Shaping place to improve health outcomes

Hampshire County Council

www.hants.gov.uk

Contents

Foreword

I am delighted to introduce my second report as Director of Public Health for Hampshire.

Dr Sallie Bacon

Creating the right spaces and places around us is vital for our health. In this year's report, I have looked at how we can shape the places we live in to help people of all ages live more healthily.

The report identifies some of the ways in which we can improve access to natural spaces, promote active lifestyles and enhance our food environment. These are top priorities and together they have the potential to transform lives and make Hampshire a healthier place for everyone who lives here.

The design of our built environment, housing, towns and green spaces has a real impact on the health of our population. With ambition and foresight we can shape our spaces to promote health and wellbeing and this represents an incredible opportunity. We know that walking, cycling and generally enjoying the great outdoors has a really positive effect on mental and physical health and so it is vitally important that we make reaching these spaces as easy as possible. With just over 60% of adults in Hampshire being overweight we also need to ensure that they can find health-promoting food outlets and shops close to where they live and work to help improve health outcomes.

The Director of Public Health's annual report is one of the ways in which I can highlight specific issues to improve the health and wellbeing of the people of Hampshire. Thinking about the impact on health when we are planning our spaces makes it more likely that we will design and build health-promoting environments and healthier communities now and for the future.

Acknowledgements

I hope that you find this report helpful and that it stimulates your interest. I would like to thank everyone in the Public Health team who has contributed to the report but special thanks go to Helen Cruickshank, Jenny Bowers, Rebecca Wilkinson, Lynn Butler, Susan Dewey and Kate Raines.

Additional thanks go to Active Travel (School Travel Planning), HC3S, Energise Me, Hart District Council and Places Leisure.

Introduction

This year's Public Health Annual Report explores the opportunities to improve health outcomes through shaping the places where we live, work and relax.

Getting the spaces and places around us right is vital for our health. Environmental factors, such as the way in which houses are built and towns are designed and the availability of natural space, can directly affect health[1]. Considering health impacts when making changes to places is crucial as it enables us to design and create accessible, health-promoting environments.

The population of Hampshire is evolving; it is growing, getting older and becoming more diverse. As our population changes, so too do the environment and places in which we live and work. New housing developments are built, transport systems are redesigned and the range of retail premises alters. These changes give us the opportunity to ensure that health and wellbeing are central to decision-making to support our population to live happy, healthy lives. Building healthy and thriving communities is one of the core ambitions of Hampshire's Public Health Strategy[2] and this is strongly influenced by the places in which communities live.

With more than 90,000 new homes proposed under current Local Plans in Hampshire[3], the need to implement healthy design to support communities has never been greater. Nationally there is recognition of the role that the built and natural environment can have on health and national planning guidance now includes a specific requirement to promote healthy communities[4]. In Hampshire, we have produced a local resource, a spatial planning chapter of the Joint Strategic Needs Assessment[5], which describes the evidence and opportunities for improving health through urban, environment and transport planning.

Last year's Annual Report highlighted the importance of having healthy homes to support our ageing population. This year we consider wider aspects of place that support a healthy living environment across the life course of people in Hampshire. The report focuses on three key elements that impact on health and wellbeing and uses the latest data to explore the issues in Hampshire and identify what more we can do to shape our places to improve health.

1 WHO http://www.who.int/mediacentre/news/releases/2016/deaths-attributable-to-unhealthy-environments/en/ Accessed 04/10/2017
2 Hampshire County Council Public Health Strategy http://documents.hants.gov.uk/public-health/TowardsahealthierHampshireastrategyforimprovingthepublicshealth2016-2021.pdf Accessed 04/10/2017
3 http://www3.hants.gov.uk/mineralsandwaste/local-plans.htm
4 National Planning Policy Framework https://www.gov.uk/guidance/national-planning-policy-framework/8-promoting-healthy-communities
5 http://documents.hants.gov.uk/SpatialPlanningJointNeedsAssessment.pdf

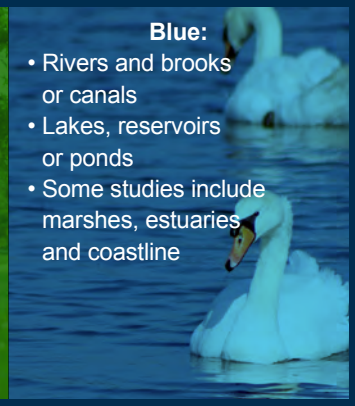
Green and blue spaces

Access to green and blue spaces supports physical and mental health and wellbeing through the joint benefits of physical activity and interacting with others. Evidence shows that living in close proximity to green spaces, such as parks and other open spaces, can improve health, regardless of social class[6]. In this report we have used new data from the Ordnance Survey to better understand how accessible our green spaces are to Hampshire's residents.

The natural environment can be categorised as green or blue space:

Green:
- Formal green space – parks and gardens
- Natural and semi-natural green space – woodland, heath, wetlands, wasteland and derelict land being reclaimed by nature
- Green corridors – canals, streams, cycle-ways, old railways, lanes and hedges

Blue:
- Rivers and brooks or canals
- Lakes, reservoirs or ponds
- Some studies include marshes, estuaries and coastline



Source: https://publichealthmatters.blog.gov.uk/2016/11/09/green-space-mental-wellbeing-and-sustainable-communities/

Getting around

Getting around, making social connections and accessing services has been revolutionised by motorised transport. However, active travel, such as cycling and walking, can increase physical activity levels and improve physical and mental wellbeing as well as having benefits for the environment. In this chapter, data on active travel in Hampshire, particularly on travel to school, are considered alongside the local strategies and interventions aiming to encourage people to cycle or walk.

Food environment

We have made use of the latest tools and data to analyse Hampshire's retail food environment which affects the availability and choice of food that people can buy. The relationship between the food environment and health is complex. The evidence base is still limited but emerging research does indicate that making healthier foods more accessible and increasing provision of low cost, healthier food can be effective in promoting healthy eating.

