Healthy Weight Action Plan for Children and Young People in Croydon: 2017 to 2020

Our Vision
Promote an environment that enables children, young people and their families to eat well, be physically active and maintain a healthy weight.

Priorities
- Sugar Smart
- Daily Mile
- Community use of Parks and Green Spaces
- Integration and Targeting

Life Span
There are specific opportunities and challenges at each stage of the life course. Action is needed at all ages to avert the short and long-term consequences of excess weight.

Cross Cutting Themes
The actions in the plan are based around these themes

- Strategy & Priority
- Early Years
- Access to Healthy Food
- Physical Activity
- Schools
- Public & Community Settings
- Healthcare
- Knowledge
- Evaluation
Background

Obesity causes harm. Children and young people who are overweight or obese are more likely to be ill and be absent from school. They are more likely to have asthma, sleep problems, lower self-esteem, pre-diabetes, pain in their joints and muscles. Obese children are much more likely to be obese adults, where even more serious health consequences occur.

One in five children in reception year is overweight or obese and obesity more than doubles between reception and year 6. Early childhood is a critical time to tackle childhood obesity, children are developing and learning healthy or unhealthy behaviours from a young age.

By year 6 (age 10 to 11 years) a greater proportion of children in Croydon carry in excess weight than in London or nationally. Two in five children aged 10 to 11 years in Croydon are overweight or obese and this proportion is increasing over time.

Some groups are at greater risk. Residents living in poorer areas are more than twice as likely to be overweight as people living in prosperous areas. Other groups at increased risk are boys, people from BAME communities and children who parents are overweight or obese. Further information about childhood obesity in Croydon is published in the Health Weight JSNA

Childhood obesity is a complex problem and change requires system wide engagement with a multifactorial approach. Evidence suggests that there are over 100 contributing factors (Foresight; Tackling Obesity) and the recently published Government Action Plan sets out the national framework for action.

Obesity is a borough wide priority and identified in the borough’s overarching strategic documents:

- Children and Families Plan 2016 -2017
- Community Strategy 2016 - 2021
- Joint Health and Wellbeing Strategy 2013 - 2018
- CCG Operating Plan
It links with several other priorities of the Children and Families Plan, notably improving emotional wellbeing and mental health of children and young people.

The Action Plan

The aim of this three year action plan is to promote an environment that enables children, young people and their families to eat well, be physically active and maintain a healthy weight. It builds on the successes of the Food Flagship programme that aimed to transform the borough’s approach to food. See the website for more information on the Food Flagship Programme. Successes are outlined below:

- Infant school meal uptake has increased from 81% to 85.2%
- Key stage 2 meal uptake has increased from 53% to 64.5%
- 382 school staff have received training and 60 schools have improved breakfast provision.
- Over 300 residents attend a cookery or horticultural course.
- We have 22 Master Gardeners trained to support residents to grow food.
- Over 40 food businesses are signed up to Eat Well Croydon.

The action plan draws on evidence of good practice and views of stakeholders. It incorporates the highest priority actions identified by participants of a local stakeholder workshop, evidence based interventions (where Croydon is weaker than the London average)\(^1\) and interventions in the Government’s Plan for Action. The action plan is structured around nine themes. The relatively large number of themes reflects the complexity of tackling childhood obesity and the need to make change across the whole system.

1. Strategy and priority areas
2. Early years
3. Access to healthy food

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\(^1\) Sector Led Improvement Framework
Priorities:

- **Sugar**: To become a Sugar Smart Borough and sign the Local Government Declaration on Sugar Reduction and Healthier Food.
- **Integration and Targeting**: To integrate information and services into a single interactive pathway for residents and health professionals. To target support at those with greater need.
- **Engage with physical activity**: Engage residents and the community to promote physical activity in parks and opens spaces. Roll out the Daily Mile in schools and Early Years settings.

