

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD267

Title: Food Flagships Evaluation Study

Executive Summary:

The Food Flagships programme is an innovative programme to deliver a whole systems approach to changing the food environment to improve health and attainment in two London boroughs.

The Public Health England (PHE) National Obesity Team has contributed £49,000 to the evaluation of this work. This resource will fund an academic study into the influencers on healthy diets amongst adolescents in the two Flagship boroughs.

Decision:

That the Assistant Director approves:

1. Receipt of £49,000 from the Public Health England National Obesity Team.
2. Expenditure of up to £49,000 on an academic research programme to undertake a study examining the current influencers of a healthy diet amongst adolescents in the 2 London Flagship Boroughs which will provide a baseline for the wider Flagship evaluation programme.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Amanda Coyle

Position: Assistant Director – Health and Communities

Signature:

Date:

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 The Food Flagships programme is run by the GLA Food Team with assistance from the Health Team in the form of Public Health expertise. The Flagships were awarded as a result of a competitive tender bid in which 26 boroughs applied for GLA funding (matched with DfE and DEFRA funding) to deliver a whole systems approach to changing the food environment to improve health and attainment.
- 1.2 Croydon and Lambeth were successful and have begun an ambitious programme of interventions using schools as the catalyst for systems change within a local authority environment.
- 1.3 The GLA is committed to maximising the impact of resource deployment by evaluating its work and contributing the evidence based policy making.
- 1.4 The Food Flagships programme is a complex community intervention with several outcomes and evaluation strands.
- 1.5 When the Food Flagship programme was approved (through MD 1328) it was envisaged that the National Institute for Clinical research may fund a large scale longitudinal study into the public health impacts of the project. Unfortunately at this stage the NIHR evaluation stream is delayed.
- 1.6 However, the national Obesity Team in PHE are proposing to contribute £49,000 to assist in the evaluation of the Flagships programme and have agreed to fund an academic study on how the interaction of socio-economic determinants, societal influencers and individual psychology drives fruit and vegetable consumption (as a proxy for healthy diet) in adolescents aged 14-16; a group which have shown to be infrequent consumers of fruit and vegetables and hard to reach through health promotion interventions.
- 1.7 This piece of work is one strand which will feed into a wider evaluation by providing qualitative data and insight.

2. Objectives and expected outcomes

- 2.1 The objectives and outcomes of the research programme are;
 - To provide a baseline of influencers within the Flagships
 - To assist local authorities in meeting the Public Health Outcomes Framework around fruit and vegetable consumption.
 - Ultimately, to contribute to an improvement in diets of adolescents and a reduction in health inequalities by reducing the prevalence of food borne illnesses in this group (obesity, type 2 diabetes, anaemia).
- 2.2 **Equality Comments**
 - The work will contribute to understanding, and therefore support the work in reducing health inequalities amongst young people as 14-16 year olds are some of the lowest consumers of fruit and vegetables.
 - The research will also focus on young people in schools with higher than average proportion of free school meals and will produce work which will enable Local Authorities to improve the diet of more economically disadvantaged groups.

3. Planned approach

- 3.1 The work will be competitively procured. An academic organisation with expertise in this area will be asked to:
- Review relevant literature, develop proposed datasets and consult experts
 - Develop and conduct a research study to meet the study objectives
 - Submit findings to a peer reviewed journal for publication
 - Contribute to the dissemination and implementation of findings within the boroughs.
- 3.2 This project will be overseen by the Health Team and an evaluation steering group (to be formed).

4. Other considerations

- 4.1 This project links to the Mayor's Health Inequalities Strategy which includes a strategic objective on healthy places.

5. Financial comments

- 5.1 Approval is being sought for the procurement, award and entry into a contract to undertake a study examining the current influencers of a healthy diet amongst adolescents in the 2 London Flagship Boroughs which will provide a baseline for the wide Flagship evaluation programme
- 5.2 The estimated cost of this research project is £49,000 and will be fully funded by Public Health England, for which receipt of the funds is also being sought via this report. The income and associated expenditure will be accounted for within the Health & Communities Unit.
- 5.3 Any changes to this proposal, including budgetary implications will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.
- 5.4 The Health Team within the Communities & Intelligence Directorate will be responsible for managing this project and ensuring that all activities comply with the Authority's Financial Regulations, Contracts & Funding Code and Expenses & Benefits Framework.

6. Planned delivery approach and next steps

| Activity | Timeline |
|---|----------------|
| Procurement of contract [for externally delivered projects] | 16-23 Feb |
| Announcement [if applicable] | 16 Feb |
| Delivery Start Date [for project proposals] | 31 March |
| Delivery End Date [for project proposals] | September 2016 |

Appendices and supporting papers: None

Public access to information

Information in this form is subject to the Freedom of Information Act 2000 (FOI Act) and other legislation. Part 1 of this form will be made available on the GLA website within 1 working day of approval.

Part 1 deferral: any fact or information whose release before a specific date would compromise the implementation of the decision may be included in Part 1, with Part 1 being deferred until after that date. Deferral periods should be kept to the shortest length strictly necessary.

Is the publication of this approval to be deferred? YES

If YES, for what reason:

It contains information the disclosure of which would be likely to prejudice the GLA’s commercial interests by distorting competitiveness in the relevant market. Such distortion impacts upon the GLA’s ability to secure competitive and sustainable bids for the provision of such supplies and services and value for money which is not in the public interest.

Until what date: 1 April 2015

Part 2 confidentiality: any fact and advice that should not be automatically made public should be in the separate Part 2 form, together with the rationale for confidentiality.

Is there a part 2 form –NO

ORIGINATING OFFICER DECLARATION:

Tick indicates approval (✓)

Drafting officer:

Kirsten Watters has drafted this report in accordance with GLA procedures and confirms that the Finance and Legal teams have commented on this proposal, and this decision reflects their comments

✓

HEAD OF GOVERNANCE AND RESILIENCE:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature:

Date: