

Report to the Cabinet

Meeting to be held on Thursday, 3 October 2024

Report of the Director of Public Health, Wellbeing and Communities

Part I

Electoral Division affected:
(All Divisions);

Corporate Priorities:
Caring for the vulnerable;

Lancashire Healthy Weight Programme

(Appendices 'A' to 'C' refer)

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Brief Summary

The Healthy Weight Programme is a key programme of work that spans Public Health, other departments within Lancashire County Council and beyond.

Following the approval of the Public Health Strategy by Cabinet in July 2024 and ongoing work with district council colleagues and wider stakeholders, this report seeks approval for three supporting new areas of work namely:

- The Lancashire Food Plan
- The development of a Healthy Lancashire Advertising and Sponsorship Policy
- The revised Hot Food Takeaway Advisory Note

Recommendation

Cabinet is asked to approve:

- (i) The Lancashire Food Plan set out at Appendix 'A'.
- (ii) The proposals for development of a Lancashire Healthy Advertising and Sponsorship Policy set out at Appendix 'B'; and authorise the Director of Public Health, Wellbeing and Communities, in consultation with the Cabinet Member for Health and Wellbeing, to approve such policy.



(iii) The revised Hot Food Takeaway Advisory Note set out at Appendix 'C'.

Detail

National Policy Context

The Public Health England 2019 document "[Whole systems approach to obesity](#)" acknowledges that obesity is a complex problem with multiple causes and has significant implications beyond health. There is no one solution in tackling this problem. It requires a long-term, system wide approach to support change and makes it everyone's business across the life course.

As part of a whole systems approach to addressing the environmental factors that impact on achieving and maintaining a healthy weight, this section outlines three supporting new areas of work. In doing so work will continue on wider interfacing agendas including the development of a strategic approach to Physical Activity with both district council colleagues and key stakeholders such as Active Lancashire

A. Development of a Lancashire Food Plan

Following a Government commissioned independent review into the food systems in 2018, a National Food Strategy was published. In 2022 the Government then released the Government Food Strategy to respond to the findings, this included policy initiatives to boost good health, recommendations that encourage healthier more sustainable food choices, creating a transparent food system, and looking at public procurement to lead by example. The county council's Lancashire Food Plan sets out our organisational position, responding to the governments recommendations, and presents the detail of how we will improve our food systems to protect our health, economy, and environment.

As such the Plan focuses on key actions the county council has direct or strong control over including estates (both in County Hall and wider council owned sites), services, policy making and the county council's role as a community influencer and advocate. The plan has four key priority themes:

- 1) Supporting Safer, Fairer and Healthier Places
- 2) Resources and Training
- 3) Commissioning and Procurement
- 4) Environment, Waste and Sustainability

Organisationally this food plan has been co-designed across key council teams such that it outlines not only why a food plan is needed but also sets out key strategic areas for development which will form the basis of a subsequent implementation plan once approved. Elected Member engagement was undertaken during the development of the Plan as recently as July of this year.

The vision for the food plan is to create an organisational whole systems food plan that leads by example, supporting the national approach where appropriate and



building on what the county council already does well. The plan will also ensure that the county council's local approach aligns with wider council plans such as the Council Catering Recovery Plan and maximises its reach across the Council estate where appropriate.

B. Development of a Lancashire Healthy Advertising and Sponsorship Policy

The Commercial Determinants of Health are activities, including advertising and sponsorship, that affect people's health and wellbeing, directly or indirectly, positively, or negatively. They impact a wide range of risk factors including smoking, air pollution, alcohol use, obesity and physical activity, and health outcomes including non-communicable diseases, and mental health conditions.

It is proposed to develop an advertising and sponsorship policy for Lancashire County Council that promotes healthy options and precludes promotion of food and drink that are high in fat, salt or sugar, on sites owned and managed by the County Council. In addition, it is proposed that the policy would restrict advertising of other products detrimental to health and wellbeing, including tobacco and related products (vaping or e-cigarettes), alcohol, and gambling, mindful of the underlying national evidence base regarding the public health impact of such products. The policy will also cover restrictions to advertising infant feeding products outlined in the UNICEF Baby Friendly Initiative.

