

# School superzones in London

Healthier places, healthier schools

**Katie Hunter**

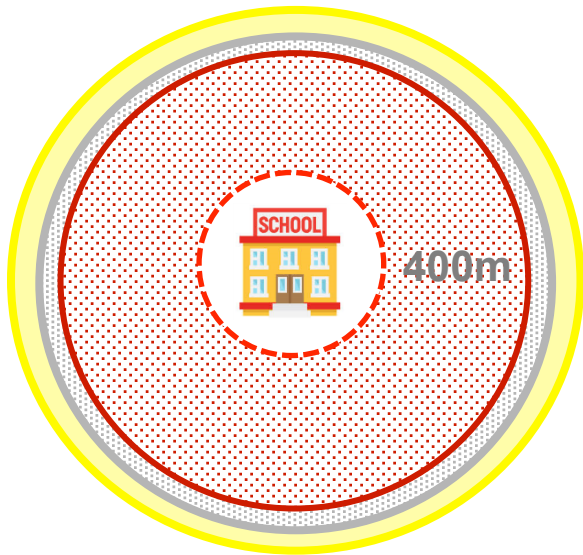
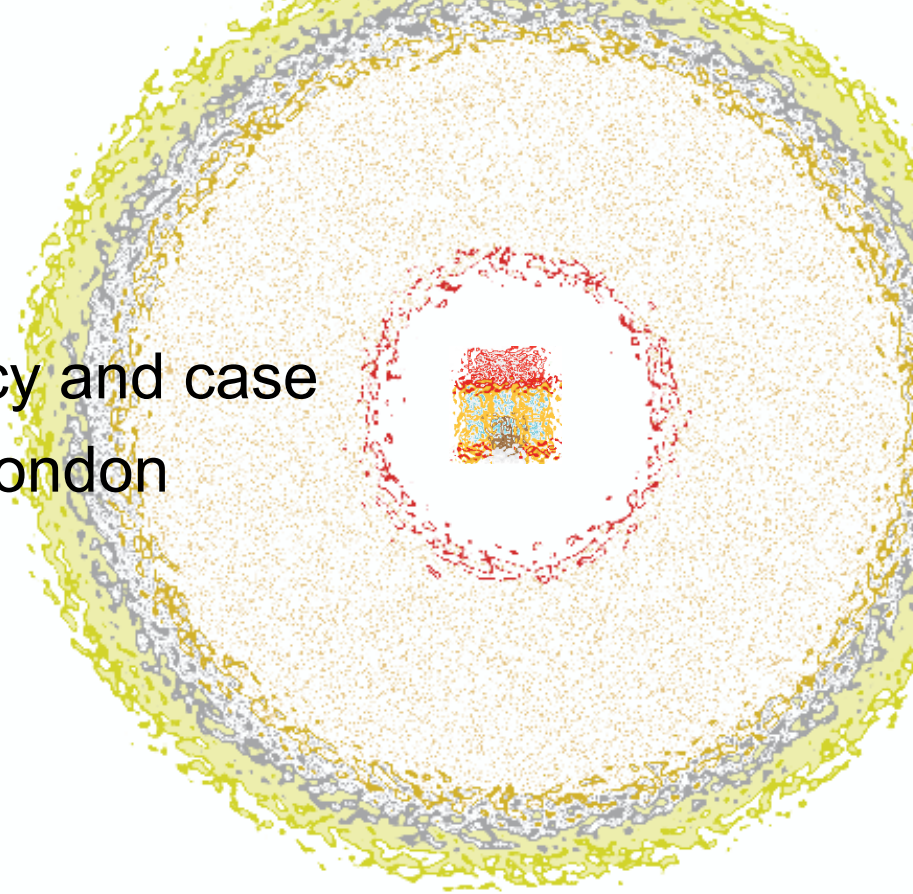
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**Deputy Director of Public Health, Southwark Council**

# Overview of presentation

- Context for superzones: policy and case
- Aims and approach across London
- Case study: Southwark
- Evaluation and next steps



# London Devolution Memorandum of Agreement

## 16<sup>th</sup> November 2017



Signed for and on behalf of London, Central Government  
and National Health and Care Partners:

Rt Hon Jeremy Hunt MP  
Secretary of State for Health  
Department of Health

Rt Hon Elizabeth Truss MP  
Chief Secretary to the Treasury  
HM Treasury

Dr Marc Rowland  
Chair, London Clinical Commissioning Council

Cllr Claire Kober  
Chair, London Councils

Sadiq Khan  
Mayor of London

Simon Stevens  
Chief Executive, NHS England

Jim Mackey  
Chief Executive, NHS Improvement

Dr Yvonne Doyle  
Director for London, Public Health England

# Devolution Prevention Programme

## 7 PROGRAMME AREAS UNDER CONSIDERATION IN LONDON

- Mental health and employment
- Advertising food and drink
- Fiscal levers
- Illegal tobacco and counterfeit alcohol
- Gambling
- Sugar levy
- **Urban environment and health**
- “Freedoms”

### **MoU Commitment:**

**Explore the interaction between planning and urban spatial policy and London’s health and wellbeing objectives to create healthy super zones around schools.**

