

EATING & MOVING FOR GOOD HEALTH

DELIVERY PLAN

2023- 2026

Delivery Theme 1: Ensuring all Early Years Settings, Schools and Academies are enabling eating and moving for good health

What do we aim to do

We want Nottingham City early years settings, schools and academies to role model healthy eating, good hydration and plenty of physical activity. Together we want to create school environments that promote physical activity and good nutrition; whilst maximising the role schools play in communities and their potential to support families implement healthy choices.

Headline pledges

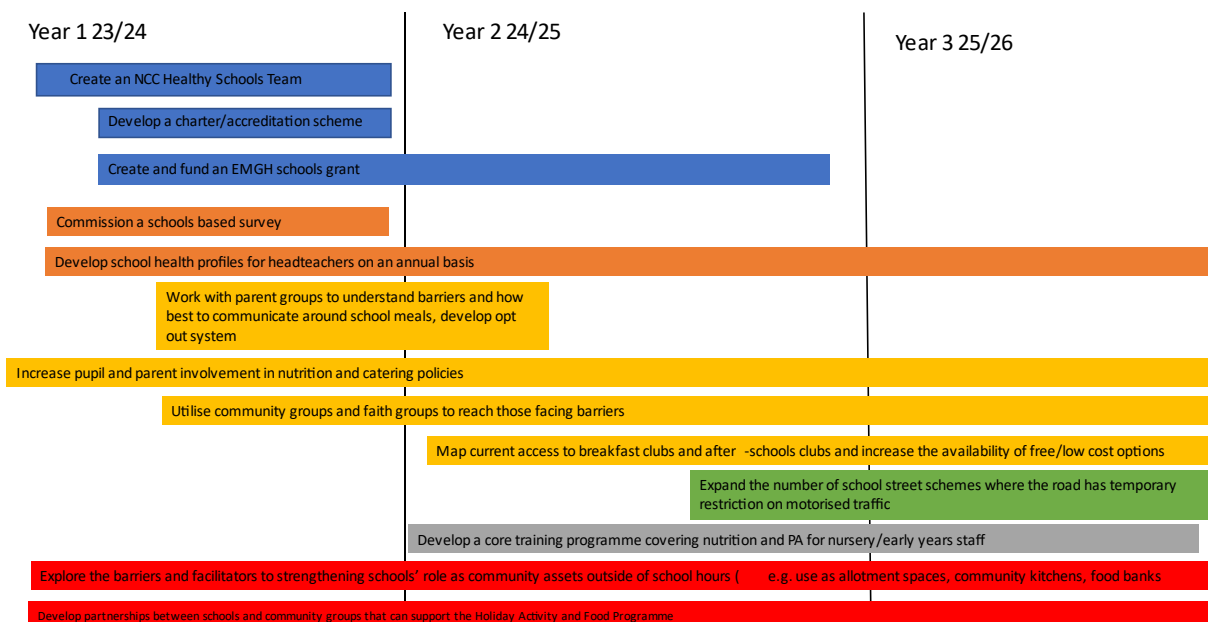
- To launch a new Healthy Schools Plan for primary and secondary schools by 2024 that supports schools to identify goals for Health and Wellbeing and supports their progress towards meeting them
- By 2027, 85% of those eligible for free school meals in primary school take up the offer and by 2032, at least 90% of those eligible take up the offer.

How will we do this?

Support education settings to engage in established programmes /accreditation schemes which recognise their commitment to adopting and embedding a 'whole school' approach to Eating and Moving for Good Health. To deliver this, we will offer a package of support:

- 1 Create a Nottingham City Healthy Schools team to offer support, advice and share local best practice examples, around how to ensure children and young people develop a healthy and active lifestyle.
- 2 Using intelligence from the Health Behaviour Survey Data and the opening up schools facilities fund, design and fund a 2 year grant scheme for schools promoting healthy eating and physical activity in schools.
- 3 Work with schools and other local partners to increase the uptake of free school meals, including the development of an 'opt out' system. Map breakfast/afterschool clubs and improve availability of free and low cost options.
- 4 Expand the number of school street schemes where the road outside a school has a temporary restriction on motorised traffic at school drop-off and pick-up times.
- 5 Develop a core training programme covering the principles of good nutrition and physical literacy for all nursery school staff and those providing early years care.
- 6 Develop schools as key assets for the community including outside of school hours.

Theme One Ensuring all early years settings, schools and academies are enabling eating and moving for good health



