

EXECUTIVE BOARD DECISION



REPORT OF: Executive Member for Public Health and Wellbeing

LEAD OFFICERS: Director of Public Health & Wellbeing

DATE: Thursday, 11 November 2021

PORTFOLIO(S) AFFECTED: ALL

WARD/S AFFECTED: (All Wards);

KEY DECISION: Y

SUBJECT:

Eat Well Move More Shape Up Strategy refresh 2022-25

1. EXECUTIVE SUMMARY

The 'Eat Well Move More Shape Up Strategy 2017-2020' has made significant progress in embedding the three key work streams of the strategy through the development of the Active BwD Network, Blackburn with Darwen's Food Resilience Alliance and the Healthy Weight Declaration. The strategy brought together key people and organisations with a shared purpose of getting Blackburn with Darwen moving more, eating well and aiming for a healthy weight. With the refresh of the strategy, there is now an opportunity to shift from a delivery focussed approach to a strategic approach, which advocates for sustainable change across the whole system.

Effectively engaging with senior leaders and decision makers is critical to implementing this whole system change. The Eat Well Move More strategic partnership aims to facilitate access to healthier, affordable and more sustainable food, increase opportunities to increase physical activity and promote a healthy weight environment through a whole system approach and ensuring that this is everyone's business. The eleven 'Guiding Principles' within the refreshed strategy gives a framework for this and encourages an evidence based, intelligence led and community focussed way of working to improve the health and wellbeing of our residents and to tackle health inequalities.

The refreshed and rebranded 'Eat Well Move More' strategy will support the recovery from the COVID-19 pandemic and build on the opportunities presented during this time and the partnerships developed during the last 18 months and there is an ambition to embed Eat Well Move More guiding principles through the borough's recovery plans.

2. RECOMMENDATIONS

That the Executive Board:

- Note the key issues and challenges related to access to good food and physical activity across Blackburn with Darwen and acknowledge the opportunities to support COVID recovery and tackle health inequalities.
- Acknowledge and support the need for wider system change and cross sector leadership buy in and continue to champion the collaborative work already in place.
- Approve the refreshed, three year 'Eat Well Move More' Strategy.

3. BACKGROUND

The original 'Eat Well Move More Shape Up' strategy had the vision for everyone in Blackburn with Darwen to 'move more, eat well and maintain a healthy weight'. Over the last 3 years the strategy predominantly focussed on local population level interventions based on evidence of effectiveness and building on existing assets using available resources. Three key strands of work were embedded:

- Active BwD Network
- BwD Food Resilience Alliance (Appendix 3)
- Healthy Weight Declaration (Appendix 4)

The Active BwD Network and Food Resilience Alliance have created strong partnerships and a platform for communication and support across Blackburn with Darwen for various organisations and communities. Cross-sector collaboration and building on new and existing partnerships have been critical in implementing the successful streams of local work.

The refreshed partnership strategy continues to strive for a whole system approach and through supporting collaborative work brings the opportunity to engage stakeholders from the wider system to support in the shared vision. Using a 'place based' and whole system approach is key to making health everybody's business in every setting.

Key Drivers

There have been a number of key national strategies released over the past 18 months, which have been driven largely by the COVID-19 pandemic. These strategies are highlighted in the refreshed strategy. Along with regional and local activity, including the Marmot Health Equity Review for Lancashire and South Cumbria and the emerging priorities of our Primary Care Neighbourhoods, have further thrown the spotlight on the need to ensure our residents have access to healthier, more affordable and sustainable food and opportunities for physical activity. This strategy provides a mechanism to ensure that this national, regional and local activity is focussed in a place based, whole system way

4. KEY ISSUES & RISKS

The COVID-19 pandemic has highlighted the health inequalities within our communities in Blackburn with Darwen. Those living in the most deprived areas are more susceptible to the effects of COVID-19 and this further widens the health inequality gap. By increasing physical activity levels across our population and improving access to healthier and more affordable food, we can improve quality of life for everyone.

COVID-19 has also highlighted other key issues for the population such as physical deconditioning due to long term shielding and the impact of obesity on the risk of serious complications from COVID.

Capacity across the system to engage in the strategy continues to be a risk making the importance of senior level buy in and advocating for a culture change across our statutory and voluntary organisations crucial for a sustainable whole system approach.

5. POLICY IMPLICATIONS

The strategy advocates for the creation of a system which supports improved access to healthier, more affordable and more sustainable food and increased opportunities for our community to be more physically active. As part of this system change a review of all policies and contracts will be required to embed the 'guiding principles' wherever possible.

Activity will be aligned to support the priority outcomes and metrics outlined within the recently published [Spending Review: Priority outcomes and metrics](#).

6. FINANCIAL IMPLICATIONS

There are no direct financial implications with the refreshed strategy due to the change to a strategic focus. Delivery of any activity associated with the strategy will be funded through the Public Health grant, the Sport England Local Delivery Pilot funds and partner contributions.

7. LEGAL IMPLICATIONS

This proposal will help improve one of the Council's eight corporate priorities (2019-2023) being : "Reducing health inequalities and improving health outcomes".

Any actions relating to the implementation of the strategy must be made in accordance with the constitution.

8. RESOURCE IMPLICATIONS

The strategy will continue to build on and develop improved partnerships/collaborations and communication across multi sector organisations to make the most of reduced resources by reducing duplication and applying for any funding in a coordinated manner and to be able to target those most in need of extra support.

The facilitation of the strategic steering group and work stream will be supported by the Public Health team.

9. EQUALITY AND HEALTH IMPLICATIONS

Please select one of the options below.

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.

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.

10. CONSULTATIONS

The revised Eat Well Move More strategy is a partnership strategy rather than a public facing document and therefore public consultations were not required.

The strategic document has been presented to Senior Policy Teams, sub groups of the Health and Wellbeing Board, Eat Well Move More Strategic delivery groups and VCFS partnership groups between May and October 2021.

This includes:

- Senior Policy Team meetings – Adults & Health, Environment, Children's Services & Education, Public Health & Wellbeing
- Executive Member Board – Growth & Development, Digital & Customer Services, Finance & Governance
- Blackburn with Darwen Integrated Operational Group, CVS Network Group, Age Well Partnership, Children's Partnership Board
- Leader of the Council

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 in the Summary of Decisions published on the day following the meeting.

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DATE:	12 th October 2021
BACKGROUND PAPER:	Appendix 1 - Eat Well Move More Shape Up Strategy 2017-2020 Appendix 2- Eat Well Move More Strategy 2022-2025 Appendix 3 - BwD Good Food Plan Appendix 4 - Local Authority Declaration on Healthy Weight