government to have a wider variety of use. Full planning permission may not always be required and could see a potential increase in A3 establishments which would not comply with a healthier menu).

Action

Monitor and evaluate the impact of this directive across all Boroughs on the numbers of A3s and formulate a response to central government regarding this impact.

Barrier

Resistance from businesses to participate and difficulty in engagement.

Action

Discovery Phase identified that some businesses were difficult to engage and further work will be required to gain trust to encourage businesses to participate. We will develop and promote free support and incentives to participate, to improve business models and margins.

Barrier

Resistance from CYP to menu changes

Action

Engagement via social movement and campaign including in schools/colleges

iii. Outline the expected outcomes/benefits of your planned action with specific reference to your local inequalities profile and how you plan to measure impact. detail the expected timeline for outcomes over the three-year programme and in the longer term **500 words max**

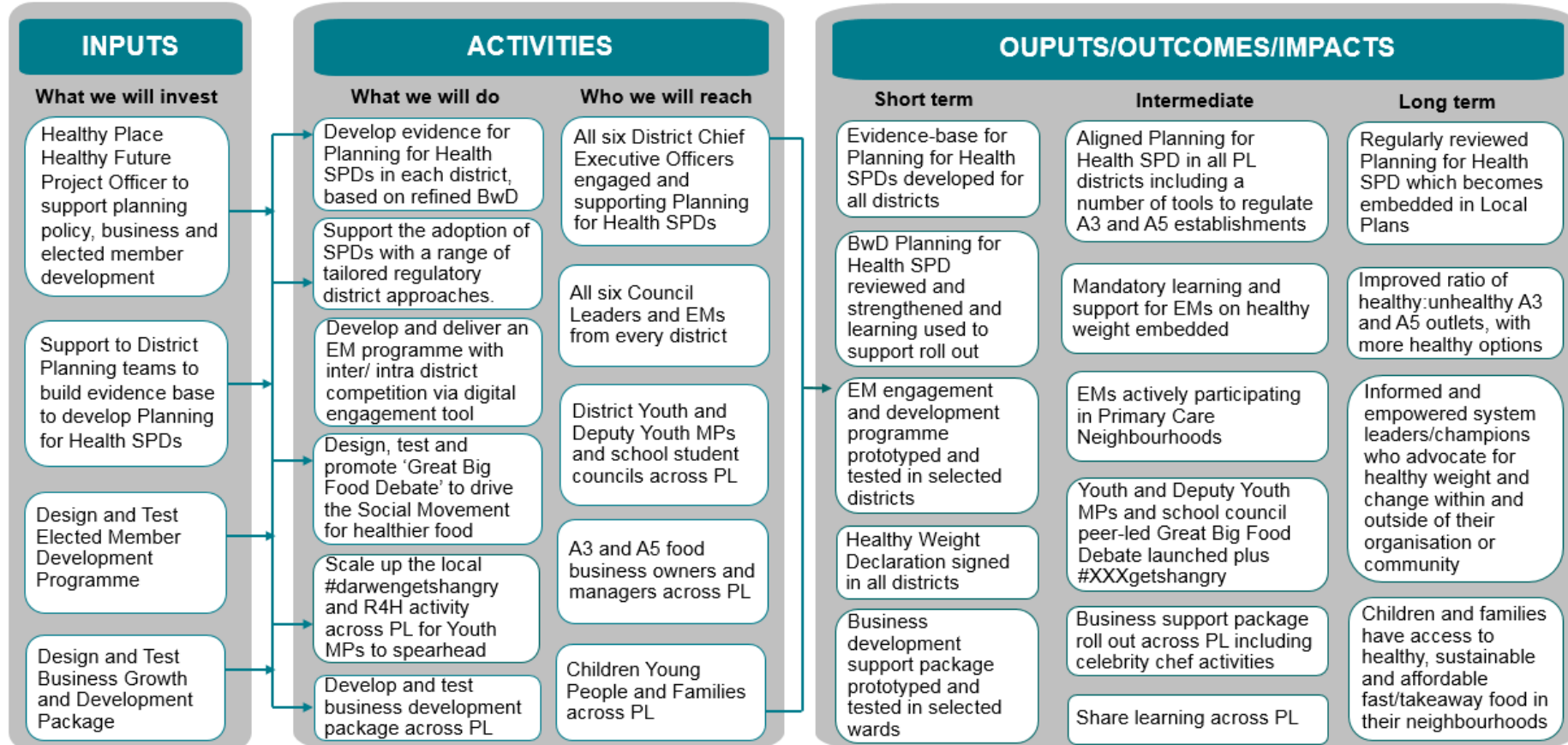
It is acknowledged that the overarching aim of reducing childhood obesity in Pennine Lancashire will not manifest until after the lifetime of the Trailblazer programme.

Outcome/Benefit	How impact will be measured	Timeline
<p>Planning</p> <ul style="list-style-type: none"> • Positive planning and regulation embedded in PfH SPDs to promote a new market of healthier A3 and A5 offers across PL • Increased number of tools within SPDs against which to assess applications • Balance shifted towards more A3 and A5 outlets offering healthier food and improved access • Robust monitoring to identify areas for action when reviewing policy • Prevention of boundary hopping • Wider determinants of obesity addressed via SPD • Working together to embed obesity prevention in planning policy and share learning across PL 	<ul style="list-style-type: none"> • All Districts adopted a PfHSPD • Increase in the number of 'healthier' A5 outlets as a proportion of the total number • No of A3 and A5 applications granted with 'personal permission' • MoU agreed and signed by all Councils • Case study for adoption of revised SPD in BwD produced to share learning across PL and wider • PfHSPDs embedded into Local Plans 	<p>Year 2</p> <p>Annually starting 12 months post SPD adoptions</p> <p>Year 1</p> <p>Year 2</p> <p>On review of each Boroughs Local Plan</p>
<p>System Leaders</p> <ul style="list-style-type: none"> • Informed and Empowered EMs who are confident to challenge the norm • Mandatory training as part of induction package • Advocate for adoption of Health Weight Declaration • EMs supported with local evidence for action and national publications • Informed and Empowered Youth MPs/school councils advocating for change in the local food system and challenging their peers to drive the demand for healthy affordable food 	<ul style="list-style-type: none"> • HWD Evaluations • EMs active in all PCNs • Number of District Public Health Champions identified and active • Number of #XXXXhangry campaigns across PL • Number of Youth MPs/students engaged in food campaigns • Number of District EMs actively supporting the #XXXhangry food campaigns 	<p>Annually Year 2</p> <p>Annually from Year 2</p> <p>Year 2</p> <p>Year 1</p> <p>Year 2</p>
<p>Business Growth & Development Programme</p>	<ul style="list-style-type: none"> • Number of businesses signed up 	<p>Annually</p>

<ul style="list-style-type: none"> • A network of socially responsible businesses across PL seeking to support for community health improvement • Affordable, healthier and more sustainable food offer from participating outlets • Develop and promote viable business model for healthy eating appropriate for local demographics • Support a network of profitable food outlets sharing good practice across Districts • Support businesses to promote healthier food and environment sustainability • Businesses recognition and awards for those engaged 	<p>to the R4H programme</p> <ul style="list-style-type: none"> • Number of business 'advisors' identified from each sector • Number of businesses using the CYP portion size guidance • Number of Celebrity Chefs recruited • Annual R4H awards delivered 	<p>Annually</p> <p>Annually</p> <p>Annually</p> <p>Annually from Year 2</p>
<p>Social Movement</p> <ul style="list-style-type: none"> • Initial focus on most deprived wards • Empower deprived communities to drive demand for affordable healthier food • Educate communities through networks about food sustainability and environment impact • Encourage communities to support R4H businesses • Understand the need for and support the adoption of Planning for Health SPDs 	<ul style="list-style-type: none"> • Inequality analysis • Number of 'Great Big Food Debate' activities across PL • Number of Community Champions/Groups driving the Social Movement • Case studies of community driven change • Case studies of families 	<p>Annually</p> <p>Annually</p> <p>Annually</p> <p>Annually</p>

iv. Illustrate how the proposed actions are expected to lead to desired outcomes through a theory of change/logic model with inputs, activities, outputs, outcomes and impacts.

Healthy Place, Healthy Future Programme: *Reducing childhood obesity levels in Pennine Lancashire with a focus on the most deprived wards*



ASSUMPTIONS: Elected members have little knowledge about the causes of obesity; Children and families do not have enough access to healthy and affordable fast food

EXTERNAL FACTORS: Success depends on community driven demand for health fast food; income generation vs. health

c) Programme Plan and Risks [15%]:

i. Set out your key milestones and planned activity for year 1 including your plans for testing, learning and engaging beneficiaries and stakeholders.