The foundation we are building on

- The food catering service provided by Nottingham City Council is utilised by 49 primary schools. At present, this service has achieved a Food for Life Silver award. Furthermore, Nottingham City Council is currently part of a national school food pilot looking at national food standards.
- Nottingham City Council was awarded School Swimming Lesson Provider of the Year Award in 2021 and 2022. It aims to ensure all children and young people can access swimming lessons and have the opportunity to learn to swim and leave primary school with water safety skills.
- School Sport Nottingham is a partnership of Nottingham City Council's Sport, Outdoor Learning, Life Skills, Adventure and Risk Management (SOLAR) Service, Ellis Guilford School and Sports College, The Farnborough Academy and NHS Nottingham City. School Sport Nottingham has a focus on increasing high quality PE, out of hours school sport, competitions, leadership development and informal play.
- The Sheriff's Challenge is a series of activities for all Primary school-age children encouraging them to be physically active. Each academic year a different challenge is set which encompasses a 'joint goal' for schools to cumulatively reach plus individual pupil targets. It's free for Nottingham City schools. In 2021/22, over 14,700 miles logged across 10 schools with 2,990 pupils taking part throughout the year.
- Schools work together with the public, private, community and voluntary partners to improve the outcomes for children and young people. A range of partnerships exist including with Nottingham Forest Community Trust who deliver the 'Premiership Stars' programme in 20 schools in Nottingham City.
- Individual schools and academies deliver a range of exciting and innovative activities designed to reinforce healthy eating and the benefits of physical exercise.

| Indicator | Source | Frequency of reporting | Nottm value | England value | 2027 | 2032 |
|--|---------------|------------------------|-----------------------|-----------------|------|------|
| Output measures | | | | | | |
| Number of primary schools signed up to the Nottingham City Health Schools Award Scheme | LA | Annual | N/A | N/A | ↗↗ | ↗ |
| Number of school street scheme in Nottingham City | LA | Annual | | N/A | ↗ | ↗ |
| Proportion of eligible children who receive free school meals | LA | Annual | 75% (2021/22) | 76.9% (2021/22) | ↗↗ | ↗ |
| Number of schools with a free or low-cost breakfast club and after-school club | LA | Annual | TBC | N/A | ↗ | ↗ |
| Number of nursery school and early years staff receiving training on nutrition and physical literacy | TBC | Annual | N/A | N/A | ↗↗ | → |
| Outcome measures | | | | | | |
| % of children who consume at least 5 fruit and vegetables a day | TBC | | N/A | N/A | ↗ | ↗ |
| % of children and young people who achieve 30 minutes or more physical activity a day (in school) | Sport England | | Sample size too small | 32.4% (2020/21) | ↗ | ↗↗ |
| % of children and young people who are physically active | Sport England | | Sample size too small | 44.6% (2020/21) | ↗ | ↗↗ |
| % of children in reception class in living with overweight or obesity | NCMP | | 25.2% (2019/20) | 23.0% (2019/20) | →↘ | ↘ |
| % of children in year 6 living with overweight or obesity | NCMP | | 40.8% (2019/20) | 35.2% (2019/20) | → | ↘ |

Delivery Theme 2: Support healthy nutrition throughout the life course to enable all people to achieve and maintain a healthy weight

What do we aim to do?

We want children, families and adults to get the right information, support and help from the right person, at the right time, including during pregnancy. Nottingham will have a skilled workforce with weight management services that are developed through community co-design to ensure a holistic, person centred and compassionate approach to supporting individuals improve their health and wellbeing. We recognise the complicated relationship between food choices and other wellbeing related factors and will strive to make it as easy as possible for people to access support around mental health and financial wellbeing alongside weight management services.

