

Appendix 1- Action plan: Tackling Childhood Obesity a Response to Scrutiny Inquiry Recommendations

The recommendations from the Scrutiny Inquiry have been categorised into three themes which align to key SCC functions: Place, Public Health and Children & Learning. The table outlines how the recommendations will be achieved. All recommendations can link to the City of Culture bid and Green City commitments where applicable.

Recommendation	How will the recommendation be achieved	Target dates for completion	Theme and Lead	Estimated resource
Place focus				
<p>1. City Vision Local Plan – Incorporate guidance published by Public Health England - 'Using the planning system to promote healthy weight environments' in developing the City Vision to ensure that the facilitation of a healthy city is a priority in the city's development.</p>	<p>Phase 1 Within existing finance Planning develop the policies based upon [a] appropriate evidence, [b] best practice and [c] within the constraints of the planning system</p> <p>Planning will draft plan next year which will then need to go to public consultation and refine further.</p>	<p>March 2021</p> <p>October 2021</p>	<p>Planning Paul Barton</p>	<p>Will be resourced using existing funding with a joint Planning and Public Health Post (£60,000). The officer to be recruited in early 2021.</p> <p>The officer will be responsible for conducting research and producing technical evidence documents to support any proposed policies and to consider the implementation of a health impact assessment for the Local Plan as well as any other 'best practice' approaches that may be appropriate for Southampton.</p>
<p>2. Restrict the growth in hot food takeaways – Include within the developing City Vision a policy that helps to manage the increase in exposure to takeaways in Southampton. Following consultation with the Chair of the Planning and Rights of Way Panel, the city should learn from other local authorities and adopt planning regulations that restrict the exposure of children to unhealthy snacks, beverages and hot food takeaways in and around schools and on routes to and from schools.</p>	<p>Finalise the City Vision with policies to promote a healthy weight environment</p>	<p>2022</p>		

<p>3. Improve our knowledge and understanding of the food environment in the city – To develop policies that meet the requirements of local communities we first need to understand the food environment within the communities. to map, measure and monitor access to food outlets at a neighbourhood level to help develop, alongside obesity mapping and community engagement, our understanding of the variations in childhood obesity levels.</p>	<p>Phase 1 Within existing finance (from autumn 2021) Public Health to agree scope for the analysis including health and place-based indicators as well as qualitative indicators.</p> <p>Data, Intelligence and Insight team to collate data and undertake analysis</p> <p>Data, Intelligence and Insight team and Public Health to finalise report with recommendations and disseminate findings.</p>	<p>Autumn 2021</p> <p>From Autumn 2021</p> <p>2022 (subject to prioritisation)</p>	<p>Data, Intelligence and Insight Dan King</p>	<p>The Data, Intelligence and Insight team are currently at capacity supporting the COVID-19 response It would not be possible to undertake this work under existing constraints and it would need to be prioritised for action in autumn 2021 by the Director of Public Health.</p>
<p>4. Southampton Eating Better Awards – Develop a free award scheme that supports and rewards businesses in Southampton that act to offer healthier food options and promote sustainability.</p>	<p>Phase 2 Finance required Local Authority (SCC) commitment</p> <p>On allocation of funding develop a plan to include: -Identification/ development of criteria for assessing businesses e.g. through existing standard such as Eat Out, Eat Well, or other schemes such as that offered by Bristol City Council – ‘Eating Better Award’, -Development of materials for communicating and promoting the award -Assessment of applications and determining an award -Ensure the standard continues to be met by periodic review</p> <p>(Consider cost of administering a scheme which could be covered by an application fee in the region of £250 per business. In the current economic climate, this may deter businesses.)</p>	<p>From January 2023</p>	<p>Environmental Health Rosie Zambra (Gavin Derrick)</p>	<p>A 0.5 FTE post (estimated at Grade 8) would be required to administer a scheme to up to 100 businesses. £25,300 per annum. This includes Basic, Ni & Super and overheads.</p> <p>Additional costs including resourcing the award and evaluation of the programme £10,000.</p> <p>The coronavirus emergency is presenting food businesses with challenges. It is anticipated that many food businesses will cease trading due to the impact of coronavirus on customer behaviour, however this</p>

