



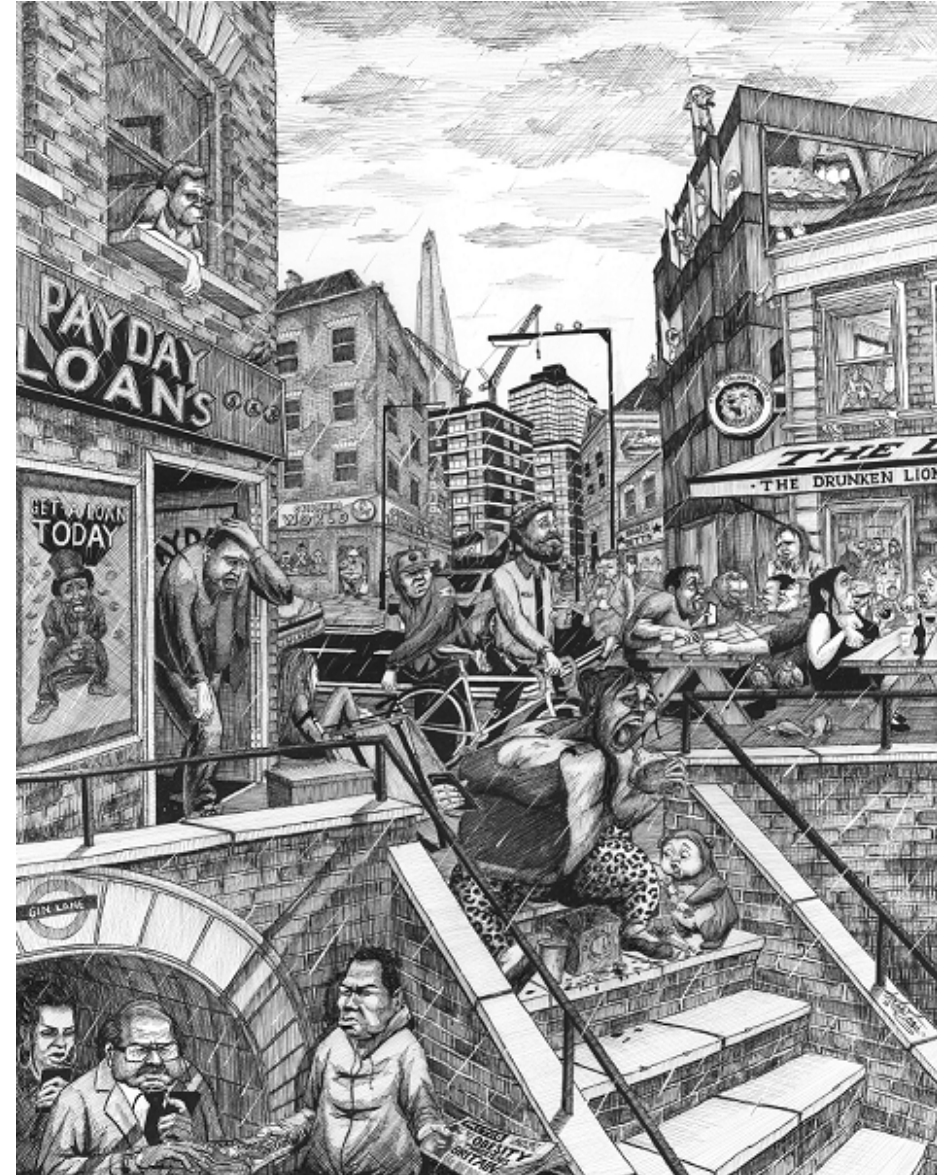
# Health on the High Street

Duncan Stephenson, RSPH





# 160 years of the public's health



248

OVAL LOCAL EXPRESS

eagle

FP  
Pay Point

OPEN

OFF LICENCE  
FRUIT & VEG  
PHOENIX  
PHOENIX HAIR SALON  
GROCERY  
PAY POINT  
OPEN TILL LATE

Gilbert  
HILL

Red shield logo



HIGH STREET



# What makes up a place?

## DIRECT:

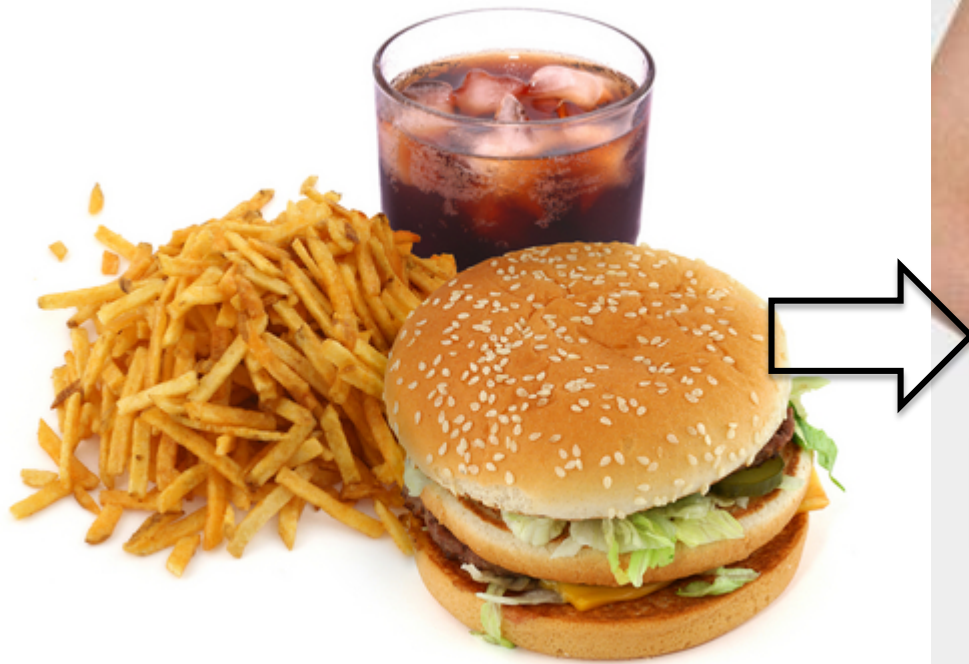
