

<b>Report to:</b>	<b>Health and Wellbeing Board</b>
<b>Relevant Officer:</b>	Liz Petch, Consultant in Public Health, Blackpool Council
<b>Relevant Cabinet Member:</b>	Councillor Jo Farrell, Cabinet Member for Levelling Up: People
<b>Date of Meeting:</b>	13 December 2023

## HEALTHY WEIGHT STRATEGY 2023 - 2028

### 1.0 Purpose of the report

1.1 To seek approval of the Healthy Weight Strategy 2023 - 2028.

### 2.0 Recommendation(s)

2.1 That Board members consider the vision, ambition and priorities of the Healthy Weight Strategy.

2.2 To approve the Healthy Weight Strategy 2023-2028 attached at Appendix 5a with effect until the 31 December 2028.

### 3.0 Reason for recommendation(s)

3.1 This new Health Weight Strategy 2023-2028 sets out how as a system it is planned to respond to local needs in relation to high levels of obesity and how the council and other key stakeholders can work together with residents and communities to reduce these levels, and so improving healthy life expectancy and reducing health inequalities.

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 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 The document at Appendix 5a 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 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 people live, work and play, which currently encourages obesity related behaviours.

The healthy weight strategy has been approved by the Blackpool Council Public Health Senior Management Team and Corporate Leadership Team. Officers have also received comments and support for the document from the Levelling Up Scrutiny Committee which have been integrated into the

6.2 Does the information submitted include any exempt information? No

## 7.0 List of appendices

7.1 Appendix 5a: Healthy Weight Strategy 2023-2028

## **8.0 Financial considerations**

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

## **9.0 Legal considerations**

9.1 None.

## **10.0 Risk management considerations**

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

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

11.1 The strategy has been informed by data within the Joint Strategic Needs Assessment (JSNA) where it evidences the burden of obesity on our population. Children and families, in the context of early years, are a priority within this strategy.

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

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

12.1 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.

## **13.0 Internal/external consultation undertaken**

13.1 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 Steering Group which has helped shape and develop the both the strategy and the action plan.

13.2 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.

