

<b>DECISION-MAKER:</b>	<b>COUNCIL</b>
<b>SUBJECT:</b>	<b>SIGN-UP TO THE HEALTHY WEIGHT DECLARATION</b>
<b>DATE OF DECISION:</b>	<b>23 MARCH 2022</b>
<b>REPORT OF:</b>	<b>COUNCILLOR WHITE CABINET MEMBER FOR HEALTH AND ADULT SOCIAL CARE</b>

<b><u>CONTACT DETAILS</u></b>			
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<b>STATEMENT OF CONFIDENTIALITY</b>	
None	
<b>BRIEF SUMMARY</b>	
<p>In 2020 the SCC Scrutiny Inquiry into tackling childhood obesity in Southampton included a recommendation to sign-up to the Local Authority Declaration on Healthy weight (also called the Healthy Weight Declaration - HWD). The ambition was also included as part of the SCC Corporate Plan 2021-2025. This briefing paper outlines the steps taken to be the first authority in South-East England to sign-up to the declaration.</p> <p>A rapid baseline audit was completed against the ambitions of the HWD. It was clear that SCC is already demonstrating good practice in a number of areas. The action plan in this document aims to fill some of the gaps highlighted by the audit. Eighteen ambitions have been set out and seven have been prioritised for delivery in 2022/23.</p> <p>The Health and Wellbeing Board considered and supported signing up to the healthy weight declaration at their formal meeting in March 2022 and recommended this declaration to the Council. The Council is requested to approve the action plan and sign-up to the HWD.</p>	
<b>RECOMMENDATIONS:</b>	
	(i) Review and approve plans for Southampton City Council to sign-up to the Healthy Weight Declaration (HWD)
	(ii) Identify opportunities for Council leaders to promote the HWD ambitions to leaders of other sectors and organisations in the wider system
<b>REASONS FOR REPORT RECOMMENDATIONS</b>	
1.	To fulfil the recommendations agreed as part of the Scrutiny Inquiry into tackling childhood obesity in Southampton and the SCC Corporate Plan 2021-2025.

<b>ALTERNATIVE OPTIONS CONSIDERED AND REJECTED</b>	
2.	We could choose not to sign-up to the HWD, but by signing-up we are likely to add value to the ambition of tackling childhood obesity across the whole system.
<b>DETAIL (Including consultation carried out)</b>	
3.	<p>The 2020/21 the National Child Measurement Programme data showed the highest annual increase in childhood obesity levels since measurements began in 2006/7. Levels of excess weight in year R children were 33% for Southampton and 28% for England.<sup>i</sup> Children living in the most deprived areas were more than twice as likely to be obese, than those living in the least deprived areas.</p> <p>All recommendations from the Scrutiny Inquiry into tackling childhood obesity were accepted including the recommendation to commit to the HWD. The Cabinet Member for Children and Learning is providing strategic oversight for the recommendations of the Scrutiny Inquiry.</p> <p>This paper outlines some of the actions already undertaken by the Council to meet the requirements of the HWD and proposes an action plan for sign-up (see Appendix A).</p>
4.	<p>The HWD was developed and launched in 2015 in consultation with local authorities in the North West and with public health specialists. The HWD is a council-wide commitment to promote healthy weight and improve the health and well-being of the local population.</p> <p>Twenty-five councils across England have signed-up, including Bristol, Leeds, Liverpool and York, with at least ten other councils are working towards signing-up. Southampton will be the first council in South-East England to sign-up.</p> <p>The core HWD consists of 16 commitments, however, additional local commitments are encouraged, thus in Southampton a total of 18 commitments are proposed. These are spread across five domains:</p> <ol style="list-style-type: none"> <li>1. Commitment from system leaders</li> <li>2. Evidence of initiatives to address commercial determinants</li> <li>3. Health promoting environments/infrastructure</li> <li>4. Organisational change</li> <li>5. Evaluation and monitoring</li> </ol> <p>The range of commitments reflects the fact that there is no single cause of overweight and obesity. It is influenced by a multitude of factors, including (but not limited to) access to healthy food; proximity to fast food outlets; advertising and marketing of unhealthy, calorie dense food and drink; and opportunities for physical activity. Therefore, all local government departments and organisations have a role to play. Having strong support</p>