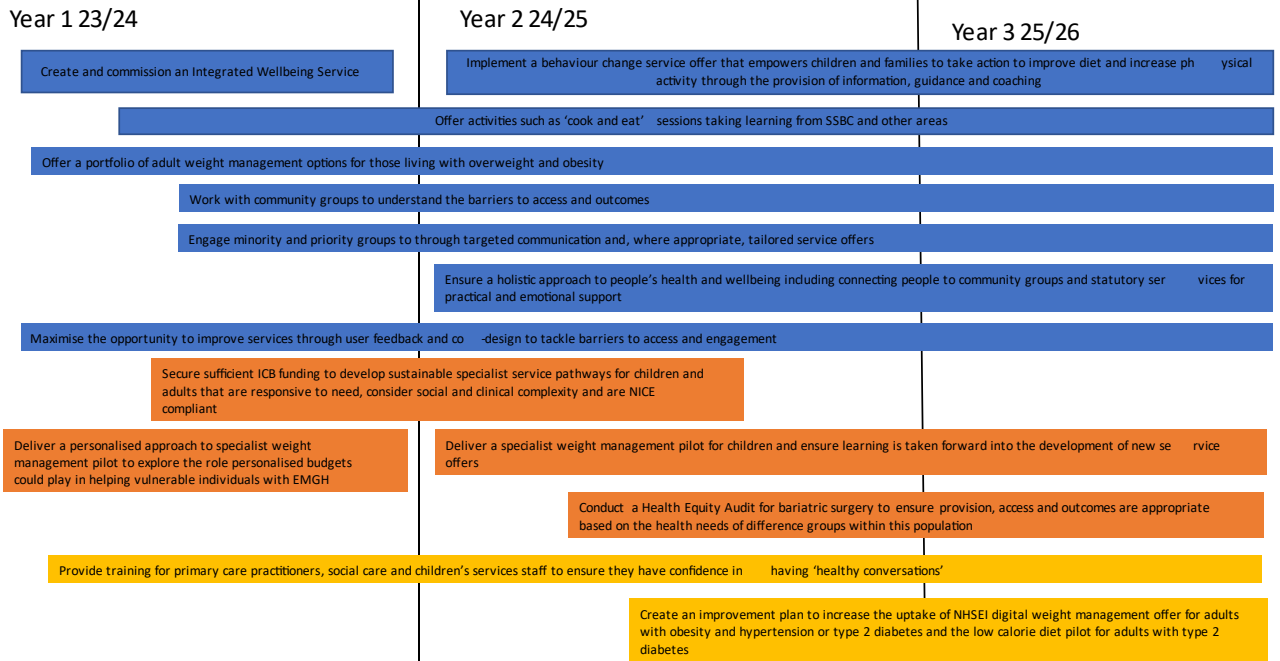
Headline pledges

- Nottingham City will become a Breastfeeding friendly City with all public buildings and PBP health and care organisations delivering against a breast-feeding friendly charter by 2025.
- By 2025 Nottingham City's Integrated Wellbeing service will have supported its first 5000 citizens to make positive behaviour change towards a healthier lifestyle.
- By 2027, 90% of those eligible will be claiming healthy start vouchers.

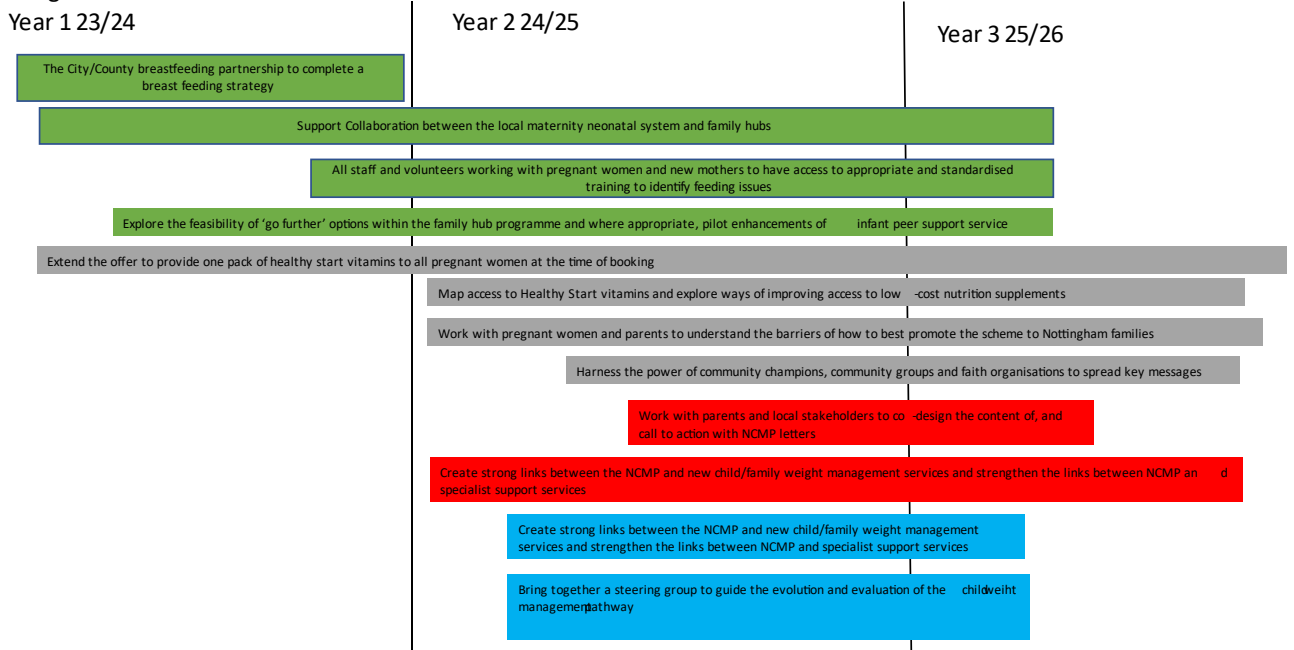
How will we do this?

- 1 Provide an Integrated Wellbeing Service that ensures equitable access and outcomes for Nottingham City's diverse population.
- 2 Provide evidence-driven multi-professional specialist weight management services available for children and families, and adults. Ensure equity of access to bariatric surgery for people who require this intervention.
- 3 Increase the uptake of existing weight management offers
- 4 All new parents will have access to trustworthy information and support for commencing and maintaining breastfeeding and developing responsive feeding practices. The City/County breastfeeding partnership will complete the breastfeeding strategy. Development of the 'Feed Your Way' breastfeeding comms campaign including building partnerships with businesses and community groups to become a breastfeeding friendly city.
- 5 Increase the uptake of the Healthy Start scheme amongst those that are eligible
- 6 Ensure a proactive approach to the National Child Measurement Programme (NCMP) in a way that makes sure parents feel confident that they will be supported and not stigmatised.
- 7 Conduct a pilot of an enhanced healthy weight pathway for children under 5 years in SSBC wards .

