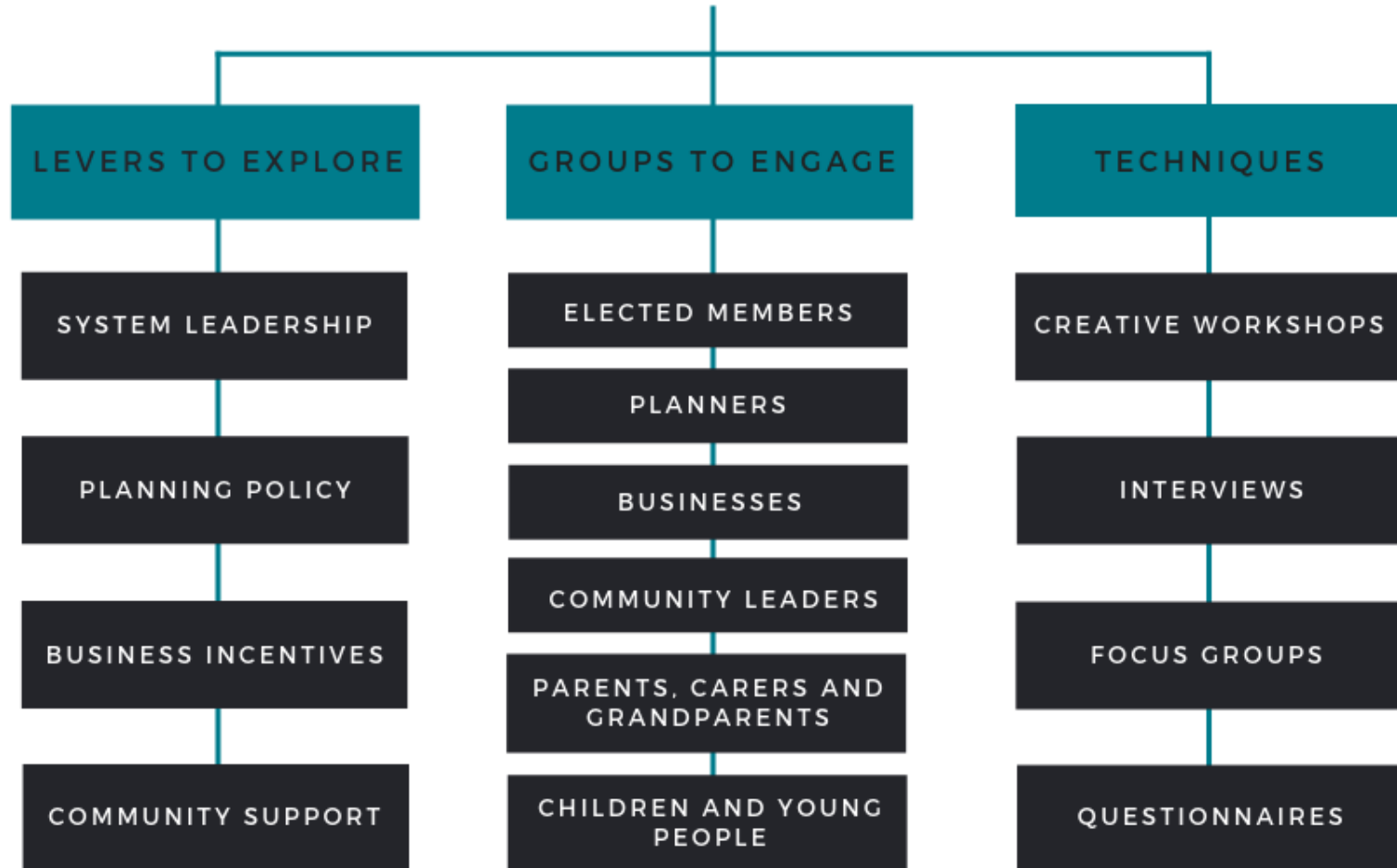


Pennine Lancashire Childhood Obesity Trailblazer Programme

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



"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

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"

