

DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
HEAD OF CORPORATE SERVICES	COUNCIL	18 DECEMBER 2023	11
HEALTHY WEIGHT SERVICES FUNDING			

PUBLIC ITEM

This item is for consideration in the public part of the meeting.

RELEVANT LEAD MEMBER

This item is within the remit of the Lead Member for Social Wellbeing, Cllr Chris Dixon.

PURPOSE OF THIS REPORT

Fylde Council has been allocated funding of £47,981 per annum to deliver a tier 2 weight management programme and PASTA (Play and Skills at Tea-Time activities) as part of the government funding for the future delivery of Healthy Weight Services. This will be a collaborative agreement with Lancashire County Council for a minimum of 5 years. There will be a right to extend the agreement by a further 3 years, thereby making the overall term up to and including a maximum of 8 years.

This report is brought forward to Council for the approval of funding for this purpose

RECOVERABILITY

This decision is not recoverable because it relates to a recommendation to the council.

RECOMMENDATION

1. Approve a fully-funded revenue budget increase in the sum of £383,848 (split between the years 2024/25 to 2031/32 at £47,981 per annum) to be met in full from the Lancashire County Council funding relating to the Healthy Weight Services Grant.

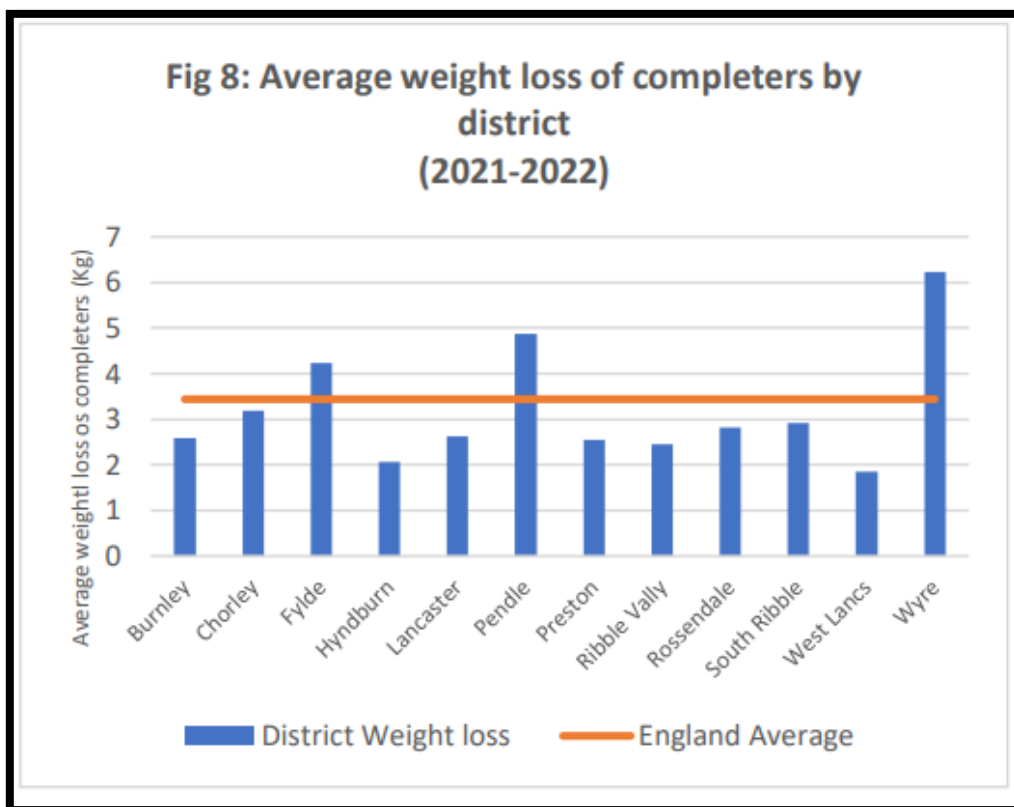
REPORT

1. The government announced support for people living with excess weight and obesity to lose weight and maintain healthier lifestyles. The Healthy Weight Services Grant distributes over £30 million of funding between all local authorities in England who accepted the grant, to support the expansion of their tier 2 weight management service and the PASTA project commissioned by local authorities. This is part of a place-based, whole-systems approach to tackling obesity and promoting a healthier weight.
2. It is well evidenced that being overweight or obese is associated with an increased risk of ill health. Being overweight or obese can lead to coronary heart disease, hypertension (high blood pressure), liver disease, osteoarthritis, stroke, type 2 diabetes, and cancer, and reduces healthy life expectancy. People who are overweight or obese may also experience low self-esteem, mental health problems, and stigmatisation and discrimination because of their weight. There is also a significant economic impact, with the annual cost of