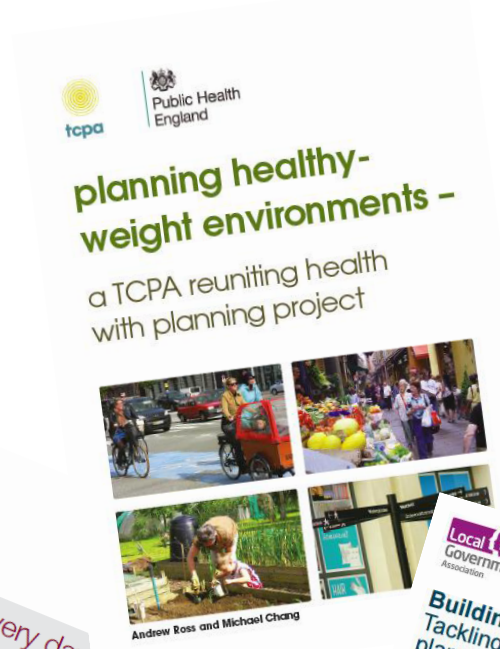


# Healthy places - evidence



<https://www.gov.uk/government/publications/phe-healthy-places/healthy-places>

# Healthy places - evidence



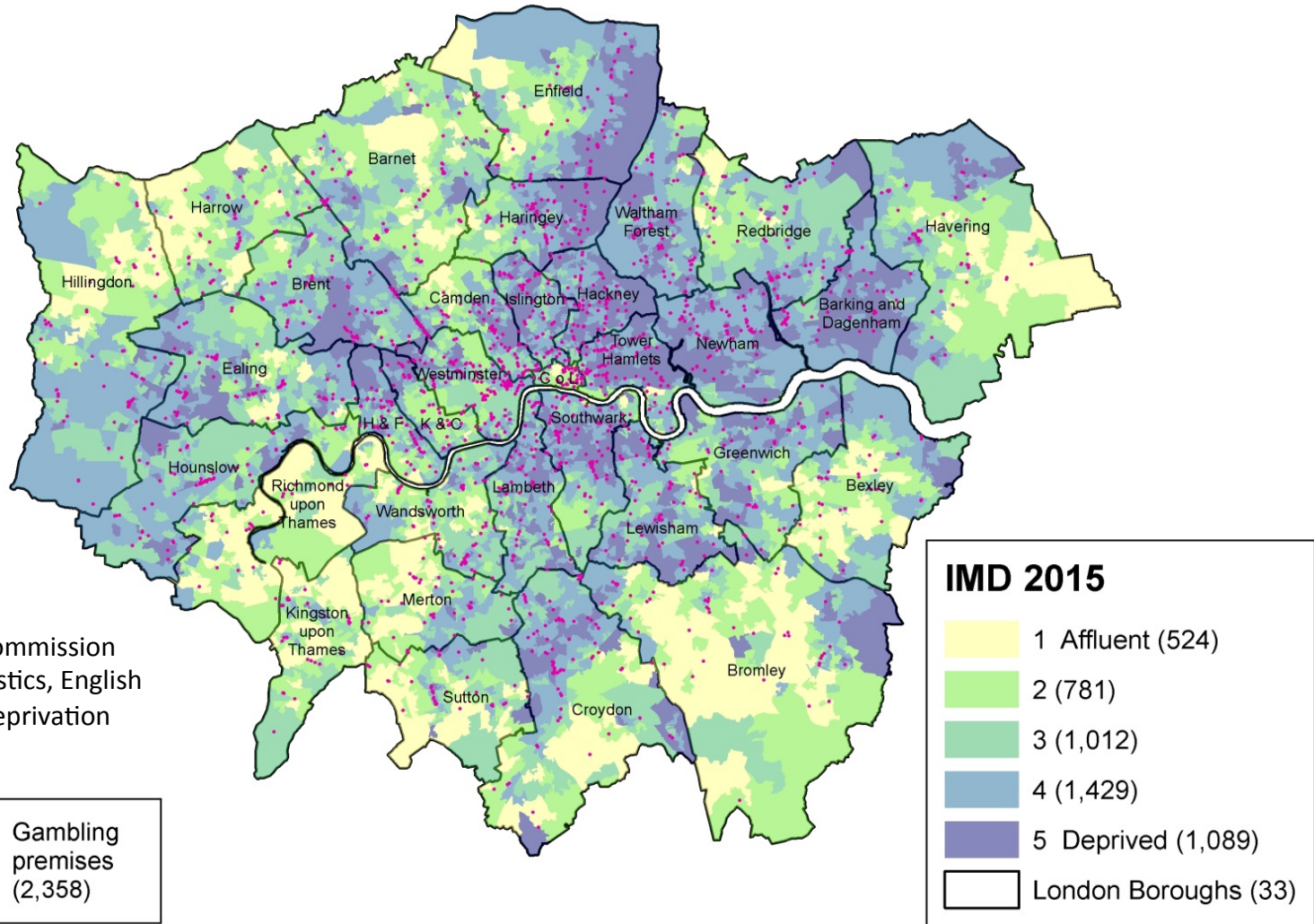
# Healthy New Towns – putting health into place



