

Introduction

This document describes a strategy for reducing excess weight and maximising the proportion of individuals who achieve and maintain a healthy weight in Blackpool.

Excess Weight has been identified as an issue both nationally and locally because it is associated with significantly increased risk of health problems. At population level, obesity results in a major increase in chronic diseases, leading to distress, sickness, and an unsustainable burden on health and social care systems.

Excess Weight occurs fundamentally and biologically in individuals due to imbalance between energy intake and output. There are many different contributory factors contriving to affect an individual's weight, including the so-called "obesogenic" environment.

Multi-factorial strategies to create substantive changes to re-engineer the obesogenic environment and challenge and change social and cultural norms will be required to tackle excess weight effectively. This is a crucial challenge in public health, and strong, resolute, resilient and sustained political support and leadership in the face of potentially challenging conflicts with existing priorities and perspectives is required to affect wide reaching and novel approaches to this major political issue in respect of its economic considerations.

We outline our **vision for a Blackpool** with a social and physical environment conducive to healthy weight, together with our strategic aims and objectives around reducing excess weight.

"All people who live, learn, play, work and visit Blackpool will enjoy the benefits of a health promoting town which makes choosing to eat a balanced diet and having a physically active lifestyle an easier option. For those individuals that require additional support to achieve and maintain a healthy weight, effective tailored programmes and interventions will be provided appropriate to their age, sex, ability, ethnicity, socioeconomic status and personal circumstances."

The following healthy weight strategic themes are:

1. To transform the environment so that it supports healthy lifestyles (Universal) (Primary Prevention)
2. Making Healthier Choices Easier by providing information and practical support (Prevention) (Secondary Prevention)
3. To secure the services needed to tackle excess (Treatment) (Tertiary Prevention)

Policy Context

Over the last few years, the government has developed a number of policies to demonstrate its commitment to addressing the increasing population problem of obesity, and the associated risks of developing cardiovascular disease, type 2 diabetes, cancers, and many other health conditions which result in increased ill health and escalating costs to society if no action is taken.

NICE Guidance on each of these disease specific areas as well as Public Health guides to improving health provides direction to support this strategy.

The Healthy Lives Healthy People “A call to action on obesity in England 2011 outline new National ambitions;

- A sustained downward trend in the level of excess weight in children by 2020
- A downward trend in the level of excess weight averaged across all adults by 2020

And overall a shift in focus;

- from Obesity to Excess Weight to highlight the health issues of overweight as well
- from the focus on children to a life stage approach including adults as an influence on Children as part of a Family
- from individual choice alone to prevention through a supportative environmental change
- a greater emphasis on the psychosocial aspects of weight management

The Academy of Royal Medical Colleges published a summary report called “Measuring Up” including a ten point action plan in January 2013. Many of these actions have begun to be implemented or piloted across Blackpool and will be supported through inclusion within the action plan for this strategy with potential to expand to cover the whole local authority and CCG areas.

Marmot suggests a proportional universalism and life course approach, which will be incorporated into the action planning, as whilst excess weight is more prevalent in deprived areas it is a condition which affects all social gradients.

Other policy drivers which share themes and objectives are Health Inequalities, Environmental, including urban development and the UN Millennium Development Goal to Halve the percentage of Hungry People.

Statistical Drivers

Environmental:

- There are 40 fast food outlets, for every secondary school in Blackpool (School Food Trust 2008)
- The goal to reduce the National Energy Intake by 5 billion calories a day equates to 100kcal deficit per person per day.

- Alternative to labour saving devices (dishwashers / Escalators/ transport to work/ Washing machines) = 111kcal per day which equates to 10lb (4.5kg) per year in weight gain (Lanningham-Foster et al 2003)
- A pilot programme of EPODE, a coordinated approach empowering communities to tackle and prevent childhood obesity in Northern France, demonstrated a significant reduction in excess weight compared with control towns.

Economic:

- It is estimated that illness related to food costs six billion pounds of the NHS budget each year (The Strategy Unit Jan 2008).
- Almost 70,000 premature deaths could be avoided nationally by achieving dietary recommendations
- A staggering 663,000 quality adjusted life years could be gained by achieving dietary recommendations (Modelled based estimates. The Strategy Unit Jan / Aug 2008).
- An average nationally of £11.41 per person per week spent on eating out (The Strategy Unit Jan / Aug 2008). The foods eaten outside the home tend to be higher in fat, salt and sugars
- Those on lower incomes, whilst spending 3% less of their household budget on food overall than those with moderate to high incomes, spend 8% more on eating out (The Strategy Unit Jan 2008).

