

<b>REPORT TO:</b>		Cabinet	
<b>DATE:</b>		20 <sup>th</sup> October 2021	
<b>REPORT OF:</b>		Cllr Jenny Molineux, Chair of the Communities and Wellbeing Overview and Scrutiny Committee	
<b>REPORT AUTHOR:</b>		Ben Caulfield, Scrutiny and Policy Officer	
<b>TITLE OF REPORT:</b>		Healthy Weight Declaration	
<b>EXEMPT REPORT (Local Government Act 1972, Schedule 12A)</b>	<b>No</b>	Not applicable	
<b>KEY DECISION:</b>	<b>No</b>	If yes, date of publication:	

## 1. Purpose of Report

- 1.1 To provide information on the Councils current actions which support obesity prevention and the Healthy Weight Declaration and recommend a course of action.

## 2. Recommendations

That Cabinet agrees to:

- 2.1 Support the principles of the Healthy Weight Declaration and Lancashire County Councils Commitment as the Upper Tier Authority responsible for Public Health in Hyndburn:
- 2.2 Shows its Commitment to reducing obesity in Hyndburn by maintaining the actions detailed below:
- Support action at national level to help local authorities promote healthy weight and reduce health inequalities in our communities by promoting national healthy weight campaign messages through our social media channels.
  - Maintain supplementary planning guidance for hot food takeaways around schools, with a restriction zone of 400m radius around all schools in the Borough. New hot food takeaways will not be supported within these areas, except when located in a defined town or local centre, or controls on the hours of operation are implemented to help reduce the likelihood of young people visiting.
  - Use planning policy where possible to support health and wellbeing and create development that encourages physical activity and active travel.

- Continue our approach to enabling and promoting active travel for staff and visitors whilst providing staff with opportunities to be physically active through the promoting of stair use, cycle to work scheme and subsidised leisure access.
- Encourage partners who operate catering from Council owned buildings to offer healthy options.
- Through our work with partners notably Hyndburn Leisure, encourage residents to be physically active through use of leisure facilities and outdoor spaces.

2.3 Review Officer capacity in 6 months-time, and consider then whether resources are available for the Council to sign the Healthy Weight Declaration and carry out the 16 core commitments.

### **3. Reasons for Recommendations**

#### Obesity in Hyndburn

3.1 Obesity is increasing, with a rise in obesity prevalence in the UK from 15% in 1993 to 29% in 2017). Nearly two thirds of adults in England are overweight or obese (64%), (Public Health England, 2017)

3.2 There is no single cause of overweight and obesity, it is down to a multitude of factors, including (but not limited to) access to healthy food; proximity to fast food outlets; advertising and marketing of unhealthy, calorie dense food and drink; and opportunities for physical activity. Therefore, healthy weight needs to be 'everybody's business,' and all local government departments have a role to play. Having strong support across portfolios and wards can help to drive change, ensuring that healthy weight is considered in all policies and practice.

3.3 Locally, healthy weight is a growing concern in Hyndburn:

- The prevalence of childhood obesity in Hyndburn is greater than the national average, with 22.8% of children aged 10-11 in the district classified as obese. This is the highest prevalence across Pennine Lancashire.
- Hyndburn is one of the 10% most deprived districts/unitary authorities in England, which is significantly associated with overweight and obesity. Furthermore, about 19% (3,300) of children live-in low-income families which is also a risk factor for poor health outcomes.
- Physical inactivity directly contributes to 1 in 6 deaths, and around a quarter of the population is inactive and 45% of women and 33% of men are not active enough to benefit their health.