Theme Two: Support Healthy Nutrition throughout the life course to enable all people to achieve and maintain a healthy weight



Theme Two: Support Healthy Nutrition throughout the life course to support all people to achieve and maintain a healthy weight



The Foundation we are building on

- CityCare employ Nutrition Peer Support Workers and, as part of the local 'Best Start' offer, provide:
 - Peer support for mothers in the antenatal period that may make a difference to the beginning of their breast-feeding journey.
 - Peer support for new mothers 0-4 days postnatally to be able to enable a new mother to enjoy her breastfeeding journey with support, as required, up to the 6-8 weeks review by the Health Visitor.
 - A confidential text service for parents and caregivers who wish to talk about a range of topics including feeding and nutrition.
 - Virtual First Food sessions to support families as they begin their weaning journey.
- Small Steps Big Changes launched the '#FeedYourWay' breastfeeding campaign in October 2022. The campaign aims to help make Nottingham a breastfeeding-friendly city and was co-created with Nottingham families and residents, health professionals and business owners.
- Nottingham City Council offer free access to 12-week weight management programmes for adults who are motivated to lose weight and attend classes. In the last 12 months this has included:
 - Group based behaviour change programme (Slimming World)
 - Digital behaviour change programme with telephone support (Oviva)
 - Fit for Fans programme (Notts County Community Trust)
 - New programmes at Trent Bridge and Nottingham Forest
- A National, digital NHS weight management offer, with telephone support (for some), is available to individuals living with overweight or obesity and either Type 2 Diabetes or Hypertension. It is offered in a variety of different languages.
- In January 2022, the NHS low calorie diet programme became available to those living in Nottingham City diagnosed with Type 2 diabetes in the last 6 years. Patients are offered virtual one-to-ones, online help and group support.
- A specialist weight management service is available for people with severe and complex obesity. Patients with higher BMIs and associated clinical co-morbidity are provided with multi-disciplinary support with a focus on supporting readiness for bariatric surgical options.
- The East Midlands Bariatric and Metabolic Institute, located at the Royal Derby Hospital, provides bariatric services (i.e. weight-loss surgery) for patients from Nottingham and Nottinghamshire.
- A number of primary care networks such as Bestwood and Sherwood and Bulwell and Top Valley have prioritised 'Healthy weight'. They are having conversations with local communities to explore barriers to engaging in weight management services and, in some cases, using health coaches to offer physical activity group sessions.

| Indicator | Source | Frequency of reporting | Nottm value | England value | 2027 | 2032 |
|---|-----------------|------------------------|-----------------|-----------------|------|------|
| Output measures | | | | | | |
| Number of JHWB organisations who are breast-feeding friendly | JHWB | Annual | N/A | N/A | ↗↗ | → |
| Number of businesses signing up to be breast-feeding friendly venues. | SSBC | Annual | N/A | N/A | ↗↗ | ↗ |
| Number of maternity and best start staff trained in healthy (and brief) conversations | NUH & CityCare | TBC | N/A | N/A | ↗↗ | → |
| Referrals to and uptake of a 0-4y healthy weight pathway (Pilot data) | CityCare & SSBC | Quarterly | N/A | N/A | TBC | TBC |
| Referrals to and uptake of the Tier 2 weight management services | LA PH | Quarterly | TBC | N/A | ↗↗ | → |
| Referrals to and uptake of the NHS digital weight management offer | ICB | Quarterly | TBC | N/A | ↗↗ | ↗ |
| Referrals to and uptake of Tier 3 weight management services | ICB | Quarterly | TBC | N/A | ↗ | ↗ |
| Referrals to and uptake of Low-Calorie Diet weight management services | ICB | Quarterly | TBC | N/A | ↗ | ↗ |
| Referrals to and uptake of the local National Diabetes Prevention Programme (NDPP) | ICB | Quarterly | TBC | N/A | ↗ | ↗ |
| Outcome measures | | | | | | |
| % of babies in Nottingham that are being fully or partially breastfed at 6-8 weeks (Totally or partially) | PHOF | Quarterly | 52.9% (2021/22) | 49.3% (2021/22) | ↗ | ↗ |
| % babies who are initially breastfed in Nottingham | PHOF | Quarterly | 58.7% (2018/19) | 67.4% (2018/19) | ↗ | ↗ |
| % of children in reception class in living with overweight or obesity | NCMP | Annual | 25.2% (2019/20) | 23.0% (2019/20) | →↘ | ↘ |
| % of children in year 6 living with overweight or obesity | NCMP | Annual | 40.8% (2019/20) | 35.2% (2019/20) | → | ↘ |
| % of adults in Nottingham who are overweight or obese | PHOF | Annual | 66.9% | 63.5% | ↘ | ↘ |
| % of pregnant women in Nottingham who were living with overweight/obesity at time of delivery | NUH | Annual | TBC | TBC | ↘ | ↘ |

Delivery Theme 3: Promoting physically active lives and building active and green environments

What do we aim to do?

Transforming lives and communities through moving more and creating a greener, healthier, happier Nottingham whilst addressing inequality and empowering everyone to move in a way that works for them including through more active journeys. We will do this by building on and joining up our existing resources to increase accessibility for all. Insight gathering and co-production will sit at the heart of solutions for being active with groups who face the greatest barriers to physical activity such as women, those on low incomes, culturally diverse communities, the LGBTQ+ community and people with disabilities or long term health conditions (including mental health). This will also enable us to build a better picture of local level data and understanding across these groups throughout the duration of the delivery plan.

