

# Public Document Pack

# Blackpool Council

Date: 31 October 2023

To: Councillors Boughton, P Brookes, Hoyle, B Mitchell, D Scott, S Smith, Thomas, Webb and Wilshaw

The above members are requested to attend the:

## **LEVELLING UP SCRUTINY COMMITTEE**

Wednesday, 8 November 2023 at 6.00 pm  
in Committee Room A, Town Hall, Blackpool

## **A G E N D A**

### **1 DECLARATIONS OF INTEREST**

Members are asked to declare any interests in the items under consideration and in doing so state:

(1) the type of interest concerned either a

- (a) personal interest
- (b) prejudicial interest
- (c) disclosable pecuniary interest (DPI)

and

(2) the nature of the interest concerned

If any member requires advice on declarations of interests, they are advised to contact the Head of Democratic Governance in advance of the meeting.

### **2 PUBLIC SPEAKING**

To consider any requests from members of the public to speak at the meeting.

### **3 MINUTES OF THE LAST MEETING HELD ON 4 OCTOBER 2023**

(Pages 1 - 4)

To agree the minutes of the last meeting held on 4 October 2023 as a true and correct record.

- 4 EXECUTIVE AND CABINET MEMBER DECISIONS** (Pages 5 - 16)
- To consider the Executive and Cabinet Member Decisions within the remit of the Committee, taken since the last meeting.
- 5 FORWARD PLAN** (Pages 17 - 34)
- To consider the content of the Council's Forward Plan, November 2023 to February 2024, within the remit of the Committee.
- 6 LEVELLING-UP UPDATE**
- To provide the Committee with a verbal update on Levelling-Up in Blackpool.
- 7 TOURISM PERFORMANCE UPDATE** (Pages 35 - 56)
- To provide detailed information on performance during the main tourism season from April 2023 to the end of August 2023. To include key performance indicators, details of the major events programme, marketing activity, investment in Illuminations and progress on developing business tourism.
- 8 HEALTHY WEIGHT STRATEGY 2023-2028** (Pages 57 - 114)
- To provide a response to the recommendations from the Healthy Weight Scrutiny Review and consider the draft Healthy Weight Strategy and Action plan for the time period 2023-2028.
- 9 ENGAGEMENT OF CONSULTANTS ANNUAL REPORT** (Pages 115 - 128)
- To consider the annual report, detailing consultancy spend across all Council services during the 2022/23 financial year.
- 10 HOUSING AND HOMELESSNESS ANNUAL REPORT** (Pages 129 - 136)
- To update the Committee on key pieces of housing and homelessness work being undertaken, service performance, and progress made.
- 11 SCRUTINY WORKPLAN** (Pages 137 - 146)
- To consider the Workplan and to monitor the implementation of Committee recommendations, together with any suggestions that Members may wish to make for scrutiny review topics.
- 12 DATE OF NEXT MEETING - 24 JANUARY 2024**
- To note the date and time of the next meeting as Wednesday 24 January 2024 commencing at 6.00pm.

**Venue information:**

First floor meeting room (lift available), accessible toilets (ground floor), no-smoking building.

**Other information:**

For queries regarding this agenda please contact Jodie Stephenson, Democratic Governance Senior Advisor, Tel: 01253 477169, e-mail [jodie.stephenson@blackpool.gov.uk](mailto:jodie.stephenson@blackpool.gov.uk)

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# Public Document Pack Agenda Item 3

MINUTES OF LEVELLING UP SCRUTINY COMMITTEE MEETING - WEDNESDAY, 4 OCTOBER  
2023

## **Present:**

Councillor S Smith (in the Chair)

Councillors

Boughton  
P Brookes

Hoyle  
Humphreys

Hunter  
D Mitchell

D Scott  
Wilshaw

## **In Attendance:**

Councillor Jo Farrell, Cabinet member for Levelling -Up

Councillor Paul Galley, Scrutiny Leadership Board

Councillor Mark Smith, Cabinet Member for Levelling-Up - People,

Councillor Lynn Williams, Cabinet Member for Tourism Antony Lockley, Director of Strategy and Assistant Chief Executive

Nick Gerrard, Growth and Prosperity Programme Director

Vikki Piper, Head of Housing

Mark Towers, Director of Governance and Partnerships

Jodie Stephenson, Democratic Services Senior Advisor

Liz Petch, Consultant In Public Health

Kerry Burrow, Public Health Practitioner (Alcohol and Tobacco)

Megan Walker, Public Health Co-Ordinator (Alcohol and Tobacco)

Shane Faulkner, Senior Business Operations Manager, Blackpool Tobacco Addiction Service

Sophie Lowe, Business Delivery & Quality Manager, Blackpool Tobacco Addiction Service

Adele Shields, Service Lead – Blackpool Tobacco Addiction Service

## **1 DECLARATIONS OF INTEREST**

Councillor Diane Mitchell declared a personal interest in Item 6 'Levelling-Up Housing Update the nature of the interest being that she had rental properties in Blackpool.

## **2 PUBLIC SPEAKING**

There were no requests from members of the public to speak on this occasion.

## **3 MINUTES OF THE LAST MEETING HELD ON 21 JUNE 2023**

The Committee agreed that the minutes of the last meeting held on 21 June 2023 be signed by the Chairman as a true and correct record.

## **4 EXECUTIVE AND CABINET MEMBER DECISIONS**

The Committee considered the Executive and Cabinet Member decisions taken since the last meeting.

## **MINUTES OF LEVELLING UP SCRUTINY COMMITTEE MEETING - WEDNESDAY, 4 OCTOBER 2023**

### **5 FORWARD PLAN**

The Committee considered the contents of the Council's Forward Plan October 2023 to January 2024, relating to the portfolios of the Cabinet Members whose responsibilities fell within its remit and noted the upcoming items.

### **6 LEVELLING UP UPDATE**

Mr Antony Lockley, Director of Strategy and Assistant Chief Executive and Mr Nick Gerrard, Growth and Prosperity Programme Director gave a detailed update on the Levelling-Up projects for Blackpool.

Mr Lockley advised the Committee that weekly meetings continued with the Department of Levelling-Up Homes and Communities, and praised the consistency of the engagement and support provided.

Mr Gerrard gave an extensive update on the regeneration projects happening within the town. He advised the Committee that 2023 was an exciting year for regeneration, many projects that had been developed in 2017 were in the final stages and had either been launched and open or getting ready for launch.

The Committee was updated on some of the issues that had affected the developments, predominantly with regards to the original budgeted cost increasing owing to the building material costs as a consequence of the length of the time it took to progress the projects from planning stage to development stage and cost price inflation. It was reported that all projects included a contingency budget, but this had not been sufficient in all cases and savings had to be achieved. As a result higher contingency allowances were now being built into future project planning.

Members were assured that the aim was for any savings and delays as a result of circumstances beyond the Council's control to not affect the delivery of the schemes in a noticeable way wherever possible, but that they would affect the way in which the projects were developed.

An engagement event would take place on the 6 and 7 December 2023 in the Houndshell Shopping Centre with regards to regeneration to allow members of the public to ask questions and look at future plans.

Mr Lockley reported that the review of the masterplan for Silicon Sands had commenced and would be completed by December 2023. He advised that the Cyber and Digital project would require working collectively with other businesses and industries within the Lancashire area. The Multiversity aimed to provide a syllabus which would complement those industries.

Councillor Mark Smith, Cabinet Member for Levelling-up - Place advised the Committee that engagement with Scrutiny was a high priority and recommended that Members be proactive with their questions. He encouraged Members to make contact via email in between meetings if they would like to ask pertinent questions.

## MINUTES OF LEVELLING UP SCRUTINY COMMITTEE MEETING - WEDNESDAY, 4 OCTOBER 2023

### **The Committee agreed:**

1. To note the progress made following the previous updates in June 2023.
2. To receive regular updates with regards to the regeneration projects.

### **7 LEVELLING UP - HOUSING UPDATE**

Ms Vikki Piper, Head of Housing gave an update on the first stage of the Decent Homes pilot. She explained that the first stage of the pilot centred mostly on reactive cases from complaints received so the results would not indicate a true reflection of full extent of the standard of the properties in Blackpool.

Stage 2 had also been completed but the results of the investigation stage would not be available for some time. Stage 2 had been more proactive with officers knocking on doors, going from street to street, and the evaluation would show a clearer picture of the issues arising, patterns and trends.

Councillor Jo Farrell, Cabinet Member for Levelling-up - People advised the Committee that there was a tenancy support team in place to pick up and support families in need of additional help and advice.

Members were concerned that the new standards could reduce the number of rental properties available in the market, and increase pressure on the homeless service. Ms Piper agreed that this could have long term impact on the number of rental properties in Blackpool however, she reassured Members that whilst the project was in the pilot stages, the impact would be minimal.

If the Decent Homes Standards (DHS) were introduced by Government following the consultation, this would be when enforcement action would be addressed. The pilot should provide landlords with enough information and time to improve the standard of the property prior to the introduction.

In addition to the DHS, Ms Piper advised that the Council had engaged with the Secretary of State in respect of damp and mould reports and actions, both in private rented sector and their own housing stock.

Ms Piper updated Members on the two new housing development sites in Blackpool. Foxhall Village was at the final planning stages and work would commence in the near future and Grange Park site, stage 1, had been successfully let with positive feedback received.

The Committee was advised of Rent Repayment Orders. These orders were available for tenants and Councils to claim back rent for sub-standard properties. The Orders were available but not widely used. The Council intended to use this as part of the enforcement procedure going forward.

### **The Committee agreed:**

1. To note the progress made following the previous update in June 2023.
2. To receive an update upon the Mould and Damp figures in Blackpool.

# MINUTES OF LEVELLING UP SCRUTINY COMMITTEE MEETING - WEDNESDAY, 4 OCTOBER 2023

## 8 BLACKPOOL TOBACCO ADDICTION SERVICE

Mr Shane Faulkner, Senior Business Operations Manager – Long Term Conditions, Non-Medical Led Respiratory Specialist Services, Adult Integrated Respiratory Service (AIRS) and Tobacco Dependency Treatment Services (Trust Smokefree Programme Lead) along with Mrs Liz Petch, Consultant In Public Health presented the Blackpool Tobacco Addiction Service performance data to the Committee.

Mr Faulkner acknowledged that despite the successful performance from 2022 and the first half 2023, in order to continue the success the programme would now have to reach out to those perhaps more reluctant to quit or who were not yet ready to quit. A focus was also required on those people who were harder to engage; including people suffering with mental health issues, the LGBTQ community and the various ethnic minority groups in the town.

A new pathway had been developed within the Acute Trust which ensured that all health professionals working with patients who had been diagnosed with health concerns would receive an automatic (opt out) referral to the Tobacco Addiction Service. There was an ambition to ensure that similar pathways were established for Primary Care.

Members were advised that an extensive update report regarding vaping in Blackpool would be presented at the Levelling-Up Scrutiny Committee meeting scheduled for 13 March 2024.

With regards to current currently vaping was not used as a tool to quit, but this could possibly be a consideration for the future. The BTAS currently used nicotine replacement products, along with behaviour change therapy and support.

## 9 SCRUTINY WORKPLAN

The Committee considered its Workplan for 2023/2024 and noted the items within.

Members considered Committee's Action Tracker, noting the updates and outstanding items.

## 10 DATE OF NEXT MEETING

The date and time of the next meeting was noted as 8 November 2023 commencing at 6.00pm.

## Chairman

(The meeting ended at 8.07 pm)

Any queries regarding these minutes, please contact:  
Jodie Stephenson, Democratic Governance Senior Advisor  
Tel: 01253 477169  
E-mail: [jodie.stephenson@blackpool.gov.uk](mailto:jodie.stephenson@blackpool.gov.uk)



<b>Report to:</b>	<b>LEVELLING-UP SCRUTINY COMMITTEE</b>
<b>Relevant Officer:</b>	Sharon Davis, Scrutiny Manager
<b>Date of Meeting:</b>	8 November 2023

## EXECUTIVE AND CABINET MEMBER DECISIONS

### 1.0 Purpose of the report:

1.1 The Committee to consider the Executive and Cabinet Member decisions within the portfolios of the Leader of the Council, Deputy Leader of the Council and Cabinet Members taken since the last meeting of the Committee.

### 2.0 Recommendation(s):

2.1 Members will have the opportunity to question the Leader of the Council or the relevant Cabinet Member in relation to the decisions taken.

### 3.0 Reasons for recommendation(s):

3.1 To ensure that the opportunity is given for all Executive and Cabinet Member decisions to be scrutinised and held to account.

3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.2b Is the recommendation in accordance with the Council's approved budget? N/A

3.3 Other alternative options to be considered:

None.

### 4.0 Council Priority:

4.1 The relevant Council priorities are:

- The economy: Maximising growth and opportunity across Blackpool
- Communities: Creating stronger communities and increasing resilience

### 5.0 Background Information

5.1 Attached at the appendix 4(a) to this report is a summary of the decisions taken,

which have been circulated to Members previously.

5.2 This report is presented to ensure Members are provided with a timely update on the decisions taken by the Executive and Cabinet Members. It provides a process where the Committee can raise questions and a response be provided.

5.3 Members are encouraged to seek updates on decisions and will have the opportunity to raise any issues.

**5.4 Witnesses/representatives**

5.4.1 The following Cabinet Members are responsible for the decisions taken in this report and have been invited to attend the meeting:

- Councillor Lynn Williams, Leader of the Council and Cabinet Member for Tourism, Arts and Culture
- Councillor Jo Farrell, Levelling Up - People
- Councillor Mark Smith, Levelling Up - Place

Does the information submitted include any exempt information?

No

**List of Appendices:**

Appendix 4(a) Summary of Executive and Cabinet Member decisions taken.

**6.0 Legal considerations:**

6.1 None.

**7.0 Human Resources considerations:**

7.1 None.

**8.0 Equalities considerations:**

8.1 None.

**9.0 Financial considerations:**

9.1 None.

**10.0 Risk management considerations:**

10.1 None.

**11.0 Equalities considerations and the impact of this decision for our children and young people**

11.1 None.

**12.0 Sustainability, climate change and environmental considerations:**

12.1 None.

**13.0 Internal/ External Consultation undertaken:**

13.1 None.

**14.0 Background papers:**

14.1 None.

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DECISION / OUTCOME	DESCRIPTION	NUMBER	DATE	CABINET MEMBER
<b>Item Title</b>				
<p><b>DISPENSATION FROM CONTRACT PROCEDURE RULES- DRUG AND ALCOHOL TREATMENT CONTRACT</b></p> <p>The Cabinet Member agreed the recommendation as outlined above namely:</p> <p>To approve the direct award of the contract for Adult Integrated Recovery and Clinical Service (Drug and Alcohol Treatment) as a dispensation from Contract Procedure Rules, due to the award of non-recurrent funding directly related to drug and alcohol treatment provision up to 31 March 2025.</p>	<p>To seek approval from the Cabinet Member to extend the drug and alcohol treatment contract with Delphi Medical, for an additional 12 months. This will bring the contract end date to 31 March 2025, with an option to extend for a further 12 months.</p>	PH58/2023	21 September 2023	Councillor Jo Farrell, Cabinet Member for Levelling Up - People
<p><b>APPROPRIATION OF LAND AT COMMON EDGE ROAD FROM PUBLIC OPEN SPACE FOR PLANNING PURPOSES</b></p> <p>The Cabinet Member agreed the recommendations as outlined above namely:</p> <p>To confirm approval of the methodology for the appropriation of land at Appendix A for planning purposes.</p> <p>To Authorise the Head of Legal to enter into any such documentation as may be necessary to give effect to or flowing from the appropriation of the Subject Land.</p>	<p>This report seeks approval to authorise, for planning purposes, a parcel of land, which for indicative purposes is shown edged red on the attached plan ("the Land) pursuant to section 122 of the Local Government Act 1972.</p>	PH60/2023	28 September 2023	Councillor Mark Smith, Cabinet Member for Levelling Up - Place

<p><b>FOXHALL CONSERVATION AREA MANAGEMENT PLAN</b> To adopt the Foxhall Conservation Area Management Plan.</p>	<p>To request formal adoption of the Foxhall Conservation Area Management Plan.</p>	<p>PH61/2023</p>	<p>4 October 2023</p>	<p>Councillor Lynn Williams, Leader of the Council and Cabinet Member for Tourism, Arts and Culture</p>
<p><b>SELECTIVE LICENSING IN EIGHT WARDS OF BLACKPOOL</b> The Executive agreed the recommendations as outlined above namely:</p> <ol style="list-style-type: none"> <li>1. To approve in principle the designation of a Selective Licensing scheme for the eight wards as set out in the report including any minor amendments proposed to the scheme as a result of public consultation, with effect from at least 3 months after the published decision date in accordance with the regulations, and subject to Secretary of State confirmation.</li> <li>2. To delegate to the Cabinet Member for Levelling up Place to approve the submission of the Select Licensing to the Secretary of State by the Head of Housing, subject to the completion of the process outlined in resolution 1 and no significant objections being received or amendments proposed during the consultation period.</li> <li>3. To approve that in the event of any significant amendments to the scheme that these amendments be brought back to Executive before submission to Secretary of State.</li> </ol>	<p>To request approval from the Executive to consult on and then introduce a Selective Licensing scheme (subject to Secretary of State Confirmation) in the central area of Blackpool, covering the eight key wards of Bloomfield, Brunswick, Claremont, Talbot, Tyldesley, Warbreck, Waterloo and Victoria. Selective Licensing requires that, other than very limited exceptions, all privately rented properties are required to be licensed.</p> <p>A new Selective Licensing scheme for the Central area will require Secretary of State confirmation, which, in accordance with the regulations, would be sought after the Council has undertaken a full consultation on the scheme.</p>	<p>EX37/2023</p>	<p>16 October 2023</p>	<p>Councillor Mark Smith, Cabinet Member for Levelling Up Place</p>

<p><b>THE BLACKPOOL BOROUGH COUNCIL (MULTIVERSITY) COMPULSORY PURCHASE ORDER 2023</b></p> <p>The Executive resolved as follows:</p> <p>1. To agree that Appendix 4c to the Executive report, the Financial Considerations is not for publication by virtue of Paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972 as it includes detailed costings that enable the scheme to be viable. The publication of such information could prejudice continuing and future negotiations.</p> <p>2. To authorise the making of a Compulsory Purchase Order to be known as The Blackpool Borough Council (Multiversity) Compulsory Purchase Order 2023 (“the Order”) under Section 226 (1)(a) of the Town and Country Planning Act (as amended by section 99 and Schedule 9 of the Planning and Compulsory Purchase Act 2004) for the acquisition of the Order Land being land which it thinks, if acquired, will facilitate the carrying out of development, redevelopment or improvement on or in relation to the land, and that such development, redevelopment or improvement is likely to contribute to achieving the promotion or improvement of the economic, social or environmental well-being of the area, as described in this report.</p> <p>. On the basis that there is a compelling case in the public interest to making the Order, to authorise the Director of Communications and Regeneration to:</p> <p>i. take all necessary steps to secure the making, confirmation and implementation of the Order including (but not limited to) updating the draft Statement of</p>	<p>The seeking of authority to make a Compulsory Purchase Order under Section 226(1)(a) of the Town and Country Planning Act 1990 (as amended by section 99 and Schedule 9 of the Planning and Compulsory Purchase Act 2004) in respect of the acquisition of land and premises within the area edged red on the map (“the Order Land”) shown below as Appendix 4a to the Executive report, titled Compulsory Purchase Order map (“the Map”) in order to acquire compulsorily all interests in the Order Land required to facilitate the proposed development referred to in this report.</p>	<p>EX38/2023</p>	<p>16 October 2023</p>	<p>Councillor Mark Smith, Cabinet Member for Levelling Up Place</p>
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<p>Reasons (Appendix 4b) as deemed appropriate, the publication and service of all notices and the presentation of the Council’s case at any Public Inquiry;</p> <ul style="list-style-type: none"> <li>ii. acquire interests in land within the area shown on the Map either by agreement or compulsorily;</li> <li>iii. approve agreements with landowners and others having an interest in the area to be subject to the Order setting out the terms for the withdrawal of objections to the Order including where appropriate seeking agreements effecting the delivery of any part of the development and making arrangements for rehousing or relocation of occupiers.</li> </ul> <p>4. To authorise the Director of Communications and Regeneration to progress any road closure orders either in-house or by instruction to the developers of the Multiversity.</p> <p>5. To note the decision in EX 20/2023 (Town Centre Car Parking Strategy) regarding financial provision for acquiring additional sites and to approve the extension of the area of opportunity purchase for car parking to include the Multiversity Compulsory Purchase Order Land to cover any additional costs of land acquisition for the car parking elements of the Multiversity proposals should it be required. (See Appendix 4c to the Executive report).</p> <p>6. To authorise the Head of Legal Services to enter into the legal documentation necessary in connection with the acquisitions of the remaining Order Land following confirmation of the Order.</p>				
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<p>The Executive resolved as follows:          1. That the public and press be excluded from the consideration of Agenda Items 5 Town Centre Investment. This is on the grounds that this item contains the likely disclosure of information not for publication by virtue of Paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972. This information contains details of ongoing negotiations with third parties and the public interest would not be served by making this information public at this point, once the negotiations are concluded parts of that information would be published</p>	<p>This report is to provide an update on the Hotel Indigo Former Abingdon Street Post Office Capital Regeneration Project (CRP) grant funding subsequent to the Levelling Up Fund (LUF) Round 2 bid submissions authorised by the Executive in April 2022 (EX19/2022), its eventual approval in March 2023 and seeks authorisation for the proposed way forward.</p>	<p>EX39/2023</p>	<p>16 October 2023</p>	<p>Councillor Mark Smith, Cabinet Member for Levelling Up Place</p>
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<p>TALBOT GATEWAY (CENTRAL BUSINESS DISTRICT) - DEVELOPMENT OF A FOUR STAR HOTEL AND INTERCONNECTION OF TRANSPORTATION INFRASTRUCTURE</p> <p>The Executive resolved as follows:</p> <p>1. That the public and press be excluded from the consideration of Agenda Item 6 Talbot Gateway (Central Business District- development of four star hotel and interconnection of transport infrastructure. This is on the grounds that this item contains the likely disclosure of information not for publication by virtue of Paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972. This information contains details of ongoing negotiations with third parties and the public interest would not be served by making this information public at this point, once the negotiations are concluded parts of that information would be published.</p>	<p>To update the Executive on the development of a site within Talbot Gateway Central Business District as a four star hotel and the provision of interconnecting Infrastructure between Blackpool North Station, the new Tram Stop, the new Hotel and Banks Street Car Park. This Item updates EX17/2020.</p>	<p>EX40/2023</p>	<p>16 October 2023</p>	<p>Councillor Mark Smith, Cabinet Member for Levelling Up Place</p>
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<b>Report to:</b>	<b>LEVELLING-UP SCRUTINY COMMITTEE</b>
<b>Relevant Officer:</b>	Sharon Davis, Scrutiny Manager
<b>Date of Meeting:</b>	8 November 2023

## FORWARD PLAN REPORT

### 1.0 Purpose of the report:

1.1 To consider the content of the Council's Forward Plan, November 2023 to February 2024, within the remit of the Committee.

### 2.0 Recommendation(s):

2.1 Members will have the opportunity to question the Leader of the Council and / or the relevant Cabinet Member in relation to items contained within the Forward Plan within the portfolios of the Leader of the Council and Deputy Leader of the Council.

2.2 Members will have the opportunity to consider whether any of the items should be subjected to pre-decision scrutiny. In so doing, account should be taken of any requests or observations made by the relevant Cabinet Member.

### 3.0 Reasons for recommendation(s):

3.1 To enable the opportunity for pre-decision scrutiny of the Forward Plan items.

3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.2b Is the recommendation in accordance with the Council's approved budget? N/A

3.3 Other alternative options to be considered:

None.

### 4.0 Council Priority:

4.1 The relevant Council priorities are:

- The economy: Maximising growth and opportunity across Blackpool
- Communities: Creating stronger communities and increasing resilience

### 5.0 Background Information

5.1 The Forward Plan is prepared by the Leader of the Council to cover a period of four months and has effect from the first working day of any month. It is updated on a monthly basis and subsequent plans cover a period beginning with the first working day of the second month covered in the preceding plan.

5.2 The Forward Plan contains matters which the Leader has reason to believe will be subject of a key decision to be taken either by the Executive, a Committee of the Executive, individual Cabinet Members, or Officers.

5.3 Attached at Appendix 5(a) is a list of items contained in the current Forward Plan. Further details appertaining to each item is contained in the Forward Plan, which has been forwarded to all members separately.

#### **5.4 Witnesses/representatives**

5.4.1 The following Cabinet Members are responsible for the Forward Plan items in this report and have been invited to attend the meeting:

- Councillor Lynn Williams, Leader of the Council and Cabinet Member for Tourism, Arts and Culture
- Councillor Mark Smith, Levelling Up – Place
- Councillor Jo Farrell, Levelling Up - People

Does the information submitted include any exempt information?

No

#### **List of Appendices:**

Appendix 5(a) - Summary of items contained within Forward Plan November 2023 to February 2024.