- Diet-related ill health in the UK is estimated to lead to approximately 70,000 premature deaths annually, which represents around 12 per cent of the total number of deaths.
- Evidence shows that poor diet has the highest impact on the NHS budget, costing around £6 billion per year. An unhealthy diet is strongly associated and causally linked with a number of chronic, complex conditions such as obesity, cardiovascular disease, some cancers and type II diabetes.
- Those with obesity are at greater risk of poor outcomes relating to Covid-19

### Healthy Places Healthy Futures Trailblazer

- 3.4 Across Pennine Lancashire, local authorities have been asked to support the delivery of the Healthy Place Healthy Future Trailblazer programme, to adopt the Healthy Weight Declaration and look at creating some local commitments. It has already been adopted by BwD, LCC and Pendle BC.
- 3.5 The Declaration has been produced by Food Active, a healthy weight programme originally commissioned by local authority public health teams, NHS organisations, and Public Health England teams at both regional and national level. It has been approved by the North West Regional Association of Directors of Public Health, British Dental Association, Children’s Food Campaign and the UK Health Forum.

### Hyndburn – Healthy Weight Declaration

- 3.6 A Local Authority signing up to the declaration signals a strategic commitment made across all council departments to: reduce unhealthy weight in local communities; protect the health and wellbeing of staff and citizens; and, to make an economic impact on health, social care and the local economy.
- 3.7 Adoption of the Declaration provides an opportunity for local authorities to lead local action and demonstrate good practice in adopting a systems approach to healthy weight.
- 3.8 The Declaration includes 16 standard commitments whereby Local Authorities pledge to achieve action on improving policy and healthy weight outcomes in relation to specific areas of the council’s work. Within the Declaration there is also the opportunity for Local Authorities to add local commitments relevant to their community health needs and priorities.

3.9 The Policy Team undertook a review of the Council’s current activity and how this could link to the 16 core commitments in the Healthy Weight Declaration.

<b>Core Commitment</b>	<b>HBC already contributing</b>	<b>How can HBC contribute</b>
Implement the Local Authority HWD as part of a long-term, ‘systems-wide approach’ to obesity	No	Adoption of local action plan to tackle obesity
Advocate plans that promote a preventative approach to encouraging a healthier weight with local partners, identified as part of a ‘place-based system’ (e.g. Integrated Care System)	No	To be developed alongside HBC’s role in the new Lancashire and South Cumbria ICS / ICP structure
Support action at national level to help local authorities promote healthy weight and reduce health inequalities in our communities (this includes preventing weight stigma and weight bias);	Yes	Promote national healthy weight campaign messages through social media using appropriate language
Invest in the health literacy of local citizens to make informed healthier choices; ensuring clear and comprehensive healthy eating and physical activity messages are consistent with government guidelines;	Yes	As above
Local authorities who have completed adoption of the HWD are encouraged to review and strengthen the initial action plans they have developed by consulting Public Health England’s, Whole Systems Approach to Obesity, including its tools, techniques and materials;	No	Annual review of obesity action plan
Engage with the local food and drink sector (retailers, manufacturers, caterers, out of home settings) where appropriate to consider responsible retailing such as,	No	Current staffing pressures brought about by the Covid-19 pandemic and other factors would mean the Council would find this difficult to resource.

<p>offering and promoting healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar and salt (HFSS) products;</p>		
<p>Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities. Such funding maybe offered to support research, discretionary services (such as sport and recreation and tourism events) and town centre promotions;</p>	<p>No</p>	<p>Upper Tier authority responsible - Support LCC's pledge</p>
<p>Protect our children from inappropriate marketing by the food and drink industry such as advertising and marketing in close proximity to schools; 'giveaways' and promotions within schools; at events on local authority controlled sites;</p>	<p>NA</p>	<p>Upper Tier authority responsible - Support LCC's pledge</p>
<p>Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited;</p>	<p>Yes – Policy DM5 Development Management DPD - the Council has identified a hot food takeaway restriction zone, 400 metres radius from all schools in the Borough. New hot food takeaways will not be supported within these areas, except when located in a defined Town or Local Centre, or controls on the hours of operation are implemented to help reduce the likelihood of young people visiting. A 400 metres distance (radius from the application site) is considered to be a</p>	

