The Bespoke Retail and Food Evidence Base in the London Borough of Newham

Gathering evidence to support a diverse retail environment and healthy food environments in practice

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Food Outlet Mapping: joint LBN/NHS Newham project

Mapping of:
1. Hot food takeaways (A5 outlets)
2. Other outlets selling food direct to the public – mainly shops, but also cafes, restaurants, pubs, market stalls etc
3. Outlets selling alcohol
Information collected*:

- Precise location (map verification) and correct full address
- Trading name
- Opening Hours
- Planning category (primary/secondary)
- Range of fruit and vegetables sold
- Price of benchmark fruit and vegetables (large potatoes, tomatoes, carrots, bananas, oranges)
- Quality of fruit and vegetables sold (really fresh, mixed, poor)
- Price of benchmark alcohol (cheapest standard can of lager, bottle of wine, quarter bottle of spirits)
- Menu

* In theory; quality control issues meant some of these were not usable
2. Consumer Survey

- Part of Town Centre and Retail Study
- Questions re:
  - Use of small independent shops and markets
  - Shopping for specialist ethnic food and non food items
  - Evening and family use of town centres
  - Likes and dislikes about town centres
Resultant Policies:

- Takeaway exclusion zones and cumulative impact (healthy neighbourhoods)
- Mixed use and cumulative impact (quality design in places)
- Quality leisure and evening economy (successful town centres and new economy)
- Protected Isolated Shops and Local Shopping Parades (Retail network and hierarchy - infrastructure)
- New local centres and the accessibility benchmark (Retail network and hierarchy - infrastructure)