



# Healthy Weight, Healthy Lives:

Tackling overweight and obesity in North Yorkshire 2016-2026

Fifth annual progress report (2021)

# Introduction



## A note from the Healthy Weight, Healthy Lives Strategy Steering Group Chair

As a partnership, we are now into our fifth year of reporting progress on action to tackle and prevent obesity for the whole population across North Yorkshire.

2021 has been another challenging year, which saw a further national lockdown and notable restrictions for the first part of the year. Data and intelligence is starting to highlight the continued effect of Covid-19 on our lifestyles.

The proportion of physically active children and young people has remained unchanged compared to 12 months ago, but physical activity levels nationally are over 2% lower than pre-pandemic levels and, both nationally and locally, the inequalities in participation have been exacerbated for some groups, particularly teenagers.

For adults, physical activity levels appear to be stabilising from pre-pandemic levels and, in many circumstances, starting to recover. However, as with children and young people, inequalities have widened and participation levels continue to fall or show little sign of recovery in some groups, particularly young adults, people from lower socio-economic groups, and ethnic minority groups.

2021 has seen a significant increase in obesity levels in children and young people (over 4%), an increase much larger than any seen in previous years. Nearly 41% of children leaving primary school (aged 10-11 years) in

England are affected by excess weight – a worrying increase from 30% in 2020 and the proportion of adults in England living with excess weight is the highest it has been since available data in 2015.

The cost of living crisis and the ongoing impact of Covid-19 has contributed to worrying levels of food insecurity, nationally and for our North Yorkshire population, with more families living on much lower incomes. Approximately, an additional 23,000 households in North Yorkshire are projected to experience food insecurity in 2022.

It is against this challenging backdrop that we present the fifth Healthy Weight, Healthy Lives report, which recognises the cross-partnership work being undertaken to combat this adversity as it continues to strengthen year on year.



The report celebrates an unwavering commitment to enable communities to live in circumstances that enable access to adequate provision of food, that is diverse and of high quality and partners continue to adapt practice and review how communities are supported, as we all come to terms with 'living with Covid'.

Through a true collaboration of action, partners support our local communities to have the best possible chances to be active in ways that suit them, that are affordable and accessible and are designed to reduce the inequalities that existed before and have been increased by the Pandemic.

I am very proud to be able to acknowledge the response and innovation across our local system to the challenges faced and it is clear that North Yorkshire partners and communities continue in their commitment to making sure North Yorkshire residents can live their very best lives.

The next year will also challenge us but I am confident we have the best possible people involved to make strides in helping more people get active, eat well and experience health benefits.

Continuing to address the inequalities that are so profound will be the main focus of the partnership. We have adapted and started to rebuild.

**We WILL continue to work hard to inspire a healthy weight generation and make the healthy choice the easy choice, for ALL.**

### David Watson

Chief Executive, North Yorkshire Sport.



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# Patterns and trends of obesity – children and adults

## Excess weight prevalence

### The national picture

#### Children

The National Child Measurement Programme (NCMP) measures the height and weight of children in England annually and provides data on the number of children in reception and year 6 who are underweight, a healthy weight, overweight, obese or severely obese.

The most recent NCMP data was published in December 2021; the data represents the 2020/21 academic year. The publication shows a **significant increase in obesity levels in English primary schools of around 4.5%**.

This increase is much larger than any increase seen in previous years of the NCMP.

In England 27.7% in Reception (age four to five years) were overweight including obese. This is a rise in prevalence from 23% in 2019/20.

In Year 6 (age 10 to 11 year olds) 40.9% of children were overweight including obese. This is a large increase from 30.2% in 2019/20).

*NB 2020/21 included smaller sample sizes due to the pandemic but the national Office of Health Improvement and Disparities (OHID) team confirmed data is comparable to previous years.*

Boys have a higher obesity prevalence than girls for both age groups. In Reception, 14.8% of boys were obese compared to 14.1% of girls. In Year 6, 29.2% of boys were obese compared to 21.7% of girls.

Children living in the most deprived areas are more than twice as likely to be obese, than those living in the least deprived areas. 20.3% of Reception children living in the most deprived areas were obese compared to 7.8% of those living in the least deprived areas. 33.8% of Year 6 children living in the most deprived areas were obese compared to 14.3% of those living in the least deprived areas.

Obesity prevalence also continues to vary by ethnic group. As in previous years, obesity prevalence is highest in children of Black ethnicity at 22.5% in Reception and 35.7% in Year 6. It is lowest in children of Chinese ethnicity in Reception 8.3%.

#### Adults

In England, 2020/21 data highlights the prevalence of excess weight (overweight and obese BMI 25 and above) in adults is 63.5%. This is an increase from 62.8% in 2019/20 and the highest reported prevalence in adults since 2015/16.

## Obesity Rates

In reception-aged and year 6 school children increased by around  
percentage points  
between 2019-21

4.5



## The local picture

### Children

#### Four to five year olds

Due to having a smaller sample (10% of schools – 1,076 children measured) for the 2020/21 academic year, caution must be taken when comparing this year’s data to data for previous years.

In North Yorkshire, the proportion of Reception children (aged four to five years) with excess weight has risen from 23% in 2019/20 to 28.9% in 2020/21.

The diagram below illustrates the district level prevalence for four to five year olds for 2014/15 to 2020/21. Prevalence in Scarborough (37.9%) is significantly higher than the England average (27.7%). Rates in Craven (30%) are higher than the England average.

Prevalence in Selby (24%), Harrogate (27%), Richmondshire (27.7%) and Ryedale (25%) are similar to the England average.

Hambleton prevalence (13.6%) is significantly lower than the England average.

#### Excess weight (overweight and obese) in four to five year olds (number and %), North Yorkshire and its districts, 2014/15 to 2020/21:



\*2020/21 data – small sample size (approx. 10%). Small numbers have been suppressed.

Source: NHS Digital, National Child Measurement Programme

<https://digital.nhs.uk/data-and-information/publications/statistical/national-child-measurement-programme/2020-21-school-year>

### 10 to 11 year olds

Due to having a smaller sample (10% of schools – 1,076 children measured) for the 2020/21 academic year, caution must be taken when comparing this year’s data to data for previous years.

In North Yorkshire, the proportion of Year 6 children (10-11 year olds) with excess weight has risen from 32.5% in 2019/20 to 37.6% in 2020/21.

The diagram below illustrates the district level prevalence for 10 to 11 year olds for 2014/15, to 2020/21. Prevalence in Ryedale (50%) and Scarborough (45.5%) is significantly higher than the England average (40.9%). Rates in Richmondshire (42%), Selby (36%), Hambleton (41.2%) and Craven (39.1%) are similar to the England average. Harrogate prevalence (27%) is significantly lower than the England average.

### Excess weight (overweight and obese) in 10 to 11 year olds (number and %), North Yorkshire and its districts, 2014/15 to 2019/20:



\*2020/21 data – small sample size (approx. 10%). Small numbers have been suppressed.

Source: NHS Digital, National Child Measurement Programme

<https://digital.nhs.uk/data-and-information/publications/statistical/national-child-measurement-programme/2020-21-school-year>



## Adults

The diagram below illustrates the district level prevalence for 2015/16, to the latest 2020/21 data for North Yorkshire. There is no comparison made for 2012-2014 data as the method of data collection for this period was for ages 16 and above, as opposed to aged 18 or above for 2015 onwards.

### Excess weight (overweight and obese) in adults, 18+ (number and %), North Yorkshire and its districts, 2015/16, to 2020/21:



Source: Office for Health Improvement and Disparities Fingertips Public Health Data

PLEASE NOTE: data from 2015/16 to 2019/2020 has been amended from previous reporting. The Office for Health Improvement and Disparities (OHID) have used an updated method of adjusting the self-reported height and weight data has been used to bring it in line with the method developed by University Central London for the Health Survey for England data.

[Public health profiles - OHID \(phe.org.uk\)](https://publichealthprofiles.org.uk)

In North Yorkshire, excess weight in adults (aged 18 and above) has remained very similar from 2019/20 (61.3%) to 2020/21 (61.4%). The prevalence in 2020/21 remains statistically similar to England (63.5%).

At a district level, 2020/21 data highlights Selby (66.3%), Ryedale (62.3%), Scarborough (59.3%), Hambleton (64.1%), Richmondshire (64.4%), and Harrogate (59.4%) being statistically similar to England (63.5%) and North Yorkshire (61.4%) averages. Craven (55.0%) is statistically significantly better than England and North Yorkshire.

Prevalence has risen from 2019/20 to 2020/21 in Selby, Hambleton, Richmondshire, Harrogate and Craven. Although Craven is statistically better than the England average, it still sees an increase in prevalence from 2019/20 data, illustrating the increase in prevalence nationally.

Prevalence has reduced in in Scarborough and Ryedale from 2019/20 to 2020/21.

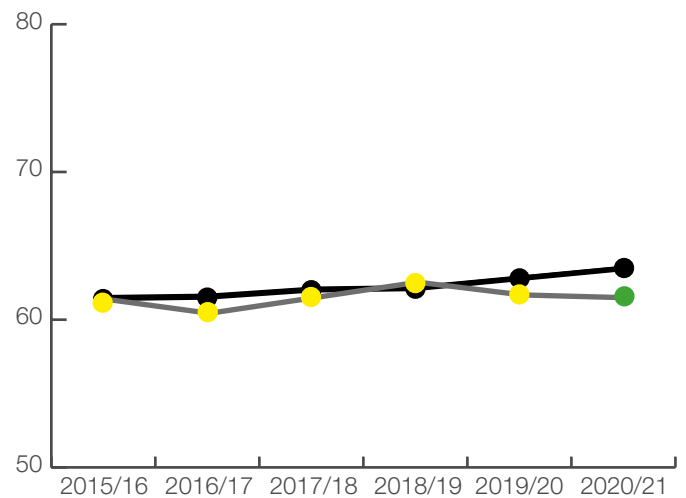
**Percentage of adults (aged 18+) classified as overweight or obese – North Yorkshire and district trend data**

With the Office of Health Improvement and Disparities recently updating the method of adjusting the self-reported height and weight data (to bring it in line with the method developed by University Central London for the Health Survey for England data), it is useful to review the updated trend data for North Yorkshire and each district area. This is presented in the illustrations below (Source: Office for Health Improvement and Disparities (OHID) Fingertips Public Health Data)

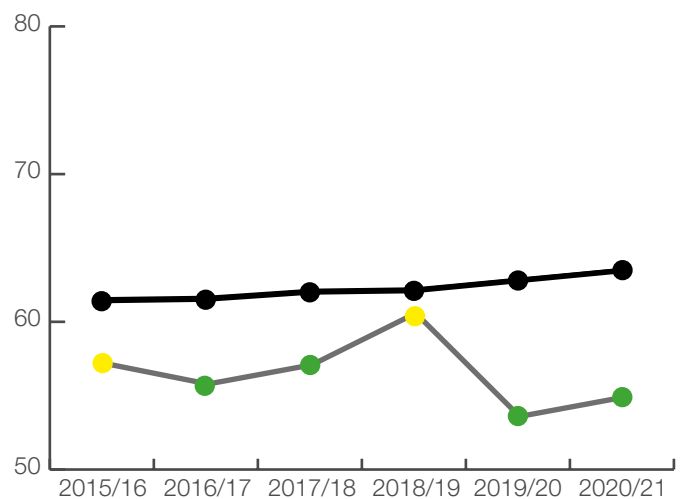
**More work needs to be done to understand the fluctuations in trends within district areas, particularly in Scarborough and Selby.**

**Percentage of adults (aged 18+) classified as overweight or obese – North Yorkshire and districts trend data**

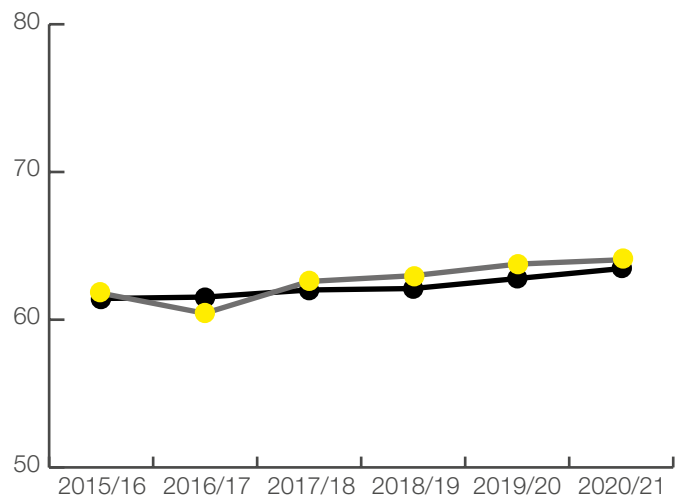
**North Yorkshire**



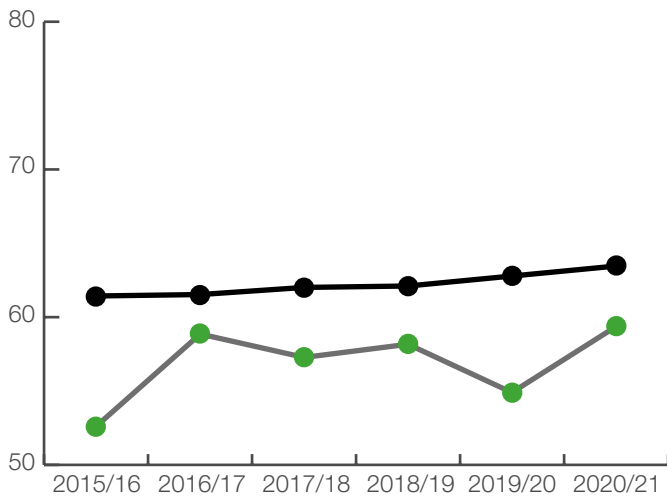
**Craven**



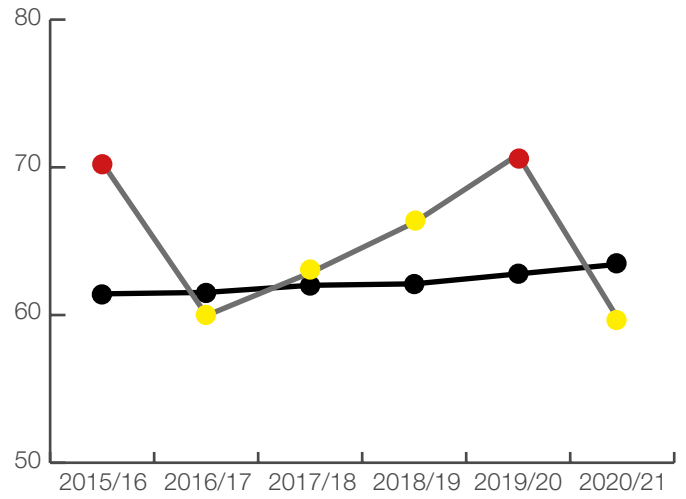
**Hambleton**



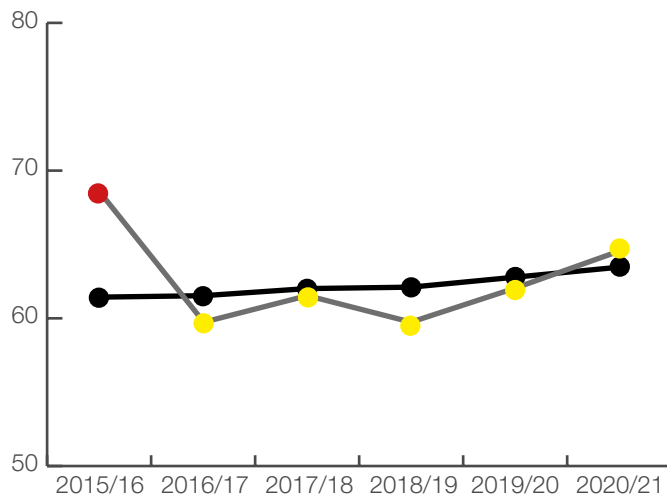
### Harrogate



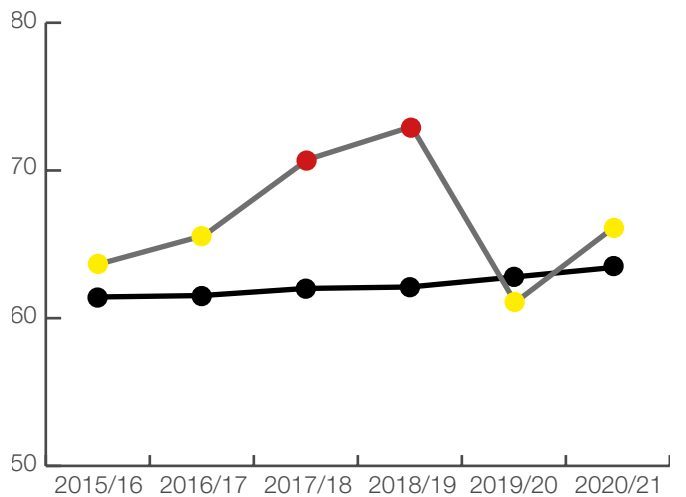
### Scarborough



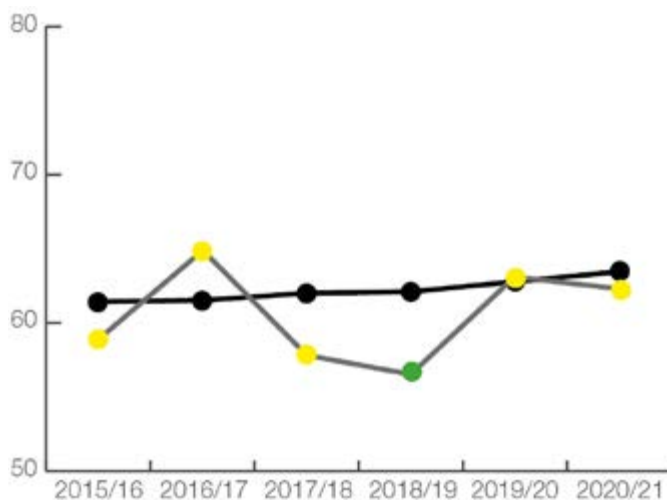
### Richmondshire



### Selby



### Ryedale



Source: Office for Health Improvement and Disparities (OHID) Fingertips Public Health Data