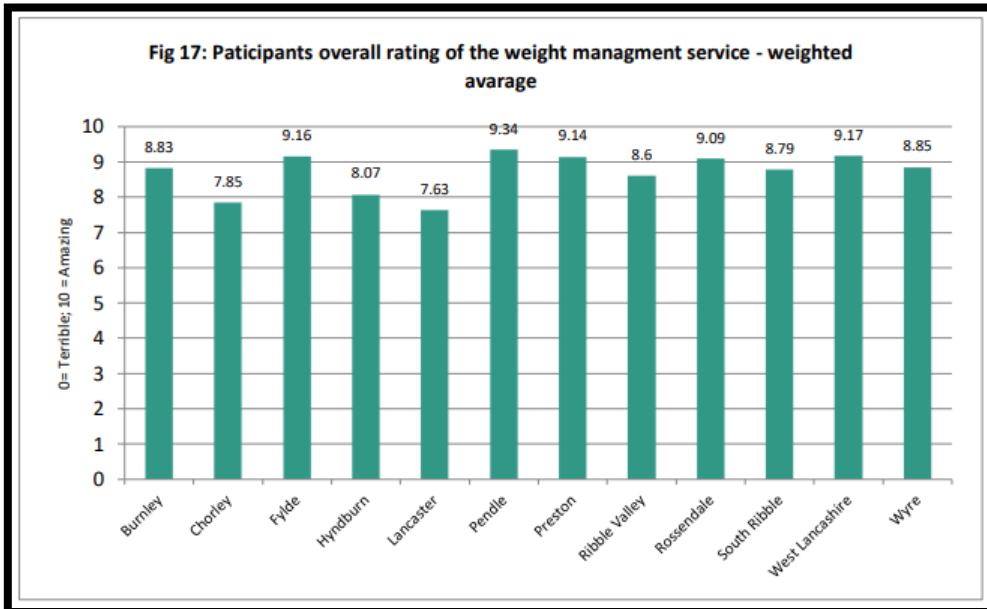
obesity estimated to be as high as around £27bn, with NHS costs estimated at around £6bn, social care costs £352m and sickness absence costs to businesses estimated to be around £16m.

