

Report To: Conwy & Denbighshire PSB

Date of Meeting: 5 July 2019

Lead Member / Officer: Judith Greenhalgh, CE of Denbighshire County Council

Report Author: Nicola Kneale, Strategic Planning Manager, DCC

Title: **Weight Management project: resourcing**

1. What is the report about?

How to approach and resource a project on weight management.

2. What is the reason for making this report?

Under the PSB's Community Empowerment priority, one of the work areas was about Social Prescribing. At the January 2019 PSB meeting a SWOT analysis of Social Prescribing was presented, suggesting that a particular issue to be tackled via social prescribing should be identified.

It was agreed that the topic would be weight management, and acknowledged that social prescribing is one of many approaches that could be taken to tackle this issue. The PSB project's focus has therefore evolved from being about social prescribing to being about weight management (with social prescribing being one means to address the issue).

Now that this has been agreed, resource for shaping and delivering the project needs to be identified.

3. What are the Recommendations?

3.1 That PSB members agree to progress the project in line with the approach described in section 4.3.

3.2 That PSB members nominate the appropriate personnel in their organisations to participate in designing and delivering the project, in line with the approach agreed.

4. Report details

4.1 In addition to the context provided in paragraph 2 (re. social prescribing and weight management), in March's meeting the PSB heard about BCUHB's three-year plan, one of the priorities for which is Healthy Lifestyles.

4.2 Under the Healthy Lifestyles priority, BCUHB are developing a weight management strategy. This identifies around six areas to tackle and/or initiatives to deploy. A business case is currently being drafted, and is due to be ratified by the Executive Board in July (subject to acceptance).

- 4.3 It is suggested that the PSB plans its activities in support of Weight Management within the context of the BCUHB plan, for example prioritising particular initiatives according to the need and/or the opportunities available on a more local footing.
- 4.4 (It should be noted that Denbighshire would particularly like to focus implementation in the Rhyl area. Conwy County Council colleagues are invited to nominate how they'd prefer to proceed – on a county-wide or a smaller footprint, for example. This can be determined as the project's scoped out.)
- 4.5 Denbighshire County Council is the lead organisation for developing a PSB response to this project, and is happy to help facilitate, co-ordinate and offer strategic input. However, a wider, multi-agency project team is required to also offer strategic input and actually deliver against the project. It's anticipated that resource from BCUHB, Public Health Wales, Conwy Council, and NRW will be required, and nominations are requested.
- 5. How does the decision contribute to the Priorities?**
This paper outlines a suggested approach and a request for resource to help deliver the PSB's priorities.