Air quality, climate, water, noise, traffic

## INDIRECT:

Housing, neighbourhoods, connectivity, accessibility, *amenities, social environments, decision-making*

# Indicators of a healthy place



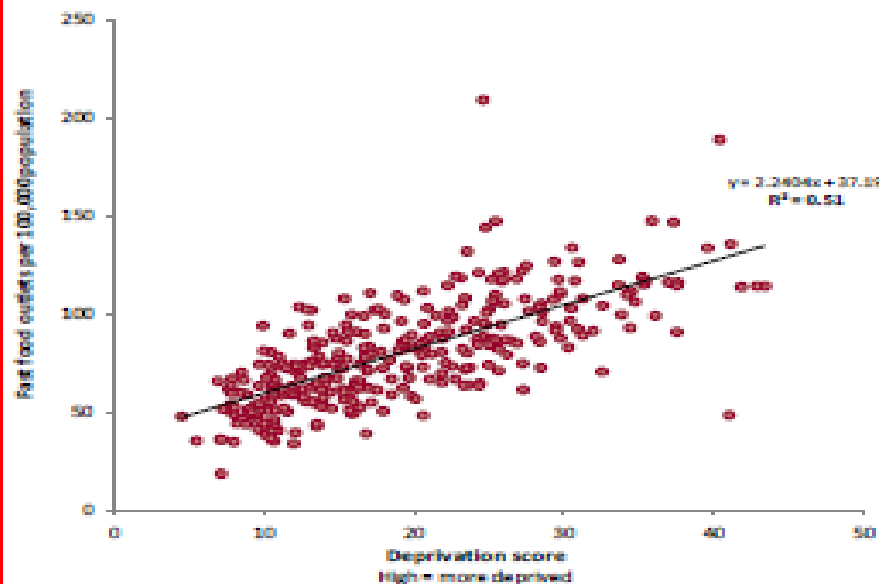




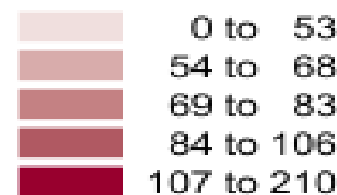
# Obesity and the environment

## Fast food outlets

Relationship between density of fast food outlets and deprivation  
by local authority



