



# Feat

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

## Feat case study: Hampshire County Council

Hampshire County Council is using the Food environment assessment tool to help tackle health inequalities and foster collaboration between planners and public health teams.

Interview with **Lynn Butler, Senior Public Health Practitioner**, Hampshire County Council.

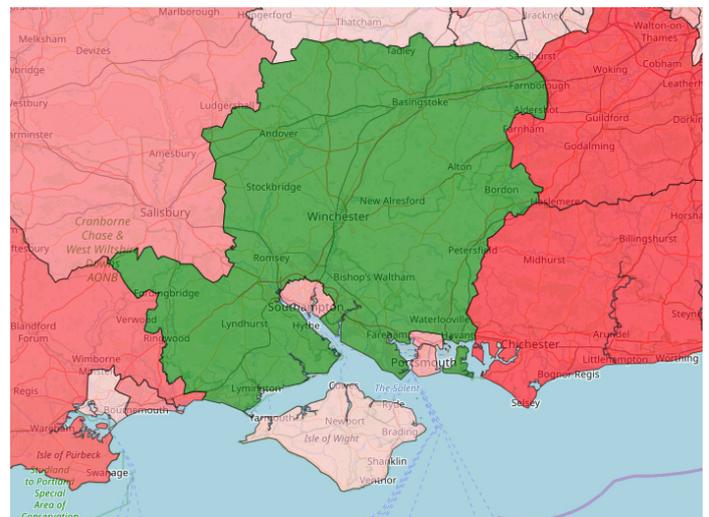
### What was the problem you were trying to tackle? What data did you feel you were missing?

Hampshire has a population of nearly 1.4 million, making it the third most populated county in England. Excluding London, it is home to one in seven people in the South East.

63% of adults in Hampshire are overweight or obese – slightly above the regional (60%) and national (62%) averages. We also experience significant health inequalities and see higher rates of obesity in areas of greater deprivation, mirroring the national picture. For instance, in Gosport, 26% of Reception-aged children are overweight or obese, compared to 17% in Hart. We see a similar pattern for Year 6 children (37% overweight or obese in Havant compared to 24% Winchester). In adults, 68% are overweight or obese in Rushmoor, compared to 53% in Hart.

We know there has been a proliferation of hot food takeaways across the country in recent years, which has tended to be higher in areas of greater deprivation. The research was telling us that this is likely to be influencing people's food choices and consequently their long term health, potentially exacerbating health inequalities.

We wanted to take a data driven approach to the situation locally. We wanted to know whether or not hot food takeaways were actually growing disproportionately in Hampshire compared to all other food outlets, and whether the pattern of growth in Hampshire followed the national patterns of deprivation.



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 really easy to use – very intuitive and backed up by handy how-to guides for the more advanced features. Being able to observe the current numbers in each district, and then comparing them to each other and the Hampshire average was invaluable.

Unlike other data sources, *Feat* has historic data going back to 2014, so we can look at trends over time. As well as takeaways, *Feat* also has information on lots of different sorts of food outlets, which allows us to compare growth across sectors.