Milestone Description	Key actions to deliver milestone	By whom	By when	
1	Review, strengthen and adoption of updated Planning for Health SPD in BwD	Update and develop evidence base for the SPD based on up to date NCMP, A3 and A5 data	HPHF Project team	Sept 2019
		Develop revised Planning for Health SPD draft including a range of tools to address new A3 and A5 applications and other tolls to address unhealthy weight e.g. improved access to green space	BwD Planning Policy Lead	Dec 2019
		Consultation and engagement period with system leaders, stakeholders and public	BwD Planning	March 2020
		Planning for Health SPD finalised and submitted to Executive Board for recommendation to adopt	BwD Planning	May 2020
		Develop learning and recommendations to share with Districts and also Councils nationally to support a smooth adoption process	HPHF Project Officer	May 2020
		Develop a robust method to monitor application and effectiveness of the SPD and feedback to relevant stakeholders – including sharing learning nationally	HPHF Project officer and BwD Planning	May 2020
2	Develop evidence base for Districts Planning for Health SPD using learning from process in BwD and commence development of draft Planning for Health SPDs based on BwD's	Obesity and Planning Control Memorandum of Understanding between Boroughs agreed and signed	District Planning teams	Sept 2019
		Conduct a deep dive into planning appeals across PL to identify any trends and identify grounds for refusal/overturn of decisions and whether there would have been opportunities to refuse an A5 application primarily on health grounds and also wider determinants	HPHF project team District Planning teams	Jan 2020
		Develop evidence base for the 5 Districts based on most recent NCMP data and current A3 and A5 and regional and national policy adoption	HPHF Project team	Dec 2019
		Develop draft SPDs for consultation for Rossendale and Pendle Districts	District Planning teams	April 2020
		Consultation and engagement period with system leaders, stakeholders and public in each District	District Planning teams	May 2020

3	Develop a network of Informed and empowered Elected Members as system leaders	Support all Districts to develop local commitments and adopt Healthy Weight Declaration	HPHF project team District Policy teams LCC PH team	May 2020
		Develop inter and intra District EM engagement programme using digital technology as the primary tool to test effectiveness	HPHF project team Flexi Digital	March 2020
		Peer to Peer programme developed in consultation with EMS and tested in two Boroughs	HPHF project team District Policy leads	May 2020
		Identify Health Champions in Districts with no current portfolio holder and support them to develop their knowledge and skills	HPHF project team LCC PH team	Dec 2019
		Review develop and test EM induction process in three Districts to prioritise healthy weight	HPHF project team District Policy teams	May 2020
4	Develop and test A3 and A5 Business Development Package	Link with District communications, waste, procurement and environmental health teams to develop and test R4H business offer in Discovery Phase engagement areas – Nelson, Bacup and Oswaldtwistle Town Centres	HPHF project team LCC Trading Standards District Environmental Health teams	May 2020
		Business 'advisors' identified for each sector of food outlet e.g. Indian, Chinese etc. to support menu and business development	HPHF project team	Oct 2019
		CYP Portion size guidance for businesses developed and tested focussing on toddlers, children and young people	HPHF project team BwD and EL Baby Friendly teams BwD and EL 0-19 Family Health teams	Oct 2019
		Celebrity Chefs identified and recruited to support the menu development element of the R4H offer	HPHF Project team	Sept 2019
5	Social Movement	Co-produce the content of 'The Big Food Debate' programme with the community groups involved in the Discovery Phase	HPHF Project team	Dec 2019
		'Great Big Food Debate' established and tested in BwD, Pendle and Ribbles Valley	HPHF Project team	May 2020
		Identify and engage with secondary schools across PL to develop the Youth Councils to become advocates for the R4H programme	HPHF Project team	Dec 2019

		Community Champions/Groups identified and empowered to drive the Social Movement	HPHF Project team	Dec 2019
		Work with Food Power to begin developing the #hangry campaign in towns across PL	HPHF Project team Food Power BwD Food Alliance	May 2020
6	Ongoing monitoring and process evaluation of the levers to enable effective test and learn with strategic overview embedded across the project	Process evaluation framework developed with a reporting template in place to monitor progress against outcomes	HPHF Project team HPHF Steering Board	July 2020
		Steering Board meetings held quarterly	HPHF Project team HPHF Steering Board	June 2019 Sept 2019 Dec 2019 March 2020
		Expert Advisory Panel session biannually with ad hoc advice where required	HPHF Project team Expert Advisory Panel	June 2019 Dec 2019
		Annual report draft produced for agreement at June 2020 Steering Board meeting	HPFH Project team	May 2020
		Commission Independent Evaluation	HPFH Project team	Dec 2019

ii. Provide an overview of planned milestones and planned activity for years 2 and 3 and describe how you may adapt your approach based on learning throughout
500 words max

Year 2

Planning

- Burnley, Hyndburn, Ribble Valley Districts PfHSPDs adopted
- Evaluation of the impact of BwD's revised PfHSPD
- Sharing of learning across Lancashire and South Cumbria system and wider

System Leaders

- Facilitate the link between EM and PCN and support them to be active and champion healthy weight for CYP
- Develop localised and meaningful information for EMs to support their work in wards and PCNs
- Roll out learning from test and learn induction process for EMs across remaining three Districts to prioritise healthy weight
- Hold 1st annual EMs networking event
- Link EMs to local #XXXXhangry campaigns

Business Support

- Identify and engage with local food growers and link to local businesses and wider procurement opportunities
- Develop the menu offer with chefs, local business leaders
- Develop peer to peer business support
- Hold 1st Annual Pennine Lancashire R4H awards

Social Movement

- Recruit Champions and Groups from the remaining Districts
- Refine 'Great Big Food Debate' and roll out into other 3 Districts
- Develop School Councils and other Young Leaders to support the #XXXXhangry campaigns

Monitoring and Evaluation

- Quarterly HPHF Steering Board meetings to review project progress against monitoring framework
- Biannual Expert Advisory Panel session
- Regular HPHF Project team meetings to review progress and adjust approach as necessary
- Annual report produced
- Commissioned independent process and impact learning evaluation

Year 3

At this stage planned work will develop largely from the work carried out in Years 1 and 2. There are a few high level milestones to note:

Planning

- Monitoring of impact of PfHSPD across PL

System Leaders

- Develop Children's Champions to complement the Health Champions

Business Support

- Roll out the R4H programme into the remaining Districts in PL

- Sourcing ongoing funding to support the role

Social Movement

- Extend the 'membership' of the 'Great Big Food Debate' and seek opportunities to share good practice and to raise the profile of the Champions

Monitoring and Evaluation

- As above plus:
- Final HPHF Report produced

We will adapt our programme offer throughout process by:

- Prototyping offers and testing on a small scale in identified wards and taking any learning and adapting the offer/programme and retesting. Once refined the product can then be scaled up and rolled out across PL
- Continuing to consult with communities, community leaders, business and system leaders to ensure the offers are fit for purpose for the target beneficiaries and effective in achieving their aims and objectives.
- Continuing to work with our process evaluation framework and reviewing in regular HPHF project team meetings and with overview from the HPHF Steering Board.
- Biannual expert advisory panel review session with ad hoc support from individuals on the panel as required
- HPHF Project team meetings will be held regularly to review what works and what does not and to discuss amendments and changes in approach where necessary.

iii. Provide a project risk log with top three risks and mitigation					
Risk description	Risk owner	a. Likelihood	b. Impact	c. Severity	Description of mitigation
		1 Unlikely to 4 Likely		a. x b.	
Lack of engagement from Elected Members as key system leaders and potential high turnover at election time.	HPHF Project team District Council Policy Leads	2	3	6	We will continually develop an engaging e-learning and face to face package for EMs in consultation with them to ensure it is fit for purpose. We will work with Districts to develop their mandatory EM induction programme to ensure childhood obesity is a priority area for learning to engage with all new EMs.
Planning for Health Supplementary Planning Documents are not achieved across all Districts in the 3 year timeframe of the Trailblazer programme	HPHF Project Team District Planning Policy Leads	1	3	3	Discovery Phase Planners consultation event has identified that all Districts are engaged and are keen to explore the mechanisms that will work in their Districts. Via the Discovery Phase we know that Policy leads and EMs are also engaged and supportive. BwD will lead the way by testing the development of a revised SPD and share learning to

					support the roll out
Lack of engagement from A3 and A5 businesses with the Recipe 4 Health business support offer.	HPHF Project team	1	3	3	From the Discovery Phase consultation and engagement, we have identified a range of businesses to test a new R4H offer and then learn and develop the offer. The package will offer a range of incentives and support as described earlier with no risk to the business as it will be free to participate. The R4H programme will be marketed as a business growth and development package. It has also been identified that businesses are keen to see a decline in 'junk food takeaways' to raise the profile of the businesses selling quality fast food.

d) Programme Governance [10%]:

i. Outline how you will ensure momentum and engagement in the project throughout the three-year programme **500 words max**

The strategic drive for the Trailblazer will stem from strong governance and deeply-embedded vision and strategy to improve health and wellbeing across PL. Together strong governance, vision and embedded strategy will provide momentum and drive engagement.