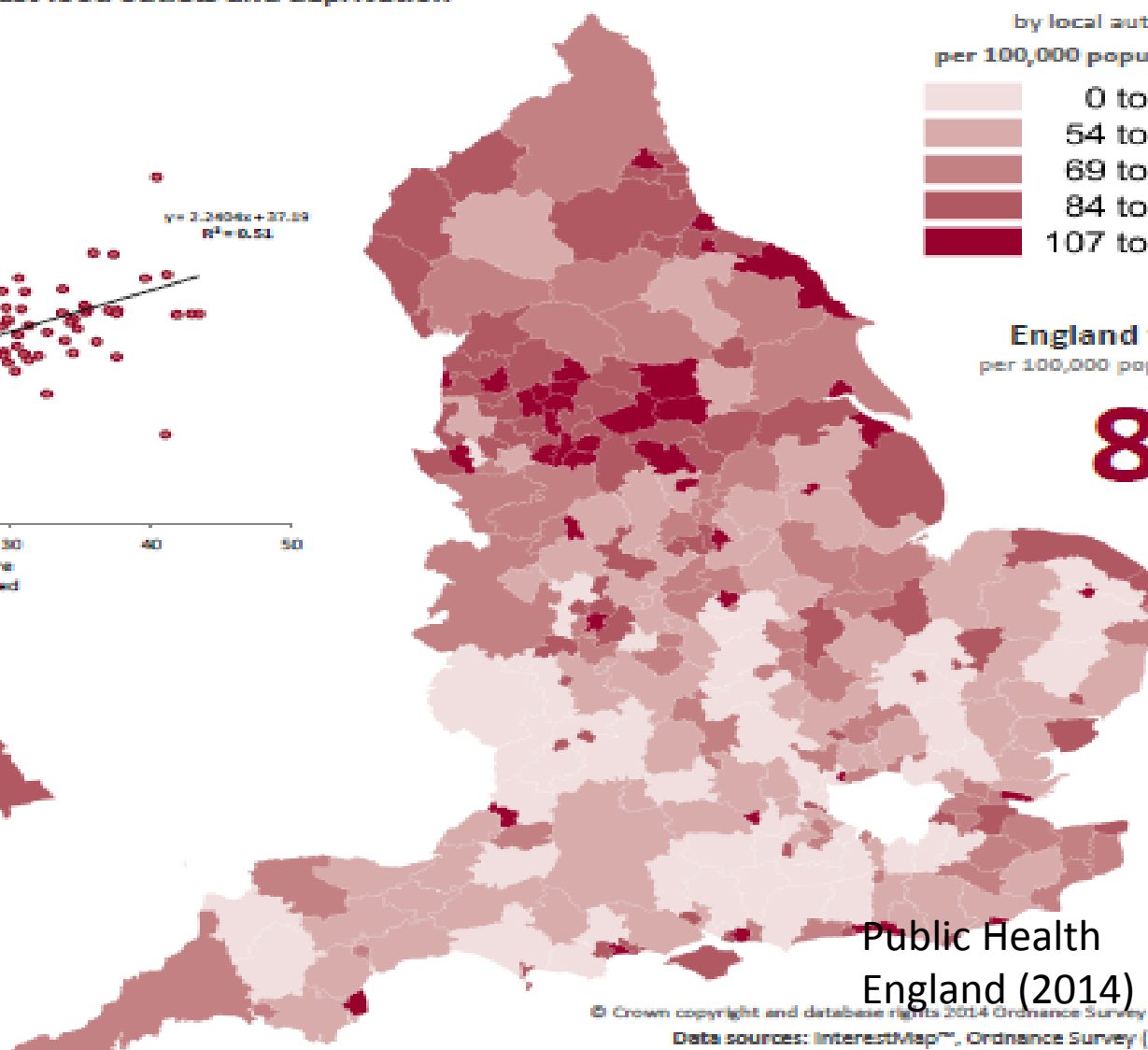
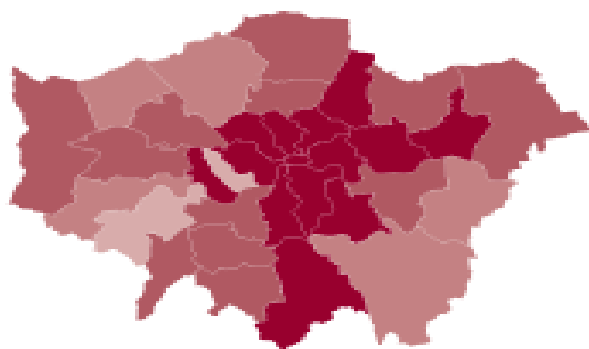
Fast food outlets  
by local authority  
per 100,000 population