	<p>across portfolios and wards is also important so that healthy weight is considered in all policies and practice.</p> <p>Sign-up to the HWD requires a pledge to work toward the 18 commitments (although there is no expectation to meet all the commitments before sign-up). Seven of the 18 ambitions have been prioritised for delivery in 2022/23 (see Appendix A) the remainder remain aspirational. The aim is to ensure the HWD is championed by Council leaders to encourage a system-wide commitment and engagement from other leaders in the city.</p>
5.	An audit of the Council’s work on the 18 commitments was completed with representatives from across council departments (brought together in an oversight group), (see Appendix B). The oversight group also agreed the two local commitments.
6.	Sign-up to the HWD was discussed at the formal Health and Wellbeing Board Meeting on 2nd March where the decision was made to make the recommendation to full council.
<b>RESOURCE IMPLICATIONS</b>	
<b><u>Capital/Revenue</u></b>	
6.	No additional funding is being requested at this stage and any proposals that require additional expenditure will need the funding source to be identified before any costs are incurred.
<b><u>Property/Other</u></b>	
7.	N/A
<b>LEGAL IMPLICATIONS</b>	
<b><u>Statutory power to undertake proposals in the report:</u></b>	
8.	<p>The Health and Social Care Act 2012 requires local authorities to collect data on Reception Year and Year 6 children's height and weight from all state maintained schools within their area as part of the National Child Measurement Programme. Office for Health Improvement and Disparities (OHID) provide <a href="#">operational guidance</a> to local authorities and schools on how to undertake the exercise.</p> <p>The Act also requires local authorities to improve the health of their local population.</p>
<b><u>Other Legal Implications:</u></b>	
9.	N/A
<b>RISK MANAGEMENT IMPLICATIONS</b>	
10.	N/A
<b>POLICY FRAMEWORK IMPLICATIONS</b>	
11.	The proposals contained within this report and the Appendix support the delivery of the Southampton City Council corporate plan 2021-2025 to improving health and learning for our children and adults across the city which

	specifically includes reducing childhood obesity and signing up to the Local Authority HWD.
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<b>KEY DECISION?</b>	<b>No</b>
<b>WARDS/COMMUNITIES AFFECTED:</b>	all
<u>SUPPORTING DOCUMENTATION</u>	
<b>Appendices</b>	
A.	Action plan for the Local Authority Declaration on Healthy Weight

**Documents In Members' Rooms**

1.	None
<b>Equality Impact Assessment</b>	
<b>Do the implications/subject of the report require an Equality and Safety Impact Assessment (ESIA) to be carried out.</b>	<b>No</b>
<b>Data Protection Impact Assessment</b>	
<b>Do the implications/subject of the report require a Data Protection Impact Assessment (DPIA) to be carried out.</b>	<b>No</b>
<b>Other Background Documents</b>	
<b>Other Background documents available for inspection at:</b>	
<b>Title of Background Paper(s)</b>	<b>Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)</b>
1.	Final report from the Scrutiny Inquiry into tackling childhood obesity in Southampton <a href="#">Childhood obesity-final report</a>

**Appendix A- Healthy Weight Declaration-Seven Priority Commitments for 2022/23**

Seven priority HWD commitments 2022/23	Current Activity	Action Plan	Update
Strategic/system leadership			

