Boots & Burgers

Part of the Think Tank Series

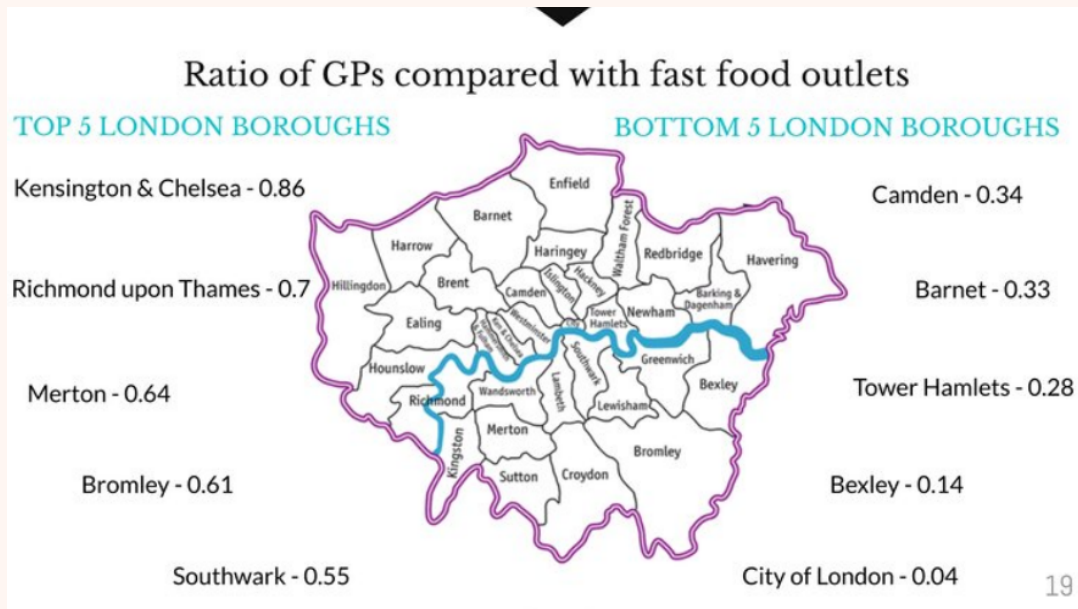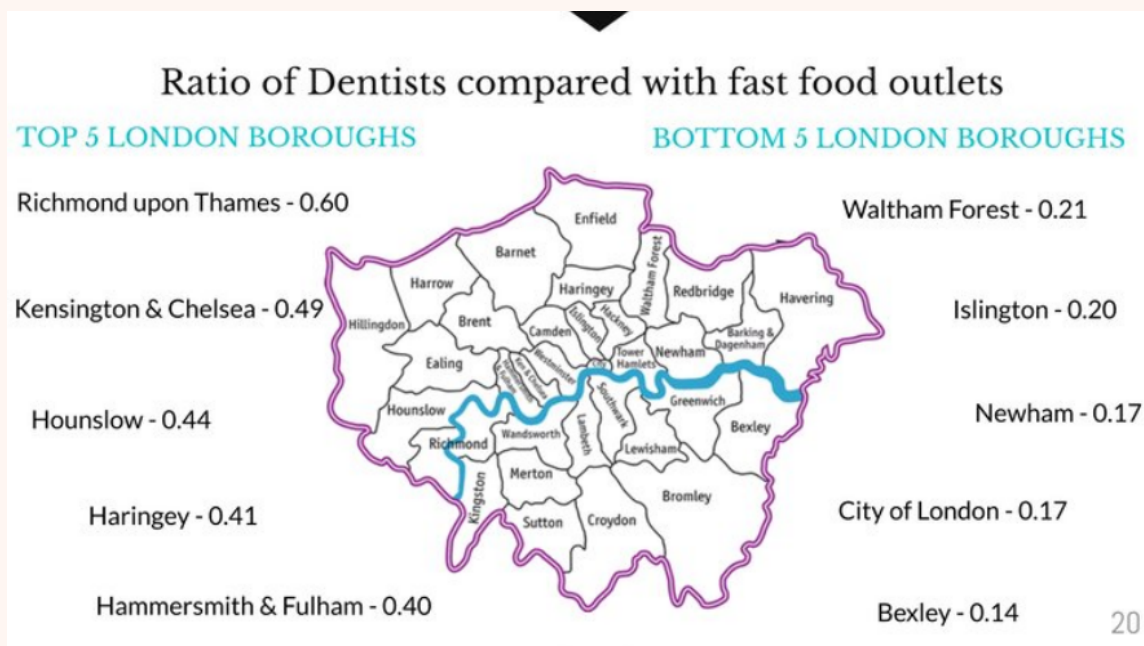**Prepared By,**

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thinktank.