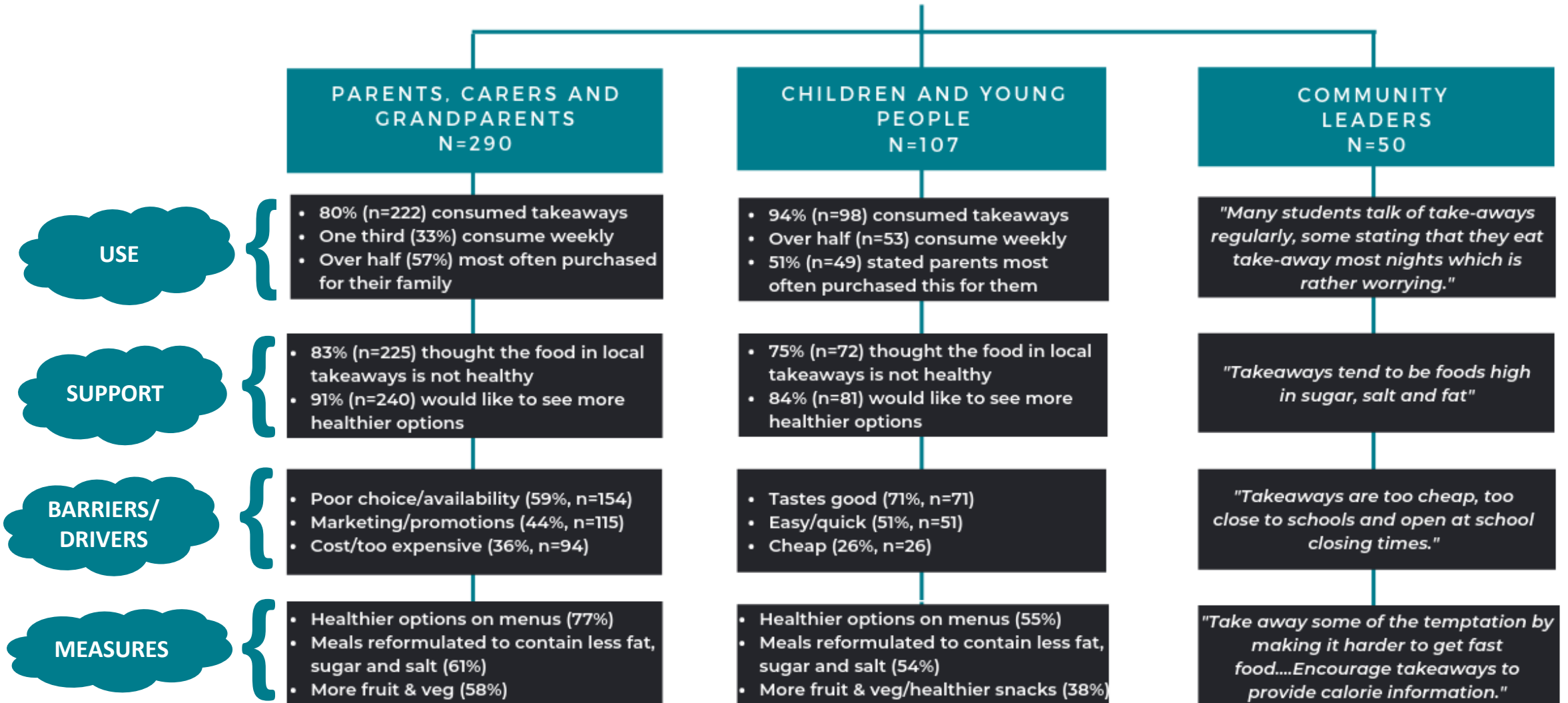
"More education for business owners. More courses like the allergen course."

"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

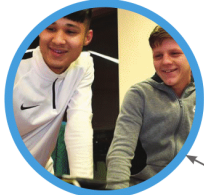
"There are six or seven takeaways within 100 metres of my house."