#### Key:

- England
- Statistically significantly worse than the England average
- Statistically similar to the England average
- Statistically significantly better than the England average

# Physical activity levels – children and young people

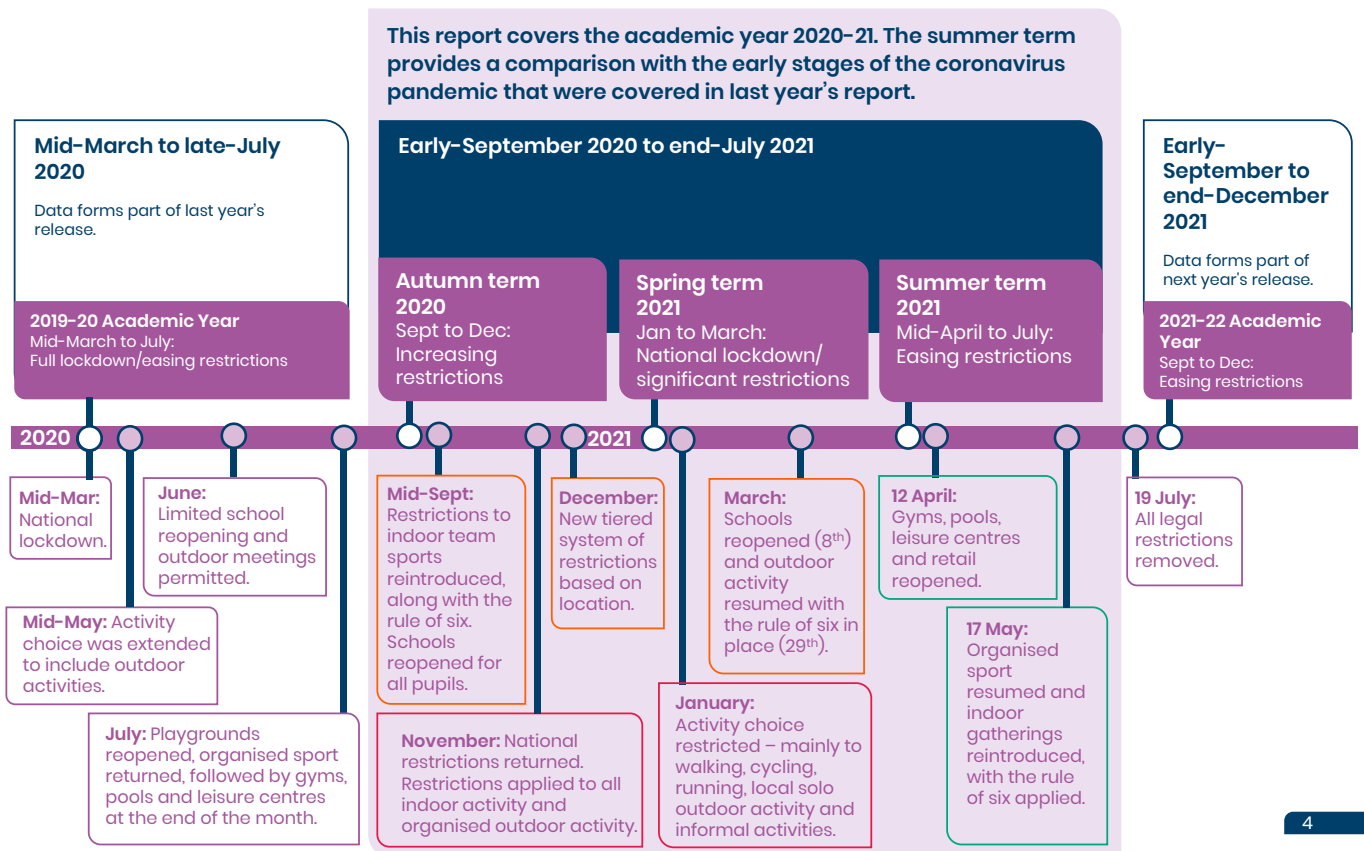
## The National Picture

Sport England reports, through the Active Lives Children and Young People survey (covering the period of September 2020 to July 2021), that the proportion of children and young people in England who are active remains unchanged compared to 12 months previous. **However, levels are down 2.2% (94,000) compared to pre-pandemic levels (2018-2019).**

The period in which the data covers includes an autumn term (September to December 2020) of increasing restrictions, a spring term (January to December 2021) including national lockdown and significant restrictions, and a summer term (April – July 2021) where restrictions eased. Activity levels are reported to have changed according to the level of restrictions in place at the time, for instance, significant drops have been seen during periods of tighter restrictions and evidence of children and young people switching into alternative or adapted activities throughout the year.

The infographic below illustrates this period and related restrictions:

## The coronavirus timeline and fieldwork



Source: Sport England Active Lives Adult Survey November 2020-21 Report

([sportengland-production-files.s3.eu-west-2.amazonaws.com](https://sportengland-production-files.s3.eu-west-2.amazonaws.com))

Nationally, 44.6% of children and young people (3.2million) are meeting Chief Medical Officer guidelines taking part in sport and physical activity for an average of 60 minutes or more every day. Meanwhile, 34.2% (2.3 million) do less than an average of 30 minutes per day.

Inequalities have increased for some groups, in particular teenage girls. However, for this particular group there is an increase of pre-pandemic activity due to access to alternative or adapted activities.

Volunteering rates have fallen and there are signs of a worrying impact on physical literacy (confidence and enjoyment in particular).

## The Local Picture

Locally, the proportion of children and young people in North Yorkshire who are physically active is reported as 46.0% (2020/21 data), which is statistically similar to the England average.

At a district level, 2020/21 data highlights Hambleton (49.5%), Harrogate (48.0%), Ryedale (42.1%), and Richmondshire (41.7%) being statistically similar to the England (44.6%) average. Selby (39.7%) are statistically significantly worse than England. Note Craven locality having statistically significantly worse physical activity levels than the England average for 2019/20. No data is available for 2020/21 so it is not known whether this trend has continued.

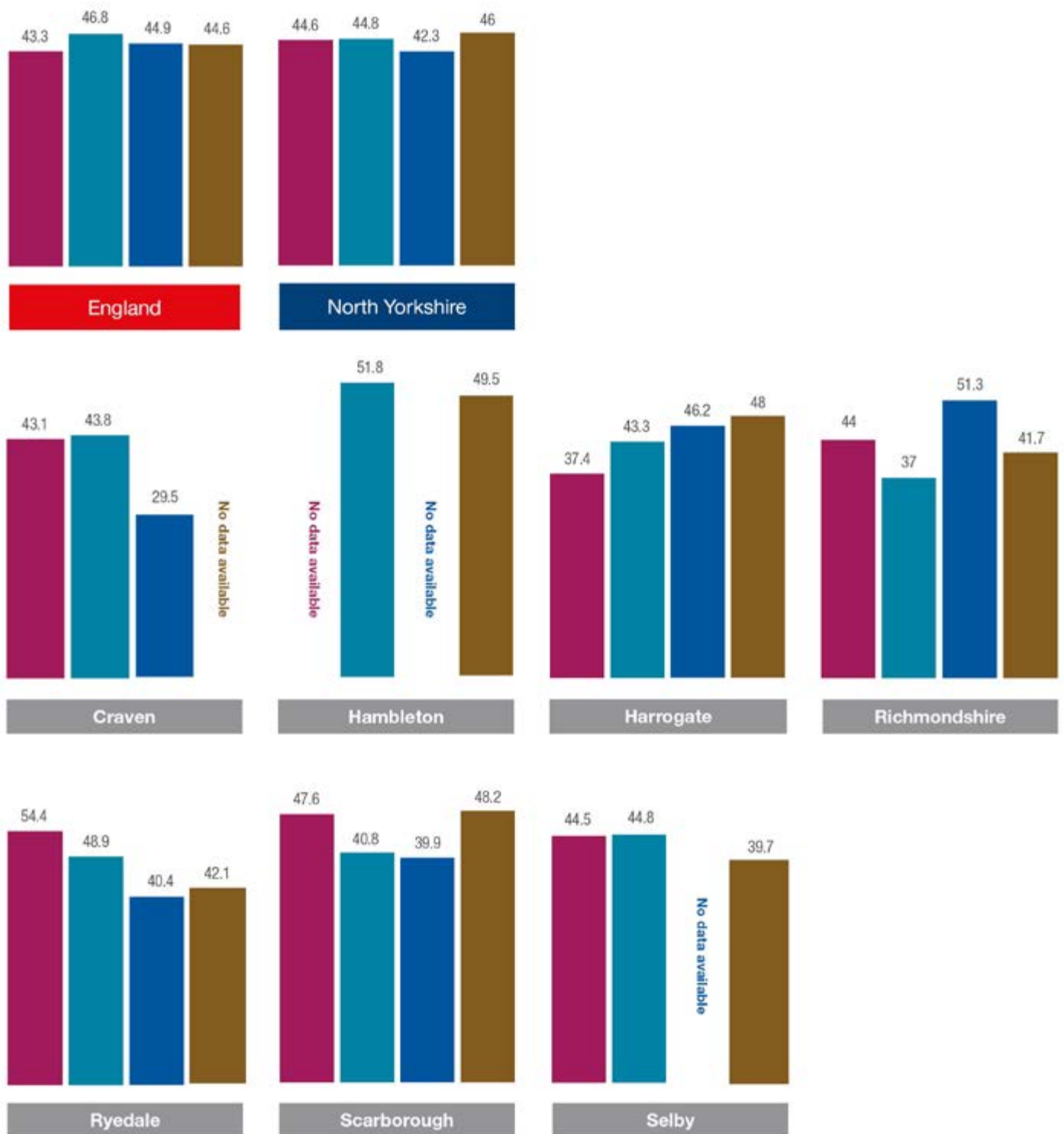
*^ Percentage of children aged 5-16 that meet the UK Chief Medical Officers' (CMOs') recommendations for physical activity (an average of at least 60 minutes moderate-vigorous intensity activity per day across the week). Source: OHID (based on Active Lives Children and Young People Survey, Sport England).*

The 4th Healthy Weight, Healthy Lives reporting took us to 2018/19 available data. An additional two years have been reported since then.



The graphs below highlight physical activity levels in children and young people from the Active Lives Children and Young People Survey for 2017/18 to 2020/21:

% 2017/18   % 2018/19   % 2019/20   % 2020/21



Source: Active Lives Children and Young People Survey, Sport England

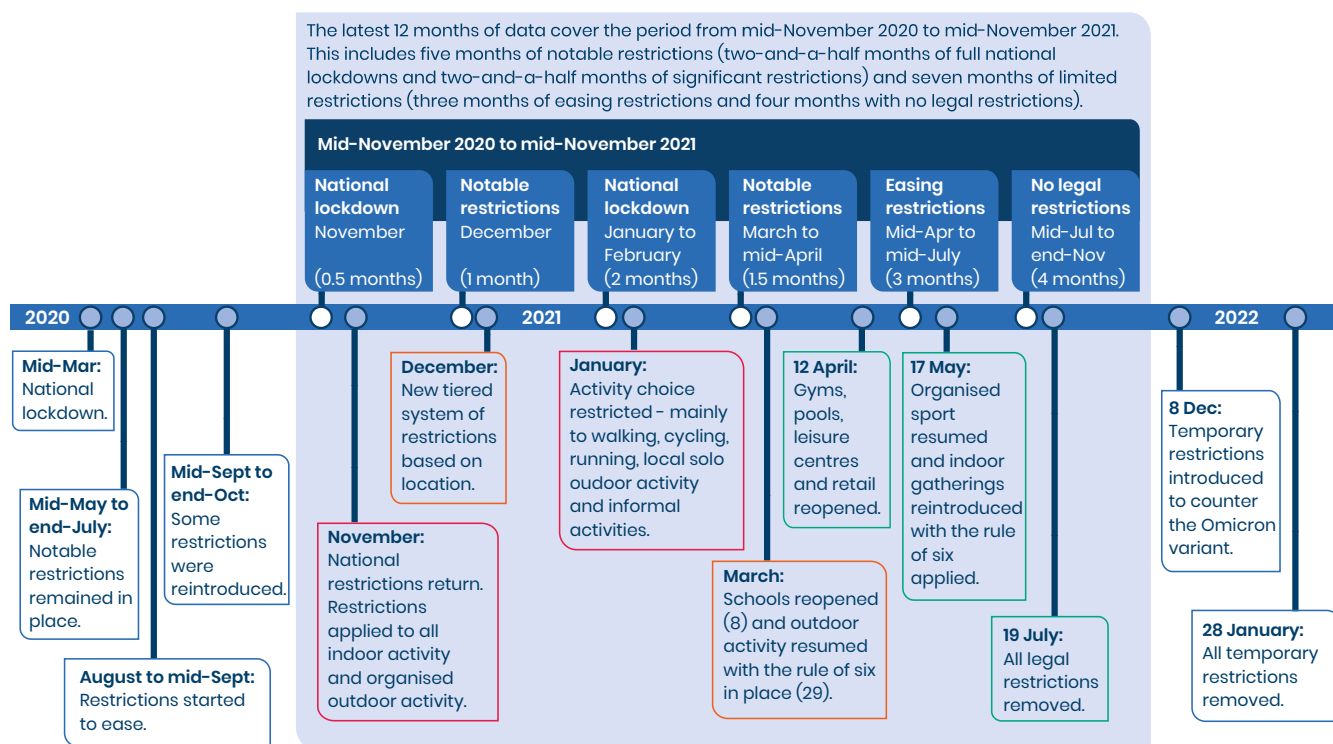
## Physical activity levels – adults

### The National Picture

Sport England reports, through the Active Lives Survey (covering the period of November 2020 to November 2021), that adult activity levels appear to be stabilising from pre-pandemic levels, and in many instances starting to recover.

The period in which the data covers includes five months of lockdown, or significant restrictions, and seven months of easing or limited restrictions. The infographic below illustrates this period and related restrictions:

## Coronavirus timeline and data reference periods



**Source:** Sport England [Active Lives Adult Survey November 2020-21 Report \(sportengland-production-files.s3.eu-west-2.amazonaws.com\)](https://sportengland-production-files.s3.eu-west-2.amazonaws.com)

While numbers are still down compared to pre-pandemic, with 600,000 (1.9%) fewer active adults and 1.3m (2.6%) more inactive adults, the recovery is testament to the work and investment that went into helping people stay active during a period of unprecedented restrictions.

However, some groups continue to see activity levels fall or not show sign of recovery. These include the youngest adults, those from lower socio economic groups and from ethnic minority groups. The widening of inequalities is concerning.

The infographics below provide more detail for these particularly adult groups, courtesy of Sport England [Active Lives Adult Survey November 2020-21 Report](https://sportengland-production-files.s3.eu-west-2.amazonaws.com) (sportengland-production-files.s3.eu-west-2.amazonaws.com)

## Levels of activity Ages 16-54



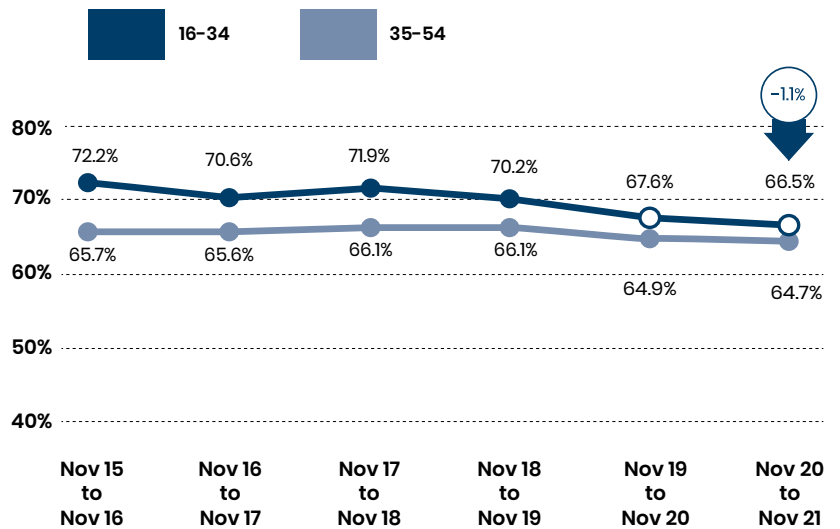
### Activity levels continue to fall among young adults

Activity levels were falling before the pandemic hit among young people aged 16-34. The pandemic has accelerated this, with a further drop of 3.7%, or 607,000, fewer active young people compared to Nov 18-19. Over the last five years, this represents nearly a million (5.7%) fewer active young people as other priorities increasingly fill their lives - be that technology or busy lifestyles.

Among the 35-54 age group, activity levels have followed a similar pattern to the population overall, seeing a drop in those who are active (down 1.4% or 235,000) compared to pre-pandemic (Nov 18-19) but no further change compared to 12 months ago.

### Active: 150+ minutes a week Annual picture

Arrows show change from 12 months ago. No arrows indicates no statistically reportable change





## Levels of activity

## Ethnicity



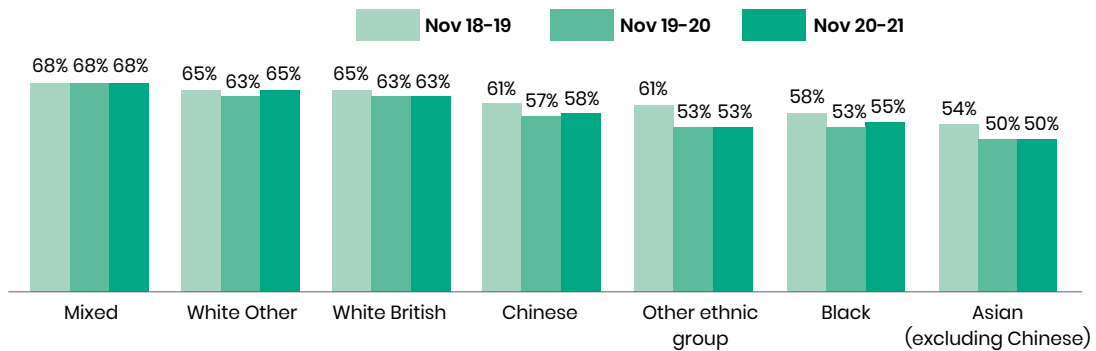
Arrows show change from 12 months ago. No arrows indicates no statistically reportable change

### Significant inequalities continue to exist in activity levels for some minority ethnic groups

Among White British, Asian (excluding Chinese) and adults from other ethnic groups, we continue to see a drop in activity compared to pre-pandemic (Nov 18-19), as we see for all adults. However, the drops are larger for Asian (excluding Chinese) and adults from other ethnic groups and, as such, the inequalities have widened. We can't report any change for Black or Chinese adults within our margin of error.