The County Council owned outdoor advertising estate currently consists of advertising space on 53 bus shelters (located in Hyndburn, Pendle, Preston, and Burnley) and annual sponsorship of 150 roundabouts across the County. There is scope to include wider estate within the policy, future-proofing against unhealthy advertising on all County Council property. Public Health will continue to engage with wider council teams, and particularly with the Communications Team, so that the policy aligns with existing content strategies, (e.g. for digital screens located in libraries) and planned revisions to advertising on the County Council's intranet and internet webpages.

C. Hot Food Takeaway Advisory Note

The National Planning Policy Framework outlines how health should be considered by the planning system. One of the core planning principles that underpins both plan-making and decision-taking is for planning to "enable and support healthy lifestyles, especially where this would address identified local health and well-being needs", for example through the provision of safe and accessible green infrastructure, sports facilities, and access to healthier food.

In response to this the Wider Determinants Team has previously produced a Hot Food Takeaway Advisory Note as part of a 'call to action' approach across the county. Following a Notice of Motion approved by Full Council in 2018, district council colleagues were approached to support the implementation of this Advisory Note and as such this continues to contribute to the development of district council Local Plans. The advisory note makes evidence-based recommendations to encourage refusal of planning applications for new hot food takeaways in areas with high obesity rates, high levels of deprivation, and those close to secondary schools. The term 'Sui generis' is a national term used for premises that do not fall within a defined use class but in this context includes Hot Food Takeaway establishments. Earlier this year however,



following feedback from district council colleagues the technical wording of this policy note has been revised and now recommends:

- Refusing new Sui Generis Hot Food Takeaway uses within wards where the most recently published National Child Measurement Programme data classifies 10% or more of Reception pupils or 15% or more of Year 6 pupils as obese (including severely obese).
- Refusing new Sui Generis Hot Food Takeaway uses within wards which fall within the 20% most deprived areas in England, i.e., deprivation quintile 1.
- Refusing new Sui Generis Hot Food Takeaway uses which fall within a 400m radius of entry points to secondary schools.

The Team has previously provided written submissions during consultation phases, as well as offered in-person representation at Local Plan Examinations in Public. As a result, these policy recommendations have been successfully embedded within the adopted Local Plans for both Lancaster and Rossendale and are actively used to control new hot food takeaway development and engagement with other districts is being explored.

The revision of this advisory note now creates an opportunity for Cabinet to also formally endorse this revised advisory note. This will assist the county council's Public Health Team to continue working collaboratively with district planning authorities and elected Members, to actively promote the policy recommendations and influence Local Plan-making processes.

Proposed Next Steps

To ensure a whole system approach to Healthy Weight is maintained in the short, medium, and long term, each of the key areas covered within this report are expected to progress over the coming months as follows:

- The Lancashire Food Plan will be introduced to wider senior leadership teams and a formal implementation approach agreed.
- The Healthy Advertising and Sponsorship Policy proposal will be shared with the Corporate Strategy & Policy Team to co-develop a formal policy document, for consideration by the Strategic Policy & Performance Board, and subsequent approval by the Director of Public Health in consultation with the Cabinet member for Health and Wellbeing.
- The revised Hot Food Takeaway Advisory Note will be socialised with district planning policy officers and will be utilised to respond to and engage in district council Local Plan consultations.

Appendices

Appendices 'A' - 'C' are attached to the report. For clarification they are summarised below and referenced at relevant points within this report:

Appendix	Title
Appendix 'A'	The Lancashire Food Plan



Appendix 'B'	Development of a Lancashire Healthy Advertising and Sponsorship Policy
Appendix 'C'	Hot Food Takeaway Advisory Note

Consultations

N/A

Implications:

This item has the following implications, as indicated:

Legal

The council is statutorily obliged to take such steps as it considers appropriate for improving the health of the people in its area, pursuant to Section 12 of the Health and Social Care Act 2012. This report outlines a number of new initiatives to further support the council's Healthy Weight Programme, which the council delivers pursuant to the aforementioned statutory duty.

Financial

The Healthy Weight function is funded by the Public Health Grant. Any costs arising from adopting the attached policies will be met from within the existing budget.

Risk management

Supporting the recommendations within this report are a key component around addressing the risks faced by Lancashire residents in support of the healthy weight agenda. Service delivery will continue to be managed through existing internal risk management processes.

List of Background Papers

Paper	Date	Contact/Tel
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None

Reason for inclusion in Part II, if appropriate

N/A

