

APSE Seminar: Neighbourhood Matters! Identifying Problems, Creating Solutions



Blackpool Council

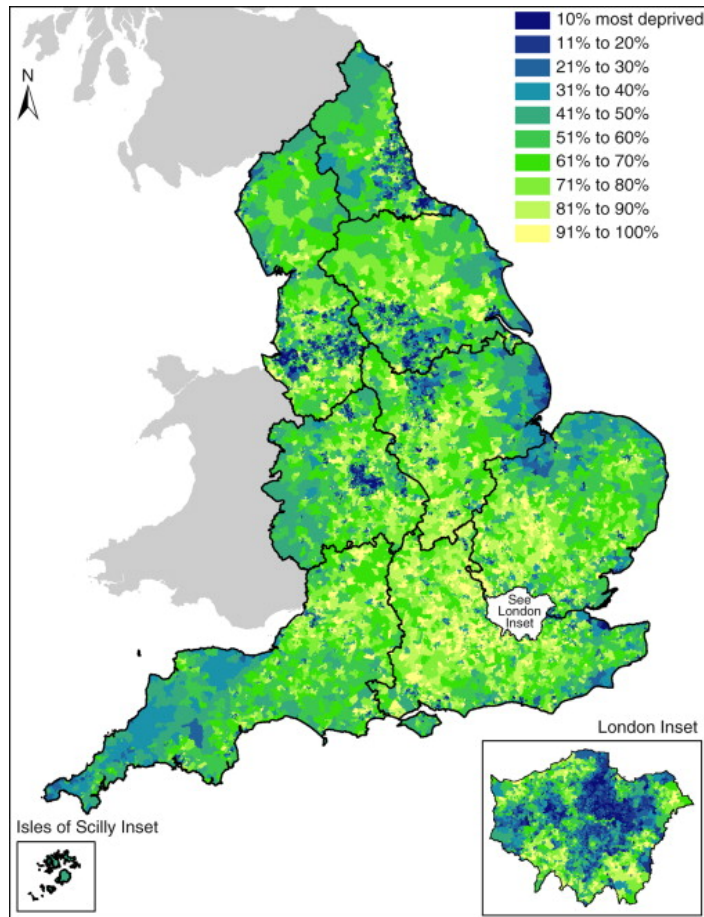
John Hawkin

Head of Leisure, Catering and Illumination Services

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Free School Breakfasts & Milk – Blackpool Context



- Poverty & Deprivation
- Education & Children's Outcomes
- Employment & Benefits
- Health & Lifestyles
- Housing

Concerns in Relation to Children



- Poor results
- Poor attendance
- Poor punctuality
- Victims of circumstance
- Higher proportions of malnourishment
- Children hungry

Council Priorities



- Tackle child poverty, raise aspirations and improve educational achievement
- Safeguard and protect the most vulnerable
- Improve health and well-being especially for the most disadvantaged



Children First



- No child should start their day hungry
- Priority Lead Budgeting
- 'Leadership'



Breakfast & Free School Milk



- All primary school children
- 33 schools started 7th January 2013
- Circa 11,000 breakfasts served daily
- Fruit juice & 2 items
- Not one size fits all
- Maximising resources
- Physical activity
- Opportunity for innovation & creativity

Monitoring & Evaluation

- Northumbria University - Qualitative
- UCLAN – Quantitative
- School Food Project Board



Next Steps

- Universal Free School Meals Programme
- Whole School Approach
- 365 Provision
- Community Involvement

Health and Wellbeing Strategy

VISION		
<i>TOGETHER we will make a place where ALL people can live long, happy and healthy lives.</i>		
THEMES		
Healthy Lifestyles	Health and Social Care	Wider Determinants of Health
PRIORITIES		
<ul style="list-style-type: none"> Tobacco Control Substance Misuse Alcohol Obesity and Healthy Weight Physical Activity Sexual Health 	<ul style="list-style-type: none"> Early Years and Family Support Dementia Mental Health Frail Elderly Carers and Young Carers Disease Prevention and Early Detection Safeguarding and Domestic Abuse Long Term Conditions and Disabilities 	<ul style="list-style-type: none"> Economy, Employment and Workforce Education and Aspirations Housing and Transience Environment Transport Crime and Anti Social 1010
CROSS CUTTING THEMES		
<ul style="list-style-type: none"> Safeguard and protect the most vulnerable Integrate services Focus on prevention, early intervention and self care Increase/improve choice and control 		