Mixed and White Other adults see activity levels unchanged to pre-pandemic levels.

#### Active: 150+ minutes a week Annual picture



There are also reported large drops in people volunteering, which is fundamental to the sport and physical sector and the wider system.

Nationally, 65.9% (2020/21 data) of adults are meeting the Chief Medical Officers' physical activity guidelines\*

*\*a minimum of 150 minutes (2.5 hours) of moderate physical activity per week, or 75 minutes of vigorous physical activity per week or an equivalent combination of the two (moderately vigorous), in bouts of 10 minutes or more.*

# Levels of activity Socio-economic groups



## The least affluent have seen a larger drop in activity levels

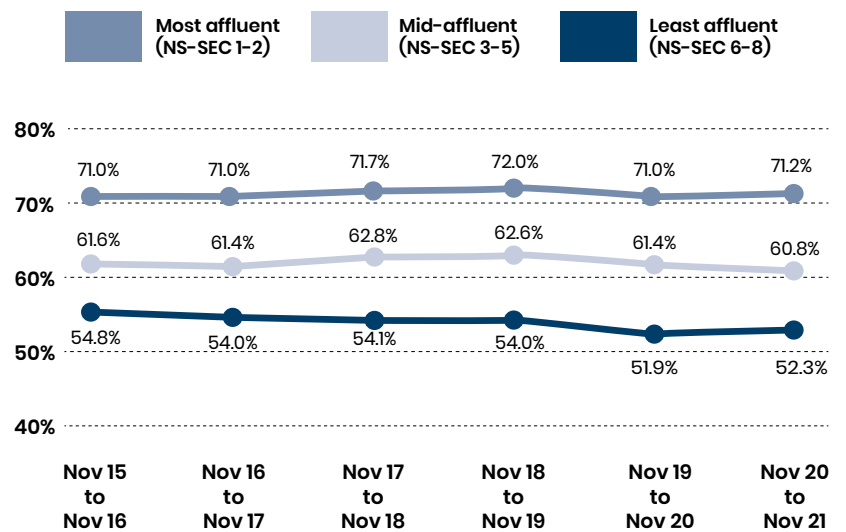
Activity levels among both the most (NS-SEC 1-2) and least (NS-SEC 6-8) affluent groups have seen a clear drop since the start of the pandemic, in line with the national picture. However, this drop is greater among the least affluent (down 1.7% compared to Nov 18-19). The most affluent record a drop of 0.8%.

Within this, similar patterns to the overall population were generally seen across the year for all groups (see page eight). However, since July 2021 the least affluent groups didn't record any further recovery, whereas the most affluent groups saw activity levels return to pre-pandemic levels (2019).

Note: NS-SEC classifications refer to ages 16-74 only. Full details of what the NS-SEC categories mean can be found on the [definitions](#) page.

### Active: 150+ minutes a week Annual picture

Arrows show change from 12 months ago. No arrows indicates no statistically reportable change



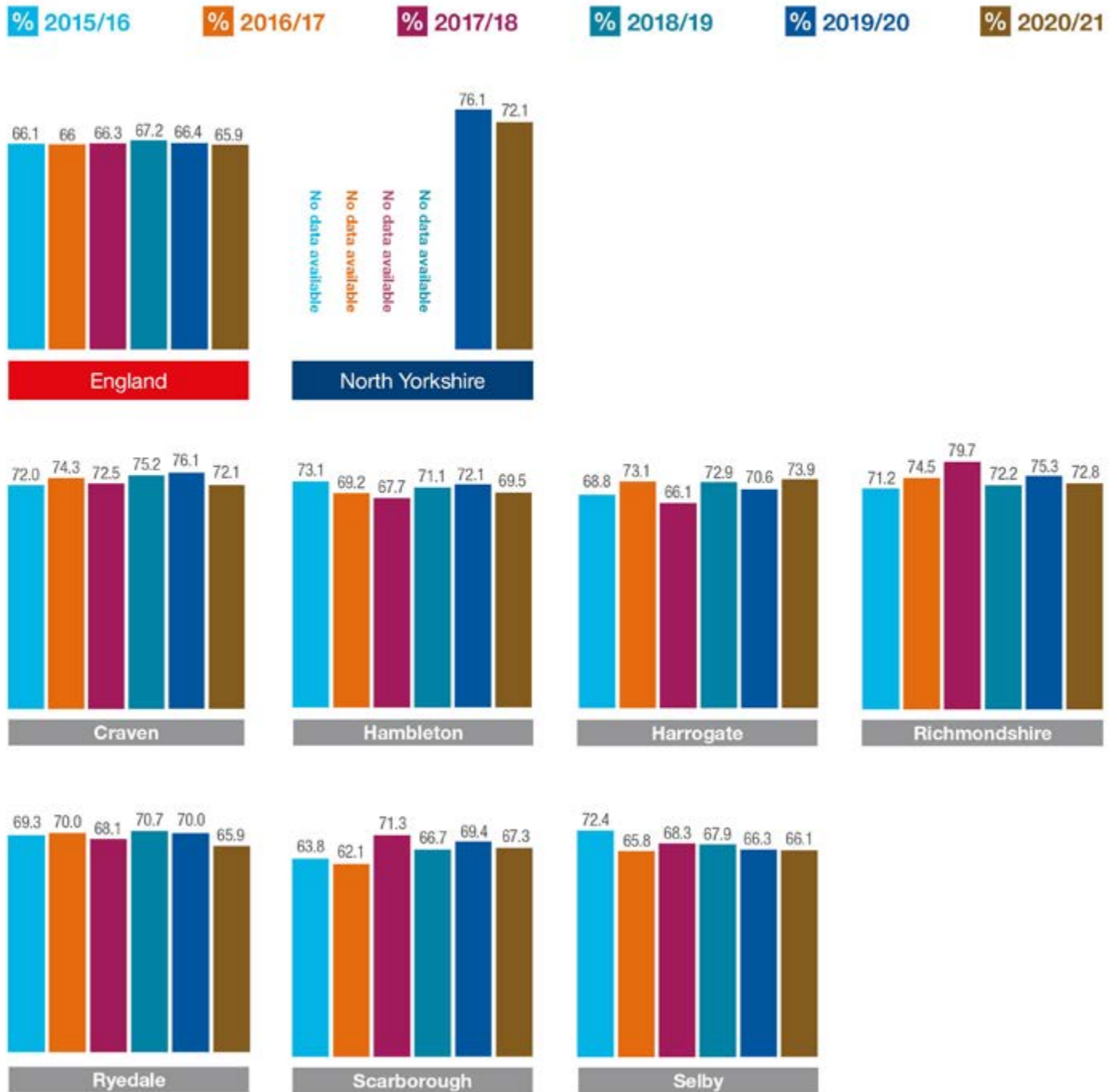
## The Local Picture

The proportion of adults in North Yorkshire who are physically active is reported as 70.0% (2020/21 data) which is higher than the England average (65.9%).

At a district level, 2020/21 data highlights Hambleton (69.5%), Ryedale (65.9%), Scarborough (67.3%) and Selby (66.1%) as statistically similar to the England (65.9%) average. Craven (72.1%) Harrogate (73.9%) and Richmondshire (72.8%) are statistically significantly better than England.

The 4th Healthy Weight, Healthy Lives reporting took us to 2018/19 available data. An additional two years have been reported since then. The table below highlights physical activity levels in adults from the Active Lives Adult Survey for 2015/16 to 2020/21.

## Physical activity levels in adults from the Active Lives Adult Survey for 2015/16 to 2020/21:

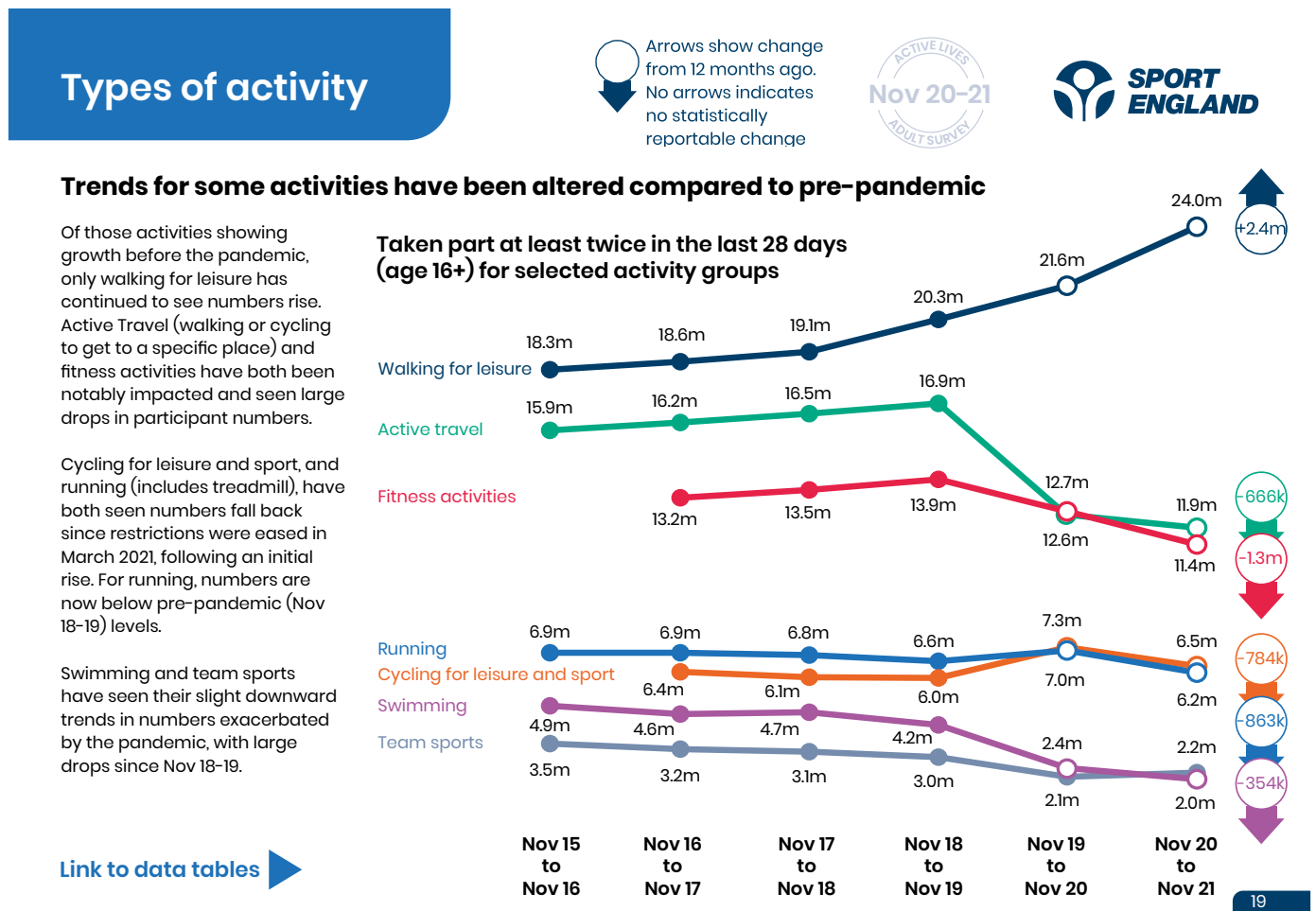


Source: Office for Health Improvement and Disparities (based on the Active Lives Adult Survey, Sport England)

## Physical activity types (national) – adults

Sport England reports that trends for some activities have been altered compared to pre-pandemic levels. Walking for leisure has noticeably continued to see numbers rise, which is the only type of activity where this is the case. There has been large drops in active travel (walking or cycling to get from A to B) and in fitness activities; participants significantly below pre-pandemic numbers. Swimming and team sports have been significantly affected by the pandemic with participation seeing large drops since pre-pandemic reporting.

The infographic below demonstrates the detail:



Source: Sport England [Active Lives Adult Survey November 2020-21 Report](https://sportengland-production-files.s3.eu-west-2.amazonaws.com)

# Response and innovation – whole system approach during 2021 with national lockdown and notable restrictions

During 2021, the pandemic continued to affect lives with five months of notable restrictions (i.e. activity choices restricted – outdoor solo activity, rule of 6), which consisted of two and a half months of full lock down (January 2021) and seven months of limited restrictions (rule of 6 for indoor group activity). December 2021 saw the impact on restrictions again as the Omicron variant was a concern.

During this period North Yorkshire partners continued to adapt and innovate to provide our local communities with the best possible options to move more and eat well. Facing a myriad of changes to national restrictions, guidance and legal requirements the obesity system in North Yorkshire has shown great resilience. As a collective, we take great pride in the continued local response to tackling excess weight, a sustained priority public health issue.

The next section of the report highlights some of the case study examples under each of the Strategy priorities that cover the calendar year period of 2021.



## Priority: Supporting children's healthy growth and healthy weight

### Breastfeeding and infant feeding

#### Healthy Child Programme

As part of the Healthy Child Programme recommissioning and transformation, three main work streams have been developed, each focusing on a different Healthy Child Programme pillar. These are:

- Infant feeding, family diet and nutrition
- Emotional health and resilience
- Developing different ways of working

The infant feeding, family diet and nutrition work stream is concerned with nutrition across the life course, looking at individuals as well as families as a whole. Due to the breadth of the work stream, task and finish groups are formed to focus on specific areas of concern or where additional work is required to develop programmes.

One of the recently formed working groups is the "Early infant feeding" group which brings together partners from Harrogate District Foundation Trust (HDFFT) and North Yorkshire County Council (NYCC) and is chaired by Early Help in the Children and Young Peoples Service (CYPS, NYCC). The group works on:

- ensuring accreditation with the Breastfeeding Friendly Initiative (BFI) is up to date
- ensuring breastfeeding support is provided to all families with young children
- promoting the Breastfeeding Friendly Venues scheme (where businesses sign up to the scheme to show that breastfeeding is welcome in their premises)
- promoting Healthy Start vitamins to eligible people
- overseeing anything else around infant feeding as appropriate

This working group will ensure that all families will have the right infant feeding support, therefore facilitating the best start in life for all children.

### Early years and schools

#### Nutrition in Early Years

Following on from previous work by the Early Infant Feeding working group, and as part of the Infant feeding, family diet and nutrition work stream, a task and finish group called "Nutrition in Early Years" has been established. This group aims to develop an early years nutrition and activity programme to target families with children 0 to four years old. The group has started to develop the content of the programme, which will be based on examples of good practice from other local authorities. Partners from the health visiting service, dietetic service, public health, early help and early years will contribute to different aspects of the programme. Broadly, the programme will cover:

- Nutrition and healthy eating (weaning, portion sizes, food labels, calories, Eatwell guide)
- Physical activity
- Maintaining good oral health
- Emotional health and wellbeing
- Parenting support

It is planned that the programme will be offered both in person and virtually, delivery aiming to start in spring 2022.

## Healthy Schools Award for North Yorkshire




The Healthy Schools Award programme continued to develop during the pandemic with all training, support and events moving fully online. Schools continued to engage with the programme, which supports them to develop a whole school approach to health and wellbeing. Schools work on four key themes: Active Lives, Emotional health and wellbeing, Food in Schools and PSHE (personal, social and health education). The scheme is funded by the public health grant to enable all North Yorkshire schools to take part without charge.

## Healthy Schools scheme registrations

Since the scheme launched in October 2019, 241 North Yorkshire schools signed up to take part, which is 65% of the county's 369 schools.

School term	Number of new schools registering with the programme	Number of schools applying for Healthy Schools awards
Spring term 2021	10	11
Summer term 2021	38	28
Autumn term 2021	15	9
Totals	63	48

## Schools achieving Healthy Schools awards

	<p><b>Bronze</b></p> <p>32 schools (This includes 2 infants and 3 secondary schools)</p>	<p><b>82</b> schools have achieved an award.</p> <p>The number of schools who have submitted evidence for each theme:</p> <ul style="list-style-type: none"> <li>● <b>50</b> schools for PSHE</li> <li>● <b>43</b> schools for Emotional Health &amp; Wellbeing</li> <li>● <b>52</b> schools for Active Lives</li> <li>● <b>28</b> schools for Food in schools</li> <li>● <b>50</b> schools submitted for Staff Wellbeing (silver and gold award)</li> </ul>
	<p><b>Silver</b></p> <p>25 schools (This includes 2 secondary schools)</p>	
	<p><b>Gold</b></p> <p>25 schools (Includes 1 pupil referral service, 1 secondary and 1 special school)</p>	



Kirk Smeaton Primary school and Selby Longman's Hill Community Primary school receiving their Healthy Schools Gold Awards in 2021.

### Healthy Schools online pupil event

During the pandemic, Healthy Schools moved completely online for teacher training, support and pupil events. In June 2021 the first ever online celebration and pupil voice event took place. There was a fantastic response from schools and high numbers of pupils attended live on the day. The event received very positive feedback from schools, saying they found it *"inspirational, enjoyable and informative"*.

Numbers attending the event:

- 1652 pupils
- 110 staff
- 63 schools

Director of Public Health, Louise Wallace welcomed schools to the event. Pupils took part in two interactive online workshops around the key Healthy Schools themes. These included workshops delivered by North Yorkshire Sport, sharing ideas to encourage active learning throughout the school day and a healthy eating workshop delivered by partners in NYCC catering (school meals).