Healthy Weight Alliance

A multi-agency healthy weight alliance has been established to engage with partners across the whole system and oversee the implementation of this action plan. The alliance will report to the health and wellbeing board. Each action has a named lead and the lead is expected to provide an update on a quarterly basis. There are three Task and Finish groups for the year one priorities and these will provide more detailed feedback to the steering group.
Partnership

The development of this action plan has included a breadth of partners and their on-going engagement is key to ensuring this plan is delivered. The partners we are working with are listed below.

- Children and young people
- Parents
- Residents
- Schools and Early Year Settings
- Croydon College
- Croydon Clinical Commissioning Group
- Maternity Services
- Best Start Services
- Leisure Centres

- Pharmacies and GP’s
- Hospitals
- Third sector - CVA
- Local Businesses
- Elected Members
- Croydon Council
- School Sports Partnership
- Crystal Palace Foundation
<table>
<thead>
<tr>
<th>Name</th>
<th>What are we trying to achieve? (Aim)</th>
<th>What does success look like? (Outcome)</th>
<th>What will we do? (outputs)</th>
<th>When will this be completed?</th>
<th>Lead contact</th>
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<tbody>
<tr>
<td>1.1 Interactive pathway</td>
<td>Develop an interactive pathway for residents and health professionals which details support for children to reach a healthy weight and provides advice on healthy behaviour change.</td>
<td>Children and young people and their parents/carers know how to look after themselves and where to go for support. Health professional make better referrals.</td>
<td>Develop a specification Launch of website or interactive tool Review after six months</td>
<td>July 2017 December 2017 June 2018</td>
<td>Denise Blair (Public Health Principal, LBC) Pathways Sub Group of healthy weight steering group</td>
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<td>1.2 Local Government Declaration</td>
<td>Croydon Council signs up to the <strong>Local Government Declaration</strong> Improve availability of healthier food and reduced availability and promotion of unhealthier alternatives.</td>
<td>Gain commitment to an action within each of the six Declaration areas. Declaration signed Review after one year</td>
<td>August 2017 October 2017 October 2018</td>
<td>Ashley Brown (Public Health Principal, LBC)</td>
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<tr>
<td>1.3 Sugar Smart Croydon</td>
<td>Croydon becomes a <strong>Sugar Smart</strong> borough Residents are more aware of the issues around excess sugar consumption. Businesses promote healthier, lower sugar alternatives.</td>
<td>Develop a delivery plan Campaign launched At least 5 organisations pledge to be ‘sugar smart’. At least 20 organisations pledge to be “sugar smart”.</td>
<td>July 2017 October 2017 January 2018 July 2018</td>
<td>Ashley Brown (Public Health Principal, LBC) Engagement Task and Finish Group</td>
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### 1.4 Targeting of Services and School Health Profiles

**Targeting:** Develop an electronic resource that provides intelligence on schools and wards so that we can target resources more effectively – This will link with the interactive pathway.

**Interventions and services are delivered to highest need and highest priority groups.**

**Develop an electronic resource, dovetailing with existing initiatives.**

**Resource available to commissioners, providers and decision makers.**

- **December 2017**
- **January 2018**

**Craig Ferguson**
*Principal Public Health Intelligence Analyst, LBC*

**Shelley Davies**
*Head of Standards Safeguarding and Youth Engagement, LBC*

### 1.5 A Targeted Communications Plan

**More residents understand what a healthy weight is and we begin to normalise a healthy weight.**

**Develop a targeted communications plan, normalising a healthy weight.**

**Initiatives and campaigns are better targeted to the right groups.**

**Run surveys and focus groups to explore and understand the values and attitude.**

**Develop a year 1 communications plan.**

**Implement the actions in the communications plan.**

- **September 2017**
- **September 2017**
- **June 2018**

**Denise Malcolm**
*Senior Public Health Communication Officer, LBC*

**Tom Sims**
*Public Health Practitioner, LBC*

### 2. Early Years (Inc. breast feeding and weening)

#### 2.1 Breastfeeding and Weaning

**Best start achieves full accreditation under Unicef Baby Friendly initiative (BFI) UNICEF Baby Friendly Accreditation**

