

MAYOR OF LONDON

London's Child Obesity Taskforce

Supported by



CHAIR AND BOARD MEMBERSHIP APPLICATION PACK

Contents

- 1. Introduction**
- 2. London's Child Obesity Taskforce**
- 3. Board member - Role and person specification**
- 4. Chair - Role and person specification**
- 5. Appointment details**
- 6. Appointment process**

1. Introduction

Child obesity is one of the biggest public health challenges of our time, and is on the rise. Globally, 70 million young children are predicted to be obese by 2025. England has one of the highest rates of child obesity in the world, and London's averages are even higher still. It's an issue of inequality; you are twice as likely to be obese growing up in one of the most deprived areas than in one of the most well-off areas. Over the last decade, lots of great work has been undertaken across the city to tackle the issue, and there is consensus that a 'whole-system approach' is needed to tackle such a complex issue. However, rising rates and increasing inequalities around this area show that further collective action is required.

The starting assumption is that child obesity is primarily not a problem of individual knowledge, motivation or self-discipline. Rather that child obesity is often 'a normal response to an abnormal environment'. The spaces in which many of London's children and young people spend their time have more barriers to healthy eating and activity than they do opportunities. This is especially true for those living in disadvantaged circumstances. The second premise is that the issue of child obesity is complex, but that taking action can be relatively simple. What matters is tipping the balance so that the health-promoting features of London's more deprived environments cumulate to outweigh those that are health-destroying.

2. London's Child Obesity Taskforce

London's Child Obesity Taskforce is a new independent multi-sector leadership group being convened by the Mayor of London. The vision for the group is to lead and galvanise system-wide activity across London that creates a step-change impact on child obesity rates in the city over the next decade. Its focus is on action – setting ambitious targets and driving work that makes every home, school, high street and green space an area that encourages a nutritious diet and everyday activity. This will build on existing evidence, reward those who lead the way, and hold others accountable to follow.

The new taskforce will be action-focused and led by a Chair, supported by a board membership of 12 and serviced by a fully operational secretariat. It will be advised biannually by an Expert Reference Group of academics and deep thinkers, underpinned by a Partnership Delivery Group: a multiagency programme management team compiled of the city's leading policy officers, tasked with programme managing and delivering the desired activity of the taskforce.

As a member of the new taskforce, you will be at the forefront of representing London's collective effort to affect the eating and activity environments for children and families in the city. You will be part of a group setting ambitious targets for the city; and identifying and co-ordinating the actions required to get there. This will include:

- Shaping the goal and direction for a London-wide strategic effort to tackle child obesity, specifically the inequality that exists within it, including the setting of annual targets for specific groups of stakeholders that work up towards a step change impact on overall rates.
- Collating and showcasing cutting edge activity already happening, and influencing this to be scaled up more widely.
- Bringing in ideas from beyond the city, from across the country and around the globe, helping them to be implemented, through the oversight of working groups responsible for helping to deliver activity.

- Shining a consistently bright spotlight on child obesity, and efforts to tackle it, building the evidence around the issue, and identifying what we still don't know. This includes taking a leadership role in your own sector to lobby for change, test and scale impactful activity and harness the sum of many parts to achieve more than we can by acting in isolation.

The new taskforce will be expected to meet quarterly and at its inaugural meeting it will review, make any necessary amendments to, and agree, its strategic aims and planned activity. This and all other aspects of the taskforce will be reviewed on an annual basis by the Chair and board members, in line with a clear Terms of Reference, which will also to be agreed at its inaugural meeting.

The new taskforce will be directly accountable to the Mayor of London, and in turn the London Assembly. It will have a close relationship with other strategic bodies in London such as the London Health Board, the London Prevention Partnership Board and the London Food Board.

3. London's Child Obesity Taskforce – Board Member

Overview

Becoming a member of London's Child Obesity Taskforce provides you with the opportunity to get involved and play an active role in something that matters to you. This is a chance to contribute to your community and to this great city, use your skills and experience, improve your contacts and develop new skills and knowledge.