<https://www.england.nhs.uk/ourwork/innovation/healthy-new-towns/>

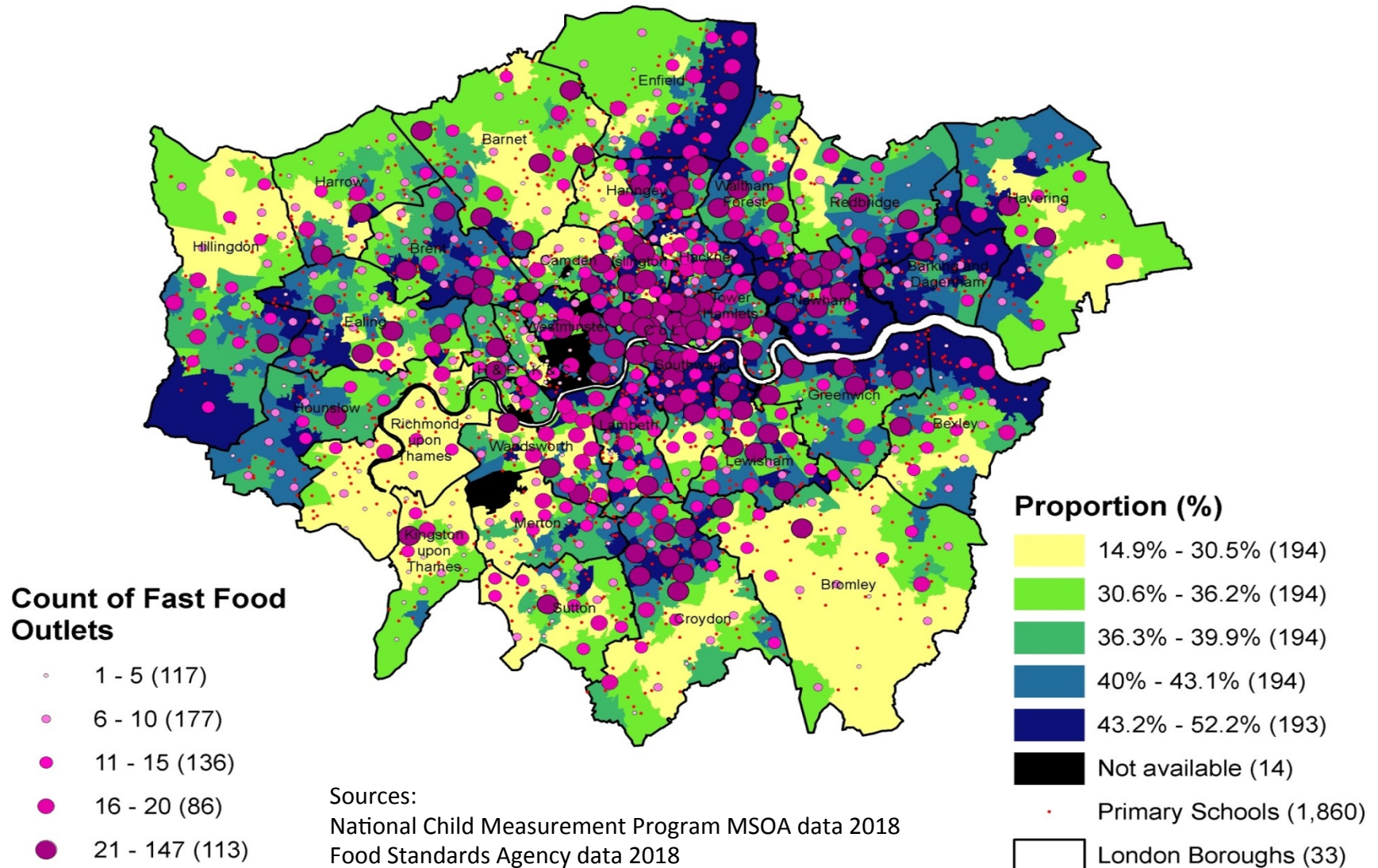


# Deprivation (IMD) by MSOA in London with gambling premises



Sources:  
Gambling Commission  
Official Statistics, English  
Indices of Deprivation  
2015 data

# Prevalence of obesity in Year 6 by MSOA with number of fast-food venues around primary schools





# **A superzone is an environment around schools that makes healthier behaviour easier**

## **SUPERZONE PRINCIPLES**

- 400m around schools
- Address health inequalities
- Following engagement with a number of boroughs key principles for the pilot were proposed:
  - Partnership approach
  - Put children and young people at the centre
  - Target to greatest need
  - Consider local assets and harms
  - Flexibility
  - Allow room for testing & innovation
  - Co-production of action plans

# To develop a London model to test healthy urban design at a neighbourhood level

## AIMS OF SUPERZONES PILOT

- Test political and senior level appetite
- Test stakeholder appetite
- Identify and test policy and fiscal levers at borough, regional and national levels
- Explore devolution opportunities
- Share ongoing learning
- Inform London and wider superzones approach

# Map of superzones in London



# Thirteen boroughs are in the London pilot

## GOOD PROGRESS ACROSS ALL PILOTS

- Project Steering Group (PHE, GLA, Boroughs, TCPA, HUDU)
  
- Local stakeholders include:
  - public health
  - pupils, teachers
  - road safety
  - air quality
  - green space, recreation/leisure
  - substance misuse
  - environmental health/regulatory services
  - economic development
  - planning, housing, regeneration
  - elected members
  - health & wellbeing boards