**Baby cafes and peer support programmes are further developed.**

**More babies are breast fed and more babies are weaned appropriately.**

**All Croydon Health Services reach stage 3 (of Unicef BFI).**

**Children’s centre reach stage 3 (of Unicef BFI).**

- **August 2017**
- **Mid 2019**

**Melissa Callaghan**
*Breastfeeding Programme Lead*

**Croydon Health Services**

**CHS Children’s Universal Service/ Best Start & Jayne Dowsett, Infant Feeding Midwife, CHS Maternity Services Croydon Breast Feeding Working Group***

#### 2.2 Early Years food provision

**Work with early years settings (children’s centres, nurseries) to ensure food provision is following Children’s Food Trust Guidelines.**

**More children attending early year’s settings eat healthier food.**

**30 settings attend Early Years Learning and Community Event with a healthy eating focus 2018**

- **Mid 2018**
- **Mid 2018**

**Laura Flanagan**
*School Food Improvement Officer, LBC*

**HV Lead (in line with high impact areas)**
### 3. Access to Healthy Food

#### 3.1 Cooking and growing (building on Food Flagship successes)

- **Empower the community to grow and cook healthy food at home or at the New Addington based Community Food Learning Centre**

  - More residents know how to grow and cook healthy food in and out of their home.

  - Develop a sustainable business model with a view to increasing residents cooking and growing skills over two years.

- **Mid 2019**

- **October 2017**

  - Amanda McGrath (Programme Manager, Good Food Matters)

#### 3.2 Croydon College Food zone (building on Food Flagship successes)

- **The Food Zone – work in partnership with Croydon College and Food Businesses to offer students healthier food provision**

  - College students have access to healthier food provision.

  - Food Zone to run weekly.

  - All businesses who trade must sign up to Eat Well Croydon.

- **Ongoing**

- **July 2017**

  - Ashley Brown (Public Health Principal, LBC)

#### 3.3 Eat Well Croydon (building on Food Flagship successes)

- **Eat Well Croydon to target fast food outlets in close proximity of schools**

  - More people, particularly school children, have access to healthy food in takeaways and cafes across the borough.

  - Consider including breastfeeding friendly in the Eat Well criteria.

  - 10 more businesses sign up to Eat Well Croydon and improve their food provision.