The taskforce will consist of up to 12 members. Members will be appointed to represent the interests of a variety of sectors that can ultimately affect the eating and physical environment of children and their families. Members will be expected to act as a conduit between their sector or area of influence and the taskforce whilst championing the agreed strategic aims and activity.

Candidate Requirements

Responsibilities

- Attend and contribute to all taskforce meetings (as far as practicable), having prepared appropriately. Plenary meetings are quarterly or as business dictates.
- Attend any sub-groups established by the taskforce as assigned.
- Attending up to three half day workshops to contribute to the development of an action plan based on:
 - London's new Health Inequalities Strategy;
 - London's Health Care Devolution Memorandum of Understanding;
 - Current city-wide activity that the taskforce agrees to build upon.
 - Other relevant ideas
- Advise, when called upon, on the delivery of other Mayoral policy and activity, such as London's Food Strategy.
- Act as a conduit between the taskforce and others working across the private, public and third sectors who influence the choices and environments of children and their families.
- Ensure that the diversity of London's communities and economy is reflected in the work of London's Child Obesity Taskforce.
- As required, represent the Mayor, the taskforce and London as an ambassador for child obesity in the city and the health inequalities that exist within it.

PERSON SPECIFICATION

To fulfil the role of member of the taskforce, applicants will demonstrate:

- Senior and substantial experience in sectors that have the power to affect the eating and activity environments for children and families in the city (public, private or third sector), reflecting one or more of the areas set out below under 'Profile of successful candidates'.
- Ability to contribute effectively to developing an action focused strategy aimed at reducing child obesity in London.

- High level experience of representing and/or influencing bodies, with the ability to act as a conduit between the taskforce and sectors that influence the eating and activity environments for children and families.
- Ability to work within a complex political environment.
- A clear and thorough understanding of London, its communities and its diversity.
- Ability to represent the Mayor and the taskforce effectively to external stakeholders with a high degree of professionalism.
- Ability to assist in successful delivery of aspects of London's Health Inequality Strategy as it relates to children and families.
- Commitment to championing diversity and equality and a commitment to public service values and the principles of public life.
- An awareness of interacting with the media and social media including any personal historic activity that is in the public domain which may support or contradict the activity of the taskforce and standards expected of taskforce Board members.

Please ensure you demonstrate how you match the above criteria in your covering letter.

Profile of successful candidates

Board membership for the taskforce will represent the diversity and complexity of the sectors that influence the eating and activity environments for children and families. Members will demonstrate substantial and senior experience and understanding from across a wide range of areas. They will have a clear view of the opportunities and challenges facing the sector. They will provide expert advice on how the taskforce and the Mayor and London's strategic partners might address the drivers of health inequalities in child obesity in the capital.

Members of the taskforce will have the skills and contacts to be able to act as an effective conduit between the taskforce and those influencing the eating and activity

environments in London. Members of the taskforce will reflect London's communities and bring a broad range of experience, innovation and challenge the city needs if it is to get to grips with the epidemic sweeping the city.

All members of the taskforce will need to demonstrate:

- They are influencers or are routes to influence
- They have specific expertise (as listed below) and/or
- They work in business or organisations that can influence the creation of healthy environments in London.

We are looking for applications from candidates with expertise and experience from across the public, private and third sectors in the following areas:

- Leadership and the political arena
- Inequality/cultural diversity
- Analytical expertise
- Advertising and marketing
- Industry/commercial
- Digital solutions
- Food systems
- Education/ families/children

The successful candidates will meet the criteria laid out in the person specification. Candidates may have expertise and experience in one or more areas set out in the profile of successful candidates.

Key relationships

The taskforce will maintain close links with related other Mayoral boards, notably the London Food Board. Other key relationships include the GLA policy teams (Food, Environment, Planning etc), the London Assembly, Government departments, Guy's and St Thomas' Charity, Public Health England, Health London Partnership, the NHS, London's 32 Boroughs, comparable global cities, other public, private and third sector organisations where common cause arises.