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



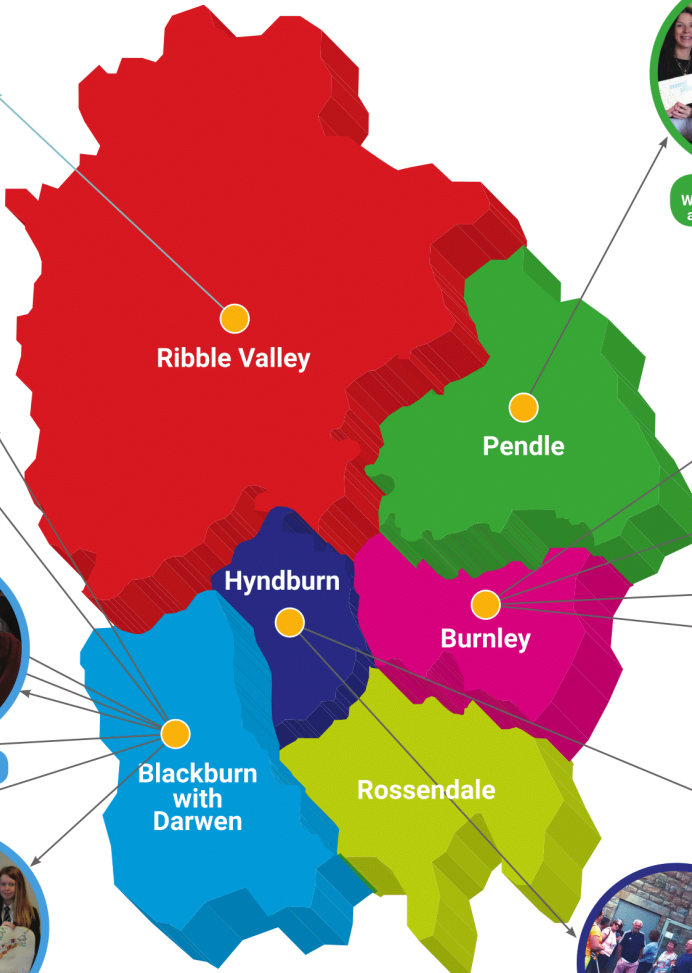
Blackburn Rovers Community Trust BTEC Students - Blackburn



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

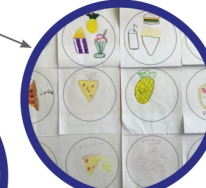


Vanguard Walking Group - Burnley

"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

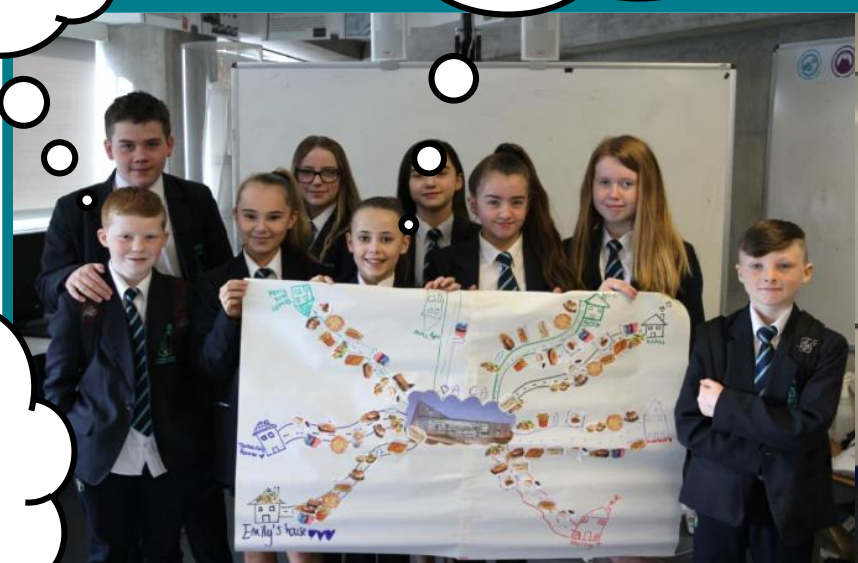
Creative Consultation: What the young people said...

"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."

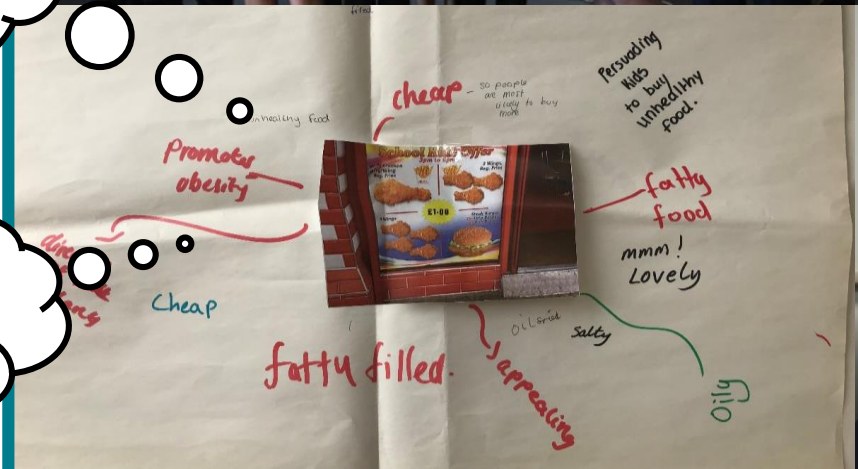
"Don't ban them, keep them but just don't need as many as there is."

"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."

"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