England value  
per 100,000 population

**86**

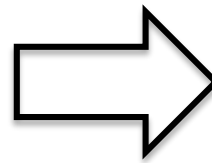
London inset:

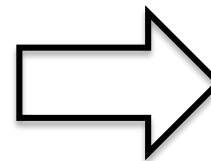


Public Health  
England (2014)









- How did we define health and wellbeing?

*Richter scale of health – developed by expert and public opinion*

- Which businesses?

*Expert and public opinion/literature review*

- Scoring?

*Expert opinion/what do the public think/literature review*

- Locations?

*Core retail boundary*



# Richter Scale of Health

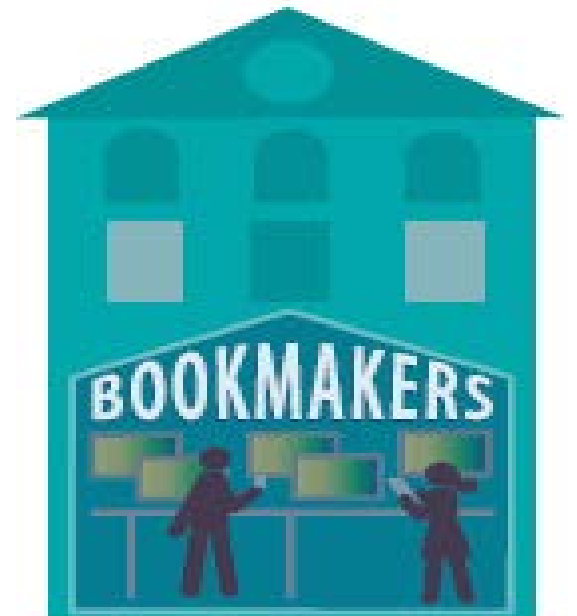
- Encourages healthy lifestyle choices
- Promotes social interaction
- Allows greater access to healthcare services or advice
- Promotes mental wellbeing

