

Consultation Response from KC Public Health
2021/90060 adj, 9, Station Road, Marsden, Huddersfield, HD7 6BS
Erection of take-away food outlet (within a Conservation Area)
Date Responded:
Responding Officer:
Responding Ref:

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. The Greater London Authority takeaways toolkit states that ‘the increase in fast food outlets will be a contributory factor in the growth of the obesogenic environment.’ Living within close proximity to fast food takeaway outlets has been associated with rates of obesity and weight gain.

In Kirklees, 1 in 5 (19%) adults eat fast food or takeaway meals at least once a week, and a further 64% eat fast food or takeaway meals sometimes but less than once a week (Current Living in Kirklees survey 2016). Those living in the most deprived areas are the most likely to eat takeaway at least once a week (21%), and those living in the least deprived areas are the least likely to (14%).

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 has looked at local health intelligence for this area. This is what obesity related data tells us:

	Colne Valley Ward	Kirklees	
IMD RANK	Worst 30-40 per cent		
ADULTS OVERWEIGHT	39.4%	34.0%	
ADULTS OBESE (age 18+)	12.3%	11.1%	
5 YEAR OLDS WITH EXCESS WEIGHT	20.7%	23.3%	
11 YEAR OLDS WITH EXCESS WEIGHT	31.3%	35.6%	
DIABETES PREVALENCE (age 17+)	6.4%	7.6%	
CORONARY HEART DISEASE PREVALENCE (all ages)	3.9%	3.4%	

If the application is granted we would recommend that the business is referred for further support from the FINE team:

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 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

¹ Health matters: obesity and the food environment; Public Health England; 2017; <https://www.gov.uk/government/publications/health-matters-obesity-and-the-food-environment/health-matters-obesity-and-the-food-environment--2>

¹ Butland B, Jebb S, Kopelman P, McPherson K, Thomas S, Mardell J, et al. Tackling obesities: future choices – project report. London 2007

¹ Takeaways Toolkit; Tools, interventions and case studies to help local authorities develop a response to the health impacts of fast food takeaways; 2012; <https://www.london.gov.uk/sites/default/files/takeawaystoolkit.pdf>

¹ Zenk SN, Schulz AJ, Odoms-Young AM. How neighbourhood environments contribute to obesity. The American journal of nursing. 2009 Jul;109(7):61-4.)

¹ 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. Tackling obesities: future choices – project report. London 2007.)