

The Commercial Determinants of Health

Joel Hammond-Gant

04/11/25

**Enabling prosperity
and wellbeing for all**



Journey to Date

December 2024



Enabling prosperity
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January 2025

	
Cheshire and Merseyside	
CHESHIRE EAST HEALTH AND WELLBEING BOARD Reports Cover Sheet	
Title of Report:	Cheshire East Director of Public Health Annual Report 2024
Report Reference Number:	HWB71
Date of meeting:	21 January 2025

August 2025


Corporate Policy Committee Agenda
Date: Wednesday, 6th August, 2025
Time: 5.30 pm
Venue: The Capesthorpe Room - Town Hall, Macclesfield SK10 1EA

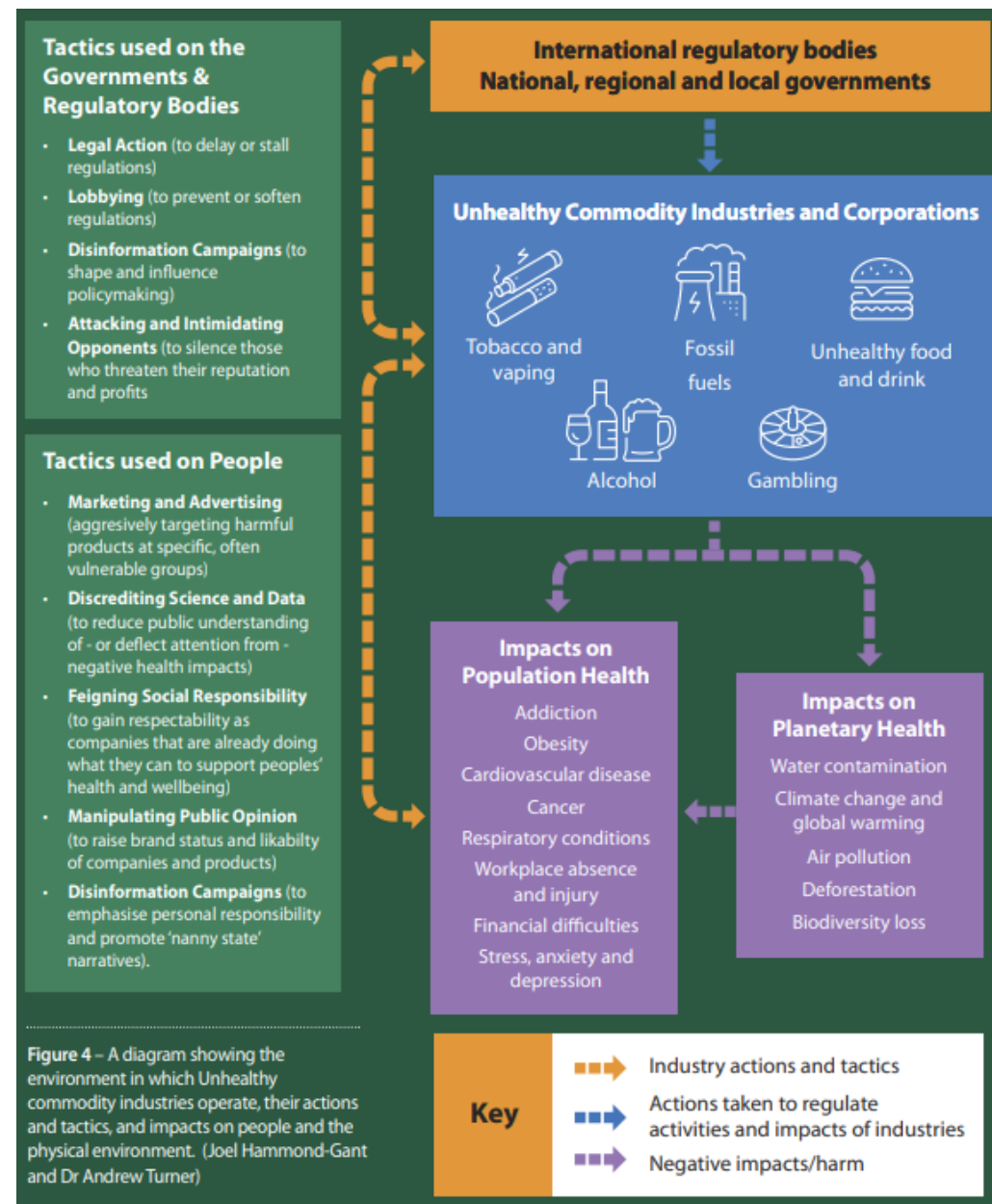
Obtained support to take forward and deliver the series of recommendations below:

1. Develop a Cheshire East position statement on CDoH.
2. Explore collaborating and working with C&M partners (and hopefully) work towards a sub-regional position statement on CDoH.
3. Explore enhancing how our planning and licensing powers are used to restrict the presence and influence of unhealthy commodity industries.
4. Work across our health and care system to provide as many residents as possible with healthier ingredients and meals, and reduce reliance on HFFS products and meals.
5. Explore developing and implementing a Health in All Policies approach.