Children:

- 1 in every 3 Year 6 pupils and 1 in every 5 Reception aged pupils carry excess weight. (National Childhood Weighing and Measuring Programme 2011/12)
- Obesity at age 6 leads to more than 50% chance of being obese as an adult
- Children with at least one Obese Parent are at least 3 times more likely to be obese than those with no obese parents (Whitaker R, Wright J, Pepe M, Seidel K, Dietz W. Predicting obesity in young adulthood from childhood and parental obesity. N Eng J Med 1997; 337:869-873)
- Only 26% of Blackpool School aged children surveyed had eaten 5 or more portions of fruit and vegetables each day with 8% reporting eating none. (School Health Education Unit Survey, 2009 Blackpool Council)

Adults:

- The average person nationally eats 1 in 6 meals outside the home. This excludes snack food and quick “on the go meals” (FSA 2010)
- 2 in 3 adults carry excess weight (HSE 2011: 62% of adults were overweight or obese (58% of women and 65% of men). including approximately 29,000 adults across Blackpool who are clinically obese (modelled estimates based on 2001 HSE data).
- Weight Cycling is associated with Cardiovascular events (Barte et al 2010)
- An obese woman, compared with a healthy weight woman, is:
 - almost thirteen times more likely to develop type 2 diabetes
 - more than four times more likely to develop high blood pressure
 - more than three times more likely to have a heart attack.
- Only one third of Blackpool adult residents take 30 minutes of physical activity at least 3 times per week (The Active People Survey 6 Oct 2011-Oct 2012),

- In some areas more than half of the residents took no exercise in the last month (Mosaic 2013).
- In Blackpool's Hospital Maternity Unit 1 in 12 (8%) Pregnant women have a BMI above 35 (clinically obese) at booking (approx 12th week of pregnancy) compared with the National average of 1 in 20 (4.9%).
- 246 of the pregnant women booking at BTH NHS Foundation Trust in 2012 had a BMI greater than 40. The risk of DVT during child birth for these women is greater than that of an individual who is hospitalised following a car crash.
- Only 59% of those questioned in a survey realised they ate an imbalanced diet when actually 72% did.
- Only 7% considered themselves to be overweight when actually 26% were clinically obese, yet 21% were aware they need to eat more healthily to live longer (Our Life, Pfizer and DHNW 2010).
- Estimates for Consumption of Fruit and Vegetables suggested only 21.6% of adults in Blackpool would have eaten 5 portions of fruit and vegetable each day for Jan 2003 – Dec 2005 (ONS accessed December 2009).

Older adults:

- On average 65 year olds are spending in excess of 600 minutes per day (10 hours) sitting or lying down
- The number of obese people in Blackpool aged 65+ (estimated) is projected to increase from approximately 6,600 in 2008 to over 8,000 in 2025

Summary:

Blackpool has a high level of deprivation and consequent ill health; including diet related diseases. Being a tourist town and having higher than average Houses of Multiple Occupation, there is a proliferation of eating establishments to serve both tourists and residents. Additionally services and shopping facilities may not always offer the healthiest choices at affordable prices, coupled with low literacy levels and therefore capacity to make healthier choices and sustained behavioural changes.

Some actions suggested within this plan will take time to have a demonstrable effect and some may attract controversy, where a strong consistent approach will be essential.

The Health and Well Being Board are invited to approve this strategy and the attached action plan, providing strategic leadership to support its implementation.

HEALTHY WEIGHT VISION

“All people who live, learn, play, work and visit Blackpool will enjoy the benefits of a health promoting town which makes choosing to eat a balanced diet and having a physically active lifestyle an easier option. For those individuals that require additional support to achieve and maintain a healthy weight, effective tailored programmes and interventions will be provided appropriate to their age, sex, ability, ethnicity, socioeconomic status and personal circumstances.”

Healthy Weight strategic themes:

1. To transform the environment so that it supports healthy lifestyles (Universal) (Primary Prevention)
2. Making Healthier Choices Easier by providing information and practical support (Prevention) (Secondary Prevention)
3. To secure the services needed to tackle excess weight (Treatment) (Tertiary Prevention)

The Action Plan has been arranged as a matrix to account for the key areas to be worked across as identified in the publication “Food Policies for Healthy populations and healthy economies. Corinna Hawkes. BMJ 19th May 2012 Vol 344”² and the headings of Key areas of action, desired outputs, expected outcomes, milestones and responsibilities.