Governance Drive

The leadership and accountability for this Childhood Obesity Trailblazer has been established, through the Pennine Lancashire Integrated Health and Care Partnership (ICP) a collaboration between East Lancashire Hospitals Trust and Lancashire Care Foundation Trust, including District Councils, VCFS, and local GPs. The **Pennine Leaders' Forum** (PLF) is the senior executive body to provide strategic management for the Transformation Programme for health, care and wellbeing. It has enabled us to build on extensive learning of across multi-organisational/system working to cement mature relationships, drive key ambitions and achieve the best outcomes for our population.

Strategic Drive

We have strong shared vision and principles supported by clear strategy across PL which provides clear direction for our ambition to address Childhood Obesity:

- The draft Pennine Plan, Healthy CYP priority provides a focus for nutrition, physical activity, obesity and unhealthy weight.
- Our current review of the HWD, will strengthen commitment from partners across the ICP.
- We will work closely with Together an Active Future, one of Sport England's 12 pilot areas with strong links into nutrition, physical inactivity and obesity.

HPHF Steering Board

To drive involvement, we established the HPHF Steering Board ensuring involvement and engagement of partners and ensure linkage to decision-making processes:

- PL Integrated Health and Care Partnership
- Local Authority Chief Executive Representatives
- EMs – BwD Health and Adult Social Care lead, LCC Member for Health & Wellbeing, District EM lead for Regeneration
- Director for Public Health & Wellbeing
- Chief Executive Families Health & Wellbeing Consortium (representing the VCFS)
- Business
- Youth MP

Expert Advisory Panel

Additional drive, inspiration and innovation will come from an independent advisory panel of industry experts which will meet twice a year. Initial panel membership includes:

- Robin Ireland - Research Director (Honorary) Health Equalities Group
- Professor Corinna Hawkes - Director, Centre for Food Policy, City, University of London; London Child Obesity Taskforce
- Professor Simon Capewell - Chair of Clinical Epidemiology, University of Liverpool
- Dr Brendan Collins, Public Health Economist, University of Liverpool
- Barbara Crowther, Campaign Co-ordinator, Children's Food Campaign
- Lucy Antal - Project Manager, Regional Food Economy North West
- Dr Thomas Burgoine – Post Doctoral Research Associate, UKCRC Centre for Diet and Activity Research, University of Cambridge

Also invited: Chief Executive of East Lancashire Chamber of Commerce; national planning expert.

Programme Drive

Our expert Programme Manager will provide the single point of contact for the programme, ensuring involvement and participation of partners, business and communities.

Communications Strategy – Our comprehensive communications strategy working jointly with communications resources from Together an Active Future will link partners' communications departments ensuring continuing engagement with Hospital Trusts, CCGs, Councils and communities, with regular bulletins for stakeholders and communities.

Promotion – we will develop R4H and establish social media and an annual award event for PL Healthy Food. We will establish Great Big Food Debate across the region with radio, town and community debates.

- ii. Set out your multidisciplinary project group, including roles, senior leadership involvement and indicate the resource commitment to the programme in terms of staff time (against individual project group members where possible) **500 words max**

Multidisciplinary Project Group:

HPHF Project Manager - 0.2FTE

- Responsible for the overall monitoring of the programme against the milestone
- Link to the Steering Board and the Expert Advisory Panel

HPHF Project Officer – 1 FTE

- Lead the day to day HPHF programme activity
- Support the District policy teams to develop localised EM package
- Support to the District planning teams in Planning for Health SPD evidence base development
- Develop the Recipe 4 Health programme package
- Liaise with businesses who are testing the R4H package
- Liaise with Youth MPs and School Councils

Public Health Nutritionist 0.3FTE (year 2 0.4FTE to review for Yr3)

- Support and advise businesses in the development of a healthier menu
- Work with Celebrity Chefs to develop healthy, affordable, scalable menus for businesses to trial

District Policy Lead (0.1FTE in kind support)

- Advise and support on the local policy and EM development process
- Support the EM development package

Strategic Planners (0.1FTE x 3 Yr1 and Yr2 via stipend)

- 1 per District to advise and support the Planning for Health SPD development in Year 1 & 2

Recipe 4 Health business (minimum 2 from across PL – in kind support and first to trial and benefit from the R4H offer)

- Work with HPHFPO to develop package based on Discovery Phase community and business findings and test and learn in Year 1 & 2
- Advise on progress against milestones from a business perspective

Together an Active Future (TaAF) Communications & Marketing Support (ad hoc support)

- Support the development of communications and marketing strategy for the programme to be aligned with TaAF programme

The HPHF Project Team will be supported by the HPHF steering board and who will report to the Pennine Leaders Forum. Expert advice and support will also be provided to the HPHF Project team by the Expert Advisory Panel

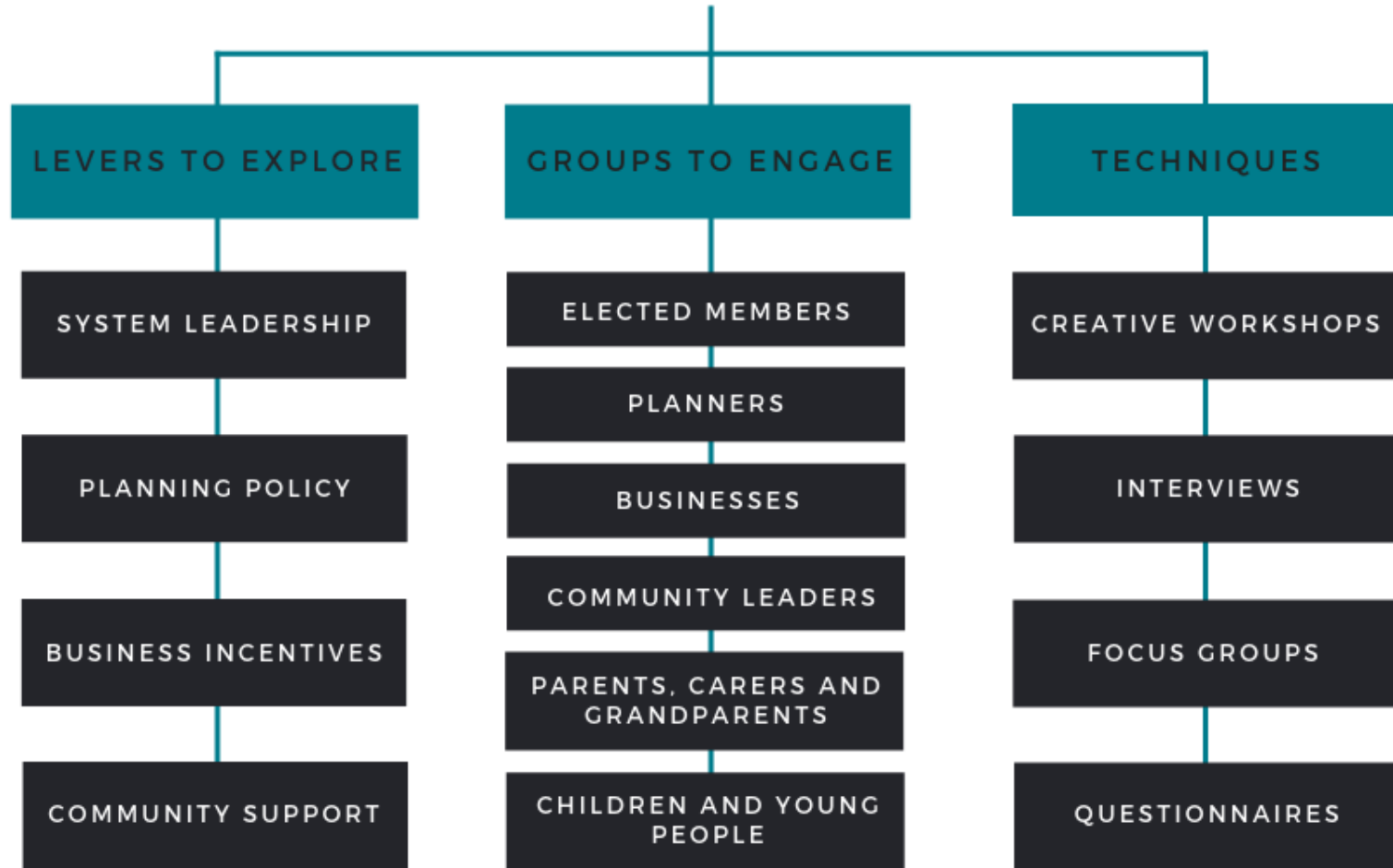
Evaluation - We will commission an independent evaluation of the programme which will give clear consideration to Impacts, successes, challenges and learning. In addition, we will develop a formative learning evaluation which will feedback regularly into the development of the Trailblazer to improve the shape of the programme and ensure dissemination of learning local, nationally and more widely.