# A case study - Southwark

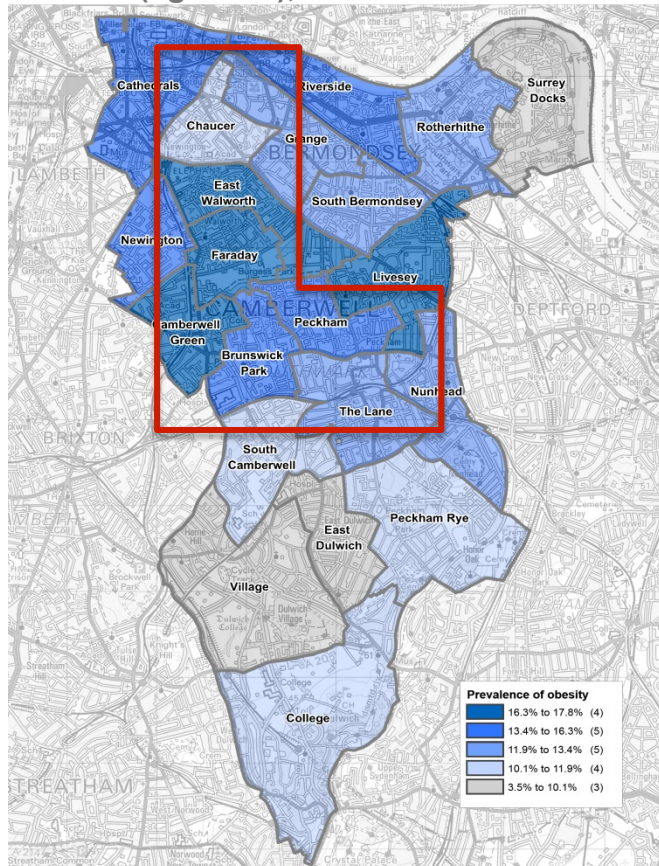




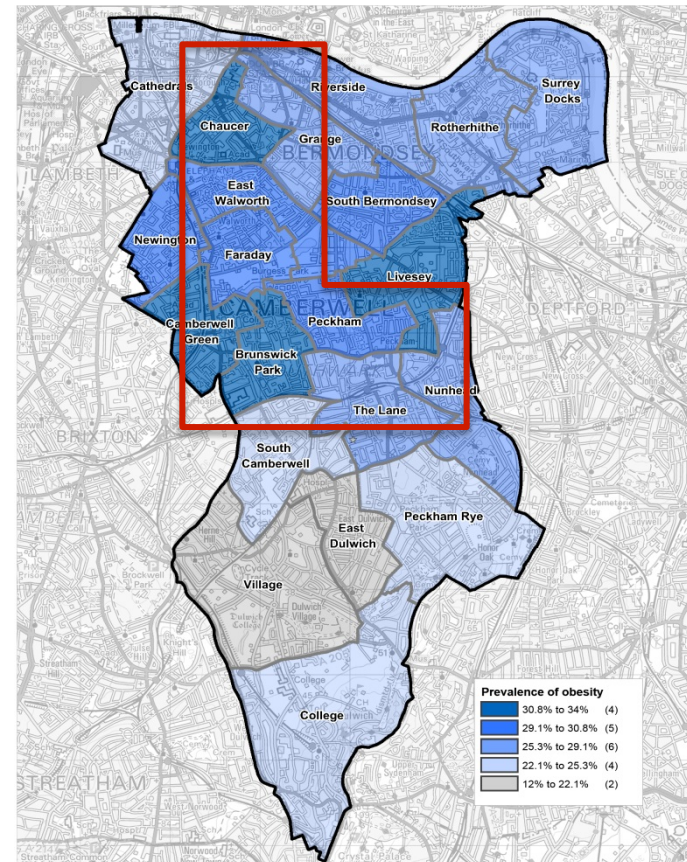
# There are disparities in obesity prevalence among Reception and Year 6 children across Southwark