3. Obesity is a complex problem, and no one is 'immune' to obesity, but some people are more likely to become overweight or obese than others. There is a strong relationship between deprivation and obesity with income, social deprivation and ethnicity impacting the likelihood of becoming obese. The PHE 2018 Health Survey identified that women and men living in the most deprived areas are more likely to be obese than those living in the least deprived areas with an obesity prevalence level of 37% of women and 35% of men in the most deprived areas. Many people in these areas still find it difficult to eat healthily, primarily because they are living in an environment where less healthy choices are the default, often due to the cost and availability of healthier alternatives.
4. In March 2021 the government announced a commitment to support people living with obesity to lose weight. The aim, as part of a place-based whole systems approach to obesity and promoting healthier weight, is to enable adults to have access to services and support to help them lose weight and maintain a healthier weight. Lancashire County Council are providing an accessible multi-component tier 2 weight management service, which supports people to lose weight and improves knowledge and skills in maintaining a healthy weight, as part of wider programmes which promote healthy weight and physical activity in localities.
5. The National obesity guidance highlights that nearly a third of children aged 2 to 15 are overweight or obese and younger generations are becoming obese at earlier ages and staying obese for longer. Reducing obesity levels will save lives as obesity doubles the risk of dying prematurely". The health consequences linked to obesity are summarised by PHE and include, "obesity prevalence is associated with reduced life expectancy and a range of health conditions including type 2 diabetes, cardiovascular disease, liver and respiratory disease and cancer. Obesity can also have an impact on mental health".
6. The programme, offered across the 12 Lancashire districts of Burnley, Chorley, Fylde, Hyndburn, Lancaster, Pendle, Preston, Ribble Valley, Rossendale, South Ribble, West Lancashire and Wyre, has been developed to provide local flexibility for services to meet identified local need.
7. The prevalence of overweight and obesity across Lancashire is considerably worse than the English average, especially in the areas of highest deprivation. The Active Lives Survey (2020/21) estimates that 66.6% of the adult population (18+ years) in Lancashire are classed as overweight or obese, significantly above the England estimate of 63.5%. At a local authority level, Burnley (73.4%), Hyndburn (71.1%) and Pendle (68.7%) have significantly higher proportions of overweight and obesity than England. The other nine authorities are similar. For obesity only, Hyndburn (34.1%), Burnley (33.5%), Pendle (32.1%), **Fylde (30.7%)**, and Lancaster (30.2%) are significantly higher than England. Only Ribble Valley (17.6%) is significantly lower.
8. Local authorities are required to use the funding to commission new or expand existing, tier 2 behavioural weight management services and PASTA (Play and Skills at Tea-Time activities) project (expansion of existing services may be achieved through the use of current or different providers – this is to be determined locally)
9. Fylde Council are entering into a new collaboration agreement with LCC to deliver the tier 2 weight management service and PASTA (Play and Skills at Tea-Time activities) for an initial 5 years with an extension of a further 3 years (8 years in total). The new collaboration will commence on 1st April 2024. The indicative figures are £47,981 per annum totalling £383,848 over 8 years of the agreement. The funding will be used to deliver the Healthy Weight Services programme building on the success of the current delivery over the past 3 years. The purpose of the extended programme is;
 - ***To provide a lifestyle multi-component weight management service that supports people to lose weight and to increase their knowledge and skills to maintain a healthier weight in both children and adults.***
 - ***To provide one-to-one weight management sessions followed by group weight management sessions, plus signposting to physical activity opportunities for adults.***
 - ***To provide the PASTA project in after-school clubs targeting local families to promote healthier eating and physical activity in a fun, interactive and safe environment***

10. In Fylde, we set up a weight management programme called CHANGE (Creating Healthy Activities and Nutritious Gains to Empower change) programme is a weight management programme that has been designed to help people make lifestyle changes to improve their health. It is specifically for residents of Fylde who have a BMI between 30 and 39.9. This programme is to help people manage their weight in a healthy and long-lasting way. There are group sessions and 1:1 support on offer offering 8 weeks of delivery. Within the 8-week programme, various topics are covered, from how to read a food label to coping with food cravings. This programme has helped people to make small changes to their lifestyle which will make a big change to their health.
11. Fylde received 121 registrations from April 2022 – May 2023, 119 participants had taken part in a commercial weight loss programme before attending the council programme.
12. The main strengths of the programme stated by clients include:
 - ✓ *Delivery of service in local venues*
 - ✓ *Links to local sessions*
 - ✓ *Very approachable and knowledgeable service*
13. Fylde had the 3rd highest average weight loss across all 12 districts;



14. Participants were asked to give an overall rating of the weight management programme from the point of hearing about it, through to the completion of the 12 weeks (0=Terrible; 10= Amazing). Across the county, the weighted average rating was 8.8. When results were filtered to a district level overall ratings ranged from 7.63 to 9.16 which is very positive feedback across all districts.