- **October 2017**

- **March 2018**

  - Deborah Norman (Programme Manager, Eat Well Croydon)
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<thead>
<tr>
<th>4. Supporting People To Be More Physically Active (Inc. environment)</th>
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<tr>
<td><strong>4.1 Daily Mile</strong></td>
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<tr>
<td>Roll out the Daily Mile campaign to schools and Early Years Settings</td>
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<td>More students are physically active.</td>
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<td>Three schools are enrolled in the pilot. Pilot campaigns Consider rolling out to other schools depending on the outcome of the pilot.</td>
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<td>End of Summer Term 2017 Sept 17 to April 2018 April 2018</td>
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<tr>
<td>Laura Flanagan (School Food Improvement Officer, LBC)</td>
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<td><strong>4.2 After School Activities</strong></td>
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<td>Schools to facilitate out of hour physical activity sessions for pupils and their parents/carers to use.</td>
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<td>Parents and carers to be involved in an afterschool club with their children.</td>
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<td>Agreement and development of the realPlay initiative and the action plan for 18/19. Run the initiative – realPlay, focusses on improving relations between the parents/carers and their child as well as the parents/carers and the school.</td>
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<td>January 2018 July 2019</td>
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<td>Heidi Lukes (School Sports Partnership, Development Manager) Pearl Sethna (School Sports Partnership, Development Manager)</td>
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<td><strong>4.3 Active Travel to School</strong></td>
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<td>More children actively commute to and from school. Children feel able and confident to cycle.</td>
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<td>A modal shift towards active and sustainable modes of travel.</td>
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<td>35 Bronze, 18 Silver and 12 Gold STARS (TFL School Travel Accreditation) awards Provide a minimum of 5 schools with additional storage To provide a minimum of 2800 cycle training places to children.</td>
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<td>July 2017 July 2017 April 2018</td>
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<td>Lewis Campbell (School Road Safety and Travel Plan Officer, LBC) Susan Martin (Road Safety Officer, LBC)</td>
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<td>4.4 Better planning to influence physical activity</td>
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<td>4.5 Better access for families to leisure centre provision.</td>
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<td>4.6 Better use of green spaces and grey spaces</td>
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<td>4.7 Remove “no ball games” signs</td>
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<td>4.8 Play Streets</td>
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<td>4.9 Community Sport and Physical Activity Network</td>
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<td>5.1 School food and physical activity plan (see appendix 1)* (Building on Food Flagship successes)</td>
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<td>5.2 Healthy Schools</td>
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<td>5.3 National Child Measurement Programme</td>
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<tr>
<td>6. Public and Community Settings (Inc. work place)</td>
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<tr>
<td>6.1 Healthy Workplaces</td>
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<td>7. Healthcare</td>
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<tr>
<td>7.1 Child weight management services</td>
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</table>
### 7.2 Live Well link to healthy child weight
Croydon’s Live Well/Just Be programme provides evidence based advice to promote healthy lifestyle choices for the family. More residents have access to information around a child’s healthy weight and how to maintain it. Review how child healthy weight can link with the Live Well Programme. Actions dependent on review. January 2019
Verena Trend (Active Lifestyles Manager, LBC)

| 8. Knowledge          | Borough wide campaign on healthy weight and Sugar Smart campaign | More residents know how to reach and maintain a healthy weight | Promotion of PHE Change4life, Sugar Swap campaigns and produce a Croydon specific campaign | Review reporting arrangements. | May 2018 | Denise Malcolm (Senior Public Health Communication Officer, LBC)  
Tom Sims (Public Health Practitioner, LBC) |
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<tr>
<td>8.1 Engagement of residents and community</td>
<td>Targeting parents/carers and teenagers with appropriate messages.</td>
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<td>Hold an event for parents/carers and teenagers.</td>
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<tr>
<td>See also actions 1.1, 1.2, 1.3, 1.4, 1.5 and 5.1</td>
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### 9. Evaluation
9.1 Evaluating the work streams
Ensuring interventions are having the right impact and milestones are met. Actions are fulfilled and achieved. Each lead reports on the progress and milestones of each action via a quarterly report to the healthy weight steering group. Review reporting arrangements. March 2020
Ashley Brown (Public Health Principal, LBC)  
December 2017

### Information on initiatives
- **Sugar Smart**: [www.sugarsmartuk.org/](http://www.sugarsmartuk.org/)
- **Local Government Declaration**: [www.sustainweb.org/londonfoodlink/declaration/](http://www.sustainweb.org/londonfoodlink/declaration/)
- **Food Flagship**: [www.croydon.gov.uk/foodflagships](http://www.croydon.gov.uk/foodflagships)
- **Healthy Start**: [www.healthystart.nhs.uk/](http://www.healthystart.nhs.uk/)
- **Unicef Baby Friendly**: [www.unicef.org.uk/babyfriendly/](http://www.unicef.org.uk/babyfriendly/)
- **Daily Mile**: [www.thedailymile.co.uk/](http://www.thedailymile.co.uk/)
- **Eat Well Croydon**: [www.croydon.gov.uk/healthsocial/phealth/eat-well-croydon](http://www.croydon.gov.uk/healthsocial/phealth/eat-well-croydon)
Croydon healthy schools programme: www.croydon.gov.uk/healthsocial/phealth/healthy-schools-programme

