

Report to: Community Protection Panel
Date: 10 March 2008
Subject: Healthy Business Award
Report of: Director of Environmental Services
Contact officer: Alan Blundell 01942 827818 (ext 2818)

Purpose / summary: To inform members about the proposed Healthy Business Award, a project funded by the PCT and delivered by Council staff to contribute to tackling the year on year rise in obesity in the Borough.

Alternative options considered and reason for selecting the one recommended: -

Recommendation / decision: That Members note the report.

Key Decision: This report does not involve a key decision.

Risks / Implications:

Financial:	Additional funding provided by Primary Care Trust (PCT).
Staffing:	Any additional staffing implications will be resourced using PCT funding.
Policy:	None
Equal Opportunities - Has a Diversity Impact Assessment been conducted?	No
Wards affected:	All

Property Implications – Does the proposal involve a reduction, addition or change to the Council’s asset base or its occupation?

No

If yes, have the property implications been agreed with the Corporate Property Officer?

Does this proposal have significant implications for the Council and the local population?

A diversity impact assessment is not necessary at this stage, however, equality and diversity implications have been considered when producing this report.

Does this proposal involve a new policy or procedure or significant changes to an existing policy or procedure?

A diversity impact assessment is not necessary at this stage, however, equality and diversity implications have been considered when producing this report.

Has the Director of Legal and Property Services confirmed that the recommendations within this report are lawful and comply with the Council's Constitution? **No**

Has the Director of Finance and IT confirmed that any expenditure referred to within this report is consistent with the Council's budget? **No**

Are any of the recommendations within this report contrary to the Policy Framework of the Council? **No**

Tracking/Process:

	Consultation	Ward Members	Partners
Panel	Overview & Scrutiny	Cabinet	Council
CPP 10.3.08			

Proper Officer Martin Kimber

Date 19 February 2008

1. Background

- 1.1 Almost 24 million adults in the UK today are overweight or obese and, if trends continue, by 2010 one in four of us will be obese. Levels of obesity have trebled in England over the past 20 years and they are still rising. In Wigan 20% of the population is either obese or very obese compared to 15% just 5 years ago.
- 1.2 This issue has been recognised in the Joint Public Health Strategy published in December 2007 which outlines a range of approaches and opportunities aimed at improving the health and wellbeing of the people of Wigan.
- 1.3 An important part of this strategy must be tackling food issues including the promotion, availability and selection of healthy choices. Food businesses are part of the problem, they must therefore be part of the solution.
- 1.4 The Food Standards Agency has recognised that more and more food is being eaten outside the home. Businesses are therefore in a position to influence nutrition, particularly as people often use the same outlets time and time again, and in some cases such food can make up a significant proportion of their diet.
- 1.5 Food served by businesses will not just contribute to the strategy to tackle obesity but could also help avoid about a third of all cancers. For example, poor diet is thought to increase the risk of bowel, stomach and lung cancer, and increase the risk of high blood pressure, type 2 diabetes, osteoporosis and tooth decay. Eating a healthy diet also helps protect against heart disease and stroke.

2.0 Proposals

- 2.1 Environmental Health's traditional role enables easy access to and a level of influence within most businesses and the project was designed to build on this important ability.
- 2.2 The award will build on the good relationship between businesses and council. Businesses like to have a Wigan logo denoting Council approval, and the award will therefore be something which the public can identify with. It also encourages/ facilitates business corporate and social responsibility.
- 2.3 It will encourage and assist food outlets to provide healthier products, giving them a competitive advantage, and presenting a marketing advantage to offering more nutritious food for their customers.

Main elements of the Award

- 2.4 The award will be available to all food businesses, manufacturers, retailers, takeaways and cafes
- 2.5 Businesses must firstly satisfy the "broadly compliant" element in food hygiene, health & safety and Trading Standards.