#### **6.0 Financial considerations:**

6.1 None.

#### **7.0 Legal considerations:**

7.1 None.

#### **8.0 Human Resources considerations:**

8.1 None.

**9.0 Risk management considerations:**

9.1 None.

**10.0 Equalities considerations and the impact of this decision for our children and young people**

10.1 None.

**11.0 Sustainability, climate change and environmental considerations:**

11.1 None.

**12.0 Internal/ External Consultation undertaken:**

12.1 None.

**13.0 Background papers:**

13.1 None.

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**EXECUTIVE FORWARD PLAN - SUMMARY OF KEY DECISIONS****NOVEMBER 2023 TO FEBRUARY 2024****\* Denotes New Item**

<b>Anticipated Date of Decision</b>	<b>Matter for Decision</b>	<b>Decision Reference</b>	<b>Decision Taker</b>	<b>Relevant Cabinet Member</b>
November 2023	Town Centre Investment (this item to be considered in private by virtue of Paragraph 3 of Schedule 12a of the Local Government Act 1972 Information relating to the financial or business affairs of any particular person (including the authority holding that information))	1/2021	Executive	Cllr Williams
November 2023	Applications for Business Loans above £500,000. (this item to be considered in private by virtue of Paragraph 3 of Schedule 12a of the Local Government Act 1972 Information relating to the financial or business affairs of any particular person (including the authority holding that information))	2/2021	Executive or Shareholder Committee	Cllr Williams
November 2023	To agree strategic acquisitions and investments in or adjoining the Enterprise Zone (this item to be considered in private by virtue of Paragraph 3 of Schedule 12a of the Local Government Act 1972 Information relating to the financial or business affairs of any particular person (including the authority holding that information))	3/2021	Executive	Cllr M Smith

<b>Anticipated Date of Decision</b>	<b>Matter for Decision</b>	<b>Decision Reference</b>	<b>Decision Taker</b>	<b>Relevant Cabinet Member</b>
November 2023	To consider the making of a Compulsory Purchase Order to assemble the site identified in the February 2023 Executive report to deliver the Revoe Community Sports Village Project	12/2023	Executive	Cllr Smith
November 2023	To consider the making of a compulsory purchase order to assemble the sites identified in the February 2023 Executive report (EX20/2023) to deliver the Town Centre Car Parking Strategy	13/2023	Executive	Cllr Smith
November 2023	Marton Moss Neighbourhood Plan	17/2023	Council	Cllr Williams
January 2024	Council Tax Reduction Scheme	18/2023	Council	Cllr Farrell
December 2023	Approval of Airport Enterprise Zone update report and approval of updated Delivery Plan	19/2023	Executive	Cllr Smith
January 2024	To agree the outcome of the insurance procurement exercise prior to cover being placed from April 2024.	20/2023	Executive	Cllr Williams



**EXECUTIVE FORWARD PLAN - KEY DECISION:**

<b>Matter for Decision</b> <b>Ref N° 1/2021</b>	Town Centre Investment (this item to be considered in private by virtue of Paragraph 3 of Schedule 12a of the Local Government Act 1972 Information relating to the financial or business affairs of any particular person (including the authority holding that information)
<b>Decision making Individual or Body</b>	Executive
<b>Relevant Portfolio Holder</b>	Councillor Lynn Williams, Leader of the Council
<b>Date on which or period within which decision is to be made</b>	November 2023
<b>Who is to be consulted and how</b>	Senior Officers
<b>How representations are to be made and by what date</b>	None Applicable
<b>Documents to be submitted to the decision maker for consideration</b>	Report
<b>Name and address of responsible officer</b>	Alan Cavill, Director of Director of Communications and Engagement e-mail: alan.cavill@blackpool.gov.uk Tel: (01253) 47 7006

**EXECUTIVE FORWARD PLAN - KEY DECISION:**

<b>Matter for Decision</b>  <b>Ref N° 2/2021</b>	<p>To consider any applications for Business Loans from the Council's Business Loan Fund that exceed the key decision threshold.</p> <p>If any such applications are received the Director of Finance will present the application and a report to the next meeting of the Executive.</p> <p>(this item to be considered in private by virtue of Paragraph 3 of Schedule 12a of the Local Government Act 1972 Information relating to the financial or business affairs of any particular person (including the authority holding that information))</p>
<b>Decision making Individual or Body</b>	Executive or Shareholder Committee
<b>Relevant Portfolio Holder</b>	Councillor Lynn Williams, Leader of the Council
<b>Date on which or period within which decision is to be made</b>	November 2023
<b>Who is to be consulted and how</b>	N/A
<b>How representations are to be made and by what date</b>	N/A
<b>Documents to be submitted to the decision maker for consideration</b>	Report of the Director of Resources Loan application
<b>Name and address of responsible officer</b>	Steve Thompson, Director of Resources, Resources Directorate, Blackpool Council, Number 1 Bickerstaffe Square, Talbot Road, Blackpool, FY1 3AH  e-mail:steve.thompson@blackpool.gov.uk Tel: (01253) 478505

**EXECUTIVE FORWARD PLAN - KEY DECISION:**

<b>Matter for Decision</b>  <b>Ref N° 3/2021</b>	To agree strategic acquisitions in the Enterprise Zone  (this item to be considered in private by virtue of Paragraph 3 of Schedule 12a of the Local Government Act 1972 Information relating to the financial or business affairs of any particular person (including the authority holding that information))
<b>Decision making Individual or Body</b>	Executive
<b>Relevant Portfolio Holder</b>	Councillor Mark Smith, Cabinet Member for Levelling Up (Place)
<b>Date on which or period within which decision is to be made</b>	November 2023
<b>Who is to be consulted and how</b>	Fylde Borough Council (for any acquisitions that fall within their boundary) Commercially confidential and sensitive.
<b>How representations are to be made and by what date</b>	N/A
<b>Documents to be submitted to the decision maker for consideration</b>	Report(s) supported by External Valuations and Justification report and Enterprise Zone Masterplan.
<b>Name and address of responsible officer</b>	Alan Cavill, Director of Director of Communications and Engagement Alan.Cavill@blackpool.gov.uk Tel: (01253) 477006

**EXECUTIVE FORWARD PLAN - KEY DECISION:**

<b>Matter for decision</b> <b>Ref No: 12/2023</b>	To consider the making of a Compulsory Purchase Order to assemble the site identified in the February 2023 Executive report to deliver the Revoe Community Sports Village Project
<b>Decision making individual or body</b>	Executive
<b>Relevant Cabinet Member</b>	Councillor Mark Smith, Cabinet Member for Levelling Up-Place
<b>Date on which or period within which decision is to be made</b>	November 2023
<b>Who is to be consulted and how</b>	Councillor Mark Smith, Director of Resources, Head of Legal Services, Growth and Prosperity Programme Director
<b>How representations are to be made and by what date</b>	N/A, there will be no public representations
<b>Documents to be submitted to the decision maker for consideration</b>	Executive Report
<b>Name and address of responsible officer</b>	Alan Cavill Director of Communications and Regeneration Chief Executives <a href="mailto:alan.cavill@blackpool.gov.uk">alan.cavill@blackpool.gov.uk</a> Tel: 01253 477006

**EXECUTIVE FORWARD PLAN - KEY DECISION:**

<b>Matter for decision</b> <b>Ref No 13/2023</b>	To consider the making of a Compulsory Purchase Order to assemble the sites identified in the February 2023 Executive report (EX20/2023) to deliver the Town Centre Car Parking Strategy
<b>Decision making individual or body</b>	Executive
<b>Relevant Cabinet Member</b>	Councillor Mark Smith, Cabinet Member for Levelling Up-Place
<b>Date on which or period within which decision is to be made</b>	November 2023
<b>Who is to be consulted and how</b>	Councillor Mark Smith, Director of Resources, Head of Legal Services, Growth and Prosperity Programme Director
<b>How representations are to be made and by what date</b>	N/A, there will be no public representations
<b>Documents to be submitted to the decision maker for consideration</b>	Executive Report
<b>Name and address of responsible officer</b>	Alan Cavill Director of Communications and Regeneration Chief Executives <a href="mailto:alan.cavill@blackpool.gov.uk">alan.cavill@blackpool.gov.uk</a> Tel: 01253 477006



**EXECUTIVE FORWARD PLAN - KEY DECISION:**

<b>Matter for decision</b>  *Ref No: 17/2023	Following the Marton Moss Neighbourhood Plan Referendum, If more than 50% of those voting in the referendum answer “yes”, the Plan would need to be formally ‘made’ which requires Full Council to formally adopt the Marton Moss Neighbourhood Plan as part of the Development Plan for Blackpool
<b>Decision making individual or body</b>	Council
<b>Relevant Cabinet Member</b>	Councillor Mark Smith, Cabinet Member for Levelling Up-Place
<b>Date on which or period within which decision is to be made</b>	November 2023
<b>Who is to be consulted and how</b>	Finance, legal, Growth and Prosperity , ward members
<b>How representations are to be made and by what date</b>	N/A – will be shared with Phase 1 planning consultation
<b>Documents to be submitted to the decision maker for consideration</b>	Report Approved Neighbourhood Plan
<b>Name and address of responsible officer</b>	Nick Gerrard Growth and Prosperity Programme Director e-mail: nick.gerrard@blackpool.gov.uk Tel: (01253) 47 6238

**EXECUTIVE FORWARD PLAN - KEY DECISION:**

<p><b>Matter for Decision</b></p> <p><b>*Ref N° 18/2023</b></p>	<p>The Welfare Reform Act 2012 abolished Council Tax Benefit (CTB), billing authorities were required to adopt a new local Council Tax Reduction Scheme (CTRS) by 31<sup>st</sup> January 2013 to take effect from 1 April 2013, and the Council formally adopted the 2013-14 Scheme at full Council on 23 January 2013.</p> <p>The legislation requires that billing authorities formally adopt the Scheme on an annual basis.</p> <p>This report outlines the proposed 2024-25 local Council Tax Reduction Scheme (CTRS) which will apply to working age claimants and the options available to the Council.</p> <p>The report highlights any changes to the CTRS Scheme which accommodate wider welfare benefit changes made by Central Government.</p> <p>It is also proposed that the discretionary hardship fund should continue to be made available through the Discretionary Discount Policy.</p>
<p><b>Decision making Individual or Body</b></p>	<p>Council</p>
<p><b>Relevant Portfolio Holder</b></p>	<p>Councillor Jo Farrell, Cabinet Member for Levelling up People</p>
<p><b>Date on which or period within which decision is to be made</b></p>	<p>January 2024</p>
<p><b>Who is to be consulted and how</b></p>	<p>Extensive consultation was undertaken on all options for inclusion in the scheme during 2012-13.</p> <p>Consultation has once again been undertaken with the precepting authorities as required by legislation.</p> <p>No changes are proposed to the Scheme for 2024-25 so no public consultation has been undertaken.</p>
<p><b>How representations are to be made and by what date</b></p>	<p>N/A</p>
<p><b>Documents to be submitted to the decision maker for consideration</b></p>	<p>Report as outlined</p> <p>2024-25 Draft Council Tax Reduction Scheme</p> <p>Equality Analysis and Action Plan (no significant changes)</p>
<p><b>Name and address of responsible officer</b></p>	<p>Steve Thompson, Director of Resources, Resources Directorate, Blackpool Council, Number 1 Bickerstaffe Square, Talbot Road, Blackpool, FY1 3AH</p> <p>e-mail:steve.thompson@blackpool.gov.uk</p>



	Tel: (01253) 478505
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**EXECUTIVE FORWARD PLAN - KEY DECISION:**

<b>Matter for decision</b>  *Ref No: 19/2023	Approval of Airport Enterprise Zone update report and approval of updated Delivery Plan
<b>Decision making individual or body</b>	Executive
<b>Relevant Cabinet Member</b>	Councillor Mark Smith, Cabinet Member for Levelling Up-Place
<b>Date on which or period within which decision is to be made</b>	December 2023
<b>Who is to be consulted and how</b>	Finance, legal, Growth and Prosperity , ward members
<b>How representations are to be made and by what date</b>	N/A – will be shared with Phase 1 planning consultation
<b>Documents to be submitted to the decision maker for consideration</b>	Report Update delivery plan
<b>Name and address of responsible officer</b>	Nick Gerrard Growth and Prosperity Programme Director e-mail: nick.gerrard@blackpool.gov.uk Tel: (01253) 47 6238

**EXECUTIVE FORWARD PLAN - KEY DECISION:**

<b>Matter for decision:</b>  <b>Ref No: 20/2023</b>	To agree the outcome of the insurance procurement exercise prior to cover being placed from April 2024.
<b>Decision making individual or body</b>	Executive.
<b>Relevant Cabinet Member</b>	Councillor Lynn Williams, Leader of the Council
<b>Date on which or period within which decision is to be made</b>	January 2024
<b>Who is to be consulted and how</b>	Consultation has taken place with senior management across the Council to inform the Council's insurance programme which formed the basis of the tender specification. An insurer's engagement day was also held in August 2023 to obtain their views prior to going out to tender. The outcome of the evaluation exercise has been considered by the Corporate Leadership Team.
<b>How representations are to be made and by what date</b>	N/a
<b>Documents to be submitted to the decision maker for consideration</b>	A report will be provided.
<b>Name and address of responsible officer</b>	Steve Thompson (Director of Resources) Tracy Greenhalgh (Head of Audit and Risk)

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<b>Report to:</b>	<b>LEVELLING-UP SCRUTINY COMMITTEE</b>
<b>Relevant Officer:</b>	Philip Welsh, Head of Tourism and Communications
<b>Date of meeting:</b>	8 November 2023

## TOURISM PERFORMANCE REPORT

### 1.0 Purpose of the report

To provide detailed information on performance during the main tourism season from April 2023 to the end of August 2023. This to include key performance indicators, details of the major events programme, marketing activity, investment in Illuminations and progress on developing business tourism.

### 2.0 Recommendation(s)

2.1 To consider the performance of tourism and associated services and to identify any further areas for scrutiny as appropriate.

### 3.0 Reason for recommendation(s)

3.1 To ensure constructive and robust scrutiny of the report, which had been requested by the Committee

3.1 Is the recommendation contrary to a plan or strategy approved by the Council? No

3.2 Is the recommendation in accordance with the Council's approved budget? Yes

### 4.0 Other alternative options to be considered

4.1 None

### 5.0 Council priority

5.1 The relevant Council priority is:  
• 'The economy: Maximising growth and opportunity across Blackpool'

### 6.0 Background and key information

Attached at Appendix 7a is a detailed report on the various events and marketing activities that have been undertaken since April. The report highlights key indicators including footfall, inbound rail passengers, tram usage, and visitor interest. It also

includes:

- Consumer trends that have the potential to influence visitor numbers.
- Details of the annual destination marketing campaign delivered over the summer months in partnership with Merlin and the Tourism Business Improvement District (TBID) as well as bespoke campaigns for the Illuminations and Christmas seasons
- The impact of the major events programme including Air Show, Ride The Lights, Switch-On, World Fireworks and Lightpool Festival
- The work that is underway to rejuvenate the Illuminations display through investment in new features and infrastructure using Town Deal funding.
- The progress being made in attracting new conferences and events to the new Conference & Exhibition Centre
- A look ahead to 2024 when a number of key capital projects will come to fruition, enhancing the overall visitor offer

6.1 Does the information submitted include any exempt information? No

**7.0 List of appendices**

7.1 Appendix 7a – Report on Tourism Performance

**8.0 Financial considerations**

8.1 None.

**9.0 Legal considerations**

9.1 None

**10.0 Risk management considerations**

10.1 None

**11.0 Equalities considerations and the impact of this decision for our children and young people**

11.1 None

**12.0 Sustainability, climate change and environmental considerations**

12.1 None

**13.0 Internal/external consultation undertaken**

13.1 None

**14.0 Background papers**

14.1 Appendix 7a

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**APPENDIX TO TOURISM SCRUTINY REPORT  
November 2023**

**TOURISM PERFORMANCE**

We measure tourism performance in a number of ways.

Individual attractions, hotels, venues and hospitality businesses use their own indicators to measure performance whether that be through ticket sales, room occupancy, revenue/profit generation and/or satisfaction ratings.

In order to measure the resort-wide impact, Blackpool Council (through its destination marketing arm, VisitBlackpool) uses two distinct methods:

- The annual STEAM report (an economic impact model used by many UK destinations) which generates an estimate of the overall number of visitors to Blackpool and provides an annual trend.
- The monthly Visitor Economy Performance Indicator (VEPI) report, produced by our own research team and comprising a basket of indicators including footfall, parking and tram usage and inbound rail journeys.

STEAM is an externally validated tourism economic impact model that analyses relevant local data including visitor attraction numbers, tourist accommodation bed-stock and occupancy levels, transport usage, attendance at events and levels of visitor expenditure.

That information is used to create an estimate of the annual value, volume and economic impact broken down into multiple categories including day visitors and overnight stays.

The annual STEAM report is usually published approximately 9-10 months after the end of the calendar year. Publication of the 2022 report is imminent and a verbal update will be provided at the meeting if it is available by then.

The last report, covering 2021, illustrated the speed and scale of Blackpool's post-pandemic recovery. It revealed that the resort attracted a record number of almost 19million visitors in 2021 – despite losing the first four months of the year to COVID lockdowns and restrictions.

The total figure of 18.81m was more than double the figure recorded in 2020 when pandemic restrictions on tourism were at the most severe level and 4% higher than the pre-pandemic year of 2019. It reaffirmed Blackpool's place as the UK's most visited seaside destination.

The report also showed that Blackpool accounted for almost 40% of all visits to Lancashire in 2021. It valued the resort's tourism economy at more than £1.4bn, supporting in excess of 20,000 jobs.

The monthly VEPI report is produced in-house with contributions from Blackpool Transport, Northern Rail, a selection of visitor attractions and town centre retailers (using a traffic light system rather than actual figures), as well as town centre and promenade footfall that is measured using mobile phone data. The figures for the main tourism season (April to August) are detailed later in this report.

Given the lag in production of the annual STEAM report, the VEPI reports give more of a "real-time" flavour of how key indicators are performing against previous year.

We also measure the impact of specific destination marketing activity that enables to assess the impact and value of marketing investment. This is highlighted later in this report.

## VISITOR INSIGHTS

As part of our marketing and promotional activity, it is vital to monitor both long-term and short-term market trends.

A number of factors can have a direct bearing on tourism performance regardless of the quality of our distinct visitor offer.

Discretionary spend is a lifeblood of tourism and the wider visitor economy. When household budgets are squeezed, leisure and tourism tend to fall first, fastest and further than many other sectors.

The past two summer seasons have seen an almost perfect storm of rising interest rates (1.25% in June 2022, now at 5.25%), high inflation and increased fuel costs. This has led to higher household bills and mortgage costs and, as a direct consequence, reduced levels of discretionary spend for many families.

Inflationary pressures also have an impact on our tourism businesses. Whilst many continue to enjoy strong volumes post-pandemic, the same inflationary pressures, coupled with higher staffing costs, can erode profit margins.

Weather is another key factor. After an exceptional start to the tourism season in May and the first part of June on the back of a prolonged spell of good weather and an additional Bank Holiday, visitor numbers proved more volatile as we moved into the main school holiday season.

This was predominantly due to the poor weather in what turned out to be one of the wettest Julys on record. This particularly affected visitor numbers at outdoor attractions although, conversely, indoor attractions most likely saw an increase in patronage.

Overall visitor numbers in late June, early July, were also likely to have been adversely affected by the significant amount of negative media coverage we received over the sewage discharge that resulted in our bathing waters being deemed unsuitable for a period of almost three weeks.

As we moved into the second half of August, the weather gradually improved and stabilised coinciding with the launch of our major events programme, and we saw a significant improvement in visitor numbers. This trend continued into September.

Travel is another key influencer. A majority of visitors come to Blackpool by road (car and coach) and the cost of fuel has a direct bearing on people's appetite for leisure-based trips.

The continued unreliability of rail services remained an ongoing issue with the summer and early autumn season adversely affected by strikes and associated timetable disruption. A number of our key event days including Switch-On and two of the World Firework events were all directly impacted.

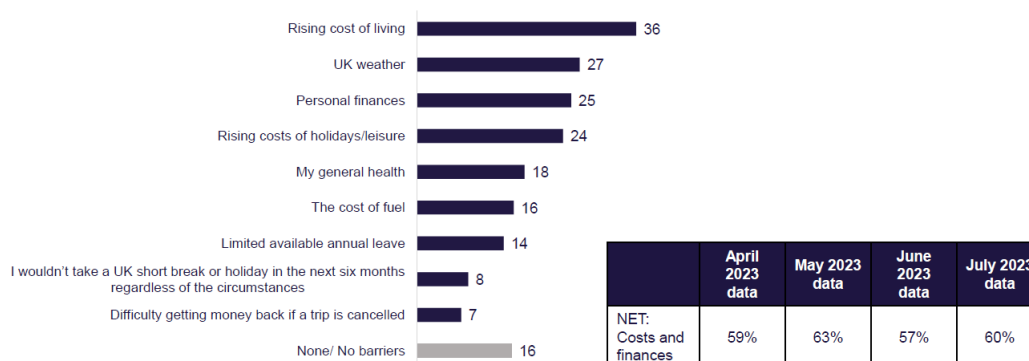
As well as monitoring trends on the ground here in Blackpool through our Visitor Economy Performance Indicator (VEPI) reports, we also have access to detailed national consumer reports produced by VisitEngland.

The two charts overleaf, taken from the latest Domestic Sentiment Tracker (which is based on a UK-wide sample of 1,500 adults) is intended to show public appetite for taking day and overnight trips when there are obvious external pressures, such as the cost of living crisis.

The summary findings clearly illustrate the impact that the squeeze on household spending is having on people's attitude towards travel.

## The top potential barrier to taking overnight UK trips in the next 6 months is the 'rising cost of living' with other financial barriers also making the top 4

Figure 10. Top 10 Barriers to taking an overnight UK trip in next 6 months, Percentage, July 2023, UK



FOR THE FULL LIST OF BARRIERS, PLEASE SEE THE PUBLISHED TABLES.

Question: VB7b. Which, if any, of the following factors do you see as potential barriers to you taking a UK short break or holiday in the next six months?  
 Base: All asked each question. July 2023 = 1,755. \*NET: Cost and finances includes 'rising cost of living', 'personal finances', 'the cost of fuel', 'rising costs of holidays/leisure' and 'difficulty getting money back if a trip is cancelled'



## In terms of UK day trips, 27% of UK adults intend to look for more free things to do. 34% will reduce the number of day trips – consistent with June 2023

Figure 13b. 'Cost of living' impact on day trips, Percentage, July 2023, UK, Full list



Question: VB7Cii. How, if at all, would you say the 'cost of living crisis' is likely to influence your day trips in the next few months?  
 Base: July 2023 = 1,755.



Against this backdrop, it is essential that Blackpool continues to promote and market itself as an affordable family holiday destination offering both quality and good value for money.

That messaging is undoubtedly strengthened by our major events programme which gives visitors free access to high-quality events during the summer, autumn and winter months, including Air Show, Ride The Lights, Switch-On, World Fireworks, Lightpool Festival, Christmas By The Sea and the extended Illuminations season. The positive impact of those events is shown later in this report.

It is worth noting that Blackpool has repeatedly scored extremely well in national surveys on affordability. In a survey carried out by Travelodge at the start of the season, Blackpool was named among the top five stay-cation destinations alongside Cornwall, Devon, the Isle of Wight and Whitby.

In another survey, carried out by finance specialists, RIFT, Blackpool and the Lake District came joint top in a league table of the UK's most affordable staycation destinations, based on several factors including the cost of family days out, accommodation, fish and chips, and a pint of beer. Blackpool was the most affordable in each of the latter three categories.

The latest survey places Blackpool as the second most popular holiday destination to visit this autumn – beaten only by London. TripAdvisor's Autumn Travel Index put Blackpool ahead of the likes of Edinburgh, Liverpool, York, Manchester, Llandudno, Bournemouth, Windermere and Glasgow.

## DESTINATION MARKETING ACTIVITY

### Only In Blackpool

This year has seen a repeat of the "Only In Blackpool" destination marketing campaign developed in partnership with Merlin Entertainments and other resort partners.

The summer campaign once again featured resort "ambassador" Nigel C Gull (voiced by actor and comedian Johnny Vegas) giving TV viewers a whistle-stop tour of the resort.

The campaign seeks to highlight the resort's wide range of attractions and reaffirm its position as the UK's ultimate destination for families.

The marketing campaign, which ran from June until the end of August, represents a £600k investment by Blackpool Council, Merlin Entertainments and the Tourism Business Improvement District (TBID).



It included mainstream TV and Video On Demand advertising on ITV, Channel 4 and Sky, with targeted coverage in Scotland, the North East and key cities including Leeds, Sheffield, Nottingham, Stoke and Birmingham, along with audio coverage across Heart, Capital and Hits Radio, and digital activity on Meta (Facebook), Pinterest and YouTube.

### Initial results

The full analytics/results and estimated economic impact of this campaign will not be available until mid-November. However, interim results show that all of the elements delivered or exceeded the planned reach.

Meta performed particularly well, reaching more than 1.7m users.

Merlin has also been undertaking its own customer surveys at its attractions to gauge what influenced their visit. This initial data showed that 46% of their visitors had seen the Only In Blackpool campaign with 70% of those stating that the campaign influenced their visit.

### Autumn Marketing Campaign

Once the Only In Blackpool campaign finished at the end of August, it was immediately followed by a campaign aimed at driving visitors to the Illuminations. This campaign, which includes bespoke audio and video ads entitled “*Come For The Lights, Stay For The Night*”, ran across the Bauer radio network in the north of England. The video can be viewed here:



[Come For The Lights, Stay For The Night | Blackpool Illuminations 2023 - VisitBlackpool - YouTube](#)

That campaign, which is running alongside more targeted marketing for the Lightpool Festival (which includes an Art Trail map and printed brochure), will be followed from early November onwards with a bespoke marketing campaign for Christmas By The Sea.

### VisitBlackpool Social Media Activity

The VisitBlackpool team is also responsible for promoting specific events and attractions through the website, social media and PR activity.

Social media activity is delivered in two ways – organic social, which is the regular posting to our newsfeeds, and paid activity where we enhance campaigns with paid-for activity.

These are some of the headline results (note that the Christmas By The Sea and Lightpool Festival figures relate to the 2022 events, Air Show and Fireworks relate to 2023):

- VisitBlackpool social media activity across all events generated nearly **20 million impressions**, both organic and paid (**19,827,214**). Impressions measure the number of times our content is displayed on people’s feeds. A total of **12,349,620** impressions were organic; **7,477,594** were paid.
- The most successful paid campaigns were Christmas By The Sea (**5,649,446** impressions), Air Show (**2,222,050**) and World Fireworks (**948,763**).
- The events that generated the most organic impressions were: Christmas By The Sea (**2,967,450**), Lightpool Festival (**2,286,682**), Switch-On (**2,610,905**) and Fireworks (**1,799,446**).
- One important metric for paid campaigns is Cost Per Click (CPC), which reflects the price we pay for each click on our ad. Although it is hard to give an average benchmark, Facebook estimates the average CPC is 78p. It is worth noting that World Fireworks has an exceptionally low CPC of £0.004p, which is less than a penny per click giving the best return on our investment.

## VISITOR ECONOMY PERFORMANCE INDICATORS, April to August 2023

### Footfall Monitoring

Footfall was previously monitored using half a dozen cameras located at key points in the town centre and on the Promenade. However, these only monitored footfall movements rather than individuals and did not pick up those on the western side of the promenade.

The figures below are taken from Visitor Insights, a method of monitoring that provides anonymised GPS and mobile phone tracking data, which can be used to identify the location and movements of pedestrians in the town centre and on the Promenade. There are a number of sensor sites that give the total number of unique individuals in a given area.

This method is much more insightful because it includes the entire Promenade and can provide information on where our visitors are coming from (*see item on Christmas By The Sea*)

#### Promenade Footfall

	2023	2022	2021	2020	2019	Change from 2022 to 2023
April	4,643,232	4,767,812	3,244,212	1,176,384	3,590,881	-3%
May	4,813,002	4,500,319	3,707,224	1,891,953	3,375,958	7%
June	4,631,047	4,288,916	4,093,743	2,229,668	3,128,874	8%
July	4,791,618	4,186,254	5,377,591	3,442,718	3,683,034	14%
August	4,637,400	4,045,321	6,674,877	4,767,857	4,804,086	15%
<b>Total</b>	<b>23,516,299</b>	<b>21,788,621</b>	<b>23,097,647</b>	<b>13,508,580</b>	<b>18,582,833</b>	<b>8%</b>

As you will see from the figures, the April to August comparison for 2023 vs the four previous years (including the pre-COVID year of 2019) are exceptionally positive. Only the month of April, which saw the tourism season get off to a relatively slow start, showed a deficit against last year.

Given some of the external pressures described at the start of this performance report, it is encouraging to see continued growth. Note that the exceptionally high figures in July and August 2021 illustrate the “staycation” effect that we experienced as the country emerged from pandemic restrictions, but overseas travel remained out of bounds for most holidaymakers.

#### Town Centre Footfall

	2023	2022	2021	2020	2019	Change from 2022 to 2023
April	2,896,024	3,041,248	1,599,444	480,490	2,447,262	-5%
May	3,008,050	2,863,035	2,043,897	730,605	2,327,217	5%
June	2,895,912	2,741,327	2,291,490	1,017,071	2,152,878	6%
July	2,989,556	2,729,428	3,194,429	1,888,844	2,663,691	10%
August	2,887,265	2,607,884	3,968,551	2,706,365	3,323,410	11%
<b>Total</b>	<b>14,676,807</b>	<b>13,982,922</b>	<b>3,097,811</b>	<b>6,823,375</b>	<b>12,914,458</b>	<b>5%</b>

Town centre footfall in April was also behind previous year, but performance over the following four months was particularly strong. The five months combined show growth of 5% over previous year as well as impressive growth over 2019, which is encouraging given that a number of town and city centres have not yet returned to pre-pandemic levels. Footfall counts for July and August within the Houndshell Shopping Centre show a similar positive trend with events such as Rebellion and Air Show having a strong positive impact according to tenant feedback.

## Other Key Indicators

The tables below show performance on rail, tram passengers and visitor interest (measured through visits to the visitblackpool.com website and the Tourist Information Centre).

The rail comparisons show a downturn in total number of passengers coming through Blackpool North, Blackpool South and Pleasure Beach Stations, between April and August this year, with the school summer holiday weeks hardest hit. The month of July was particularly bad when a series of strikes, overtime bans and associated timetable disruption, saw us lose 24% of inbound passengers compared to the same month last year.

Tram usage got off to a strong start between April and June, helped by prolonged spells of good weather and the additional Bank Holiday weekend to mark the King's Coronation. However, patronage fell away in July and August compared to last year, leaving an April-August deficit of 6%.

### Tramway Usage

Month	2023	2022	2021	2020	2019	Change from 2022 to 2023
April	394,384	387,728	101,164	-	407,784	2%
May	391,366	362,953	200,216	-	434,561	8%
June	410,253	412,764	329,393	-	321,022	-1%
July	506,162	595,739	524,759	66,505	572,024	-15%
August	588,012	674,506	692,238	253,359	646,040	-13%
<b>Total</b>	<b>2,290,177</b>	<b>2,433,690</b>	<b>1,847,770</b>	<b>319,864</b>	<b>2,381,431</b>	<b>-6%</b>

### Inbound Rail

Period (month)	2023	2022	2021	2020	2019	Change from 2022 to 2023
PO1 (April)	112,066	125,550	57,101	1,590	106,397	-11%
PO2 (May)	110,143	102,653	77,643	4,951	92,822	7%
PO3 (June)	128,591	115,791	141,111	13,632	100,728	11%
PO4 (July)	117,502	155,302	136,929	55,053	126,820	-24%
PO5 (August)	167,057	184,574	160,545	106,251	162,588	-9%
<b>Total</b>	<b>635,359</b>	<b>683,870</b>	<b>573,329</b>	<b>181,477</b>	<b>589,355</b>	<b>-7%</b>

### VisitBlackpool Website Visits

Month	2023	2022	2021	2020	2019	Change from 2022 to 2023
April	99,088	98,330	90,297	23,377	82,738	1%
May	107,597	117,171	128,200	40,365	96,779	-8%
June	102,141	127,153	122,055	59,872	100,570	-20%
July	149,691	149,928	171,332	126,614	157,156	0%
August	280,325	278,062	257,137	194,442	220,520	1%
<b>Total</b>	<b>738,842</b>	<b>770,644</b>	<b>769,021</b>	<b>444,670</b>	<b>657,763</b>	<b>-4%</b>

### TIC Visits

Month	2023	2022	2021	2020	2019	Change from 2022 to 2023
April	3,262	3,071	1,253	-	4,363	6%
May	4,482	4,586	3,071	-	5,087	-2%
June	5,348	5,928	4,527	-	5,912	-10%
July	7,530	7,789	6,141	-	13,482	-3%
August	10,828	10,964	10,300	-	27,944	-1%

## BLACKPOOL'S MAJOR EVENTS PROGRAMME SUMMER/AUTUMN 2023

VisitBlackpool delivers one of the biggest event programmes of any UK coastal destination.