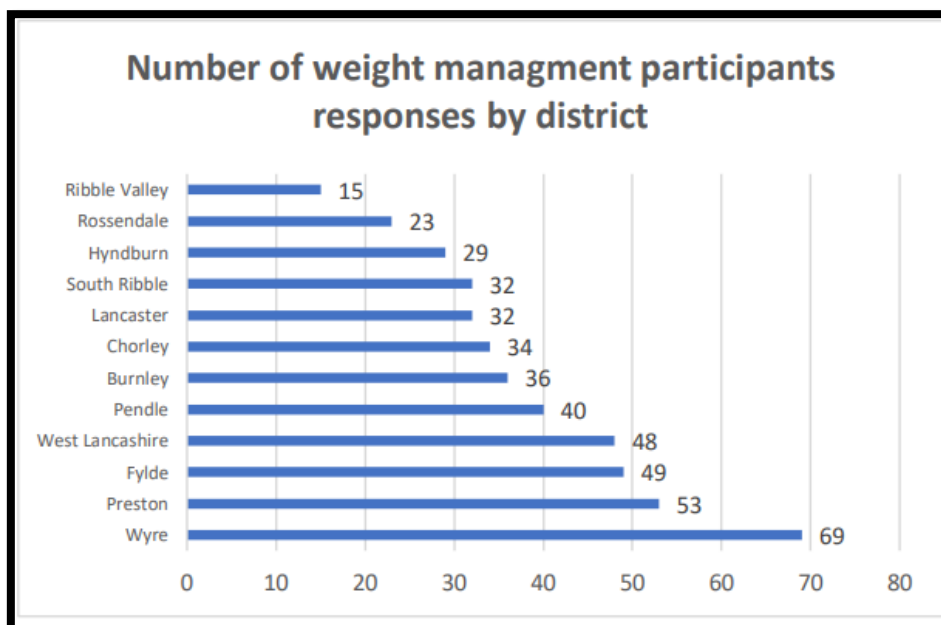
Fylde: CHANGE

Programme structure: Initial assessment is held over the phone with the clients, to discuss the specific goals for the individuals at the end of the 8 weeks. The programme consists of 8 weekly nutritional information group sessions held face to face. Also offers drop in, weigh in sessions with nutritional information in hand out form. Alongside, the nutritional sessions physical activity sessions are also available, such as low impact circuits and tennis.

Points of difference: Within the programme they are very flexible and also offer 1:1 phone calls for clients, if they are unable to attend face to face sessions. After they have completed the 8-week programme they have monthly catch up meetings, covering topics that the group have advised they are struggling with.

Reflective view of participants: *"Fantastic programme that has helped me get back on the right track with healthy eating and more physical activity. Brilliant motivational instructor."*

15. The below graph shows the results in Fylde benchmarked across the rest of the Lancashire Districts;



16. The grant will continue to be spent on a multi-component tier 2 behavioural weight management service, which addresses dietary intake, physical activity, and behaviour change. We will continue to review monthly datasets and limited-service providers operating for us who can fulfil the grant conditions and deliver at the pace required.

17. The allocation of funding across the organisations enables a joined-up approach to develop a flexible healthy weight management programme. The proposal is in line with the grant criteria and evidence-based utilising local knowledge and expertise to shape the offer.

CORPORATE PRIORITIES	
Economy – To create a vibrant and healthy economy	✓
Environment – To deliver services customers expect	✓
Efficiency – By spending money in the most efficient way	✓
Tourism – To create a great place to live and visit	

IMPLICATIONS	
Finance	The report recommends that Council approve a fully-funded revenue budget increase in the sum of £383,848 (split between the years 2024/25 to 2031/32 at £47,981 per annum) to be met in full from the Lancashire County Council funding relating to the Healthy Weight Services Grant.
Legal	None arising from this report
Community Safety	None arising from this report
Human Rights and Equalities	None arising from this report
Sustainability and Environmental Impact	None arising from this report
Health & Safety and Risk Management	None arising from this report

SUMMARY OF PREVIOUS DECISIONS

Environment, Health and Housing 3 November 2023

Committee is requested to consider and:

1. To recommend to the Finance & Democracy Committee approval of a fully-funded revenue budget increase in the sum of £69,000 (split between the years 2021/22 £25,106, 2022/23 £27,271 & 2023/24 £16,623) to be met in full from the Lancashire County Council funding relating to this post.

BACKGROUND PAPERS REVELANT TO THIS ITEM

Name of document	Date	Where available for inspection
Previous Environment Health & Housing Committee, Information Report	07 March 2023	Item 11 - Adult Weight Management Funding.docx Item 11 - Appendix Fylde AWM Grant Agreement 2023 2024.docx
Website Information	-	https://new.fylde.gov.uk/change

LEAD AUTHOR	CONTACT DETAILS	DATE
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Attached documents

Appendix 1: Fylde Healthy Weight Annual Report 22-23

Appendix 2: Weight Management Service Evaluation