2.6 They will then be encouraged and supported to satisfy further elements of the award-

Nutrition- including the provision of healthy options,

Allergy awareness

Breast Feeding friendly, and

Healthier lifestyles- encouraging smoking cessation, physical activity

2.7 The PCT have agreed considerable funding for us to design, pilot and deliver a healthy business award scheme. Our work with the PCT on the Smokefree issue has shown them that we can deliver high priority objectives across the Borough.

2.8 It is envisaged that all food businesses deemed broadly compliant for food hygiene, health & safety and Trading Standards will be able to register for the award.

It will be:

- inclusive; all food businesses will be eligible to apply for the Award
- be simple to understand and operate
- be fair and consistent
- be deliverable without introducing excessive burdens
- encourage businesses to raise (rather than simply maintain) standards

and enable businesses to contribute to improving the health of the local community by promoting healthier lifestyles. For example, by promoting the adoption of the North West Task Force Healthier Catering Guidelines.

2.9 **Expected Benefits**

- Will provide an incentive for local food businesses to engage in improving the health of the community.
- Will contribute to the local and national Obesity Strategy
- Will assist in delivering an evidence based food and obesity programme across the borough targeting health inequalities
- Will promote a consistent message around food by working in partnership with other agencies.
- Improve on the health of the community by improving their diet & knowledge of healthy eating criteria.
- Ensure that no businesses are disadvantaged by being excluded.
- All businesses will have access to support and information to review the food they sell against a set criteria. The criteria will be drawn from evidence based studies. E.g. Salt reduction

- Encourage the take up of breast feeding by raising awareness through business award scheme.
- Greater number of food businesses offering health choices for the public.
- Improved nutritional content of the food served by caterers, including those serving vulnerable groups in Residential care homes & nurseries.
- Improve healthy eating in the workplace by encouraging work place food outlets to enlist on the Scheme

2.8 Consumer groups are keen for local authorities to publish information about food hygiene standards in food premises. The award will be designed to accommodate this

2.9 The Freedom of Information Act entitles a member of the public, or press, to request copies of correspondence sent to food businesses by the Council. The Information Commissioner, Richard Thomas, has stated, "The public has a right to know what health inspections uncover. Well run restaurants have nothing to fear – and much to gain – from public scrutiny... the presumption should be in favour of disclosure unless there are very good reasons why the information should not be released."

2.10 Also the award would be consistent with and contribute to Food Standard Agency's objectives regarding transparency, increasing consumer awareness and consequently choice,

3. Conclusions

3.1 This is a very exciting project. Once the initial award is established it can be used as a vehicle to deliver other 'desirables' such as sustainability, healthy workforce, etc.

Diversity Impact Assessment form

Section:

Community Protection

Policy/Service Area:

Regulatory Services

Person Completing Form:

Alan Blundell

Date:

19.02.2008

Do any of the below groups suffer specific disadvantage (please indicate)

	Yes	No		Yes	No
Race		✓	Disability		✓
Ethnicity		✓	Gender		✓
Age		✓	Religion		✓
Class	✓		Sexual Orientation		✓

Is there evidence of disadvantage or associated problems?

There are wide variations in diet within the Borough. Diet affects health in a number of ways identified in the report.

How was the information collected and/or who have you consulted with?

The NHS Public Health Annual Report 2005-06 identifies wide variations in intake of fatty and high sugar content foods as well as other aspects of healthy diet.

Action Plan – *What specific actions are planned to tackle any disadvantage identified?*

The Healthy Business Award is part of a wider initiative to work with local businesses to improve overall diet in the Borough.

Is the policy in line with current equality legislation and relevant codes of practice?

Yes.

Timescale	Work on the Award starts in 2008-09 and will continue in subsequent years.
Responsibility	Within the Community Protection section.
Comments	None.

Are the actions specified included in any other documents/plans?

Departmental Service Plan	Referenced.
Section/Team Plan	Within Community Protection Service Plan
Other (Specify)	-

Date for further review April 2009
