

Norfolk County Council

Record of Individual Cabinet Member Decision

Responsible Cabinet Member: Councillor Bill Borrett (Cabinet Member for Adult Social Care, Public Health and prevention).

Background and Purpose: In March 2021, the government announced a fund to support people to lose weight and maintain a healthier lifestyle known as The Adult Weight Management Services Grant. The funding is allocated via a ringfenced grant under Section 31 of the Local Government Act 2003. Funding has been allocated based on population size, obesity prevalence and deprivation levels of the local authority to enable the money to go to where the need is greatest. Norfolk has been awarded £452,743.

Decision:

To use this money to expand our current Tier 2 offer delivered by Slimming World and use the funds to support groups who are typically underrepresented in weight management services, such as men, those with learning disabilities and those with serious mental illness. The finding will be allocated as follows:

Man V Fat	£115,000
Joy of Food	£100,000
Preconception/fertility and post conception pathway (including partners)	£80,000
Additional Slimming World places	£75,000
Supporting referral pathways (10%)	£45,000
Communications & Campaigns	£20,000
Remaining spend	£17,743
Total	£452,743

Is it a key decision?

No (*delete as appropriate*)

Is it subject to call in?

Yes

If Yes – Deadline for Call in

Date: 4pm, Friday 23 July 2021

Impact of the Decision:

The implementation of the proposal will result in:

- A new tier 2 weight management services aimed specifically at men
- Additional support for women and their families, including partners to lose weight before and after pregnancy, with the aim of any new behaviours being adopted during future pregnancies.

<ul style="list-style-type: none"> • An increase in referrals from Health Checks for people with a serious mental illness and learning disabilities into weight management services. • An increase in the number of Slimming World vouchers available giving more residents the opportunity to access such a successful intervention. • A new opportunity for Slimming World participants, in targeted locations, to access a bespoke Joy of Food programme which incorporates Slimming World approved recipes into the sessions. 	
<p>Evidence and reason for the decision:</p> <p>Obesity levels for men are higher than they are for women, with 68.5% of men being classified as obese, compared to 56% of women (Public Health England 2018/19). MAN v Fat already offers a successful range of interventions designed specifically for men.</p> <p>In Norfolk, 23.4% of women are recorded as obese during the early stages of pregnancy, which is significantly worse than the East of England average (Public Health England 2018/19).</p> <p>Referrals from people with serious mental illnesses and learning difficulties could be improved.</p> <p>Slimming World in Norfolk has a high success rate of supporting individuals to lose weight.</p> <p>For some residents accessing slimming world sessions alone can sometimes not be enough for them to lose weight and need help in food preparation and cooking skills.</p>	
<p>Alternative options considered and rejected:</p> <p>Due to the requirement to spend this additional funding by March 2022, we have had to work quickly to develop our planned proposals within the allocated timeframes. We have opted to use this money to expand our current Tier 2 offer delivered by Slimming World and use the funds to support groups who are typically underrepresented in weight management services, such as men, those with learning disabilities and those with serious mental illness.</p>	
<p>Financial, Resource or other implications considered:</p> <p>The additional funding is allocated via a ringfenced grant under Section 31 of the Local Government Act 2003.</p>	
<p>Record of any conflict of interest:</p> <p>None</p>	
<p>Background Documents</p> <ul style="list-style-type: none"> • Cabinet Report 	
Date of Decision:	2 July 2021
Publication date of decision:	16 July 2021
Signed by Cabinet member:	

I confirm that I have made the decision set out above, for the reasons also set out



Signed:

Print name: Councillor Bill Borrett

Date: 2 July 2021

Accompanying Documents:

- Additional Tier 2 Adult Weight Management Grant Funding report
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Once you have completed your internal department clearance process and obtained agreement of the Cabinet Member, send your completed decision notice together with the report and green form to committees@norfolk.gov.uk

Cabinet

Item No:

Decision making report title:	Additional Tier 2 Adult Weight Management Grant Funding
Date of meeting:	02 July 2021
Responsible Cabinet Member:	Cllr Bill Borrett (Cabinet Member for Adult Social Care, Public Health and prevention)
Responsible Director:	Tom McCabe (Executive Director of Community and Environmental Services)
Is this a key decision?	No
If this is a key decision, date added to the Forward Plan of Key Decisions.	n/a

Executive Summary

Tackling obesity is a key part of the government's strategy to address the nation's health and resilience against current and future threats posed by COVID-19, particularly amongst communities where obesity and COVID-19 is more prevalent. In March 2021, the government announced a fund to support people to lose weight and maintain a healthier lifestyle known as The Adult Weight Management Services Grant.