e) Programme Spend [not scored] Provide a breakdown of how funding will be spent in year 1 and overview for years 2 and 3.		
i. Year 1		
Spend description	Amount (£)	When spent in year
Project management including process evaluation and annual report – 1 day per week, 50 weeks @ £175	8,750	In 2 instalments June and Dec 2019
FTE Project support officer (Grade G + on costs) – to support planning policy development, business support development, EM programme and Youth MP campaign development	35,000	Annual salary payment
Support to develop planning policy stipend to 3 Districts @ £3k per District	9,000	At beginning of project
Business development prototyping support package including PH nutritionist – 1.5days/wk @£140 per day for 45 weeks Celebrity Chef and menu development support Comms & Marketing	13,750 (9,450) (2,500) (2,300)	Monthly payment from Aug Mid way through year Sept 2019
EM development programme – digital tech support – wearable tech, hubs and data support for 2 Boroughs test and learn	5,000	Sept 2019
External Evaluation (higher cost than Yr 2 due to set up of framework)	3,000	May 2020
ii. Year 2		
Area of spend	Approximate amount (£)	
Project Management	8,750	
FTE Project support officer (Grade G + on costs) – to support planning policy development, business support development, EM programme and Youth MP campaign development	35,000	
Business support – continued prototyping & developing business awards programme PH nutritionist 2 days/wk @£140per day x 45 weeks (inc costing as R4H business numbers increase) Chef support Comms & Marketing & Award development	16,100 (12,600) (1,500) (2,000)	
Support to develop planning policy stipend to remaining 3 Districts @ £3k per District	9,000	
EM development Digital tech to roll out across Boroughs – if successful after test and learn Yr1- if not spend will be reallocated to other test and learn activity	4,000	

Evaluation (less external evaluation required Yr 2 – process evaluation being done by PM)	2,150
iii. Year 3	
Area of spend	Approximate amount (£)
PM	9,000
FTE Project support officer (Grade G + on costs) – to increase focus on business support development and embedding EM programme	36,000
Business support – continued prototyping & developing business awards programme	24,000
PH nutritionist	(15,000)
Chef support	(2,000)
Business Awards	(5,000)
Comms & Marketing	(2,000)
EM package support to maintain digital support programme via data hub	1,000
Evaluation	5,000

Pennine Lancashire Childhood Obesity Trailblazer Programme

HEALTHY PLACE, HEALTHY FUTURE



Findings: Elected Members

- ✓ 20 Elected Members engaged through various methods, including online surveys and face-to-face engagement
- ✓ All respondents thought tackling childhood obesity was within their roles and responsibilities
- ✓ BUT felt there was a disconnect between district and county councils around health responsibility
- ✓ Just two felt fully equipped in meeting these roles and responsibilities, they held the health portfolios
- ✓ All thought there were knowledge gaps around children's health and issues of obesity
- ✓ Keen to explore peer-to-peer work across districts
- ✓ Open to active long-term engagement around the subject of healthy weight

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"I see my role could be an important role since I meet with a huge number of residents on a weekly basis and I could use these avenues to promote a healthy lifestyle"



"There needs to be a collaborative, multiagency approach between councils, schools, working with children and their families to raise awareness, changing behaviour to tackle childhood obesity"

Findings: Planners

ENGAGEMENT EVENT ATTENDED BY SIX PLANNERS FROM ACROSS PENNINE LANCASHIRE...

SUPPORT FOR:

- **INNOVATION:** Exploring personal (rather than building) permissions for new establishments
- **PROGRESS:** Develop new tools for restriction and regulation
- **NEW APPROACHES:** Positive planning regulations
- **LEARNING:** Share good practice

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RECOGNITION:

- Planners can affect the 'place'
- Between planning and health (Health in all policies)

BARRIERS:

- Central Government planning limitations
- Lack of localised evidence to prove casual links to childhood obesity

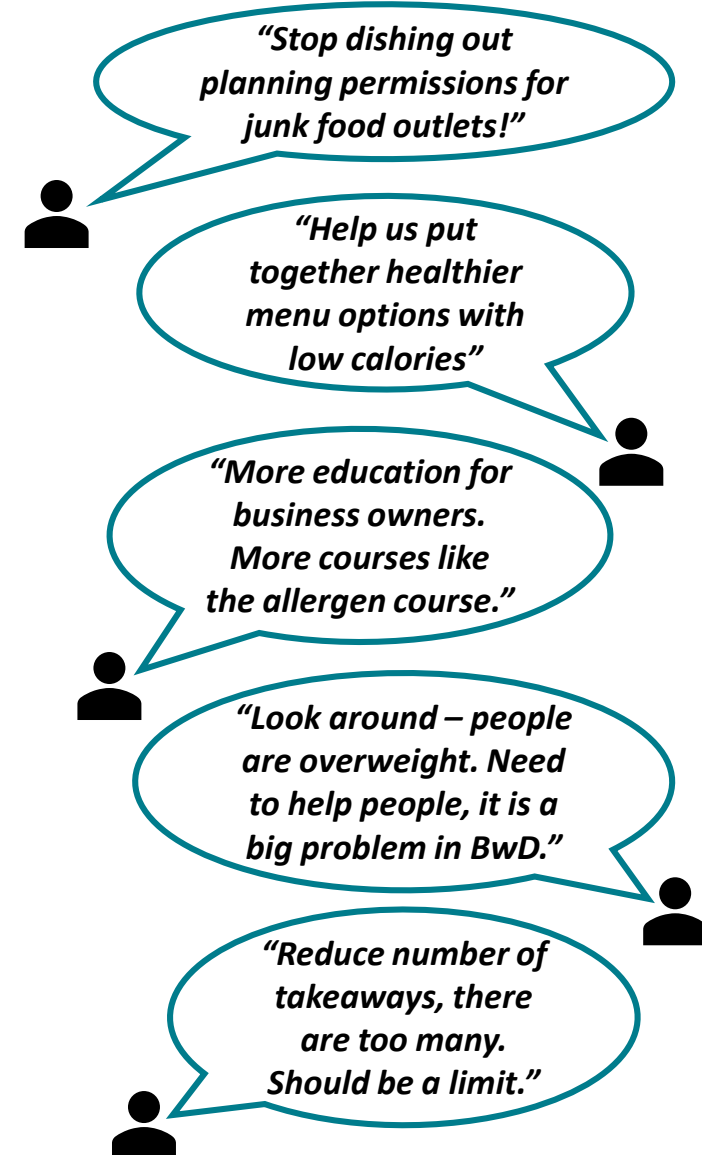


Findings: Businesses

The Guardian: 'Chips and burger for a quid – welcome to the takeaway capital of England, Blackburn'
July 2017



WHAT THE BUSINESSES SAID....



"Stop dishing out planning permissions for junk food outlets!"

"Help us put together healthier menu options with low calories"

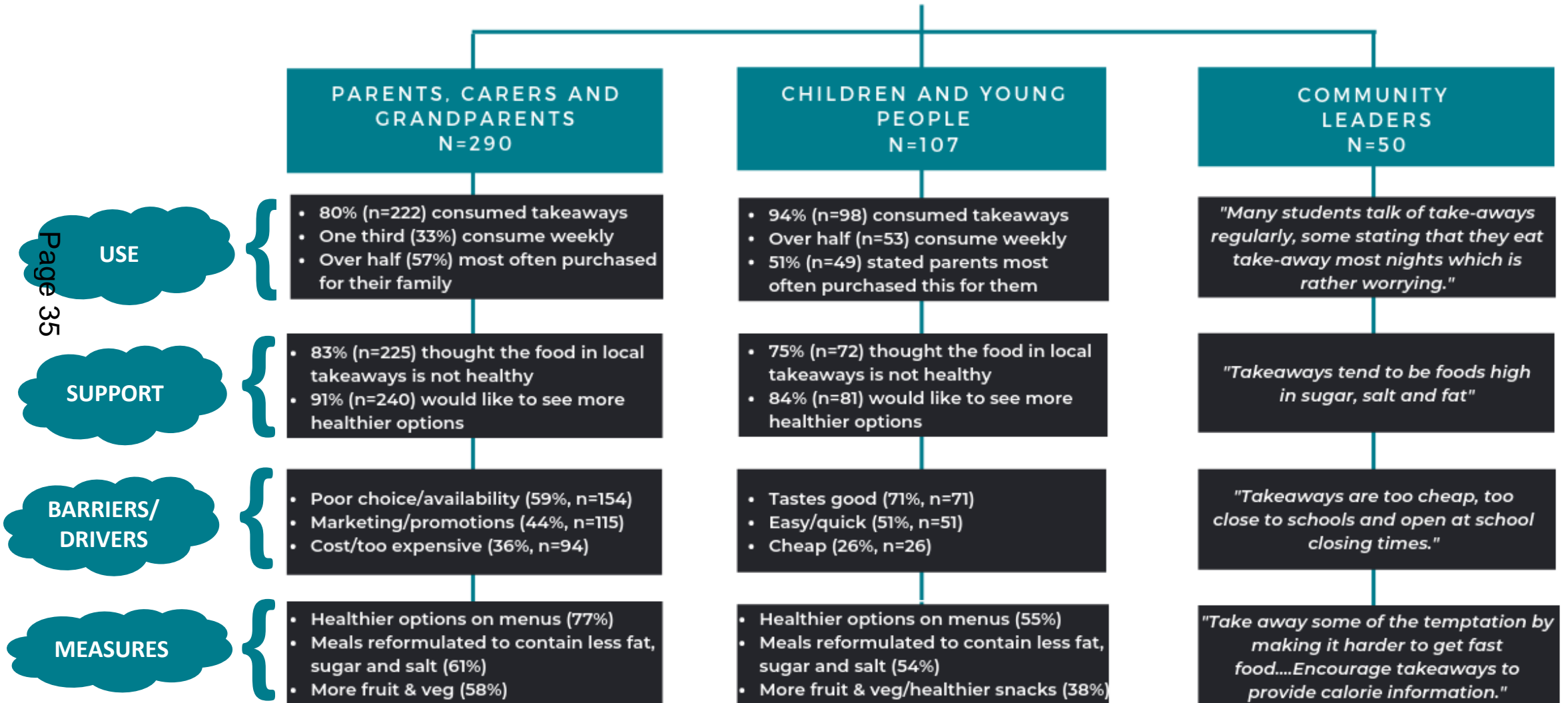
"More education for business owners. More courses like the allergen course."