1.	Implement the Local Authority Healthy Weight Declaration (HWD) as part of a long-term, 'systems-wide approach' to obesity;	Developing a local Whole Systems Approach (WSA) to prevent childhood obesity. SCC partnership group brought together to complete HWD baseline audit to sign-up	-Implement a WSA. Workshops will be conducted with council and external partners to develop a local map of the causes of obesity and identify new opportunities to intervene  -Prioritise interventions identified as part of the WSA	WSA- has started, led by the PH team there will be outcomes to report in 12 months
2.	Advocate plans that promote a preventative approach to encouraging a healthier weight with local partners, identified as part of a 'place-based system' (e.g. Integrated Care System);	DPH frequently raises the issue of health weight with partner organisations across the local system.	-Council leadership to promote the HWD at relevant networks and forums  -As our WSA to obesity is implemented we will engage with reciprocal knowledge exchange with regional neighbours.	Once signed-up the HWD can be promoted
3.	Invest in the health literacy of local citizens to make informed healthier choices; ensuring clear and comprehensive healthy eating and physical activity messages are consistent with government guidelines;	SCC led comms campaign, includes primary research to understand attitudes and behaviours on dietary choices, including shopping and eating behaviours. Insights will inform a local healthy weight campaign	Insights to be shared with partners. Findings will inform future PH healthy weight campaigns	Comms led campaign currently underway
<b>Commercial determinants</b>				
4.	Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities. Such funding may be offered to support research, discretionary services (such as sport and recreation and tourism events) and town centre promotions;	Engagement with Go Southampton	Events team to embed within local contracts questions to encourage providers to consider the promotion of healthy weight environments for staff and service users	Conversations with events team and their paperwork will be amended to encourage providers to offer healthier food
<b>Health Promoting Infrastructures/Environments</b>				
5.	Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited;	Supplementary guidance for hot food takeaways routinely considered as part of local plans for tackling childhood obesity	Joint Spatial Planning for Health post recruited in March. The role will inform how the new Southampton City Vision promotes a healthy weight environment including parameters and guidance for hot food takeaways.	Post currently out to advert

<b>Organisational Change/Cultural Shift</b>				
6.	Commitment no. 12.	Review contracts and provision at public events, in all public buildings, facilities and 'via' providers to make healthier foods and drinks more available, convenient and affordable and limit access to high-calorie, low-nutrient foods and drinks (this should be applied to public institutions & scrutiny given to any new contracts for food & drink provision, where possible);	Green spaces team have processes in place to request providers to have a healthier food and drink offer through local park concessions (which provides healthier food and drinks in cafes and kiosks in local parks and green spaces)	-Events team to embed within local contracts questions to encourage providers to consider the promotion of healthy weight environments for staff and service users  -Procurement team to embed within the local Social Value and green City Procurement Policy and Framework, questions to encourage providers to consider promotion of healthy weight environment for staff and service users and adoption of government buying standards for food and catering services where relevant and proportionate to do so in line with our policy and framework
<b>Monitoring and evaluation</b>				
7.	Monitor the progress of our action plan against the commitments, report on and publish the results annually.		-SCC group in place to oversee the adoption of the HWD.  -An annual audit of progress will be undertaken by the oversight group. This group will also oversee the next step, which is to implement a Whole Systems Approach to obesity, key external partners will be invited to participate in-year.	The progress we make will be monitored by an operational oversight group to meet 3-4 times a year.

## **Appendix B- Healthy Weight Declaration-18 commitments and action plan**

<b>Healthy Weight Declaration-18 commitments (including two local commitments)</b>	<b>Current activity</b>	<b>Action Plan</b>

<b>Priority commitments for 2022/23</b>			
<b>Strategic/system leadership</b>			
1.	Implement the Local Authority Healthy Weight Declaration (HWD) as part of a long-term, 'systems-wide approach' to obesity;	Developing a local Whole Systems Approach (WSA) to prevent childhood obesity. SCC partnership group brought together to complete HWD baseline audit to sign-up	-Implement a WSA. Workshops will be conducted with council and external partners to develop a local map of the causes of obesity and identify new opportunities to intervene  -Prioritise interventions identified as part of the WSA
2.	Advocate plans that promote a preventative approach to encouraging a healthier weight with local partners, identified as part of a 'place-based system' (e.g. Integrated Care System);	DPH frequently raises the issue of health weight with partner organisations across the local system.	-Council leadership to promote the HWD at relevant networks and forums -As our WSA to obesity is implemented we will engage with reciprocal knowledge exchange with regional neighbours.
3.	Support action at national level to help local authorities promote healthy weight and reduce health inequalities in our communities (this includes preventing weight stigma and weight bias);	Key strategic priority embedded in SCC strategies including Economic Green Growth, Health and Wellbeing Strategy 2017-2025 and the Better Care strategy	Share learning at national forums including through presenting at conferences and writing and publishing papers about our approach
4.	Invest in the health literacy of local citizens to make informed healthier choices; ensuring clear and comprehensive healthy eating and physical activity messages are consistent with government guidelines;	SCC led comms campaign, includes primary research to understand attitudes and behaviours on dietary choices, including shopping and eating behaviours. Insights will inform a local healthy weight campaign	Insights to be shared with partners. Findings will inform future PH healthy weight campaigns
5.	Local authorities who have completed adoption of the HWD are encouraged to review and strengthen the initial action plans they have developed by consulting Public Health England's (now Office for Health Improvement and Disparities), Whole Systems Approach to Obesity, including its tools, techniques and materials;	Plans for a WSA currently being developed, implementation began in January 2022	Through implementation of the WSA, new opportunities for interventions will be identified to strengthen the initial HWD plan.
<b>Commercial determinants</b>			
6.	Engage with the local food and drink sector (retailers, manufacturers, caterers, out of home settings) where appropriate to consider responsible retailing such as, offering and promoting	Healthy food standards are included in two local award schemes for early years (HEYA) and schools (HH5). No healthy catering award in place currently	Build on collaborations with the commercial sector (e.g. opportunities to promote those businesses that are already offering healthy choices)

	healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar and salt (HFSS) products;	Green spaces team have processes in place to request providers to have a healthier food and drink offer through local park concessions (which provides healthier food and drinks in cafes and kiosks in local parks and green spaces)	Engage with commercial sector to use city events to promote healthy choices (e.g. City of Culture events)  Dependent on long term funding commitment-develop plans for healthy catering awards for restaurants and takeaways with Environmental Health and Public Health
7.	Consider how commercial partnerships with the food and drink industry may impact on the messages communicated around healthy weight to our local communities. Such funding may be offered to support research, discretionary services (such as sport and recreation and tourism events) and town centre promotions;	Engagement with Go Southampton	Events team to embed within local contracts questions to encourage providers to consider the promotion of healthy weight environments for staff and service users
8.	Protect our children from inappropriate marketing by the food and drink industry such as advertising and marketing in close proximity to schools; 'give-aways and promotions within schools; at events on local authority-controlled sites;	Joint Spatial Planning for Health post being recruited to inform and influence the local Southampton City Vision	Joint Spatial Planning for Health post recruited in March. The role will inform how the new Southampton City Vision promotes a healthy weight environment
<b>Health Promoting Infrastructures/Environments</b>			
9.	Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited;	Supplementary guidance for hot food takeaways routinely considered as part of local plans for tackling childhood obesity	Joint Spatial Planning for Health post recruited in March. The role will inform how the new Southampton City Vision promotes a healthy weight environment including parameters and guidance for hot food takeaways.
10.	Review how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity, active travel, the food environment and food security (consider an agreed process for local plan development between public health and planning authorities);	Through the Local capability fund, the Future Transport Zone and Transforming Cities Fund, investment is being made for improved infrastructure for active travel and behaviour change. Work includes developing the public realm e.g. for bike-share schemes, Active Travel Zones and the School Streets Programme as well as the My Journey campaign)  The green grid will be supported by protected policy and an action plan for managing and improving the network	-Future work will draw on the sustainable travel action plan to include a bike share scheme and improved cycle infrastructure as well as opportunities to support walking for leisure as part of the My Journey and modal shift initiative. The current sustainable travel action plan will be reviewed to consider green infrastructure and the local city vision.  -The output will include a map of the green grid and public consultation to seek views on opportunities for improvement,