### New Healthy Early Years award programme launched in November 2021



**Healthy Early Years**  
North Yorkshire



Tiddlywinks nursery, Easingwold

- The Early Years programme was developed in conjunction with partners and colleagues and in consultation with early years settings.
- The programme aims to support early years settings to have a whole-setting approach to health and wellbeing to create healthier environments for the children and staff.
- The programme runs in the same way as the schools award – settings use evidence-based criteria to provide information and evidence to show how they have implemented effective practice in their settings.



- The programme is freely available to all North Yorkshire day nurseries, playgroups, pre-schools, childminders who work on their own, childminders with assistants or childcare on domestic premises
- The Early Years programme launched in November 2021. 34 settings had signed up and attended training by the end of 2021.

For more information please visit [Home - Healthy Schools North Yorkshire](#)

## Healthy Packed Lunch Guidance

Previously many North Yorkshire schools have said that they would like NYCC guidance on healthy packed lunches to give to their families, to support them with healthy eating. In addition, many schools have reported that the quality and healthiness of packed lunches and snacks being brought into schools has reduced since the Covid pandemic, and they wanted help with improving these issues in schools.

**Why do we need a healthy packed lunch?**

Print me and stick me on your fridge

A healthy packed lunch will give children the energy and nutrition they need to get the most from their school day – helping them to stay healthy, feel good and be ready and able to learn. Just like school meals, packed lunches should be made up of foods from the main food groups in the Eatwell Guide [www.nhs.uk/live-well/eat-well/the-eatwell-guide](http://www.nhs.uk/live-well/eat-well/the-eatwell-guide) and portions should be appropriate for a child's age and size. This will ensure every child has a healthy and nutritionally-balanced lunch.

**What should I include in my healthy packed lunch?**

Please try to include ONE of each of the following in your lunch each day:

- STARCHY CARBOHYDRATE**
  - ✓ bread, wrap, pitta, bagel, rolls, baguette
  - ✓ rice or couscous
  - ✓ pasta
  - ✓ noodles
  - ✓ potatoes

Wholemeal/wholegrain options contain more fibre and keep you fuller for longer

Keeps you energy for the day ahead!
- DAIRY FOOD (or non-dairy alternative)**
  - ✓ cheese – hard, soft, spread
  - ✓ yoghurt or fromage frais
  - ✓ milk
  - ✓ custard

Choose low fat, low sugar options where possible

Good for healthy bones and teeth!
- FRUIT (fresh, frozen, tinned or dried)**
  - ✓ apple
  - ✓ banana
  - ✓ satsuma
  - ✓ pear
  - ✓ plum
  - ✓ mango
  - ✓ melon
  - ✓ small box of raisins
  - ✓ cherry tomatoes (chopped)
  - ✓ handful of grapes (halved)
  - ✓ fruit salad or kebab

Fruit and vegetables give you vitamins, minerals and fibre to stay healthy. Part of your '5 a day'

How much? A portion is one child-sized handful.
- VEGETABLES OR SALAD**
  - ✓ chopped vegetable sticks (e.g. carrot, cucumber, pepper)
  - ✓ salad in sandwiches
  - ✓ vegetable soup

Helps your body to grow and develop
- PROTEIN**
  - ✓ meat e.g. sliced lean ham, chicken or beef in a sandwich
  - ✓ fish – try to include oily fish such as salmon or sardines at least once every 3 weeks (tuna doesn't count – sorry!)
  - ✓ eggs
  - ✓ lentils, beans, chickpeas

Helps your body to grow and develop

**DRINKS** – plain tap water is the best option, especially for teeth. Please send your child to school with their own named, clean water bottle each day.

Drinking enough each day helps keep your body working well and your skin looking healthy!

**Me-sized meals**

Young children don't need as much food as teenagers and adults. When they eat more than they need, the excess energy is stored as fat in their bodies.

As a response, NYCC Public Health and the Healthy Schools Programme have developed a healthy packed lunch leaflet for North Yorkshire families (in consultation with the Healthy Catering in Schools and Early Years partnership group and the Child Healthy Weight group).

The process of development included numerous discussions with partners (NYCC catering, Public Health, Healthy Schools etc), listening to schools, presenting to partnership groups, reviewing national food standards, and reviewing examples from other regions.

A draft leaflet was piloted with some schools (staff and families) between September and November 2021. Amendments were made with a view to finalising and disseminating the leaflet in early 2022.

For more information visit [North Yorkshire Packed Lunch Guidance - Healthy Schools North Yorkshire](#)

**5 top tips for your packed lunch**

- Freezer packs can keep food cool.
- Freeze a (reusable) bottle of water which will be ready to drink by lunchtime.
- Get your child to help pack their lunch box – they are more likely to enjoy it.
- Children love to dip – cut up pitta bread or use veg sticks to have with a pot of yoghurt dip e.g. tzatziki.
- Use pastry cutters to cut funny-shaped sandwiches.
- Protect your fruit by putting it in a small plastic container e.g. apple/banana guard.

**What about snacks for break time?**

**The best options for breaktime snacks are:**

- ✓ Portion of fresh fruit (no dried fruit as snacks please as the sugar can stick in teeth).
- ✓ Vegetable sticks

Other ideas for healthy snacks could be rice cakes, bread sticks, bag of plain popcorn but please check your school's policy on snacks and allergies to see what is allowed in your school.

**What should I NOT bring to school?**

Please do **NOT** include the following items:

- ✗ Sweets and chocolate bars – these foods are high in sugar and calories, low in goodness, and are harmful for teeth.
- ✗ Squash or fizzy drinks – water is best for teeth.
- ✗ Other items e.g. nuts, sesame, fish – please check your school's allergy policy.

Thank you!

**Get more vegetables in your lunches!**

Here are some GREAT ideas for upping the veg (and fibre!) content in your lunchboxes [healthyschoolsnorthyorks.org/healthy-food](http://healthyschoolsnorthyorks.org/healthy-food)

**Be safe!**

- Please cut up food into small sizes for young children. Cut grapes and cherry tomatoes in half (lengthways if oblong).
- Be aware of allergies – please check your school's allergies guidance.

**School dinners are best!**

Making packed lunches can be time consuming and expensive – why not try school dinners?

School meals provide your child with a nutritionally-balanced variety of foods. Every infant child (aged 5-7) is entitled to a **FREE** school lunch.

Also, **FREE school meals** for all age groups are provided to families who receive qualifying incomes such as income support and universal credit. Ask your school office how to order yours. More information is available from **your school's website** or the **North Yorkshire County Council website** [www.northyorks.gov.uk/school-meals](http://www.northyorks.gov.uk/school-meals) [www.northyorks.gov.uk/free-school-meals](http://www.northyorks.gov.uk/free-school-meals)

**Here are some websites with more information to help your family to stay healthy, happy and well:**

[healthyschoolsnorthyorks.org/healthy-food](http://healthyschoolsnorthyorks.org/healthy-food)  
[nhs.uk/live-well/healthy-weight/childrens-weight](http://nhs.uk/live-well/healthy-weight/childrens-weight)

**And some information on saving money, local Food Banks, financial support and saving well on a budget:**

[healthyschoolsnorthyorks.org/costsaving](http://healthyschoolsnorthyorks.org/costsaving)

Healthy Schools North Yorkshire  
 North Yorkshire County Council

Leaflet developed by Public Health, North Yorkshire County Council and the North Yorkshire Healthy Schools Programme.

## Food in Schools Survey with North Yorkshire's schools

NYCC Public Health and the Healthy Schools team conducted a Food in Schools online survey with a small number of North Yorkshire primary schools in October 2021. The purpose of the survey was to ascertain school staff's views on various food in schools issues, but also to gain some feedback on the draft healthy packed lunch leaflet. The survey was open for about a week and a half and 31 responses were received.

The main findings around food in school issues were:

- 26% of staff felt that healthiness of school food has reduced since Covid
- 80% wanted to improve the healthiness of food in school.
- The main reason children don't eat healthily at school is bringing unhealthy food from home (unhealthy packed lunches, snacks)
- Unhealthy packed lunches were the main thing school staff wanted to improve
- The main reasons that school staff felt children don't have school meals were: they don't like the food/ are picky eaters; families think it's more expensive/can't afford it; and social reasons (e.g. friends have packed lunches).

## Food in Schools Letter

NYCC Public Health and the Healthy Schools team sent a letter to all North Yorkshire schools (from the Directors of Public Health and CYPs) to help improve their catering offer, create healthier food environments and to support schools with Covid recovery. Links, information and resources were shared on (free) school meals, national food standards, packed lunch guidance etc.

## Showcasing School Food work

North Yorkshire County Council provided a poster at the Regional Public Health Sector-led Improvement conference in Nov 2021 (see below) on the work we had done around food in schools. See below:

**North Yorkshire County Council**  
Healthy Schools  
from Yorkshire

### Creating Healthier Food Environments in North Yorkshire's Schools

**What's the problem?**

- ✦ Schools concerned about **poor quality packed lunches** (worsened during Covid e.g. sweets, fizzy drinks).
- ✦ During Covid, many schools had to revise their catering provision, often resulting in **less healthy food on offer**. During 2021, some schools started to look at improving their food provision, and asked NYCC for support.
- ✦ **Ongoing high levels of childhood obesity** in North Yorkshire.

**What have we done?**

- ✓ Developed **healthy packed lunch guidance** – a leaflet for parents/carers.
- ✓ Looked at **examples of other leaflets, school food standards, consulted school staff and partners** e.g. NYCC Catering.
- ✓ Leaflet was developed with **low-income families** in mind, to support them back towards providing healthier lunches for their children.
- ✓ Currently **piloting it with school staff and families** (online staff survey, in-person with families). Feedback has been very positive e.g. informative, colourful, clear. School staff wanted it shorter and simpler. Families requested information about food banks, budgeting, shopping lists, and photos of packed lunch ideas. Also presented it to CYPs management board.

**What's next?**

- Finalise, disseminate and evaluate the healthy packed lunch leaflet. Adapt it for Early Years settings.
- "Healthy food in schools" webinars, training etc.
- Increase uptake of (free) school meals.
- Support target schools.

**Webinar**

Helen Ingle, Health Improvement Manager; Ruth Stacey, Healthy Schools Manager; Jenny Thompson, Health Improvement Officer; Dora Macharia, Health Improvement Officer, North Yorkshire County Council  
Contact for correspondence: helen.ingle@northyorks.gov.uk

## **Supporting vulnerable families with healthy weight and oral health issues – findings from staff focus group research**

NYCC Public Health team have been working with the Early Help and Social Work teams to explore how we can best support the most vulnerable families in North Yorkshire with healthy weight and oral health issues by skilling up the professionals and carers who support them.

A consultation with various NYCC teams (social workers, foster carers, Early Help) was planned in late 2021 to ascertain the barriers and facilitators to supporting vulnerable families with healthy weight, oral health and lifestyles. A series of focus groups were planned and these commenced in December 2021. Findings are due in the Spring 2022.

## **Holiday Activity Fund (HAF)**

Holiday Activities and Food (HAF) Programme branded FEAST (Food, Entertainment, Arts and Sport Together) is delivered in partnership with the voluntary and community sector. The programme delivers a range of enriching activities over the holiday period alongside the provision of a host of online resources. In December 2021, the Department of Education confirmed funding for the continuation of the Holiday Activity and Food Programme (FEAST) until March 2025 and plans are underway with Children and Young People's Early Help team to deliver the programme over the next three years. As well as access to free activities, the children are provided with a free meal/food option.

In 2020/21 11,242 children received support from the programme. During Easter 2021 this took the form of activity packs and online content only due to Covid-19 restrictions. During summer 2021 a total of 2,554 children attended face to face provision (including a meal). During Christmas 2021 a total of 2,221 children attended face to face provision (including a meal).

## **School Zone Project**

As part of a broader strategy to tackle childhood obesity across North Yorkshire, North Yorkshire County Council (NYCC) and partners have continued to develop the School Zone concept in two locality areas, Scarborough and Selby.

The School Zone project aims to create healthy food and physical activity environments within a school zone (the school environment itself, and the environment surrounding the school) so as to support active and healthy living.

Prior to the pandemic, the project saw significant development and agreement for additional funding from Selby District Council to deliver two specific elements of the project – a food educational programme and a park and stride intervention at Selby High. During 2021, the work on these two projects was picked back up. Plans are in place to implement the Rethink Food UK Transition project with Selby High and cluster primary schools in the catchment area. The project will support year 6 pupils in their transition to year 7, considering independent decision-making on food consumption within a new school setting and also where there is independence on the journey to and from school.

Discussions on the implementation of a park and stride intervention for Selby High school have re-mobilised. Discussions include focus on behaviour change interventions and supporting safer cycling.

## School Games – Youth Sport Trust

Funded by Sport England and delivered by the Youth Sport Trust, on behalf of a number of national Government Departments, the School Games is a framework delivered locally by a national network of School Games Organisers who collaborate with their schools and Active Partnerships (North Yorkshire Sport) to create meaningful opportunities.

The School Games started in 2006 as a single annual multi-sport competition – what is today known as the School Games National Finals.

In 2010, the School Games was expanded to include more localised competitions, from major county level events to smaller competitions within the same school.

In North Yorkshire over 300 School Games events take place in a typical academic year. Schools report the main reasons for organising the events; the most popular reasons in North Yorkshire was ‘to engage new audiences’ at 22% and ‘to develop different sport specific skills’ at 20%.

Quotes from local school games organisers (SGO) highlight the real benefits of schools organising such events:

*“I found the biggest impact and what I hope will make the biggest change was the staff’s perception of what leadership looks like for children with SEND. I had to keep explaining that each student will be able to lead in some capacity, for example, there was a student in one school who was blind using her cane to feel if the beach ball had been knocked out of the hoop whilst her peer returned the ball once it was knocked out. The young leader said ‘I’ve never helped in PE before, usually its me that needs all the help’ during the competition the student was leading as she was helping to run the station. Another example of a successful outcome was when a young boy with ASD started to give eye contact with his peers and use verbal communication. He started by demonstrating the activity but after growing in confidence he was able to explain the station to his peers and when it was the next person’s go, he tapped them on the shoulder, this was remarkable progress for this student and one which the staff were keen to celebrate.”*  
Holy Family Catholic High SGO Area.

*“Schools have reported that break and lunchtime activity levels are on the rise and children are excited and enthused by having the opportunity to be a Play Leader.*

*“Schools are conscious of utilising play time for activity and one school has even gone to designating ‘play time’ sports equipment and their playground is split into sections where children can be seen setting up games of cricket, basketball, throwing and catching alongside games of tag and much more. There is no child that cannot access something active during their break times. The rota for leaders is clearly highlighted on the exit to the yard and leaders are quick to get activity going. There is a real buzz in the yard and behavioural incidents are few and far between.”* Lady Lumleys SGO Area.

*“Since the introduction of playground leaders, the school has reported there have been fewer incidences to deal with as in falling out. They have also noted the playground has ‘come alive’ with activity for pupils. Some KS1 pupils who used to sit in the quiet area or buddy bench now engage with the leaders to the point they are running out to see their playtime buddy who will play with them.”*

*Mowbray SGO Area.*

## North Yorkshire Youth

### Carlton Lodge Activity Centre



Carlton Lodge boasts its own lake for water sports and a newly refurbished climbing wall. These two assets complement our other activities on our 12 acre site, meaning the site can cater for any need from the adrenaline fuelled 100m Zip Wire to the more relaxing Archery. Carlton Lodge activities are run in a way that can be linked to the 2014 National Curriculum and meeting the requirements within it. After a period of lock down and significant restrictions it was so important that from 17th May 2021 restrictions allowed activities to take place within school settings again. At this point teachers were very keen to get young people out in groups and take part in outdoor activities at, which included activities at Carlton Lodge.



### Youth clubs

Due to restrictions and following National Youth Agency Guidance, North Yorkshire Youth did not run any youth clubs until Sept 2021. Community venues remained closed for a significant period of time, which also affected the access of youth clubs young people.

In response, North Yorkshire Youth delivered 'detached activity', which involved talking to young people who were generally out and about i.e. in play parks. Schools were engaged with where needed, reporting back on discussions with children and young people and ensuring effective wrap-around support.

Messages to young people of social distancing and hand hygiene continued to be communicated. It was noticed that young people didn't engage well with the second lock down. The full North Yorkshire Youth team were out engaging with young people when youth clubs would have been running.

From September 2021 the usual activity in Youth Clubs was taking place. This was well received from young people; some of the younger ages didn't know what youth clubs were (10-11 year olds) due to the period of inactivity.

### Mentoring programme

North Yorkshire Youth's Mentoring Programme continues to be available to young people. Through dialogue with young people, North Yorkshire Youth are capturing insight that identifies increasing issues relating to food, including skipping meals and eating disorders. North Yorkshire Youth have a role and a duty to follow up with parents and carers through supportive conversation, and also flag with schools where there is a safeguarding concern or risk.

For more information on North Yorkshire Youth, visit [www.nyy.org.uk](http://www.nyy.org.uk)

## Priority: Promoting healthier food choices

### Community Food Provision

#### Household support fund

The first phase of the Household Support Fund has enabled 5,484 households to receive provision at food banks.

There are various formal and informal community food networks across North Yorkshire and is being mapped through the Stronger Communities Research. The research will also measure the impact of different community food models. There is an opportunity to strengthen these networks and expand their role, moving towards food resilience as per primary and secondary prevention modelling.

#### Craven Food Partnership

2021 saw the continued development of the Craven Food Partnership, led by a paid, part-time Co-ordinator, with grant funding secured during 2020; and hosted by Age UK North Yorkshire and Darlington. Towards the end of the year, with the withdrawal of Age UK North Yorkshire and Darlington from the Craven area and the departure of the current Co-ordinator, the co-ordinating role was transferred to Age UK North Craven. Some of the Co-ordinator duties were to be covered by the organisation's Food Development Project Officer. Through connections made by the Co-ordinator, the Partnership started to gain prominence both locally and regionally, including joining of Sustain's Food Power network.