They have been divided into the headings of the key Healthy Weight Strategic themes in accordance with the publication “Healthy Lives Healthy People “A call to Action on Obesity in England” 13th October 2011. Obesity Policy Team”¹

1. To transform the environment so that it supports healthy lifestyles						
	Key areas of Action	Desired Outputs	Expected Outcomes	Milestones	Responsibilities	Funding Position
Consumers ²	Develop a public opinion which supports the key actions of strategy	<p>Work with media to create a public opinion shift</p> <p>Work through social media to create a new normal of behaviours</p> <p>Use Altogether Now as a vehicle to promote positive views across public</p>	Public will support the actions predominantly rather than oppose them	<p>Initial media outputs December 2013</p> <p>Communities speaking positively about actions June 2015</p>	<p>Public Health</p> <p>Communications teams across all statutory sectors</p> <p>North West Obesity Advocacy Team (Cheshire and Merseyside Public Health Network)</p>	<p>Within existing Resource</p> <p>Commissioned CHAMPS support until March 2014 with a view to further funding from PH collectives.</p>

1. To transform the environment so that it supports healthy lifestyles						
	Key areas of Action	Desired Outputs	Expected Outcomes	Milestones	Responsibilities	Funding Position
The Consumer Food Environment ²	Restrictions on advertising of high fat, sugar and salt foods to children:	1. Develop a policy for organisations to follow. 2. Restrict food adverts on bus and tram shelters locally and any advertising space within statutory authority control.	Reduced exposure to advertising reducing demand from parents	Establish a policy by June 2014	Transport and Planning Team Blackpool Council Blackpool CCG BTH NHS Foundation Trust Food Active Team within NW Obesity Advocacy Programme	Within existing Resource
	Develop a Healthy Catering Award linked with the Breastfeeding Out and About Award and Health Works Award.	1. Work with SME's to alter the menus offered to become healthier options, actively support breastfeeding and create a healthier staff working environment 2. Ensure the NW Healthier Catering guidelines are known and followed	1. 10 premises will have low fat, sugar fat and salt content menu items across a minimum of 30% of their menu's 2. Corporate catering will comply with the guidelines 90% of occasions	End of September 2014 Audit December 2014	Public Health through commissioned contract with third sector organisation and Stuart Burrow and Health Works Award and Healthier Catering Award providers Public Health	1) Funding for Healthier Catering Nutritionist secured until March 2015. 2) Within existing resources

1. To transform the environment so that it supports healthy lifestyles						
	Key areas of Action	Desired Outputs	Expected Outcomes	Milestones	Responsibilities	Funding Position
Food Systems ²	Lobby for Taxation of Sugar Sweetened Beverages	To have a bill heard to consider taxation at a local level	To introduce a local SSB tax to reduce consumption	August 2014	Public Health	Within existing resources
	Undertake insight work with young people on sugar sweetened beverages	Work with North West to produce relevant insight	Insight to enable appropriate alternative marketing	October 2013 report expected	North West Obesity Advocacy Team	Contract agreed for 12 months jointly across North West Region
The Public Physical Environment	Develop Vending machine contents guidelines	A set of guidelines will be available in hard copy and on line formats	All statutory body premises will only stock items within the guidelines	April 2014	Public Health through commissioned service	Within Healthier Catering contract March 2015
	Develop Licencing Conditions to limit the placement of ice cream vans outside schools and other areas highly populated by children	Have approved licencing conditions which reduce the availability of ice cream at school drop off and collection times	Reduce exposure to high fat and high sugar foods leading to reduced consumption, improved nutrition and healthy weight prevalence	August 2015	Licensing and Planning department Blackpool Council	Healthy Urban Planning funding secured until August 2016
	Develop licencing conditions to reduce the number of sweet shops and fast food catering establishments outside schools.	Audit through food mapping Approved licence conditions	Reduce the number of fast food outlets from 40 per secondary school to 30	August 2015	Licensing and Planning department Blackpool Council Federation of Small Businesses	