## CHILDHOOD OBESITY

Prevalence of Obesity among Reception children (ages 4-5), 2013/14-2015/16



Prevalence of Obesity among Year 6 children (ages 10-11), 2013/14-2015/16

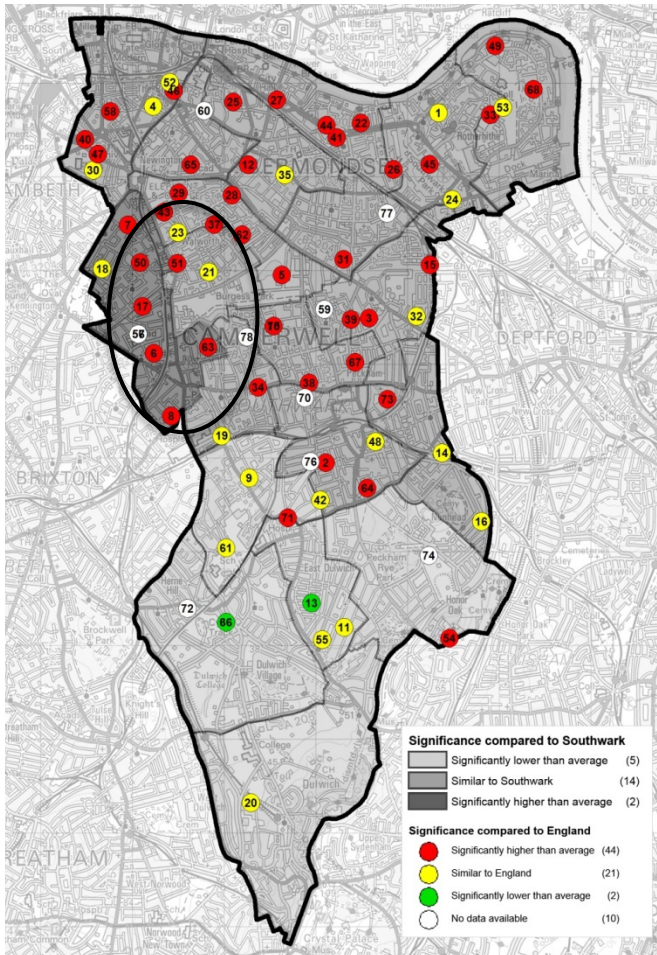


## References

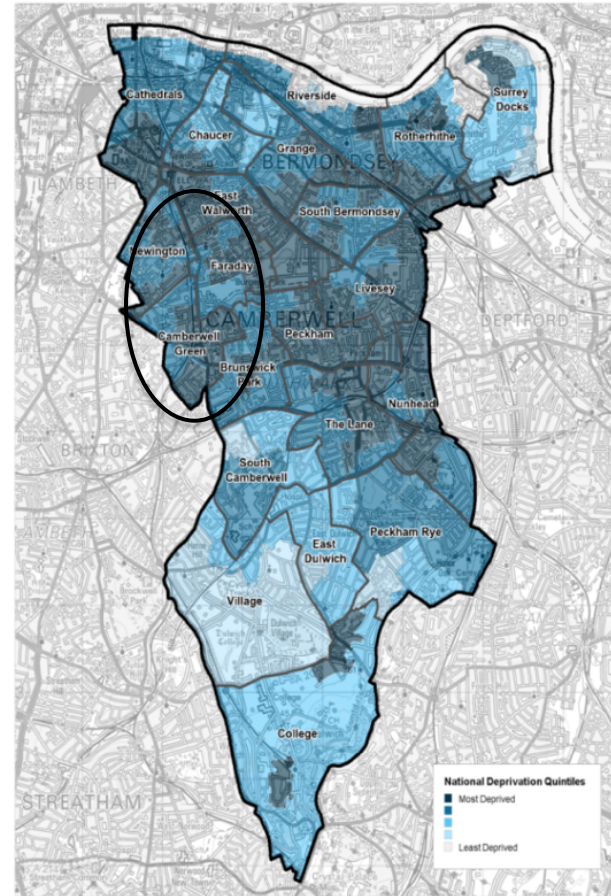
1. National Child Measurement Programme. © Crown Copyright and database rights 2018, Ordnance Survey (0)100019252

# Target schools in the area circled

THIS AREA IS HIGH IN TERMS OF DEPRIVATION AND ASSOCIATED HEALTH ISSUES



Significantly higher obesity rates than nationally



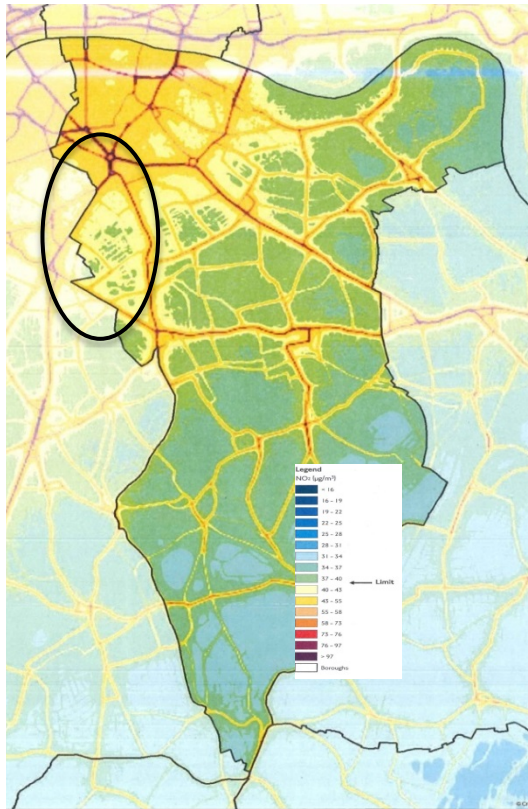
Indices of Deprivation 2015  
Southwark Public Health Department - People & Health Intelligence, January 2017.  
crista.williams@southwark.gov.uk  
© Crown copyright and database rights 2017. Ordnance Survey (0100019252)