4. London's Child Obesity Taskforce – Chair

Overview

Being appointed Chair of London's Child Obesity Taskforce will provide you with an opportunity to lead and direct London's Child Obesity Taskforce, on behalf of the Mayor of London. You will be personally accountable to the Mayor and be asked to represent the Mayor and the taskforce to a variety of audiences in London, nationally and internationally.

This is a role in which the issue of child obesity and health inequality must be extremely important to you. This is a highly competitive opportunity and the Mayor will only consider the appointment of a truly outstanding candidate who can be ambitious for the health of London's children, craft a vision that gets a grip of the inequality in child obesity, understand yet cut through the complexity of the obesogenic environment and manage the array of strategic partnerships and governance that this role demands.

This is your opportunity to lead a once-in-a-generation seismic shift in the world's greatest city - from being the world's leading global city for obese children to the world's leading global city on its reduction.

As Chair, you will be expected to oversee the taskforce and its board members, maintain positive relationships with them all, provide strategic direction and intervention, delegate tasks, provide guidance to policy officers, be experienced and comfortable with engaging the media and social media, lobby Government and business on behalf of London's children.

Candidate Requirements – Chair

Responsibilities

- Leading and chairing all London Child Obesity Taskforce meetings.
- Attending any sub-groups established by the board as assigned;

- Attending up to three half day workshops to contribute to the development of an action plan based on:
 - London's new Health Inequalities Strategy.
 - London's Health Care Devolution Memorandum of Understanding.
 - Current city-wide activity that the Taskforce agrees to build upon.
 - Other relevant ideas.
- Advising and supporting the Mayor on the delivery of his ambition to reduce child obesity, specifically the inequality that exists within it, supported by the Taskforce Secretariat and in accordance with London's Health Inequalities Strategy, and the GLA Health Team.
- Leading and representing the views of London's Child Obesity Taskforce in its work, meetings and events.
- Leading and representing the views of London's Child Obesity Taskforce at meetings with Mayoral advisors and key external partners.
- Ensuring that the diversity of London's communities and a whole system approach to reducing child obesity is reflected in the work of London's Child Obesity Taskforce.
- Acting as the key ambassador and spokesperson to the media and stakeholders relating to child obesity policy and GLA associated programmes.
- Act as a conduit between the taskforce and others working across the private, public and third sector who influence the choices and environments of children and their families.
- Overseeing the formulation of London's Child Obesity Taskforce work programme, working with the Taskforce Secretariat, the Partnership Delivery Group, the Expert Reference Group, the London Prevention Partnership Board and other relevant senior leaders and policy makers working to implement the aims and vision of the taskforce and reduce the impact of London's obesogenic environment on London's children.
- Ensuring the work of London's Child Obesity Taskforce, its members and governance of the board are working in accordance to the Terms of Reference.

- Ensuring London's Child Obesity Taskforce continues to have a balance of skills and diversity appropriate to directing the implementation of the delivery plan for the taskforce.
- Working with Chairs of other relevant Mayoral Boards and strategic city-wide groups to ensure integration between the delivery of the taskforce and other Mayoral strategies.
- Reporting to the Mayor/Mayoral advisor, meeting with them quarterly to update on work progress (or as needed).
- As required, represent the Mayor, the taskforce and London as an ambassador for child obesity in the city and the health inequalities that exist within it.

PERSON SPECIFICATION – Chair

In addition to the Member person specification, candidates considered for the Chair position will need to demonstrate:

- Ability to lead effectively to developing an action focused strategy aimed at reducing child obesity in London.
- Demonstrable track record, at a high level, of representing boards and/or organisations to influence policy.
- Ability to lead the taskforce in representing the Mayor effectively to external stakeholders with a high degree of professionalism.
- Ability to lead and broker connections between the taskforce and sectors that influence the eating and activity environments for children and families.
- Ability to lead in the delivery of policy related to London's Health Inequality Strategy as it relates to children and families.
- Excellent communication skills, with significant experience of communicating effectively, at a senior level, with opinion formers and senior sector representatives.
- Experience of interacting with the media and social media including an awareness of historic personal activity that is in the public domain which may support or contradict the activity of the taskforce and standards expected of the Chair of the taskforce.