1. To transform the environment so that it supports healthy lifestyles						
	Key areas of Action	Desired Outputs	Expected Outcomes	Milestones	Responsibilities	Funding Position
The Public Physical Environment	Increase the capacity of Buildings to support physical activity	Cycle parking Showers Drying areas Stairs and lifts policy	All new buildings and alterations are compliant with the NICE guidance		Blackpool Council Planning Approvals Department	Healthy Planning Funding Until August 2016
	Reducing the proportion of Blackpool adults who are sedentary	Work with SME's through the Health Works Award Cycle Hire Scheme Commission a service focussed on reducing sedentary behaviour	Offer sedentary workers physical activity options Increased cycle users Reduced sedentary behaviours across target groups	On-going New operator permanent by April 2014 New service in place by June 2014	Progress Employment (commissioned service through Public Health) Blackpool Council Travel Planning team Public Health	Health Works Award Contracted until March 2016
	Increase the availability of green space across Blackpool for play and recreational use	Identify existing green space Identify existing plans to improve Community involvement in where, what, when and how Add outdoor gyms to existing spaces	Increase green space from 10,679.31 square metres (27% of all land space) to ?15,000 square metres (38%) or 12000sq m (31%)	April 2016	Collaboration of Partners including, Blackpool Council, Allotment Federation, Groundwork, Friends of the Park groups and others Blackpool Council Parks Department	Green Infrastructure Plan in existing resources. £20k identified for Ibbison Court through H&WB funds £20k for Walking Scheme (PH Fund)
	Increase physical activity and Healthier Food offers as standard to link with cultural offers	Link with the playground of wonders	Include walking and cycling information with every cultural offer	Dec 2015	Travel Planning Team with Playground of wonders lead and HCA provider	Within existing resources But Travel Planning Team at risk

2. Making Healthier Choices Easier by providing information and practical support ¹						
	Key areas of Action	Desired Outputs	Expected Outcomes	Milestones	Responsibilities	Funding Position
Consumers ²	Promote healthy lifestyles of the workforce	1.e- learning modules coordinate across sectors and ensure appropriate available 2. Train and support Leisure and Health Centre Staff to provide information to customers 3.Health Works Award promotion and contract monitoring 4.Continue support to the BFWTHT through PH in secondary care Team			1.Karen White (Blackpool Council Occupational Health) + commission a review April 2013 to October 2014 2.Commissioned Service provision of RSPH Jackie Highton Public Health 3.Emily Grundy 4.Steve Morton	1. Funding for review secured (PH Funds). 2. £25k from H&WB budget allocation 3. Contract for Health Works Award secured until March 2015 4. Funding secured for continuation until March 2016
	Using the Change 4 Life and Altogether Now Programmes of communication and activities to engage and mobilise citizens to make healthier choices.	Develop an agreement to ensure any public body led campaigns and incentives to take part in them, would be compliant with <u>all</u> principles of healthier choices within the Change4Life campaign. Embed agreement across all directorates and other organisations	Consistent messages promoting healthier choices across all media from all directorates within the Council and all organisations in Blackpool.	Agreement to be drawn up and ratified December 2014 Embed agreement across Council directorates June 2015 Embed agreement across other organisations June 2016	Communications and Public Health Team of Blackpool Council Communications Teams of every organisations	Within existing resources £30k from PH Funds to promote reduction of sedentary behaviour

2. Making Healthier Choices Easier by providing information and practical support ¹						
	Key areas of Action	Desired Outputs	Expected Outcomes	Milestones	Responsibilities	Funding Position
Consumers ²	Support individual behaviour change around diet, physical activity and breastfeeding	<p>Cooking for Health Team will continue to provide support to those who are under confident about cooking</p> <p>Individual behaviour change will be supported by Health Trainers and Health Buddies</p> <p>Front line practitioners and volunteers will be trained in weight management and physical activity IBA</p>	<p>More people will be able to cook basic nutritionally healthy recipes.</p> <p>Individuals will receive support to change health behaviours in conjunction with higher tier services</p>	March 2016	<p>Wellness Service Emily Grundy (commissioner lead) Tracie Hutchieson (provider lead)</p> <p>Breastfeeding Support Team Donna Taylor (Commissioner Lead) Mary Whitmore (Provider lead)</p> <p>Identification and Brief Advice Provider (Tender due in 2014/15)</p>	<p>Wellness Service Contracted until March 2016. £20k for Health Buddies identified (PH Funds)</p> <p>IBA Weight Management and Physical Activity funded in Identification and Brief Advice Tender (£35k)</p> <p>BF Contract until March 2015</p>
	The Wellness Programme will continue to develop integrated approaches to information available to the public	The Blackpool4Me website will re-launch	Improved website for users both public and practitioners to include a wide range of information as a “one stop shop”	<p>March 2014 for launch</p> <p>Dec 2015 for full functionality</p>	<p>Kim Wood Jackie Heighton Liz Petch</p>	<p>B4Me funding until Dec 2014</p> <p>Wellness Programme Steering Group run within existing resources</p>
	Fit2 Go and Family Fit2Go will continue to provide education to children and families on healthy eating and physical activity	<p>Year 4 pupils will receive the Fit2Go programme in schools</p> <p>Family Fit2Go project will roll out across Blackpool</p>	<p>Childhood Obesity prevalence will reduce</p>	2016	<p>Ash Hackett Blackpool FC</p> <p>CCG Altogether Now programme</p> <p>School Staff</p>	<p>Funding in place until Aug 2014.</p> <p>Further 3 years funding sought.</p>