One of most deprived areas of borough

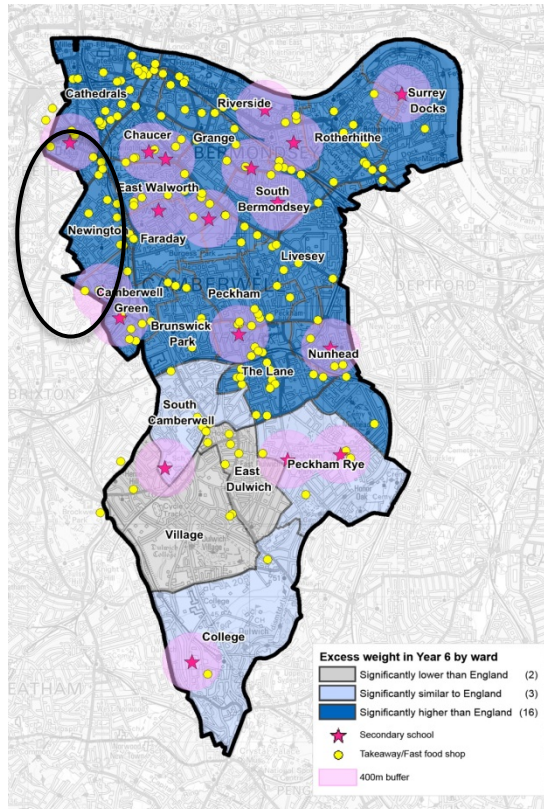


# Environment scores highly for potential health hazards

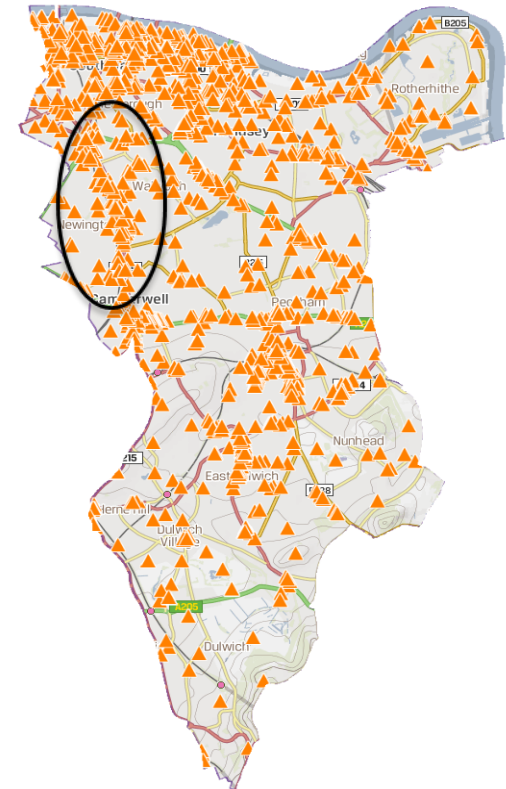
## Environmental concerns



NO<sub>2</sub> concentrations above legal limit



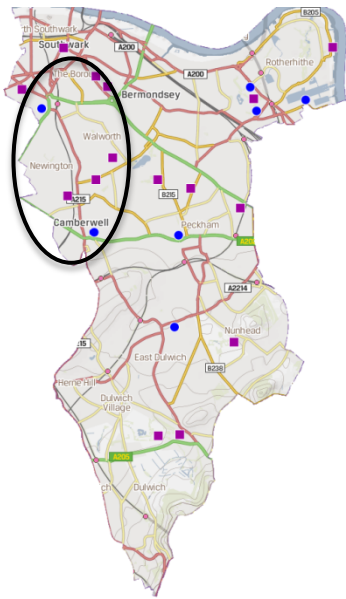
High concentration of takeaways



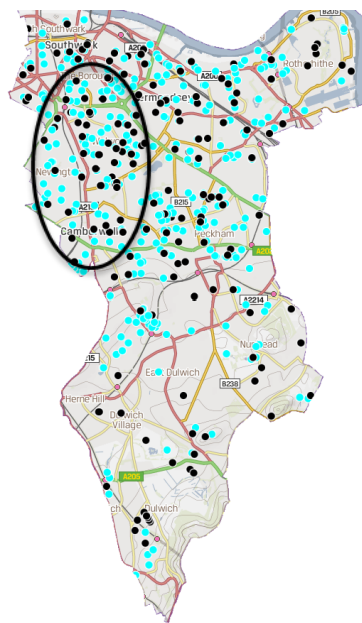
High concentration of licensed premises

# High potential in the area to support health through key features of the environment

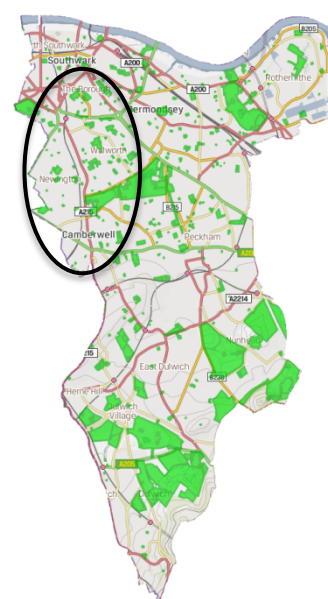
Explore role of positive environmental assets



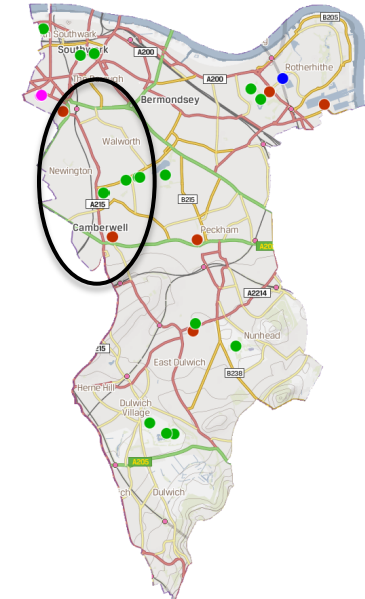
Some sports and leisure facilities



High concentration of play areas














Close to large green space



Some public water fountains in area

# Strong local engagement

- UAE** Southbank UAE
- SP** St Peters Primary
-  buildings
-  dark/ dodgy area
-  park or green space
-  heavy traffic/ fast cards
-  car bottleneaking
-  frequented supermarket/ convenience store
-  frequented fast food outlet
-  construction/ no go area
-  busy area
-  air pollution
-  gym equipment





# Strong local engagement



- Schools
- Businesses
- Communities
- Voluntary sector
  
- Transport policy
- Planning Policy
- Education
- Parks
- Air quality
- Food safety team
- Local Economy Team
- Community Safety
- Public Health