"Look around – people are overweight. Need to help people, it is a big problem in BwD."

"Reduce number of takeaways, there are too many. Should be a limit."

- ✂ 22 interviews carried out with A3 and A5 owners and managers in a wide range of food establishments (traditional British, cafes, south Asian and sandwich shops)
- ✂ Over three-quarters said that there were similar food outlets within 2-3 minutes walk of their premises, reflecting the expected levels of concentration of such businesses.
- ✂ Almost a third rated their food offer as very healthy and just over half scored it as being fairly healthy.
- ✂ Towards three-quarters of owners said they would like to offer (more) healthy options
- ✂ Nearly two-thirds stated that there was definitely a problem with healthy weight and obesity in their local community and a quarter said that there was a problem to some extent.
- ✂ All respondents said they would welcome some support from the council for offering healthier options - Healthier Food awards, free new and social media advertising and business rate relief gained the most support

QUESTIONNAIRES



Community Engagement: Consultations

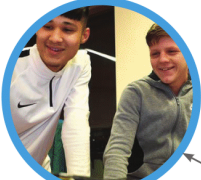
"There are six or seven takeaways within 100 metres of my house."



The Sanctuary ME Group - Ribble Valley



Audley Childrens Centre - Blackburn



Blackburn Youth Zone - Blackburn



Blackburn Central High School - Blackburn



Inter Madrassah Womens Group - Blackburn



Inter Madrassah Girls Group - Blackburn



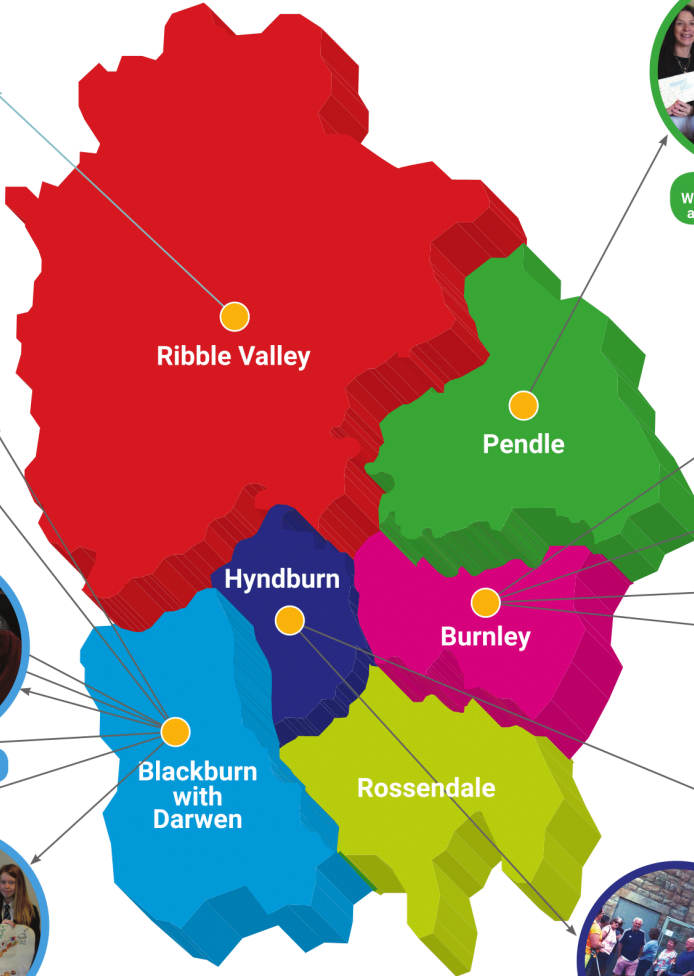
Blackburn Rovers Community Trust BTEC Students - Blackburn



Blackburn Rovers Community Trust Holiday Club - Blackburn



DACA High School Year 7 - Darwen



Participation Works Parents Cook and Taste - Pendle

"It is difficult to go for a healthy option, when there isn't a healthy option."



Calico Homes - Burnley



Stroops and Clough Womens Group - Burnley



Vanguard Holiday Play Scheme - Burnley



Vanguard Walking Group - Burnley

"There are lots of things that get in the way...there is lots of convenience around you which pressurises you, takeaways are convenient, it's easier sometimes when you are tired, because of other things you have to do, and also pressure from the kids."



Rhyddings Park - Hyndburn



Civic Arts Centre Children Group - Hyndburn

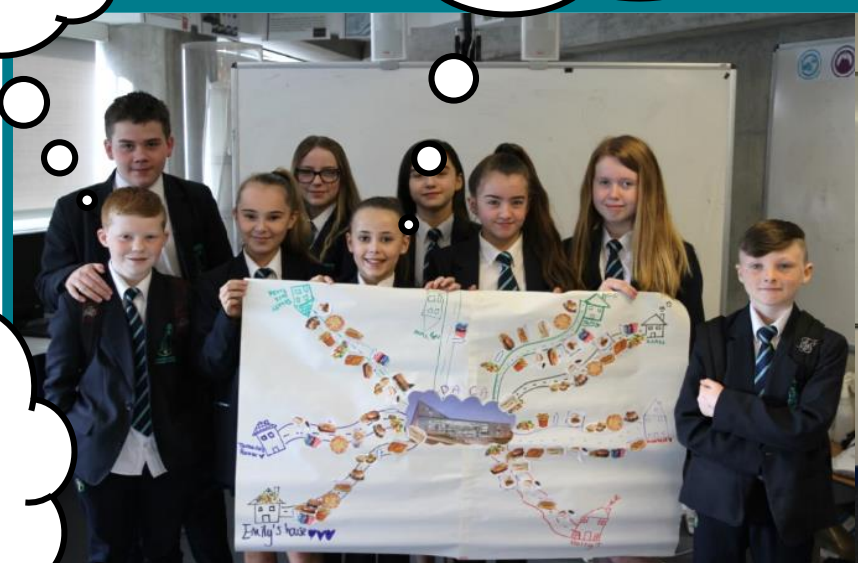
Creative Consultation: What the young people said...

"Makes people fatter and it can ruin your life and make you have a heart issue."

"Look at opening times – some take-aways open to get the school kids on their way home."

