

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.

VERSION: 2.0

| | |
|--------------------------|--|
| 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/ |