Partnership achievements and developments during 2021 included:

- Establishment of a Partnership Core Group (strategic) and Sub-groups (operational) – including those focussing on Children and Young People, Emergency Food Provision and Education.
- Expansion of the Core Group membership to include Yorkshire Housing, Craven College, Social Prescribing and local voluntary groups 'Exclusively Inclusive' and 'Skipton Step Into Action'.
- Piloting a Rurality Questionnaire in North and South Craven, aimed at exploring the needs around food access for those living in rural areas.
- In partnership with the Independent Food Aid Network (IFAN), the Partnership worked on the development of a 'Worried about Money' (Cash First) Leaflet which aims to connect people who are facing financial hardship with local support around debt advice, income maximisation and benefit advice.
- Creation of a Mission Statement for the Partnership: 'Enabling people and their communities to improve health and well-being; through access to food, education and support across Craven.'
- Further development of the content and layout of a Partnership Website, company Purple Creations were commissioned to construct the site [Welcome to Craven Food Partnership](#)
- Development of a Project Plan for the Partnership, linked to the six, Sustainable Food Places themes [Home | Sustainable Food Places](#)
- A social media presence for the Partnership was created with accounts set up on Facebook and Twitter, managed initially by a local student.
- Broughton Road Lunch Club was taken on by Pioneer Projects as it naturally evolved – in response to need – into a creative mental health support group.

- Continued support for a network of community fridges and pantries in North Craven, including applying for and securing further funds to sustain the initiatives. The pantries and fridges identified the demand and need for fresh produce and the need to make that sustainable. Good links were made with Skipton Food Bank in terms of referrals and sharing of food donations.
- 'I'm all ears' training, funded by a DEFRA grant, began for volunteers involved in community food provision. The aim was to increase their confidence in having difficult conversations with users of emergency food support, to enable them to be signposted to other support services and provide emotional support.

For more information on Craven Food Partnership please visit [Welcome to Craven Food Partnership](#)

### Healthier food advertising policy

Over the last few years, local authorities from across the UK have shown a growing interest in introducing Healthier Food Advertising policies on their own advertising spaces. Building on the experience of the Mayor of London's Transport for London (TfL) policy, local authorities have implemented similar measures while arguing the case for local action and aligning with local priorities and resources.

Yorkshire and Humber Associate Directors of Public Health are supporting the adoption of a shared policy development approach to high fat, salt and sugar advertising.

Public Health England (now Office of Health Improvement and Disparities) and Sustain have been supporting local authorities, including North Yorkshire County Council, on the planning and processes of developing and/or reviewing guidance on advertising and reviewing council policy on local authority owned spaces.

This work in North Yorkshire is really in its infancy, but being part of the regional workshops has helped to establish some thinking and potential direction for this policy development work. North Yorkshire is identified as part of the national evaluation for this work.

### Healthier Choices for a Healthier You programme

North Yorkshire Trading Standards continue to work with Public Health colleagues to deliver the 'Healthier choices for a healthier you programme'. The scheme involves a business award for organisations who choose to provide healthier choices to their customers.

#### Business Award



Approximately 150 businesses have registered for the Healthier Choices award with the newest contributor being Francesca's, a vegan café from Scarborough with a focus on takeaway sales; whether that be smoothies for surfers or a light bite for those people out for a morning walk.



The scheme seeks to harness the motivation and enthusiasm of food producers to improve the healthiness of the foods on offer, promoting attainment of an award and any examples of good practice.

### Supporting the introduction of Calorie Labelling legislation

In April 2022, the government plans to introduce the Calorie Labelling (Out of Home Sector) (England) Regulations 2021, which requires businesses with more than 250 employees to provide the calorie content of their food and drink when prepared in a way that means it is ready for immediate consumption by the person who buys it.

The Healthier Choices team have been working with several large businesses, such as Flamingo Land, Betty's, Thomas the Bakers of Helmsley and Taylors of Harrogate, to interpret the legislative requirements and apply them in various customer settings, including the provision of information displayed on digital channels such as websites and mobile apps.

Photos below:

1. Bettys Sandwich card with calorie labelling
2. Bettys York store front
3. Thomas the Bakers of Helmsley in store calorie labelling
4. Flamingo Land – ‘Signature Waffles’ menu card with calorie labelling
5. Flamingo Land – Costa Coffee menu card with calorie labelling

### Advertising restrictions on foods high in sugar, salt and fat

The Food (Promotion and Placement) (England) Regulations 2021, come into force in October 2022. The legislation which seeks to restrict the advertising of foods high in sugar, salt and fat have to date proven controversial with one organisation, Kelloggs, instigating a legal appeal around the definition of which foods are covered. As a consequence some legislative requirements will be delayed until 22/23, including restrictions on promotions such as ‘buy one get one free’ for food which is deemed high in sugar, salt and fat.

Nevertheless, the product placement element of the Regulations will come into force in October 2022 and this has generated enquiries from food manufacturers across North Yorkshire as to whether their products will be caught and how it will affect both in store and online promotions. Those businesses subject to the Regulations will be determined by the size of the floor space within their premises and the Healthier Choices team will be working to ensure legislative compliance in the run up to October 2022 and beyond.





## School Zone

After extensive engagement with canteen staff, Selby High continues to offer healthy food in the school canteen and has maintained its investment in increasing seating for the children to sit down and eat their lunch by introducing a third outdoor canopy. The school is also applying the food elements of the North Yorkshire Healthy Schools award as another way of highlighting the quality of their food provision.

In addition to the excellent work in the canteen, the school has also implemented a growing tower has been introduced in the grounds so that the children have an appreciation of where their food comes from.

With a view to engaging primary school children who will be moving up to secondary school in September 2022, a Q&A session took place with Selby High Year 7 pupils and children in Year 6 from different feeder/cluster primary schools in which the children could ask questions about the food on offer and gain an understanding as to what to expect when they move up. The session provoked lots of questions and the answers were well received, which helped to allay some of the fears that the children may have had.

Photos below; Selby High school, the additional third canopy to extend seating areas for the children to eat their lunch. Also, a further outside pod serving area has reduced queuing and supplies snacks and drinks at break, with sandwiches, ciabattas and drinks at lunch.



## Wider food environment work

Work continues on developing the food provision within the new look canteen at North Yorkshire County Council. The working group consisting of public health, internal property developers and officers from Healthier Choices, will use a staff survey to gauge potential demand including what times and which days staff are more likely to visit, and what staff would like to see in the way of hot and cold food provision and drinks. This insight will then drive further development and improvement in the run up to its launch in summer 2022.

## Food systems

### Fix Our Food

Grow Yorkshire is a York and North Yorkshire Local Enterprise Partnership initiative for food and farming as vital sectors within our region. Together with our partners, we are investing in the growth and development of food and farming with a strategic remit across Environment, Innovation, Skills and Wellbeing.

Grow Yorkshire is also represented in a number of organisations and programmes, including the University of York-led FixOurFood research programme. [About FixOurFood - Fix Our Food](#)

Through collaboration with core partners and multiple stakeholders from across the Yorkshire region, the FixOurFood team are using the powerful Three Horizons future tool to inform thinking across three research areas:

- Regenerative farming
- Hybrid business models
- Sustainable and healthy food for children

Work is underway on the three research areas and updates will be provided in future reports.

## Priority: Building physical activity into our daily lives

### Community sport, physical activity and leisure provision at 'place'

#### Hambleton

Across the Hambleton District there has been continued Hambleton District Council and partner investment into community sport, physical activity and leisure facilities including:

- Refurbishment of facilities at Stokesley Leisure Centre, Sports Hall, Activity Room and Gym.
- Re-opening of Thirsk and Sowerby Leisure Centre after £4m investment, including 24/7 access.
- Upgrade of Bedale Leisure Centre Health and Fitness facilities.
- Establishment and ongoing development of Sowerby and Northallerton Sports Villages – broad programmes of use including targeted demographic activities for formal and informal sport and physical activity
- Thirsk All-Weather Pitch currently being resurfaced and other significant capital works for leisure facilities planned between now and April 23
- £4.7m Public Sector Decarbonisation Scheme to future proof leisure facilities
- Ensuring facilities remained open (when allowed) during COVID, with 96% of customers feeling safe in Hambleton District Council centres
- Joint working with other North Yorkshire authorities in response to staff shortages, including recruitment of coaches and instructors
- Northallerton HAZ – connectivity with North Northallerton developments

In addition to investment in facilities, there are notable interventions established and developed across Hambleton, including:

- The 'Take That Step' adult weight management service adapting to offer virtual/remote session for clients which were well received. The service secured extra funding for further 1:1 support for clients and bespoke sessions, including a walking/running group in Great Ayton that was successful.
- Further development and expansion of the Inclusive Sports Programme (Primetime, Strong and Steady, Multi Sport, Boccia, Football)
- Successful trial of the Swim England Good Boost programme at Bedale Leisure Centre

Hambleton District Council grant funding arrangements have also enabled the following projects and programmes:

- £5,000 Hambleton Helps Grant for Hambleton Strollers to support x 6 weekly walking to health groups
- £5,000 Partnership Grant to North Yorkshire Sport who are developing initiatives to support those at risk of falls, and those at risk of committing ASB through sport and exercise:

**Achieve** – The Achieve Life Skills Programme is designed to use sport and activity to inspire young people to create a brighter future for themselves by supporting the development of skills and opportunities in their local area.

**Stepping Up** – Led by North Yorkshire Youth in partnership with NYS funded by the PCC to offer diversionary activities for young people at risk.

- Making a Difference 22-23 funded £162,168 worth of sport, play and health and well-being projects (£95,377 – Sport; £61,791 – Play; £5,000 – Health and Wellbeing)
- Ongoing investment from developer contributors into public open space, sport and recreation – including £650k into a new 3G pitch and sports hall at Easingwold Secondary School
- Hambleton Heroes – recognition of people who went over and above during COVID

## Selby

Across Selby district there have been a number of programmes, services and facilities that have continued to be developed and provided.

Inspiring Healthy Lifestyles (IHL) have responded and adapted to providing community leisure and physical activity provision throughout the challenges that the covid-19 pandemic presented with lock downs and restrictions for the most part of 2021. To help the local population 'stay active, creative and healthy' in the home, Inspiring Healthy Lifestyles (IHL) developed a 'Home Health Club' for IHL customers, which could be accessed via an Inspired Fitness Tracker app. Users of the app. had access to the following:

- Exercise and workouts (including live virtual classes developed by IHL staff)
- Fun games and challenges for sports activities, kids, inside and outside things to do
- IHL Podcasts
- Food and weight management advice

For more information visit [Home Page - Home Health Hub - Inspiring Healthy Lifestyles](#)

IHL customers have also been supported to continue to feel safe when returning to leisure facilities at various stages of the covid-19 pandemic. Videos have been made available on the IHL website [Leisure Centres in Selby and Tadcaster \(inspiringhealthylifestyles.org\)](#)

## Craven

Across Craven district there have been further developments of local sport, leisure and physical activity facilities and programmes.

Settle Area Swimming Pool is undergoing an extension to include a health and wellbeing hub, combining new dry side facilities including a studio/meeting/social event space and many other facilities, alongside the pool. Reserves build up by Settle pool trustees and the Friends of Settle Swimming Pool, plus grants from Craven DC and Sport England has enabled this development. The extension is underway and has a planned opening event for September 2022.

In Skipton, the overall use of the Leisure Centre is higher than pre-pandemic. The number of swimming lessons booked and attended started to recover from August 21 onwards.

Utilising planning gain, Craven District Council are working with Skipton Tennis Centre, building more courts for school use. This will open up opportunities for schools and families to take part and perhaps engage in a new sport.



Aireville Park in Skipton has been improved considerably over the last five years with new facilities including the fabulous new playground, skate park and pump track. Craven District Council

is working with Friends of Aireville Park and other park groups to develop a new plan to further improve this much-loved local green space.

## Aireville Park playground case study

*"I live in Skipton with my husband and two children. I regularly visit the fantastic family-friendly Aireville Park children's play area with my nine-year-old boy and seven-year-old daughter.*

*The safe, secure and clean facility, which opened in 2019, boasts a range of exciting play equipment including climbing frames, slides, swings, tunnels, a spinning swing, a den-building area, a sand-pit, musical instruments, a zip-wire and much more.*

*"Despite living a stone's throw away from a community park on Bowling View, we love walking along the canal towpath to the fun-filled Aireville Park playground, where both my children can spend hours playing on the spectacular equipment, climbing and exploring. In fact, every time we visit, the children find something new to play on. The spinning swing and sandpit are definitely a huge hit with them.*

*"Together with the nearby skatepark and pump track, Aireville Park is a wonderful place for families to visit and has accessible equipment so that every child can be included in play time. In addition, a shade sail is set to be installed later this week, which will be great keeping park users cool during soaring temperatures.*

*"The popular amenity is easy to access with numerous entrances to the park and if you don't fancy walking or are visiting from outside Skipton, you can find plenty of parking spaces either along Gargrave Road or at Craven Leisure car park.*



*"Whilst there is so much to see and do for youngsters as little as toddlers to children in their early teens, there are plenty of picnic benches for parents to keep an eye on their kids or for adults to enjoy a well-deserved drink from Craven Leisure's Revive Café.*

*"Aireville Park is huge with picturesque surroundings and well-maintained grounds. However, what's great is seeing my son play on the skatepark, while my daughter is having lots of fun on the zip wire – all the attractions are in close proximity and it's easy to keep an eye on them.*

*"The spacious grounds of Aireville Park itself are well maintained, great for picnics, games and dog walks.*

*"I feel Aireville Park playground is a beacon of unity and connection for family, friends and members of the community. Often I arrange to meet friends who travel from neighbouring towns and they say we are "extremely lucky" to have this excellent and free community facility in Skipton. In fact, after hours of play, the youngsters are reluctant to leave!*

*"All in all, Aireville Park is perfect and a huge asset to the community – a lovely, popular place to stroll through and the beautiful and clean playground is a wonderful place for children of all abilities to visit, run off excess energy and make the most of the fun equipment on show. If you haven't already, I would definitely recommend a visit to this fantastic park."*

## Harrogate

Brimhams Active are a community health and wellbeing company, wholly owned by Harrogate Borough Council. Brimhams Active was formed in 2021 and owns and manages three leisure centres, five swimming pools, three fitness centres, a children's nursery and the Turkish Baths. Our service is based around a 'Five Ways to Wellness' model. This is a range of mind and body interventions, with a broad appeal suitable to meet a wide variety of needs and with movement as the core offer and keystone habit.

### Facilities

Brimhams are investing in facilities development and upgrades. Decarbonisation of buildings is a key priority. At the Hydro in Harrogate, for example, the existing gas boilers are being replaced with air source heat pumps and solar panels, as well as new metering and energy monitoring and control systems. These energy efficiency measures come following a successful bid from the government's public sector decarbonisation scheme and are anticipated to half the carbon footprint of the leisure centre.

Work has started to provide a new modern and energy-efficient leisure and wellness centre for Knaresborough. Due to open in July 2023, the new facility will provide a six-lane 25 metre pool, activity pool with flume, sauna and steam room, fitness suite and studio, spin studio and café. Electric car charging points, bicycle storage and a large modern play area will also open in October 2023.

A review of the catering offer at both the new Knaresborough and Hydro development is part of the planning. Nutrition, food diversity and local procurement of the food available is a priority within this review, including on site catering and vending.

### Activities

As well as the swimming pools and fitness centres, the leisure centres and three wellbeing hubs in Harrogate and Knaresborough offer a range of other health and wellbeing activities.

Brimhams Active offer a range of activities and programmes to support a range of health conditions and abilities. Working with Swim England all our wet sites are going through Water Wellbeing accreditation which shows our commitment to delivering aquatic activity for health and providing facilities that meet the varying needs of all our users. Pulmonary rehab programmes are in development, which will include supporting people living with long-Covid.

Investment in being made on upskilling the workforce to ensure response to the impact of Covid on physical ability, mental health and general motivation. There is recognition of de-conditioning and increased anxiety and depression of the local communities. There is a shortage of leisure and fitness workforce nationally and within Harrogate. The investment in the existing workforce, plus local campaigning to fill vacancies is a key priority for Brimhams Active over the coming months.



## Richmondshire

Through the use of Council grants including Community Investment Funds, individual charities and organisations have been able to further improve community facilities through the addition of gym equipment and provision of opportunities in physical activities. For communities in rural areas these are really important additional assets.

Workforce has been affected within leisure provision across the sector due to the impact of Covid. The pool use in Richmondshire has seen a decrease, reflected in the national picture post Covid. New life guard qualifications are being explored to support more people being employed into the sector.

### *Adult Weight Management – unique provision case study*

#### *A Community Transport Group has benefited from a unique approach to offering weight management in rural Richmondshire.*

*The group was established in 2021 when a volunteer driver of a community transport bus scheme in the Upper Dales decided to join the North Yorkshire Weight Management Service, having seen a poster and discussed it with some of the Community Transport Group passengers. A few of the passengers agreed that they too would like to join and the idea for the group was born.*

*The group of five were reluctant to join face to face classes due to anxiety around Covid and they wanted to progress as a virtual programme but some had limited access to the internet and were not confident with IT. The driver was willing to be the ‘Leader’ of this group and use their Facebook for the group, share the posts with the group when they are together and also take the lead and responsibility for collecting and sending weights through to the Weight Management advisor each week.*

*When the group originally started they were offered a range of options including, 1-1, email contact, a weekly live video call, digital access to information on Google Drive and Facebook live to access the programme remotely, both as a group and individually. They opted to meet at 11am each Monday and use a mixture of the options depending upon how strong internet signal is.*

*This group has evolved naturally to form itself and has highlighted the opportunities to support other groups in establishing themselves as ‘hubs’ and mini groups using technology where possible.*



## Scarborough

### Eastfield PACT

A regeneration partnership – called the ‘Eastfield PACT’ - was established in early 2019 and we approved a three year support package totalling £1.4m in the middle of last year.

Since being created, the Eastfield PACT has been working to build relationships in the community, identify regeneration priorities and secure funding.

Work has continued in the background despite the coronavirus pandemic and six main themes have emerged with input from the local community. They are place, people, ‘aspiration’, employment, community hubs and community grants.

The £1.4m support package is being distributed in line with these themes – via six PACT groups, which are made up of a mix of local residents and partner organisations.

Work will begin soon to improve the look and feel of the High Street in Eastfield. Upgrades will include better connectivity to Westway, a better layout and new street furniture.