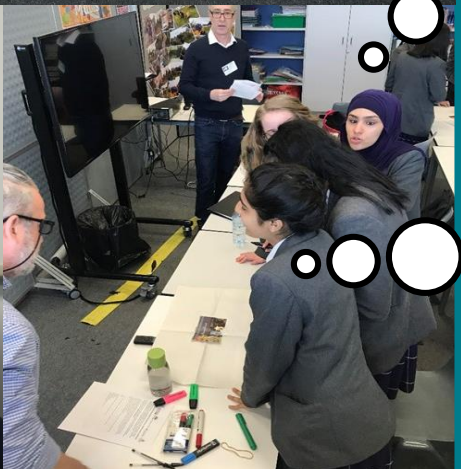
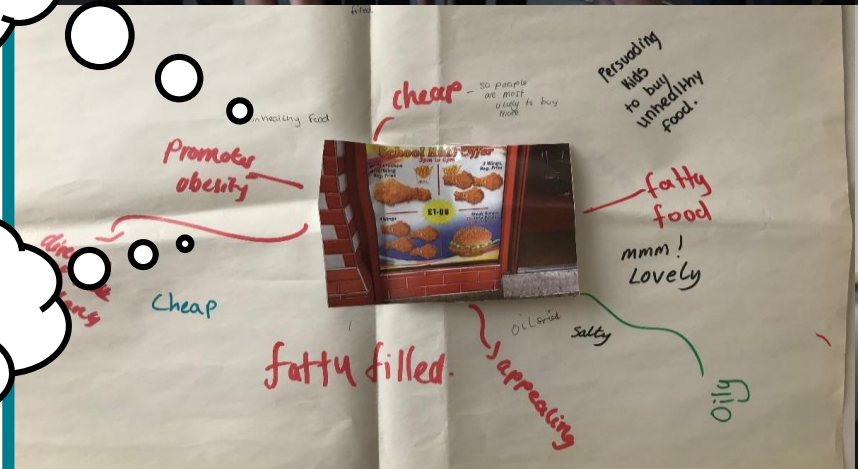
"Don't ban them, keep them but just don't need as many as there is."

"Most fatty foods near our school – there's only like one place that sells fruit and vegetables."



"(Fast food) is very practical, it's easy and cheap... If I'm hungry at half 10 at night, there is nowhere that's open except down the road... nowhere else to go and it's hard to find healthy halal food."

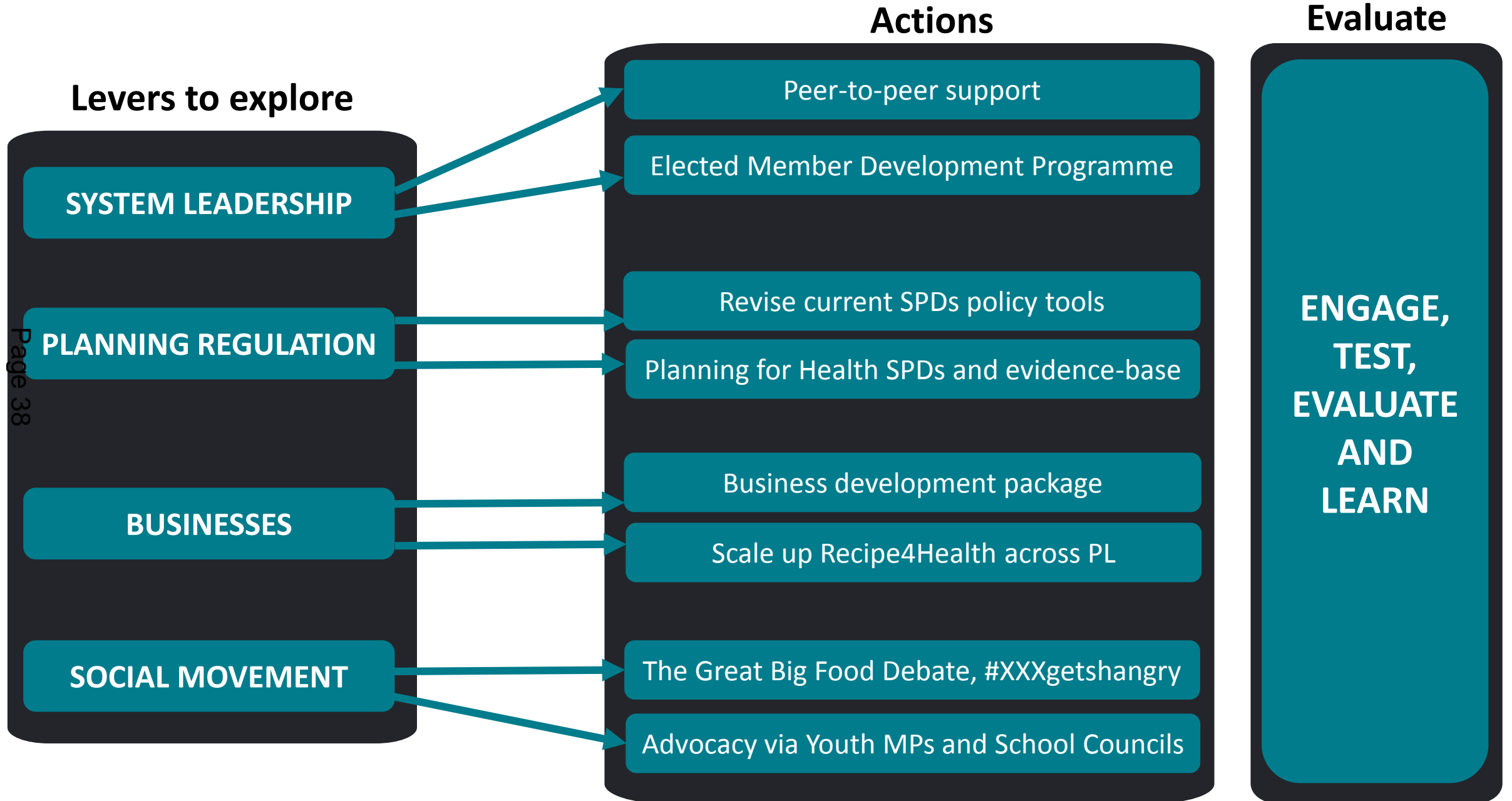
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"It's a shame there is so much junk food. We shouldn't be eating junk food all the time because it's bad for our health."



"The dessert bars are a very social thing. We'd go out to a movie and then go on to a dessert bar. It's a place where I can chat to my mates."

"My mum says I need to eat fatty foods to grow."

The next steps



EQUALITY IMPACT ASSESSMENT CHECKLIST

This checklist is to be used when you are uncertain if your activity requires an EIA or not.

An Equality Impact Assessment (EIA) is a tool for identifying the potential impact of the organisation's policies, services and functions on its residents and staff. EIAs should be actively looking for negative or adverse impacts of policies, services and functions on any of the nine protected characteristics.

The checklist below contains a number of questions/prompts to assist officers and service managers to assess whether or not the activity proposed requires an EIA. Supporting literature and useful questions are supplied within the [EIA Guidance](#) to assist managers and team leaders to complete all EIAs.

Service area & dept.	Public Health & Wellbeing	Date the activity will be implemented	01/08/2019
---------------------------------	---------------------------	--	------------

Brief description of activity	<p>HPHF Programme is one of five national Childhood Obesity Trailblazer Programmes. HPHF is a coordinated approach to childhood obesity exploring four levers for change to achieve the best outcomes:</p> <p>1. Local Planning/Policy Impact Explore innovative approaches to strengthen existing Planning for Health Supplementary Planning Document (SPD) and develop positive policies to encourage healthier options for A3/A5 outlets and restrict/regulate where establishments do not comply.</p> <p>2. System Leadership 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.</p> <p>3. Business Growth and Development Programme Support existing A3/A5 businesses to provide healthier, affordable food and recognise with a closely scrutinised award. Develop and test a package of incentives for providing healthier food which may include joint procurement, advertising support, menu development, inter-borough mentoring/sharing good practice, masterclasses with a local celebrity chef and links to local producers.</p> <p>4. Social Movements for a Healthier Food Offer Build upon the Discovery Phase findings by supporting communities to drive demand for healthier takeaway food.</p>
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Answers favouring doing an EIA	Checklist question	Answers favouring not doing an EIA
<input checked="" type="checkbox"/> Yes	Does this activity involve any of the following: - Commissioning / decommissioning a service - Change to existing Council policy/strategy - Budget changes	<input type="checkbox"/> No
<input type="checkbox"/> Yes	Does the activity impact negatively on any of the protected characteristics as stated within the Equality Act (2010)?	<input checked="" type="checkbox"/> No
<input type="checkbox"/> No <input type="checkbox"/> Not sure	Is there a sufficient information / intelligence with regards to service uptake and customer profiles to understand the activity's implications?	<input checked="" type="checkbox"/> Yes
<input type="checkbox"/> Yes <input type="checkbox"/> Not sure	Does this activity: Contribute towards unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act <i>(i.e. the activity creates or increases disadvantages suffered by people due to their protected characteristic)</i>	<input checked="" type="checkbox"/> No
<input type="checkbox"/> Yes <input type="checkbox"/> Not sure	Reduce equality of opportunity between those who share a protected characteristic and those who do not <i>(i.e. the activity fail to meet the needs of people from protected groups where these are different from the needs of other people)</i>	<input checked="" type="checkbox"/> No
<input type="checkbox"/> Yes <input type="checkbox"/> Not sure	Foster poor relations between people who share a protected characteristic and those who do not	<input checked="" type="checkbox"/> No


	<i>(i.e. the function prevents people from protected groups to participate in public life or in other activities where their participation is disproportionately low)</i>	
FOR = 1	TOTAL	AGAINST = 5

Will you now be completing an EIA?