**Business is awarded a score from -2 to +2 for each of the areas above**



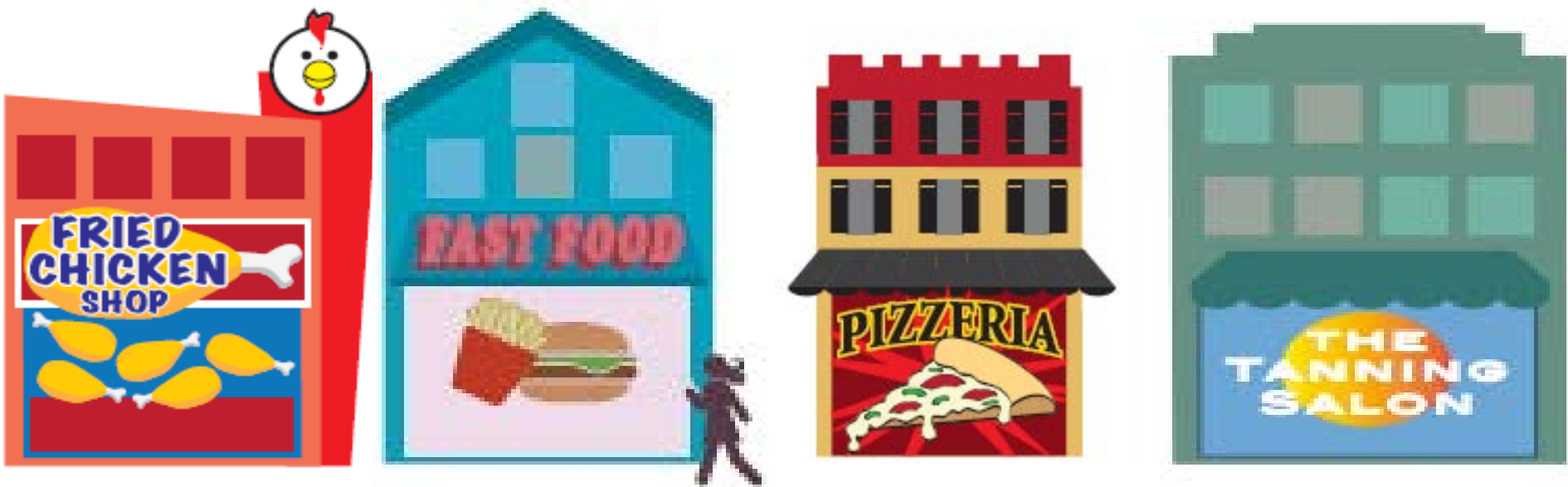
# Example: cake shop

		<u>SCORE</u>
Encourages healthy lifestyle choices		-2
Promotes social interaction	1	
Access to healthcare services or advice		0
Promotes mental wellbeing		+2
<b><u>TOTAL</u></b>		
		<hr/> <b>+1</b> <hr/>
<b>X NUMBER OF BUSINESSES ON HIGH STREET</b>		



-4

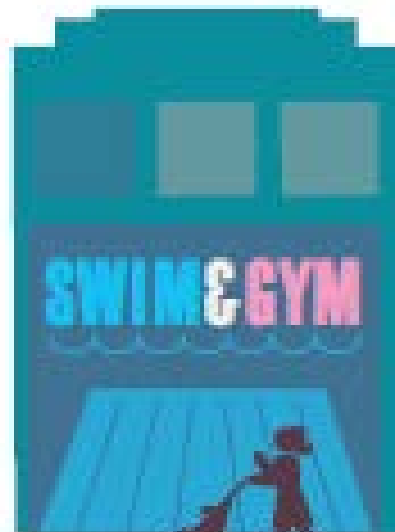
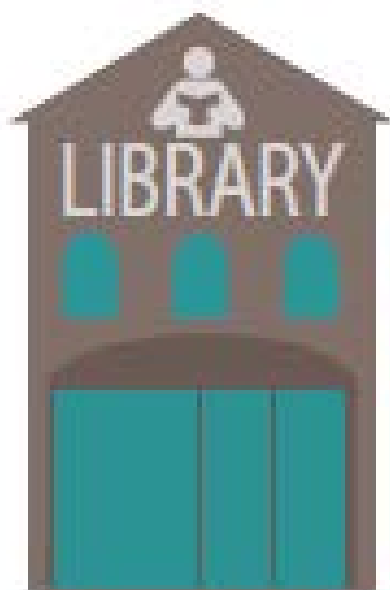
-2