Other people-focused activity being considered includes the creation of luncheon clubs; a community café and a community fridge; improved walking and cycling routes; a bike library; outdoor exercise trail and a physical activity hub.

### Active Yorkshire Coast

The Active Yorkshire Coast initiative has been set up to help with the recovery and delivery of sport across the Borough of Scarborough. The programme supports local clubs, participation and including sport, and has oversight of key strategies including the Playing Pitch Strategy, and Tennis Strategy. For more information please visit [Sport and leisure | SCARBOROUGH.GOV.UK](https://www.scarborough.gov.uk/sport-and-leisure)

### The Outdoor Project

A stakeholder group has been established, led by North Yorkshire Sport, to pull together a bid for funding from The Outdoor Partnership to increase the opportunities for young adults to access and take part in outdoor activities across the Scarborough Borough.

The common purpose that the partnership has established is to:

*“Work collaboratively to build on the strengths of the natural and outdoor environment to create the conditions to enable a broader range of people to be active and enjoy the benefits of improved prosperity and greater connection, resulting in less inequality and improved quality of life.”*

A submission has been made and the stakeholder group awaiting the outcome.

### Yorkshire Dales National Park

As restrictions slowly lifted during 2021 the Yorkshire Dales National Park Authority began to work towards re-opening programmes intended to reconnect people experiencing disadvantage with the National Park landscape and the health benefits it offers.

Over 300 people of all ages, backgrounds and abilities took part in volunteering for the National Park in 2021. Volunteers take part in a huge range of tasks, from surveying footpaths to clearing drains, working with young people to talking to visitors. People volunteer for many reasons, they want to put something back, spend time outdoors with like-minded people, relax and improve their own fitness.

*“I volunteer at the weekend to do something so different it helps me relax and sometimes forget the day job.”*

To offer young people more support to take part in volunteering for the YDNPA two youth programmes now run. Young Rangers offers opportunities for young people aged 11 to 18 to take part in practical volunteering sessions with other young people. 59 young people came out and took part in 30 volunteer days, again young

people talk about increased well-being, giving something back and spending time with other young people as the motivation for taking part.

Up Skill Down Dale is a new programme for young people aged 18 to 30 who want to volunteer for the National Park with other young people. The programme offers regular volunteering and training sessions and also structured work placements in specialist teams across the National Park Authority. 12 young people took part in the first year of the programme 4 went on to fulltime employment in the environmental sector.

In 2021 the YDNPA was part of Generation Green a national (England) partnership project led by the YHA and funded by the National Heritage Lottery Fund. Two members of staff were funded through Generation Green, a Youth Volunteering Officer and a Youth Engagement Officer. With core YDNPA staff the funding enabled the YDNPA to run 19 residential for 248 young people and 52 day visits for school children and youth groups who had not visited a national park and support 266 young people to come out and spend a day volunteering.

The YDNPA education officer ran outdoor sessions in the YDNP for xx young people. Asked what they would do as a result of what they had done or learnt during their visit they said:

*'I will spend less time on my computer'*

*'I will think more creatively'*

*'I will learn to work with people better'*

*'I will be doing this with my family'*

*'I will pick up litter so it doesn't go into the river or sea'*

*'I hope to go on longer walks like this'*

The YDNPA programme for adults from under-represented groups restarted with Dark Skies residential for families. Participants reported improved sleep, time spent away from everyday life and opportunities to spend quality time with their children.

New programmes are being developed for the coming year.

## North York Moors National Park

The National Park Management Plan has undergone a rewrite during 2021 and is planned to be adopted in May 2022. The Management Plan has been prepared at a time when a daunting set of challenges requires an urgent response. These include recovery from the COVID pandemic, threats from escalating climate change, declining species and habitats, increasing mental and physical health problems among the general population, and the need to change the way we look after our landscapes. The purpose of the Management Plan is to agree a co-ordinated plan of action that delivers a vision for this cherished landscape within a rapidly changing world. The review of the Management Plan had involvement from young people through a Youth Voice Group. Health and wellbeing is a central priority and threads through much of the work that is acknowledged in the Plan.

The North York Moors National Park visitor survey has reported an increase from 1% to 5% of ethnic minority communities visiting North York Moors National Park within the last 5 years. A lot of work has been done to understand the barriers or challenges for minority communities, including refugees and asylum seekers, in accessing the Park. Work continues to mitigate these barriers and new funding, from the National Lottery Heritage Fund, will support partnership working with the charity Peak District Mosaic and the Yorkshire Dales and Peak District National Park Authorities.

The National Park Education Service has been renamed the Outdoor Learning Team. During 2021 they partnered with the nine other English National Parks, the Youth Hostel Association, Field Studies Council, Girlguiding, Scouts Association



and the Outwood Bound Trust to deliver a national programme of engagement called Generation Green. Generation Green sought to connect young people with nature, sometimes for the first time, and to cultivate a sense of care for the natural environment. It sought to engage those young people who, due to social, economic and cultural factors, were less likely to engage with nature and nature conservation. The Outdoor Learning Team engaged with 270 young people in North Yorkshire through residentials, wild skills programmes, green careers sessions, ranger schools and digital detox camps.

The Young Rangers programme continues to be delivered in the North York Moors National Park. 12 Young Rangers from North Yorkshire took part in a digital detox residential camp, turning off their phones for three days whilst engaging in mindfulness and nature connection activities, a night walk, star gazing and boat trip from Whitby. The Young Rangers programme is promoted through schools, social media, and word of mouth. National Lottery funding enables families who have barriers related to transport, access the Park and the Young Rangers programme. The family Explorer Club continued throughout 2021 and 11 families from North Yorkshire achieved their John Muir Discovery Award, a total of 32 individuals. Again these families had barriers to engaging with the park and upon graduating continue to be active members of our volunteer team.



Apprentice schemes within North York Moors National Park continue to be offered. The practical skills programmes are training people in countryside management, farming and traditional building skills that are in short supply locally. Having seen the benefits of their conservation apprenticeships to both the Authority and the wider community, they have extended the number they offer to include apprenticeships in business administration and finance and have plans to develop apprenticeships in new areas of work in the future. At the moment 14% of their workforce is made up of apprentices and as well as the 16 they employ, they also support the employment of a further eight apprentices within the National Park. There are also graduate trainee opportunities in conversation and planning sections of the organisation which support young people's employment mobility within the sector.

Virtual care home walks continue to be delivered, with an increase recruitment into volunteer roles to enable this to take place.



The Time for You campaign ran from September 2020 to March 2021 and continues to be accessible via the North York Moors website, providing some ideas to get people started on great ways to enjoy 'Time for You'. [Time for You \(northyorkmoors.org.uk\)](https://www.northyorkmoors.org.uk)

*'Whether you love nothing better than learning a new skill, trying out a restaurant for the first time, seeking solitude in peaceful spots, watching wildlife, or enjoying smiley moments with friends in beautiful surroundings, our National Park is full to the brim with options to shape your downtime just the way you want.'*

## Active Partnership

### North Yorkshire Sport

North Yorkshire Sport's Impact Report 2021/2022 highlights their work and its impact on the health and wellbeing of the citizens of North Yorkshire and York during the past year. To access the Impact Report video and written report please visit [North Yorkshire Sport - Impact](#)



*'Driving positive change through sport and physical activity'*

**North Yorkshire Sport**

## Impact Report 2021/22

Find out how North Yorkshire Sport have been driving positive change through movement, physical activity and sport

- Healthy Thriving Communities**
  - Improving Access to School Facilities
  - Yorkshire & Humber Learning Community
  - Holiday Activity & Food Program
- The Great Outdoors**
  - Cross Country Running with Dogs
  - Walking for Wellbeing
- Organisation & Governance**
  - Strengthening our organisational sustainability and maintaining the principles of good governance and industry standards
- Children & Young People**
  - Systems Change in PE
  - Autism Boxing Sessions
  - Mental Health & Wellbeing Activities for Young People
- Adults & Families**
  - Boxing for Parkinsons
  - Fitmums & Friends
  - Action Towards Inclusion
- Ageing Well**
  - Walking Football
  - Get Moving Physio
  - Chair Based Exercise in Rural Areas

View the report at: [northyorkshiresport.co.uk/impact](https://northyorkshiresport.co.uk/impact)

## Access to nature

### Discoveries on Your Doorstep Project

Discoveries on Your Doorstep has gone through many changes since its 'Pathway to Health' origin. Originally about encouraging people to access public rights of way for walking to improve health, it has grown and evolved to have a much more holistic approach with regard to encouraging physical activity outdoors. The Covid-19 pandemic brought about a review of the focus of Discoveries on Your Doorstep; whilst evidence suggests that physical activity levels have decreased nationally, many people have a newfound appreciation of being active outdoors, especially walking, for the benefit it had on their physical and mental wellbeing, particularly during the lockdowns. Additionally, the pandemic has emphasised the importance of social connection with our family, friends, neighbours, and colleagues etc., to help people through difficult times.

The key question that arose from a project review, following the Covid-19 pandemic, was how the project can help to address the decrease in overall physical activity habits, by capitalising on the newfound appreciation of outdoor activity and social connection. Essentially it re-highlighted the importance of the five ways to wellbeing, of which the "Be active" element was part of the basis behind the original Pathways to Health project. The work that has been done during the project since, has considered how to target the different ways to wellbeing, mainly the "Be Active", "Connect" and "Take Notice" elements, whilst building upon the original ethos of helping people "discover what is on their doorstep".

It is important to have a holistic approach as to what contributes to a positive outdoor physical activity experience, as ultimately, current and future physical activity habits are determined by the affective response to prior physical activity experiences, and so working to ensure that people have positive and memorable experiences is key. This need to help people have positive and memorable physical activity experiences outdoors has pushed the project to strengthen links with

existing partners and establish links with new partners, as a way to diversify its approach, to help address both the pre and post pandemic barriers that people face to being physically active outdoors.

### Ramblers Wellbeing Super Partner Offer

A partnership between North Yorkshire County Council, North Yorkshire Sport and The Ramblers was established to provide volunteer led group walks across North Yorkshire, under the premise of Ramblers Wellbeing walks, which are developed to be accessible to people who have done little or no exercise before, or who may need more support to stay active than they have in the past. Following the establishment of the partnership, utilisation of public health links have been helped to facilitate conversations with partners and service providers i.e. Adult Weight Management to explore creation of new walking groups in districts where there currently are not any Ramblers Wellbeing walking groups (Harrogate, Ryedale & Scarborough) or to encourage referral into said groups.

The Ramblers are a charity whose goal is "to protect the ability of people to enjoy the sense of freedom and benefits that come from being outdoors on foot by [protecting and expanding where people walk](#) and by [promoting walking](#)". They successfully ran a previous initiative called Ramblers Walking for Health for over a decade but due to a change in funding requirements have rebranded to "Ramblers Wellbeing Walks". This rebrand requires organisations to pay a yearly fee and in return Ramblers deliver strategic guidance for the overall programme and provide support and free resources such as training, insurance, and national promotion.

North Yorkshire Sport aims to promote and encourage increased participation in Sport & Active Recreation, whether as a participant, volunteer or coach, supporting the sports infrastructure whilst creating meaningful and lasting partnerships with a range of key partners interested in sport and the health and wellbeing of North Yorkshire residents.

The Ramblers Wellbeing Walking project looks to support existing NY Walking for Health groups and encourage new Wellbeing Walks groups.

This combines the benefits of a localised, community-based approach through Wellbeing Walk groups, with background support of regional partners (NYCC, NY Sport), and specific walk related support from The Ramblers. Together, this has allowed the sharing of local, County and national expertise, contacts and resources.

The Ramblers Wellbeing Walks project is important as it aims to increase numbers of individuals accessing Wellbeing Walks across the County area with a focus on identified targeted groups. Additionally, it assists to upskill the workforce, helping to increase the number of Wellbeing Walk volunteers leading on physical activity providing opportunities for individuals to access valuable training events.

### Long Preston Deeper Connections

Supported a successful bid for round two of The National Lottery Heritage Green Recovery Challenge Fund through Yorkshire Dales Millennium Trust.



The wider bid known as “Long Preston Deeper Connections” aims to create and restore 10 hectares of habitat and help connect 8000 people to nature. The bid included an extension of Discoveries on Your Doorstep from three days per week to five days per week, with the two extra days dedicated solely to the Craven area surrounding the Long Preston floodplain, helping to support the surrounding population to access the underutilised floodplain for the benefits that accessing nature has for physical and mental health and wellbeing but also the affect that positive exposure to nature has on future Pro-Environmental behaviour.

### Route checks

It had been recognised that some of the Discoveries on Your Doorstep routes may have been dated and not fit for purpose, due to either dated instructions or physical issues with routes, such as missing way markers. So, a key priority for the project was

to have all of the routes checked to identify any potential issues and work to address them, as the last thing wanted was for someone to have a negative experience of walking outdoors due to poor condition of a route or poor instructions. Whilst the original plan was to keep the route checking within the project, Covid-19 restrictions delayed the start of the checking and with the Discoveries on Your Doorstep project officer only being part time, additional support was sought to speed up the process. Contact was made with the North Yorkshire County Council Countryside Access volunteers who have been instrumental in helping get the routes checked and have provided lots of feedback to ensure all the routes and their instructions are easy to follow. Any areas for improvement that have been identified by both the project officer and the Countryside volunteers and now being addressed.



### Creating new connections and links

A key consideration for Discoveries on Your Doorstep, as mentioned previously, is how to help as many people as possible have positive outdoor experiences, one of the positives of the project is its flexibility and the ability to explore new ideas and ways for the project to appeal to more people.

Over recent months a number of new connections have been made. Some examples include:

- Linking up with Welcome to Yorkshire on their #Walkshire campaign where they have agreed to promote the Discoveries on Your Doorstep routes.
- Working with North Yorkshire Horizons, where there is potential to work with their community volunteers in the future to support adults with their recovery from drugs and alcohol.
- Connecting with North Yorkshire libraries where there is potential in the future to utilise their archives to develop historical and educational walks.

These are just some of the key examples of new connections, and whilst not all the links have led to any immediate plans, they are all incredibly useful nonetheless, as the links are now there and allow for the project to be flexible in the way it supports different populations and communities to be active outdoors.

To access the full Discoveries on Your Doorstep annual report for 2021, visit [Discoveries on Your Doorstep annual progress report 2021 \(nypartnerships.org.uk\)](https://nypartnerships.org.uk)

## **North Yorkshire and York Local Nature Partnership**

### **The National Trust**

Nationally, National Trust membership dropped quite dramatically during the first few months of the pandemic, as people were unable to access our places and therefore couldn't drive the perceived value from their membership. However, the rate of recovery was quicker than anticipated and across 20/21 and 21/22, combined, the National Trust have recruited almost 700,000 new memberships. A higher proportion of these than normal are people who have held a membership within the last year, suggesting that some of those who self-selected a membership break at the start of the pandemic returned to the National Trust when access to places became more certain. It is recognised, however, that it is difficult to establish whether people have joined who would not have done previously because clearly people do join for the first time every year, often to do with a change of circumstances or life stage, for example.

For more information on the National Trust and places to visit within North Yorkshire please go to [Yorkshire | National Trust](https://www.nationaltrust.org.uk/yorkshire)

## **Yorkshire Dales Millennium Trust**

### **People and the DALES project (Diversity, Access, Learning, Environment and Sustainability)**

People and the DALES (PaD) is a nationally recognised community outreach project that has been run by the Yorkshire Dales Millennium Trust since 2005. This project provides opportunities for people currently under-represented in the countryside to experience the Yorkshire Dales through a variety of inspirational and thought-provoking activities, either as day visits or residential. PaD also provides training for community leaders to enable groups to return to the Dales independently.

As well as being an environmental or outdoor project, PaD is about diversity, inclusion and breaking down barriers for people accessing the countryside. A key element is to build relationships that foster trust and mutual respect, connecting people to the heritage and landscape of the Dales, making links with their own heritages and building lasting connections through a range of supported visits, activities and training. The countryside is the method of engagement.

The project seeks to enable a range of people to enjoy and learn about the rich natural & cultural environment, inspire people to value the natural world, increase activity in local green space and bring physical and mental health benefits.

PaD works with disadvantaged groups that have little or no previous experience of the countryside, including people from Black, Asian & Minority Ethnic (BAME) communities, refugees and asylum seekers, people with disabilities, those experiencing mental health problems, and the elderly. Many come from the 10% most economically deprived communities in the country, and demonstrate multiple indicators of disadvantage. Of those who participate in the project the majority come from BAME backgrounds (including refugees and asylum seekers).

Those living in a deprived inner-city area have access to five times fewer public parks and

good-quality general green space than those in more affluent areas. A person of Black, Asian or minority ethnic (BAME) origin is more than twice as likely as a white person to live in areas in England that are most deprived of green space.

The majority of PaD participants come from nearby urban areas in West Yorkshire and North West Lancashire, namely Bradford, Leeds and Blackburn with Darwen. Bradford Leeds and Blackburn with Darwen have large non-white populations. This reflects the fact that the urban fringe of the southern Yorkshire Dales National Park has the third highest BAME population in the UK including people predominantly of Pakistani and Bengali origin, and that West Yorkshire cities are dispersal centres for refugees and asylum seekers.

Day visits are the bread and butter of the project with most participants benefiting from a single visit. However, for some groups, an overnight stay is extremely beneficial. People are encouraged to return to the Yorkshire Dales or visit their local green space independently, enabling a new generation of people to benefit from being in the great outdoors. In the first eight months of 2022, it is projected that PaD worked will work with over 600 individuals to connect them to the countryside and inspire them to get more active in the outdoors.

## Green Social Prescribing

HEY Smile Foundation is leading on the Humber and North Yorkshire Green



Social Prescribing (GSP) programme, one of just seven 'test and learn' sites across England looking at embedding Green Social Prescribing (GSP) in communities and across health care systems.

The project was launched in April 2021 after securing £500,000 funding from the £5.77m cross-governmental 'preventing and tackling mental ill health through Green Social Prescribing' project. GSP is the practice of supporting people to engage in nature-based interventions and activities to improve their wellbeing. Activities can range from

local walking groups, community gardening projects to forest bathing, practical habitat management, and arts activities which take place outdoors.