Yes

No

The EIA toolkit can be found [here](#)

Assessment Lead Signature	
Checked by departmental E&D Lead	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Date	05/07/2019



BLACKBURN
with
DARWEN
BOROUGH COUNCIL

EXECUTIVE MEMBER DECISION



REPORT OF: Executive Member for Growth and Development
Executive Member for Finance and Governance

LEAD OFFICERS: Director of Growth and Development

DATE: 15th July 2019

PORTFOLIO/S AFFECTED: Growth and Development Finance and Governance

WARD/S AFFECTED: Blackburn Central Mill Hill and Moorgate

SUBJECT: GRIFFIN HOUSING SITE PREFERRED DEVELOPER AND LAND SALE

1. EXECUTIVE SUMMARY

In 2018 the Council's Executive Board granted approval to offer the Griffin housing site for development through the Council's 'Contractor and Developer Framework'. The Griffin site has been assembled following clearance of around 165 substandard terraced properties. The Council also purchased the redundant Griffin Inn public house to add to the land assembly and provide an opportunity for a quality new housing scheme with frontage onto Bank Top/Redlam.

It was identified that one framework partner submitted a compliant bid for the tender to provide good quality family housing on the Griffin clearance site.

A clarification period was granted to the bidder during which officers have been working to finalise the detail and ensure that the proposed housing development meets the aspiration and needs of the Borough and its residents. Clarification was also sought on potential partners that would be involved in delivering the mixed tenure site.

The proposed scheme will accommodate existing street layout, provide better connectivity to existing housing areas at Griffin and Galligreaves and offer an enhanced mix of house types. The new homes will provide a mix of type and tenure which will further help to diversify the local housing stock which is predominantly back of pavement 1920s terraced houses

The scheme will provide 141 new family homes in three phases and will offer a mix of affordable homes, homes for private rent and homes for market sale.

2. RECOMMENDATIONS

That the Executive Members:

- 2.1 Confirm the appointment of the Preferred Bidder to purchase and develop the site for a housing scheme and deliver the site Enabling Works on behalf of the Council.
- 2.2 Authorise officers to finalise the works contract for the Enabling Works, Heads of Terms (as outlined in the part 2 report) and Development Agreement for the sale of the land
- 2.3 Authorise the Director of HR, Legal and Governance to complete the necessary legal formalities.

3. BACKGROUND

3.1 Since 2008 the Council has been actively purchasing properties by agreement in the Griffin area. 165 properties had been identified for purchase and clearance through a Neighbourhood Renewal Assessment undertaken for the area.

The majority have now been purchased and demolished with 3 properties on Hardman Street remaining to be purchased. Negotiations to purchase these properties by agreement have stalled as the owners are unwilling to sell the properties.

The Council continues to seek to purchase the outstanding interests by agreement but recognise that a compulsory purchase order (under the Town and Country Planning Act 1990) may be required as a last resort, if negotiation fail.

3.2 The Griffin housing site has been identified as being suitable for the provision of good quality 2, 3 and 4 bedroom family homes. This mix of housing was also reflected in the Griffin Supplementary Planning Document (updated 2017) which was developed following public consultation with local residents, stakeholders and ward members.

3.3 Extensive site surveys and assessments have been undertaken on the site to create market confidence for potential developers. The Council also acquired the Griffin public house for demolition, with the site to be included in development proposals to allow a better frontage for the new scheme onto Bank Top/Redlam

3.4 During March 2018 the Council successfully secured grant funding from the One Public Estate Land Release Fund to support site remediation and enabling works to prepare it for development. The enabling works will be undertaken over the next few months and are likely to include site treatment and remediation, removal of redundant and obsolete services and highways works.

3.5 A report was taken to the Council's Executive Board in August 2018 (*Griffin Development Site Tender*) seeking approval to offer the Griffin housing site for development through the Council's 'Contractor and Developer Framework'.

4. KEY ISSUES & RISKS

4.1 One compliant bid was received to provide good quality housing on the Griffin clearance site. The Preferred Bidder has also been selected to deliver the One Public Estate Land Release Fund (OPE LRF) funded enabling works on behalf of the Council. The bid outlined proposals to provide good quality new family homes but further detail was required around boundary treatments, connectivity and the local environment.

4.2 A further clarification period was granted to finalise the detail and ensure that the proposed housing development meets the aspiration and needs of the Borough and its residents. Clarification was also sought on potential partners who would be involved in delivering the mixed tenure site.

The proposed scheme accommodates existing street layout, better connectivity to existing housing areas at Griffin and Galligreaves and an enhanced mix of house types.

4.3 The scheme now provides a wide mix of type and tenure which will further help to diversify the local housing stock which is predominantly back of pavement 1920s terraced houses. The scheme will provide 141 new family homes in three phases and will offer affordable homes, homes for private rent and homes for market sale.

4.4 The offer includes a land receipt and a small sum to use towards improving linkages between existing and new homes.

4.5 The Council will provide OPE LRF grant towards infrastructure and land remediation costs for the scheme. This grant funding was secured by the Council to carry out specific works such as land remediation, infrastructure and services relocations to make the site deliverable.

OPE LRF grant is subject to achieving a number of milestones in delivering the scheme. The first milestone to carry out a tender/procurement and appoint a developer has now been met. The second milestone to commence the Enabling Works has also been satisfied with commencement of works and remaining works to be carried out over the coming months. The main milestone required by OPE is to have homes being built on site by June 2020. Plans are well underway to achieve this with a pre planning meeting arranged for the 8th of August to start the planning process.

The Preferred Bidder has prepared a development programme which shows the milestone being delivered in accordance with the Council's requirements. Officers will be working closely with the preferred bidder to ensure the development programme is met. Ongoing progress is regularly discussed with the OPE monitoring team who have been fully supportive of the delivery programme.

5. POLICY IMPLICATIONS

5.1 The disposal is in accordance with the Council's disposal policy and will meet the strategic aims of the Council's Growth agenda

6. FINANCIAL IMPLICATIONS

6.1 The Council will receive a capital receipt from the transaction.

The scheme will also bring inward investment of around £16m to the Borough along with around £140,000 annual Council tax income on all new homes built.

Additional income from New Homes Bonus payments has already been factored into the MTFS projections

7. LEGAL IMPLICATIONS

7.1 The disposal of the site via the Contractor and Developer Framework is in line with the Council's disposal policy, it satisfies procurement requirements and has been supported by technical input from legal and procurement.

7.2 The Council will need to ensure appropriate best value considerations in disposal of land as part of any contractual agreements with developers.

7.3 The Council will look to safeguard its interests in ensuring that the land is developed in line with its future revenue benefit projections by agreeing a build programme with the developer.

7.4 Final Heads of Terms for the sale of the land and the completion of contractual terms will be prepared in line with the bid offer.

8. RESOURCE IMPLICATIONS

8.1 The disposal will be led by the Growth team; Legal resources will be required to complete the legal formalities relating to the freehold disposal.

Additional support will be required from Capita Property to carry out assessments of scheme proposals, deliverability and Heads of Terms

9. EQUALITY AND HEALTH IMPLICATIONS

Please select one of the options below. Where appropriate please include the hyperlink to the EIA.

Option 1 Equality Impact Assessment (EIA) not required – the EIA checklist has been completed.

Option 2 In determining this matter the Executive Member needs to consider the EIA associated with this item in advance of making the decision. (*insert EIA link here*)

Option 3 In determining this matter the Executive Board Members need to consider the EIA associated with this item in advance of making the decision. (*insert EIA attachment*)

10. CONSULTATIONS

Extensive stakeholder consultations have been undertaken during the course of developing a Supplementary Planning Document for the Griffin area Further consultations will be undertaken in line with statutory requirements during the Planning process for the development.

Previous consultation has also been undertaken in the development of the Council's Local Plan and Strategic Housing Market Assessment (SHMA)

11. STATEMENT OF COMPLIANCE

The recommendations are made further to advice from the Monitoring Officer and the Section 151 Officer has confirmed that they do not incur unlawful expenditure. They are also compliant with equality legislation and an equality analysis and impact assessment has been considered. The recommendations reflect the core principles of good governance set out in the Council's Code of Corporate Governance.

12. DECLARATION OF INTEREST

All Declarations of Interest of any Executive Member consulted and note of any dispensation granted by the Chief Executive will be recorded and published if applicable.

VERSION:	0.03
CONTACT OFFICER:	Subhan Ali, Strategic Development Manager (Housing)
DATE:	
BACKGROUND PAPER:	Local Plan part 1, Griffin Supplementary Document (2017)

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

EQUALITY IMPACT ASSESSMENT CHECKLIST

This checklist is to be used when you are uncertain if your activity requires an EIA or not.

An Equality Impact Assessment (EIA) is a tool for identifying the potential impact of the organisation's policies, services and functions on its residents and staff. EIAs should be actively looking for negative or adverse impacts of policies, services and functions on any of the nine protected characteristics.