	practical equivalent of between 5-10 minute walk taking into account physical barriers (e.g. buildings, traffic lights etc.)	
Review how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity, active travel, the food environment and food security (consider an agreed process for local plan development between public health and planning authorities);	Yes – <i>Planning policies do try to support health and wellbeing and create development that encourages physical activity and active travel</i>	
Where Climate Emergency Declarations are in place, consider how the HWD can support carbon reduction plans and strategies, address land use policy, transport policy, circular economy waste policies, food procurement, air quality etc;	No	Unsure how this would link with Hyndburn’s Climate Emergency Declaration
Review contracts and provision at public events, in all public buildings, facilities and ‘via’ providers to make healthier foods and drinks more available, convenient and affordable and limit access to high-calorie, low-nutrient foods and drinks (this should be applied to public institutions & scrutiny given to any new contracts for food & drink provision, where possible);	No	Council does not provide catering. Request HAG, HL to offer healthy options?
Increase public access to fresh drinking water on local authority controlled sites; (keeping single use plastics to a minimum) and encouraging	Yes – drinking water available in council buildings. Single use plastics scrapped as part of green review	Can we encourage Officers/Councillors to bring reusable bottles for office use/meetings?

re-useable bottle refills;		
Develop an organisational approach to enable and promote active travel for staff, patients & visitors, whilst providing staff with opportunities to be physically active where possible (e.g. promoting stair use, standing desks, cycle to work/school schemes);	Yes – Active travel plan? Stair use promoted, cycle to work scheme available and safe cycle storage	
Promote the health and well-being of local authority staff by creating a culture and ethos that promotes understanding of healthy weight, supporting staff to eat well and move more;	Yes – cycle to work scheme, reduce access to leisure services, staff fitness sessions	
Monitor the progress of our action plan against the commitments, report on and publish the results annually.	No	Policy Team could review plan annually if adopted

3.11 The table above shows the Council already addresses many of the core commitments as part of its usual business. However, the Covid-19 pandemic has brought increasing pressures on many Council departments. It would therefore be difficult to meet the remaining core commitments within existing resources.

3.12 Therefore, the Policy Team consulted with Corporate Management Team (CMT) to ascertain their views.

3.13 CMT recognise the importance of reducing obesity in Hyndburn, and highlighted the many actions the Council already take to do this. However, they are concerned that signing the Healthy Weight Declaration commits the Council to undertaking action on the 16 core commitments, several of which the Council does not have the current capacity to undertake. The Scrutiny Committee shared these concerns, and agreed that the Council should only sign the Healthy Weight Declaration if it had the capacity

to deliver, which, due to increased workload on many Council departments due to the COvid-19 pandemic, it does not.

- 3.14 The Council can still demonstrate its commitment to healthy weights without signing the declaration, by agreeing to commit to the actions detailed in section 2.

#### 4. **Alternative Options considered and Reasons for Rejection**

- 4.1 Cabinet signs the Healthy Weight Declaration – this is rejected as there is no current officer capacity to deliver on some of the core commitments of the Healthy Weight Declaration.

#### 5. **Consultations**

- 5.1 Corporate Management Team and Heads of Service.

#### 6. **Implications**

<b>Financial implications (including any future financial commitments for the Council)</b>	The Childhood Obesity Trailblazer grant is £100,000 per year for 3 years across Pennine Lancashire and will be retained by BwD to centrally support and co-ordinate implementation of the programme. Food Active have recently indicated their intention to award £3,000 to each District Council across the county to be used for reducing obesity related activities
<b>Legal and human rights implications</b>	N/A
<b>Assessment of risk</b>	N/A
<b>Equality and diversity implications</b> <i>A <a href="#">Customer First Analysis</a> should be completed in relation to policy decisions and should be attached as an appendix to the report.</i>	No CFA required

#### 7. **Local Government (Access to Information) Act 1985:** **List of Background Papers**

- 7.1 Agenda, reports and minutes of the Resources Overview and Scrutiny Committee on 8<sup>th</sup> September 2021  
<https://democracy.hyndburnbc.gov.uk/ieListDocuments.aspx?CId=129&MId=2629&Ver=4>





