



## News Release

Friday 21 October 2016

### Fast food outlet map published to help local authorities tackle obesity

A map showing the density of fast food outlets has been published by Public Health England (PHE) today, to help in the fight against obesity.

The map is accompanied by data, showing the number of fast food outlets including burger bars, kebab and chip shops within each local authority area and how this compares to the population in each area.

The density of fast food outlets in local authorities ranges from 24 to 199 per 100,000 of the population. The average rate for England is 88. In the West Midlands region there are around 4,756 fast food outlets in total, ranging from a rate of 119.9 outlets per 100,000 head of population in Stoke-on-Trent, to 36.1 per 100,000 people in South Staffordshire.

Collecting this information is important because there is a growing body of evidence on the association between exposure to fast food outlets and obesity, despite some studies showing conflicting results. Fast food is likely to be high in saturated fat and salt, of which the population exceeds official recommendations.<sup>1</sup> Data from the National Child Measurement Programme shows there are more overweight or obese children in poorer areas.

**Dr Lola Abudu, director of Health and Wellbeing at PHE West Midlands, said:** “Having fish and chips or a curry is part of Britain’s culture, however over a fifth of adults and children eat takeaway meals at home more than once a week, which is contributing to the nation’s obesity epidemic. Some local authorities are already trying to limit new takeaways, particularly around schools and we understand a number of councils in the West Midlands region are looking to do this, in order to discourage children from swapping their healthy school dinners for fast food. PHE encourages all councils to follow in their footsteps, as a healthy environment is a core element in tackling childhood obesity.

“We hope this data will prove useful to local authorities, to inform their planning processes, approving and licensing takeaway outlets and help with their long-term approaches to tackling obesity.”

Local authorities can use this data to target resource to help tackle overweight and obesity levels. PHE published a [briefing for local authorities](#) in 2014 on introducing fast food outlet exclusion zones around schools to help reduce children’s exposure to foods and drinks that are high in fat, salt and calories.

PHE also published a joint [briefing](#) with the Town and Country Planning Association and Local Government Association to support local authorities to plan and design healthier weight environments.

Not all fast food is unhealthy. PHE will be working with the out-of-home sector, which includes restaurants, cafés and fast food outlets, to reduce the amount of sugar, saturated fat, salt and calories in the food and drink they serve and increase the range of healthier options they offer. This will help to tackle overweight and obesity in children as part of the government’s [Childhood Obesity Plan](#).

The map also underlines PHE’s call for the population to follow a healthy, balanced diet, based on the new [Eatwell Guide](#), which includes eating a minimum of 5 portions of a variety of fruit and vegetables per day and increasing consumption of oily fish and fibre. Foods and drinks that are high in fat, salt or sugar should only be consumed occasionally and in small amounts.

**For more information contact PHE West Midlands press office on 0121 232 9223/4**

## Notes to Editors

1. Public Health England exists to protect and improve the nation's health and wellbeing, and reduce health inequalities. It does this through world-class science, knowledge and intelligence, advocacy, partnerships and the delivery of specialist public health services. PHE is an operationally autonomous executive agency of the Department of Health.

Website: [www.gov.uk/phe](http://www.gov.uk/phe) Facebook: [www.facebook.com/PublicHealthEngland](https://www.facebook.com/PublicHealthEngland)  
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2. The terms ‘fast food’ and ‘takeaway’ are used interchangeably within this document and mean food that is available quickly, therefore it covers a range of outlets that include, but are not limited to, burger bars, kebab and chip shops and sandwich shops.
3. The map is available at: <https://www.noo.org.uk/visualisation>

#### 4. Fast food outlets in the West Midlands region

<b>Local Authority</b>	<b>Count of outlets</b>	<b>Rate per 100,000 population</b>
Stoke-on-Trent	301	119.9
Sandwell	362	114.3
Worcester	101	100.2
Cannock Chase	98	99.4
East Staffordshire	112	96.8
Birmingham	1,058	96.1
Wolverhampton	242	95.7
Walsall	257	93.7
Newcastle-under-Lyme	113	89.6
Wyre Forest	85	85.9
Coventry	282	83.6
Dudley	258	81.7
Warwick	110	78.9
Shropshire	233	75.1
Telford and Wrekin	127	75.0
Rugby	74	72.2
Bromsgrove	68	71.2
Redditch	60	71.0
Staffordshire Moorlands	69	70.6
Tamworth	54	70.0
Nuneaton and Bedworth	85	67.4
North Warwickshire	41	65.6
Stafford	85	64.3
Wychavon	69	57.6
Stratford-on-Avon	69	57.0
Herefordshire	103	55.0
Solihull	114	54.3
Lichfield	51	50.0
Malvern Hills	35	46.1
South Staffordshire	40	36.1

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<sup>i</sup> The latest [National Diet and Nutrition Survey](#) and [press release](#) were published on 9 September 2016.