6 Mitchell R and Popham F (2008) Effect of exposure to natural environment on health inequalities: An observational population study. The Lancet 372(9650): 1655-1660

1

Green and blue spaces

Why are blue and green spaces important for health?

There is evidence that access to, and engagement with, the natural environment is associated with positive health outcomes, such as improved mental health and a reduced risk of cardiovascular disease. The type of natural environment we access is important. For example, evidence shows that access to recreational infrastructure, such as parks and playgrounds, is associated with a reduced risk of obesity among adolescents. The benefits of green space are also dependent on its quality; aesthetic park improvements can increase visits and improve physical activity among children and older adults[7].

Hampshire has a relatively high provision of blue space as it is a coastal and largely rural county. The Hampshire coastline stretches for about 230 miles, from Highcliffe on the Dorset border to Chichester Harbour in West Sussex. There is emerging evidence that the availability of blue spaces, such as canals, ponds, rivers and beaches has a positive association with health[8,9]. Blue space offers opportunities for relaxation, social interaction and physical activities such as swimming[10].

What do we know about blue and green space in Hampshire?

In Hampshire, in 2015/16, an estimated 17% of adults had made recent use of the natural environment (all green, blue and open spaces) for exercise/health reasons (figure 1). This was not significantly different to the proportion nationally which has seen a steady increase in people using the natural environment over recent years. The upward trend seen in England as a whole is not being reflected in Hampshire; this is likely to be due to a number of different factors which we need to monitor and explore.

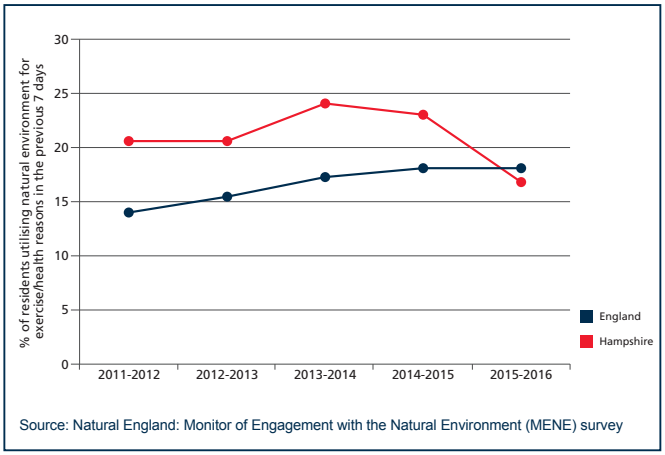
20% of Hampshire's urban land is **accessible green space**

7 https://www.gov.uk/government/publications/spatial-planning-for-health-evidence-review Accessed 04/10/2017

8 Wheeler BW, White M, Stahl-Timmins W, Depledge MH. Does living by the coast improve health and wellbeing? Health Place2012; 18: 1198–201

9 Amoly E, Dadvand P, Forns J, López-Vicente M,Basagaña X, Julvez J, et al. Green and blue spaces and behavioral development in Barcelona schoolchildren: the BREATHE Project. Environ Health Perspect2014; 122: 1351.

10 Pearson, Amber L. et al. "Measuring Blue Space Visibility and 'Blue Recreation' in the Everyday Lives of Children in a Capital City." Ed. Harry Timmermans. International Journal of Environmental Research and Public Health 14.6 (2017): 563. PMC. Web. 1 Nov. 2017.



Source: Natural England: Monitor of Engagement with the Natural Environment (MENE) survey

Figure 1. Utilisation of the natural environment for exercise/ health reasons: Hampshire and England 2011-12 to 2015-16

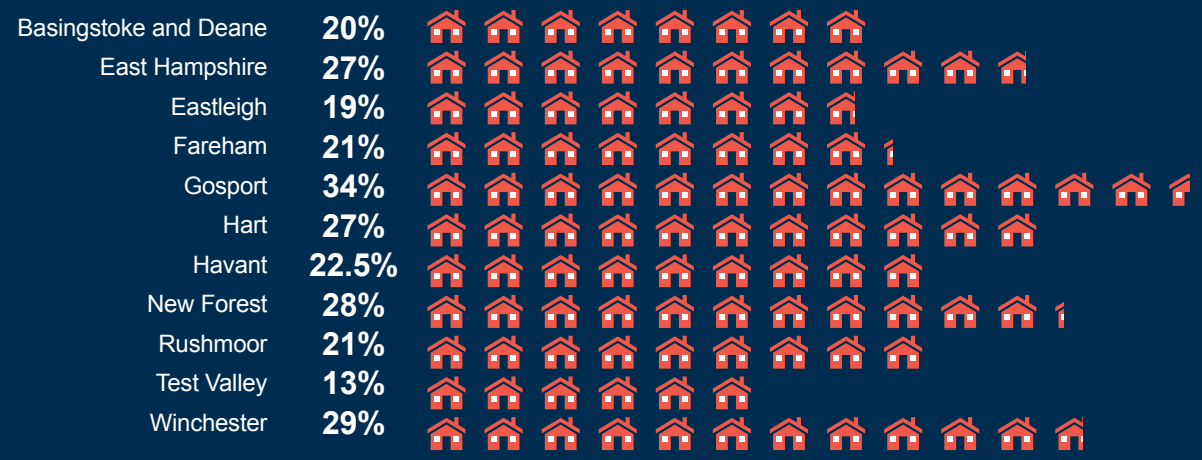
Only 17% of land area in our county is defined as urban but more than three quarters of the population live in these urban areas. Winchester is the most rural Hampshire district (with only 42% of residents living in urban areas and just under 5% of land defined as urban) whereas in Fareham and Gosport nearly 100% of both the land and population is urban.

We have looked at the accessibility of green space in Hampshire's urban areas using a new dataset from Ordnance Survey which maps accessible recreational and leisure green space such as playing fields, parks and allotments[11]. We have refined this data further to exclude those areas that are likely to be private such as golf courses, campsites and school grounds and we have added in accessible natural green space such as nature reserves and Wildlife Trust sites.