The checklist below contains a number of questions/prompts to assist officers and service managers to assess whether or not the activity proposed requires an EIA. Supporting literature and useful questions are supplied within the [EIA Guidance](#) to assist managers and team leaders to complete all EIAs.

Service area & dept.	Growth and Development	Date the activity will be implemented	02/09/2019
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Brief description of activity	Griffin Housing site, appointment of preferred developer and land sale to commence development of new housing scheme on previously cleared land.
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Answers favouring doing an EIA	Checklist question	Answers favouring not doing an EIA
<input type="checkbox"/> Yes	Does this activity involve any of the following: - Commissioning / decommissioning a service - Change to existing Council policy/strategy	<input checked="" type="checkbox"/> No
<input type="checkbox"/> Yes	Does the activity impact negatively on any of the protected characteristics as stated within the Equality Act (2010)?	<input checked="" type="checkbox"/> No
<input type="checkbox"/> No <input type="checkbox"/> Not sure	Is there a sufficient information / intelligence with regards to service uptake and customer profiles to understand the activity's implications?	<input checked="" type="checkbox"/> Yes
<input type="checkbox"/> Yes <input type="checkbox"/> Not sure	Does this activity: Contribute towards unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act <i>(i.e. the activity creates or increases disadvantages suffered by people due to their protected characteristic)</i>	<input checked="" type="checkbox"/> No
<input type="checkbox"/> Yes <input type="checkbox"/> Not sure	Reduce equality of opportunity between those who share a protected characteristic and those who do not <i>(i.e. the activity fail to meet the needs of people from protected groups where these are different from the needs of other people)</i>	<input checked="" type="checkbox"/> No
<input type="checkbox"/> Yes <input type="checkbox"/> Not sure	Foster poor relations between people who share a protected characteristic and those who do not <i>(i.e. the function prevents people from protected groups to participate in public life or in other activities where their participation is disproportionately low)</i>	<input checked="" type="checkbox"/> No
FOR = 0	TOTAL	AGAINST = 6

Will you now be completing an EIA?

Yes

No

The EIA toolkit can be found [here](#)

Assessment Lead Signature	Subhan Ali
E&D Lead Signature	Denise Andrews
Date	12/07/2019

EXECUTIVE MEMBER DECISION



REPORT OF:	Executive Member for Children, Young People & Education (Please Select) (Please Select...)
LEAD OFFICERS:	Director of Children's Services
DATE:	July 2019

PORTFOLIO/S AFFECTED:	Children, Young People & Education
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WARD/S AFFECTED:	Roe Lee
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SUBJECT:	Variation to the 2019/2020 School Capital Scheme – Roe Lee
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1. EXECUTIVE SUMMARY

For the Executive member to approve a variation to the 2019/20 schools capital scheme as detailed within this report.

2. RECOMMENDATIONS

That the Executive Member:

- 1: Notes the content of the report and approves the variation to the 2019/20 school's capital programme to include asbestos removal and boiler replacement scheme at Roe Lee Primary School.
- 2: Authorises officers to procure these works for Roe Lee in accordance with the Contracts Procedure Rules as written in the Council's Constitution.
- 3: Approves expenditure to be incurred on individual projects within this scheme for Roe Lee, in line with the Council's Standing Financial Instructions.

3. BACKGROUND

The boiler at Roe Lee School is old and is not functioning efficiently. There is a significant risk that the boiler will not last more than a few more months and we need to take proactive action to ensure that the school is not at risk of heating issues heading into the winter period.

In addition, and prior to replacing the boiler, work would be required to remove asbestos within the boiler room.

4. KEY ISSUES & RISKS

If the works are not progressed in a timely manner and the boiler ceases to function, there is potential for significant disruption to the school and its ability to remain operational. This would be a risk to the LA in respect of the need to source alternative education accommodation whilst the works were undertaken.

5. POLICY IMPLICATIONS

None

6. FINANCIAL IMPLICATIONS

The pre tender estimate costs for the required works is £40,907 and is inclusive of fees.

An underspend of £58,000 has been reported on the completed Roe Lee Ventilation capital scheme. There remains a retention circa of £3k to pay however the contractor has ceased to trade and it is anticipated that the Council will not be chased for this retention. Approval is sought to vire £41,000 of the unspent/unallocated budget from the closed ventilation scheme to fund the costs of the boiler works. Once completed, any unspent grant would go back into the unallocated grant pot to be used on future schemes.

7. LEGAL IMPLICATIONS

Procurement of works for this scheme must be carried out in accordance with the Council's Contract Procurement Procedure Rules as set out in the Constitution. The Council's Standing Financial Instructions (as set out in the Council's Constitution) must also be complied with during this process.

8. RESOURCE IMPLICATIONS

To be managed within existing resource

9. EQUALITY AND HEALTH IMPLICATIONS

Please select one of the options below. Where appropriate please include the hyperlink to the EIA.

Option 1 Equality Impact Assessment (EIA) not required – the EIA checklist has been completed.

Option 2 In determining this matter the Executive Member needs to consider the EIA associated with this item in advance of making the decision. *(insert EIA link here)*

Option 3 In determining this matter the Executive Board Members need to consider the EIA associated with this item in advance of making the decision. *(insert EIA attachment)*

10. CONSULTATIONS

The variation to the school's capital programme 2019/20 will be shared with Roe Lee's Governing Body following Executive member approval.

11. STATEMENT OF COMPLIANCE

The recommendations are made further to advice from the Monitoring Officer and the Section 151 Officer has confirmed that they do not incur unlawful expenditure. They are also compliant with equality legislation and an equality analysis and impact assessment has been considered. The recommendations reflect the core principles of good governance set out in the Council's Code of Corporate Governance.

12. DECLARATION OF INTEREST

All Declarations of Interest of any Executive Member consulted and note of any dispensation granted

by the Chief Executive will be recorded and published if applicable.

VERSION: 1

CONTACT OFFICER: Carol Grimshaw

DATE: 17 July 2019

**BACKGROUND
PAPER:**

EQUALITY IMPACT ASSESSMENT CHECKLIST

This checklist is to be used when you are uncertain if your activity requires an EIA or not.

An Equality Impact Assessment (EIA) is a tool for identifying the potential impact of the organisation's policies, services and functions on its residents and staff. EIAs should be actively looking for negative or adverse impacts of policies, services and functions on any of the nine protected characteristics.

The checklist below contains a number of questions/prompts to assist officers and service managers to assess whether or not the activity proposed requires an EIA. Supporting literature and useful questions are supplied within the [EIA Guidance](#) to assist managers and team leaders to complete all EIAs.

Service area & dept.	Access to Learning – Schools capital programme 2019/20	Date the activity will be implemented	23/07/2018
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Brief description of activity	Variation to the 2019/20 school's capital programme to include asbestos removal and boiler replacement scheme at Roe Lee Primary School.
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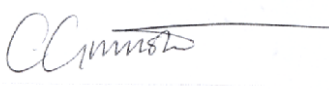
Answers favouring doing an EIA	Checklist question	Answers favouring not doing an EIA
<input type="checkbox"/> Yes	Does this activity involve any of the following: - Commissioning / decommissioning a service - Budget changes - Change to existing Council policy/strategy	<input checked="" type="checkbox"/> No
<input type="checkbox"/> Yes	Does the activity impact negatively on any of the protected characteristics as stated within the Equality Act (2010)?	<input checked="" type="checkbox"/> No
<input type="checkbox"/> No <input type="checkbox"/> Not sure	Is there a sufficient information / intelligence with regards to service uptake and customer profiles to understand the activity's implications?	<input checked="" type="checkbox"/> Yes
<input type="checkbox"/> Yes <input type="checkbox"/> Not sure	Does this activity: Contribute towards unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act <i>(i.e. the activity creates or increases disadvantages suffered by people due to their protected characteristic)</i>	<input checked="" type="checkbox"/> No
<input type="checkbox"/> Yes <input type="checkbox"/> Not sure	Reduce equality of opportunity between those who share a protected characteristic and those who do not <i>(i.e. the activity fail to meet the needs of people from protected groups where these are different from the needs of other people)</i>	<input checked="" type="checkbox"/> No
<input type="checkbox"/> Yes <input type="checkbox"/> Not sure	Foster poor relations between people who share a protected characteristic and those who do not <i>(i.e. the function prevents people from protected groups to participate in public life or in other activities where their participation is disproportionately low)</i>	<input checked="" type="checkbox"/> No
FOR =	TOTAL	AGAINST = 6

Will you now be completing an EIA?

Yes

No

The EIA toolkit can be found [here](#)

Assessment Lead Signature	
Checked by departmental E&D Lead	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Date	17/07/2019



BLACKBURN
with
DARWEN
BOROUGH COUNCIL