	-Commission an evaluation of the scheme to determine interest in a healthy eating awards by local businesses to determine the potential uptake.			may be an opportunity to influence new businesses as they emerge.
5. Seek to become a Sustainable Food Place - Sustainable Food Places is a partnership programme led by the Soil Association, Food Matters and Sustain.	<p>Phase 2 Within existing finance Carryout initial scoping and options appraisal to identify goal, vision and measurable targets. This will include tackling waste, promoting sustainability (developing urban farms, using space in the city for food growing, green roofs), addressing diet related health and developing a vibrant commercial food sector)</p> <p>-Establish a Sustainable Food Place Partnership -Develop a Sustainable Food Strategy and action plan for the City with the Sustainable Food Place Partnership -Strategy implementation -Apply for the bronze Sustainable Food Place award</p>	<p>January-April 2021</p> <p>April-June 2021 June- September 2021</p> <p>October 2021 onwards June-September 2022</p>	Place/ and Communities links with Green city charter Kate Martin (Steve Guppy)	Within existing resource-Place and Communities officer time to work up a business case and bring forward spend to save case
6. Leisure model review – Leisure facilities and green spaces are key assets in the drive to increase levels of physical activity in the city.	<p>Phase 1 Finance required</p> <ul style="list-style-type: none"> - Local Authority (SCC) Commitment - Charitable and Sports England funding routes <p>To develop a business case (with support from Public Health) for a leisure model creating stronger links between schools, communities, businesses and leisure facilities and increase participation in physical activity, particularly among target inactive families and groups. Also identify senior manager.</p>	From January 2021	Kate Martin (Paul Paskins)	Temporary post already agreed to lead on developing a leisure strategy. Funding within Place to scope leisure model and develop a business case followed by leisure review
7. Target deprived communities when promoting health initiatives - Direct resources to increasing participation within deprived communities, proportionate to level of need, to	<p>Phase 1</p> <p>-Work with communities most impacted by COVID-19 and facing poverty to access affordable healthy food.</p> <p>-Enable officers working directly with communities to help people develop skills to promote resilience like budgeting and basic cooking skills (through signposting to community programmes).</p>	From January 2021	Mary Darcy (Steve Smith & Jason Murphy)	Within existing finance

<p>avoid inadvertently increasing health inequalities.</p>	<p>-Through networks and forums to work with partners and other organisations to target resources to support deprived communities and families in greatest need.</p> <p>Phase 2 Contribute to development of proposals for an Anti-Poverty Strategy, supported by a cross service/sector taskforce (inclusive of voluntary and community sector).</p>			
<p>Public Health focus</p>				
<p>8. Commit to the Whole Systems Approach to obesity - Implementing the previous recommendations will result in fewer overweight and obese children in Southampton.</p>	<p>Phase 1 Within existing finance Using PHE guidelines on taking a whole systems approach to tackle obesity.</p> <p>-System mapping. Secure buy in from SCC departments and key partners, decision makers to map the system that causes childhood obesity in Southampton. Build and finalise the local systems map.</p> <p>- Bring together a tackling childhood obesity working group of partners to review and refine the map as it develops.</p> <p>-Present local systems map and work with local leaders and managers to identify opportunities for intervention and implement these changes within their areas of responsibility</p> <p>- Continue to refine the map as the local system changes</p> <p>- Report progress annually as part of the agreed governance structures (rec 11)</p>	<p>From Autumn 2021</p>	<p>Debbie Chase (Ravita Taheem)</p>	<p>Within existing resource if phased- Public Health Officer time</p>
<p>9. Sign and commit to the Local Authority Declaration on Healthy Weight – The Healthy Weight Declaration provides the strategic vision and aspiration that can underpin the whole systems approach to obesity.</p>	<p>Phase 2 Within existing finance With the tackling childhood obesity working group: -Audit against standards of the Local Authority Declaration on Healthy weight -Develop action plan to meet requirements of the Declaration -Develop cabinet briefing to help secure SCC sign-up to the declaration</p>	<p>From January 2023</p>	<p>Public Health/Place Debbie Chase</p>	<p>Within existing resource if phased- Public Health Officer time Plus a one off cost of £1,400-£2,000</p>

