

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 Example menus for early years settings in England: part 1 (publishing.service.gov.uk)</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>
<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>	<p>Completion of the Study</p> <p>Development of training and resources</p>	<p>On-going</p>	<p>Training and resources in place</p>	<p>Public Health Prevention and Early Intervention Strategic Clinical Manager for Children, Young People and Maternity</p>
<p>Development of the Lancashire Infant Feeding Strategy</p>	<p>Completed Strategy</p>	<p>October 2023</p>	<p>Implementation of Strategy and sign off by all Lancashire areas</p>	<p>Infant Feeding Strategy Group</p>

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	<p>Baby Steps 10 week perinatal course to support families around a variety of topics including breastfeeding and infant feeding.</p> <p>Henry Infant feeding services that provides practical and emotional support around infant feeding including breastfeeding, formula feeding and starting solids</p> <p>Learning 2 Feed – voluntary service supporting breastfeeding, formula feeding and sleep</p> <p>Midwives and health visitors providing advice and support on breastfeeding, formula feeding and starting solids</p> <p>Anya App</p>	<p>March 2025</p> <p>On-going</p>	<p>Progress is reported at contract review meetings</p> <p>Updates at the Pregnancy and Childhood Group</p> <p>Updates at the Pregnancy and Childhood Group</p> <p>Progress is reported through the Contract review meetings</p>	<p>Blackpool Teaching Hospitals/Public Health</p> <p>NSPCC</p> <p>NSPCC</p> <p>Blackpool Teaching Hospital/Public Health</p>

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.			Public Health
	Food Network to support healthy and sustainable Food Provision and influence change with Council Food Outlets			Catering Manager
	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	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
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>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>	Increase in uptake of the Healthier choices award	<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>
Support the vulnerable children in our community to have access	Delivery of holiday activities and food provision during the	March 2025	Reports completed to the DFE at the end of each holiday provision.	Public Health - HAF Programme Manager

<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	Working with social prescribers and GPs to identify and support individuals referred to tier 2 services i.e. exercise on referral, commercial weight management.	On-going	Actively supporting individuals to get involved, and remain engaged	Health Coach, Active Lives
	Provide support to individuals who are awaiting input to the specialist weight management service	On-going	Number of individuals supported whilst waiting to access the service	Health Coach, Active Lives
	Supporting individuals with lived experiences on exit from specialist weight management services	Ongoing	Number of peers leaders Number of peer support groups	Health Coach, Active Lives

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 Teach 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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