# The superzone offer for Southwark schools

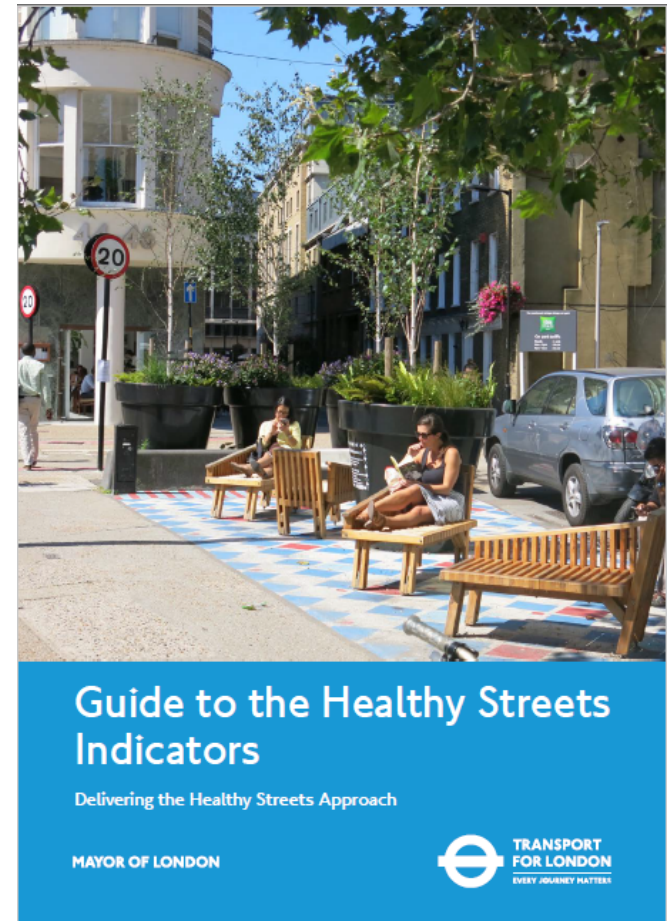
## MENU APPROACH – INTERVENTIONS WITHIN 400M OF SCHOOLS

Food environment	<ul style="list-style-type: none"><li>▪ Restricting unhealthy food advertising in the area</li><li>▪ Support healthier food offer in schools</li><li>▪ Work with supermarkets and shops in surrounding area to help make healthier choices easier (Collaboration for Healthier Lives)</li><li>▪ Work with takeaways/ fast food outlets to improve their healthy food offer (Healthier Catering PLUS ++)</li><li>▪ GSTC Walworth Innovation incubator can help local businesses improve health offer</li><li>▪ Water fountain funding for schools (and sign up to Fizz Free February) &amp; 'Tap is Top'</li></ul>
Active places	<ul style="list-style-type: none"><li>▪ Engage children and parents in Beat the Street and daily mile in school and community</li><li>▪ Map and improve parks and green infrastructure</li></ul>
Clean Air	<ul style="list-style-type: none"><li>▪ Active travel/ air quality initiatives around school e.g. school streets &amp; vehicle idling campaign</li><li>▪ Clear signage and policies for smoke free zones e.g. playgrounds</li><li>▪ Explore restrictions on shisha bars (e.g. hours of operation / outdoor smoking)</li></ul>
Safe	<ul style="list-style-type: none"><li>▪ Target underage sales activity (cigarettes, alcohol, knives) to surrounding area</li><li>▪ Target licencing enforcement activity to surrounding area</li></ul>
General	<ul style="list-style-type: none"><li>▪ High Street challenge - businesses in area bid for healthier high street funding</li><li>▪ Audit and address unhealthy advertising</li></ul>

# A range of common actions are being tested across London superzones

Superzone Issue	Common actions
Air quality	<ul style="list-style-type: none"><li>• Enforce anti-idling policies</li><li>• Street closures at school opening and closing times</li></ul>
Active travel	<ul style="list-style-type: none"><li>• Implement TfL's Healthy Streets Approach to improve walking and cycling routes</li><li>• Improved wayfinding and signage</li><li>• Promote use of TfL STARS resources by the school</li></ul>
Food and drink environment	<ul style="list-style-type: none"><li>• Planning policy to restrict concentration and location of A5 outlets</li><li>• Promote the Healthier Catering Commitment to local food businesses</li><li>• Install water fountains in the community</li></ul>
Advertising	<ul style="list-style-type: none"><li>• Tackle unhealthy food and drink advertising on council-controlled boards</li></ul>
Smoking and alcohol	<ul style="list-style-type: none"><li>• No smoking zones around schools</li><li>• Enforcement/test purchasing of tobacco and alcohol products in retailers in superzones</li></ul>
Gambling	<ul style="list-style-type: none"><li>• Consideration of superzones in council licencing decisions</li></ul>
Safety	<ul style="list-style-type: none"><li>• Improved lighting</li><li>• Safe spaces/safe havens for young people to go after school</li></ul>

# Healthy Streets Approach



Source: Saunders, L. (2018), Healthy Streets, [www.healthystreets.com](http://www.healthystreets.com)  
<https://tfl.gov.uk/corporate/about-tfl/how-we-work/planning-for-the-future/healthy-streets>