HEY Smile is the Lead Provider, delivering the programme on behalf of the Humber and North Yorkshire Health and Care Partnership (ICS).

In 2021 the GSP Programme:

- Identified over 440 groups, organisations, and activities currently delivering 'green' and 'blue' activities across the region. Directly engaged with 100 of them to better understand their work.
- Formed partnerships with five Social Prescribing services, and one Secondary Mental Health service, to better understand how GSP works on the ground. This piece of work will follow individuals with mild to moderate mental health on their GSP journey.
- Received 54 eligible applications to the Green Social Prescribing Grant funding. The total application value was £409,997 for a £150,000 pot of money.
- Secured £200,000 of NHS Charities Together money to align with the programme for release in to the VCSE sector.

For more information please visit [GREEN SOCIAL PRESCRIBING PROGRAMME](#) - [HEY Smile Foundation](#)



## Walking, cycling and active travel

### Capability Fund

In July 2021, North Yorkshire County Council were notified that it will receive more than £200,000 from the Department for Transport's (DfT) Local Authority Capability Fund. The funding is to help authorities to plan good active travel infrastructure.

The County Council will use £36,000 from the fund to ensure that the Bikeability cycle training courses it offers to all year 5 and 6 pupils via their schools remains free to schools.

The Capability Fund award will also enable the review and updating of several of the County Council's Local Cycling and Walking Infrastructure Plans (LCWIP), which support a long-term approach to developing cycling and walking networks, and further development and delivery of active travel plans.

*"This funding enables us to push ahead with our commitment to promote active and sustainable modes of travel across the county, making it easier for people to choose sustainable options, supporting those who want to change their travelling habits and putting us in the best position to take advantage of future funding opportunities to further improve infrastructure." County Councillor*

The plans for Scarborough, Selby district and Harrogate will be reviewed to ensure they are up to date and comply with the latest guidance.

Two officers will be recruited to the County Council's Road Safety and Travel Awareness team to monitor and review travel plans related to housing developments across the county. They will work with developers from the application stage to embed sustainable and active travel into their designs. They will also work with businesses and schools to promote shifts in travel habits, as well as promoting active travel through the Open North Yorkshire brand.

### Active travel fund

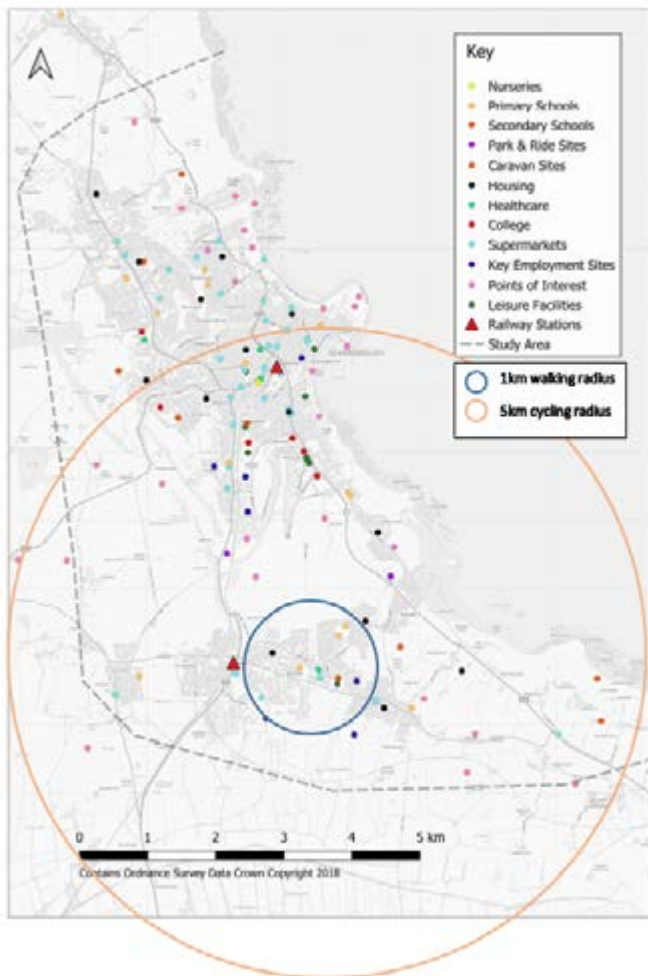
Following the Covid-19 lockdown in early 2020, the Department for Transport (DfT) made funding available through the Emergency Active Travel Fund (EATF) to provide temporary infrastructure to aid social distancing.

As a result, schemes were rolled out across the country. The DfT has since announced a second round of funding made available to local authorities – this is known as the Active Travel Fund (ATF). Active Travel funding is being made available to spend in 2021/22, and is intended to enhance streets, while providing space to enable non-motorised users to observe social distancing.

For more information and local proposals please visit [Active travel | North Yorkshire County Council](#)

### Prescribing Active Travel Pilot

In June 2021 the Department for Transport (DfT) invited local authorities to formally express an interest and submit bid for a Social Prescribing Active Travel pilot. The DfT were looking for a small group of Local Authorities to take part in a pilot to provide cycling and walking interventions as part of a social prescribing offer. These pilots were to be supported by the local Clinical Commissioning Groups and Primary Care Networks.



A working group for a North Yorkshire submission was quickly established to include transport planners, public health, clinical commissioning groups, primary care networks, social prescribing providers, North Yorkshire Stronger Community, VCS. The working group set about establishing an expression of interest with the pilot focus to increase active travel journeys for education and employment. The target group proposed was 16-24 year olds living, educated, or working in specific wards in Scarborough and Selby districts. The extended social prescribing offer included outreach support within local business and communities to support increased brief intervention and goal setting, with the aim to increase walking and cycling active travel behaviours for the target group.

Unfortunately the bid was unsuccessful but the intention is to mobilise this bid-ready pilot project in 2022.





## Priority: Providing the right personalised, accessible weight management services

### Assessment, brief advice and tailored support

#### Piloting digital approaches to child and family weight management services

During 2021, NYCC Public Health continued to work closely with Leeds Beckett University on the development and testing of a new, digital child weight management service.

The Back2Basics (B2B) service and website were further developed during 2021, taking into account the feedback received from local families in the co-production workshops in 2020. The B2B website takes a holistic approach to supporting families – it includes information and signposting on healthy eating and active lifestyles, as well as mental health, bullying, food banks etc. The service includes some remote support from a dietician, access to the website, YouTube videos and peer support.

The B2B service began to start taking referrals in the Autumn of 2021. The PhD student, who is a qualified dietician, plans to evaluate the service during 2022. Findings from this work will inform the development of weight management services and support for children, young people and families in North Yorkshire in the future.

#### North Yorkshire Adult Weight Management Service

##### Service adaptations and recovery

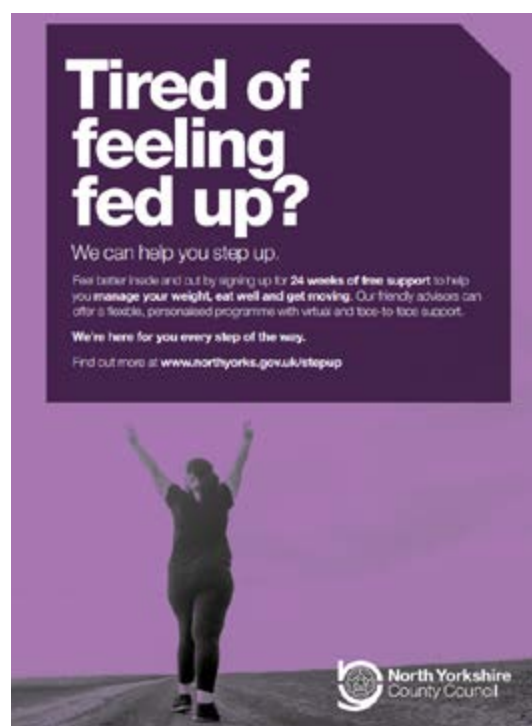
During 2021, the Adult Weight Management Service has continued to evolve and respond to the needs of our North Yorkshire communities whilst continuing to emerge from the Covid-19 pandemic. The Service provides the highest flexibility, in accordance to individual circumstances, needs and within national guidance. The Service offered in each locality has sustained a hybrid of face to face, telephone and online support, which very much suits clients living in rural locations for example.

The impact of the pandemic has been seen in the lower level of referrals coming into the Service and also challenges associated with client adherence. The Service has continued to be effective in supporting weight loss outcomes; client weight loss outcomes continue to be similar levels to pre-pandemic, just fewer in numbers. It is really positive to see that the Service is starting to now move into a recovery phase; referral numbers increasing in all localities.

More information on the service and providers can be found at [Healthy weight and eating well | North Yorkshire County Council](#)

#### Communications campaign

As the Government's Roadmap out of lockdown was announced in February 2021 and the vaccination rollout gathered pace, planning for recovery of the service began. A communications campaign was planned by the commissioners and delivered by the North Yorkshire County Council Communications Team in May and June 2021.



Client stories were used to support the campaign:

**After 25 years of unsuccessful attempts at losing weight, father of three Ash Arnett took his doctor's advice and signed up for the North Yorkshire adult weight management programme.**

*"I was expecting the sessions to be very preachy and it's just not. It's very straightforward and completely about your mindset."*

Reflecting on his weight loss journey and life with his family, Ash added:

*"For parents especially, it's understanding the health benefits. I have more energy and feel a lot happier and more confident now".*

**Mother-of-one Katy Wood, 38, found it hard to leave the house due to insecurities about her weight. She was spending more and more time alone and her mental health was suffering.**

**Just a few months into the North Yorkshire adult weight management programme Katy gained the confidence to sign-up as a vaccinator with the NHS to do her bit in the fight against coronavirus.**

*"The support that you get is beyond anything that I could have hoped for. It's definitely given me the confidence to put myself out there again. It really has changed my life."*

To access videos used for the campaign please visit [Healthy weight and eating well | North Yorkshire County Council](#)

### **Additional Government grant funding**

Following a Government commitment to invest more in weight management support, the County Council received a 12 month Government Grant in April 2021 to enhance and develop Adult Weight Management Services. A plan for the investment of this fund was put in place which was influenced by experiences during the pandemic and had a focus on addressing inequalities.

Providers began delivering using this grant funding in June 2021, which included additional one-to-one support for clients experiencing complexities further impacting on healthy eating and physical activity, plus additional bespoke programmes for particular groups affected most by the pandemic or through existing inequalities.

The utilisation of the grant fund will be evaluated; the aim is for recommendations for service improvement to be recognised within the mainstream service.

### **NHS Digital Weight Management Service**

In addition to local weight management services, NHS England have launched a national NHS Digital Weight Management Programme for an eligible population meeting the following criteria:

- Aged 18 or over.
- Have a BMI greater than 30. The BMI threshold will be lowered to 27.5 for people from black, Asian, and ethnic minority backgrounds
- Have diabetes, high blood pressure, or both.
- Access to a smartphone, tablet, or computer with internet access.

The programme offers online access to weight management services to people living with obesity who also have a diagnosis of either diabetes, hypertension, or both.

With three levels of support and a choice of providers, it is designed to offer service users a personalised level of support to help them manage their weight and improve longer term health outcomes.

Currently, general practices and community pharmacies can refer members of the public to the NHS Digital Weight Management Programme.

For more information please visit [NHS England » The NHS Digital Weight Management Programme](#)

## Local Weight Management Service pathway

Significant progress has been made by Public Health and NHS colleagues to better communicate clarity on the adult weight management pathway that exists in each CCG area. A pre-recorded webinar that provides a 'walk through' of the pathway provision has published to primary care (GP practices and pharmacies) and secondary care colleagues.

Tier 3 adult weight management service provision is now available to North Yorkshire residents across each locality. This is a significant move to enabling more equitable provision across the North Yorkshire County.

## Enhanced Service Specification (primary care)

From April 2021, GP Practices were able to sign up to an Enhanced Service Specification for adult weight management, which meant they could be paid for each referral to weight management support. With a national focus on weight management and new support options available, the commissioners worked in 2021 to communicate and strengthen the pathway of adult weight management support.



## Priority: Ensuring people have access to the right information and resources to make healthy choices that support weight loss

### Health Education and Skills

#### Office of Health Improvement and Disparities (OHID)

#### All Our Health: Adult Obesity and physical activity e-learning for health care professionals

The Office of Health Improvement and Disparities (OHID) has produced a bite-sized e-learning session to give health and care professionals an overview of adult obesity – including key evidence, data and signposting to trusted resources to help prevent illness, protect health and promote wellbeing.

Access the adult obesity e-learning session [interactive e-learning version of this topic](#)

There is the equivalent e-learning tool for physical activity [e-learning version of this topic](#)

#### OHID – Knowledge hub (K-hub)

##### Obesity Intelligence

Sharing wide-ranging, authoritative information on data, evaluation and evidence related to weight status and its determinants.

Members include practitioners, policy makers and academics with an interest in adult and child obesity. All publications, past and present, are available in the public Library.

Visit Public library – [Obesity Intelligence - Knowledge Hub \(khub.net\)](#)

#### OHID – Fingertips

Fingertips is a large public health data collection. Data is organised into themed profiles, including obesity, physical activity, diet-related profiles i.e. 5-a-day.

Visit [Public health profiles – OHID \(phe.org.uk\)](#) to access national, regional and local profile data.

### Campaigns

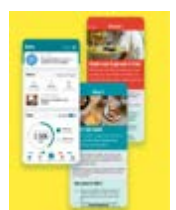
#### NHS Better Health – Healthier families 10 Minute Shake Up



After the last two years people are looking forward to getting back to the things we love, including getting our children moving, feeling good and having fun. The 10 Minute Shake Up games help to make the achievement of Chief Medical Officer recommendations (children have at least 60 minutes of moderate to vigorous physical activity every day) more manageable. For more information and access to the games, visit [10 Minute Shake Up games – Healthier Families - NHS \(www.nhs.uk\)](#)



**Lose weight** – the free NHS Weight Loss Plan is an app to support people to start healthier eating habits, be more active and start losing weight. For more information please visit [Lose weight - Better Health - NHS \(www.nhs.uk\)](#)



**Get active** – free Couch to 5k and Active 10 apps - Couch to 5K is a running programme for absolute beginners. The Active 10 app records every minute of walking complete (anonymously). The app can be added to a device and away you go! For more information please visit [Get active - Better Health - NHS \(www.nhs.uk\)](http://www.nhs.uk)



## Sport England – Join the Movement



At the very start of the pandemic, Sport England launched a 'Join the Movement' campaign; a National Lottery-funded campaign helping us all find ways to get active as we deal with coronavirus restrictions. Advice and support continues to be offered as we move into the phase of 'living with Covid'. Support to get started, get active at home and away from home, and finding a fitness challenge to inspire and motivate. For more information, visit [Join the Movement | Sport England](http://www.sportengland.org)

## Sport England – We Are Undefeatable



We Are Undefeatable was launched to inspire, reassure and support people to be active by showing people living with a variety

of conditions – both visible and invisible – on their own journeys to being active.

One day, a short walk might be all that's manageable. For others it might be swimming or getting active at home. It all helps.

The charities behind the campaign are: Age UK, Alzheimer's Society, Asthma UK, Breast Cancer Care and Breast Cancer Now, British Heart Foundation, British Lung Foundation, British Red Cross, Diabetes UK, Macmillan Cancer Support, Mind, MS Society, Parkinson's UK, Rethink Mental Illness, Royal Voluntary Service, Stroke Association and Versus Arthritis.

For more information please visit [Home - We Are Undefeatable](http://www.sportengland.org)

## Sport England – This Girl Can – 'Inspiring women to get active'



This Girl Can believes that there's no right way to get active – if it gets your heart rate up, it counts. The aim is to get more women to find what's right for them.

The campaign celebrates active women who are doing their thing no matter how they look, how well they do it or how sweaty they get. The campaign aims to challenge the conventional idea of what exercise looks like and reach out to women of all backgrounds and ethnicities who feel left behind by traditional exercise.

Inspiring more women and girls to wiggle, jiggle, move and prove that judgement, time, money and energy are barriers that can be overcome.



**Tired of feeling fed up?**

We can help you step up.

Feel better inside and out by signing up for **24 weeks of free support** to help you **manage your weight, eat well and get moving**. Our friendly advisors can offer a flexible, personalised programme with virtual and face-to-face support.

**We're here for you every step of the way.**

Find out more at [www.northyorks.gov.uk/stepup](http://www.northyorks.gov.uk/stepup)



North Yorkshire County Council



**“I’m sleeping better and my mental health has improved. Not only did I lose weight, I felt less lonely.”**

Sue, 69



North Yorkshire County Council



**“It wasn’t just the weight loss for me, it was feeling better about myself.”**

Natalie, 29



North Yorkshire County Council

## North Yorkshire County Council ‘Step Up’ weight management campaign

During 2021, North Yorkshire County Council launched a weight management service campaign to encourage local residents to access support to eat well, get moving, and manage their weight. Renewed imagery and more inclusive language, plus powerful video stories from clients made for a very successful campaign. Plans are in place to develop a men’s health campaign for 2022.

To access more information and watch the client videos please visit [www.northyorks.gov.uk/stepup](http://www.northyorks.gov.uk/stepup)



## Priority: Building healthier workplaces that support employees to manage their weight

### Policy and interventions

#### North Yorkshire Workplace Wellbeing Award

The workplace is an important setting for improving health and wellbeing. Successful and sustainable health improvement is frequently more than individual level lifestyle change and requires proactive action across social and organisational systems and cultures.

The North Yorkshire Workplace Wellbeing Award was launched in March 2019.

During the period from March 2020 to June 2021 capacity and resources attached to the workplace health agenda was realigned to either prevent, or manage, a Covid-19 outbreak. Beyond June 2021, businesses were again supported to sign up and achieve the core elements of the award. 18 organisations are signed up and working hard to achieve award criteria, with over 40 champions actively supporting their organisation and their peers to deliver proactive action for structural and cultural approaches to workplace health.



# We said, we did 2021

In the Healthy Weight, Healthy Lives Strategy fourth annual report (2020), there were a number of actions highlighted as important for partnership delivery during 2021.