We found that over a fifth of Hampshire's urban land is actually made up of accessible green space but this varies considerably by district (figure 2). Gosport, which is defined as entirely urban, has over a third of its land area as accessible green space. East Hampshire, Hart, New Forest and Winchester are more rural districts but, as figure 2 shows, their urban areas contain relatively high proportions of green space. By contrast, the urban areas of Test Valley are, on average, made up of less than 13% of green space.

11 https://www.ordnancesurvey.co.uk/getoutside/greenspaces/

Percentage of urban land areas in Hampshire districts that is accessible green space

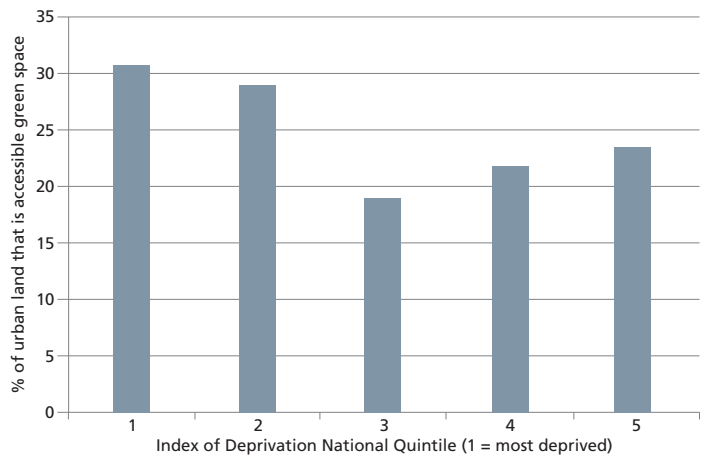


Notes: Accessible green spaces are defined as publicly accessible recreational and leisure sites in OS Green Spaces data plus ancient woodlands, Open Access Land, nature reserves, Wildlife Trust sites and common land. Only those Lower Super Output Areas defined as urban in the ONS Rural-Urban Classification are used in the analysis.

Figure 2. Accessible green space in urban land areas

We have also found that Hampshire's urban areas with the highest levels of deprivation have the highest proportion of accessible green space (figure 3). This is important because we know that people in the most deprived areas experience poorer health and therefore have much to gain from using green space, but this analysis does not tell us anything about the quality of the green space. There is a real opportunity to maximise the potential of green and blue spaces in disadvantaged areas through improving their quality, safety and accessibility to enhance the health and wellbeing of local residents.

Figure 3. Accessible green space in urban land areas by deprivation quintile



Notes: Accessible green spaces are defined as publicly accessible recreational and leisure sites in OS Green Spaces data plus ancient woodlands, Open Access Land, nature reserves, Wildlife Trust sites and common land. Only those Lower Super Output Areas defined as urban in the ONS Rural-Urban Classification are used in the analysis. Index of Deprivation 2015 from www.gov.uk/government/statistics/english-indices-of-deprivation-2015

Priorities for action in Hampshire

1. Ensuring green space standards are incorporated into District Council Local Development Plans and Green Space Strategies, by continuing to work in partnership and using the Hampshire planning position statement
2. Encouraging opportunities for children and young people in education and community settings to access outdoor space, for example through gardening projects or the daily mile
3. Using the latest research evidence on the benefits of green and blue spaces and the most effective ways to provide accessible and high quality spaces for our population, across the life course, to inform planning and development
4. Improving the quality, safety and accessibility of green space in areas of deprivation
5. Maximising access to high quality green and blue spaces through the planning process for new residential developments
6. Developing initiatives in local green and blue spaces which encourage our most inactive residents to become active

Case study
Hart Health Walks

Basingstoke Canal, Yateley Common, Fleet Pond and Hazeley Heath are just four of the open spaces in North East Hampshire visited by walkers each week through Hart Health Walks.

Hart Health Walks, managed by Hart Voluntary Action, is one of 400 health walks schemes operating across the country, and one of eight running in Hampshire, which are accredited by the national Walking for Health scheme. All accredited schemes share the same features:

- Walks are led by trained volunteers along risk assessed routes.
- Walks last no longer than an hour with at least one short walk of no more than half an hour per scheme.
- Walks are free of charge.
- Walkers are encouraged to walk at a brisk pace for part of the walk to raise the heart rate.
- Walkers only have to register once to participate in any of the Walking for Health walks.

There are six walks a week across Hart with an average of 120 people taking part, some of whom may participate regularly in two or three different walks over the week.

www.walkingforhealth.org.uk

2

Getting around

Why is the way that we travel important for health?

The way we design spaces is fundamental to creating and adapting environments which support Hampshire residents to be active and enjoy better health. Even small increases in physical activity among those who are the least active can bring great health benefits for individuals and for the whole population. Physical activity is associated with many improvements in health and wellbeing, including lower death rates and lower risk of heart problems and depression. It benefits people of all ages, ranging from helping children to maintain a healthy weight to reducing conditions such as hip fractures in older people[12].

We know from the experience of countries like Finland and the Netherlands that if changes in levels of physical activity are to be real and lasting, we need to embed being active into the fabric of daily life[13]. Active travel (cycling, walking and use of public transport) can increase activity levels and improve physical and mental wellbeing. Prioritisation of active travel can also reduce reliance on motorised transport, contributing to improved air quality and a reduction in road injuries[14]. With an estimated 40,000 deaths each year in the UK attributable to exposure to outdoor air pollution, air quality continues to be an important public health priority[15].

12 Dept of Health (2011) Start active, stay active - https://www.gov.uk/government/publications/start-active-stay-active-a-report-on-physical-activity-from-the-four-home-countries-chief-medical-officers

13 PHE, Everyday Active, every day what works, the evidence (2014) - https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/366113/Evidence_layout_23_Oct.pdf

14 NOO/NHS – Data sources: environmental influences on physical activity and diet 2011 - https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/625568/Spatial_planning_for_health_an_evidence_resource.pdf

15 https://www.rcplondon.ac.uk/projects/outputs/every-breath-we-take-lifelong-impact-air-pollution

What do we know about the way that we get around in Hampshire?