This additional funding provides us with a unique opportunity to increase Tier 2 Weight Management provision in Norfolk by offering a variety of interventions which are tailored to communities which are often underrepresented in weight management services, including men, those with Serious Mental Illness (SMI) and those with Learning disabilities (LD). It also provides us with the opportunity to use the funding to explore how we could be innovative in our approach to tackling obesity in Norfolk.

The funding is allocated via a ringfenced grant under Section 31 of the Local Government Act 2003. Funding has been allocated based on population size, obesity prevalence and deprivation levels of the local authority to enable the money to go to where the need is greatest. Norfolk has been awarded £452,743. Due to the requirement to spend this additional funding by March 2022, we have had to work quickly to develop our proposals within the allocated timeframes. We have opted to use this money to expand our current Tier 2 offer, delivered by Slimming World, and use the funds to support groups who are typically underrepresented in weight management services, such as men, those with learning disabilities and those with serious mental illness.

Recommendations

1. To allocate the funding as follows:

Man V Fat	£115,000
Joy of Food	£100,000
Preconception/fertility and post conception pathway (including partners)	£80,000
Additional Slimming World places	£75,000
Supporting referral pathways (10%)	£45,000
Communications & Campaigns	£20,000
Remaining funds	£17,743
Total	£452,743

1. Background and Purpose

- 1.1. In March 2021, the government announced a fund to support people to lose weight and maintain a healthier lifestyle known as The Adult Weight Management Services Grant.
- 1.2. The funding is allocated via a ringfenced grant under Section 31 of the Local Government Act 2003.
- 1.3. Funding has been allocated based on population size, obesity prevalence and deprivation levels of the local authority to enable the money to go to where the need is greatest.
- 1.4. Norfolk has been awarded £452,743.

2. Proposals

- 2.1. We propose to use this money to expand our current Tier 2 offer delivered by Slimming World, as well as commission new services such as MAN v FAT.
- 2.2. We also propose to use funds to support groups who are typically underrepresented in weight management services, such as men, those with learning disabilities and those with serious mental illness.
- 2.3. These proposals have been developed jointly by the prevention & policy and commissioning teams to ensure our thinking is aligned with the current review of the healthy lifestyles offer in Norfolk. They are as follows:
 - Develop a communications plan to drive referrals into Tier 2 Weight Management services
 - Work with the Joy of Food (JOF) and Slimming World to create a bespoke offer for slimming world referrals to access Joy of Food sessions
 - Commission MAN v FAT to deliver the following programmes; MAN v FAT, MAN v FAT Challenge and MAN v FAT Challenge at work
 - Devise an approach to support women pre and post conception
 - Support referral pathways

- 2.4. We plan to utilise a proportion of the funding to raise awareness of the existing and newly commissioned services through a communications plan, which will feed into the wider PH communications plan. We will work with the communications team to develop a plan that increases overall awareness of the tier 2 weight management offer amongst Norfolk residents, as well as targeting underrepresented groups, such as men, those with a learning disability (LD) and those who have a Serious Mental Illness (SMI).

3. Impact of the Proposal

- 3.1. The implementation of the proposal will result in:
- 3.2. A new tier 2 weight management services aimed specifically at men
- 3.3. Additional support for women and their families, including partners to lose weight before and after pregnancy, with the aim of any new behaviours being adopted during future pregnancies.
- 3.4. An increase in referrals from Health Checks for people with a serious mental illness and learning disabilities into weight management services.
- 3.5. An increase in the number of Slimming World vouchers available giving more residents the opportunity to access such a successful intervention.
- 3.6. A new opportunity for Slimming World participants, in targeted locations, to access a bespoke Joy of Food programme which incorporates Slimming World approved recipes into the sessions.