Just Be Croydon: www.justbecroydon.org/

Good Food Matters – The Community Food Learning Centre: www.goodfoodmatters.org.uk/

Healthy Weight Croydon JSNA 2013-14 www.croydonobservatory.org/joint-strategic-needs-assessment/jsna-detailed-chapters/

Appendix

Croydon School Food and Physical Activity Action Plan – Children and Young People | April 2017 – July 2019

Background
Levels of childhood obesity are a national and local concern with 9.8% of reception and 24% of year 6 Croydon children classified as obese (2014-2015 data). Combined data for children classified as overweight and obese in Croydon is currently 22.2% (reception) and 39% (year 6). Childhood obesity is one of the 5 priorities of the Croydon Children & Families Partnership. Additionally, in October 2016, the government released its Childhood Obesity Plan where 4 of the 14 actions are school based activity and a further 5 also involve or impact on schools.

This School Food and Physical Activity Plan acts as a sub-section of the Croydon Healthy Weight Action Plan 2017 – 2020 and the work will be led by the borough’s School Food Improvement Officer.

Building on Food Flagship Success
Since the start of the Croydon Food Flagship programme, the full time School Food Improvement Officer has focused on supporting 3 Flagship schools to transform their whole school approach to healthy eating and on supporting schools borough wide to make positive changes to food provision and food education across their school community. The key outputs and outcomes to date are below:

- Infant school meal uptake has increased from 81% to 84.6%
- 370 school staff have received training
- 57 schools have increased levels of food growing including four schools building Edible Playgrounds
- Key Stage 2 meal uptake has increased from 53% to 61.8%
- 60 schools have made positive changes to breakfast menus and provision
- Three Food Flagship schools have supported 16 other schools to improve provision and education
An independent evaluation of the Food Flagship Programme has been carried out and findings have highlighted the particular success of the work in schools. The full report is available here.

**Key Partners**
The role of the School Food Improvement Officer sits alongside the Improvement Officer for Health & Wellbeing (Healthy Schools) and will work collaboratively with Public Health, School Nursing, Children’s Weight Management Services, School Travel Plan Officer, School Sport Partnerships and the Crystal Palace Football Club Foundation, to deliver the best possible support to local schools.