	-Link with the commissioning of weight management treatment pathways for adults, to reduce intergenerational health inequalities.			
10. Measure BMI at Year 3 for Southampton school children.	Phase 2 Within existing finance 0-19 partnership group to work with providers to pilot and assess the feasibility of additional NCMP measurement at year within current capacity and resource limits	From January 2023	Public Health/ICU Debbie Chase	Within existing resource if phased- Public Health Officer time
11. Develop/clarify governance arrangements to oversee development in tackling childhood obesity in Southampton – A coherent approach to co-ordinating action and measuring outcomes needs to be in place to ensure that progress is being made, and all relevant city council functions are contributing to the objectives. The approach should explore opportunities for leadership from, and co-production with, children and young people.	Phase 1 Within existing finance With SCC decision makers agree which SCC governance mechanisms will be accountable for progress on tackling childhood obesity. These will be used to regularly review and monitor progress with the implementation of the recommendations from the scrutiny inquiry. Explore how actions to address childhood obesity can be embedded across council functions and governance structures.	From January 2021- March 2022	Public Health Debbie Chase	Within existing resource if phased- Public Health Officer time
12. Develop the evidence base – Engage with academia to encourage research to be undertaken into the effectiveness of initiatives to tackle childhood obesity in Southampton. Findings can then be used to focus resources on effective practice.	Phase 1 Within existing staff resource to support funding applications. Engage with academic colleagues at Southampton University and Solent University and academic organisations such as ARC to inform local research agendas and inform local practice.	From January 2021	Public Health Debbie Chase	Within existing resource if phased- Public Health Officer time
Children and Learning focus				
13. Scale up initiatives so that they reach a critical mass –	Phase 2 Finance required	From January 2023	Children/Education	Increase in officer time is required to implement

<p>Initiatives such as the Southampton Healthy Early Years Award; Southampton Healthy High 5 Award; Young Health Champions and the Lifelab programme are excellent schemes making a genuine difference to the lives of children and families in Southampton.</p>	<p>Local Authority commitment</p> <p>Objectives and outcomes to be agreed and prioritised with service providers, schools and before and during the delivery of this work. This will include:</p> <ul style="list-style-type: none"> -Education team to lead on work with programme co-ordinators to increase engagement and uptake among local schools and early years providers 		<p>Robert Henderson (Derek Wiles)</p>	<p>recommendations 13-16. The difference including on costs would be £5,700 per annum in 2023-2025</p>
<p>14 & 15. Support Southampton schools to make healthy choices easier:</p> <ul style="list-style-type: none"> -Engage in conversation with schools about extending the length of lunch time. -Develop a packed lunch toolkit for schools which helps them to develop their own -Adopt a Good Food and Catering Procurement Policy, akin to Bristol City Council, <p>15. Analyse the uptake of free school meals – Feedback provided identified that the take up of free school meals in Southampton is declining.</p>	<p>Phase 2</p> <p>Finance required</p> <p>Local Authority commitment</p> <ul style="list-style-type: none"> -Undertake a review of school meal provision in the city. Focussing on schools with a high proportion of children eligible for free schools meals. Compile a report with to understand food provision in key schools, including trends of FSM uptake. This will include understanding local school meal provision, school procurement policy, the food environment in schools scoping out opportunities to improve schools’ food environments. -Identify and prioritise recommendations -Lead on development, implementation and evaluation of measures to improve the food environment in schools 	<p>From January 2023</p>	<p>Children/Education Robert Henderson (Derek Wiles)</p>	
<p>16. Learn lessons from the HENRY programme – Ensure that learning from Leeds City Council’s utilisation of the HENRY programme is built into the parenting programme delivered in Southampton by Solent NHS Trust.</p>	<p>Phase 2</p> <p>Finance required</p> <p>Local Authority commitment</p> <p>Develop a project plan to include identifying local parenting groups and parenting support programmes, work with providers to understand how programmes can be enhanced to include evidence-based behaviour change strategies to support parents of infants and young children. Identify prioritise recommendations and work with providers to implement and evaluate changes.</p>	<p>From January 2023</p>	<p>Children/Education Robert Henderson (Derek Wiles)</p>	

Appendix 2 Recommended phased approach

The table below shows how the two phased approach will be prioritised.