-2

-1





+2

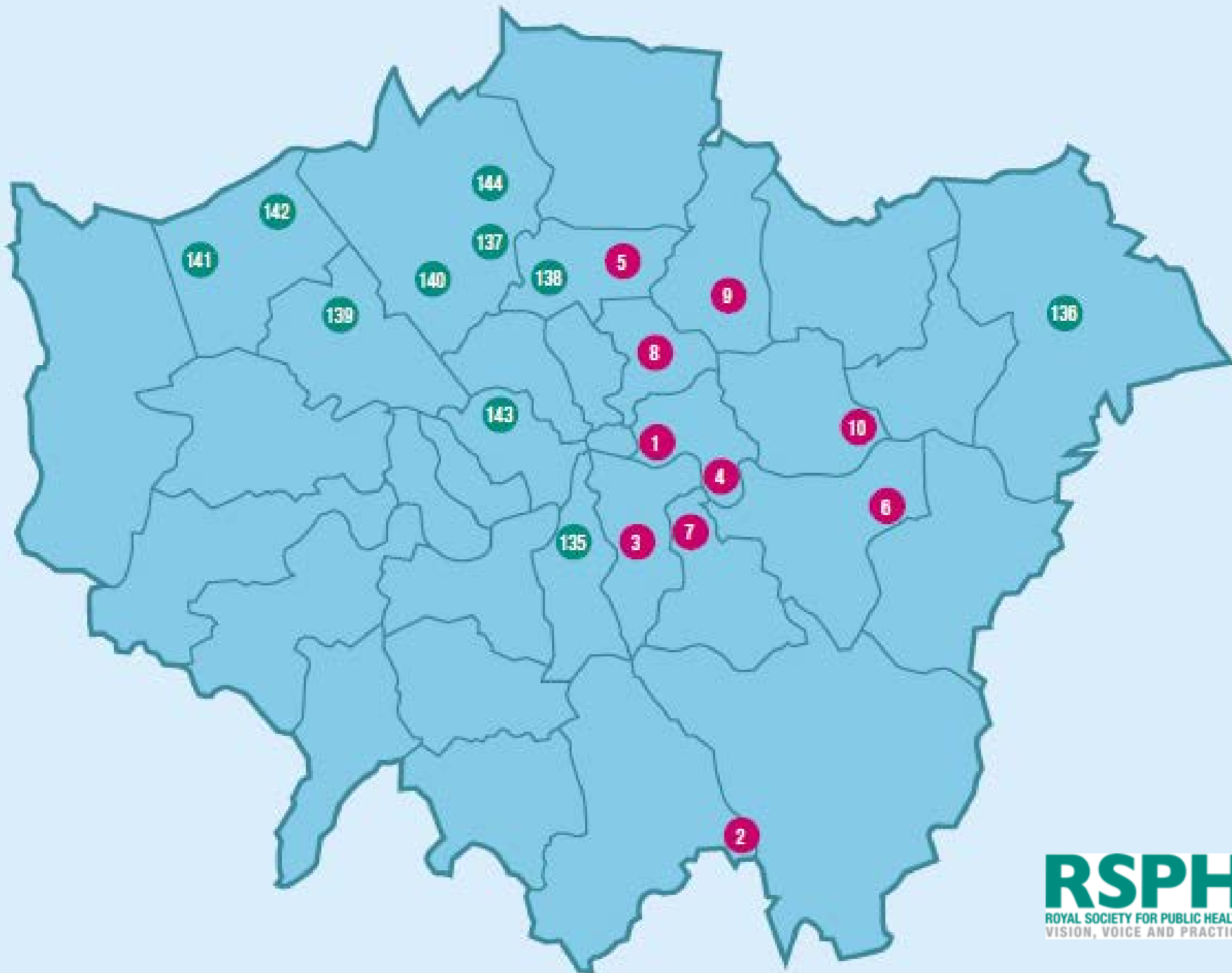
+4

+5

+7



TOWN/CITY	DEPRIVATION
England Average	20.40%
Preston	41.90%



- Limit on proportion of each type of business on a high street
- Public's health as a condition of licensing
- Planning controls to prevent proliferation



# Nudge and Shove

- Greater signposting and healthy conversations
- Differential business rates for healthier shops
- Changes to business practices



# Impact

- Huge media coverage – over 2000 articles
- FOBT stake to be reduced to £2
- Betting industry introduced a 3 year public health strategy
- FSA to push for FHRS intro in England
- Local authorities replicated Richter Scale of Health

- Repeating Health on the High Street in 2017
- Including new businesses
- Aim to get communities more involved
- Potential to audit every UK High Street via OS
- Developing an online resource
- Adapting the model for US
- Granular research in Lambeth and South with GSTC

# What has changed since 2014/15?





# HOTHS 2 – new retailers





# MAIN STREET





+?

+?

# Thank You



**DuncanStephens9**



[dstephenson@rsph.org.uk](mailto:dstephenson@rsph.org.uk)



[www.rsph.org.uk](http://www.rsph.org.uk)