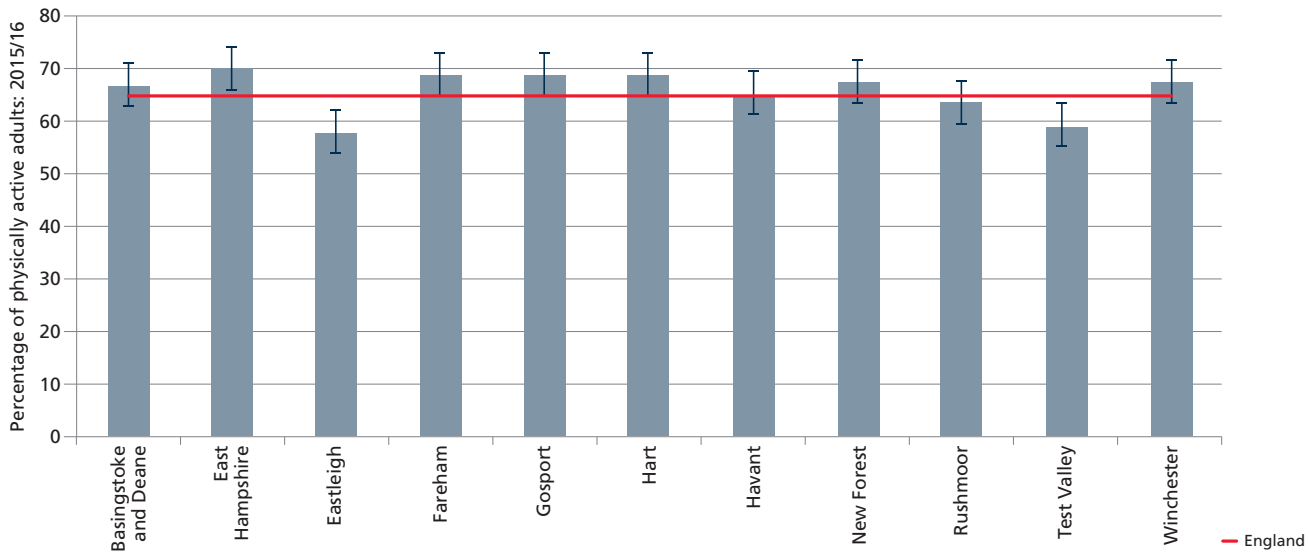
In Hampshire, just under half of the adult population walks at least five times per week which is lower than the average for England. Just over 5% of adults cycle at least three times per week, and this is slightly higher than the England average[16].

We also know that around a fifth of the adult population in Hampshire is inactive, which means they do less than 30 minutes of physical activity per week. This is considerably lower than the Chief Medical Officer's recommendation of 150 minutes moderate activity per week[17]. Eastleigh and Test Valley are the two districts in Hampshire which have a significantly lower proportion of physically active adults than in England as a whole (figure 4).

just under 50% of the adult population walks at least five times per week

just over 5% of adults cycle at least three times per week

Figure 4. Physically active adults in Hampshire



Source: Physical Activity Profile, Public Health England
Notes: Percentage of adults (aged 19+) that meet CMO recommendations for physical activity (150+ moderate intensity equivalent minutes per week).

16 PHE – Physical Activity fingertips tool - https://fingertips.phe.org.uk/profile/physical-activity
17 Dept of Health – CMO recommendations - infographics on physical activity - https://www.gov.uk/government/publications/start-active-stay-active-infographics-on-physical-activity

85% of Hampshire is defined as **rural**

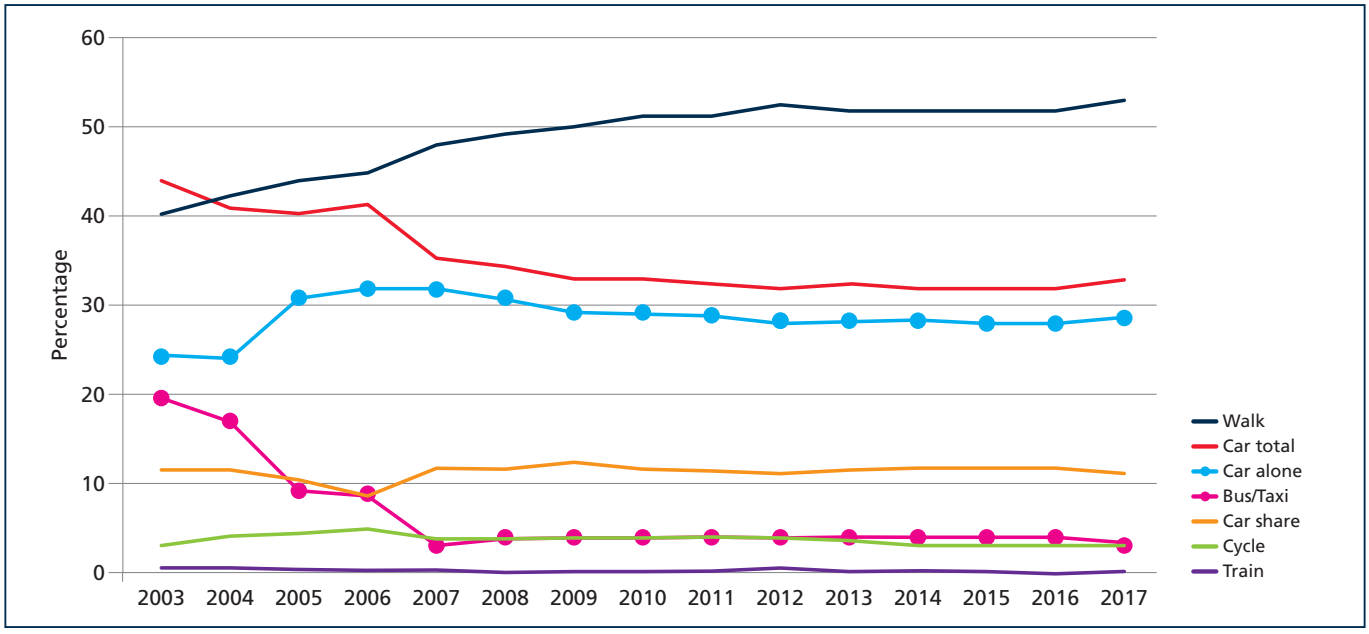
To enable our population to be physically active, we need to create an environment where cycling and walking are a normal part of everyday life, and are the natural choice for shorter journeys such as going to school and work, travelling to the station and for leisure. Currently the majority of journeys in England do not rely on active travel, with 75% of all trips taken by car or van[18]. Collectively, we need to design and adapt local places and support people to change their own behaviours to enable communities to become more active[19].