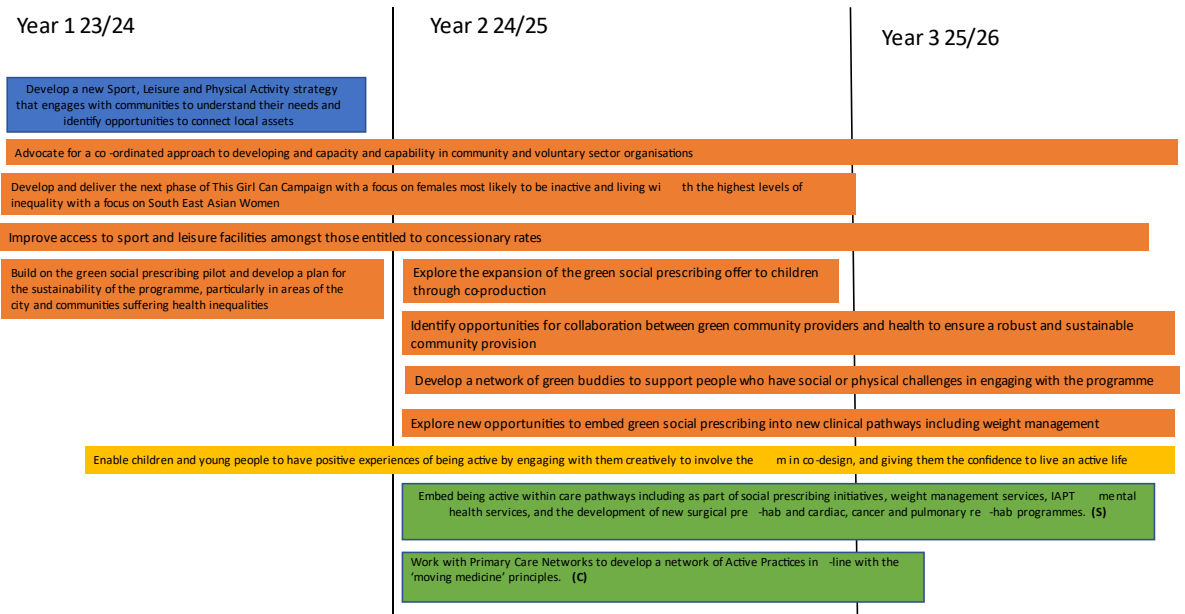
How will we do this?

Headline Pledge

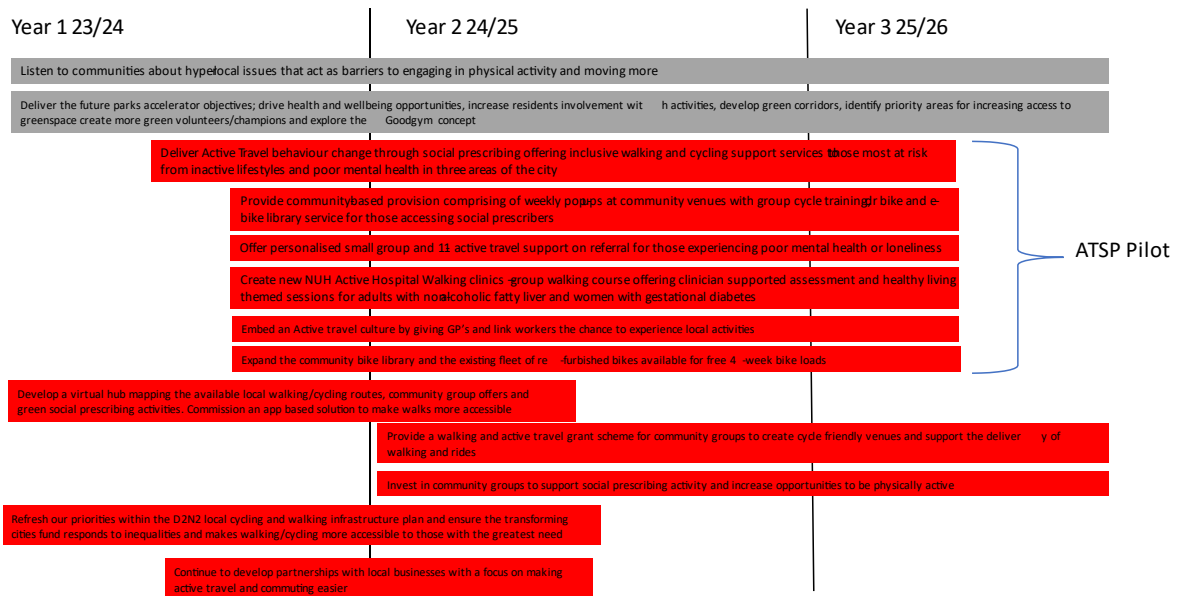
- Halve the gap in the proportion of people who are inactive between our most active neighbourhoods (The Park, City Centre, Sherwood/Mapperley) and least active neighbourhoods (Beechdale, Broxtowe Estate, Bulwell, Bilborough and Aspley).

- 1 Create a culture where everyone can be active in a way that works for them by understanding the needs of inactive people through effective partnership working and co-production of solutions.
- 2 Working with people and communities who experience the greatest need.
- 3 Enabling children and young people to have positive experiences of being active throughout their childhood.
- 4 Ensure that health and care systems and strategies recognise, support and prioritise moving more for long term conditions and a priority within NHS prevention pathways.
- 5 Creating accessible, safe, and inclusive places and environments for physical activity.
- 6 Maximise the potential of walking and cycling to increase opportunities for a low impact, easily accessible way for people to increase levels of physical activity with confidence.

Theme Three: Promoting Physically Active Lives and building Active and Green environments



Theme Three: Promoting Physically Active Lives and building Active and Green environments



The Foundation we are building on

- Social Prescribers can currently issue a fully funded three-month leisure centre membership to patients who would benefit from a physical activity intervention to better their physical, mental and emotional wellbeing along with reducing inactivity, social isolation and loneliness.
- Nottingham was selected as one of seven government Green Social Prescribing Test and Learn sites and awarded £500,000 to run this two-year pilot nature-based programme. Nottingham's intention is to make green prescriptions (using exercise in the fresh air to improve people's health and wellbeing) and nature connectedness (taking the time to notice and enjoy nature) a part of everyday life, an intervention of choice for healthcare professionals, and supporting those struggling with their mental health.
- Active Notts have created a shared vision, 'Making our move', to outline the principles behind how it and system partners in Nottingham and Nottinghamshire will work to empower everyone to be active in a way that works for them.
- Nottingham City Council is working with its communities and partners to ensure our parks and open spaces are sustainable for the future. This will form part of an ambitious 25-year strategy for the city's parks and open spaces service to make a Greener, Healthier and Happier Nottingham
- In 2021/22, leisure facilities (i.e. gym, fitness classes, swimming pool, and other facilities) were used 1,525,312 times across the six Nottingham City leisure centres. There are currently 15,765 users with memberships the majority of which are female (57.2%) and of white ethnicity (62.8%).
- Nottingham University Hospitals (NUH) is running one of four pilots across the country to promote activity of hospital-based staff and patients within the vicinity of hospitals to promote all-round better well-being. NUH links patients and staff to national resources; has developed campus walk maps; and has partnered with community groups to offer led walks.
- The Sport England Together Fund has invested £41,851 into community groups that work with disability, within areas of socio-economic deprivation or ethnically diverse communities, between June and October 2022. In addition, sporting community trusts have also funded initiatives using football, cricket and other sports to engage communities in sport and physical activity.
- Nottingham City Council was awarded School Swimming Lesson Provider of the Year Award in 2021 and 2022. It aims to ensure all children and young people can access swimming lessons and have the opportunity to learn to swim and leave primary school with water safety skills.
- The Sheriff's Challenge is a series of activities for all Primary school-age children encouraging them to be physically active. Each academic year a different challenge is set which encompasses a 'joint goal' for schools to cumulatively reach plus individual pupil targets. It's free for Nottingham City schools. In 2021/22, over 14,700 miles logged across 10 schools with 2,990 pupils taking part throughout the year.
- Nottingham City is one of eleven successful pilot areas invited to test approaches to delivering active travel behaviour change through social prescribing offering inclusive walking and cycling support services to those at most risk from inactive lifestyles and poor mental health.
- In 2020, Nottingham and Derby City Councils received funding through the Department

of Transport's Transforming Cities Fund. This included a £161m package of schemes to, amongst other things, improve options for people on foot or bike. An additional £16.7m has also been secured to trial electric scooters and e-bikes, and improvements to traffic information and ticketing.

- In addition to the Transforming Cities Fund, Nottingham has Active Travel Fund programmes. Nottingham is one of only five areas in England to have achieved a level 3 (out of 4) ranking by Active Travel England.

| Indicator | Source | Frequency of reporting | Nottm value | England value | 2027 | 2032 |
|--|---------------|------------------------|-----------------------|-----------------|------|------|
| Output measures | | | | | | |
| Number of participants in Active Travel social prescribing community activities | NCC | TBC | N/A | N/A | | |
| Number of participants in NUH Active Hospitals walking clinics | NCC/NUH | TBC | N/A | N/A | ↗ | ↗ |
| Size of cycle fleet available via the bike library | NCC | Annual | | N/A | ↗↗ | ↗ |
| Number of physical activity community groups taking place in our parks and open spaces | NCC | TBC | N/A | N/A | ↗↗ | ↗ |
| Total number of volunteering sessions in Nottingham parks and open spaces | NCC | Annual | | N/A | ↗↗ | ↗ |
| Usage of parks and open spaces | NCC | Annual | | N/A | ↗ | ↗ |
| Total mileage of designated cycle routes and cycle corridors | NCC | Annual | TBC | N/A | ↗ | ↗ |
| Number of people referred into green social prescribing activities and the number of people attending green social prescribing activities | NCVS | Quarterly | | N/A | ↗ | ↗ |
| <i>Additional outputs to be added via development of a sport, physical activity, and leisure strategy and from the Future Parks Accelerator outcomes framework currently under development</i> | | | | | | |
| Outcome measures | | | | | | |
| % of children and young people who are physically inactive (less than 30 minutes) | Sport England | Annual | | | ↘↘ | ↘ |
| % of children and young people who are physically active (doing on average 60 minutes or more a day) | Sport England | Annual | Sample size too small | 44.6% (2020/21) | ↗ | ↗↗ |
| % of adults who are physically inactive (less than 30 minutes a week) | Sport England | Annual | 24.1% (2020/21) | 23.4% (2020/21) | ↘ | ↘ |
| % of adults who are physically active (at least 150mins per week) | Sport England | Annual | 64.1% (2020/21) | 65.9% (2020/21) | ↗ | ↗ |

Delivery Theme 4: Creating a local environment that promotes healthy food choices

What do we aim to do?

