

<b>Consultation Response from KC Public Health</b>		
<b>2020/90604 22, New Hey Road, Marsh, Huddersfield, HD3 4AH</b>		
<b>Change of use from Class A1 (retail) to Class A5 (hot food take-away)</b>		
<b>Date Responded: 5/3/20</b>	<b>Responding Officer: Elaine Penning</b>	<b>Responding Ref:</b>
<p>The typical adult diet exceeds recommended dietary levels of sugar and fat. One of the dietary trends in recent years has been an increase in the proportion of food eaten outside the home, which is more likely to be high in calories. Over half of British adults have experienced an increase in the number of fast food shops on their nearest high street since they started living there (Butland B, Jebb S, Kopelman P, McPherson K, Thomas S, Mardell J, et al. Tacking obesities: future choices – project report. London 2007.) Living within close proximity to fast food takeaway outlets has been associated with rates of obesity and weight gain (Zenk SN, Schulz AJ, Odoms-Young AM. How neighborhood environments contribute to obesity. The American journal of nursing. 2009 Jul;109(7):61-4.)</p> <p>There are also inequalities in obesity rates between different socioeconomic groups: among children in reception and year 6, the prevalence of obesity in the 10% most deprived groups is approximately double that in the 10% least deprived. There is also a marked gradient in obesity levels among adults. (Public Health England, Chartered Institute of Environmental Health and Local Government Association and (2014) Obesity and the environment: regulating the growth of fast food outlets and Butland B, Jebb S, Kopelman P, McPherson K, Thomas S, Mardell J, et al. Tacking obesities: future choices – project report. London 2007.)</p> <p>The Index of multiple deprivation shows that this area is within the 10 to 20 % most deprived within Kirklees.</p> <p>Obesity is a complex problem that requires action from both individuals and society across multiple sectors. One important action is to modify the environment so that it does not provide easy access to energy-dense food in order to help make the healthy choice the easy choice via environmental restructuring.</p> <p>Local data (Current Living in Kirklees, 2016) shows that of the adult population living within the Greenhead ward 53% are either overweight or obese. The Kirklees average is 56%.</p> <p>The National Child Measurement Programme for 2016/2017 has recorded that 12% of Reception children in Greenhead ward are overweight, with 11% of Reception children being recorded to be obese. This is a total of 23% of reception aged children who are overweight or obese. For Year 6 children, this data also shows that 16% of these children are overweight and 22% of Year 6 children are obese. This is a total of 38% of Year 6 children who are overweight or obese. Kirklees average is 21% of reception children overweight/obese rising to 35% of Year 6's.</p> <p>The current density of hot food takeaways in the Greenhead ward is 25 per 10,000 population compared to an average of 15 per 10,000 population across Kirklees.</p> <ul style="list-style-type: none"> <li>• Greenhead ward is in the worst 20 to 30% wards for deprivation within Kirklees</li> <li>• The density of hot food takeaways is above the Kirklees average per 10,000 population which contributes to the obesogenic environment.</li> </ul> <p>If the application is granted, we would recommend that the business is referred for further support from the FINE team:</p> <p><b><i>Kirklees Food Initiatives and Nutrition Education (FINE) Project can offer FREE one-to-one support and consultancy or specific masterclasses (minimum number of businesses required) to fast food take-aways</i></b></p>		

*across Kirklees to enable them to assess where they can make improvements and implement positive change within their business.*

**Requests for support to: Kirklees FINE Project 01484 221000 (ask for FINE Project) or email:**  
[fine.project@kirklees.gov.uk](mailto:fine.project@kirklees.gov.uk)