Over recent years, there has been a particular focus on active travel to school in Hampshire. Rates of active travel locally have been maintained with a slight increase in 2016/17, compared to the national picture where the proportion of children walking to school has fallen (figure 5)[20].

Figure 5[21]. Hampshire School Travel (mode of transport)

The rural and urban environment can greatly affect people's travel choices. We are fortunate in Hampshire to have beautiful areas of countryside; 85% of Hampshire is defined as rural and over a third of the county's geography is within National Parks or Areas of Outstanding Natural Beauty. This can present challenges for getting around as it may be more difficult for residents in rural areas to engage in active travel. Journeys to school, work and leisure facilities may take longer and restricted access to privately owned land can make getting out around the home more difficult. Urban environments can also be an important barrier to active travel if there are issues of safety, accessibility, and quality of routes and public spaces.

As well as determining how physically active we are, the way in which we travel can have a significant impact on the air that we breathe. Traffic emissions make a major contribution to poor air quality and the consequences of air pollution on population health are highlighted in the 2017 Chief Medical Officer's Annual Report[22]. This brings a particular focus to inequalities and discusses the 'triple jeopardy' effect, whereby those who are most disadvantaged have higher exposure to air pollution, have a higher burden of ill health and may be more susceptible to the effects of pollutants. In Hampshire, with a mix of rural and urban areas, air quality across the county is varied. Four of Hampshire's 11 district and borough councils have declared Air Quality Management Areas and have developed strategies to manage and mitigate the impact of air pollution.



18 Analyses from the National Travel Survey https://www.gov.uk/government/statistics/national-travel-survey-2016
19 PHE – Working together to promote active travel - https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/523460/Working_Together_to_Promote_Active_Travel_A_briefing_for_local_authorities.pdf
20 Dept of Transport National Travel Survey 2015 - https://www.gov.uk/government/statistics/national-travel-survey-2015
21 Hampshire County Council School Travel Planning Team - mode of transport to school data 2003-2017
22 Chief Medical Officer annual report 2017: health impacts of all pollution – what do we know? https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/690846/CMO_Annual_Report_2017_Health_Impacts_of_All_Pollution_what_do_we_know.pdf

Priorities for action in Hampshire

1. Implementation of Hampshire County Council's Cycling and Walking strategies[23] which focus on:
   - support for local walking and cycling initiatives
   - planning and design which improve access, safe environments and connectivity across the network
   - attracting new investment for walking and cycling opportunities
2. System-wide initiatives to create environments which increase active travel, for example personalised travel planning with large employers and new business developments such as Daedalus Park, Gosport
3. Encouraging active school travel through targeted interventions to promote walking, cycling and scooting in areas with high car use and higher childhood obesity rates, aligning with road safety initiatives
4. Improving air quality through collective action in designated Air Quality Management Areas and Clean Air Zones
5. Promoting travel alternatives for commuter and work-related journeys such as car share, park and ride and public transport options through the 'MyJourney' planner

23 Hampshire's Walking and Cycling Strategies https://www.hants.gov.uk/transport/strategies/transportstrategies

Case study
Breeze Cycling Scheme

The Breeze cycling scheme, co-ordinated by Energise Me, encourages older women, who we know are less active than other groups in the population, to take up cycling. Participation in the scheme has increased by over 50% since it began in 2013[24] and is continuing to grow. By recruiting and training volunteer cycle ride leaders from the target population, sustainability is built into the scheme. Evidence from other schemes, such as 'Walking for Health' shows that this type of intervention can be sustainable whilst increasing physical activity levels and social connectivity[25].

'M', 65+ from Aldershot wanted to be a more confident cyclist, especially as she was scared of getting a puncture. After joining the Breeze programme she reported that the sessions were great with friendly tutors where she was able to learn about gears, cornering and road riding so that within a short time her confidence had grown so she is now happy to cycle with her husband and grandchild.

24 Energise Me – participation rates – Breeze cycling
25 NICE guidance Cycling and Walking - https://www.nice.org.uk/guidance/ph41

3

Food environment

Why is the food environment important for health?

The food environment is the physical and social environment around us which influences what we eat. In terms of place, this includes the distribution of food outlets or other physical locations, such as takeaways and supermarkets. This is a complex environment, with multiple influences on individuals' choices which can impact on health. A healthy, balanced diet is key to maintaining good health and reducing the risk of obesity and cardiovascular disease and certain cancers. Whilst healthy eating is widely promoted in the public domain, many people find it difficult to eat a healthy diet. It is estimated that 41.5% of adults and 47.9% of 15 year olds in Hampshire do not meet the recommended minimum '5-a-day' for fruit and vegetable consumption and 61.6% of adults in Hampshire are estimated to be overweight or obese[26].

The food environment, especially those aspects which increase the availability of either healthy or unhealthy food, is recognised as having an important impact on individual eating behaviour and obesity. Evidence is mixed on the degree of impact of the local food environment though some studies have found an association between a poor food environment and obesity in the medium to longer term. Measuring the impact of the environment is complex as many individuals change locations and have access to multiple food choices over the course of a day, although people on lower incomes or with mobility issues are more likely to be influenced by the food offer locally[27].

There is a growing body of evidence which demonstrates that supermarket product placement and price promotions can influence our decisions when it comes to purchasing healthier or less healthy food[28]. Evidence suggests that 40% of food in the UK is bought on promotion, and this food is more likely to be higher in sugar, salt and fat. Healthy diets cost up to three times more per calorie than unhealthy diets[29], therefore food choice is mediated by many factors including price, taste, availability and attractiveness.