With health and wellbeing at the forefront of many Londoners minds, we have undertaken a unique piece of analysis. As part of our research into the causes and effects of Covid-19 on the capital, we compared the penetration of GPs, dentists and Pharmacies in London to the number of fast food establishments.

Obesity is a key concern for the NHS. This is especially true in current times due to the link between being overweight and having a higher mortality rate from Covid-19.

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Firstly, our analysis looks at the ratio of GPs compared with fast food establishments in London. As you can see below, our findings include that people in the area **Kensington & Chelsea** can find a GP in no time, but will have to spend a little longer to find a fast food establishment compared to people living in **Bexley**. In layman's terms, for every 100 fast food restaurants, you will find 86 GP's in the London borough of **Kensington & Chelsea**. On the other hand, in **Bexley** you would only find 14 GPs for every 100 fast food restaurants.

Ratio of GPs compared with fast food outlets

TOP 5 LONDON BOROUGHS

Kensington & Chelsea - 0.86

Richmond upon Thames - 0.7

Merton - 0.64

Bromley - 0.61

Southwark - 0.55

BOTTOM 5 LONDON BOROUGHS

Camden - 0.34

Barnet - 0.33

Tower Hamlets - 0.28

Bexley - 0.14
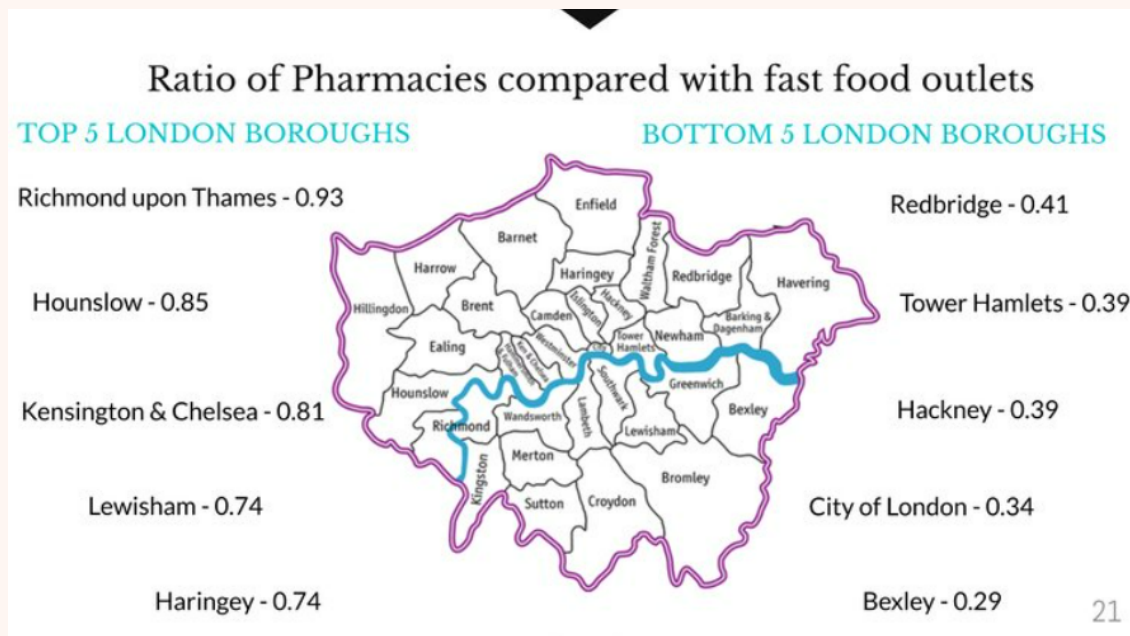
City of London - 0.04

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Secondly, we have investigated the ratio of dental practices in comparison to fast food establishments. We found that people living in **Richmond Upon Thames** are lucky enough to be the borough with the most dentists compared to fast food restaurants, so they are more able to keep their teeth sparkly white! Meanwhile those living in **Newham** will struggle to find a dentist but have a plethora of fast food joints to choose from.

Ratio of Dentists compared with fast food outlets

TOP 5 LONDON BOROUGHS

Richmond upon Thames - 0.60

Kensington & Chelsea - 0.49

Hounslow - 0.44

Haringey - 0.41

Hammersmith & Fulham - 0.40

BOTTOM 5 LONDON BOROUGHS

Waltham Forest - 0.21

Islington - 0.20

Newham - 0.17

City of London - 0.17

Bexley - 0.14

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Finally, we have analysed the ratio of Pharmacies in comparison to fast food establishments. Again we found that those living **Richmond Upon Thames** topped the ratio charts by having a Pharmacy around every corner when compared to fast food joints. Whereas **Bexley** again hits the bottom of the ratio rankings with 29 Pharmacies for every 100 fast food restaurants.