Recommendation	Theme lead	Resource implications
Phase 1 from January 2021		
1. City Vision Local Plan – Incorporate guidance published by Public Health England - ‘Using the planning system to promote healthy weight environments’ in the developing City Vision to ensure that the facilitation of a healthy city is a priority in the city’s development.	Kate Martin	From April 2021 £60,000 funding to cover two years part-time officer time allocated
2. Restrict the growth in hot food takeaways – Include within the developing City Vision a policy that helps to manage the increase in exposure to takeaways in Southampton. Following consultation with the Chair of the Planning and Rights of Way		
3. Improve our knowledge and understanding of the food environment in the city – To develop policies that meet the requirements of local communities we first need to understand the food environment within the communities. to map, measure and monitor access to food outlets at a neighbourhood level to help develop, alongside obesity mapping and community engagement, our understanding of the variations in childhood obesity levels.	Dan King	From Autumn 2021 Within existing funding and when prioritised by Public Health
6. Leisure model review – Leisure facilities and green spaces are key assets in the drive to increase levels of physical activity in the city		From Jan 2021 business case to be developed
7. Target deprived communities when promoting health initiatives within settings - Direct resources to increasing participation from settings within deprived communities, proportionate to level of need, to avoid inadvertently increasing health inequalities.	Mary Darcy- Steve Smith/Jason Murphy	
8. Commit to the Whole Systems Approach to obesity - Implementing the previous recommendations will result in fewer overweight and obese children in Southampton.	Debbie Chase	From January 2021 Within existing resources- Public Health officer time
11. Develop/clarify governance arrangements to oversee development in tackling childhood obesity in Southampton – A coherent approach to co-ordinating action and measuring outcomes needs to be in place to ensure that progress is being made, and all relevant city council functions are contributing to the objectives. The approach should explore opportunities for leadership from, and co-production with, children and young people.		From January 2021 Within existing resources- Public Health officer time

<p>12. Develop the evidence base – Engage with academia to encourage research to be undertaken into the effectiveness of initiatives to tackle childhood obesity in Southampton. Findings can then be used to focus resources on effective practice.</p>		<p>From January 2021</p> <p>Within existing resources- Public Health officer time to support funding bids</p>
<p>Phase 2 From January 2023</p>		
<p>4. Southampton Eating Better Awards – Develop a free award scheme that supports and rewards businesses in Southampton that act to offer healthier food options and promote sustainability.</p>	<p>Kate Martin</p>	<p>From Jan 2023 if funding can be secured £25,300 per annum £10,000 set up costs and ongoing award costs</p>
<p>5. Seek to become a Sustainable Food Place - Sustainable Food Places is a partnership programme led by the Soil Association, Food Matters and Sustain.</p>		<p>From Jan 2023 Within existing resources- Place officer time</p>
<p>9. Sign and commit to the Local Authority Declaration on Healthy Weight – The Healthy Weight Declaration provides the strategic vision and aspiration that can underpin the whole systems approach to obesity.</p>	<p>Debbie Chase</p>	<p>From Jan 2023 One off cost of £1,400-£2,000 for adoption of the Local Authority Declaration on Healthy Weight Public Health officer time</p>
<p>10. Measure BMI at Year 3 for Southampton school children.</p>		<p>From Jan 2023 Within existing resources- Public Health officer time to explore feasibility.</p>
<p>13. Scale up initiatives so that they reach a critical mass – Initiatives such as the Southampton Healthy Early Years Award; Southampton Healthy High 5 Award; Young Health Champions and the Lifelab programme are excellent schemes making a genuine difference to the lives of children and families in Southampton.</p>	<p>Rob Henderson</p>	<p>From 2023 if funding can be secured Finance required- be £5,700 per annum</p>
<p>14 & 15. Support Southampton schools to make healthy choices easier: -Engage in conversation with schools about extending the length of lunch time. -Develop a packed lunch toolkit for schools which helps them to develop their own -Adopt a Good Food and Catering Procurement Policy, akin to Bristol City Council, 15. Analyse the uptake of free school meals – Feedback provided identified that the take up of free school meals in Southampton is declining.</p>		
<p>16. Learn lessons from the HENRY programme – Ensure that learning from Leeds City Council’s utilisation of the HENRY programme is built into the parenting programme delivered in Southampton by Solent NHS Trust.</p>		

Summary of recommendations and costs

Phase	Est cost	Detail
Phase 1 from January 2021	£60,000 over two years	£60,000 funding secured from the Public Health budget this year. Additional funding to be secured as businesses cases are developed
Phase 2 from January 2023 or when funding can be secured	<ul style="list-style-type: none"> • £31,000 annual cost for staff time plus £10,000 additional costs • One off cost of £1,400-£2,000 for adoption of the Local Authority Declaration on Healthy Weight 	Funding not secured Additional funding to be secured as businesses cases are developed