Out-of-home food outlets such as restaurants, cafes and takeaways also influence our dietary habits. Nationally, the proportion of meals eaten outside of the home is

26 Public Health England (2015) Public Health Outcomes Framework (available at https://fingertips.phe.org.uk/profile/public-health-outcomes-framework/data#page/3/gid/1000042/pat/6/par/E12000004/ati/102/are/E06000015).
27 Fuentes Pacheco A, Carrillo Balam G, Archibald D, et alExploring the relationship between local food environments and obesity in UK, Ireland, Australia and New Zealand: a systematic review protocol. BMJ Open 2018;8:e018701. doi: 10.1136/bmjopen-2017-018701
28 Rapid evidence review: The impact of promotions on high fat, sugar and salt (HFSS) food and drink on consumer purchasing and consumption behaviour and the effectiveness of retail environment interventions http://www.healthscotland.scot/media/1611/rapid-evidence-review-restriction-of-price-promotions.pdf
29 Parliamentary Office of Science and Technology. Postnote: Barriers to Healthy Food. Number 522 April 2016. http://researchbriefings.files.parliament.uk/documents/POST-PN-0522/POST-PN-0522.pdf
30 Public Health England (2017) Health Matters: obesity and the food environment (available at https://www.gov.uk/government/publications/health-matters-obesity-and-the-food-environment/health-matters-obesity-and-the-food-environment--2).

increasing, with more than one quarter (27.1%) of adults and one fifth of children now eating from out-of-home food outlets at least once a week[30]. Meals eaten out of the home tend to be associated with larger portions, higher intakes of fat, sugar and salt and lower intakes of micronutrients than meals eaten at home[30]. Fast-food and takeaway outlets in particular are associated with poor nutrition[31]. Greater access to takeaway outlets at home, work and on commuting routes has been associated with increased takeaway consumption[31]. In addition, data published by Public Health England in 2017 show that fast-food outlets are more densely concentrated (i.e. greater number of outlets per 1,000 resident population) in areas of greater deprivation compared to more affluent areas[30], which may be contributing to the widening of health inequalities[32]. There is also a tendency for fast-food outlets to cluster around schools, increasing children's access to and opportunities for purchasing energy-dense, unhealthy food[33,34].

To address this, national guidance, such as The School Food Standards[35], and a range of initiatives, such as the Eat Out Eat Well (EOEW) Award[36], have been developed to improve nutrition in schools and to support caterers to make it easier for their customers to make healthy choices when eating out.

What do we know about the food environment in Hampshire?

The total number of food outlets in Hampshire has increased in recent years. In March 2017, the combined recorded number of cafés, convenience stores, restaurants and takeaways in Hampshire was 3,194, an increase of 114 since June 2014[37]. Of these 114 additional outlets, 101 were takeaways, representing 88.6% of the total increase[37].

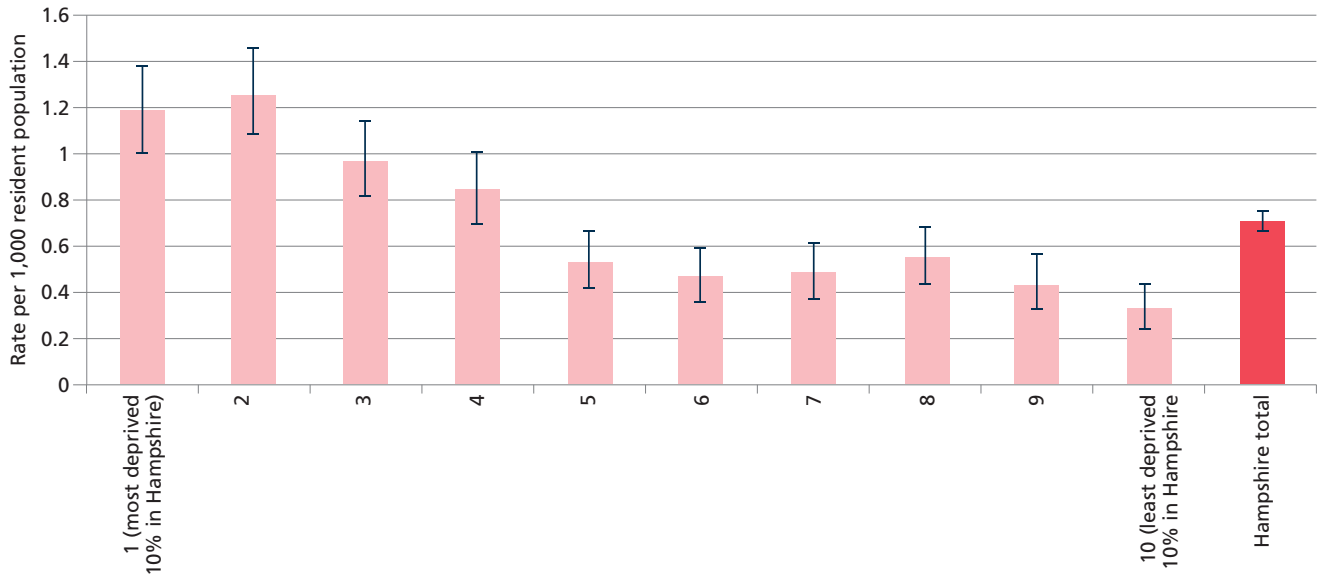
Researchers at the University of Southampton have looked at the food offer in all outlets across Southern Hampshire and the impact it has on the food purchasing and consumption choices of families in the area. The researchers looked at the quality of all food outlets that the families were exposed to near home, work and school. All families had greater exposure to unhealthy than healthy food outlets, however the researchers did find that greater access to healthy food outlets around schools and homes appears to be associated with better diet quality in young children in Hampshire[38] and that women with lower educational attainment were more impacted in their food choices by a poor food environment than women with higher educational attainment[39].

To understand the potential impact of takeaways in Hampshire, we have analysed Points of Interest data from Ordnance Survey to look at how they are distributed by area, by deprivation and over time. Our data suggests that we have seen a growth in takeaways over the last four years, and the highest growth has been seen in our areas of greatest deprivation.