			this may include renovation of infrastructure e.g. resurfacing foot paths, benches and way marking to make space useable for more people
11.	Where Climate Emergency Declarations are in place, consider how the HWD can support carbon reduction plans and strategies, address land use policy, transport policy, circular economy waste policies, food procurement, air quality etc;	Through the Local capability fund, the Future Transport Zone and Transforming Cities Fund, investment is being made for improved infrastructure for active travel and behaviour change.  Our Greener City Plan 2030	-Develop a Food Strategy and work towards the Sustainable Food Place award  -Identify synergies with carbon reduction/net zero and other emission reduction activities to support healthy and active opportunities for people
<b>Organisational Change/Cultural Shift</b>			
12.	Review contracts and provision at public events, in all public buildings, facilities and 'via' providers to make healthier foods and drinks more available, convenient and affordable and limit access to high-calorie, low-nutrient foods and drinks (this should be applied to public institutions & scrutiny given to any new contracts for food & drink provision, where possible);	Green spaces team have processes in place to request providers to have a healthier food and drink offer through local park concessions (which provides healthier food and drinks in cafes and kiosks in local parks and green spaces)	-Events team to embed within local contracts questions to encourage providers to consider the promotion of healthy weight environments for staff and service users  -Procurement team to embed within the local Social Value and green City Procurement Policy and Framework, questions to encourage providers to consider promotion of healthy weight environment for staff and service users and adoption of government buying standards for food and catering services where relevant and proportionate to do so in line with our policy and framework
13.	Increase public access to fresh drinking water on local authority-controlled sites; (keeping single use plastics to a minimum) and encouraging re-useable bottle refills;	Our Greener City Plan 2030 includes plans to reduce single use plastics	-Work with BID to roll out the Refill scheme and modern fountain/refill stations with local businesses in the city and gather support to include these stations at all sports fields.  -Ongoing work will involve seeking opportunities to promote the scheme in district centres and promoting similar principles in schools through schemes like Eco - Schools to reduce consumption of bottled drinks.
14.	Develop an organisational approach to enable and promote active travel for staff, patients & visitors, whilst providing staff with opportunities to be physically active where possible (e.g. promoting stair use, standing	Officer in place leading on staff focussed health and wellbeing campaigns and messages for staff active travel. Routinely promote campaigns which encourage active travel e.g. Cycle September.	-Currently SCC is in transition period due to the impact of COVID-19. To understand the new normal, a staff travel survey should be undertaken to understand how people are now moving (before, during and after work) and how they can be

	desks, cycle to work/school schemes);		supported. Staff Intranet pages and comms will help raise awareness/promote good practice
<b>15.</b>	Promote the health and well-being of local authority staff by creating a culture and ethos that promotes understanding of healthy weight, supporting staff to eat well and move more;	<ul style="list-style-type: none"> <li>- Staff HWB strategy is in place</li> <li>-HR representation for staff wellbeing is currently being reviewed.</li> <li>-Intranet site promoting staff wellbeing.</li> <li>- Staff bulletins routinely promote staff wellbeing</li> <li>-Staff wellbeing champions in place</li> </ul> <p>A Council Active Travel plan is in place and active travel is routinely promoted to staff through campaigns and offers.</p>	<ul style="list-style-type: none"> <li>-Staff HWB strategy is in place and will be reviewed depending on capacity</li> <li>-Ensure staff HWB strategy enables staff to make healthy lifestyle choices in relation to healthy weight (particularly physical activity, healthy eating and emotional health and wellbeing)</li> <li>-Going forward work will be undertaken to ensure staff are aware of active travel opportunities (including health and sustainability) e.g. through staff induction processes.</li> </ul>
<b>Monitoring and Evaluation</b>			
<b>16.</b>	Monitor the progress of our action plan against the commitments, report on and publish the results annually.		<ul style="list-style-type: none"> <li>-SCC group in place to oversee the adoption of the HWD.</li> <li>-An annual audit of progress will be undertaken by the oversight group. This group will also oversee the next step, which is to implement a Whole Systems Approach to obesity, key external partners will be invited to participate in-year.</li> </ul>
<b>Local commitments</b>			
<b>17.</b>	Promote safer inclusive streets and places to promote physical activity and wellbeing		<ul style="list-style-type: none"> <li>-Work to improve perceptions of safety in streets and spaces to promote physical activity and mental health and wellbeing e.g. play streets.</li> <li>-Facilitate the use of section 106 funding to improve local green infrastructure if use of facilities by local communities can be demonstrated. Examples include supporting walking schemes.</li> </ul>
<b>18.</b>	Promote volunteering in environment improvement activities to support physical activity and community cohesion	Existing environmental volunteering in the city is being co-ordinated through the Green Network run by SVS	Plans are being developed to increase community engagement and voluntary participation in environmental improvement projects from litter picking to land management schemes
Shaded- priority commitments for delivery in 2022/23			

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<sup>i</sup> National Child Measurement Programme, England 2020/21 School Year. November 2021. Available from [National Child Measurement Programme, England 2020/21 School Year - NHS Digital](#). [Accessed 22 December 2021].