2. Making Healthier Choices Easier by providing information and practical support ¹						
	Key areas of Action	Desired Outputs	Expected Outcomes	Milestones	Responsibilities	Funding Position
The Consumer Food Environment ²	Implement the PH Responsibility Deal with respect to labelling of nutritional information on menu's	70% of all menu's to be compliant with nutritional information as outlined in the PH Responsibility deal	Healthy options will be obvious and priced accordingly	April 2016	Progress Employment Healthier Catering Nutritionist Contract with Public Health	Healthier Catering Award contracted until March 2014. Funding identified for 1 year continuation
	Continue the School Food Ambassadors Programme	Re-establish support to existing SFA schools Link with Free Breakfast Offer in Primary schools Send letter in style of USDA to all schools encouraging good nutrition	All Blackpool schools to support the SFA approach and appoint ambassadors	April 2016	Jackie Heighton Public Health and School Head Teachers Leadership support from Council children and families directorate.	Within existing resources
	Support a localised implementation of the Healthy School Award	Link with CYPP:2 Link with School Food Ambassador programme Link with Fit2Go programme Develop a local enhanced model	A robust enhanced Healthy School Model will be in place 50% of schools will have achieved localised model	June 2014 April 2016	Jackie Heighton Children and Families Team Head Teachers	£30k Funding identified through H& WB funds

2. Making Healthier Choices Easier by providing information and practical support ¹						
	Key areas of Action	Desired Outputs	Expected Outcomes	Milestones	Responsibilities	Funding Position
Food Systems ²	Supporting individuals to make use of Nationally regulated information such as Front of Pack labelling.	<p>Use e-learning opportunities.</p> <p>Incorporate into any relevant training on Weight Management and Healthy Eating / Cooking</p> <p>Ensure included where relevant in 1:1 consultations</p>	<p>Increased knowledge of individuals</p> <p>Healthier choices made sustainably</p>	<p>June 2014</p> <p>June 2014</p> <p>December 2013</p>	<p>Karen White (Blackpool Council Occupational Health)</p> <p>Weight Management Service (ABL health Ltd.)</p> <p>Wellness Service. Health Trainer and Cook and Taste Teams</p>	<p>Within existing resources</p> <p>Weight Management and Wellness Services Contracted until March 2016</p>
	Promote Healthier Weaning	Commission continuation of pilot “Cookwise” train the trainer weaning programme for Children’s Centres and private early year’s providers.	Reduce the proportion of 12 – 18 month olds who exceed the Estimated Average Requirement for Energy intake from 75% of boys and 76% of girls to 70% of both genders	July 2015	Jackie Heighton and Sara McCarten and Kate Barker	<p>Health & Well Being Board funds £15k allocated</p> <p>Better Start Bid</p>

2. Making Healthier Choices Easier by providing information and practical support ¹						
	Key areas of Action	Desired Outputs	Expected Outcomes	Milestones	Responsibilities	Funding Position
The Public Physical Environment	Signposts to include minutes to walk or cycle to destination	80% of signs across Blackpool will contain timed walking and / or cycling information to destination	More people walking or cycling rather than taking the car	April 2016	Travel & Planning Team. Blackpool Council	£8.5k from H&WB funds. More may be required
	Cycle Hire Scheme	Available across residential areas	More residents will use cycles as transport	April 2014	Travel & Planning Team. Blackpool Council	90k outstanding from previous commission.
	Love My Beach Campaign	25% of primary and secondary schools engaged Establish a Beach Council comprising primary and secondary school children	Increase use of the coast line by local residents by 10%	April 2014	Coastal and Environmental Partnerships Investments Team	Within existing resources Grant funding applied for
	Better Tomorrow Campaign within BT Hospital NHS Foundation Trust	Signpost healthier vending options Signpost healthier food choices in Oliver's Staff restaurant Continue Healthy Weight and physical activity information signage across all areas of the hospital	Oliver's restaurant will achieve the Healthier Catering Award. BTHNHSFT will achieve Bronze Health Work's Award	Dec 2014 June 2015	Rachel Swindells Public Health Facilitator at BTHNHSFT Health Works Award Officer Progress Employment	Healthier Catering contracted until March 2014 and funding secured for further year. Health Works Award contracted until March 2016
	Promote Chief Medical Officers Guidelines for Physical activity in Early Years	Continue Commissioning of training programme for Early years providers on the guidelines for physical activity for under 5 year olds	50% of EY staff will be trained in the practicalities and principles of achieving physical activity recommendations for under 5's	April 2015	Jackie Heighton Kate Barker School Sports Partnership	Contract with School Sport's Partnership until March 2015