Most importantly, these events are free-to-access.

Against the backdrop of some of the economic factors affecting household spend, the almost universal appeal of these high-quality family events cannot be over-stated. Over the past few months, we have seen record crowds at Air Show, Switch-On, World Fireworks and Lightpool Festival. Last year, the Illuminations extension and Christmas By The Sea also delivered record footfall to the promenade during the winter months.

### Air Show

Blackpool's major events programme kicked off in August with the return of the two-day Air Show weekend.

With the Red Arrows and Typhoon display teams performing on both days and the added bonus of a Spitfire and replica Red Arrow within the Air Show village, the event attracted record crowds.

Mobile phone data showed that the footfall on the Promenade was more than 350,000 across the two days, outperforming what was a spectacular turnout last year.

The show also attracted national and international media coverage as two brave souls scaled the Blackpool Tower for a stunning selfie as the Red Arrows flew over to start their display (*pictured right*).



Wing Commander Adam Collins hung from the Tower's flagpole 518ft from the ground and saluted his RAF display team as they flew past. Russ Edwards, a rescue and training specialist at Arco Professional Safety Services, oversaw the amazing aerial photographs.

### Ride The Lights

More than 10,000 cyclists of all ages took the once-a-year opportunity to ride beneath the Illuminations on a traffic-free promenade.

Bikes of all shapes and sizes took advantage of the seafront route in the free family event that is suitable for all ages.

Overspill parking was available at a pop-up car park at Blackpool Airport.





## Illuminations Switch-On

The Switch-On moment returned to the outdoors for the first time since 2019 – attracting a huge crowd of more than 50,000 people, the biggest turnout in recent history.

The free event included a Nickelodeon float parade, live entertainment, a specially-commissioned light show on The Blackpool Tower and a fireworks finale.

The parade, which made its way along the Golden Mile from Central Pier, featured larger-than-life characters from SpongeBob SquarePants, PAW Patrol, Baby Shark, Monsters High and Transformers, as well as around 100 street performers and a Lancashire-based marching band. In conjunction with the Illuminations team, a 3D projection show featuring some of the same characters was created and is being shown throughout the Illuminations season.



Singer Sophie Ellis-Bextor then performed a medley of songs including her classic hit, Murder On The Dancefloor, before pulling the switch to trigger a four-month Illuminations season.



As part of the Nickelodeon partnership, a number of short videos were filmed in the run-up to and during the Switch-On event. These focus on family days out and are for use across the Nickelodeon network and our own social media channels. The first of these, focusing on the piers and Pleasure Beach, can be viewed on the link below. It has already had almost half a million views:

[Lee and Ellie Hinchcliffe Head To Nickelodeon Land @blackpoolpleasurebeach! | Nickelodeon UK - YouTube](#)

The main piece, *Nickelodeon Goes On A Blackpool Adventure*, will be premiered on Nickelodeon on November 20. There is also a highlights video featuring the Nickelodeon Float Parade and Switch-On celebrations. This can be viewed on the VisitBlackpool YouTube channel on this link: [Blackpool Illuminations Switch-On 2023 - YouTube](#)

## The crowds come out for Switch-On!



This remarkable drone shot taken by local photographer Gregg Wolstenholme shows the enormous crowds that turned up for the Switch-On parade and event between Central and North Piers.

The image was viewed by millions of people across social media and was featured by several national media organisations including the Sunday Mirror and Sunday People.

Gregg, who specialises in aerial and drone photography, has been nominated in the drone category of the British Photographer Of The Year Awards for one of his fireworks photos and provides many images for our marketing collateral.

### **World Fireworks**

Tens of thousands of people turned out for each of the three World Fireworks Championship displays during September and October.

A pyrotechnics team from India were crowned champions after staging their country's first ever display in the UK.

Designed by Azan Morani, who has programmed some of the largest and most complex shows in the world, the winning display was praised for its use of pyrotechnics

never seen before and for the diverse selection of music that included a taste of Bollywood.

The World Fireworks Championship Blackpool is one of the resort's most spectacular events, with the displays, all synchronised to music, being launched from the beach in front of The Blackpool Tower. It is estimated that more than 50,000 people attended each of this year's free events.



### **Lightpool Festival**

The award-winning Lightpool Festival returned for October half-term with an exciting, free-to-see programme of light installations, 3D projection shows, an art trail, and live performance.

The festival, which ran from October 20-28, included world premieres and installations never before seen in the UK, including artworks from Australia, France, the Netherlands and Spain.

The Art Trail featured larger-than-life jellyfish (shown in a five-minute slot on The One Show on BBC on festival opening night); a field of fireflies alongside the Cenotaph; a giant ball of wool made up of neon yarn on the roof of the Blackpool Church; a cube made up of 448 glass jars each containing a miniature tableau; and an exclusive preview of designer Laurence Llewelyn-Bowen's first digital installation in the Winter Gardens.

The Blackpool Tower building saw an alien-like "invasion" with giant tentacles seemingly breaking through the ballroom roof along with newly commissioned 3D projection shows. The Tower Ballroom also hosted a performance of Carnival Magic with giant illuminated puppets. The 1,000 free tickets were taken inside 12 minutes.



Lightpool is procured and produced by Festival Artistic Director, Philip Holmes, working in partnership with key sponsors and partners including Arts Council England, Blackpool Tourism BID, The Blackpool Tower, Blackpool Council, Winter Gardens, Blackpool FC Community Trust, LeftCoast, The Grand Theatre, The Old Electric, and VisitBlackpool. The light festival is the only one in the UK to be a part of the Arts Council's National Portfolio, ensuring funding support for the event until 2025.

## **Blackpool Illuminations Update**

The securing of £4.5m of Town Deal funding for the Illuminations last year has enabled the team to deliver a step-change in the quality of the annual display – as well as making important upgrades to the lighting infrastructure.

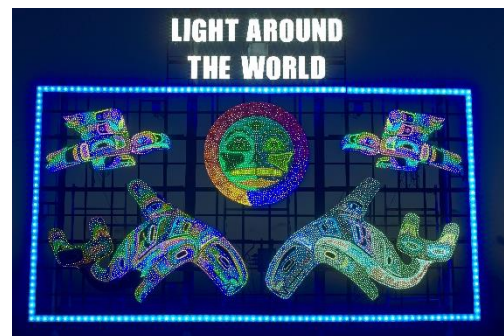
As a result, the 2023 display includes three spectacular new light installations – all of which have been manufactured at our own Lightworks factory in Blackpool.

The first is by Dr Chila Kumari Singh Burman, MBE. The Merseyside-born artist is celebrated around the world and has produced numerous high-profile works including installations for the Tate Gallery and Covent Garden in London, as well as special commissions for film companies, including Netflix.



In 2021, she produced an installation called “*Blackpool, Light Of My Life*” on the front of Blackpool’s Grundy Art Gallery and vowed to return to design something of scale for the main Illuminations display. The result is a 26 metre-wide animated tableau entitled “*Lollies In Love With Light*”, a kaleidoscopic celebration of Blackpool with a technicolour ice cream van at its centre (*pictured above*).

The second tableau (*pictured right*) is by Canadian-born artist Bruce Alfred who specialises in Native American art and has created an evocative design featuring hand-drawn images of eagles and Orca whales. It is the first Illuminations display to be designed by a North American artist and one of the first to be developed using new 3D printing technology at Lightworks.



The third large-scale installation is Spitfire Island, developed in collaboration with designer and Illuminations curator, Laurence Llewelyn-Bowen, and also built using new 3D printing technology.



Located on Gynn Roundabout (*pictured left*), it features replicas of three Spitfires - Progress I, II and III - all funded by Blackpool residents during World War Two.

The installation is sponsored by model kit company, Airfix, who as part of an innovative partnership have produced a special limited-edition Blackpool Illuminations Spitfire kit that is now on sale in the Tourist Information Centre.

Other new features in the 2023 display include a Hollywood-inspired BLACKPOOL sign illuminated with Cabochoon lamps and, by popular demand, a return of Spiro, an immersive 26m-long tunnel of light with individually-mapped LEDs (*both pictured right. Photo by Karl Houghton*).



New additions to last year's display included Odyssey, the largest installation ever created for the Illuminations; the 21 neon features above the road along the Golden Mile and the giant baubles/beach-balls that are located on the Tower Festival Headland during the autumn and winter season.

A key ambition within the Town Deal business plan was to be able to sustain the two-month extension of the Illuminations season, first introduced at the height of the pandemic.

We are now in our third year of that extended season. Last year, it resulted in Promenade footfall being 20% ahead of the previous year and 59% ahead of the pre-COVID year of 2019.

In addition to the delivery of new features, the funding has enabled the provision of new vehicles and equipment, including a large-format 3D printer, lorry-mounted crane, two purpose-built trailers and two access platforms.

Infrastructure improvements include an upgraded control system; installation of a supply network in Talbot Square and Talbot Road (which will facilitate the re-introduction of festoon lighting once the tramway extension is re-opened); upgrades to the network on the Tower Festival Headland; and power supplies and feeder pillars installed throughout the town.

Another key objective within the business plan was to bring in new skills and creative talent to "future proof" the Lightworks workforce.

At the start of September, that resulted in the creation of an apprenticeship scheme, in which three technicians for the future are being trained in maintenance and engineering. These apprentice engineers all featured in The One Show item on Lightpool Festival on October 20.

### **Outstanding Actions**

There are a couple of outstanding actions relating to the Illuminations that we agreed to report on as part of this Tourism Performance Report.

1. Details of how archived Illuminations displays will be displayed to be provided to the Committee.

**Response:** These are now being managed by the Collections Team who are a part of the new Blackpool Heritage and Museum Trust, the charity that will operate Showtown.

2. Information on how gaps in the Illuminations caused by the Tramway Extension will be addressed to be provided.

**Response:** As reported earlier, the Town Deal package has enabled the installation of a supply network in Talbot Square and Talbot Road (which will, in turn, facilitate the re-introduction of festoon lighting once the tramway extension is re-opened).

## **FORTHCOMING EVENTS**

### **Return Of Strictly**

The much-anticipated Blackpool edition of BBC’s Strictly will take place at the Tower Ballroom over the weekend of November 18/19. The show generates an enormous amount of prime-time publicity for Blackpool before, during and after the show. The resort has already featured heavily in the launch show and early stages thanks to the involvement of celebrity contestant, Angela Rippon, who was, for many years, host of the original Come Dancing TV series filmed in the Tower Ballroom.

Strictly judges Shirley Ballas and Anton Du Beke are both hosting exclusive fan events at the Winter Gardens over the Strictly weekend.

Anton will be doing a Q&A on the evening of Friday 17 November as well as talking about his new novel, The Paris Affair. Shirley will be appearing at noon on Sunday 19 November to give fans an insight into her debut novel, Murder On The Dancefloor, a story that is set against the backdrop of the Blackpool Tower Ballroom.

### **Christmas By The Sea**

Blackpool’s spectacular Christmas village is returning this winter.

The hugely-popular outdoor village will open on Friday 17 November with an exciting range of new festive family attractions - plus extended opening hours for the free skating rink that will open every day until January 1 (barring Christmas Day).

In addition to the skating rink, this year’s village will include festive light installations and projection shows, themed log cabins with food, drink and gifts, artificial snowfalls, Christmas trees and festive tram rides.

It will include a variety of themed children’s attractions, the return of the Star Flyer which, at 196ft tall, is one of Europe’s tallest swing rides, and new thrill rides including a 100ft-long snow slide.



Last year, Christmas By The Sea, which is staged on the headland opposite The Blackpool Tower, delivered the highest visitor numbers ever recorded on the seafront during winter months.

The chart alongside shows the origins of how far people travelled to visit the village.

The staging of the village is in association with the Tourism Business Improvement District (TBID), Blackpool Pleasure Beach and Triangle Attractions.

<b>Christmas by the Sea 2022</b>		
<b>Distance Travelled</b>	<b>Total</b>	<b>%</b>
0-20km	3430214	54%
21-100km	1595666	25%
101km+	1360334	21%
<b>Total Tracked with Origins</b>	<b>6386214</b>	
<b>Total Tracked in Period</b>	<b>6768878</b>	

## **BUSINESS TOURISM – MeetBlackpool**

Whilst the primary responsibility for marketing Blackpool to leisure tourists sits with VisitBlackpool, business tourism is now managed within MeetBlackpool, a partnership comprising VisitBlackpool, Blackpool Council, the Winter Gardens and various resort partners who have a vested interest in the conference and exhibitions market.

This convention bureau-style approach, which was adopted following the opening of the new £30m Conference and Exhibition Centre, is intended to make best use of Council and Winter Gardens resources to attract new and lapsed conferences and events back to Blackpool.

Whilst the primary focus is on bringing business into the new conference centre, MeetBlackpool is also tasked with ensuring that enquiries for smaller conferences are directed towards resort partners who also have conference and meeting facilities. Since its formation, MeetBlackpool has:

- Established a Steering Group (chaired by Philip Welsh, Head of Tourism & Communications for Blackpool Council). It meets on a quarterly basis and has representation from the Winter Gardens team, large venues and attractions, and key accommodation providers.
- Appointed an external PR company (Davies Tanner) to spearhead communication of the new branding and build awareness within the MICE (Meetings, Incentives, Conferences and Exhibitions) industry through social media, blogs, case studies and press releases. The agency continues to communicate the message ‘Business in Blackpool, Always a Pleasure’.
- Established a new accommodation booking platform for conference delegates via a well-established provider, Convenus. So far, we have eight clients utilizing the platform. The purpose-built platform can be viewed here: <https://meetblackpoolres.bzon.uk>
- Attended various trade shows including CHS Leeds; CHS Birmingham; Confex as part of the MIA (Meeting Industry Association) The Meetings Show; North West Expo.

### **Update on recent conferences and confirmed forward bookings\*:**

<b>Date</b>	<b>Organiser</b>	<b>Event</b>	<b>No of delegates/attendees</b>
June 2023	Northern Premier Football League	AGM and dinner	400
September 2023	National Association of Retired Police Officers	Annual Conference (re-booked for 2025 and 2027)	800
October 2023	Hakim Group	Group meeting	300
October 2023	JD Outdoors	Annual Conference	450
November 2023	Fellowship of Independent Evangelical Churches	Annual meeting	1000
November 2023	Business In The Community	HALO e-gaming event	Numbers tbc
November 2023	United Utilities	Staff conference	300
November 2023	Labour Party	North West conference	700
December 2023	United Utilities	Staff conference	1000
February 2024	Vets4Pets	Group meeting	300
March 2024	Blue Diamond	Group conference	800
March 2024	Pavers	Group conference	300
April 2024	National Union of Students	Annual conference	1000
May 2024	Federation of Small Businesses	Conference/Expo	500
June 2024	Praxis/Auril	Group conference	500
June 2024	MSG Marketing	Group conference	500
June 2024	Civil Service Live	Annual conference	2000
April 2025	National Union of Journalists	Annual conference	500

\***Note:** These are in addition to long-established events that take place in the Winter Gardens (including the new Conference & Exhibition Centre in some instances) such as the World Dance Festivals in November, January and May).

## LOOKING AHEAD TO 2024

### New Investment

The coming year will see a number of Blackpool's key regeneration projects completed bringing further improvements to the visitor experience.

### Showtown

A brand new Golden Mile attraction that will give residents and visitors the opportunity to get up close with the entertainers who have helped place the resort on the map over the years – the comedians, dancers, acrobats, and larger-than-life characters who transformed Blackpool into the home of popular entertainment. The museum is expected to attract more than 200,000 visitors each year with its six interactive, fun and family-friendly galleries. It is due to open on March 15, 2024. VisitBlackpool is working closely with the Showtown team on joint marketing and ticketing opportunities.



### Backlot Cinema & Diner

The new multiplex cinema featuring one of the largest IMAX screens in the country will add an extra dimension to the town centre economy. Situated alongside the Houndshill Shopping Centre, the state-of-the-art cinema and themed restaurant are due to open in spring 2024.

### Blackpool Central Multi-Storey

The new 1300-capacity car park will offer a greatly enhanced experience for visitors arriving in central Blackpool. Due to open in the first quarter of 2024, the seven-storey car park will include 25 electric charging points, CCTV and bicycle storage. Its completion marks the first phase of the planned £300m Blackpool Central leisure development on the site of the current surface car park.

### Holiday Inn & Marco's New York Italian/Tramway Extension

One of the main gateways into Blackpool will be transformed with the opening of a new four-star Holiday Inn and a Marco's New York Italian restaurant by award-winning chef, Marco Pierre White. With 144-bedrooms, this is the latest in a series of "next generation" hotels to open and will play an important role in future growth of the leisure and business tourism markets. It is located opposite Blackpool North Railway Station and next to the new tram terminus created as part of a multi-million pound extension of the existing seafront tramway. That extension will seamlessly link mainline rail arrivals at Blackpool North Station with the seafront attractions and hotels. The hotel is already taking bookings for early summer of 2024 but due to start trading ahead of that.

### Houndshill

The retail experience is an important aspect of the overall visitor economy. The opening of the new Frasers department store towards the end of November will deliver a significant boost to a town centre offer that is already benefiting from the re-imagining of Abingdon Street Market where the hugely-popular contemporary food market will soon be complemented by more than a dozen independent retailers.



### **Elmer's Big Parade**

Next year will see an exciting new addition to the events calendar. Brian House Children's Hospice – the charity behind Elmer's Big Parade Blackpool – has announced the date for the resort's first large-scale public art trail.

The free, family-friendly trail, which will see at least 30 large Elmer sculptures in key locations around Blackpool, will run for eight weeks from April 13 to June 9, 2024.

During that period, residents and visitors will be able use an App to "collect" the various Elmers, each of which will be individually designed and painted by artists, and earn rewards.



Similar trails held in other parts of the country have attracted tens of thousands of visitors.

### **Destination Guide**

The 2024 Blackpool Destination Guide is now nearing completion and will be printed in early December ready for distribution from the start of the New Year – a period when people traditionally start to think about planning trips/holidays for the year ahead.

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<b>Report to:</b>	<b>LEVELLING UP SCRUTINY COMMITTEE</b>
<b>Relevant Officer:</b>	Liz Petch, Public Health Consultant
<b>Date of meeting:</b>	8 November 2023

## HEALTHY WEIGHT STRATEGY 2023-2028

### 1.0 Purpose of the report

To provide a response to the recommendations from the Healthy Weight Scrutiny Review and consider the draft Healthy Weight Strategy and Action plan for the time period 2023-2028.

### 2.0 Recommendation(s)

- 2.1 To sign off the Healthy Weight Scrutiny Review Recommendations as completed, noting the updates provided.
- 2.2 That the Levelling Up Scrutiny Committee consider the vision and priorities of the Healthy Weight Strategy, prior to the final sign off at the Health and Wellbeing Board.

### 3.0 Reason for recommendation(s)

- 3.1 The report provides an update on the recommendations and demonstrates how the draft health weight strategy supersedes the recommendations that were presented at the Adult Social Care and Healthy Scrutiny Committee in February 2023. The key priorities and action plan have been developed to include the recommendations that are ongoing and where no actions were taken during the pandemic.
- 3.2 This strategy sets out the plans to respond to local needs in relation to high levels of obesity and how the council, and key stakeholders can take action to reduce these levels, and supports the work of reducing health inequalities.

- 3.3 Is the recommendation contrary to a plan or strategy approved by the Council? No
- 3.4 Is the recommendation in accordance with the Council's approved budget? Yes

### 4.0 Other alternative options to be considered

- 4.1 No other options available that will meet the requirements of this strategy

## 5.0 Council priority

5.1 The relevant Council priority is:

- ‘The economy: Maximising growth and opportunity across Blackpool’
- ‘Communities: Creating stronger communities and increasing resilience’

## 6.0 Background and key information

6.1 Detailed below is an update on the recommendations that were presented to the Scrutiny Committee on the 23 February 2023.

<p>Recommendation 1</p> <p>That the Council build on the healthy weight declaration and improve itself as a leader in healthy weight and lifestyle:</p> <p>a) That all Services receive information from Public Health on the Council’s role in being a leader in building a healthy lifestyle amongst staff and residents and support in order to address any alterations to be made in provision to ensure healthy lifestyle is at the heart of everything the Council does.</p> <p>b) To promote further the offers already available to staff such as the Corporate Leisure Scheme and that the offer to staff be explored further to determine whether provision of activities such as yoga and pilates (as provided by the Hospital’s Trust to staff) before and after work could be supported.</p>	<ul style="list-style-type: none"> <li>• The Healthy Weight declaration was originally signed in January 2016 and re-signed on the 22 November 2022.</li> <li>• As part of the new Health Weight Strategy the commitments will be monitored as part of the Strategic group to ensure the Council continues to deliver against these, and in future will be reported as part of the action plan for the strategy</li> <li>• The Council has a section on the intranet for health and wellbeing. Offering a range of options to staff in relation to offers and what they can do to look after their physical wellbeing.</li> <li>• As part of the Healthy Weight Strategy one of the key priorities is building healthier workplaces to support employees move more, and make healthier choices, including active travel. This will be monitored as part of the action plan.</li> </ul>
<p>Recommendation 2</p> <p>That Public Health explores the universal support and provision for children aged 0-4 years old and their parents on healthy weight, eating and lifestyle in order to identify any gaps and how those gaps could be met.</p>	<ul style="list-style-type: none"> <li>• This recommendation is now incorporated within the key priority Supporting our children and young people develop, grow and to be a healthy weight.</li> <li>• This priority will be monitored as part of the action plan for the new Healthy Weight Strategy.</li> </ul>
<p>Recommendation 3</p>	<ul style="list-style-type: none"> <li>• All actions completed in relation to this recommendation however, School Food</li> </ul>

<p>That Blackpool Council aspires to all schools using a catering provision that meets the expected healthy eating standards:</p> <p>a) That the Adult Social Care and Health Scrutiny Committee writes to all Chairs of Governors of schools not meeting the School Food Standards as prescribed for schools to challenge them to make improvements and to offer the schools the opportunity to work with Public Health in order to develop a healthy and balanced menu.</p> <p>b) That the Council explores how to improve working with other providers of catering services to schools in order:</p> <ul style="list-style-type: none"> <li>- To improve their menus and ensure they are healthy and balanced</li> <li>- To gather information on the uptake of children receiving both the free school meals across both key stages and those opting to have universal free school meals in key stage 1</li> <li>- To offer children taking a packed lunch the opportunity to access the salad bar provided for children eating school meals.</li> </ul>	<p>is a key action within the new Healthy Weight Strategy action plan.</p>
<p><b>Recommendation 4</b> That the Council recommend that the Fit2go scheme be prioritised for continued funding by Blackpool Council, Blackpool CCG and Blackpool FC Community Trust to ensure that it continues and that the organisations be requested to determine whether a longer contract for provision could be supported.</p>	<ul style="list-style-type: none"> <li>• The programme continues to be funded.</li> </ul>
<p><b>Recommendation 5</b> That Public Health work with Children’s Services to provide an offer of healthy eating support and education to children in care and those that work in care settings.</p>	<ul style="list-style-type: none"> <li>• This recommendation is now incorporated in the key priority Supporting our children and young people develop, grow and to be a healthy weight.</li> <li>• This priority will be monitored as part of the action plan for the new Healthy Weight Strategy.</li> </ul>
<p><b>Recommendation 6</b> To explore the feasibility of providing free gym access to young people aged 11 to 18.</p>	<ul style="list-style-type: none"> <li>• Action completed.</li> </ul>
<p><b>Recommendation 7</b></p>	<ul style="list-style-type: none"> <li>• Adult commissioning are now involved</li> </ul>

<p>That Public Health work with Adult Services to identify opportunities to improve the provision of meals for adults receiving care in the home.</p>	<p>in the Healthy Weight Strategy group, and the action plan now reflects the work that needs to be undertaken to review this.</p>
<p><b>Recommendation 8</b>  That Public Health carry out an exercise to consider whether the message from the Council and partners regarding healthy weight and lifestyle is delivered consistently and in doing so:  - Explore the effectiveness of FYI in informing residents of the initiatives available and whether any alternative methods of communication would be more successful.  - Explore, with partners, how messages can be communicated jointly and consistently.</p>	<ul style="list-style-type: none"> <li>• This recommendation is now part of the key priority Promoting healthier food and exercise choices across the town and promote and support active lifestyles, encourage the population to move more, including the use of public transport, cycling and walking.</li> </ul>
<p><b>Recommendation 9</b> To receive an update from the Clinical Commissioning Group on their progress in working with the Council to support healthy weight in the population.</p>	<ul style="list-style-type: none"> <li>• Public Health have worked with the ICB on the Complex Care Obesity Programme. This has resulted in the commissioning of Slimming World and an Exercise on Referral Programme through our Leisure Services Scheme.</li> </ul>

**6.2 Healthy Weight Strategy**

The document proposes a new healthy weight strategy for Blackpool, for the time period 2023-2028. The strategy’s long term ambition is to ensure that Blackpool’s population and our future generations have the best start in life, and live longer and happier lives.

The priorities are: to support our children and young people in developing and growing to be healthy; promoting healthier food choices; provide food security for all Blackpool residents; provide access to resources and information to help make those healthier choices; promote and support active lifestyles and support employers to encourage active and healthy workforces.

Tackling overweight and obesity will require a range of partners’ involvement, including the local authority, NHS, private sector and the voluntary and community sectors. To ensure this strategy’s effective delivery all partners will need to build on the existing work and continue to work as a whole system to affect change. Because of the complex factors at play, the problem will not be reversed by any single approach. This strategy’s success will depend on changing many aspects of our population’s lives and the current environment in which we live, work and play, which encourages obesity related behaviours.

The healthy weight strategy has been approved by the Blackpool Council Public Health

Senior Management Team and Corporate Leadership Team.

6.3 Does the information submitted include any exempt information? No

## **7 List of appendices**

7.2 Appendix 8a Draft Healthy weight strategy 2023-2028

7.3 Appendix 8b Draft Action Plan 2023-2028

## **8 Financial considerations**

8.2 Funded within monies already available to all key partners through their own budgets.

## **9 Legal considerations**

9.2 N/A

## **10 Risk management considerations**

10.2 The risk of not producing a new healthy weight strategy for Blackpool would mean there is a lack of a coordinated approach to address the needs of the Blackpool population in relation to obesity.

## **11 Equalities considerations and the impact of this decision for our children and young people**

11.2 The strategy has been informed by the Joint Strategic Needs Assessment where there is a burden of obesity on the population

11.3 An equality impact analysis has been undertaken for this strategy, and has been reviewed by the Head of Equality and Diversity at Blackpool Council

## **12 Sustainability, climate change and environmental considerations**

12.2 The Health Weight Strategy crosses over a range and strategies and a key one which is reflected within the core of the document is sustainable, climate change and environmental considerations.

## **13 Internal/external consultation undertaken**

13.2 A series of workshops were held with key stakeholders and partners to develop the

strategy. The attendees from the workshops then formed the Healthy Weight Strategy group which has helped shape and develop the both the strategy and the action plan. The key decisions were:

- Relaunch of the Healthy Weight Declaration to engage partners and stakeholders
- Partner and stakeholder workshops to set the vision and priorities for the strategy
- Individual consultation with all stakeholders to discuss and agree the actions allocated.



# Healthy Weight Strategy 2023-2028

Blackpool Council



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## Foreword

Blackpool's life expectancy is poor and obesity related illness and death linked to poor diets and sedentary behaviours continues to increase. We are at the tipping point where we need to take direct action to improve life opportunities for both our current and future generations. If current trends continue more people will die prematurely due to cancer, heart disease, liver disease and ill health. Obesity also impacts negatively on our mental health, which in many cases starts from a young age and has life-long consequences and impacts. Being a healthy weight is one of the most effective ways to reduce the risk of long term health conditions such as diabetes, heart disease and cancer.

We know the factors that contribute to weight gain are complex and that every individual is different in how they respond to these factors. Our behaviours and lifestyles are influenced and driven by the environment around us, the culture we live in and our ability to make changes. Over recent years eating out of home has increased significantly, and is unlikely to reduce, and so we need to find ways of living with this culture. Being overweight has been normalised and so it can be difficult to recognise being an unhealthy weight, which can make behavioural change difficult. We cannot change habits which have been developed over generations simple by telling people about the problem or by doing what we have always done.

Blackpool was the first local authority to sign up to the Local Authority Declaration on Healthy Weight, back in 2016. Since then good progress has been made against the action plan; however, the work in this area slowed down during the pandemic, and so it is timely to reflect on what has been achieved and what actions still need to be taken in order to bring down Blackpool's obesity levels. On the 14 November 2022, the Council reaffirmed its commitment to tackling obesity with the relaunch and signing of a new Local Authority Declaration on Healthy Weight.

