

**ADULT SOCIAL CARE & HEALTH SCRUTINY PANEL
HEALTHY PLACEMAKING WITH A FOCUS ON CHILDHOOD OBESITY - ACTION PLAN**

(EXECUTIVE DATE : 6 MAY 2026)

SCRUTINY RECOMMENDATION	PROPOSED ACTION	POST TITLE	BUDGET COST	TIMESCALE
<p>A. The Council should strengthen visible leadership on healthy weight by ensuring LMT members sponsor and champion Healthy Weight Declaration commitments. A written progress update should be provided to the ASC and Health Scrutiny Panel within 12 months.</p>	<ul style="list-style-type: none"> • Update paper to be presented at LMT outlining Healthy Weight Declaration progress since adoption. • Map HWD commitments to LMT members. • Define roles and expectations of LMT sponsors and champions. • Embed a reporting framework that monitors LMT leadership activity, tracks progress against Healthy Weight Declaration commitments, and measures impact on Public Health priorities, aligned to relevant Departmental SLAs. 	<p>Advanced Public Health Practitioner</p>	<p>N/A</p>	<p>September 2026</p>
<p>B. The Council should build on the existing Public Health Service Level Agreements to formalise shared responsibility across all departments, ensuring health and equity considerations are applied in all decision making. A progress update should be provided to the ASC and Health Scrutiny Panel within 6 months.</p>	<ul style="list-style-type: none"> • Strengthen cross-departmental collaboration through reviewing and enhancing existing Public Health Service Level Agreements (SLAs) to agree actions for improving health outcomes and reducing inequalities across all departments. 	<p>Health Improvement Manager</p>	<p>N/A</p>	<p>July 2026</p>
<p>C. A review of the implementation of the Council's Advertising Policy should be undertaken to ensure it aligns with the emerging national restrictions on the promotion of unhealthy products, a</p>	<ul style="list-style-type: none"> • Mapping of all advertising assets on council estate to identify location, contract type and date for renewal. 	<p>Health Improvement Specialist</p>		<p>May 2026</p>

<p>progress update should be provided to the ASC and Health Scrutiny Panel within 12 months.</p>	<ul style="list-style-type: none"> • Engagement with relevant departments (i.e. procurement & legal) to ensure inclusion of policy in future contracts. • Baseline data collection of current advertising. 			<p>June 2026</p> <p>July 2026</p>
<p>D. A cross-departmental Steering Group should be established, supported by the Leadership Management Team, to review how the Council currently interacts with Unhealthy Commodity Industries (UCIs) through contracts, grants, sponsorships etc. The Steering Group should undertake a 12-month audit and provide guidance to ensure consistent decision-making aligns with public health aims. Progress should be reported back to the ASC and Health Scrutiny Panel by April 2027.</p>	<ul style="list-style-type: none"> • Establish a cross-directorate steering group with LMT support • Co-develop audit tools and supporting e-learning • Deliver the audit and review findings • Develop and disseminate decision-making guidance 	<p>Health Improvement Specialist</p>		<p>May 2026</p> <p>July 2026</p> <p>January 2027</p> <p>March 27</p>
<p>E. Public Health and Children’s Services should work jointly to increase the number of Middlesbrough schools participating in the Eat Well Schools Award, with a particular focus on schools located in the wards with the highest childhood obesity prevalence. A progress update should be reported back to the ASC and Health Scrutiny Panel by April 2027.</p>	<ul style="list-style-type: none"> • Identify lead from Children’s Services. • Map schools located in the wards with the highest childhood obesity prevalence. • Engage with lead from Children’s services to develop a plan for increasing engagement. 	<p>Public Health Practitioner</p>		<p>May 2026</p> <p>May 2026</p> <p>September 2026</p>
<p>F. The Council should continue to invest in safe, well-connected walking and cycling infrastructure, with a focus on improving access, safety and connectivity between homes, schools,</p>	<p>Work on this recommendation remains ongoing:</p>	<p>Principal Transport Planning Officer</p>		<p>Summer 2026</p>