Please ensure you demonstrate how you match the above criteria in your covering letter.

Diversity Statement

London's diversity is its biggest asset and we strive to reflect London's diversity in all board appointments. The aim is that the London Child Obesity Taskforce contains a broad range of experience and reflects the international nature of the capital. We welcome applications from all sections of the community, regardless of age, gender, ethnicity, sexual orientation, faith or disability or whether or not you have dependents.

5. Appointment Details

Term of the Appointment

The term of this appointment will be until May 2020 in line with the current Mayoral term.

Meetings

The Greater London Authority Health Team will provide the Secretariat for London's Child Obesity Taskforce, supported by Guy's and St Thomas Charity. The minutes of its quarterly meetings will be circulated in a timely fashion and will be made public on the Mayor of London's website.

Minimum time commitments

- Quarterly 2-hour plenary meetings – or as business dictates
- 1-2 hours pre-meeting reading and preparation
- Up to 3 half day development workshops (e.g. delivery plan, strategic aims, observing expert panel)
- Attendance at launches, summits and special events
- Chairing working groups on key workstreams (up to two per year)

Remuneration/ Expenses

The position of member of London Child Obesity Taskforce is honorary and unremunerated although members will be entitled to be reimbursed, in accordance with the GLA's Expenses and Benefits Framework, for travel expenses reasonably incurred in performing their role in connection with the taskforce.

6. Appointment Process

The GLA promotes an equal opportunities policy. Appointments are made on merit, following a fair and transparent process, and these appointments are governed by Nolan Principles and the Mayor of London's protocol on appointments. Please view our [Protocol on Mayoral Appointments](#) for further details.

The Chair

Following assessment of applications against the criteria for appointment set out above, shortlisted applicants will be interviewed by a selection panel of GLA Officers, city-wide experts and an independent panel member

Interviews are expected to be held on **Monday 12 March 2018**. Please ensure your availability for this date. If this is not possible, please notify us in your application.

The Mayor of London will confirm the appointment of the Chair for London's Child Obesity Taskforce.

Board Members

Following assessment of applications against the criteria for appointment set out above, shortlisted applicants will be interviewed by a selection panel which will include GLA Officers, and the newly appointed Chair of the taskforce.

Following the appointment of the Chair position, we expect interviews for board members of the London Child Obesity Taskforce to take place in early April 2018.

We anticipate the board member appointments to be made by the end of April 2018.
The Mayor of London will confirm the appointments.

How to Apply

You are asked to submit a CV and covering letter (max 5 sides in total) giving details of the relevant experience that equips you to serve as Chair or Member of the London Child Obesity Taskforce, addressing the criteria listed in the person specification.

It is important you specify in your cover letter if you wish to be considered for the role of Chair, board member or if you wish to be considered for both roles.

The CV should include details of employment, public appointments, qualifications history, any directorships you hold.

Applications are submitted via our online recruitment system and you will be asked to provide recruitment monitoring information and the name and contact details of two referees.

If you would like to discuss the position informally, please contact Matt Creamer on 020 7983 4676 or email matt.creamer@london.gov.uk.

If you have any queries regarding the application process or require information in an alternative format, please contact andrew.baxter@london.gov.uk

Managing Conflicts of Interest

Candidates should provide details of any business, or other interests, or any personal connections which, if appointed, could be misconstrued or cause embarrassment to the Mayor or the Greater London Authority. This includes financial interests or share ownership, active connections or memberships of societies or associations.

Candidates should declare these interests/associations in their application and demonstrate through their application a strong commitment to and/or their active involvement in preventing the active drivers that contribute to child obesity and the obesogenic environment

If you have any queries regarding the application process, or require information in an alternative format, please contact andrew.baxter@london.gov.uk

All data will be processed in accordance with the provisions of the Data Protection Act.

The closing date for submission of applications is Monday 26 February 2018 at 23:59 GMT

Thank you for taking the time to apply for this role.