4. Evidence and Reasons for Decision

4.1. Men

We know that nationally obesity levels for men are higher than they are for women, with 68.5% of men being classified as obese, compared to 56% of women (Public Health England 2018/19).

We also know that men typically have lower engagement with traditional weight management services than women and therefore this is something we want to address (Elliot et al 2020). We therefore propose to commission MAN v FAT to deliver a series of tier 2 weight management services aimed specifically at men.

MAN v Fat offers a range of interventions outlined in the table below. As well as support from a coach, service users receive resources including recipes, case studies, interactive webinars, newsletters, virtual gym, progress reports and the MAN v FAT Community Facebook group.

Intervention:	Offer:	Breakdown:	Criteria:	Places:
MAN v FAT Football	Service users partake in weekly weigh ins and football games where points for your team are	£60,000	BMI 27.5>	60-80 individuals per league (4 leagues in total)

	awarded based on weight loss.			
MAN v FAT Challenge	Online offer where SU teams compete in weekly challenges based on core areas of nutrition, exercise & building healthy habits.	£30,000	BMI 25>	200 individuals
MAN v FAT Challenge at work	Based on the MAN v FAT intervention, but with teams being comprised from workplaces.	£25,000	BMI 25>	20 teams (no. per team varies at 8-12 individuals)

- 4.2. Preconception/ fertility and post conception pathway (including partners):
In Norfolk, 23.4% of women are recorded as obese during the early stages of pregnancy, which is significantly worse than the East of England average (Public Health England 2018/19). Although this funding cannot be used to support individuals to lose weight during pregnancy, we are keen to support women and their families, including partners to lose weight before and after pregnancy, with the aim of any new behaviours being adopted during future pregnancies. We are currently exploring possible pathways to support women pre and post conception with colleagues in maternity as well as Slimming World, who have a bespoke offer to support women around pregnancy.
- 4.3. Supporting referral pathways:
Up to 10% of the funding can be used to support approaches that facilitate referrals, and we intend to use the maximum amount to do so. We are currently exploring the options of how we could support more individuals to access weight management services. One option may be to ensure better integration between Serious Mental Illness and Learning Difficulties Health Checks into weight management services.
- 4.4. Slimming World
We propose to fund an additional 1,376 Slimming World vouchers in order to support increased referrals, whilst maintaining the threshold on who is eligible to access a tier 2 weight management services in Norfolk. This will be achieved through a contract variation with the provider. Slimming World in Norfolk has a high success rate of supporting individuals to lose weight with around 70% of completers achieving a 5% weight loss in 2019-20. We would therefore like to increase the number of vouchers available to give more residents the opportunity to access such a successful intervention.
- 4.5. Joy of Food (JOF) and Slimming World (SW)
For some residents accessing slimming world sessions alone can sometimes not be enough for them to lose weight, despite having the motivation to do so. Using the COM-B framework for behaviour change, we have identified that

although Slimming World as an intervention addresses many barriers such as motivation, one key potential barrier that could be more fully addressed with supplementary input is that of food preparation / cooking skills (Capability in the COM-B model). We therefore propose to offer SW resident in targeted locations the opportunity to access a bespoke JOF programme which incorporates SW approved recipes into the sessions

We are currently finalising with the JOF and SW what this may look like and initial thoughts are that the programme would involve:

- 6 weekly face to face sessions lasting 2 hours (digital options are also being explored in the event that restrictions prevent in person sessions)
- Individuals will be provided with 2 x ingredients boxes per session. One will be used during the session and the other will be taken home for residents to cook with at home
- Recipes will be taken from the SW programme and will be agreed between SW, JOF and PH

We propose to pilot one group in an area of need and compare the outcomes to a group of individuals who have not accessed additional support from JOF. We are currently exploring referral pathways into these additional sessions with a mixture of self-referrals and referrals from SW consultants.