The association between deprivation and fast-food outlets seen nationally is also evident locally, as illustrated in figure 7. In Hampshire, the number of takeaway outlets per 1,000 resident population in the most deprived decile is almost four times greater than in the least deprived (average of 1.19 and 0.33 per 1,000 resident population, respectively). When analysed by district, Rushmoor and Gosport have the highest concentrations of takeaway outlets in Hampshire, with an average of 1.14 and 1.09 per 1,000 resident population, respectively. These figures are roughly double those for Test Valley and Basingstoke and Deane, which have the lowest concentrations in Hampshire as shown in figure 8.

31 Jaworowska A., Blackham T., Davies I.G. and Stevenson L. (2013) Nutritional challenges and health implications of takeaway and fast food. Nutr Rev, 71 (5): 310–8.
32 Marmot (2010) The Marmot Review Strategic Review of Health Inequalities in England, post-2010 (Available at http://www.instituteofhealthequity.org/projects/fair-society-healthy-lives-the-marmot-review/fair-society-healthy-lives-full-report).
33 Caraher M., Lloyd S. and Madelin T. (2014) The 'School Foodshed': schools and fast-food outlets in a London borough. Br Food J. 25; 116 (3): 472–93.
34 Ellaway A., Macdonald L., Lamb K., Thornton L., Day P. and Pearce J. (2012) Do obesity-promoting food environments cluster around socially disadvantaged schools in Glasgow, Scotland? Health Place, 18 (6): 1335-40.
35 School Food Standards http://www.schoolfoodplan.com/actions/school-food-standards/
36 Eat Out Eat Well http://www.eatouteatwell.org/pages/index.cfm.
37 FEAT Tool http://www.feat-tool.org.uk/.
38 Barrett M., Crozier S. and Lewis D. et al. (2017) Greater access to healthy food outlets in the home and school environment is associated with better dietary quality in young children. Public Health Nutrition, 20 (18).
39 Vogel C, Lewis D, Ntani G et al. The relationship between dietary quality and the local food environment differs according to level of educational attainment: A cross-sectional study. Plos One. August 25, 2017

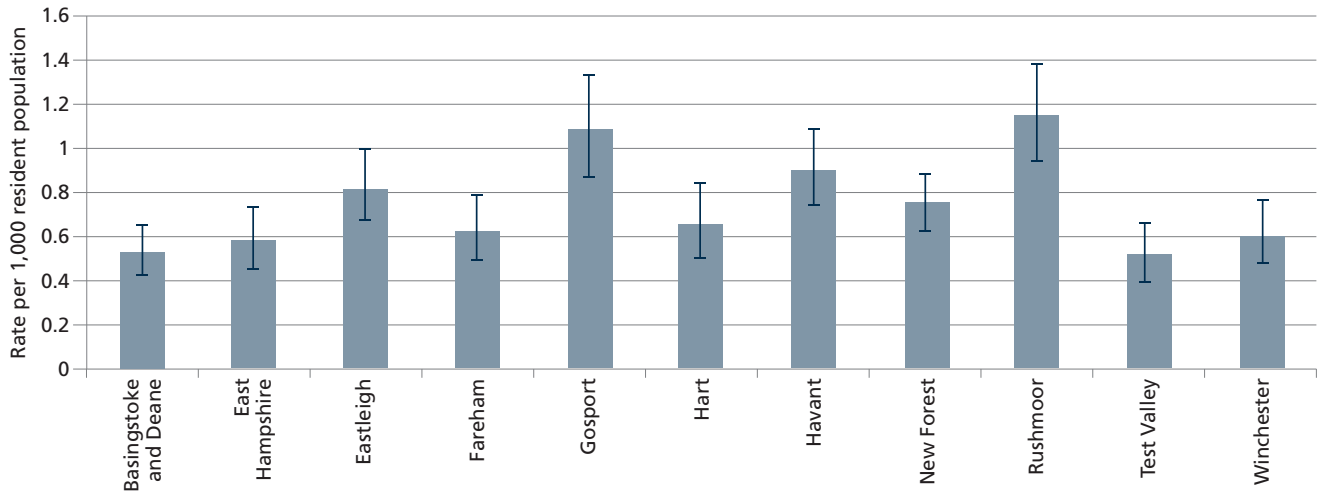
Figure 7: Number of takeaway outlets per 1,000 resident population by deprivation decile within Hampshire



Source: Points of Interest, Ordnance Survey Index of Multiple Deprivation 2015, Department for Communities and Local Government

Numbers of takeaway outlets per 1,000 resident population by district are illustrated in figure 8.

Figure 8: Number of takeaway outlets per 1,000 resident population by district of Hampshire



Source: Points of Interest, Ordnance Survey and 2011 Census, The Office for National Statistics. Food Environment Assessment Tool, CEDAR and MRC Epidemiology Unit, University of Cambridge

Priorities for action in Hampshire

1. Through the Hampshire Healthy Weight Strategy (2015-2019[40]) working with caterers and food outlets to encourage reformulation of less healthy products whilst increasing the availability of healthier options.
2. Sharing evidence from behavioural insight techniques with food retailers and food outlets to encourage consumers to make healthier choices, for example nutrition labelling at point-of-sale and optimising product placement to encourage healthier choices.
3. Promoting healthy food environments through appropriate development of supplementary planning documents (SPDs) to place restrictions on food retail outlets where an evidenced need can be demonstrated.
4. Using the learning from the Eat Out Eat Well (EOEW) Award[41] concept to optimise the impact on food environments and the sustainability of future award programmes across Hampshire.
5. Maximising opportunities from a setting based approach ensuring catering in early years, school and care settings is healthy.
6. Encouraging workplaces in Hampshire to adopt the Government Buying Standards in their staff and corporate catering provision.

40 Hampshire County Council Healthy Weight Strategy 2015-2019 http://documents.hants.gov.uk/health-and-wellbeing-board/HampshireHealthyWeightStrategy2015-2019.pdf
41 Eat Out Eat Well http://www.eatouteatwell.org/pages/index.cfm.