# Resources



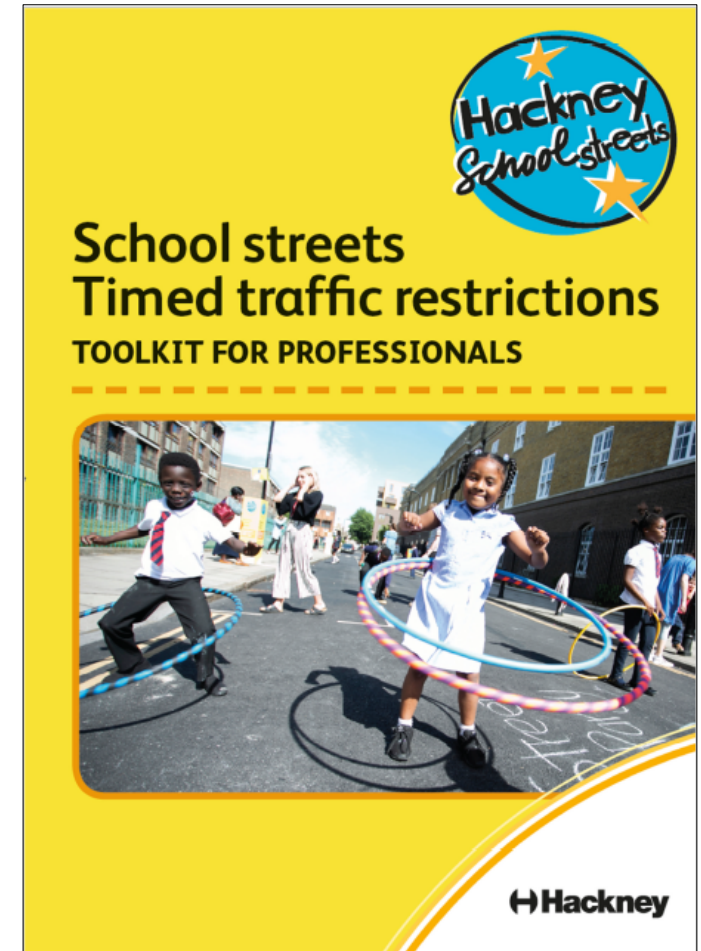
<https://stars.tfl.gov.uk/explore/idea>



<https://www.london.gov.uk/what-we-do/health/healthy-schools-london/awards/resources>

<https://www.london.gov.uk/what-we-do/business-and-economy/food/our-projects-food-london/healthier-catering-commitment>

<https://news.hackney.gov.uk/hackney-council-launches-nationwide-blueprint-to-ban-traffic-outside-schools/>

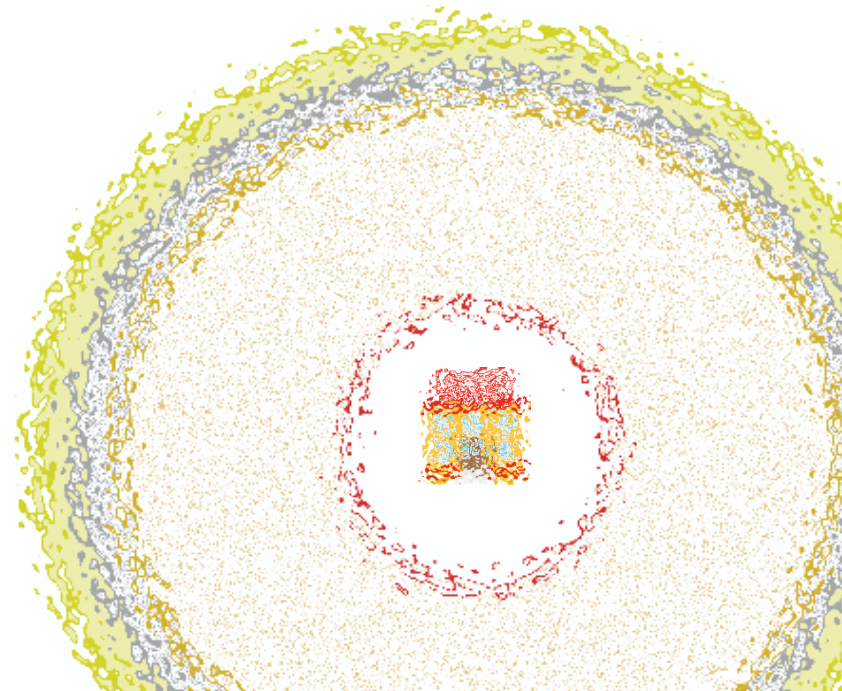




# Evaluation

## ACADEMIC ROUNDTABLE EVENT

- In January 2019 researchers were convened from 7 academic institutions and 2 funding bodies.
- The roundtable event provided challenge to inform the development of:
  - The superzone framework
  - Evaluation approaches



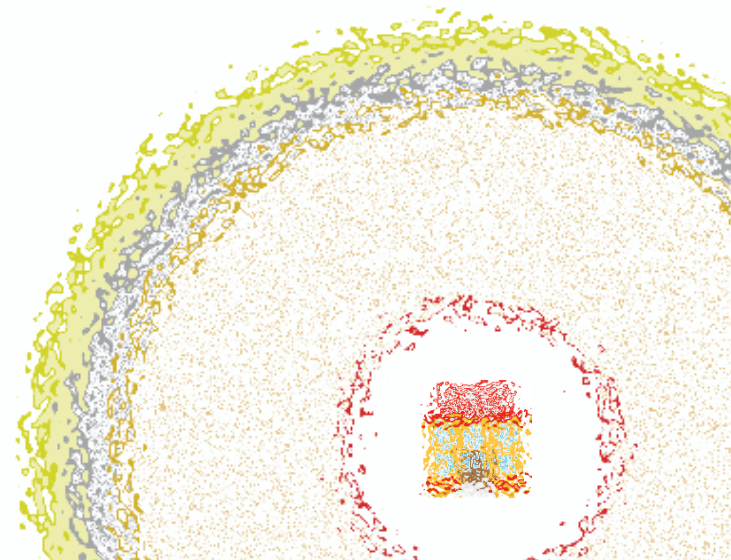
# Evaluation

## PROCESS EVALUATION OF DEVELOPMENT PHASE

- University of Manchester
- Semi-structured interviews with project leads from all 13 participating local authorities.
- Programme theory developed
- Success factors
- Challenges
- Recommendations for Local Authorities and regional partners.

# Next steps

- Proof of concept well received by partners
- Launch in the New Year at GLA to implement across London
- Proposal for NIHR funding for outcomes evaluation and research into practice issues



# Contact details

## Questions?

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