The Issue – A Reminder

Commercial actors (industries and businesses) continue to have a greater influence on shaping the way our health and lives are shaped.

We know that there are many health-harming industries that use a very clever and adaptable playbook of tactics to influence our living environments, which foods/drinks we access, and to spend our money on unhealthy commodities like tobacco, alcohol, gambling and vapes.



National Context

Policy paper

High stakes: gambling reform for the digital age

Published 27 April 2023

The most effective way to reduce the influence of unhealthy commodity industries, and the harmful impacts to health they cause, would be through **national changes to legislation and regulations to more effectively govern how these industries and corporations operate**

Policy paper

A UK government food strategy for England, considering the wider UK food system

Published 15 July 2025

Policy paper

Licensing taskforce report: government response

Updated 14 August 2025

A pro-growth vision for licensing reform



Ministry of Housing,
Communities &
Local Government

National Planning Policy Framework

December 2024

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Building on Proven Successes



Commercial determinants of health

Supporting local public health teams to harness the positive and tackle the negative commercial determinants of health.

Commercial Determinants of Health Position Statement



ADPH
Yorkshire
and Humber

Good Governance Toolkit

This set of materials is focused on improving governance of commercial interactions, relationships and influence in UK local authorities, to maximise benefits and minimise risks for population health.



ANNA BROOK & KATHERINE KÖRNER (2024)

Newcastle
City Council

Newcastle City Council Healthier Food Environments

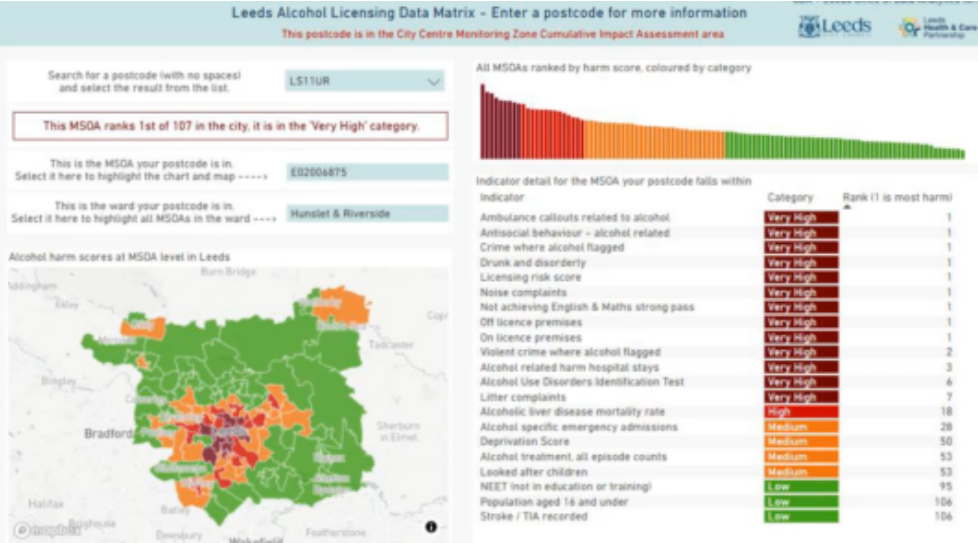
Supplementary Planning Document
June 2024



Cheshire East takes a stand for healthier communities with new advertising policy

24 October 2024

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Next Steps

- CDoH Position Statement for Cheshire East Council.
- Linking in with relevant groups in Cheshire and Merseyside and establishing a regional CDoH Group to drive this work forward.
- Continue to work with ADPH on their national project to counteract the negative impacts of health harming industries.
- Work across the council to explore the development and implementation of a Health In All Policies (HIAP) approach.
- Commence discussions with planning and licensing on how we can enhance existing, or implement new, policies/strategies to use our local powers to promote health by reducing the influence of health harming industries.