

Childhood Obesity Trailblazer Programme - Discovery Phase Projects			
Council	Project name	Partners	Description
Bath and North East Somerset	<b>Naturally Active - Somer Valley</b>	Wansdyke Play Association University of Bath	The project will determine the barriers to physical activity in families and reasons for low use of the natural environment. It will explore roles of key stakeholders, identify helpful mechanisms to enable change and co-produce possible solutions with the community.
Birmingham	<b>The social value impact of childhood obesity</b>	Service for Education University of Birmingham	Discover interventions to help reduce childhood obesity meaningful to the community that can become norms, understanding views and potential input from senior leaders and other stakeholders.
Blackburn with Darwen	<b>Healthy Place, Healthy Future</b>	Blackburn Rovers Community Trust Families Health & Wellbeing Consortium Integrated Pennine Lancashire Health & Care Partnership	To engage with system leaders and policy heads to develop a consistent planning approach across Pennine Lancashire, understanding how local communities can be supported to create a social movement to demand healthier food and support businesses to provide it.
City of Bradford	<b>Co-producing obesity prevention with Islamic Religious Settings</b>	Born in Bradford Khidmat Centre CNet	Tackling the structural, cultural and behavioural drivers of obesity through harnessing the influence of Islamic Religious Settings. Our aim is to catalyse system change empowering community and businesses to co-design sustainable solutions for the prevention of obesity.
London Borough of Havering	<b>Shaping a healthier High Street in Havering</b>	Shift Design HES Catering Local schools	Understanding what drives supply and demand within the local food environment and identifying opportunities to shape a healthier high street
London Borough of Lewisham	<b>Reshaping out of home food advertising</b>	JCDecaux Outsmart Incorporated Society of British Advertisers	To co-produce solutions between the food and drink industry and local communities to reshaping out of home advertising of high in fat, salt and sugar products. The project will also explore behaviour change on up to 20% of unused estate
Middlesbrough and South Tees	<b>We've 'Ad Enough in South Tees</b>	Middlesbrough Council, Redcar & Cleveland Borough Council, Middlesbrough Environment City	Exploring what can be done to restrict junk food marketing in the local environment including in bus shelters, on buses and bus tickets and via local media outlets. The project will test the levers that can be used such as contracts and corporate social responsibility as well as investigating Trojan phone boxes.
Nottinghamshire	<b>Family food environment</b>	District and borough councils Nottinghamshire Healthcare Trust Active Notts	Identifying innovative ways that we can improve the family and community food environment experienced by children in their early years. This is a critically important time for children, when food habits and preferences are developing.
North Tyneside	<b>The butterfly effect - small changes big</b>	North Tyneside Strategic Partnership Family Gateway Active North Tyneside	Detailed insight work to understand why families make the food choices they do and what those choices are. Working with key partners we will carry out in-depth engagement with local families, children, business and schools.
North Yorkshire	<b>School Zone Project</b>	Stronger Communities (including Public Health, Trading Standards, Children's and Young People services)	Assessing and modifying the school zone environment (400m radius around schools) by looking at influences on healthy weight such as provision of healthy and unhealthy foods, food outlets and physical activity.
Peterborough	<b>Healthy Peterborough</b>	Community First Peterborough Environment City Trust Peterborough Women's Association	Establish how lifestyles in Peterborough's local deprived/diverse communities with high rates of childhood obesity are influenced by proliferation of fast food outlets and cultural norms. Also establish the feasibility of engaging communities and council levers and incentives to tackle these
Rochdale	<b>Changing Food Culture</b>	The Big Life Group Link 4 Life Food Active	Exploring the levers available to improve the food environment such as use bye-laws to support healthier fast food outlets, the motivation of residents to grow food and understand the extent of food deserts in the Borough and the use of arts and culture to develop a new engagement model.
Walsall	<b>Walsall Getting Streets Ahead - Children's healthy weight</b>	Mid Counties Co-Operative Black Country Chamber of Commerce One Walsall (Voice of Voluntary Sector)	Developing a comprehensive portfolio of local policies, legislation and strategies and identify cross cutting levers. There will be a detailed analysis of the type of businesses in each community and cross pollination of food offer and baseline the current corporate social responsibilities activities taking place