The table records progress against the set of actions laid out in the 2020 report:

## Overarching action

We said	We did
Progress with the sign up and implementation of the Local Authority Declaration of Healthy Weight through local government reorganisation.	Continue into 2022
Strengthen community ownership of local action to promote healthy weight, as part of Public Health England's Whole System Approach to Obesity.	Continue into 2022
Engage the Voluntary and Community Sector in co-production and co-design of services and programmes, to be procured and rolled out to meet the needs of local communities.	Ongoing. Continue in 2022.
Conduct a deep dive into overweight and obesity prevalence trends county-wide and at district level.	Rolled over into 2022
Ensure Healthy Weight, Healthy Lives Strategy partnership action is reflected in the local Healthy Place Shaping policy developments.	✓ Ongoing into 2022

## Priority: Supporting children's healthy growth and healthy weight

We said	We did
Support schools to review their break time and wrap around care food and drink provision to ensure healthier options are available.	Ongoing work with schools in food
Review of Healthy Start Vitamin scheme to be completed, in line with new guidance/reformulation.	Ongoing in 2022
Support schools to embed physical activity into the curriculum recovery programme	✓
Work with the University of York to evaluate and widen the impact of the School Zone Project across North Yorkshire	Opportunity didn't present
Carry out an audit of schools in North Yorkshire to assess levels of community access for sport and physical activity and work with prioritised schools to remove barriers to community use.	✓
Devise and pilot a healthy packed lunch policy with local primary schools.	✓
Through NHS local transformation plans, strengthen the messages relating to keeping active, eating well and good sleep hygiene to promote good emotional and mental health.	Ongoing – roll over into 2022



## Priority: Promoting healthier food choices

We said	We did
Support local authorities and NHS organisations to review and revise their vending offer. Finalise and pilot North Yorkshire Healthy Vending Guidance.	Guidance developed – piloting to be rolled over into 2022
Ensure sustainable Food Partnerships across the district areas continue to map the local food infrastructure and need and ensure a local sustainable emergency support model is in place – build on partnerships established during the pandemic to address local food poverty.	Continue to develop into 2022
Co-ordinate food donations and explore roll out of community fridge projects	✓ through household support fund
Expand the Responsible Retailer Award to include product placement and price promotions	Product placement legislation to be brought in in Oct 2022
Co-ordinate advertising guidance and policy development to support healthier food advertising – pilot in one locality with the intention to roll out across North Yorkshire.	In progress – roll over into 2022

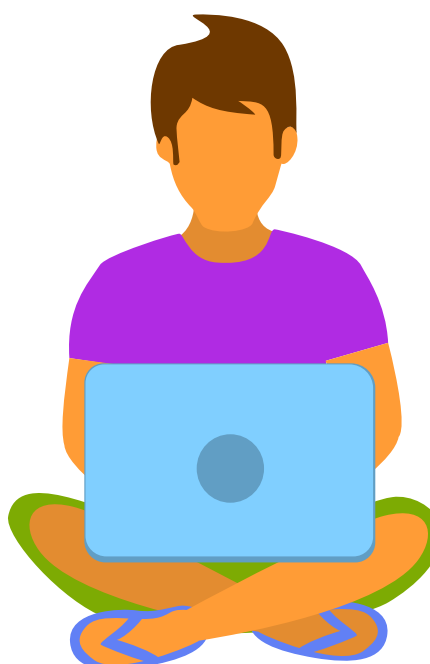


## Priority: Building physical activity into our daily lives

We said	We did
Work with care home providers to implement the College of Occupational Therapist's 'Living well through activity in care homes' toolkit.	Care home identified - Roll over into 2022
Review the opportunities to access British Cycling, World Championship legacy funding; co-ordinate a partnership approach to accessing any available funding and implementing cycling projects and programmes, with a particular focus on cycling for active travel, cycle training and access to bikes through bike libraries.	Funding opportunity no longer available. Close.
<b>NEW</b> Roll out the Discoveries on Your Doorstep Project to Craven locality and for the project to have a particular focus on target communities least in engaged in physical activity and accessing the outdoors.	✓
Ensuring a place-based approach to increase activity levels; making the best use of the outdoor and indoor space (our local assets) in each locality – national parks, beaches, parks and public spaces, community venues/hubs	Outdoor Partnership bid completed and awaiting funding allocation
Creation of sports villages in Sowerby and Northallerton (Hambleton District).	Significant progress, completion of phase 1 – roll over into 2021
Embed physical activity into the social prescribing model and offer across the county.	Department for Transport active travel social prescribing bid submitted. Unsuccessful application – Mobilise in 2022 without funding
Support North Yorkshire partners to take part in Mencap's (in partnership with Sport England and The National Lottery) Round the World Challenge from January to December 2020.	✓
Support people to be physically active in their own homes/ locality, building on the learning gathered during lockdown.	✓ Including NY Sport led projects
Embed physical activity in to Covid Recovery plans for individuals and neighbourhoods.	✓ Launched the Get Moving programme supporting people in their own homes to be more physically active and to engage with community activity post covid. Worked with Local Communities to improve the physical activity offer including Ramblers Well Being Walks.
Upskill wider community workforce to support messaging around physical activity and to offer practical support and advice where appropriate.	This is ongoing and is being led by NY Sport Active Communities (People) Manager
Pilot Sport England's Active Practice charter within primary care and support practices across NY to gain Active Practice status.	Roll over into 2022

## Priority: Providing the right personalised, accessible weight management services

We said	We did
Utilise Government adult weight management service grants to expand the current service offer, ensuring the service is accessible for target community groups and that it provides and extended offer for longer term weight management outcomes.	✓
Apply for Government funding to support the further development of weight management support for children and families.	✓ Unsuccessful application
Work with Leeds Beckett University to develop and pilot digital weight management services for children and families.	✓ Website available
Moving Healthcare Professionals – Support access to Public Health England’s Physical Activity Champions training and support a wider roll out of Moving Medicine in primary and secondary care settings.	Roll over into 2022
Continue to develop opportunities and identify funding for the provision of tier 3 weight management services for children and young people and adults where provision is not currently available.	✓ Tier 3 available for adults across NY. Currently exploring options for tier 3 provision for children and young people
Ensure the new national NHS Weight Management programme is embedded as part of the local weight management pathway.	✓ Local WM pathway in place across NY
Ensure weight management provision is built into the population health projects that are being delivered across the county.	✓



## Priority: Ensuring people have access to the right information and resources to make healthy choices that support weight loss

We said	We did
Develop a Healthy Weight, Healthy Lives communication plan to ensure co-ordinated communications amongst all stakeholders.	Review in 2022
Utilise the social prescribing model (and Living Well Service) to ensure people have access to the right information and resources to make healthy choices.	Continue in 2022
Utilise the intelligence of the Yorkshire Obesity Research Alliance (YORA) to apply to local, evidenced based action.	✓
Continue to develop an evidence base of digital approaches to increase access to information and direct support relating to physical activity and food; address inequalities in digital provision.	✓
Develop a series of one minute guides and other resources/ approaches/training to raise awareness of child healthy weight issues and support partners, professionals and practitioners to promote a healthy weight with CYP and families across the county.	Continue into 2022
Develop a communications plan for promoting a healthy weight for CYP and families.	Healthy weight and oral health resource bank established. Roll over full comms plan into 2022

## Priority: Building healthier workplaces that support employees to manage their weight

We said	We did
Continue to support businesses to sign up and achieve the North Yorkshire Workplace Wellbeing Charter.	Re-mobilised late 2021
Support employers to introduce healthier work practices for home workers eg encouraging PA during the day, scheduled breaks between meetings etc.	Roll over into 2022

# Actions for 2022/23

There are essential priorities that the Healthy Weight, Healthy Lives Strategy Steering Group will focus on over the 2022/2023 period; continuing to respond to the impact that Covid-19 has had on our communities' physical activity levels and access to healthier foods. The Steering Group will co-ordinate a collective approach to engage and enable our local communities to be inspired to be active and eat well whilst we all move to 'living with Covid-19'.

**Particular focus will continue to be on our communities that have been affected the most, including people living with long term conditions, children and families living in poverty/deprived areas, older people, people from deprived areas, Ethnic Minorities, people living with mental illness, and people living with physical and learning disabilities.**

## Overarching action

- Progress with the delivery Local Authority Declaration of Healthy Weight commitment action, utilising opportunity through local government reorganisation.
- **NEW** Utilise local government reorganisation opportunity to strengthen partnership action on transformational community sport and physical activity across North Yorkshire.
- Continue to ensure community ownership of local action to promote healthy weight, as part of the Office of Health Improvement and Disparities (OHID) Whole System Approach to Obesity.
- **NEW** Contribute to, and utilise pioneering research to further improve our understanding of effective local action to tackle complex obesity systems.
- Engage the Voluntary and Community Sector in co-production and co-design of services and programmes, to be procured and rolled out to meet the needs of local communities.
- Conduct a deep dive into overweight and obesity prevalence trends county-wide and at district level.
- Continue to ensure Healthy Weight, Healthy Lives Strategy partnership action is reflected in the local Healthy Place Shaping policy developments.
- **NEW** Interface food and physical activity action with wider strategic action including (but not exclusive to) climate change, economic growth, poverty.



## Priority: Supporting children's healthy growth and healthy weight

- Continue to support schools and early years settings to create healthy food environments and ensure healthy options are available.
- Continue to promote and provide the Healthy Schools and Healthy Early Years Award Programme to schools and settings across the county. Both programmes contain themes on active lives and healthy food.
- Continue to promote and encourage primary schools to utilise the healthy packed lunch leaflet and develop and pilot a similar leaflet for secondary schools and early years settings.
- Continue to promote the uptake of free school meals and explore the provision of breakfast clubs in schools across North Yorkshire.
- Continue to work with health colleagues on the implementation of the Healthy Child Programme's 'Family diet and nutrition pillar', including the new early years POPPY programme for families, and the promotion of breastfeeding.
- **REMOBILISE** Implement planning policy and provide practical support (by way of a toolkit) to enable local communities to close their streets for play – Play Streets pilot and roll out.
- **NEW** In conjunction with Play Streets policy work, pilot School Streets and roll out post-pilot.
- **NEW** Support schools to create a travel plan to encourage active and sustainable travel
- Through NHS local transformation plans, strengthen the messages relating to keeping active, eating well and good sleep hygiene to promote good emotional and mental health.



## Priority: Promoting healthier food choices

- Support local authorities and NHS organisations to review and revise their vending offer using the NYCC Healthy Vending Guidance.
- Ensure sustainable Food Partnerships across the district areas continue to map the local food infrastructure and need and ensure a local sustainable emergency support model is in place – build on partnerships established during the pandemic to address local food poverty.
- Expand the Responsible Retailer Award to include product placement and price promotions. Review opportunities with businesses and re-model where required.
- Co-ordinate advertising guidance and policy development to support healthier food advertising – pilot in one locality with the intention to roll out across North Yorkshire.
- **NEW** Scope and establish a North Yorkshire Food Strategy framework.

## Priority: Building physical activity into our daily lives

- Work with care home providers to implement the College of Occupational Therapist's 'Living well through activity in care homes' toolkit.
- Ensuring a place-based approach to increase activity levels; making the best use of the outdoor and indoor space (our local assets) in each locality – national parks, beaches, parks and public spaces, community venues/hubs (Outdoor Partnership bid)
- Continue to embed physical activity into the social prescribing model and offer across the county.
- Continue to upskill wider community workforce to support messaging around physical activity and to offer practical support and advice where appropriate.
- Pilot Sport England's Active Practice charter within primary care and support practices across NY to gain Active Practice status.



## Priority: Providing the right personalised, accessible weight management services

- Continue to utilise Government adult weight management service grants to expand the current service offer, ensuring the service is accessible for target community groups and that it provides and extended offer for longer term weight management outcomes.
- **NEW** Strengthen healthy weight conversation within primary care
- **NEW** Working with partners across the region to develop a 'compassionate approach' to weight management
- **NEW** Explore weight-neutral approaches to service provision
- **NEW** Pilot a family weight management service
- **NEW** Explore options for tier 3 provision for children and young people
- **REMOBILISE** Moving Healthcare Professionals – Support access to Public Health England's Physical Activity Champions training and support a wider roll out of Moving Medicine in primary and secondary care settings.

## Priority: Ensuring people have access to the right information and resources to make healthy choices that support weight loss

- Review the need for a Healthy Weight, Healthy Lives communication plan to ensure co-ordinated communications amongst all stakeholders.
- Continue to utilise the social prescribing model (and Living Well Service) to ensure people have access to the right information and resources to make healthy choices.
- Develop a communications plan for promoting a healthy weight for CYP and families.
- Continue to develop a series of one minute guides and other resources/approaches/training to raise awareness of child healthy weight issues and support partners, professionals and practitioners to promote a healthy weight with CYP and families across the county.
- Continue to embed the Adult Weight Management Service Pathway in primary care and ensure primary care are fully informed of weight management options and referral processes.

## Priority: Building healthier workplaces that support employees to manage their weight

- Continue to support businesses to sign up and achieve the North Yorkshire Workplace Wellbeing Charter.
- Continue to support employers to introduce healthier work practices for home workers e.g. encouraging physical activity during the day, scheduled breaks between meetings etc.
- **NEW** Support businesses to create a travel plan to encourage active and sustainable travel

## Governance

There is no change to the governance arrangements in place.

The Healthy Weight, Healthy Lives Steering Group has not met since the start of the pandemic. Once this annual report has been published, the steering group will reconvene to determine its function. As always, key partners have been engaged in discussions that have been included in the annual report.

## Health and Wellbeing Board

North Yorkshire Healthy Weight, Healthy Lives Strategy Steering Group

Selby Health Matters: Healthy Weight,  
Healthy Lives sub group

Children and Young People's Healthy Weight  
Partnership Group



# Appendix: New guidance and reports

During 2021 the following, relevant, guidance and reports have been published:

## National Government

Policy paper: Healthy Ageing: Consensus statement. PHE (Updated Sept 2021).

[Healthy ageing: consensus statement - GOV.UK \(www.gov.uk\)](#)

Consultation outcome: Lower carbohydrate diets for adults with type 2 diabetes: draft report. PHE (Updated May 2021). [Lower carbohydrate diets for adults with type 2 diabetes: draft report - GOV.UK \(www.gov.uk\)](#)

Guidance: Healthy weight environments: using the planning system. PHE (updated Feb 2021)

[Healthy weight environments: using the planning system - GOV.UK \(www.gov.uk\)](#)

Guidance: Adult weight management services grant: supporting local authorities. OHID. (July 2021)

[Adult weight management services grant: supporting local authorities - GOV.UK \(www.gov.uk\)](#)

Guidance: Healthy weight coach e-learning programme: for primary care networks, healthcare practices and pharmacies. OHID (Nov 2021) [Healthy weight coach elearning programme: for primary care networks, healthcare practices and pharmacies - GOV.UK \(www.gov.uk\)](#)

Guidance: Physical activity: understanding and addressing inequalities. PHE (updated Aug 2021). [Physical activity: understanding and addressing inequalities - GOV.UK \(www.gov.uk\)](#)

Guidance: Physical activity: promotion within primary and secondary care. PHE (Sep 2021).

[Physical activity: promotion within primary and secondary care - GOV.UK \(www.gov.uk\)](#)

Consultation outcome: Restricting promotions of products high in fat, sugar and salt: enforcement. DHSC (Updated July 2021). [Restricting promotions of products high in fat, sugar and salt: enforcement - GOV.UK \(www.gov.uk\)](#)

Consultation outcome: Updating the Government buying standards for food and catering services (GBSF) DHSC (Updated August 2021). [Updating the government buying standards for food and catering services \(GBSF\) - GOV.UK \(www.gov.uk\)](#)

Consultation outcome: Further advertising restrictions for products high in fat, salt and sugar. DHSC & DSMS (updated June 2021) [Further advertising restrictions for products high in fat, salt and sugar - GOV.UK \(www.gov.uk\)](#)

Consultation outcome: Total restriction of online advertising for products high in fat, sugar and salt. DHSC & DCMS (updated June 2021) [Total restriction of online advertising for products high in fat, sugar and salt \(HFSS\) - GOV.UK \(www.gov.uk\)](#)

Consultation outcomes: Calorie labelling for food and drink served outside of the home. DHSC (Updated June 2021) [Calorie labelling for food and drink served outside of the home - GOV.UK \(www.gov.uk\)](#)

Guidance: Calorie labelling in the out of home sector. DHSC (Sep 2021).

[Calorie labelling in the out of home sector - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/calorie-labelling-in-the-out-of-home-sector)

Guidance: Adult weight management services grant determination 2021 to 2022. DHSC (March 2021).

[Adult weight management services grant determination 2021 to 2022 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/adult-weight-management-services-grant-determination-2021-to-2022)

Official Statistics: United Kingdom Food Security Report 2021: Theme 4: Food Security at Household Level. DEFRA (updated Dec 2021). [United Kingdom Food Security Report 2021: Theme 4: Food Security at Household Level - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/united-kingdom-food-security-report-2021-theme-4-food-security-at-household-level)

## **NICE**

No new guidance in 2021

## **Other**

National Food Strategy: The Plan (Part 2). An independent review for Government. July 2021. [The National Food Strategy - The Plan](https://www.gov.uk/government/consultations/the-national-food-strategy-the-plan)

Uniting the movement – 10 year vision to transform lives and communities through physical activity. Sport England. 2021. [Home | Uniting the Movement | Sport England](https://www.sportengland.org/united-the-movement)

Statistics on Obesity, Physical Activity and Diet, England 2021. NHS Digital (May 2021) [Statistics on Obesity, Physical Activity and Diet, England 2021 - NHS Digital](https://www.nhs.uk/statistics-on-obesity-physical-activity-and-diet-england-2021)

Turning the Tide: A 10 year healthy weight strategy. Obesity Health Alliance (Sep 2021) <https://obesityhealthalliance.org.uk/turning-the-tide-strategy>





This document is also available to download at [www.nypartnerships.org.uk/healthylives](http://www.nypartnerships.org.uk/healthylives)