The Strategy is not a short term fix and change is not going to happen overnight. It will be achieved through a range of approaches, interventions and partners working together to promote healthier lifestyles. This strategy along with the declaration, provides the foundation for conversations, and actions in health, education, business, the voluntary sector and the community. This strategy will build on the progress already achieved in promoting healthier lifestyles.

We will set our course of action and bring people, communities and partner organisations along for the journey.

## Summary

The Strategy details Blackpool's obesity issues and provides information about why action is required and explores how different stakeholders and partners can contribute to tackling this agenda. This strategy will set out our 5 year vision, ambition and priorities. If we are going to take effective action to reverse our population's obesity levels we need to work together with partners in a whole systems approach, creating an environment that supports healthy choices and supports individuals to achieve and maintain a healthy weight and demonstrate a partnership approach to promoting healthy weight and tackling Blackpool's unhealthy weight issues.

Tackling obesity is not straight forward; there are many complex behavioural and societal factors which contribute to it. In recent years being overweight has become an adult norm which needs tackling, in addition to dealing with weight stigma and weight bias. The strategy's key focus will be on healthy weight and nutrition whilst linking with other strategies including Active Lives, Climate Emergency, Active travel, Highways, Early Years, and Infant Feeding etc.

The strategy aims to translate national policies into local action, whilst meeting the local population's needs based on robust evidence. The document will provide details of a whole systems approach to tackle obesity. This approach draws upon the complex behavioural and societal factors that contribute to causing excess weight and recognises the value of engaging with the local community to maximise local assets to achieve better results long term.

The strategy's long term ambition is to ensure that Blackpool's population and our future generations have the best start in life, and live longer and happier lives. We need to encourage making a healthier choice the easy choice and for individuals to feel enabled to make positive lifestyle choices to sustain or maintain a healthy weight. We will work with partners and sectors to make changes to our food, physical activity and social environment to promote healthy weight.

The priorities are: to support our children and young people in developing and growing to be healthy; promoting healthier food choices; provide food security for all Blackpool residents; provide access to resources and information to help make those healthier choices; promote and support active lifestyles and support employers to encourage active and healthy workforces.

## The causes and the complexity of obesity

Obesity is a major public health issue and the prevalence remains high for England and has been rising sharply over the past 30 years. It is a complex with many behavioural and societal factors that combine as causes of obesity. The Government-commissioned Foresight Report, published in 2007<sup>1</sup>, which looked in to the reasons for this, concluded there was a “complex web” of factors at play. These included

- Unhealthy diets
- Low physical activity levels
- Societal influences: media, education, peer pressure, culture
- Individual psychology
- Environmental

The rapid increase in the number of obese people in the UK is a major challenge with analysis by the government’s Foresight programme showing that over half of the UK adult population could be obese by 2050. The health impact of overweight and obesity on individuals and families in terms of ill-health places a significant burden on NHS resources. The direct cost to the NHS in 2006/07 of people being overweight and obese was £5.1 billion, and is expected to reach £9.7 billion by 2050.

The wider socio-economic impact is also a concern. Obesity impacts on employment opportunities and life chances in general but employers bear the major cost. There are an estimated 16 million days of certified incapacity per annum directly obesity related. No one is immune to obesity, but some people are more likely to become overweight or obese. The Marmot review (January 2010)<sup>2</sup> highlights that income, social deprivation and ethnicity have an important impact on the likelihood of becoming obese. Obesity can harm people’s prospects in life, their self-esteem and their underlying mental health.

Alongside the growing public sector burden on the public sector there is an impact on local authorities, including the cost to social services for caring for housebound people suffering from obesity related illness as a consequence of obesity. The estimated annual social care costs to local authorities are an estimated £352 million. In relation to the wider indirect costs could be as much as £27 billion by 2025.

Although obesity is complex, it is a preventable condition with serious, far reaching physical, psychological and social consequences affecting virtually all age and socioeconomic groups, with higher obesity levels found among more deprived groups. We know through the National Child Measurement Programme (NCMP) data, obesity prevalence in children is strongly correlated with deprivation and is highest in the most deprived areas. There is a steady rise in obesity prevalence with increasing deprivation for both Reception and Year 6 children. Key research shows that households/individuals who are in poverty or socially disadvantaged have worse dietary-related outcomes. Food poverty is more likely amongst those who have a low income, are unemployed, have a disability or are a member of a black or minority ethnic group.

The consequences of being overweight and obese is associated with an increased risk of developing a number of chronic diseases and conditions including type 2 diabetes, coronary heart disease, and hypertension and stroke, asthma, depression and more.

Overweight or obese adults are less likely to meet physical activity recommendations. On average obese people are more likely to take an additional 4 days sick per year compared to a healthy weight person.

In 1991 the UK Government set the first obesity rate reduction targets for England. Since then many strategies and policies have been published, yet 30 years later targets continue to be missed and obesity levels continue to rise. The most recent policy set out by the Government is Tackling Obesity: Empowering Adults and children to live

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<sup>1</sup> Foresight Tackling Obesities: Future Choices Project Report; October 2007

<sup>2</sup> Fair Society, healthy lives: the Marmot Review: strategic review of health inequalities in England post 2010: January 2010

healthier lives (England 2020). The strategy recognises it is one of the greatest health challenges and that COVID-19 has made this even more important. The paper discusses the need to follow the evidence and consider what more can be done to reduce the levels of Obesity in England, but provides little steer to the actions local authorities need to take.

There is no single solution to tackling such an ingrained problem and local action to promote healthy weight requires a coordinated approach to support change. Obesity is impacting on people's lives across the life course in relation to quality of life, and risk of developing chronic disease. If action isn't taken, the health of individuals will continue to suffer, health inequalities will continue and the socio-economic costs will escalate.

## Key Principles and Approaches for the Healthy Weight Strategy

### Whole systems approach to obesity

Tackling obesity is everyone's business – there is no one individual, group or organisation that can do this alone. In order to tackle this effectively we need an approach that involves the whole system, with action at an individual, environmental and societal level. There are many different perspectives on what a whole systems approach is. However, for the purposes of this strategy, it is about how we respond to the complexities of obesity through on-going, dynamic and flexible ways of working. It is about enabling our partners and stakeholders including the community, to come together, share understanding of the reality of the challenge, consider how our local system is operating and identify the greatest opportunities for change. Strong communication and partnership working will enable a more comprehensive, holistic, and better coordinated approach to be developed and delivered.

We will work with our partners across health, social care, education, departments across the council, voluntary sector, and community groups in order to achieve the strategy's ambition. To achieve this we will follow the key principles of our whole system approach:

- Provide strategic leadership and prioritise factors affecting healthy weight
- Creating sustainable and productive partnerships across Blackpool

### Local Authority Declaration on Healthy Weight

The Healthy Weight Declaration is a strategic council commitment to reduce unhealthy weight in local communities. It is about promoting healthy weight and improving the health and wellbeing of the local population. It is about recognising that we need to exercise our responsibility in developing and implementing policies that can reduce the economic impact to health and social care and the local economy. The declaration was developed in partnership with Food Active and with Public Health colleagues across the North West. The declaration includes 16 commitments pledging to support improved policy and healthy weight outcomes in relation to specific council work areas. By signing the declaration the council is committing to:

- Keeping healthy weight a high priority
- Enables cross-departmental working and partnerships
- Facilitate system leadership
- Maintaining accountability

Blackpool was the first local authority in January 2016 to sign up to a local authority declaration on healthy weight. In November 2022 the council reaffirmed its commitment to the declaration, recognising obesity continues to be a significant issue in Blackpool.

The 16 commitments are broken down into 5 key areas:

- Strategic/System Leadership
- Commercial determinants
- Health Promoting infrastructure & Environments
- Organisational change/cultural shift
- Monitoring and evaluation

### How we define overweight and obesity

Obesity occurs when energy intake from food and drink consumption is greater than energy expenditure through the body's metabolism and physical activity over a prolonged period, resulting in the accumulation of excess body fat. Body mass index (BMI) is a simple index of weight-for-height that is commonly used to classify overweight and obesity. The WHO definition is:

- A BMI greater than or equal to 25 is overweight
- A BMI greater than or equal to 30 is obesity

BMI provides the most useful population-level measure of overweight and obesity; however, there are clinical limitations of BMI that should also be considered. BMI is a surrogate measure of body fatness because it is a measure of excess weight rather than excess body fat. Factors such as age, sex, ethnicity, and muscle mass can influence the relationship between BMI and body fat. Also, BMI does not distinguish between excess fat, muscle or bone mass, and does not provide an indication of the distribution of fat among individuals. Due to this BMI should only serve as an initial screening tool for overweight and obesity, and other factors should be taken into consideration such as an individual's fat distribution, genetics, and fitness levels. However, BMI is a reasonable indicator of body fat for both adults and children.

### Food Poverty

Food poverty is a growing problem in the current economic climate. The use of food aid in the UK, particularly in the increased use of food banks has dramatically increased.

It is widely reported that individuals and families who experience food poverty are more likely to eat a diet that is unhealthy, characterised by food that is higher in saturated fat, salt and sugar. Additionally, they are more likely to eat processed foods that are both cheap and energy dense. Poor accessibility to affordable healthy foods, linked to a number of factors makes people already vulnerable more susceptible to experiencing food poverty. Factors such as closure of shops in deprived areas, out of town supermarket developments, poor transport links all contribute to poor access and affordability of healthy food.

Across England we know that:

- 7% of households experienced food insecurity in 2020/21. Across the North West it was 8% of households.
- Household food security was lower in households where the head is below the age of 65
- Households with a gross income of less than £200 per week were least likely to be food secure
- Single-adult households with children had low rates of household food security.
- Food insecurity is directly associated with poorer diet quality.
- Food insecurity is indirectly associated with higher BMI via greater distress and eating to cope.

In Blackpool

- A quarter of Blackpool's children (under 16) live in relatively low income families
- 38.6% are eligible for Free School Meals, significantly higher than the national average of 21%
- Blackpool's average weekly earnings of £394 is the lowest in the country
- The proportion of Employment and Support Allowance claimants (12%) is the highest in the country



- Excess weight in adults and children is significantly higher than national averages
- Blackpool has the highest density of fast food outlets in the country (outside the City of London)

## Weight Stigma

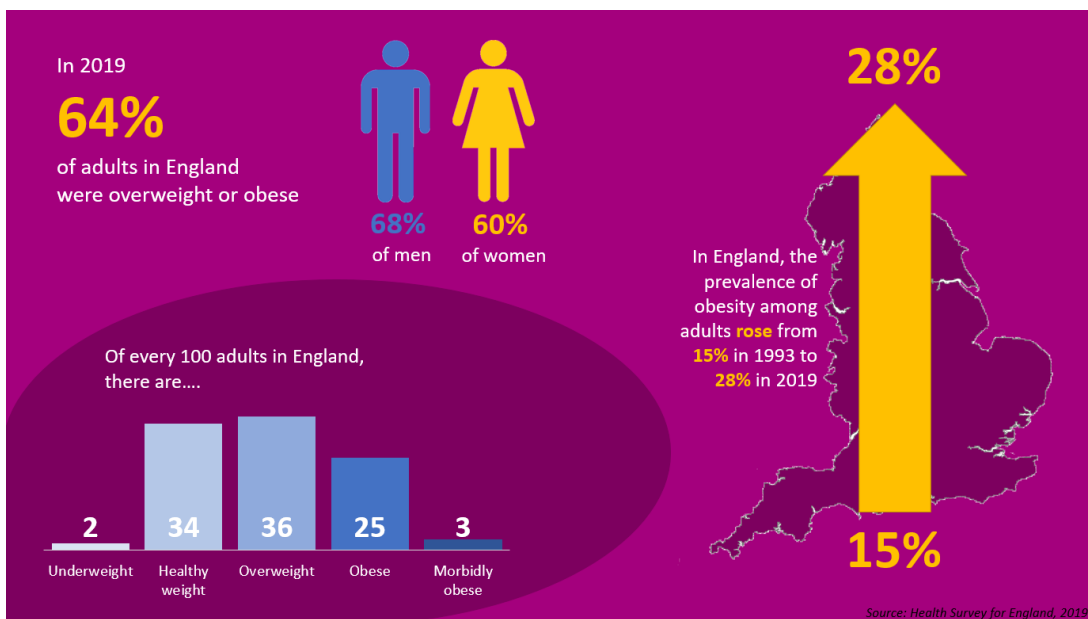
People who live with overweight and obesity often experience weight stigma – which refers to the discriminatory acts and thoughts targeted towards individuals because of their weight and size. Weight stigma results from weight bias, which refers to the negative ideologies associated with obesity – such as laziness, lack of will power, and unattractiveness<sup>3</sup>. This is sometimes reported in clinical settings; patients have shared experiences of receiving lower standards of care or missed diagnoses when medical professionals have made assumptions based on their physical appearance<sup>4</sup>. Those living with obesity often have limited agency over their weight, due to the large influence of their environment and personal circumstances and deserve equally compassionate and inclusive access to health and care, as well as being valued equally in wider society. It is important to identify opportunities to eradicate weight stigma; this has been recognised by the Obesity Health Alliance in their Position Statement on Weight Stigma<sup>5</sup>.

## Patterns and trends of obesity

### Adults

#### Overweight and Obesity

The best indicator of obesity prevalence for adults (16+) comes from the Health Survey for England, which uses measured heights and weights to calculate body mass index (BMI). Data from the 2019 survey shows that out of every 100 adults in England:



Source: PHE, *Health Matters, Obesity and the food environment, 'Scale of the problem' infographic*

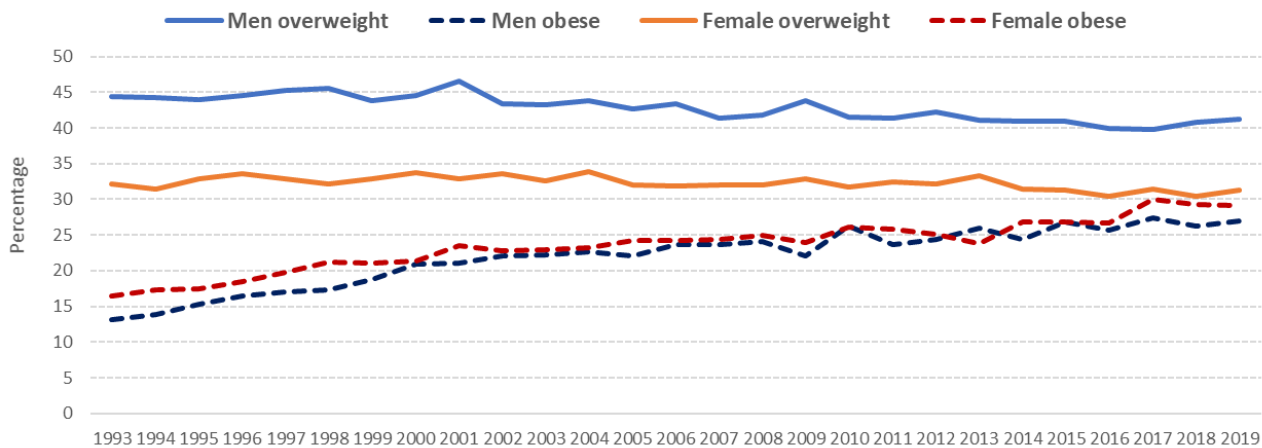
<sup>3</sup> World Obesity. Weight Stigma [online]. Available at: <https://www.worldobesity.org/what-we-do/our-policy-priorities/weight-stigma> [Accessed November 18 2021]

<sup>4</sup> Phelan et al. Impact of weight bias and stigma on quality of care and outcomes for patients with obesity. *Obesity Reviews*, 2015.

<sup>5</sup> Health Alliance. Weight Stigma – Position Statement [online]. Available at: <http://obesityhealthalliance.org.uk/wpcontent/uploads/2018/10/Weight-Stigma-Position-Statement.pdf> [Accessed 18 November 2021]

- In England, obesity prevalence has been gradually increasing and is now almost double the rate it was 25 years ago.
- 28% of adults were obese in 2019 and obesity levels are similar for men and women.
- The proportion who are overweight has fallen slightly over the same period as more people have become obese.
- Severe obesity has also increased since 1993, 2% of men and over 4% of women were morbidly obese in 2019, compared with fewer than 0.5% of men and just over 1% of women in 1993.

**Figure 1: Adult trend in proportion overweight and obesity, England, 1993-2019**

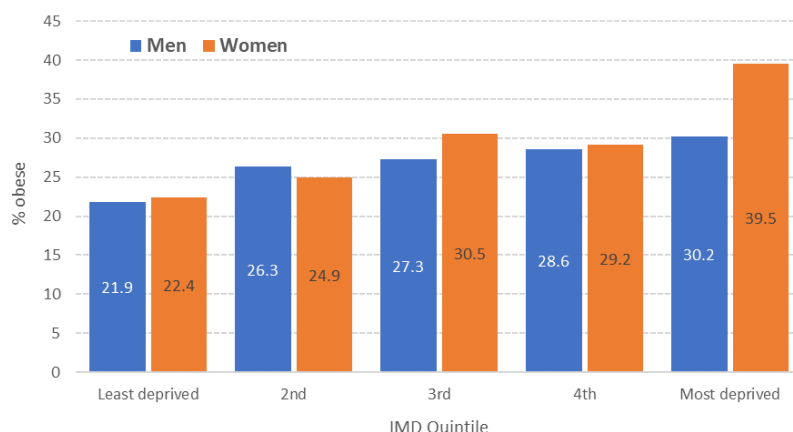


Source: NHS Digital, Health Survey for England 2019: Adult and child overweight and obesity

- In 2019, 27% of men and 29% of women were obese. Around two thirds of adults were overweight or obese, this was more prevalent among men (68%) than women (60%).
- Obesity increased with age from just 13% of adults aged between 16 and 24, to 36% of those aged 65 to 74. It was lower among adults aged 75 and over (26%).
- In all age groups except the youngest (16-24 years), the majority of adults were overweight or obese.
- Areas with the highest rates of obesity tend to be clustered around urban areas in the north of England.
- Adults living in the most deprived areas are the most likely to be obese. This difference is particularly pronounced for women, 39% of women in the most deprived areas are obese, compared with 22% in the least deprived areas.
- There were more than 1 million hospital admissions linked to obesity in England in 2019/20, an increase of 17% compared to 2018/19. Rates of obesity related hospital admissions in the most deprived parts of the country are 2.4 times higher than in the least deprived areas.<sup>6</sup>
- There is now stark evidence that [living with obesity also increases the risk of severe COVID-19](#). This may also explain some of the inequities seen in COVID-19 risk across society.

<sup>6</sup> The Kings Fund, Tackling obesity: the role of the NHS in a whole-system approach, July 2021

**Figure 2: Adult obesity prevalence by deprivation quintile, England, 2019**

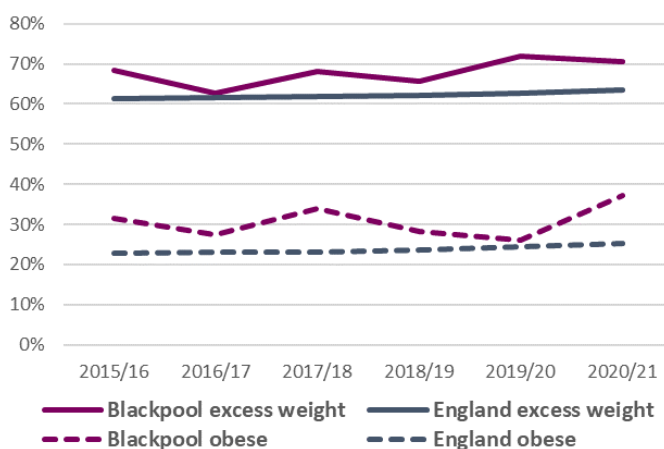


Source: NHS Digital, Health Survey for England 2019: Adult and child overweight and obesity

### Overweight and obesity in Blackpool

The Sport England Active Lives Survey is the indicator for measuring the population levels of overweight and obesity (excess weight). Whilst Blackpool estimates for the periods 2016/17 to 2018/19 were only slightly above national and regional levels, the most recent published data (2020/21) estimates that **70.5%** of adults were overweight or obese; this is significantly higher than the estimated national average of 63.5% and equates to approximately 77,000 residents.

**Figure 3: Trend in adult excess weight and obesity, Blackpool and England**



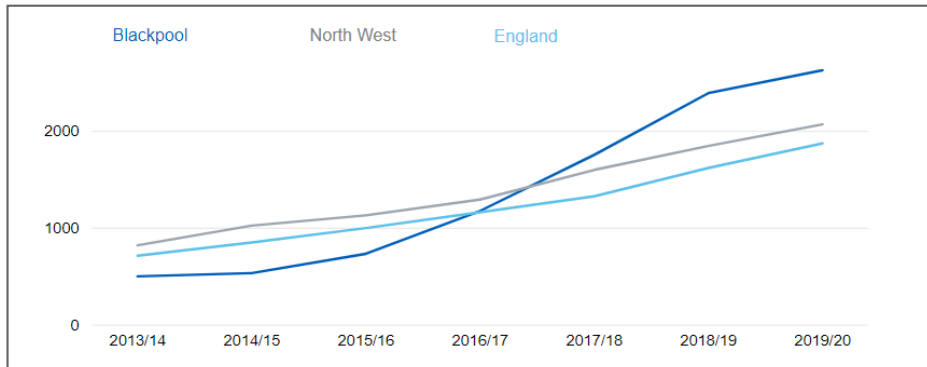
Source: OHID, Obesity Profile

- Trends in the proportion of obese (rather than overweight) showed a sharp upturn during the COVID-19 period and in 2020/21 over a third (**37.2%**) of adults in Blackpool were obese compared to only a quarter nationally. This is approximately 40,600 people.
- Over 11,800 people in Blackpool have been diagnosed with diabetes, 8.2% of the population compared with 7.1% nationally.
- Since 2013/14 hospital admissions where obesity was a factor have been rising steadily across the country and far more quickly in Blackpool<sup>7</sup>.

<sup>7</sup> Some (though not all) of this increase may be due to hospitals being more likely to record obesity as a secondary diagnosis than they were previously.

- Blackpool recorded 3,620 admissions where obesity was a factor in 2019/20. This compares to 3,300 admissions the previous year. The admission rate was 2,623 per 100,000 population<sup>8</sup>

**Figure 4: Trend in hospital admissions where obesity was a factor**



NHS Digital, [Obesity related hospital admissions dashboard](#), 2019/20

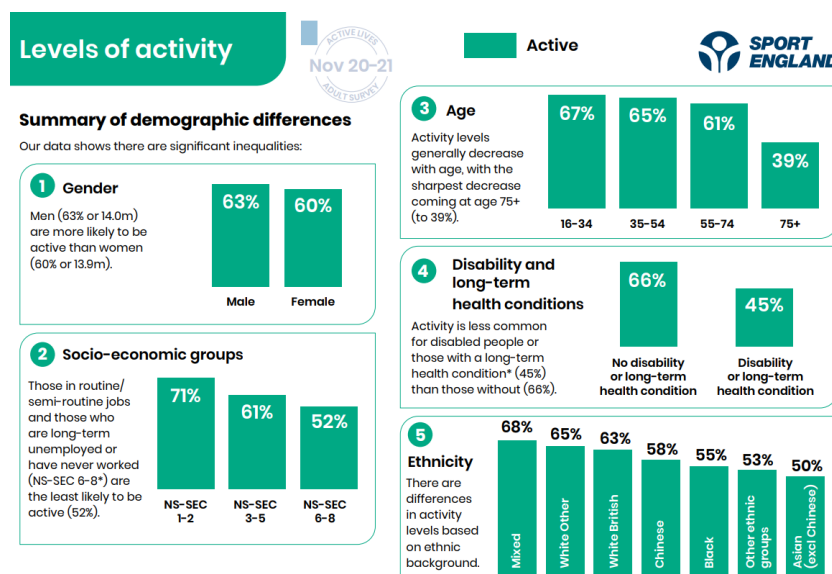
### Physical activity and healthy eating

The coronavirus pandemic, which saw unprecedented restrictions applied to everyday life, has resulted in a clear drop in physical activity levels since 2018/19.

The drop in activity levels during the pandemic reflected the level of restrictions in place at the time. As restrictions eased in 2021 activity levels began to recover, with increases seen across the summer compared to 12 months earlier. Despite this, activity levels still remain below pre-pandemic levels across England.<sup>9</sup>

There are considerable inequalities in the levels of activity within separate groups of the population: females, the elderly, those with a disability or long-term health condition, those in lower paid jobs or unemployed and those in a minority ethnic group are all less likely to be active.

**Figure 5: Demographic differences in levels of activity, England**



Source: Sport England, Active Lives Adult Survey November 2020-21 Report, April 2022

<sup>8</sup> NHS Digital, Statistics on Obesity, Physical Activity and Diet, 2021

<sup>9</sup> Sport England, Active Lives Adult Survey November 2020-21 Report, April 2022

We know from the Active Lives Survey that Blackpool’s physical activity levels fell during the COVID-19 period, exacerbating already high excess weight levels:

- Blackpool has the second lowest level of physically active people in the North West.
- A third of all adults do less than 30 minutes of physical activity per week compared to 23.4% across England.
- Just over half (55.9%) do more than 150 minutes of physical activity per week compared to two thirds nationally.
- Levels of musculoskeletal (MSK) conditions in Blackpool are significantly higher than average, impacting on an individual’s quality of life and ability to take part in daily life.



Source: PHE, Health Matters: getting every adult active every day, July 2016

While people’s diets may be improving in some areas, two thirds of the population remain overweight or are living with obesity; poor diets remain one of the leading causes of disease such as cancer, heart disease and type 2 diabetes.



More than half of adults in Blackpool are not meeting the '5-a-day' target

- In 2019/20 just over half of all adults in England were eating the recommended five portions of fruit and vegetables a day.
- Fewer men than women consumed the recommended amount.
- Blackpool has the fourth lowest consumption rate of fruit and vegetables in the North West
- Only 44.7% meet the '5-a-day' target.

### Maternal obesity

Increasing evidence suggests that maternal obesity is a major determinant, of infant health during childhood and later adult life (Godfrey et al., 2017). The link between an overweight parent (particularly the mother) and obesity in children is well documented (Moraeus et al, 2014). It is also well documented that obesity and poverty often go hand in hand, with levels of equity and equality being intertwined – Blackpool is ranked the most deprived local authority in England.

- Obesity has become one of the most commonly occurring risk factors in pregnancy with 21.3% of the antenatal population being obese and less than half of pregnant women (47.3%) having a body mass index within the normal range.<sup>10</sup>
- 28.5% of pregnant women in Blackpool are obese at the time of their booking appointment, the second highest rate in the North West and significantly higher than the national average of 22.1%.

Maternal obesity increases the health risks for both the mother and child both during and after pregnancy and it is recognised as a high impact area in tackling obesity nationally. There is a large body of evidence which links maternal obesity to adverse pregnancy outcomes. In the UK, the Centre for Maternal and Child enquiries (CMACE) summaries the risk as follows:

- Severe morbidity
- Miscarriage
- Cardiac disease
- Spontaneous first trimester and recurrent miscarriage
- Pre-eclampsia
- Gestational diabetes
- Thromboembolism
- Post-caesarean wound infection
- Infection from other causes, postpartum haemorrhage
- Low breast feeding rates

There is little or no data about physical activity for pregnant women and there is a lot of poor advice from professional and informally from peers about exercise in pregnancy. The NHS advice is the more active and fit you are during pregnancy, the easier it will be for a pregnant woman to adapt to their changing shape and weight gain. It will also help them cope with labour. It is recommended that a pregnant woman keeps their daily physical activity and exercise for as long as it is comfortable. Exercise is not dangerous for the baby and there is evidence that active women are less likely to experience problems in later pregnancy and labour. This chart provides advice to women on what is possible.



**Physical Activity Guidance**

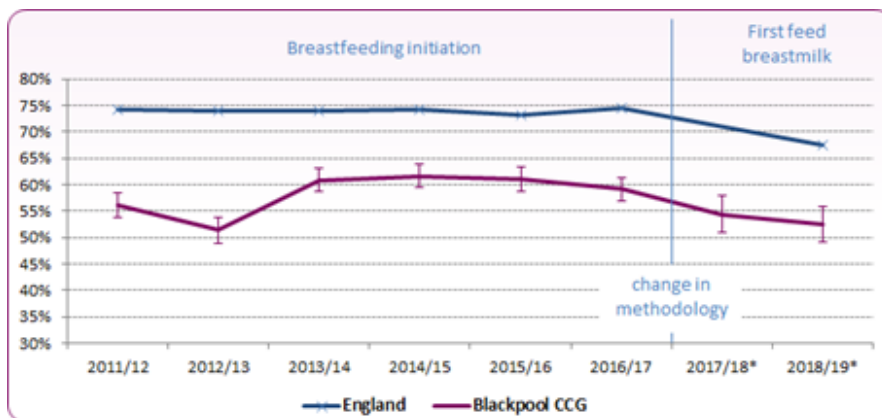
## Breastfeeding and infant feeding

The World Health Organisation recommends exclusive breastfeeding for the first 6 months of a baby's life, with continued breastfeeding along with the introduction of appropriate complementary foods, up to 2 years of age and beyond.