Create a diverse local food system where food choices are nutritious, affordable and desirable. We want to actively rebalance the influence on our eating habits to create a food environment that supports individuals' efforts to make food choices that positively effect their health and wellbeing , while simultaneously taking steps to limit the appeal of junk food.

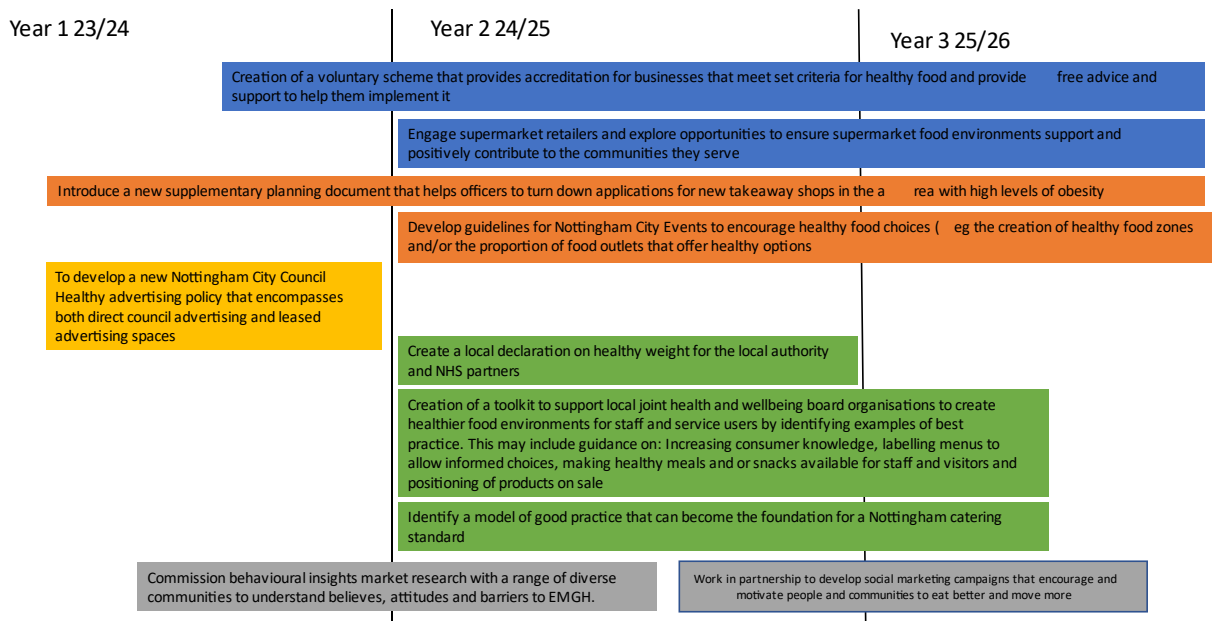
How will we do this?

Headline pledges

- By 2025, no adverts for Ultra Processed High Fat, Salt or Sugar Foods will appear on the Nottingham City Public Transport system or Nottingham City Council owned advertising spaces.
- By 2027, all Nottingham City events will include 'Healthy Food Zones'.

- 1 Support food businesses to improve Nottingham City's food environment and make healthy, options more widely available to those living in Nottingham.
- 2 Limit the 'density' of takeaway food outlets in Nottingham City to promote a more diverse food offer to Nottingham residents.
- 3 Support Nottingham City residents to make healthier choices by stopping unhealthy marketing that; in particular, influences what children eat.
- 4 Ensure local public buildings, hospitals and university buildings/campuses in Nottingham City promote a positive food environment.
- 5 Use behavioural insight to guide marketing campaigns aimed at improving diet quality and increasing physical activity levels.

Theme Four: Creating a local environment that promotes healthy food choices



The foundation we are building on

- In 2014, NUH was the first NHS hospital to be awarded the Soil association's gold food for life catering mark.
- NCC attempted to include a restriction on takeaway outlets in its town plan in 2018. This was dismissed by national planning authorities following an objection from national food chains.

| Indicator | Source | Frequency of reporting | Nottm value | England value | 2027 | 2032 |
|---|--------|------------------------|-----------------|-----------------|------|------|
| Output measures | | | | | | |
| Number of food outlets working towards Nottingham City Eating Better accreditation | NCC | Annual | N/A | N/A | ↗↗ | ↗ |
| Number of successful applications for fast-food outlets in areas of high obesity prevalence and in the vicinity of schools. | NCC | Annual | | N/A | ↘↘ | → |
| Number of bus shelter advertising spaces promoting HFSS food products | NCC | Annual | | N/A | ↘↘ | → |
| Density of fast-food outlets per 100,00 population | OHID | Annual | 115.8 | 88.2 | → | ↘ |
| Outcome measures | | | | | | |
| % of adults consuming 5 or more portions of fruit and vegetables per day | OHID | Annual | 50.1% (2019/20) | 55.4% (2019/20) | ↗ | ↗ |