3. To secure the services needed to tackle excess weight ¹						4.
	Key areas of Action	Desired Outputs	Expected Outcomes	Milestones	Responsibilities	Funding Position
Consumers ²	Secure long term funding for a Weight Management Service for teenagers.	Evaluate the commissioned pilot		April 2015	CCG	Funding required
	Ensure appropriate Early Years interventions for those with excess weight are in place	Evaluate the needs of this age group Ensure services are in place	Funding and services will be in place as required. Care pathways will be complete and adequate	June 2015	Jackie Heighton (Blackpool Council Public Health Team)	Cook & Taste Sessions targeted at parents of identified children. £15k from H&WB Board funds.
	Monitor the efficacy of the Family Healthy Weight Programmes for children aged 5 – 13 years.	Successful programme will be recorded Future of service will be secured	Service provision will be appropriate to meet the needs of the client group	April 2015	Jackie Heighton (Blackpool Council Public Health Team)	Within existing resource. Service Contracted until March 2015
	Monitor the efficacy of weight management programmes for adults (Energise and Choose to Change)	Successful programme will be recorded Future of service will be secured	Service provision will be appropriate to meet the needs of the client group	April 2016	Jackie Heighton (Blackpool Council Public Health Team)	Within existing resource. Energise Service Contracted until March 2016, Choose to Change until Oct 2015
	Ensure the care pathways adequately meet the needs of those carrying excess weight		Service provision will be appropriate to meet the needs of the client group		Jackie Heighton (Blackpool Council Public Health Team)	Within existing resource. Additional Funding required for services as above

3. To secure the services needed to tackle excess weight ¹						4.
	Key areas of Action	Desired Outputs	Expected Outcomes	Milestones	Responsibilities	Funding Position
The Consumer Food Environment ²	Training of front line staff on Healthy Weight Management	Number of staff trained	Staff knowledge & confidence on WM improves	April 2016	Jackie Heighton through CCG Sp WM Service contract	Service Contracted until Oct 2015
Food Systems ²	Lobbying of National agenda and food supply chains to reduce sugar, salt and fat content of everyday foods	Letters of expectations to relevant organisations	Continued reduction of high levels of fat, salt and sugars in foods	April 2016	Public Health (Arif Rajpura)	Within existing resource
	Increase rates of Breast Feeding	Offer support to mothers who are excess weight to improve post-partum weight management	Increase proportion of excess weight mothers who breastfeed.	June 2016	Donna Taylor, Stuart Burrow, Mary Whitmore, Pauline Tschobotko	Breastfeeding support Contracted until March 2015
The Public Physical Environment	Ensure access to appropriate physical activity opportunities	Opportunities identified	Low physical impact activities will be available at low cost.	April 2015	John Hawkin Blackpool Council Leisure Services	Funding Required

Health and Well Being Budget Allocation £100,000

1)	RSPH Training to Leisure and Health Centre Staff	£25k
2)	Weaning Training	£15k
3)	Groundwork Ibbison Court consultation and Improvement to green space	£20k
4)	Support to schools to implement the school Food Plan	£30k
5)	Signage markers	£ 8.5k
6)	Support the Volunteer Centre for the Volunteers Celebration event	£ 1.5k
	TOTAL	£100k

Funding Risks Identified; (see highlighted areas within table)

Work stream

Increase physical activity and Healthier Food offers as standard to link with cultural offers

Signposts to include minutes to walk or cycle to destination

Love My Beach Campaign

Secure long term funding for a Weight Management Service for teenagers

Ensure the care pathways adequately meet the needs of those carrying excess weight

Ensure access to appropriate physical activity opportunities for those carrying excess weight

Risk

Travel Planning Team at Risk

£8.5K allocated but more may be required

Grant Funding applied for

Funding required after pilot from 2015

Funding continuations required after 2015

Funding required