4.6. Remaining spend:

We propose to keep a proportion of the spending back which could be used to further bolster the above projects or for any emerging themes that present during this time frame. This will be kept in regular review.

5. Alternative Options

5.1. None

6. Financial Implications

6.1. The additional funding is allocated via a ringfenced grant under Section 31 of the Local Government Act 2003. Funding has been allocated based on population size, obesity prevalence and deprivation levels of the local authority to enable the money to go to where the need is greatest. Norfolk has been awarded £452,743.

7. Resource Implications

7.1. **Staff:**

There are no additional staffing implications for Norfolk County Council staff. The fund will be managed by the existing Public Health commissioning team.

7.2. **Property:**

N/A

7.3. **IT:**

N/A

8. Other Implications

8.1. **Legal Implications**

None

8.2. **Human Rights implications**

None

8.3. **Equality Impact Assessment (EqIA) (this must be included)**

Summary and key findings

The T2 WM Additional Fund should impact positively on the public health of all people in Norfolk, including people with protected characteristics. This is because the aim of the T2 WM fund is to identify people who are most at risk from being overweight or obese in Norfolk, to ensure that resources are targeted effectively to mitigate this. Some people with protected characteristics may be more vulnerable to the risk of obesity than others, and this has been taken into account.

Another key factor to take into account is to ensure that weight management interventions reach all key target groups. People from some backgrounds with one or more protected characteristics are often typically underrepresented in weight management services; such as men, people with learning disabilities, and people with serious mental illness. Reaching these groups effectively, and in accessible ways, forms the basis of our proposal.

A comprehensive analysis of how people's protected characteristics may increase their risk of obesity, as well as impact on their ability to access and utilise intervention services, was published by the National Institute of Health and Care Excellence in April 2021 (link below). It forms the basis for our considerations on the necessary service provision to meet need and the steps we will take to reach the underserved and facilitate access.

<https://www.nice.org.uk/guidance/GID-NG10182/documents/equality-impact-assessment>

Background information

These T2 weight management monies, provided by way of an additional grant available in 2021/22 only, offer a means to expand and increase access to existing areas of commissioned services.

In this context the funds will be fully utilised in a window where mitigations to meet the challenges of COVID-19 will be in place, and so too offer a unique opportunity to bolster support for those most effected by the pandemic.

An evidence review was carried out, which identified:

1. eating and exercise habits disproportionately affect people who are in deprived communities, and from ethnic minority backgrounds, who may have had limited access to healthier fresh food and the ability to exercise.

2. people who have existing long-term conditions and were “shielding” during lockdown and had limited opportunities to exercise.
3. reduced access to weight management services during the pandemic due to the usual pathways operating at reduced capacity.

Wider disparities of health for those with protected characteristics during this current period of the COVID pandemic are highlighted in a comprehensive EQIA at:

<https://www.norfolk.gov.uk/care-support-and-health/health-and-wellbeing/adults-health/coronavirus/norfolks-response-to-coronavirus/covid-19-equality-impact-assessment>

8.4. **Health and Safety implications** (where appropriate)

N/A

8.5. **Sustainability implications** (where appropriate)

8.6. N/A

8.7. **Any other implications**

8.8. None

9. Risk Implications/Assessment

9.1.	Risk:	Mitigation:
	Monies not being spent in the allocated time frame	Spending plan to account for funding which will be reviewed regularly
	Demand for commissioned services outweighs resource available	Money has been allocated within the spending plan to allow for the commissioning of additional places
	Lack of demand for commissioned services	Money has been allocated to develop communications and to support referral pathways
	Reputational risk from targeting underserved communities e.g. Men, LD, SMI	These groups are recognised as being underserved and requiring additional support to access services
	Funding does not continue beyond April 2022-23	Public Health to consider this when reviewing current and future provision. NCC to lobby PHE for a future position statement

10. Select Committee comments

10.1. N/A

11. Recommendations

11.1. **1. To allocate the funding as follows:**

Man V Fat

£115,000

Joy of Food	£100,000
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12. Background Papers

12.1. None

Officer Contact

If you have any questions about matters contained in this paper, please get in touch with:

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