Case study

Promoting healthy food choices in River Park Leisure Centre

Places Leisure manage several leisure facilities across Hampshire. As part of their commitment to provide a varied choice within their cafés whilst promoting health and wellbeing, Places Leisure piloted the use of 'nudge theory' in one of their centres with the aim of encouraging healthy food purchases without eliminating customer choice.

After a simple review of the existing café layout, positioning of products and product ranges, the team were able to work with the Public Health team to identify and implement improvements, such as choosing products with traffic light labelling from the supplier, giving healthier products prominent positions, using visual cues to make healthier ranges easily distinguishable to the customer and running specific promotions focussed on healthier eating (for example a porridge breakfast deal).

After the implementation of these changes, a customer survey demonstrated that customers were satisfied with the product range and were able to identify improvements, such as the labelling and grouping of healthier options. Furthermore, analysis of sales data identified that there was no detrimental impact on sales revenue. As a result, Places Leisure will be seeking to apply these changes to other sites.

4

Shaping places – a joined up approach

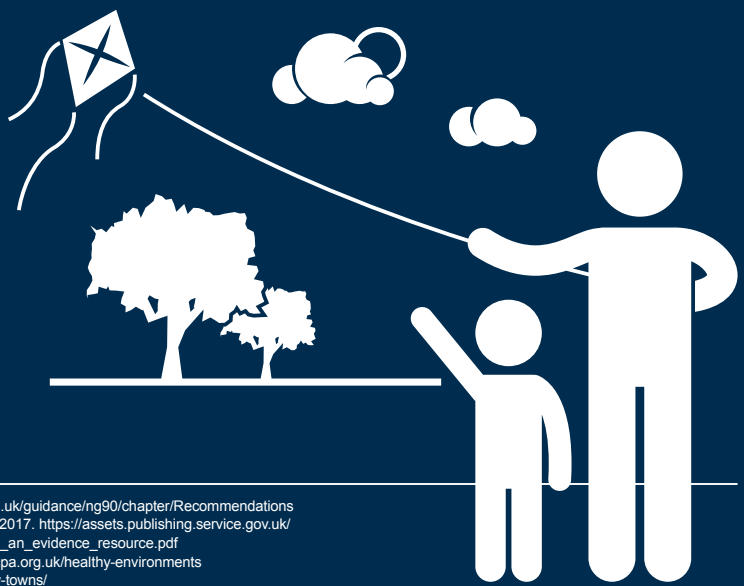
I have explored in this report three important components of place, using local data to identify some of the particular issues in Hampshire. In this final section, I consider the opportunities we have to bring these, and other aspects of place, together to create a systems approach to healthy environments.

The increasing evidence of how the built and natural environment influences health is now being incorporated into national policy and guidance which identify the need for a combined approach to factors such as housing, transport, green spaces, the retail environment and overall neighbourhood design. The Town and Country Planning Association recommends six elements that should be addressed in the planning and design of a new development, or an existing community, that can help create an environment which supports healthier lifestyle choices:

1. movement and access: sustainable travel or active travel
2. open spaces, play and recreation: green infrastructure, formal and informal play areas
3. healthy food environments: food growing and access to healthy food retail
4. neighbourhood spaces: public realm, social and healthcare facilities and services
5. buildings: design and layout of homes and commercial spaces
6. local economy: town centre retail and food diversity

Locally in Hampshire, there are significant residential developments underway where we have the opportunity to adopt this latest evidence to help to create healthy places. The Healthy New Town of Whitehill and Bordon in East Hampshire is one such development where healthy design principles have been integrated from the start, with the aim of creating a town with health and wellbeing at its heart . This development programme incorporates the six elements outlined above through a range of approaches, an example of which is the transformation of the Hogmoor Inclosure. This natural area will form part of a green network across the town and offer walking and cycling routes, access to wildlife habitats, dementia-friendly design and opportunities for play.

With Hampshire at the forefront of healthy place shaping, as a county we are in a strong position to lead the way in building further evidence and policy for the future, by learning from current developments and evaluating initiatives to help improve health in our communities.



42 NICE guideline [NG90] Physical activity and the environment, March 2018 https://www.nice.org.uk/guidance/ng90/chapter/Recommendations
43 Spatial Planning for Health. An evidence resource for planning and designing healthier places. 2017. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/625568/Spatial_planning_for_health_an_evidence_resource.pdf
44 Town and Country Planning Association, Planning Healthy Weight Environments https://www.tcpa.org.uk/healthy-environments
45 NHS England Healthy New Towns https://www.england.nhs.uk/ourwork/innovation/healthy-new-towns/

Summary

In this report I have examined how three important aspects of place – green and blue spaces, the way in which we travel and the food environment – influence our health in Hampshire, in both positive and negative ways. The communities in which we live, the outdoor areas where we spend leisure time, the way in which we travel and the food choices available to us have a complex, interconnected impact on our lives and our health.

Although we are fortunate in Hampshire to have an abundance of green and blue space around us, this report shows us that there is a worrying decline in our population accessing the natural environment. This means that the potential to benefit from our natural spaces is not being fulfilled. With low rates of walking and cycling and a fifth of our population defined as inactive, the need to encourage physical activity through use of the natural environment and active travel is evident.

The analyses in this report have highlighted that decisions about how places are developed have the potential to influence health inequalities, as shown by the striking association between deprivation and availability of fast-food in Hampshire. There may also be positive impacts in more deprived areas; we have seen how the urban areas in Hampshire with the highest levels of deprivation also have the most accessible green space, although we do not know from this analysis the extent to which this space is used.

By focussing on the priority actions identified in this report, we can collectively work across departments, organisations and communities to shape places in Hampshire as they develop, change and grow and maximise opportunities to improve health and wellbeing and reduce inequalities.

46 Public Health and Planning Position Statement http://documents.hants.gov.uk/public-health/PublicHealthandPlanninginHampshirePositionStatement.pdf

CS47856 Designed by NHS Creative August 2018

Hampshire County Council

www.hants.gov.uk