<sup>10</sup> RCOG, Care of Women with Obesity in Pregnancy, November 2018

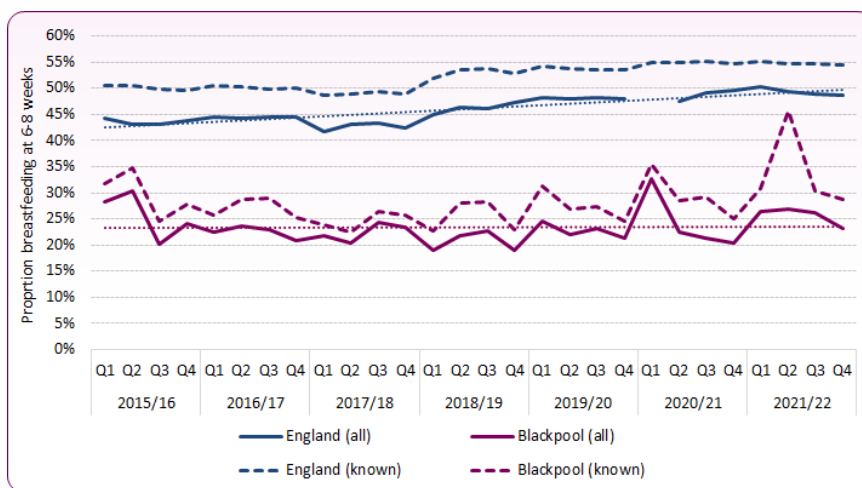
The health benefits of breastfeeding for babies include: reduced chance of gastrointestinal, respiratory tract and ear infections; a reduced chance of developing eczema; a reduced chance of developing allergies; and reduced risk of cardiovascular disease in adulthood, as well as less likelihood of becoming obese. The health benefits of breastfeeding babies for mothers included reduced risk of developing certain ovarian and breast cancers, and a lower risk of developing diabetes and osteoporosis in later life<sup>11</sup>.

The chart below compares the rate of breastfeeding initiation / first feed in Blackpool and England. The breastfeeding initiation rate was relatively stable between 2013/14 and 2016/17, significantly lower than the England rate. In Blackpool in 2016/17, 1,068 new mothers began breastfeeding, a rate of 59.1% compared to 74.6% across England as a whole. The new measurement from 2017/18 shows a lower proportion of babies receiving breastmilk as their first feed both nationally and locally. As of 2018/19, Blackpool's rate remained significantly lower than the England average, with 910 babies in 2018/19 receiving breast milk as their first feed, a rate of 52.4% compared to 67.4% across England.



**Figure 6: Breastfeeding initiation/first feed: Blackpool and England, 2011/12 to 2018/19**

The chart below compares the rate of breastfeeding at 6-8 weeks after birth in Blackpool with England. Proportions of breastfeeding among all infants due a 6-8 week check AND those with known breastfeeding status are shown for comparison purposes.



**Figure 7: Breastfeeding at six to eight weeks after birth (quarterly data): Blackpool and England, 2015/16 to 2021/22**

<sup>11</sup> NHS, Benefits of Breastfeeding, <https://www.nhs.uk/conditions/baby/breastfeeding-and-bottle-feeding/breastfeeding/benefits/>

Service data from the Better Start Partnership suggests that breastfeeding levels are lower in areas of higher deprivation, with breastfeeding initiation and continuation levels at 6-8 weeks, 3-4 months and 12 months all lower in Better Start target wards<sup>12</sup>.

Weaning, or the introduction of complementary food for babies, is also a concern. Whilst the NHS recommends the introduction of solid food from around six months of age, data collected through Health Visiting contacts would indicate that around half of parents in Blackpool commence weaning before this point, with around 10% commencing weaning prior to five months.

Breastfeeding and responsive feeding as well as timely and appropriate introduction of complementary foods will support the child to establish healthy primary appetite control in their brain, and train dietary habits which will allow individuals to make healthy food choices; these are key determinants of a healthy weight as outlined in the 2007 Foresight report.

## Children

### Overweight and Obesity

Studies tracking child obesity into adulthood have found that the probability of overweight and obese children becoming overweight or obese adults increases with age. The health consequences of childhood obesity include: increased blood lipids, glucose intolerance, Type 2 diabetes, hypertension, increases in liver enzymes associated with fatty liver, exacerbation of conditions such as asthma and psychological problems such as social isolation, low self-esteem, teasing and bullying.<sup>13</sup>

The [National Child Measurement Programme](#) (NCMP) collects annual measurements of the height and weight of over one million children in Reception (age 4-5 years) and Year 6 (age 10-11 years) in primary schools across England. Though data collections were disrupted to some extent by the COVID-19 pandemic, local authorities were still able to collect enough data to estimate prevalence by body mass index (BMI) category, which can be used to assess the impact of the COVID-19 pandemic on child BMI:

- There were significant single-year increases in childhood obesity rates across England during the pandemic, raising concerns about the impact on children's weight and general health.
- The trend in overweight children in both Reception and Year 6 across England has remained relatively static over the last 15 years.
- Trends in obesity and severe obesity have risen for both Reception and Year 6 and the rates are now significantly higher than they were 15 years ago.
- As with adults, children living in the most deprived areas in England are more than twice as likely to be living with obesity compared to those living in the least deprived areas.<sup>14</sup>

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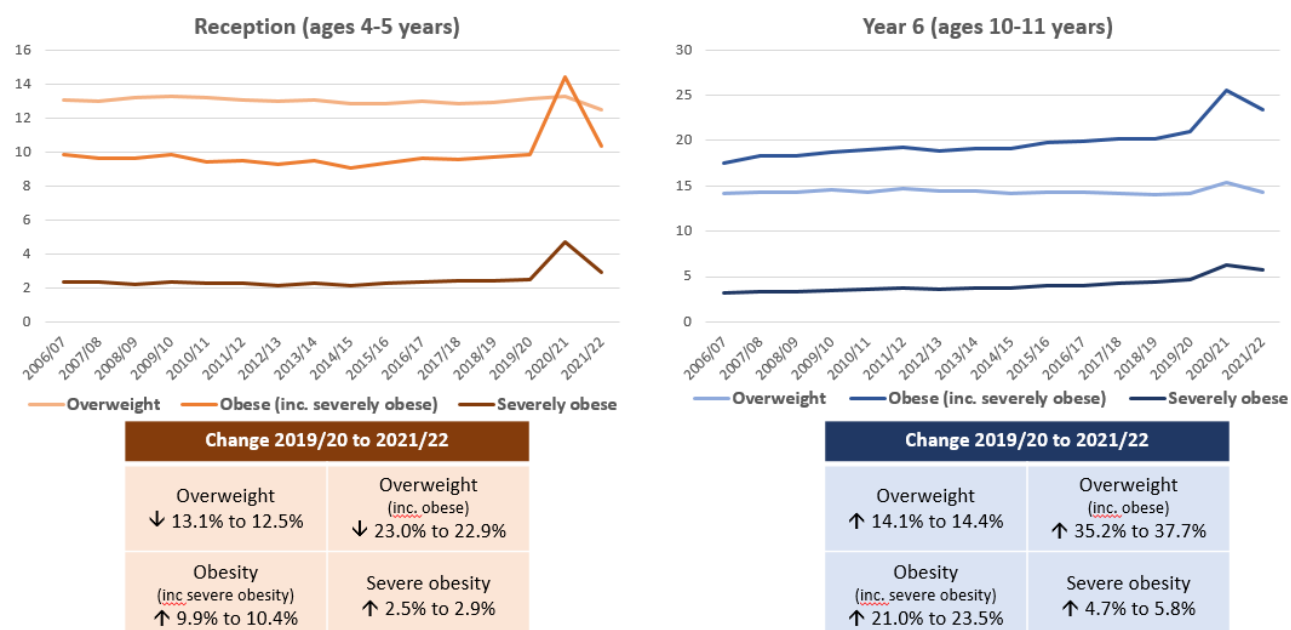
<sup>12</sup> See Blackpool Better Start (2022) Annual Dashboard Report, Year 7. Available at <https://blackpoolbetterstart.org.uk/reports-and-papers/>

<sup>13</sup> OHID, Obesity Profile

<sup>14</sup> OHID, Patterns and trends in childhood obesity, a presentation of data from the 2020 to 2021 National Child Measurement Programme



**Figure 8: Trend by BMI category, Reception and Year 6, England**



Source: NHS Digital National, Child Measurement Programme, England, 2021/22 school year (provisional), May 2022

The National Child Measurement Programme (NCMP) data collected from England's primary schools in 2021/22, reported by NHS Digital, shows:

Across England<sup>15</sup>:

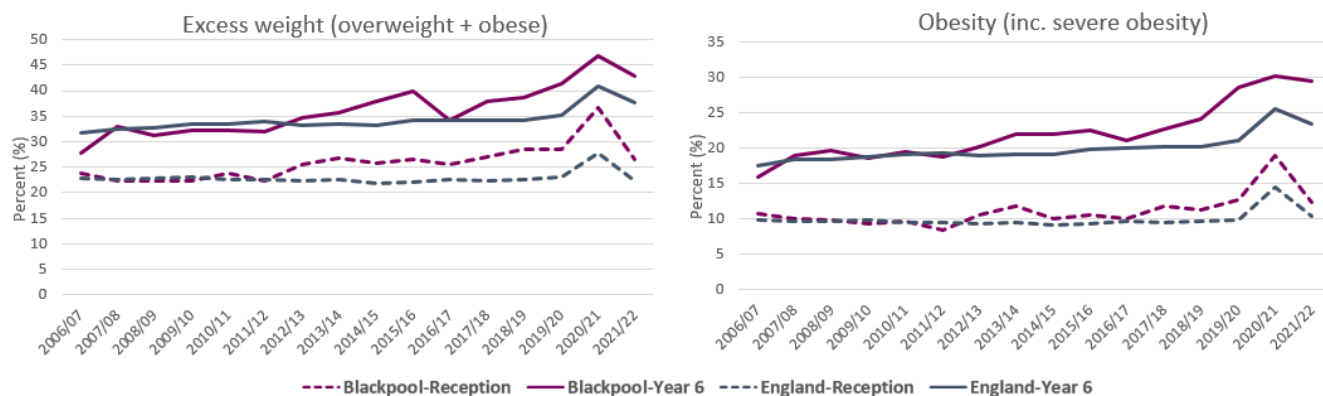
- In 2021/22, more than 1 in 5 children in Reception (aged 4-5 years) were living with overweight or obesity (excess weight). Boys 23.2%, girls 22.5%, all children 22.9%
- In Year 6 (ages 10-11 years), almost 4 in 10 children were overweight or obese. Boys 40.9%, girls 34.6%, all children 37.8%.
- 1 in 10 children in Reception were obese, this includes 2.9% who were severely obese.
- This increases to almost a quarter of Year 6 children where 23.5% are obese, including 5.8% who are severely obese.
- Obesity rates are similar in both boys and girls at Reception age though slightly more boys are severely obese than girls.
- By Year 6, obesity and severe obesity rates are significantly higher in boys than in girls.

### Overweight and obesity in Blackpool

The significant single-year increases in childhood obesity seen nationally in 2020/21 are reflected in Blackpool, which already had significantly higher than average levels of overweight and obese children. While rates in Blackpool have fallen back from the highs seen in 2020/21, rates of excess weight and obesity in Year 6 are still showing a rising trend. Rates of excess weight and obesity in Reception age children have fallen back in line with the pre-pandemic trend though are still significantly higher than average.

<sup>15</sup> NHS Digital National, Child Measurement Programme, Provisional school year outputs, England, 2021/22 school year, May 2022

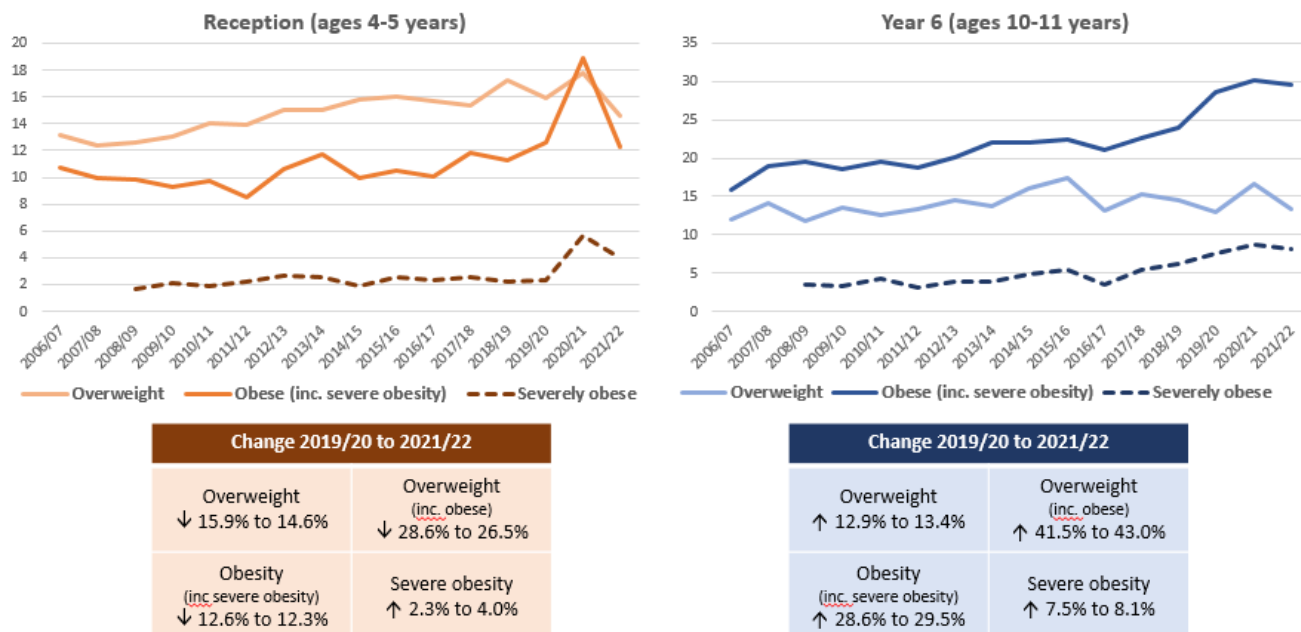
**Figure 9: Trends in Excess weight and Obesity, England and Blackpool**



Source: OHID Obesity Profile

Blackpool has significantly higher rates of obese and severely obese children at both Reception and Year 6 age. By Year 6 more children are obese than overweight and the proportion who are a healthy weight has dropped to just over half (56% in 2021/22).

**Figure 10: Trend by BMI category, Reception and Year 6, Blackpool**



Source: OHID Obesity Profile

The NCMP data collected from Blackpool primary schools in 2021/22, reported by NHS Digital and compared to pre-pandemic rates of 2019/20 shows:

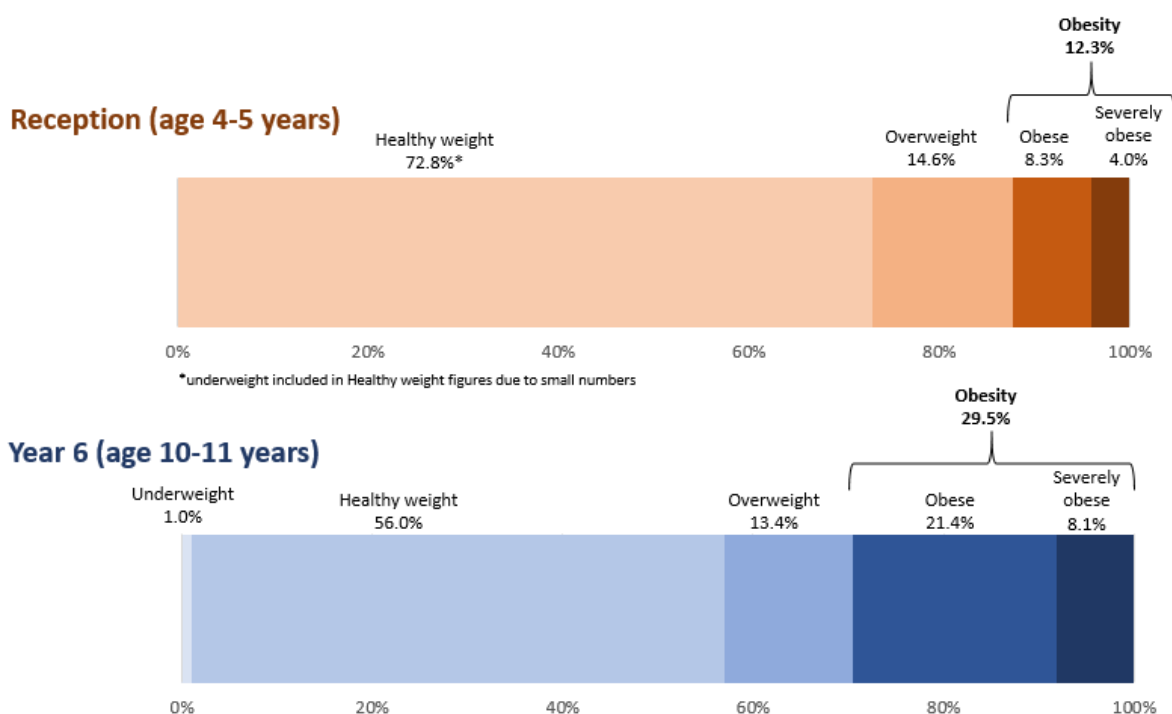
**Reception:**

- 185 (12.3%) children were classed as obese; this was slightly lower than the 2019/20 rate of 12.6%
- This prevalence rate is significantly higher than the national average of 10.1%
- 400 (26.5%) of the children measured were either overweight or obese (excess weight). This is a decrease from the 2019/20 rate of 28.6%
- The prevalence of excess weight is significantly higher than the national average of 22.3%.

Year 6:

- 440 children were obese, a prevalence rate of 29.5%, up from 28.1% in 2019/20.
- It is significantly higher than the national average of 23.4%
- 640 (43.0%) of the children measured were either overweight or obese. This is higher than the 2019/20 figure of 41.5%.
- Excess weight prevalence is significantly higher than the national average of 37.8%.

**Figure 11: BMI status of children by age, Blackpool, 2021/22**



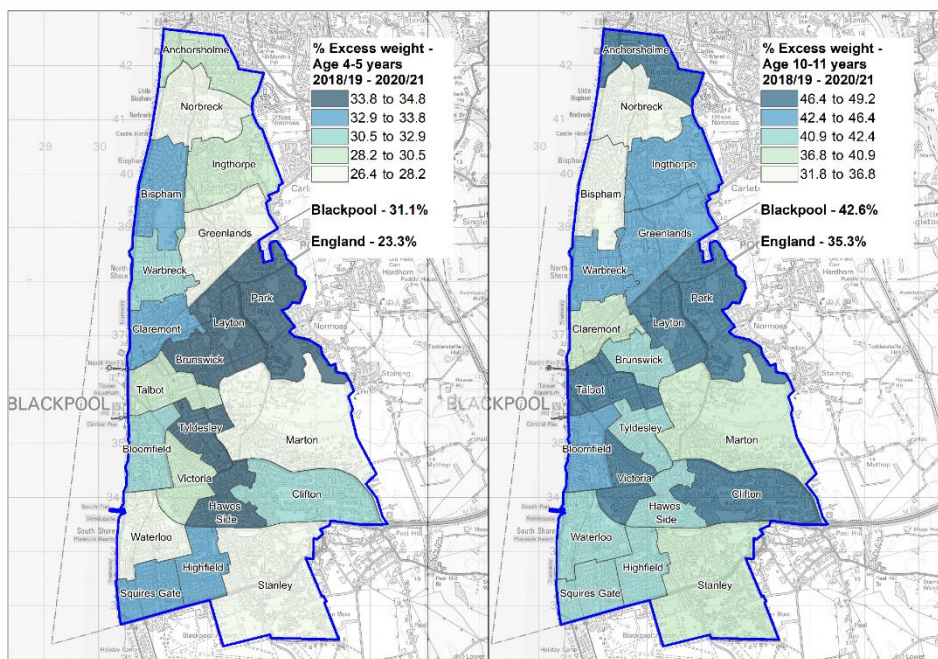
Source: NHS Digital National, Child Measurement Programme 2021/22 school year

Locally, there is wide variation in excess weight. While nationally there is a link with deprivation and more disadvantaged areas, across Blackpool the picture is more opaque.

Combined data from the NCMP, 2018/19 to 2020/21 shows excess weight across the town does not follow the 'usual' pattern we have come to expect, with those areas in the centre of town having the worst outcomes. By Year 6 some of the highest rates of excess weight are in the more affluent areas.

Excess weight rates range from 26.4% in Norbreck to 34.8% in Tyldesley at age 4-5 years and obesity rates range from 11.3% in Warbreck to 17.8% in Brunswick. Layton has the highest proportion (49.2%) of children with excess weight at Year 6 while Bispham has the lowest proportion (31.8%).

**Figure 12: Excess weight in Reception and Year 6 children in Blackpool by ward, 2018/19-2020/21**



Source: PHE, Pupil Enhanced Dataset, Rates calculated locally (Blackpool JSNA)

### Physical activity and diet

The [UK Chief Medical Officers' Physical Activity Guidelines](#) for physical activity among under 5s and 5 to 18-year were refreshed in 2019, with the target for those aged 5-18 years to be physically active for an average of at least 60 minutes per day across the week. The number of children and young people who were physically active fell during the 2019/20 academic year in England, as the coronavirus (Covid-19) pandemic restricted the activities available.

Data from Sport England shows children and young people were generally successful in adapting their habits to include new forms of exercise; however, the types of activity available changed drastically. Not surprisingly, sporting activities (which include team sports and swimming) were hardest hit, down 16% with just over 1 million fewer children and young people taking part, whilst the biggest gains were found in walking, cycling and fitness.<sup>16</sup>

- Active lives data for the 2020/21 academic year (which includes the Covid-19 period) suggests that 35.5% of 5-16 year olds in Blackpool met the 60 minutes per day average activity guidelines, significantly lower than the 44.6% national level.
- 40.5% of children and young people in Blackpool were inactive, doing less than 30 minutes per day, compared to 31.3% nationally.
- This equates to approximately 5,900 5-16 year olds in Blackpool meeting CMO-recommended activity levels, with 10,600 below that level (6,600 of whom are active for less than 30 minutes per day).



Only 35.5% of Blackpool's school children meet CMO recommended activity levels

<sup>16</sup> Sport England, Active Lives Children and Young People Survey, January 2021

## Evidence base for action

The National Institute for Health and Care Research (NIHR) recently undertook a themed review to look at how local authorities could reduce obesity in the local area. The purpose of the review is to help and support local decision making by ensuring investment decisions can be based on sound evidence, maximising the impact of stretched resources. The review identified 143 NIHR funded studies on obesity that were relevant to local authorities. The studies that were reviewed were:

- System wide approach
- Weight management programmes
- Built and natural environments
- Active travel and public transport
- Active workplaces
- Preventing obesity in children and families
- Healthy Schools
- Public sports and leisure services
- What people buy and eat.

The review drew on the breadth of NIHR research relevant to obesity, consultation with staff at local councils and national organisations, as well as feedback from a group of practitioners, researchers and members of the public. Through this work it was possible to identify evidence-based actions that local authorities, working with local partners, could take to reduce obesity in the communities. The key themes were:

- Investing in active travel, infrastructure, community sport and physical activity
- Influencing behaviour from childhood
- Supporting people living with obesity
- Strategies that reflect societal shifts e.g. in the workplace
- Reducing excess calorie consumption
- Local actions to support system wide approaches

The research concluded that the context in which local authorities operate – levels of deprivation, resources, urban and rural geography, and other competing priorities locally – influences the approaches that can be taken to prevent obesity. National initiatives such as taxes or other regulatory changes are important. Supporting people to maintain a healthy weight requires action on many levels: individual, organisational, across whole systems local and national.

Guidance providing evidence based recommendations on how to curb the rising tide of obesity is published by The National Institute for Health & Care Excellence (NICE) and has and will continue to be used to inform and plan local services. These guidelines are also supported by other guidance published by NICE which are also relevant to obesity<sup>17</sup>:

- Obesity working with local communities (PH42)
- Weight management before, during and after pregnancy (PH27)
- Preventing type 2 diabetes – population and community interventions (PH35)
- BMI and waist circumference (PH46)
- Managing overweight and obese adults through lifestyle weight management services (Currently in draft format)
- Managing overweight and obese children and young people through lifestyle weight management services (PH47) Behaviour Change :individual approaches (PH49)

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<sup>17</sup> NICE (2006) Obesity: the prevention, identification, assessment and management of overweight and obesity in adults and children. December 2006.

## Food Insecurity

The Index of Deprivation (2019) highlights Blackpool in having 8 out of the 10 most deprived wards in the UK, with 7,800 children living in poverty. Unemployment is high, and a large percentage of employment is seasonal, meaning people are on minimum wage and/or temporary contracts. Child Poverty Framework – highlights that the seasonal low pay nature of Blackpool's economy exacerbates social deprivation. Fluctuating income levels, and a lack of access to affordable credit also increases families' day-to-day financial problems. The cost-of-living crisis is hitting homes across the town hard.

Last winter, individuals were making the difficult decision between choosing to keep food on the table or heat their homes. Individuals with children are prioritising their children's health, keeping the house warm, and making sure the children eat whilst skipping meals themselves simply because they cannot afford the food. The rising cost of living has had a significant impact on the number of people being referred to the services Blackpool Food Bank supports. From all available analysis, this is not expected to end soon. There is a concern from experts that energy costs may not fall to pre-Ukraine war levels until the year 2030. This could potentially have a lingering impact on the communities we serve for some time to come.

As a result, Blackpool Food Bank is experiencing an increasing demand for food. In 2022 there was a 24% increase in demand for crisis family parcels, and an increase of 50% for single crisis parcels. This trend is continuing into 2023.

In October 2022 Blackpool Food Bank launched The BIG FOOD Pledge, an initiative where there is engagement with Local Authorities, NHS, businesses, suppliers, manufacturers, and wholesalers to access food at the back of the supply chain which would end up in landfill or as animal feed. The latest statistics from WRAP (Waste & Resources Action Programme) state that over 9.5 million tonnes of food are wasted in England each year.

## Climate Change

### Food security and climate change

Climate change and food are connected in a variety of ways, leading to food insecurity threats globally<sup>18</sup>. This is due to rising temperatures leading to increased heat stress which shrinks fresh water supply and changes weather patterns causing crops to fail and allowing for crop related pests and diseases to persist<sup>19</sup>. These crop failures push up food prices, disproportionately affecting people in deprived living situations. These rises in food costs can be amplified in difficult economic periods, such as the current cost of living crisis. The IPCC found in their climate vulnerability report that; "In the next 30 years, food supply and food security will be severely threatened if little or no action is taken to address climate change and the food system's vulnerability to climate change"<sup>2021</sup>

### Food production and climate change

All stages of the food production cycle; ranging from growth through to disposal create emissions that contribute to climate change<sup>22</sup>. A third of all human- caused greenhouse emissions come from food production, second only to the energy sector.<sup>232425</sup> The largest part of these emissions come from agriculture and land use practice, the rest comes from transportation, packaging and wastage of food<sup>26</sup>. Food type bears a huge factor in how many emissions are

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<sup>18</sup> 2. Climate Explainer: Food Security and Climate Change (worldbank.org)

<sup>19</sup> 6. The World's Food Supply is Made Insecure by Climate Change | United Nations

<sup>20</sup> 8. IPCC — Intergovernmental Panel on Climate Change

<sup>21</sup> 6. The World's Food Supply is Made Insecure by Climate Change | United Nations

<sup>22</sup> 1. Food and Climate Change: Healthy diets for a healthier planet | United Nations

<sup>23</sup> 2. Climate Explainer: Food Security and Climate Change (worldbank.org)

<sup>24</sup> 1. Food and Climate Change: Healthy diets for a healthier planet | United Nations

<sup>25</sup> <https://wrap.org.uk/taking-action/climate-change/circular-economy>

<sup>26</sup> 1. Food and Climate Change: Healthy diets for a healthier planet | United Nations

created and released through its production. Animal based products account for 57% of food production emissions and plant based products account for 29%<sup>27</sup>. Food production is also the biggest methane emitter, and the largest cause of biodiversity loss in the world<sup>28</sup>.

### The health risks of climate impacts on food provision

The Food Standards Agency has noted that climate change is linked to food production in the following ways: food availability and security, food safety risks and for its role in mitigating climate change<sup>29</sup>. They have invested in research surrounding food safety risks cause by climate change<sup>30</sup>. The World Health Organisation also agrees that food security and safety are the biggest direct implications climate change will have on human health through food<sup>31</sup>.