<p>green spaces and local amenities, particularly in more deprived areas. Progress should be aligned with existing transport programmes and reported to the ASC and Health Scrutiny Panel within 12 months.</p>	<ul style="list-style-type: none"> Local Implementation Plan - middlesbrough-local-implementation-plan-may21.pdf The Highway Infrastructure Delivery Plan Highway infrastructure delivery plan - 2024-2040 Integrated Transport Strategy - Middlesbrough Integrated Transport Strategy 2024-2038 Updating the Local Cycling and Walking Implementation Plan (led by the TVCA and due in the coming months) 			
<p>G. Transport and Infrastructure should support school-led development of Active Travel to School Action Plans, identifying a small number of priority schools using relevant indicators (e.g. obesity prevalence, school gate congestion and existing active travel rates). As part of this work, the service should engage directly with all parts of the school community including pupils, parents/carers, staff and governors, to understand the key barriers to walking and cycling. The findings should then be used to shape tailored interventions for each school and progress reported back to the ASC and Health Scrutiny Panel within 12 months.</p>	<ul style="list-style-type: none"> Engage five identified priority schools in a co-design process, working with stakeholders to develop tailored intervention strategies per school and identify funding opportunities to support delivery. Establish formal links with identified school leads responsible for the development of each site's Active Travel to School Action Plan, to support ongoing co-design and implementation. 	<p>Principal Transport Planning Officer; Transport Planning Officers; Creating Active and Healthy Places Lead; Healthy Places Planning Officer.</p>		<p>April 2026</p> <p>September 2026</p>
<p>H. Opportunities should be sought to extend the Creating Active Schools model to enable more schools in Middlesbrough to develop their own whole school programmes to</p>	<ul style="list-style-type: none"> Continue to support the Tees Valley Active Schools approach with Sport England until 2028, with the ambition of creating a self-sustaining model by March 2028. 	<p>Creating Active Lives Strategic Lead</p>	<p>Funding until March 2028.</p>	<p>March 2028</p>

<p>increasing physical activity, working alongside the Eat well Schools programme to improve food quality and choices, particularly around schools with high levels of obesity and deprivation. Relevant indicators should be used to measure progress, such as activity monitors, and the findings reported back to the ASC and Health Scrutiny Panel in 12 months.</p>	<ul style="list-style-type: none"> • Develop a peer to peer approach with schools to aid expansion and sustainability. • Trial an approach with secondary schools and utilise the learning to develop a suitable model at secondary level. 			
<p>I. The Council should maintain and, for as long as necessary, future-proof the strategic Creating Active and Healthy Spaces Lead role and the companion operational role of Healthy Placemaking Officer. It should also pilot the use of Health Impact Assessments (HIAs) ahead of adoption of the Local Plan. The Local Plan will require that HIAs are prepared for all residential developments of 100 or more dwellings, with other major developments screened on a case-by-case basis to determine whether an HIA is required. Going forward, outcomes should be monitored annually through KPIs, with the first summary report, produced during this transitional period, presented within 12 months to the ASC and Health Scrutiny Panel.</p>	<ul style="list-style-type: none"> • Secure and sustain the future of these roles by aligning them to stable funding arrangements, strengthening their integration across directorates to maximise influence on key decisions, and demonstrating their value through ongoing monitoring, evaluation, and impact reporting. • HPPO to lead the piloting phase of the HIA process. • HPPO to evaluate the submitted HIAs, monitor the delivery of the pilot programme, and prepare a report for the ASC and Health Scrutiny Panel at the 12-month point. • Once the Local Plan is adopted, this process will be formalised into the Council’s AMR. 	<p>Health Improvement Manager</p> <p>Healthy Places Planning Officer</p> <p>Senior Planning Officer</p>		<p>Sept 2027</p> <p>Ongoing</p> <p>Spring 2027</p> <p>Subject to the adoption of the Local Plan.</p>

<p>J. Regular assurance should be provided to the ASC and Health Scrutiny Panel by reporting on a six-monthly basis, the number and location of hot food takeaways in the town. This should include new applications, refusals, closures, retrospective planning applications and related enforcement.</p>	<p>HFT and FFO number and location data is now part of the Council's new ArcGIS data asset</p> <p>The HPPO will maintain the asset created during this Scrutiny process and report to the Committee as recommended: <i>ASC_Health_Scrutiny_Healthy_Placemaking_HFT_Submission</i></p>	<p>Healthy Places Planning Officer</p>		<p>Updated ad hoc</p>
<p>K. The Council should continue to advocate to Government, for increased support to reduce child poverty in Middlesbrough, recognising its significant impact on childhood obesity and wider health inequalities.</p>	<ul style="list-style-type: none"> • Work with regional partners (e.g. North East Combined Authority, neighbouring councils) and national bodies (e.g. LGA, ADPH) to present a unified and stronger case to Government where relevant. • Contribute to national consultations and inquiries, ensuring Middlesbrough's challenges and priorities are reflected in policy development. • Where possible position Middlesbrough as a testbed for national initiatives and targeted investment aimed at reducing child poverty and improving health outcomes 	<p>Cross Council</p>		<p>March 2027</p>