

## Childhood Obesity Trailblazer Programme

### Expression of Interest Process - Frequently Asked Questions

This section will be regularly updated. Please submit any questions to [cotp@local.gov.uk](mailto:cotp@local.gov.uk)

**LAST UPDATE – 23 Nov 2018**

Date Added	Question	Answer
	When you say “what is the vision for your local area in tackling this issue and why is this important for your area” – by issue do you mean child obesity as a whole or the driver that we plan to address through our proposal?	You should cover both childhood obesity as a whole and the driver which you plan to address.
20 Nov	As part of the first phase, the requirement is to submit the full project by April 2019 after drawing down on the findings from the discovery phase. Are these dates set in stone?	The discovery phases are required to be completed in April and we cannot adjust the timescales for individual projects unfortunately.
20 Nov	Will references be included in the word count?	References are not included in the word count.

20 Nov	What does the Delivery Support Partner role in the Discovery Phase look like?	<p>The Delivery Support Partner will be asked to:</p> <ul style="list-style-type: none"> <li>• Kick start the discovery phase with a session at an introductory event</li> <li>• Provide coaching support at intervals during the discovery phase</li> <li>• Link the learning from existing programmes and approaches to refine and tailor local plans</li> <li>• Assist the councils in planning their measures of success for the potential three year programme</li> </ul>
20 Nov	Do we need to detail how the £10,000 allocated for the discovery phase will be spent?	You are not asked to provide a detailed budget for the proposed discovery phase but you may wish to provide some information on how resources will be allocated for the discovery phase.
9 Nov	Can we attach maps or charts to our submission?	You can include maps and charts but they would need to be embedded in your response. Any words in them will count towards the word count.
7 Nov	I am part of a joint Public Health team which covers several Local Authorities, would you consider one application for all three and if so would the funding remain as if it was one LA? Or, would you consider multiple applications from our PH team but for different authorities?	<p>As the programme aims to explore a cross-section of drivers and test a variety of levers, we will be looking to select a group of councils who, as a collective, represent a range of activity. Where councils submit a joint bid, we expect their plan to outline cohesive, coordinated activity across the participating council areas.</p> <p>Joint bids will be considered as a single trailblazer authority with access to a single funding amount. If councils are considering submitting a joint bid but are planning to tackle distinct drivers of childhood obesity through different actions within each council, it may be more appropriate to submit bids individually.</p>
5 Nov	Is there a requirement for the successful councils to match fund or provide any financial commitment?	Councils are not required to match fund their applications though are welcome to incorporate other resources into the bid.
25 Oct	We have received central government funding to tackle childhood obesity – can I still apply?	This should be detailed in your application. We would advise you contact <a href="mailto:cotp@local.gov.uk">cotp@local.gov.uk</a> to discuss your project aims and any potential overlap as soon as possible.
25 Oct	As a district council, can I apply?	You cannot be a lead council in the bid, this is reserved for councils with Public Health statutory responsibilities. However, you are encouraged to partner with your county council.
25 Oct	Can local authorities in Wales apply?	No. The programme is funded by the Department of Health and Social Care which stipulates it is only open to authorities with Public Health responsibility in England
25 Oct	What do you mean by innovation in the prospectus?	There are different types of innovation such as incremental innovation, disruptive innovation and entrepreneurialism. The discovery phase will explore innovation in the driver of obesity that you have indicated in the expression of interest.

25 Oct	We have an initiative that we would like to expand. Can I do this through this funding?	This funding is looking for new initiatives and is not intended to fund an expansion of core delivery. If you intend to deliver new initiatives built on an existing programme of work, you must set out how this action would be innovative and distinct from current/past activity.
25 Oct	If we are successful in our application after the discovery phase how much funding will we actually receive?	There will be £100,000 worth of funding and project support available to each trailblazer each year. It is anticipated that the lead council received about £75,000 per annum via a grant split into two payments. There will be discussions with the trailblazers about funding and how to utilise the delivery support partner and the subject matter expertise. This support is anticipated to be worth £25,000 a year but there will be flexibility in how it is arranged.
25 Oct	How will you select the councils for the proof of concept stage?	Council responses to the expression of interest questions will be judged against an agreed judging criteria. A judging panel made up of the LGA, DHSC, PHE and ADPH will make recommendations to the Parliamentary Undersecretary for Public Health and Primary Care for a final decision. We aim to take forward the most innovative plans likely to have the greatest impact and aim to have a regional spread of activity.
25 Oct	What happens to councils that make it to discovery phase but are not selected to become trailblazer authorities?	Local authorities that are not selected from the discovery phase will be encouraged to implement their plans and will be invited to share their learning and participate in regular events throughout the trailblazer programme, including showcasing events and focus groups.
25 Oct	Can you provide the sources for the examples of key drivers provided on page 8 of the prospectus?	<p>Boyland EJ et al. (2016). Advertising as a cue to consume: a systematic review and met-analysis of the effects of acute exposure to unhealthy food and no-alcoholic beverage advertising on intake in children and adults, 2. <i>The American Journal of Clinical Nutrition</i>. 20:103(2), 519-33.</p> <p>Cairns, G, Hasting G et al. (2013). Systematic reviews of the evidence on the nature, extent and effects of food marketing to children. A retrospective summary. <i>Appetite</i> 1(62), 209-15.</p> <p>Department for Transport. (2018). <a href="#">National Travel Survey</a>.</p> <p>Department for Environment Food and Rural Affairs. (2017). <a href="#">Evidence Statement on the links between natural environments and human health</a>.</p> <p>Harris JL, et al. (2009). Priming effects of television food advertising on eating behaviour. <i>Health Psychology</i>. 28(4), 404.</p> <p>Local Government Association. (2018). <a href="#">Call for crackdown on 'Trojan' telephone boxes amid 900 per cent rise in some areas</a>.</p> <p>NHS Digital. (2017). <a href="#">Health Survey for England</a></p> <p>Norman J. Kelly B et al. (2016). The impact of marketing and advertising on food behaviours: evaluating the evidence for a causal relationship. <i>Current Nutrition Reports</i>. 5(3), 139-49.</p> <p>Public Health England. (2018). <a href="#">Obesity and the environment: regulation the growth of fast food outlets</a>.</p> <p>Public Health England. (2018). <a href="#">Healthy High Street: good place making in an urban setting</a>.</p>

	<p>Public Health England (2015). <a href="#">National mapping of weight management services, provision of tier 2 and tier 3 services in England.</a></p> <p>Stirling University (2015). <a href="#">The Impact of Food and Drink Marketing on Scotland's Children and Young People.</a></p> <p>World Health Organization. (2016). <a href="#">Urban green spaces and health.</a></p>
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