### Food production and climate adaptation

The World Business Council for Sustainable Development has the following suggestions for food production to adapt to climate change:<sup>32</sup>

1. Habitat restoration
2. Agro ecological methods
3. Crop diversification
4. Reducing food waste
5. Healthy sustainable diets

These recommendations can work in a local context to increase food security by:

- Increasing the opportunity to increase community growing schemes, which use sustainable methods to reduce emissions creation and pollutants.
- Increasing access to healthy sustainable diets and opportunity to reduce food waste and increase the efficiency of food dispersal.

This will allow for fresh food to be dispersed to those in food poverty and also increase the independence of growers and access to locally grown healthy food.

### The role of healthy eating in reducing emissions

For food created emissions to be reduced, a producer to consumer approach is essential<sup>33</sup>. This can be supported by a shift towards making the provision of plant based diets easier for the consumers. According to the UN, what you eat is more important than the food miles or packaging, as the higher emissions rates come from agriculture practices<sup>34</sup>. They suggest that eating healthier meals, which contain a higher percentage of vegetables is the best way consumers can reduce their food emissions, in tandem with reducing food waste and composting<sup>35</sup>. The World Business Council for Sustainable Development also recommends healthy, plant rich diets as a way to adapt to

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<sup>27</sup> 3. Here's How Much Food Contributes to Climate Change - Scientific American

<sup>28</sup> 2. Climate Explainer: Food Security and Climate Change (worldbank.org)

<sup>29</sup> 4. Climate change | Food Standards Agency

<sup>30</sup> 4. Climate change | Food Standards Agency

<sup>31</sup> <https://www.who.int/news-room/fact-sheets/detail/climate-change-and-health>

<sup>32</sup> 7. Strengthen global food systems to help climate adaptation - World Business Council for Sustainable Development (WBCSD)

<sup>33</sup> 1. Food and Climate Change: Healthy diets for a healthier planet | United Nations

<sup>34</sup> 1. Food and Climate Change: Healthy diets for a healthier planet | United Nations

<sup>35</sup> 1. Food and Climate Change: Healthy diets for a healthier planet | United Nations

climate change impacts on food security<sup>36</sup>. Not only would this impact how the agricultural system works it would also have positive impacts for the health care system. According to the UNEP report, it would make \$1.285 trillion available annually by 2030 and \$1.92 trillion by 2050<sup>37</sup>.

### The role of the circular economy in increasing food security

The Ellen McArthur Foundation states that “Changing our food system is one of the most impactful things we can do to address climate change, create healthy cities, and rebuild biodiversity.”<sup>38</sup> This can be achieved in the following ways<sup>39</sup>:

1. Sourcing food grown re-generatively, and locally where appropriate
2. Designing and marketing healthier food products
3. Making the most of food

This can be achieved through circular economy thinking, as by nature a circular economy system is waste adverse and regenerative in its approach. Circular food would create a regenerative food cycle which increases food security.

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<sup>36</sup> 7. Strengthen global food systems to help climate adaptation - World Business Council for Sustainable Development (WBCSD)

<sup>37</sup> <https://www.undp.org/publications/undp-issues-brief-resilient-food-and-agriculture>

<sup>38</sup> <https://ellenmacarthurfoundation.org/food-and-the-circular-economy-deep-dive#:~:text=A%20circular%20economy%20for%20food%20mimics%20natural%20systems,the%20soil%20in%20the%20form%20of%20organic%20fertiliser.>

<sup>39</sup> Sourcing food grown regeneratively, and locally where appropriate  
Designing and marketing healthier food products  
Making the most of food



## What is happening in Blackpool

Blackpool has shown a commitment to tackling obesity through the Local Authority Declaration on Healthy Weight, which was originally signed in January 2016 and resigned in November 2022. Following the signing of this declaration the council has worked hard to tackle the issue of obesity within the town and a range of activities, interventions and work has been undertaken, which are detailed below:

### Children and Families Weight Management – Making Changes

This service is delivered by Active Blackpool and has run for a number of years to support the findings of the NCMP programme. Its aim is to manage and deliver effective weight management services to those children identified as overweight or obese by the NCMP and support the families to achieve sustained long-term movement towards healthier weight. The service aims to improve children and family's knowledge and skills around healthy eating and physical activity, in order to enable them to use these skills to make and sustain healthy lifestyle choices. The service will use and develop innovative methods to achieve this where appropriate and is aimed at children aged 4-11years old and their families.

### Tier 2 Adult Weight Management Programme

This service is jointly commissioned between Active Blackpool and Blackpool Football Club Community Trust and aims to manage and deliver effective weight management services to adults in order to enable sustained long-term movement towards healthier weight. The service aims to improve a participant's knowledge and skills around healthy eating and physical activity and use these skills to make and sustain healthy lifestyle choices.

### Healthier Choices Award

This is an award scheme that is available to Blackpool food establishments with a food hygiene rating of 3 or above. The healthier choices award is all about giving customers healthier food options by making simple changes to the way food is prepared and cooked.

### Junior Healthier Choices Award

This is an award scheme which is available to Blackpool food establishments with a food hygiene rating of 3 or above. The award is about local businesses committing to welcoming breastfeeding and bottle feeding on their premises and to offer smaller portions of healthier choice menu items that are appropriate for infants.

### Be kind to teeth campaign

Working in partnership with Food Active and Blackpool Better Start this is a campaign for the town to promote healthier drink options for the under 5s. The aim is to encourage parents and carers to give only water and milk to babies and children, as well as raising awareness of the health risks associated with consuming sugary drinks.

### Give up loving pop (GULP)

This campaign was created by Food Active, a collaborative healthy weight programme commissioned by the North West Directors of Public Health and delivered by the Health Equalities Group (HEG), Liverpool. The aim of this campaign was to raise awareness around the health effects of excessive consumption of sugary drinks

### Free School Breakfast

Blackpool Council offers all primary school pupils from Reception through to Year 6 attending state funded schools in Blackpool a free, healthy breakfast at the start of the school day, compliant with the School Food Guidelines. This scheme is based on evidence of effectiveness from the US federally assisted School Breakfast Program showing that children who eat school breakfast are less likely to be underweight, more likely to have improved nutrition, and the

Program does not contribute to obesity. Local evaluation work has suggested that free school breakfasts are already making a positive difference to Blackpool children's eating habits

### Holiday Activities Food Programme (HAF)

The Blackpool HAF is funded by the Department for Education and provides healthy food and activities for eligible children who receive free school meals. There are a range of providers delivering a wide variety of activities, health and nutrition information, and free healthy meals each day to children and young people during the school holidays.

### Fit2Go

Fit2go is a programme for year 4 children to increase physical activity and promote healthy lifestyles including healthy eating.

### Holistic Infant feeding Service

Blackpool will take a whole-system approach to infant feeding. In addition to existing universal and services from Midwifery, Health Visiting, Neonatal and Family Hubs, we currently commission Anya (a digital pregnancy, parenting and infant feeding support mobile phone app) and the Henry Infant Feeding Team. We currently commission HENRY to run an infant feeding service that supports women who breast feed in addition to supporting safe and responsive bottle feeding. The service is funded through Blackpool Better Start also offers training to inform and improve practice in the workforce. HENRY also run starting solids workshops around the town to encourage a timely and healthy introduction to solid foods when a baby reaches 6 months of age. This offer will look to be expanded with Start For Life funding from 2023 with a concentration on uptake and initiation of breastfeeding by enhancing the infant feeding support in the antenatal period and a Breast Feeding Welcome Scheme across the town

### Healthy Start Scheme

In Blackpool we have a clear strategy to support parents signing up to the Healthy Start Scheme thus increasing the consumption of healthy foods for our most vulnerable families. Working collectively (Better Start Community Connectors, Midwifery, Family Hubs, Health Visiting) the town have managed to increase uptake in the year 2022-2023 despite a number of national issues with accessing the benefit. Blackpool is currently 4<sup>th</sup> highest uptake in England (Feb 2023) with 72% of eligible parents accessing the scheme. A continued focus on data and communications will support an increased and sustained access rate over the coming year.

### Business Health Matters

Business Health Matters is a ground-breaking programme that will build a healthier workforce across Lancashire, and beyond. The first of its kind in the country, the Business Health Matters programme supports local businesses in improving the physical and mental health of their employees so that staff are happier, healthier and more resilient. Healthier working-aged individuals, who are given opportunities to upskill, remain in employment and live longer, happier lives. Businesses benefit from this with increased productivity and sustained workforces, resulting in reduced absence costs and lower staff turnover rates.

The programme breaks down into three main projects:

- Workplace Health Champion training
- Health checks
- Wellbeing packages

## Active Travel

Active Blackpool has encouraged and enabled modal shift by teaming up with Living Streets, Cycling UK, Love to Ride, Blackpool Police, Team Rubicon, and offered grant funding to businesses to buy improved cycle storage to encourage their staff to actively travel to work.

**Living Streets** has been delivering three initiatives in Blackpool; WOW – The Walk to School Challenge for primary schools, Next Steps for post primary/FE settings and Walking Works for work places. WOW is being delivered at 20 schools, and it is anticipated to be implemented in a further twelve subject to further funding. We have launched Next Steps at three secondary schools/further education settings and have recently increased the target from three post primary settings to six. We have launched walking works with five workplaces and held a 'Pledge event' at two businesses and three colleges.

**Cycling UK** has provided funding to run 21 'Big Bike Revival Events' consisting of Fix events where people bring their bikes to be repaired, learn to fix where people learn how to fix their bikes for future maintenance, Learn to ride where people learn how to cycle and Led rides where we take participants on a led bike ride.

Funding was secured through Cycle UK to appoint a Cycling Development Officer in December 2021. The role's purpose is to deliver and monitor Cycling UK Development and Behaviour Change projects to meet the local community's need. The programmes are designed to reach diverse audiences and include Community Cycling Clubs, Big Bike Revival and Cycle for Health.

**Team Rubicon** Active Travel has teamed up with team Rubicon which delivers Skateboarding and scooter coaching sessions in schools. This was rolled out to eight schools and the uptake was good with a lot of children buying skateboards after the sessions to carry on at home. Further funding has been secured to run this in a further eight schools in June 2023.

**Sports 4 Champions** - The Active Travel officer has been going into schools alongside the sports coaches when delivering sports 4 champs. Sports 4 Champions is a Sport Blackpool initiative aimed at year six children, delivered in primary schools. The six week programme is designed to positively engage children in sport and physical activity opportunities, educating them in the importance of maintaining a healthy lifestyle through diet and physical activity.

**Love to Ride** is the online platform that gets more people cycling. It runs quarterly events to encourage, incentivise and reward riding. They have engaged over 415,000 people and 25,000 workplaces worldwide, helping 73,000 people to get back on their bikes. Active Blackpool has recently started a partnership with Love to Ride to run a local Blackpool initiative.

This is not an exhaustive list of Blackpool activity, but provides an overview of the interventions/actions that are currently taking place. All initiatives are assessed and evaluated to establish if they are achieving the agreed outcomes. If interventions are not working they are reviewed, adapted and if necessary cancelled.

## Active Blackpool Referral Scheme

The Active Blackpool Referral Scheme is designed to help people with health conditions to start exercising safely. Health professionals can refer suitable patients to the scheme to take part in physical activity sessions to receive advice and support, helping them to overcome barriers to exercise and to improve their health and quality of life.

In addition to the work highlighted here there is a range of strategies and work in place that supports this work, including:

- Active Lives Strategy 2020-2025
- Oral Health Strategy

- Climate Emergency Action plan
- Fylde Coast Local Cycling and walking infrastructure plans (LCWIP)
- Green and Blue Infrastructure Strategy
- Local Transport Planning

## The Vision

This document has demonstrated obesity is complex, the causes being woven into the fabric of modern lifestyles. The way forward is to help our population make healthy choices from pre-birth and throughout life. Starting with healthy pregnancy, breastfeeding and continuing with healthy and active old age. This will be achieved through a long term commitment by our partners and stakeholders, linking all partner organisations' efforts.

Tackling overweight and obesity will require a range of partners' involvement, including the local authority, NHS, private sector and the voluntary and community sectors. To ensure this strategy's effective delivery all partners will need to build on the existing work and continue to work as a whole system to affect change. Because of the complex factors at play, the problem will not be reversed by any single approach. This strategy's success will depend on changing many aspects of our population's lives and the current environment in which we live, work and play, which encourages obesity related behaviours.

Strong communication and partnership working will enable a more comprehensive, holistic and better coordinated approach, which will mean a more proactive and effective approach to tackling this issue.

This strategy provides a framework and vision for all partners to contribute and identify their role in the healthy weight agenda.

## The Strategy's Ambition

Our long term ambition is to ensure that Blackpool's population and its future generations have the best start in life, and live longer and happier lives. We need to make a healthier choice the easy choice and for individuals to feel enabled to make positive lifestyle choices to sustain or maintain a healthy weight. We will work together with a range of partners and sectors to change our food, physical activity and social environment to promote healthy weight.

## Our Priorities

- Supporting our children and young people develop, grow and to be a healthy weight
- Promoting healthier food and exercise choices across the town
- Help to provide food security for all Blackpool residents and enable them to manage and prepare food to provide nutritious meals cost-effectively
- Ensuring people have access to the right information and resources to make healthy choices that support effective weight management
- Promote and support active lifestyles, encourage the population to move more, including the use of public transport, cycling, and walking
- Building healthier workplaces that support employees to move more, and to make healthier choices including active travel to support employees making healthier choices

## The Outcomes

- Reduction in health inequalities that arise from overweight and obesity
- Reduction on demand on health and social care that arise from conditions/issues related to being overweight or obese
- Fewer people with longer term conditions as a result of excess weight
- Changes in the local activity and food related environment such as changes to travel, town planning etc. to address the obesogenic environment

- Improved offer of healthy food provision/options in public sector settings
- Expand the number of local businesses achieving the Healthier Catering Award
- Reduce the number of children arriving at primary school overweight or obese
- Reduce the increase of overweight and obese children from Reception to Year 6
- Increased breastfeeding rates, initiation and duration
- Increased number of babies receiving solid foods at the recommended 6 months of age

## Governance and Accountability

We will use the Food Active Healthy Weight Declaration monitoring and evaluation toolkit which can be found in the appendix to assess progress against the aims and objectives of the Strategy. The Healthy Weight Strategy Group will agree the resources required, milestones and timescales for achievement against which progress to the Health and Wellbeing Board will be reported annually or by exception. Terms of Reference and group membership are detailed in the appendix but include key partners across the council, public and voluntary sector.

To understand if the strategy has had a beneficial impact for the Blackpool population, we will use national Public Health Outcomes Framework (PHOF) indicators. The PHOF includes health improvement indicators that will demonstrate the progress being made. It is proposed the following indicators are adopted:

- Breastfeeding initiation
- Breastfeeding rates at initiation and 6-8 weeks after birth
- Child excess weight in 4-5 and 10-11 year olds
- Fruit and Veg consumption
- Percentage of adults classed as overweight or obese
- Proportion of physically active and inactive adults
- Reduction in excess weight of children (NCMP Data reception and Year 6)
- Average number of portions of vegetables consumed daily
- Average number of portions of fruit consumed daily
- Proportion of the population meeting the recommended 5-a-day – adults
- Adult and child physical activity levels
- Prevalence of type 2 diabetes
- Maternal BMI rates

## The action

Within each of the priorities there are a number of proposed action areas, which will require a cohesive response from key stakeholders, partners and the community

### Priority 1: Supporting our children and young people develop, grow and to be a healthy weight

#### Breast feeding

Support the development of the Lancashire Infant Feeding strategy and its implementation in Blackpool.

Support the work towards the Baby Friendly Initiative Accreditation across the town.

Support the work to increase the Family Hub team capacity to deliver on infant feeding support and to build a sustainable model.

Support the expansion of the Henry programme through Best Start in life and family hub programme

### Food provision in schools and early years settings

Work with schools to ensure they are meeting the school food standards and continue to improve the standard of school meals through the effective implementation of the School Food Plan, and ensure Early Years settings are aware of the Early Years guidance.

Bring Bite Back 2030 to Blackpool schools to give children a voice and create discussion about positive action around good nutrition

Ensure the free school breakfast scheme meets the needs of the population and continues to offer a healthy start to the school day.

Work with schools to understand the dining culture and consider how the grab and go culture could be improved

### Food Poverty

Increase the uptake of the Healthy Start scheme and Healthy Vitamins and encourage parents to take up the offer and identification of Health Champions for Healthy Start across the Community Connectors.

Work with schools, children and families to increase free school meal uptake, de-stigmatising the initiative and ensuring the process is simple to easy to follow.

To take opportunities to shape and influence National Policy.

### Weight Management

Ensure a proactive approach to the National Child Measurement Programme (NCMP) so parents are supported and know where they can get advice and support for their child/young person.

Educating families and help break the cycle and set healthy foundations for the next generation.

Ensure that all health and care professionals are aware of the healthy weight initiatives are signposting and referring to services.

Ensure that all schools and associated health professionals are aware of the Active Blackpool Weight Management Programme that are relevant to children and young people.

### Physical Activity

Holiday Activities Programme (HAF)

Encourage all schools to work closely with the Blackpool School Games Organiser and to positively engage in the physical activity opportunities available to them.

Ensure all Early Year providers are aware of the physical activity guidelines birth to five.

## Priority 2: Promoting Healthier food and exercise choices across the town

### Healthier food Advertising

Work with colleagues across the council to explore how we might limit junk food advertising.

## Healthier Choices Award

Promotion of the award scheme to local businesses and encourage existing award holders to continue offering healthy options. Consider ways of developing the award to increase the number of premises receiving the award.

## Sustainable food

Ensure planning policies support the reduction of hot food takeaways

Encourage local groups to start community food growing spaces

Children and young people, and their parents or carers, see healthy food and drink choices displayed prominently in local authority and NHS venues

## **Priority 3: Help to provide food security for all Blackpool residents and enable them to manage and prepare food to provide nutritious meals cost effectively**

### Food Poverty

Increase access to healthier foods in deprived areas, by working with smaller corner shops to improve their fresh fruit and vegetables offer.

To access healthier food through the Big Food Pledge and working with the food partnership to develop healthier food packs and recipe cards.

### Community Food Provision

Development of food growing communities and cooking classes

Eating together: more opportunities for social contact through food, building families, tackling loneliness and bringing communities together.

## **Priority 4: Ensuring people have access to the right information and resources to make healthy choices that support effective weight management**

### Campaigns

Develop a town wide approach to local promotions of campaigns such as Give up Loving Pop, Be kind to Teeth, Change4life etc.

### Health education and skills

Take learning about infant nutrition into schools

Continue to offer education in schools on healthy lifestyles such as fit2go and Sports for Champions.

Maximise the opportunity for residents to have access to an expanding set of accredited health apps and digital information services to self-manage their physical activity levels and nutrition.

Ensure all members of the health, care and social care workforce have the knowledge and skills to embrace the opportunities of evidence-based and approved lifestyle information.

Maximising the use of social media to share evidence based and approved information.

Ensure that all schools and associated health professionals are aware of the Active Blackpool Weight Management Programme that are relevant to children, young people and adults.

### Service and community programmes

Increase access to weight management services by offering free access to commercial services to those who can't afford to access such schemes. To run a targeted pilot to evaluate such a scheme's effectiveness.

Increase access to physical activities and encourage individuals to move more by offering free access to exercise on referral.

Identify actions needed within the adult social care sector to help with later life healthy weight.

Ensure that all schools and associated health professionals are aware of the Active Blackpool Weight Management Programme that are relevant to children, young people and adults.

Development of the Health Coach role, which will work closely with social prescribers and GPs to support individuals who have been referred to tier 2 services; providing support to those awaiting specialist weight management services; and supporting individuals with lived experiences on exit from specialist weight management services.

## **Priority 5: Promote and support active lifestyles, encourage the population to move more including using public transport, cycling and walking**

### Active Travel

Provide appropriate and timely support for those interested in changing their travel behaviour to make small, daily changes through Business Grants, Cycle training and encouragement of Active Travel.

Ensure walking and cycling programmes form a core part of local transport investment planning, on a continuing basis.

Support schools to implement and review school travel plans to promote safe, sustainable and less car dependent patterns of travel e.g. Walk to School programme.

Encourage Early Years settings to develop a travel plan and promote safe, sustainable and less car dependent patterns of travel amongst both families and workforce.

Ensure that Active Travel Officer is involved in current and future planning and decision making relating to Active Travel, together with encouraging travel planning within all organisations.

Raising awareness of opportunities for increased active travel through the Active Travel Officer such as Cycle Training, Cycle Maintenance and Walking Maps.

### Active lives exercise referral

Provide support, information and advice to help people at risk or with long term health conditions to move more to improve their health and wellbeing in a safe and welcoming environment.



Continue to actively promote to Health Care Professionals the opportunity and support to refer into the exercise referral programme.

Deliver MECC training to staff across health and care, local authority and voluntary sectors to support the concept of 'move a bit more' to be embedded into systems change.

### **Priority 6: Building Healthier workplaces which support employees to move more, and to make healthier choices including active travel to support employees making healthier choices**

#### **Policy and Intervention**

Key partners and stakeholders to sign up to the Strategy and lead by example in providing healthier and more sustainable catering for the workforce and events.

Support local organisations to meet the Government buying standards for food and catering services.

Ensure workplaces have information available regarding healthy weight and promote this to employees, for example, access to healthy recipes, cooking on a budget information and courses.

Workplaces to have access to exercises and promote the move more messages, encourage participation in workplace walks, and challenges.

Continue Business Health Matters delivery and empower staff with the skills and knowledge to improve workplace wellbeing from within, and to undertake health checks to employees across Blackpool to reduce the risks to staff by detecting signs of poor health early.

## Document Control

Document owner:	Nicky Dennison
Document number:	1
Document category:	
Document location:	
Issued by:	
Last edited:	1 November 2023

## Record of Amendments:

Date	Version	Amended by	Description of changes
05/11/22	1	Nicky Dennison/Christine Graham	First draft of the strategy
09/03/23	2	Nicky Dennison	Healthy Weight Strategy group provided updates, amendments and additions to the document
10/05/23	3	Nicky Dennison/Christine Graham	Healthy Weight Strategy group members provided additional information to be included within the document. Reduction of the data information within the strategy
30/05/2023	4	Nicky Dennison	Inclusion of Climate Change information and amendment to the action plan following discussion with various partners
04/07/2023	5	Healthy Weight Strategy Group	Amendments made to the document from the healthy weight strategy group meeting

01/08/2023	6	Healthy Weight Strategy Group	Proof reading and amendments in relation to infant feeding
21/08/2023	7	Healthy Weight Strategy Group	Final amendments and agreed final version

Approved By:

Name	Title	Signature	Date

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# Healthy Weight Strategy 2023-2028

## Action Plan

Blackpool Council



## Action Plan

### Priority 1: Supporting our children and young people develop, grow and to be a healthy weight

Key Actions	Key Deliverables	Timescales	Progress Indicators	Organisation/lead
Support and encourage educational settings to embrace the healthy eating agenda and to embed policies and initiatives into everyday life	Continue to support the national research programme for the School Food Plan pilot across all schools	March 2024	All schools to receive an inspection All schools should meet the School Food Plan Report research findings back to the national team	Public Health/Enforcement
	Build on working relationships with schools to support them delivering healthier options and involve School Business Managers to play an active role	On-going	Schools engaged with delivering healthier options	Catering Services/Public Health
	Work with schools who have internal School Catering services to provide nutritional support with menu development	On-going	New Healthier menus in place	Catering Services/Public Health
	Development of School Food Councils in primary and secondary Schools across Blackpool	On-going	School Food Councils in Place	Catering Services
	Work with schools to implement schemes such as Bite Back 2030 and Break Free Programme for young people	On-going	Secondary Schools involved in the Bite Back Scheme Schools involved with research programmes	Public Health
	Work with schools to understand the dining culture and consider how the grab and go culture could be improved	March 2026	Support Food Active with research work Campaign nationally to see how the food culture in education can be improved	Public Health

	<p>Support Early Years settings understand the School food Plan and develop example menus for them to use</p> <p>Development of the Chefs' Academy Project to include community cookery session engagement and education</p> <p>Secure funding to launch Little Chefs' Academy to deliver on healthy eating and cookery for all primary Schools, and Family Hubs</p> <p>Develop workforce training to highlight the benefits of the Healthy Start scheme including vitamins to sustain and increase the uptake.</p>	<p>On-going</p> <p>On-going</p> <p>On-going</p> <p>On-going</p>	<p>Development of menus <a href="#">Example menus for early years settings in England: part 1 (publishing.service.gov.uk)</a></p> <p>Awarded the Healthier Choices Award</p> <p>Community Cookery sessions in place</p> <p>Little Chefs' Academy set up</p> <p>Work with partner organisations to highlight the barriers families face accessing the benefit and offer practical training.</p> <p>Identify Healthy Start Champions across the town</p> <p>Sharing information across organisations and make every contact count</p>	<p>Public Health</p> <p>Catering Services</p> <p>Catering Services</p> <p>Development Support Officer, CECD</p>
Quality improvement survey on maternal nutrition, with a specific focus on pregnant women and birthing people from ethnic minority backgrounds and those who live in the most deprived areas.	<p>Completion of the Study</p> <p>Development of training and resources</p>	On-going	Training and resources in place	Public Health Prevention and Early Intervention Strategic Clinical Manager for Children, Young People and Maternity
Development of the Lancashire Infant Feeding Strategy	Completed Strategy	October 2023	Implementation of Strategy and sign off by all Lancashire areas	Infant Feeding Strategy Group

Baby friendly accreditation across Blackpool	Achievement of accreditation	September 2025		Baby Friendly co-ordinator, Blackpool Teaching Hospitals NHS Foundation Trust
Support maternal and infant nutrition awareness and education and promote the benefits of breastfeeding and healthy introduction to solid foods	Baby Steps 10 week perinatal course to support families around a variety of topics including breastfeeding and infant feeding.	March 2025	Progress is reported at contract review meetings	Blackpool Teaching Hospitals/Public Health
	Henry Infant feeding services that provides practical and emotional support around infant feeding including breastfeeding, formula feeding and starting solids	On-going	Updates at the Pregnancy and Childhood Group	NSPCC
	Learning 2 Feed – voluntary service supporting breastfeeding, formula feeding and sleep		Updates at the Pregnancy and Childhood Group	NSPCC
	Midwives and health visitors providing advice and support on breastfeeding, formula feeding and starting solids		Progress is reported through the Contract review meetings	Blackpool Teaching Hospital/Public Health
	Anya App			

**Priority 2: Promoting Healthier food and exercise choices across the town**

Key Actions	Key Deliverables	Timescales	Progress Indicators	Organisation/Lead
Encouraging local business to take part in the Healthier Choices	Re-validation of business who held the award pre-Covid to establish they are still	On-going	Retention of businesses on the Award Scheme.	Public Health Nutritionist



<p>Award Scheme and the Junior Healthier Choices Award Scheme</p>	<p>operational and continue to offer healthier choices</p> <p>Recruit new businesses onto the Healthier Choices Award</p> <p>Development of the Healthier Catering Award to improve the offer</p> <p>Focus on specific business communities to improve their knowledge of the Healthier Choices Award.</p> <p>Development of the Junior menu for the Junior Healthier Choices Award</p>	<p>On-going</p> <p>March 2024</p> <p>On-going</p> <p>On-going</p>	<p>Recruitment of New Businesses on to the Award Scheme.</p> <p>Implementation of new Award Scheme</p> <p>Engagement of specific communities' e.g. Chinese community.</p>	
<p>Commission and provide effective services to support the population achieve a healthy weight</p>	<p>Commission an Adult Weight Management Service</p> <p>Commission a children and families weight management programme</p> <p>Pilot and evaluate the use of commercial weight management service for individuals who can't access a paid provision</p> <p>Pilot and evaluate exercise on referral free of charge for those who can't afford to access the existing service</p>	<p>August 2023</p> <p>On-going</p> <p>12 months from the pilot's commencement</p> <p>12 months from the pilot's commencement</p>	<p>Measurement against KPIs</p> <p>Measurement against KPIs</p> <p>Implementation of new service, development of KPIs and pilot evaluation</p> <p>Implementation of new service, development of KPIs and pilot evaluation</p>	<p>Public Health/Providers of services</p> <p>Public Health/Providers of services</p> <p>Public Health/Providers of services</p> <p>Public Health/Providers of services</p>

<p>Strengthen Planning and Public Health links to influence the environment.</p>	<p>Adoption of Part 2 which includes DM16 which seeks to promote healthier communities by restricting new hot food takeaways within 400 metres of wards with more than 15% of year 6 pupils or 10% of reception age pupils who are classified as obese</p> <p>Support planners and developers in ensuring evidence based practice by providing the most up to date public health evidence as it emerges</p> <p>Review planning applications to reflect the work of the healthy weight declaration and provide sound evidence base for refusing planning permission</p>	<p>On-going</p>	<p>Number of new hot food takeaways with planning refused under A5 planning</p> <p>Number of planning applications commented on by the Public Health Team</p>	<p>Public Health/Planning</p>
<p>Review the provision of meals in adult care settings to ensure they are receiving healthy nutritious meals.</p>	<p>Work with adult commissioners to consider the food offer in care settings and identify where improvements are required</p>	<p>On-going</p>		<p>Public Health/ Adult Commissioning</p>
<p>Review contracts and provision at public events in all public buildings, facilities and via providers to make healthier foods and drinks more available.</p>	<p>Work with the procurement team to consider how these could be amended to include healthier options where food provision is involved.</p>	<p>On-going</p>		<p>Public Health</p>

	<p>Implementation of the vending machine guidance across the council</p> <p>Removal of inappropriate vending machines from all council property</p>		<p>Consider whether healthier and sustainable vending machines could replace existing vending machines</p>	
Local Food Advertising Policy	Development of a local policy to prevent the advertising of high fat salt and sugar products on council owned premises	March 2026	Development and implementation of a local policy	Public Health
Increase awareness of sugary food and drink and reduce tooth decay levels	Development of health campaigns that raise awareness of the harms of high fat sugar and salt products. To include all schools, early years settings and voluntary organisations who work with children	On-going	<p>Development of campaigns such as Give Up Loving Pop (GULP), Be Kind to Teeth Campaign, Snack Wise and Food Active Campaigns.</p> <p>Delivery of campaigns</p>	Public Health/NSPCC/Food Active

**Priority 3: Help to provide food security for all Blackpool residents and enable them to manage and prepare food to provide nutritious meals cost-effectively**

Key Actions	Key Deliverables	Timescales	Progress Indicators	Organisation/lead
Support our vulnerable communities to have access to a healthy, and affordable food choices for all	Improve uptake of the Healthy Start scheme	On-going	NHS data on uptake of the Voucher Scheme	Development Support Officer NSPCC
	Improve uptake of vitamins	On-going	Monitoring of Data	Development Support Officer NSPCC
	Development of Health Champions across Blackpool	March 2025	Health Champions in place	Development Support Officer NSPCC
	Development of creating healthier food parcels and recipe cards	On-going		Blackpool Food Bank/Public Health nutritionist.
	Expanding the work of the Big Food Truck to enable families to have access to food at an affordable price	On-going	Increasing the number of locations the truck can deliver from	Blackpool Food Bank
Promote healthy and sustainable food for all	Provide guidance and support for healthy and sustainable food provision.  Food Network to support healthy and sustainable Food Provision and influence change with Council Food Outlets  Developing a network of growers, encourage grow your own groups in community gardens and outdoor spaces.		Links to Action 54 of the Climate Emergency Action plan	Public Health  Catering Manager  Green Infrastructure Development Manager and Climate Manager

	<p>Development of Community Cooking Sessions/classes to support people to gain confidence and skills and share knowledge.</p> <p>Development of Back to Basics Cooking</p> <p>Consider growing fruit and vegetables in community spaces</p>			Healthy Lifestyles Nutritionist
<p>Encourage and support early years settings, schools, colleges and health and social care settings including hospitals and care homes to adopt healthy and sustainable food offer</p>	<p>Increase the number of educational and care settings with the Healthier Choices Award</p> <p>The catering team to develop and implement healthy and sustainable food policy, which covers all aspects of provision</p> <p>Pilot Scheme encouraging individuals from the Phoenix Service to move a bit more</p> <p>Deliver MECC training to individuals across Blackpool to encourage people to engage in conversations about their health who are ideally placed to support health and wellbeing</p>	<p>On-going</p> <p>On-going</p> <p>December 2024</p>	<p>Increase in uptake of the Healthier choices award</p>	<p>Public Health Nutritionist</p> <p>Catering Manager/All age provision care and support</p> <p>Active Blackpool/All age provision care and support</p> <p>Active Development Manager</p>
<p>Support the vulnerable children in our community to have access</p>	<p>Delivery of holiday activities and food provision during the</p>	<p>March 2025</p>	<p>Reports completed to the DFE at the end of each holiday provision.</p>	<p>Public Health - HAF Programme Manager</p>

<p>to healthy nutritious food at School and during the holidays</p>	<p>school holidays, including providing a healthy nutritious meal.</p> <p>Offer a Universal Free Breakfast Scheme to all primary aged children</p>	<p>On-going</p>	<p>Annual report each year updating on the progress.</p> <p>Increasing the number of unique children eligible for the provision accessing the scheme</p> <p>Undertake a review of the current breakfast scheme provision to understand the cost effectiveness and improve the healthy options available on the scheme</p> <p>Completion of the Review</p> <p>Implementation of recommendations for changes to be made to the provision to ensure it is sustainable.</p>	<p>Public Health</p>
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**Priority 4: Ensuring people have access to the right information and resources to make healthy choices that support effective weight management**

Key Actions	Key Deliverables	Timescales	Progress Indicators	Organisation/lead
Development of social media and digital media including relevant apps	<p>Utilise social media more effectively to raise awareness for food, physical activity and health and sustainable issues</p> <p>Build community food knowledge, skills and resources via apps, and social medial channels</p> <p>Promotion of services and activities</p>	On-going	Marketing Campaigns	Public Health and Communications
Raise the profile of the Healthy Weight Strategy work within council departments, stakeholders and partners	Sharing good practice across all partners to improve service provision and reduce duplication of work/delivery	On-going		
Supporting individuals to gain and use their knowledge, skills and confidence to become active participants in their care so they reach their self-identified health and well-being goals	<p>Working with social prescribers and GPs to identify and support individuals referred to tier 2 services i.e. exercise on referral, commercial weight management.</p> <p>Provide support to individuals who are awaiting input to the specialist weight management service</p> <p>Supporting individuals with lived experiences on exit from specialist weight management services</p>	<p>On-going</p> <p>On-going</p> <p>Ongoing</p>	<p>Actively supporting individuals to get involved, and remain engaged</p> <p>Number of individuals supported whilst waiting to access the service</p> <p>Number of peers leaders Number of peer support groups</p>	<p>Health Coach, Active Lives</p> <p>Health Coach, Active Lives</p> <p>Health Coach, Active Lives</p>

**Priority 5: Promote and support active lifestyles, encourage the population to move more including the use of public transport, cycling and walking**

Objective/Action	Key Milestone	Timescales	Progress Indicators	Responsible Lead
Promote opportunities for increased active travel	<p>Initiatives such as Cycle Training, Cycle Maintenance and Walking Maps</p> <p>Promotion of walking and cycling as sustainable forms of transport</p> <p>Increase confidence and safety in cycling through bike ability</p>	On-going	Implementation of schemes/initiatives	Active Travel Officer
Supporting Schools to implement and review school travel plans to promote safe, sustainable and less dependent travel patterns	All schools across Blackpool to have the Walk to School Programme in place	On-going	Number of schools signed up to the scheme	Active Travel Officer
Ensure the Move a bit, move a bit more is embedded into systems changes	Source funding to recruit a Development Officer to support the project	March 2024	Development Officer in post.	Active Lives Development Manager
Promote Exercise Referral opportunities	<p>Continue to promote to health care professionals the opportunity and support to refer into the Exercise Referral programme</p> <p>Closely monitor number of referrals into the service and to target specific ward areas with low engagement</p>	On-going	<p>Monitor number of referrals</p> <p>Increase in the number of referrals</p> <p>Promotion to health care professionals</p>	Active Lives Development Manager



**Priority 6: Building Healthier workplaces which support employees to move more, and to make healthier choices including active travel to support employees making healthier choices**

Objective/Action	Key Milestone	Timescales	Progress Indicators	Responsible Lead
Promote and encourage greater active travel	Development of a staff travel plan	On-going	Development of the group to support the plan  Development of the plan  Implementation of the plan	Transport Project Team Leader
	Cycle to Work scheme	On-going	Number of individuals signed up to the Scheme	Corporate Health Manager, Occupational Health
Building healthier workplaces that support employees to move more, and to make healthier choices	Communicate and advise departments across the council to utilise the Healthy Catering Guidance for events and business meetings	On-going	Communication via the Intranet  Guidance being utilised	Communication Team/Public Health
	Promotion of healthy lifestyle events and promotions via the intranet	On-going	Ensuring the Intranet is up date with information, activities and events	Corporate Health Manager, Occupational Health
	Deliver workplace Health Champions training to empower staff with skills and knowledge to improve workplace well-being from within	December 2023	To have 48 Health Champions	Active Lives Development Manager
	A specific page on the intranet for health and wellbeing, where challenges, healthy recipes and different events are promoted	On-going	Intranet kept up to date with events, challenges and publishing new recipes Sharing success stories	Corporate Health Manager, Occupational Health
		On-going		

	Carry out health checks to employees across Blackpool to reduce the risks to staff well-being by detecting signs of poor health early			Corporate Health Manager, Occupational Health/Active Lives Development Manager
Implementation of the Healthy Weight Declaration	Development of the Healthy Weight Strategy  Monitoring of the 16 commitments	March 2028	Progress of against the actions within the action plan	Health and Well-being Board to monitor the progress and to receive updates
Monitoring the progress of the action plan against the commitments, report on and publish the results	Achieving the 16 Commitments	Annually throughout the life time of the strategy	Progress being made against the 16 commitments of the Healthy Weight Declaration	Public Health Specialist
Increase the amount of healthy and sustainable food in Blackpool Teaching Hospital, increase reusable items in the restaurant, process food waste into bio-fuels and localise suppliers and deliveries	Ensuring all future catering and food contacts aim to excess government guidelines for sustainability.  Working with suppliers to minimise food packaging and recycle what cannot be reduced.  Review options with suppliers to either use waste food converted into energy or make into compost.  Committing to Food Active's Healthy Weight Declaration	March 2025	Implementation of the NHS Healthy Weight Declaration	Consultant in Public Health, Blackpool Teaching Hospital

	Revising use of bio-degradable products in favour of reusable products.			
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<b>Report to:</b>	<b>LEVELLING-UP SCRUTINY COMMITTEE</b>
<b>Relevant Officer:</b>	Steve Thompson, Director of Resources
<b>Date of meeting:</b>	8 November 2023

## ENGAGEMENT OF CONSULTANTS ANNUAL REPORT

### 1.0 Purpose of the report

1.1 To consider the annual report, detailing consultancy spend across all Council services during the 2022/23 financial year.

### 2.0 Recommendation(s)

2.1 To note the annual spend paid to external consultants during 2022/23.

### 3.0 Reason for recommendation(s)

3.1 To provide a level of understanding of third party spend paid to external consultants during 2022/23.

3.2a Is the recommendation contrary to a plan or strategy approved by the Council? No

3.2b Is the recommendation in accordance with the Council's approved budget? Yes

### 4.0 Other alternative options to be considered

4.1 The report is for information only.

### 5.0 Council priority

5.1 The relevant Council priority is:

- 'Communities: Creating stronger communities and increasing resilience'

### 6.0 Background and key information

6.1 At their meeting on 15 December 2016 the Tourism, Economy and Resources Scrutiny Committee confirmed their approval to a revised approach for the reporting of consultancy spend. This annual report sets out details of payments made to external consultants across the whole Council in 2022/23 relating to both business and technical

services.

- 6.1.1 The report indicates that a total of **£2,931,123.82** was spent across the Council with external consultants during 2022/23. A detailed analysis is provided at Appendix 9a.

Compared with the 2021/22 figure of **£3,107,097.06** the above figure shows a decrease in spend with external consultants.

- 6.1.2 Does the information submitted include any exempt information? No

## **7.0 List of appendices**

Appendix 9a – External Consultants Spend Analysis 2022/23 (Over 25k)

Appendix 9b – External Consultants Spend Analysis 2022/23 (under 25k)

## **8.0 Financial considerations**

- 8.1 The consultancy spend was contained within the 2022/23 approved budget and in some cases subject to external grant funding.

## **9.0 Legal considerations**

- 9.1 All Council expenditure over £250 is already published as part of Transparency Code requirements and therefore the provision of the data in this format should not breach any data protection requirements.

## **10.0 Risk management considerations**

- 10.1 Due to limited resources and capacity, the Council would be unable to fulfil all of its statutory requirements and deliver its capital programme without the advice and support from external consultants.
- 10.2 For some projects, the use of consultants is critical, in some instances the funding we receive from external agencies can require the Council to engage third party expertise to ensure the security of the funding. Because these services are project specific, demand is not constant; employing these experts on a full-time basis would not be cost effective.

## **11.0 Equalities considerations and the impact of this decision for our children and young people**

- 11.1 Considerations for equalities and the impact on children and young people, will be taken with each individual engagement.

## **12.0 Sustainability, climate change and environmental considerations**

12.1 Sustainability, climate change and environmental considerations will be taken with each individual engagement. Some of the appointments detailed in Appendix A relate to the provision of support on these matters.

**13.0 Internal/external consultation undertaken**

13.1 This report has been produced jointly by Internal Audit and the Corporate Procurement and Projects Team.

**14.0 Background papers**

14.1 N/A

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Title/Subject	Consultant	Directorate	Description	VAT)	Technical (6506)	Contracts
<b>Anchorsholme Seawall</b>						
Anchorsholme Seawall Scheme	Dga (UK) Ltd	Community & Environment	Fees relating to consultancy services	£295,159.75	Technical	No
Anchorsholme Seawall Scheme	Squire Patton Boggs (UK) Llp	Community & Environment	Fees relating to consultancy services	£191,201.99	Technical	No
Anchorsholme Seawall Scheme	Ove Arup & Partners Limited	Community & Environment	Professional fees for CU	£55,327.00	Technical	No
Anchorsholme Seawall Scheme	Nicolson & Co Consulting Ltd	Community & Environment	Professional fees for Adjudicator	£33,437.50	Technical	No
Anchorsholme Seawall Scheme	Mott Macdonald Ltd	Community & Environment	Fees for undertaking review	£1,065.00	Technical	No
<b>Total</b>				<b>£576,191.24</b>		

<b>Enterprise Zone</b>						
Enterprise Zone	Wilde Consultants Limited	Communication & Regeneration	Professional fees for TF	£169,984.13	Technical	Yes
Enterprise Zone	Cassidy + Ashton Group Limited	Communication & Regeneration	Various consultancy fees in relation to Blackpool Enterprise	£123,240.05	Technical	Yes
Enterprise Zone	Connected Places Catapult Services Ltd	Communication & Regeneration	Fees in relation to the Enterprise Zone	£50,000.00	Technical	No
Enterprise Zone	Various others where individual spend is below £25,000	Communication & Regeneration	Various fees relating to the Enterprise Zone	£68,807.79		
<b>Total</b>				<b>£412,031.97</b>		

<b>Tramway</b>						
Tramway Extention	Equis Associates Limited	Communication & Regeneration	provision of consultancy services for the extension of the	£178,500.00	Technical	No

Tramway Extension	Morson Human Resources Ltd	Communication & Regeneration	Provision to supply and continue Professional Services	£95,095.00	Technical	No
Tramway Extension	Pell Frischmann	Communication & Regeneration	To provide Consultancy Services by PM	£65,477.20	Technical	Yes
Tramway Extension	Dga (UK) Ltd	Communication & Regeneration	provision of consultancy services for the extension of the	£20,475.00	Technical	No
Tramway Emergency Works	Squire Patton Boggs (UK) Llp	Communication & Regeneration	Professional fees relating to Tramway Emergency Works	£22,432.65	Technical	No
Tramway Emergency Works	Open Text	Communication & Regeneration	Fees relating to ongoing administrative costs	£1,296.24	Technical	No
<b>Total</b>				<b>£383,276.09</b>		

<b>Conference Centre</b>						
Conference Centre	Dga (UK) Ltd	Communication & Regeneration	Fees relating to Consultancy Services	£166,460.00	Technical	No
Conference Centre	Squire Patton Boggs	Communication & Regeneration	Professional fees relating to Winter Gardens Conference	£91,858.50	Technical	No
Conference Centre	Hka Global Ltd	Communication & Regeneration	Professional fees for Adjudicator Services	£5,023.20	Technical	No
<b>Total</b>				<b>£263,341.70</b>		

<b>Houndshill</b>						
Houndshill	Cbre Ltd	Communication & Regeneration	Various fees relating to Houndshill	£119,100.00	Technical	No
Houndshill	Jones Lang lasalle Limited	Communication & Regeneration	Various fees relating to Houndshill	£15,000.00	Technical	No
<b>Total</b>				<b>£134,100.00</b>		

<b>Museum</b>						
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Museum	Casson Mann Ltd	Communication & Regeneration	Exhibition Design for RIBA stages 5&6	£95,686.47	Technical	No
Museum	Various others where individual spend is below £25,000	Communication & Regeneration	Various fees relating to Museum	£18,478.80		
<b>Total</b>				<b>£114,165.27</b>		

<b>Town Deal</b>						
Town Deal	Cassidy + Ashton Group Limited	Communication & Regeneration	Various fees in relation to the Town Deal	£64,575.00	Technical	Yes
Town Deal	Various others where individual spend is below £25,000	Communication & Regeneration	Various fees in relation to the Town Deal	£41,507.14		
<b>Total</b>				<b>£106,082.14</b>		

<b>Abingdon Street Market</b>						
Abingdon Street Market	Cbre Ltd	Communication & Regeneration	Various fees relating to Abingdon Street Market	£32,000.00	Technical	Yes
Abingdon Street Market	Various others where individual spend is below £25,000	Communication & Regeneration	Various fees relating to Abingdon Street Market	£7,909.81		
<b>Total</b>				<b>£39,909.81</b>		

<b>above £25k</b>						
Sand Dunes Env Wrk Ph105	The Lancashire Wildlife Trust	Community & Environment	2021/2022 & 2022/2023 Fees relating to Fylde Sand Dunes	£64,621.48	Technical	No
Sand Dunes Env Wrk Ph106	Fylde Council	Community & Environment	Fees relating to Fylde Sand Dunes Project	£61,106.51	Technical	No
Growth	Genecon Limited	Communication & Regeneration	Fees relating to professional services and levelling up fund	£60,321.20	Business	Yes

School Organisation	Champion Education Trust	Children's Services	Building Improvement Grant	£69,000.00	Business	No
Disabled Facilities	Tracey Carysforth	Adults	Occupational Therapist Fees	£50,856.15	Technical	No
A.C.E Regen, Tourism & Culture	Philanthropy Company	Communication & Regeneration	Fees relating to Fundraising Consultancy	£44,090.00	Business	Yes
G&P Prudential Schemes	Cbre Ltd	Communication & Regeneration	Fees relating to various projects	£67,500.00	Technical	No
<b>Total</b>				<b>£417,495.34</b>		

<b>below £25k</b>						
<b>Various commissions BELOW £25,000</b>	Various	Various	'Consultants under 25k' for more information		Various	Various
<b>Total</b>				<b>£484,530.26</b>		

<b>Grand Total</b>	<b>£2,931,123.82</b>
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Supplier Name	Directorate	Spend	Total	Line Description
Mellor Architects Ltd	Adults	£412.50	<b>£412.50</b>	Architect services - 23 Vicara
		£200.00		118 Branstree Road
		£300.00		37 deepdale - structural sur
Keskin Tencon Limited	Chief Executive	£250.00	<b>£750.00</b>	53A threlfall - structural sur
Hermolle Associates Ltd	Chief Executive	£830.00	<b>£830.00</b>	3 Argosy - structural surveys
		£11,625.00		architectural services - ashfi
Dc & Mg Associates Ltd	Chief Executive	£3,000.00	<b>£14,625.00</b>	Architect fees - hawes side st
Deeprish Enterprose Ltd	Children's Services	£240.00	<b>£240.00</b>	MMC - CONSULTATION
Rezina Kelly Consulting Ltd	Children's Services	£452.10	<b>£452.10</b>	AD00779-EPGEN0042-CONSULTANCY FEE
		£624.00		SIO2265-EPGEN0042-CONSULTANCY FEE
Kazek Kowalski	Children's Services	£264.00	<b>£888.00</b>	SIO2290-EPGEN0042-CONSULTANCY FEE
Coram Beanstalk	Children's Services	£1,320.00	<b>£1,320.00</b>	SJV220038
Lucy Faithfull Foundation	Children's Services	£1,732.50	<b>£1,732.50</b>	WL04872-EPGEN0042-CONSULTANCY FEE
Inclusion Expert Ltd	Children's Services	£1,900.00	<b>£1,900.00</b>	EEA2293-SERVICE-PUPIL PREMIUM REVIEW
Changing Perceptions Limited	Children's Services	£750.00	<b>£750.00</b>	EDF6101-SERVICE-1/11/2022 - DAY CONSULTANCY
Montague Consulting Ltd	Children's Services	£3,000.00	<b>£3,000.00</b>	BT01018-EPGEN0042-CONSULTANCY FEE
Tony Gallagher T/A Supporting Learning Ltd	Children's Services	£1,050.00		SIO2020-SERVICE-Consultation & Support August - October 2022
		£2,000.00	<b>£3,050.00</b>	SIO2101-EPGEN0042-CONSULTANCY FEE
		£2,545.00		SK220017
Education Personnel Management	Children's Services	£2,545.00	<b>£5,090.00</b>	SK220032
		£243.75		KW- 130222 - 240322
		£225.00		KW - 250322 - 190422
		£927.50		KW - 210222 - 010422
		£2,082.50		KW - 010422 - 310522
		£575.00		KW - 200422 - 040622
		£227.50		KW - 031122 - 041122
		£175.00		KW - 041022 - 041122
		£612.50		KW - 041022 - 071122
		£1,018.50		KW - 280922 - 091122
Choices And Voices	Children's Services	£656.25	<b>£6,743.50</b>	KW - 041022 - 081122
		£2,600.00		REVIEW OF LEAVERS CASES - 100622 - 140622
		£4,400.00		AUDITING & AUDIT MODERATION PREP & COMPLETION - 171022 - 311222
Pro-Active Management Associates Ltd	Children's Services	£1,000.00	<b>£8,000.00</b>	AUDITING & AUDIT MODERATION
Lancaster University	Children's Services	£8,250.00	<b>£8,250.00</b>	BT01084-EPGEN0042-CONSULTANCY FEE

Lorraine Petersen Educational Consultancy	Children's Services	£754.70	<b>£9,148.25</b>	AD00777-EPGEN0042-CONSULTANCY FEE
		£1,800.00		SIO2003-EPGEN0042-CONSULTANCY FEE
		£292.50		SIO2004-SERVICE-Hotel
		£147.15		SIO2004-SERVICE-Travel
		£780.00		SIO2039-EPGEN0042-CONSULTANCY FEE
		£4,773.90		SIO2175-EPGEN0042-CONSULTANCY FEE
		£600.00		EEA2483-SERVICE-SIP VISIT- AUTUMN
Jean Martin	Children's Services	£875.00	<b>£9,400.00</b>	EAW6696-SERVICE-HT perf man/ school support
		£4,400.00		SIO2024-EPGEN0042-CONSULTANCY FEE
		£4,125.00		SIO2277-EPGEN0042-CONSULTANCY FEE
The Fostering Network	Children's Services	£6,650.00	<b>£9,411.15</b>	CONSULTNACY ON WHAT FCA MODELS WOULD BE APPROPRIATE
		£150.00		ADVICE & MEDIATION - S-01-1101
		£600.00		ADVICE & MEDIATION - S-01-1213
		£1,188.75		ADVICE & MEDIATION - TRAVEL HOURS - MILEAGE - S-01-1007
		£600.00		ADVICE & MEDIATION - S-01-1155
		£45.00		ADVICE & MEDIATION - S-01-0931
		£177.40		DJH - TRAVEL HOURS & MILEAGE
Joanne Hirst	Children's Services	£5,775.00	<b>£11,000.00</b>	SIO2232-EPGEN0042-CONSULTANCY FEE
		£5,225.00		SIO2234-EPGEN0042-CONSULTANCY FEE
Philredom Ltd	Children's Services	£2,275.00	<b>£14,300.00</b>	SIO2012-EPGEN0042-CONSULTANCY FEE
		£2,275.00		SIO2030-EPGEN0042-CONSULTANCY FEE
		£2,925.00		SIO2086-EPGEN0042-CONSULTANCY FEE
		£2,275.00		SIO2155-EPGEN0042-CONSULTANCY FEE
		£2,600.00		SIO2201-EPGEN0042-CONSULTANCY FEE
		£1,950.00		SIO2260-EPGEN0042-CONSULTANCY FEE
Susan Hayward Consulting	Children's Services	£4,275.00	<b>£16,875.00</b>	SIO1999-EPGEN0042-CONSULTANCY FEE
		£1,125.00		SIO2010-EPGEN0042-CONSULTANCY FEE
		£3,150.00		SIO2037-EPGEN0042-CONSULTANCY FEE
		£2,700.00		SIO2087-EPGEN0042-CONSULTANCY FEE
		£3,150.00		SIO2202-EPGEN0042-CONSULTANCY FEE
		£2,475.00		SIO2269-EPGEN0042-CONSULTANCY FEE
Julian Jackson Professional Services	Communication & Regeneration	£390.00	<b>£390.00</b>	PT01018-SERVICE-INVOICE 066 DATED 22/02/2023
Julie Brown	Communication & Regeneration	£450.00	<b>£450.00</b>	CU15221-EPGEN0042-CONSULTANCY FEE

Lancashire County Council	Communication & Regeneration	£500.00	<b>£500.00</b>	INVOICE - 5200252189
Michael Cuddy Property Limited	Communication & Regeneration	£500.00	<b>£500.00</b>	PR01995-SERVICE-****NON-SUP**** FEES RE PROPERTY INSPECTION (
Bowland Tree Consultancy Ltd	Communication & Regeneration	£477.00	<b>£477.00</b>	PR01893-SERVICE-FAO: PH (MANAGING DIRECTOR AND PRIN
Duxburys Property Consultants Ltd	Communication & Regeneration	£700.00	<b>£700.00</b>	PR02401-SERVICE-****NON-SUP**** FEES RE RENTAL NEGOTIATIONS I
Tameside Mbc	Communication & Regeneration	£871.00	<b>£871.00</b>	PT00886-SERVICE-GMEU ECOLOGICAL ADVICE TO PLANNERS 21/22
Carley Daines And Partners Limited	Communication & Regeneration	£885.00	<b>£885.00</b>	PR02085-SERVICE-DRAINAGE DRAWING RE LOW MOOR ROAD, BLACKPOOL.
Wyre Borough Council	Communication & Regeneration	£1,000.00	<b>£1,000.00</b>	BPL PLG14/LEGAL
Jonathan Easton	Community & Environment	£1,125.00	<b>£1,125.00</b>	Fox Brothers Enforcement 01906
Lucy Dusgate	Communication & Regeneration	£1,200.00	<b>£1,200.00</b>	CU15222-EPGEN0042-CONSULTANCY FEE
Splashreel Limited	Communication & Regeneration	£1,250.00	<b>£1,250.00</b>	LM12209-EPGEN0042-CONSULTANCY FEE
Richard Wilson Conservation	Communication & Regeneration	£1,649.14	<b>£1,649.14</b>	PT00885-SERVICE-Conservation Statements
Spawforth Rolinson Ltd T/A Spawforths	Communication & Regeneration	£1,000.00	<b>£1,721.20</b>	PR01953-SERVICE-****NON-SUP**** ACTIVITES UNDERTAKEN IN MARCH
		£721.20		PR02017-SERVICE-****NON-SUP**** BLACKPOOL CENTRAL: ACTIVITIES
Whistlejacket London Limited	Communication & Regeneration	£328.00	<b>£1,992.00</b>	PR02021-SERVICE-JUNE KPI REPORT.
		£129.00		PR02021-SERVICE-JUNE MONTHLY NEWSLETTER.
		£683.00		PR02021-SERVICE-JUNE MONTHLY PROJECT MANAGEMENT FEE.
		£852.00		PR02021-SERVICE-JUNE MONTHLY SOCIAL MEDIA FEE.
Capita Property & Infrastructure Ltd	Communication & Regeneration	£2,600.00	<b>£2,600.00</b>	PR02209-SERVICE-*****NON-SUP***** CHARGES IN RESPECT OF PROFE
J H Shackleton - Carrying With Confidence	Communication & Regeneration	£2,180.00	<b>£3,410.00</b>	BT01026-EPGEN0042-CONSULTANCY FEE
		£1,230.00		BT01080-EPGEN0042-CONSULTANCY FEE
Arcadis Consulting (Uk) Limited	Communication & Regeneration	£3,500.00	<b>£3,500.00</b>	PT01023-SERVICE-INVOICE 680005538 DATED 17/02/2023
		£1,740.00		PR02371-SERVICE-12 NO ENVIRONMENTAL MONITORING WELLS
		£500.00		PR02371-SERVICE-CANCELLED SITE ATTENDANCE (HALF DAY)