Delivery Theme 5: Promoting a sustainable food system that tackles food insecurity

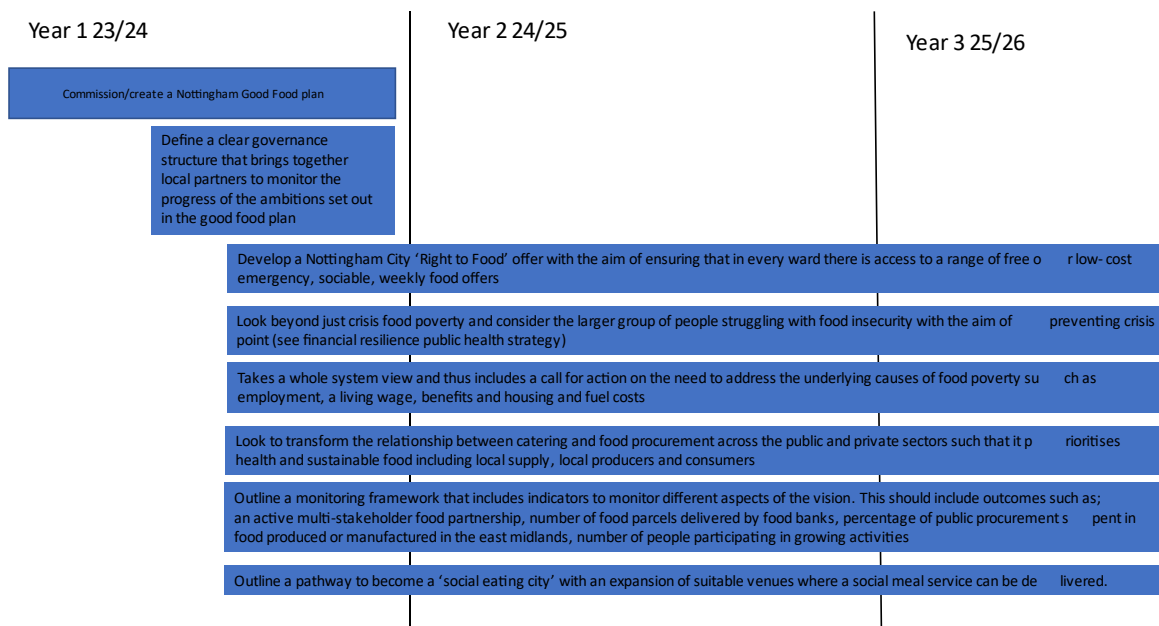
What do we aim to do?

Ensure those living in Nottingham City have access to healthy, nutritious food produced with care for the environment and natural resources in a thriving local food economy that tackles rising levels of household food insecurity. This theme is also identified in the Financial Wellbeing delivery plan as it is an important feature in both of these Health and Wellbeing priorities. The review of the identified workstreams and subsequent delivery plans required on-going co-ordination between these two strategic areas.

How will we do it?

- 1 **Commission/Deliver a Nottingham City Good Food Plan developed in partnership between Nottingham City Council, local public sector organisations, the voluntary and community sector, and the business community. A Nottingham Good Food Plan should:**

Theme Five: Promoting a sustainable food system that tackles food insecurity



- Define a clear governance structure that brings together local partners to monitor the progress of the ambitions set out in the Good Food Plan.
- Outline a monitoring framework that includes indicators to monitor different aspects of the vision. This should include outcomes such as: the presence of an active multi-stakeholder food partnership; number of food parcels delivered by food banks; percentage of public procurement spent in food produced or manufactured in the East Midlands; number of people participating in food growing activities.

The Foundation we are building on

- Since 2021, Nottingham City has received funding for a Holiday Activity and Food Programme – this programme enables children qualifying for free school meals to access free places in summer holiday clubs including a nutritious meal, helping with food insecurity.
- Nottingham City Council has joined forces with food redistribution charity FareShare Midlands to help produce meals for local people in need from food that would otherwise be thrown away. In full production, the kitchen team will prepare, process and cook 5,460kg of surplus foods to provide 13,000 meals per month. This project is funded by Sainsbury’s.
- Since 2020, the Nottingham City Wellbeing Design Guide, developed by Nottingham City Council and the Nottingham Good Food Partnership, has assisted designers, developers & authorities in the delivery of healthy and sustainable places to live, full of food growing spaces, biodiversity, wellbeing, clean air and greenery.

| Indicator | Source | Frequency of reporting | Nottm value (trend) | England value (trend) | 2027 | 2032 |
|--|--------|------------------------|---------------------|-----------------------|------|------|
| Output measures | | | | | | |
| <i>Additional outputs to be added via development of a Nottingham City Food Plan</i> | | | | | | |
| Outcome measures | | | | | | |
| <i>Alignment to outcome measures to be part of an outcomes framework for the Nottingham City Food Plan</i> | | | | | | |