



## Report to Sheffield First Health & Well-being Partnership Board

<b>Title</b>	Department of Health Healthy Community Challenge Fund
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<b>Date Of Meeting</b>	7 July 2008

**Purpose**  
To seek the Board's support for a Sheffield application to the Department of Health Healthy Community Challenge Fund

**For Decision**  **Progress Update**  **For Steer**  **For Information**

### Summary

- ▶ The Department of Health has launched a new fund aimed at supporting local areas to reduce Childhood Obesity. The fund is open to Local Authorities or Primary Care Trusts. It is intended to support areas to develop a preventative approach to obesity in children and young people and their families. Bids are for up to £5 million.
- ▶ Sheffield Primary Care Trust is leading the development of a bid for Sheffield. Details of our expression of interest will be brought to the Board meeting for its support. this will need to be submitted by 11 July.
- ▶ The full bid will then need to be worked up by September
- ▶ A background briefing on the fund is attached.

### Recommendations

### Background Documents

## Healthy Community Challenge Fund

Every town in England has the opportunity to bid for up to £5 million to make their inhabitants more healthy and active, Health Minister, Dawn Primarolo announced. As part of a £30 million Healthy Community Challenge Fund, towns will be invited to come up with innovative new ways to improve the health of their inhabitants.

Ideas could include:

- increasing the number of cycle lanes
- walking promotion schemes; and
- providing local healthy food initiatives.

With almost two thirds of adults and a third of children either overweight or obese, 'Healthy Towns' are the next step in delivering on the cross-government obesity strategy, Healthy Weight, Healthy Lives, launched in January this year.

Health Minister, Ben Bradshaw said: "Every area in England can now bid to become a healthy town. I want to see some really innovative ideas which will help tackle our nation's weight problem. "I hope that local authorities and PCTs will take ownership of the challenge of obesity in their areas and work towards making their communities healthier places for everyone. "Tackling obesity is the most significant public and personal health challenge facing our society. The core of the problem is simple – we eat too much and we do too little exercise. The solution is more complex. From the nature of the food that we eat to the built environment through to the way our children lead their lives, it is harder to avoid obesity in the modern world. "

Successful applicants will be designated 'Healthy Towns' to acknowledge their commitment and aspiration to promoting health in their communities. In the first stage of bidding towns will need to show evidence that they take this issue seriously by meeting a small number of criteria. These are:

- **Achieving a healthy weight for all is a local priority**
- **Commitment to creating a 'healthy town'** -as shown through processes already in place such as: cycle demonstration towns, play pathfinders, local healthy food initiatives
- **Senior level commitment** – across the PCT and LA and a proven record of partnership working
- **Links between obesity and other policy priorities** – such as reducing health inequalities and reducing CO2 emissions

There will be a two stage selection process for deciding which areas will become 'Healthy Towns. In the first, they will outline their top level plans to be submitted by the 11 July this year. Those who are successful in stage one will then go on to stage two and submit a more detailed proposal and delivery plan by September this year.

This £30m will be invested over 3 years, between 2008/9 and 2010/11 and will be given to a small number of interested local areas to build on existing work in their communities and test out their ideas on what further action needs to happen to make regular physical activity and healthy food choices easier for people.

In each case the local areas will be expected to match any resources they receive from Government.