Enviromental Engineering Partnership T/A E3p	Communication & Regeneration	£1,500.00	<b>£3,940.00</b>	PR02371-SERVICE-E3P SITE ENGINEER
		£200.00		PR02371-SERVICE-HEALTH AND SAFETY PLAN
Janet Carroll	Communication & Regeneration	£4,000.00	<b>£4,000.00</b>	AD00771-EPGEN0042-CONSULTANCY FEE
The Tas Partnership Ltd	Communication & Regeneration	£4,243.80	<b>£4,243.80</b>	PT00832-SERVICE-***NON SUP*** BUS STRATEGY - IMPROVEMENT PLAN
Dac Beachcroft Llp	Communication & Regeneration	£4,462.45	<b>£4,462.45</b>	Hop Inn Conversion 019981
Creative Tourist Ltd	Communication & Regeneration	£5,076.00	<b>£5,076.00</b>	CU16124-EPGEN0042-CONSULTANCY FEE
Philip Holmes T/A Dragon Creative	Communication & Regeneration	£1,686.55	<b>£6,148.85</b>	LM12033-EPGEN0042-CONSULTANCY FEE
		£1,918.32		LM12159-EPGEN0042-CONSULTANCY FEE
		£2,173.00		LM12320-EPGEN0042-CONSULTANCY FEE
		£370.98		LM12940-EPGEN0085-MANAGEMENT SERVICES
Curtins Consulting Limited	Communication & Regeneration	£6,500.00	<b>£6,500.00</b>	PR02081-SERVICE-WOODHOUSE FARM: APPEAL TRANSPORT ASSESSMENT A
Anglezarke Building Consultancy Limited	Communication & Regeneration	£2,730.00	<b>£7,230.00</b>	PT00769-SERVICE-Building Regulations consultancy
		£4,500.00		PT00977-SERVICE-BUILDING CONTROL CONSULTANCY SERVICES
De Pol Associates Ltd	Communication & Regeneration	£5.78	<b>£8,605.78</b>	PR02082-SERVICE-DISBURSEMENT FEES.
		£8,600.00		PR02082-SERVICE-FINAL FEE FOR FOR SERVICES IN RELATION TO APP
Cbre Ltd	Communication & Regeneration	£9,795.00	<b>£9,795.00</b>	PR02416-SERVICE-***NON-SUP*** VAULATION FEES FOR MULTIVERSITY
Idox Software Ltd	Communication & Regeneration	£475.00	<b>£10,975.00</b>	PT00936-SERVICE-QUOTATION REFERENCE 22.55099 DATED 29/06/2022
		£3,675.00		PT01002-EPGEN0042-CONSULTANCY FEE
		£4,200.00		PT01003-EPGEN0042-CONSULTANCY FEE
		£2,625.00		PT01004-EPGEN0042-CONSULTANCY FEE
Joseph Boniface Architects Ltd	Communication & Regeneration	£3,450.00	<b>£11,500.00</b>	PR02067-SERVICE-CLAREMONT REGENERATION. 30% DEPOSIT AS OUTLIN
		£8,050.00		PR02248-SERVICE-*****NON-SUP***** CLAREMONT REGENERATION. 70%
Jones Lang Lasalle Limited	Communication & Regeneration	£12,352.00	<b>£12,352.00</b>	PR01963-SERVICE-***NON-SUP*** PROFESSIONAL FEES RE: DEVELOP
Genecon Limited	Communication & Regeneration	£12,600.00	<b>£12,600.00</b>	CU15921-EPGEN0042-CONSULTANCY FEE
Hawkins/Brown Design Limited	Communication & Regeneration	£6,500.00	<b>£13,000.00</b>	PR02027-SERVICE-PROJECT SUPPORT RE BLACKPOOL MULTIVERSITY CAM
		£6,500.00		PR02077-SERVICE-SUPPORT FROM HAWKINS\BROWN AND CBRE ON THE LE
Avison Young (Uk) Ltd Total	Communication & Regeneration	£15,000.00	<b>£15,000.00</b>	PR02029-SERVICE-2017 RATING LIST - BONNY STREET POLICE STATIO



Russell Bolton Consulting Limited	Communication & Regeneration	£17,940.00	<b>£17,940.00</b>	PR02176-SERVICE-AGREED WORK RE: PROJECT MANAGEMENT, EMPLOYERS
Cassidy + Ashton Group Limited	Communication & Regeneration	£14,235.16	<b>£20,735.16</b>	RG01749-SERVICE-Intrusive works at Stanley buildings
		£3,950.00		PR01815-SERVICE-***** FAO: LM (DIRECTOR). AGRE
		£2,550.00		PR02309-SERVICE-*****NON-SUP***** ADDITONAL WORK TO UPDATE PL
Dwf Law Llp	Community & Environment	£1,519.50	<b>£1,519.50</b>	Coast Protection Scheme - CCS
Vetpartners Practices Ltd T/A Gillivervet	Community & Environment	£1,277.67	<b>£2,037.14</b>	LI00517-EPGEN0042-CONSULTANCY FEE
		£759.47		LI00525-EPGEN0042-CONSULTANCY FEE
Iese Transformation Limited	Community & Environment	£2,475.00	<b>£2,475.00</b>	WM02877-EPGEN0042-CONSULTANCY FEE
Rpj3 Group	Community & Environment	£2,150.00	<b>£4,300.00</b>	CA02387-SERVICE-CONSULTANCY FEES
		£2,150.00		CA02575-SERVICE-CONSULTANCY FEE
Facility&Sports Club Development Services Ltd	Community & Environment	£3,000.00	<b>£6,000.00</b>	LO00782-SERVICE-Large facility Project - upfront fee - Playzo
		£3,000.00		LO00783-SERVICE-Large facility project upfront fee - Boundary
Adrian Hughes	Community & Environment	£14,937.50	<b>£14,937.50</b>	RG01890-SERVICE-PROFESSIONAL FEES OF AH KC
Keating Chambers	Community & Environment	£18,315.59	<b>£18,315.59</b>	RG01834-SERVICE-PROFESSIONAL FEES OF SH QC
Alexander Hickey - Judgment Limited	Community & Environment	£22,350.00	<b>£22,350.00</b>	RG01914-SERVICE-PROFESSIONAL FEES OF AH K.C.
Bowland Tree Consultancy Ltd	Resources	£377.15	<b>£377.15</b>	RG01876-SERVICE-For the provision of arboricultural consultan
Dc & Mg Associates Ltd	Resources	£641.00	<b>£641.00</b>	PR02002-SERVICE-FAO: MG. AGREED WORK AS OUTLINED I
Thornber And Walker	Resources	£750.00	<b>£750.00</b>	PS02774-SERVICE-For QS Consultancy Services for The Multiply
Rjp Surveying Consultants Ltd	Resources	£650.00	<b>£3,000.00</b>	PR02131-SERVICE-*****NON-SUP***** TOPOGRAPHICAL SURVEY RE WHI
		£1,800.00		PR02247-SERVICE-*****NON-SUP***** WHITEGATE MANNOR, BLACKPOOL
		£550.00		PR02247-SERVICE-STAT. PLANS FOR UTILITES.
Hermolle Associates Ltd	Resources	£3,420.00	<b>£4,685.00</b>	PS02856-SERVICE-For SE Consultancy works at BTS East Garage
		£1,265.00		RG01872-SERVICE-Structural Engineering Consultancy works at S
Tom Lucas Partnership Limited	Resources	£6,040.00	<b>£6,040.00</b>	RG01693-SERVICE-EZ Sports Pitches - £10,000.00 (Budget Fee on
Cassidy + Ashton Group Limited	Resources	£500.00	<b>£6,200.00</b>	RG01891-SERVICE-ORDER RAISED TO MATCH INVOICE NO. 19794 (PALA
		£2,700.00		RG01897-SERVICE-Design consultancy work for Blackpool Youth &
		£3,000.00		RG01897-SERVICE-Design consultancy work for Seasiders Way Caf
Pdlb Financial Consultancy Limited	Resources	£17,000.00	<b>£17,000.00</b>	FS01372-SERVICE-Consultancy Fees ESS Checks Completed
Jacobs Uk Limited	Resources	£20,560.00	<b>£22,060.00</b>	PS03150-SERVICE-Listed Building Rebuild Valuations as per you
		£1,500.00		RG01818-SERVICE-Asset valuation of the Winter Gardens, Blackp

Duxburys Property Consultants Ltd	Budgets Outside Cash Limits	£900.00	<b>£1,500.00</b>	FS01397-SERVICE-Surveyor Report 3 Back Church Street
		£600.00		FS01398-SERVICE-Surveyors Report 12 Edward Street
Leisure Property Services Limited	Budgets Outside Cash Limits	£11,250.00	<b>£11,250.00</b>	FS01482-SERVICE-Valuation Report for Hilton Extension
Rider Levett Bucknall Uk Limited	Budgets Outside Cash Limits	£1,050.00	<b>£12,600.00</b>	FS01408-SERVICE-Hilton Hotel Ext - Survery Report 4
		£1,050.00		FS01422-SERVICE-Hilton Extension Surveyor Report 4
		£1,050.00		FS01429-SERVICE-Interim Monitoring Surveyor Report 6
		£1,050.00		FS01464-SERVICE-HBH Extension Monitoring Surveyor Report 8
		£1,050.00		FS01469-SERVICE-HBH Monitoring Surveyor Report 7
		£1,050.00		FS01476-SERVICE-Monitoring Surveyor Report 9
		£1,050.00		FS01485-SERVICE-HBH MONITORING SURVEYOR REPORT NO10
		£1,050.00		FS01514-SERVICE-Monitoring Surveyor Report 11
		£1,050.00		FS01514-SERVICE-Monitoring Surveyor Report 12
		£1,050.00		FS01523-SERVICE-Interim Monitoring Surveyor Report 13
		£1,050.00		FS01543-SERVICE-Interim Monitoring Surveyor Report No 14
		£1,050.00	<b>£12,600.00</b>	FS01549-SERVICE-Interim Report No 15 Hotel Extension

**£484,530.26    £484,530.26**

**Report to:**

**LEVELLING-UP SCRUTINY COMMITTEE**

**Relevant Officer:**

Vikki Piper, Head of Housing

**Date of meeting:**

8 November 2023

## HOUSING AND HOMELESSNESS ANNUAL REPORT

### 1.0 Purpose of the report

1.1 To update the Committee on key pieces of housing and homelessness work being undertaken, service performance, and progress made

### 2.0 Recommendation(s)

2.1 To note the Housing and Homelessness update, and identify any areas for additional scrutiny, or support.

### 3.0 Reason for recommendation(s)

3.1 To ensure that the Committee retains oversight of the housing and homelessness issues

3.2 Is the recommendation contrary to a plan or strategy approved by the Council? No

3.3 Is the recommendation in accordance with the Council's approved budget? Yes

### 4.0 Other alternative options to be considered

4.1 Not applicable

### 5.0 Council priority

5.1 The relevant Council priority is:

- 'The economy: Maximising growth and opportunity across Blackpool'
- 'Communities: Creating stronger communities and increasing resilience'

### 6.0 Background and key information

6.1 This is the third annual Housing and Homelessness report to Scrutiny Committee, following the review of 2019/2020

6.2 **Progress against Housing Strategy:**

There are 4 priorities within the current Housing Strategy for Blackpool:

- 1) New Housing supply
- 2) Improving the Private Rented Sector
- 3) Stabilising Lives
- 4) Increasing Delivery Capacity

Since 2018, when the strategy was first developed, we have:

- Put in place measures to restart the stalled development at Foxhall Village
- Continued to grow stock within our private rented housing company (Blackpool Housing Company) who now have 669 units
- Established an RP subsidiary of Blackpool Housing Company (Lumen Housing) allowing for greater intervention in the inner areas and the new offer of social housing. Lumen now have 53 units
- Developed 75 new quality council homes at Troutbeck, with a provision of accessible homes.
- Completion of Queens Park, providing 191 new quality council homes for rent.
- Started a new development on Grange Park which will provide 131 new homes for affordable rent, comprised of 2 to 6 bed houses, bungalows and new sheltered housing, all of which will have a variety of energy saving measures and technologies, including 30 ground source heat pumps.
- Introduced “The Blackpool Standard” within the selective licensing scheme in the Central area of Blackpool, designed to encourage landlords to improve their stock above the statutory minimum standards
- Continued to lobby government for more support in addressing PRS housing quality and raise standards, resulting in the current Decent Homes Pilot
- Successfully lobbied government for a review of supported housing – Blackpool is one of 20 LA’s currently piloting new approaches.
- Developed a Positive Pathway for young people leaving care and homelessness
- Developed a Multi-disciplinary approach within Housing Options, and as part of Changing Futures, which includes physical health, mental health, substance misuse services, and people with lived experience.
- Made the most of the opportunities brought about by the Levelling Up White paper to work with government and Homes England on plans to increase capacity and scale of intervention. These positive discussion have been possible due the Council’s track record on delivery in housing services.

### 6.3 Housing Supply and Demand

Blackpool’s housing market is characterised as having a higher than average proportion of private rented sector (PRS) housing than the national average , and a lower proportion of social housing:

	Blackpool	England
Social Housing	11%	17%
PRS	31%	21%
Owner Occupier	58%	62%

Levels of PRS have increased in the last 5 years from 26.5% and in some of our most deprived inner wards, are as high as 57%.

There are over 12,000 active households registered for social housing, with just under half of these having being assessed as in some form of “housing need” and awarded priority on the register. The largest demand is for 1 and 2 bedroom homes and the top 3 reasons for people being awarded priority on the register are due to overcrowding, homelessness, and medical/disability needs.

It should be noted that the housing register data has not been recently cleansed, and so the overall total may not be wholly accurate, however just under 2500 households applied for social housing in 2022/23 alone which shows considerable recent, and sustained demand.

There are approximately 6000 social housing homes in Blackpool, with just under 5,000 of these being Council houses. New Council housing schemes, such as the scheme currently underway at Grange Park, are funded through the Council’s Housing Revenue Account, normally with some grant support from Homes England.

### 6.4 Homelessness data and Performance

All local authorities are required to provide quarterly uploads on homelessness data to DLUHC. This data is published for transparency and can be found here:

<https://www.gov.uk/government/statistical-data-sets/live-tables-on-homelessness>.

A number of national comparisons can be drawn from this data.

	Blackpool 21/22	Blackpool 22/23	England 21/22	England 22/23
Homeless households with support needs	83%	81%	51%	52%
Homeless households securing accommodating	55%	48%	39%	36%
Households for whom homelessness is prevented	60%	51%	56%	52%

This data shows that Blackpool is broadly in line with national performance on homelessness prevention, but performance is more positive than national averages in helping people secure alternative accommodation when homeless.

Blackpool also has a number of local PI's contained within the Homelessness Strategy. There are no national comparators for these, but these are further indicators that Blackpool is performing well, despite the significant pressures:

- 87% of clients receiving tenancy support maintained a tenancy for 12 months or more
- Only 8% of clients re-present to the service with a 12 month period
- Average length of time spent in temporary accommodation is still only 38 days

Blackpool has seen some increase in rough sleeping since 2022, but has still managed to maintain relatively low rough sleeper numbers post Covid. Current estimated single night figure is 10.

#### **6.5 Homelessness Context and pressures:**

All forms of homelessness increased across England during 2022/23.

Numbers of households in temporary accommodation (TA) have increased nationally by a further 10% in 22/23 and have now surpassed record highs. As at April 2023 there were 104,510 households in temporary accommodation, 64,940 of which have children, and the average length of time in TA for a household with children is between 2 and 5 years.

Blackpool has also seen a sustained increase in the use of temporary accommodation (TA). In November 2022 (time of last report) numbers in TA were 103, which was up from 80 the year before. At the time of writing, there are currently 128 households in TA.

Government data attributes 39% of the increase in homelessness nationally to loss of assured shorthold tenancies in the private rented sector (PRS)

Blackpool is particularly impacted by the increases in homelessness as a result of PRS accommodation ending due to our disproportionate levels of PRS stock. End of PRS accommodation accounts for 63% of all homeless presentations in Blackpool as opposed to 38% nationally.

This is further compounded by increases in PRS rents, which nationally are at the highest levels since 2016. This makes it much more challenging to source new, affordable, accommodation for those who do become homeless.

Although house prices and rents in Blackpool remain relatively low compared to some

parts of the country, wages in Blackpool are also low, and often insecure, meaning it is also particularly difficult for many people to secure a mortgage.

**6.6 Homelessness Demographics:**

Blackpool’s age profile for homelessness is broadly in line with national data,

<b><i>Age of main applicants owed a prevention or relief duty<sup>7</sup>:</i></b>		
	<i>Blackpool</i>	<i>England</i>
16-17	1.2%	0.8%
18-24	17.8%	17.7%
25-34	27.8%	29.7%
35-44	24.7%	25.1%
45-54	14.7%	14.6%
55-64	9.4%	7.9%
65-74	3.1%	3.0%
75+	1.2%	1.1%
Not known <sup>8</sup>	0.0%	0.1%

However when we look at our household composition there are some significant differences. In 2022/23 single adults made up 80% of relief cases (actually homeless) and 46% of prevention cases in Blackpool; compared with 68% and 49% respectively across England.

The higher level of single adults becoming homeless is not unusual and is reflective of our local population and issues such as transience, however data for the last quarter of 22/23 (most recent published data) is showing an increased proportion of family homelessness, both nationally and locally.

**6.7 Key housing activities, priorities, and projects**

**6.8 New legislation:**

This is a period of significant change in housing, and there are 3 key pieces of emerging legislation that the Council is watching closely:

Renters Reform Bill:

The Bill was preceded by the white paper “A Fairer Private Rented Sector” which contained a 12 point action plan. Key measures include:

- Halving the number of non – decent homes by 2030 by introducing a Decent Homes Standard to the private rented sector.
- Abolishment of section 21 “no fault” evictions.
- Introduction of a new single housing ombudsman
- Introduction of a new property portal

The bill had its second reading on 23<sup>rd</sup> October, and has now passed to the first

committee stage

Supported Housing (Regulatory Oversight) Act:

The Supported Housing (Regulatory Oversight) Act received royal ascent in July 2023.

Key measures include:

- Introduction of national standards and licensing requirements
- Requirements for LA's to assess local need and develop a "supported Housing Strategy.

Full consultation on the new measures is expected shortly.

Social Housing (Regulation) Act:

The act received royal ascent on July 2023. Key measures include:

- strengthening the role of the Regulator of Social Housing to enable them to carry out regular proactive inspections
- additional Housing Ombudsman powers
- new qualification requirements for social housing managers

The act will have an impact for the Council as a landlord of almost 5,000 social housing properties

**6.9 Housing Developments – key sites**

Grange Park:

This scheme to develop 131 new homes for affordable rent, is well underway and the first residents have now moved in to their new homes. Although there are financial pressures as a result of increasing costs etc. the rest of the development is still on track

Foxhall Village:

Great Places are now on site and building out the final phase of the stalled development, with support from the Council (aim is for an additional 88 homes, and completion by August 2025)

**6.10 Levelling Up**

Blackpool Council was given Levelling Up pilot status in March 2022. A strong working relationship with Department of Levelling Up, Homes and Communities and Homes England is now embedded around the housing agenda, and work is now also beginning to take place with other government departments. On the housing front, Blackpool's pilot status has so far resulted in the funding of a 3 year programme to continue to improve standards in support housing, and £1.2 million in funding to conduct a proactive housing enforcement pilot. The pilot will inspect against current standards and utilize all existing tools and powers to address poor standards, and also assess properties against the future Decent Homes Standard, as outlined in the Renters Reform Bill. Work is also still in progress to secure capital funding for a first phase of physical housing intervention at scale via Homes England.

6.11 Does the information submitted include any exempt information? No

**7.0 List of appendices**



7.1 N/A

**8.0 Financial considerations**

8.1 None

**9.0 Legal considerations**

9.1 Please note information on emerging legislation at 6.8

**10.0 Risk management considerations**

10.1 None

**11.0 Equalities considerations and the impact of this decision for our children and young people**

11.1 The relevant strategies have had equality impact assessments

**12.0 Sustainability, climate change and environmental considerations**

12.1 The new housing at Grange park has had significant investment in carbon reduction technologies

**13.0 Internal/external consultation undertaken**

13.1 N/A

**14.0 Background papers**

14.1 None

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<b>Report to:</b>	<b>LEVELLING UP SCRUTINY COMMITTEE</b>
<b>Relevant Officer:</b>	Sharon Davis, Scrutiny Manager
<b>Date of Meeting:</b>	8 November 2023

## SCRUTINY WORKPLAN

### 1.0 Purpose of the report:

1.1 To review the work of the Committee, the implementation of recommendations and identify any additional topics requiring scrutiny.

### 2.0 Recommendations:

2.1 To approve the Committee Workplan, taking into account any suggestions for amendment or addition.

2.2 To monitor the implementation of the Committee's recommendations/actions.

### 3.0 Reasons for recommendations:

3.1 To ensure the Committee is carrying out its work efficiently and effectively.

3.2 Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.3 Is the recommendation in accordance with the Council's approved budget? Yes

### 4.0 Other alternative options to be considered:

4.1 None.

### 5.0 Council Priority:

5.1 The relevant Council Priority is:

- Communities: Creating stronger communities and increasing resilience

### 6.0 Background Information

## 6.1 **Scrutiny Workplan**

The Committee's Workplan is attached at Appendix 11(a) and was developed following a workplanning workshop with the Committee in June 2022. The Workplan is a flexible document that sets out the work that will be undertaken by the Committee over the course of the year, both through scrutiny review and committee meetings.

Committee Members are invited to suggest topics at any time that might be suitable for scrutiny review through completion of the Scrutiny Review Checklist. The checklist forms part of the mandatory scrutiny procedure for establishing review panels and must therefore be completed and submitted for consideration by the Committee, prior to a topic being approved for scrutiny.

## 6.2 **Implementation of Recommendations/Actions**

The table attached at Appendix 11(b) has been developed to assist the Committee in effectively ensuring that the recommendations made by the Committee are acted upon. The table will be regularly updated and submitted to each Committee meeting.

Members are requested to consider the updates provided in the table and ask follow up questions as appropriate to ensure that all recommendations are implemented.

6.3 Does the information submitted include any exempt information? No

## 7.0 **List of Appendices:**

7.1 Appendix 11a – Levelling Up Scrutiny Committee Workplan  
Appendix 11b - Implementation of Recommendations/Actions  
Appendix 11c – Scrutiny Selection Checklist

## 8.0 **Financial considerations:**

8.1 None.

## 9.0 **Legal considerations:**

9.1 None.

## 10.0 **Risk management considerations:**

10.1 None.

## 11.0 **Equalities considerations and the impact of this decision for our children and young**

**people:**

11.1 None.

**12.0 Sustainability, climate change and environmental considerations:**

12.1 None.

**13.0 Internal/ External Consultation undertaken:**

13.1 None.

**14.0 Background papers:**

14.1 None.

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<b>Levelling Up Scrutiny Committee - Work Plan 2023-2024</b>	
4 <sup>th</sup> October 2023	<ol style="list-style-type: none"> <li>1. <b>Levelling Up, Regeneration projects update</b> (AL and NG)</li> <li>2. <b>Levelling Up – Housing</b> (VP)</li> <li>3. <b>Update on smoking cessation</b></li> </ol>
8th November 2023	<ol style="list-style-type: none"> <li>1. <b>Levelling Up, verbal general update – every meeting</b> (AC or AL)</li> <li>2. <b>Housing and Homelessness Annual Report</b> (VP)</li> <li>3. <b>Tourism Performance</b> - To include details of tourism performance in Blackpool and Business Tourism include reference to work undertaken to deliver the Illuminations. (to include details of how archived Illuminations displays will be displayed be provided to the Committee (Philip Welsh)</li> <li>4. <b>Final report on Healthy Weight Scrutiny -Review Recommendations</b> (LP)</li> <li>5. <b>Engagement of Consultants Annual Report</b> (ST)</li> </ol>
24th January 2024	<ol style="list-style-type: none"> <li>1. <b>Levelling Up, verbal general update – every meeting</b> (AC or AL)</li> <li>2. <b>Levelling Up, Housing Update – every meeting</b> (VP)</li> <li>3. <b>Multiversity / Enterprise zone – overview report</b> (6 monthly)</li> <li>4. <b>Catering Services, recent report 2022. Option of link with Multiversity / college, to provide career opportunities to local students</b></li> <li>5. <b>Alcohol deaths/treatment /stigma (Judith Mills)(Oct 22 - stigma of treatment and impact increase consumption during lockdown)</b></li> <li>6. <b>Arts and Culture - Cultural Plan for Blackpool - To consider an update on the development of the Cultural Plan for Blackpool. (Carolyn Primmatt)</b></li> <li>7. <b>Empty Property data (JB and LA) Deferred from Nov - TBC</b></li> </ol>
13th March 2024	<ol style="list-style-type: none"> <li>1. <b>Levelling Up, verbal general update – every meeting</b> (AC or AL)</li> <li>2. <b>Suicide prevention and awareness update on ongoing work</b></li> <li>3. <b>Levelling Up Housing, Update Regular item</b> (VP)</li> <li>4. <b>Leisure Services Annual Report</b></li> <li>5. <b>Vaping – impact on Health etc</b> (Kerry Burrow)</li> </ol>
1st May 2024	<ol style="list-style-type: none"> <li>1. <b>Levelling Up, verbal general update – every meeting</b> (AC or AL)</li> <li>2. <b>Levelling Up, Housing Update – every meeting</b> (VP)</li> <li>3. <b>Blackpool Regeneration</b> (formally TC Regen) – Alan Cavill / Vikki Piper to provide an update on all regeneration developments in Blackpool. Bi-annually</li> <li>4. <b>Tourism Update – (PW)</b></li> <li>5. <b>Levelling Up, Update Regular item</b> (Alan Cavill)</li> <li>6.</li> </ol>
June / July	<ol style="list-style-type: none"> <li>1. <b>Annual KPI / Performance report</b> (Ruth Henshaw)</li> </ol>

## Future Work:

Scrutiny Review Work	
09/10 @6pm Teams	Healthy Weight Strategy
13/12 6pm- 7pm	Draft Alcohol Strategy Review Meeting (Judith Mills)
November 2023 Joint with Climate Change	<b>Sea Water Sewage Discharge – with Climate Change and Environment Scrutiny</b> - To receive details of the environmental and economic impact of the discharge of sewage into the sea water around Blackpool.
January / February 2024	<b>Capital Projects funding allocation</b> – to discuss and suggest ways in which the funding can be allocated AC - This would be discussed as part of a review meeting due to the confidential nature of information
February / March 2024 (AC)	<b>Shared Prosperity fund</b> - Deep Dive / sub group – support the fund allocation process 25/26 early preparation for target areas. AC - SPF document to be provided Jan 24. Must meet before June 24 to feed into funding timetable with Government
TBC	<b>Oral Health Strategy</b> – Alan Shaw



## MONITORING THE IMPLEMENTATION OF SCRUTINY RECOMMENDATIONS

Updates in **RED**

.	DATE OF REC.	RECOMMENDATION	TARGET DATE	RESPONSIBLE OFFICER	UPDATE	RAG Rating
1	23 January 2019	That bi-annual updates on the progress of Town Centre Regeneration Projects be included on future agendas	Ongoing	Nick Gerard	Items for monitoring the progress of Blackpool Regeneration Project have been scheduled for approx. every six-months. <i>Last update 04/10/23</i> <i>Next update due approx. May 2024.</i>	Ongoing
2	23 November 2022	That details of how archived Illuminations displays will be displayed be provided to the Committee.	November 2023	Philip Welsh	<i>On the agenda for 08/11/23</i>	Complete
3	23 November 2022	That information on how gaps in the Illuminations caused by the Tramway Extension will be addressed be provided.	November 2023	Philip Welsh	<i>On the agenda for 08/11/23</i>	Complete
4	21 June 2023	The Committee requested data relating to vacant premises	January 2024	John Blackledge	<i>Item deferred to early 2024 meeting</i>	Ongoing
5	04 October 2023	The Committee agreed to receive a verbal report with regards to general Levelling-Up information	November 2023	Alan Cavill and Antony Lockley	<i>Levelling-Up (general projects)</i> <i>Verbal update at each meeting</i>	Ongoing
6	04 October 2023	The Committee agreed to receive an update upon the Damp and Mould Figures in Blackpool	March or May 2024	Vikki Piper	<i>To be discussed with VP and establish the most appropriate time to receive this information</i>	Ongoing

7.	04 October 2023	The Committee requested a Multiversity / Enterprise zone, update and overview	Jan 2024	TBC	Multiversity / Enterprise zone – overview report (6 monthly)	Ongoing
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**SCRUTINY SELECTION CHECKLIST**

**Title of proposed Scrutiny:**

The list is intended to assist the relevant scrutiny committee in deciding whether or not to approve a topic that has been suggested for scrutiny.

Whilst no minimum or maximum number of ‘yes’ answers are formally required, the relevant scrutiny committee is recommended to place higher priority on topics related to the performance and priorities of the Council.

Please expand on how the proposal will meet each criteria you have answered ‘yes’ to.

	Yes/No
The review will add value to the Council and/or its partners overall performance:	
The review is in relation to one or more of the Council’s priorities:	
The Council or its partners are not performing well in this area:	
It is an area where a number of complaints (or bad press) have been received:	
The issue is strategic and significant:	
There is evidence of public interest in the topic:	
The issue has potential impact for one or more sections of the community:	
Service or policy changes are planned and scrutiny could have a positive input:	
Adequate resources (both members and officers) are available to carry out the scrutiny:	

**Please give any further details on the proposed review:**

**Completed by:**

**Date:**