You may be surprised to see **Hounslow** is amongst the top of the rankings for dentists and Pharmacies. At a closer look into the borough however, it soon becomes evident. As it is sandwiched between **Ealing** and **Richmond Upon Thames**, which are more wealthy boroughs, some locations such as Chiswick and areas of the Royal Botanic Gardens fall into the borough.

Ratio of Pharmacies compared with fast food outlets

TOP 5 LONDON BOROUGHS

Richmond upon Thames - 0.93

Hounslow - 0.85

Kensington & Chelsea - 0.81

Lewisham - 0.74

Haringey - 0.74

BOTTOM 5 LONDON BOROUGHS

Redbridge - 0.41

Tower Hamlets - 0.39

Hackney - 0.39

City of London - 0.34

Bexley - 0.29

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Clearly, boroughs that tend to be more deprived have a lower primary care establishment to fast food ratio than the more wealthy areas of London. This would help explain the levels of obesity and other health issues in poorer boroughs. People in these areas are more likely to see bright fast food imagery like the McDonalds golden arches and Colonel Sanders, than health messages in Pharmacy or GPs windows.

The data used for this research has been pinched from our Peripheral Distance Indicators (PDIs) data arsenal. This form of locational data science allows us to determine the location of establishments, and how far every UK postcode is from each establishment. The penetration of each establishment in their subsequent borough is formed using a unique algorithm that indicates how likely an establishment is to pop up in a area.
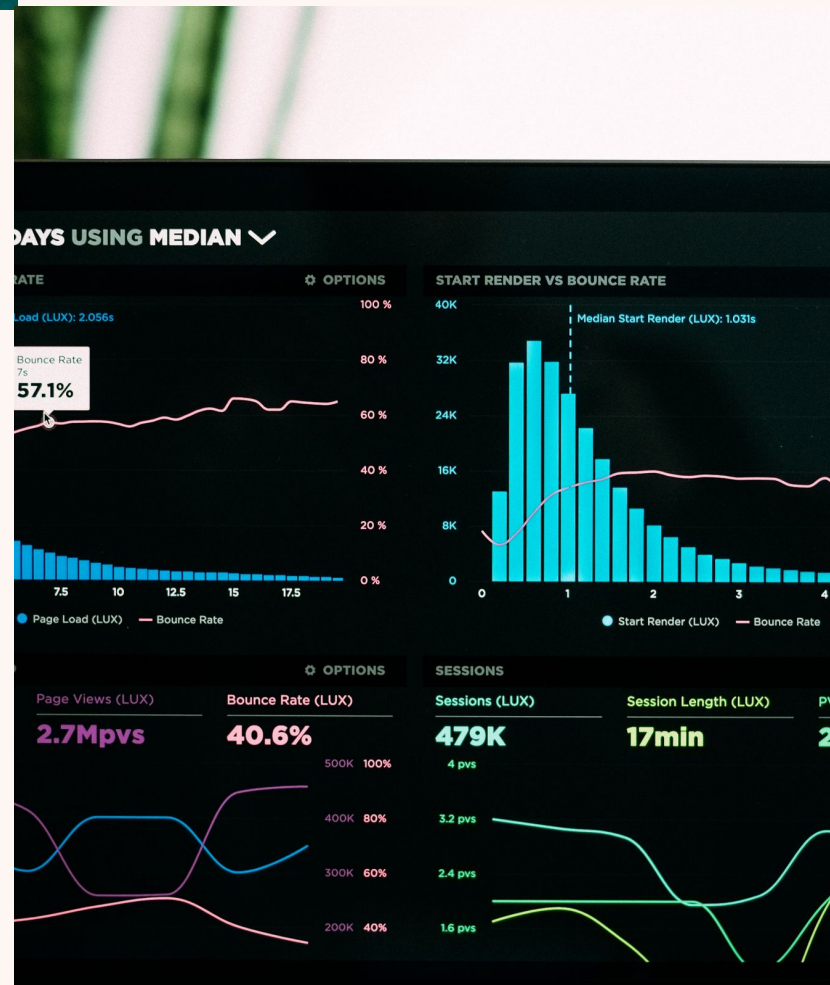
Using a wide range of data sources that make up our PDIs, we are able to do in-depth research into areas of the UK. This form of locational data science is able to uncover some of the most deprived areas in London and the UK. For example, using our algorithms, we are able to determine the penetration of free school meals and the prevalence of drug crime in areas of the UK.

These insights can be used in isolation, or can be integrated into our profiling tools **Vigor** and **Citizen** to identify specific groups of people in a certain demographic that also share similar beliefs and attitudes. For example, we are able to select people who are likely to be unhealthy and live within a mile of a fast food restaurant. This information would be very useful in **'Nudge Marketing'** campaigns which seek to change the attitudes of people living an unhealthy lifestyle.