



# Feat

Food environment assessment tool  
[www.feat-tool.org.uk](http://www.feat-tool.org.uk)

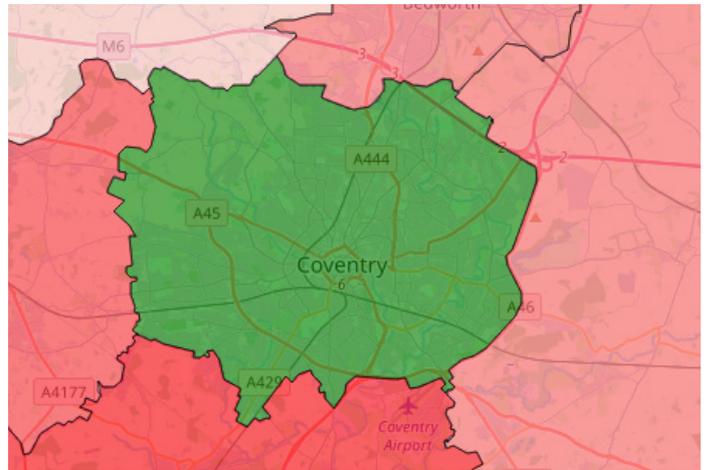
## Feat case study: Coventry City Council

Coventry City Council is using the Food environment assessment tool to support their bold ambition to improve public health through restricting the opening of new hot food takeaways. *Feat* is helping the Council make real impacts on the ground in the city.

Interview with: **Karen Lees, Programme Manager – Inequalities, Coventry City Council**

### What was the problem you were trying to tackle? What data did you feel you were missing?

Coventry is a city with a population of roughly 366,800, within which over one in five (22.6%) of Year 6 children are classified as obese. This is worse than the average for England. The city has significant health inequalities and differences in life expectancy and healthy life expectancy are closely aligned with deprivation. In 2012, inequality in male life expectancy at birth was 11.7 years between our most and least deprived areas, whilst inequality in female life expectancy at birth was 7.9 years.



We wanted to be bold with our ambitions to improve public health. So we decided to restrict the opening of new hot food takeaways through use of the planning system. No new takeaways in areas that already had high concentrations. We knew this approach could be controversial, and likely to be challenged by prospective takeaway owners if it wasn't underpinned by solid local data. So we needed clear, validated evidence as to where takeaways were concentrated and where they weren't.

We also wanted to be able to compare and rank each district in the county. But this sort of data hasn't traditionally been available, so this approach wasn't possible – until we discovered *Feat*.

### What were the unique data or features of *Feat* that you couldn't find elsewhere?

*Feat* is the only available resource that we know of that shows the concentration of hot food takeaways per 1,000 head of population, for small areas.

It allowed us to zoom into lower super output areas (LSOAs), which was particularly relevant for the policy we were working on. Being able to identify the correct LSOA for the address of the proposed takeaway, and hover over it see the current concentration of takeaways was invaluable.

The interface and interactivity of *Feat* was particularly useful for those who are more visual and who don't like statistics. The data in *Feat* were up to date, too. The latest PHE data were at least a year older and were limited in other ways too. We would struggle to put together our own dataset that was as current – and as regularly updated – as *Feat*.

