

Project Name	Bramley Obesogenic-Food Environment Study
Amount applied for	£2,000
Lead Organisation	Barca Ltd
Ward/Neighbourhood	Bramley & Stanningley

Community Plan Objective	Best City for Health & Wellbeing, Best City for Children & Young People
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Project Summary	
<p>Tackling Childhood Obesity is a priority for the Bramley Our Place Partnership. In June 2019, the Partnership's Children and Young People sub group held a Childhood Obesity Workshop to:</p> <ul style="list-style-type: none"> • Review the causes of and potential solutions to childhood obesity • Raise the general awareness of partners around current activity on obesity in the ward • Consider approaches for the area based on local intelligence <p>From this it was acknowledged that work to tackle the food environment would be a key area for action, contributing to the progress made by local Councillors in developing a Business Leaders forum. In order to agree a work programme to make changes to the food environment insight is required to understand how we can work with Businesses in the area and what changes they could possibly make.</p> <p>This grant will be used to fund consultation work with Food Businesses to determine:</p> <ul style="list-style-type: none"> - Their understanding of customer choices - Work they are already completing to enable healthy choices - What changes they would consider - What would influence their change offerings i.e. incentives - Get feedback on possible approaches acceptability <p>With this grant a partner will be recruited to interview up to 25 Businesses to determine the above. This will be supported by a survey across a wider network of Businesses.</p> <p>With this insight Business Leaders will be asked to co-produce a food environment project that will help enable healthy food choice, possible options could include a Business Leaders pledge, Responsible Retailers pledge or kitemark, Bramley Business incentives card for healthy choices.</p> <p>In addition the Public Health Team will undertake a community consultation to understand consumer needs and purchasing behaviour to contribute to this insight and agree the follow on project.</p>	

When will the project run?
Jan 2020 – December 2021

Targets for the project and how success will be measured

Interview 25 Businesses to understand local purchasing behaviour and possible changes that could be made

Gain a greater insight into the local food environment and the potential negatives, positives and opportunities for local residents and business

Understand the food behaviours of children and families within the Bramley ward

Use case studies of local families to inform the future work and priorities of commissioning like the Clinical Commissioning Group-Child and Family Hubs group.

To use the intelligence gathered to input into future cooking on a budget and healthy cooking and eating sessions.

Support Businesses to understand their role in enabling healthy choices

Support Businesses to enhance their current practice on enabling healthy choices

Agree a food environment project to improve the food environment for young people in Bramley

Support the councillor and local business lead Bramley Business Forum to engage with and join the local forum so joint activities can be co-produced and initiated

How the project will be promoted and/or participation encouraged

We will be recruiting a partner to undertake this research on our behalf based on their experience and expertise.

We will be visiting local retailers on an individual basis to get their support.

We will be using a range of communication channels to promote the business survey

We will be coordinating this as part of a larger local children's obesity project through the councillor lead Bramley Our Place-Children and Young person's sub-group.

Exit strategy/How the project will continue after the funding

The project will continue on its completion through;

The development and delivery of a food environment project This research will be used to inform local decision making around the Children's Weight management project.

This research will be used to share with city wide leads to look at replication in other areas – potentially a city wide pledge or project

By the time the project ends Bramley Business Forum should be well established and this can be used as a mechanism to own the project development work and progress this further

Other organisations involved

Locality and Public Health Team –public consultation and project management

LCC-Public Health Advanced health Improvement Specialists from the Healthy Living and Children's and families Team - public consultation and project management project and providing specialist advice

Local business leaders-acting as a liaison between the project and local business.

Financial Information			
Revenue funding requested	£2,000		
Total cost of project	£5,000		
Match funding/Other funding sources	£3,000		
Available Funds in Group Bank Account			
Funding received since 2010			
Full Breakdown of Costs			
Item	Wellbeing	Other (with funding body)	Date of Decision
To employ a research company to study the Bramley Food Environment. The total cost of this is £5,000	£2,000	£2,000 (local businesses) £1,000 LCC Public Health	Pending Approved

Communities Team Comments