### School Food and Physical Activity Delivery Plan

<table>
<thead>
<tr>
<th>Activity</th>
<th>Inputs</th>
<th>Outputs</th>
<th>Outcomes</th>
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</thead>
</table>
| **1. School Food – school meal uptake**  
Improve the quality of food and the dining experience to increase uptake | - Training delivery  
- Meeting contract caterers  
- Running in-house caterers network | -11 contract caterers  
- Food Flagship schools | **2017-2018**  
- Increased uptake of Universal Infant School Meals (UIFSM) from 85.2% to 87%  
- Increased uptake of KS2 meals from 64.5% to 67%  
- Increased uptake of school meals in secondary schools from 55% to 60% | **Short/medium term**  
- More pupils having balanced nutritious lunches  
- Less pupils having high sugar/high fat packed lunches  
- More pupils enjoying their lunchtime experience | **Long term**  
- Reduce childhood obesity  
- Reduce the risk of Type 2 Diabetes |
| **2. School Food - Staff training and events programme**  
Deliver a training & events programme available to all schools, focusing on; breakfast & after-school club provision, packed lunches, cooking & nutrition, food growing and working with parents | - Training & resource development  
- Promotion & recruitment  
- Delivery & follow-up support | Leads from Food Flagship schools  
- 75 staff attend training  
- 15 schools attend training  
- 10 of top 30 schools with highest levels of obesity at Y6 attend at least 1 training/event | **2018-2019**  
- 75 new staff attend training  
- 15 different schools attend training  
- 10 of top 30 schools with highest levels of obesity at Y6 attend at least 1 training/event | **Short/medium term**  
- Staff knowledge and confidence increases  
- Staff make policy and provision changes in school  
- Food provision and food education is improved for pupils | **Long term**  
- Reduce childhood obesity  
- Reduce the risk of Type 2 Diabetes |
| **3. Food Flagship Schools** | - Intensive meetings & support for new schools | Existing Food Flagship schools  
- 3 sustainability plans produced by existing Flagship schools | **Short/medium term**  
- A whole school approach to healthy eating is developed | **Long term**  
- Reduce childhood obesity |
<table>
<thead>
<tr>
<th>Activity</th>
<th>Time</th>
<th>Partners</th>
<th>Outputs</th>
<th>Outcomes</th>
<th>Long term</th>
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| Support existing Food Flagship schools and recruit 3 new ones           | - Termly support meetings for all | each mentor a new one         | 3 School Food Plans produced by new Flagship schools                    | • Menus are improved across the school day  
  • Pupils, parents/carers are more knowledgeable about healthy eating and make healthier choices (5 a day, water and snacks) | Improve attainment at KS2 and KS4                                                                 |
<p>|                                                                         |                               |                               | Flagship schools support 18 other schools to improve food provision and education |                                                                                               |                                              |
| 4. Targeted Family Cookery Project                                      | 3 X full weeks development time | School staff                  | Project training materials and resource folder developed                | Increased knowledge and confidence amongst parents to make healthy, affordable food choices | Reduce childhood obesity                     |
|                                                                         | 2017-18 = 2X training days     |                               | 12 staff complete project training from 6 local primary schools         | Reduction in fat and sugar used during cooking                                               | Reduce the risk of Type 2 Diabetes            |
|                                                                         | 2018-19 = 2X training days     |                               | 30 targeted families attend 6 week cookery programme                    | Increase in portions of fruit &amp; vegetables being prepared and consumed by families           | Improve emotional &amp; mental wellbeing          |
|                                                                         |                               |                               |                                                                         |                                                                                               | Reduce inequalities                          |
| 5. Sugar Smart Campaign                                                  | Development, promotion &amp; support for schools | Public Health | Exact delivery model tbc                                                | Reduced consumption of sugary drinks amongst primary and secondary school pupils (reported in SHEU survey) | Reduce childhood obesity                     |
|                                                                         |                               |                               |                                                                         |                                                                                               |                                              |
| 6. Early Years Setting Support                                           | Half termly planning meetings with EY team | Kathryn Blackburn and Jaqi Stevenson – Heads of Best Start Learning Collaboration | Improved menus on offer in early years settings                                | Local children under 5 eating more balanced and nutritious food in their settings           | Reduce childhood obesity                     |
|                                                                         |                               | Setting staff                 | 30 settings attend Early Years Learning and Community Event with a healthy eating focus 2018 | Raised awareness and knowledge amongst setting staff                                      |                                              |
|                                                                         |                               |                               | 8 settings attend training and improve provision.                        |                                                                                               |                                              |</p>
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<tr>
<th>Activity</th>
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<th>Outputs</th>
<th>Outcomes</th>
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<tr>
<td>7. Physical activity – The Daily Mile</td>
<td>-Development of a local school support pack</td>
<td>16 settings attend training and improve provision</td>
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<td></td>
<td>-Promotion of initiative and support for schools</td>
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<td>-Public Health</td>
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<td>-School Sport Partnerships</td>
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<td>-Crystal Palace Foundation</td>
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<td>-School Travel Plan Officer</td>
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<tr>
<td></td>
<td>3 pilot schools trial the Daily Mile</td>
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<td></td>
<td>10 nursery, primary or secondary schools to implement the daily mile</td>
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<td>1200 pupils walking or running a mile each day</td>
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<td>10 new nursery, primary or secondary schools to implement the daily mile</td>
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<td>2400 pupils walking or running a mile each day</td>
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<td></td>
<td>Reduce childhood obesity</td>
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<td>Improve emotional &amp; mental wellbeing</td>
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Roll out the Daily Mile initiative to Croydon schools encouraging pupils to walk or run a mile each day.