southampton dataobservatory

Food environment data

November 2024

Data, Intelligence & Insight Team

Southampton population and deprivation (2023)

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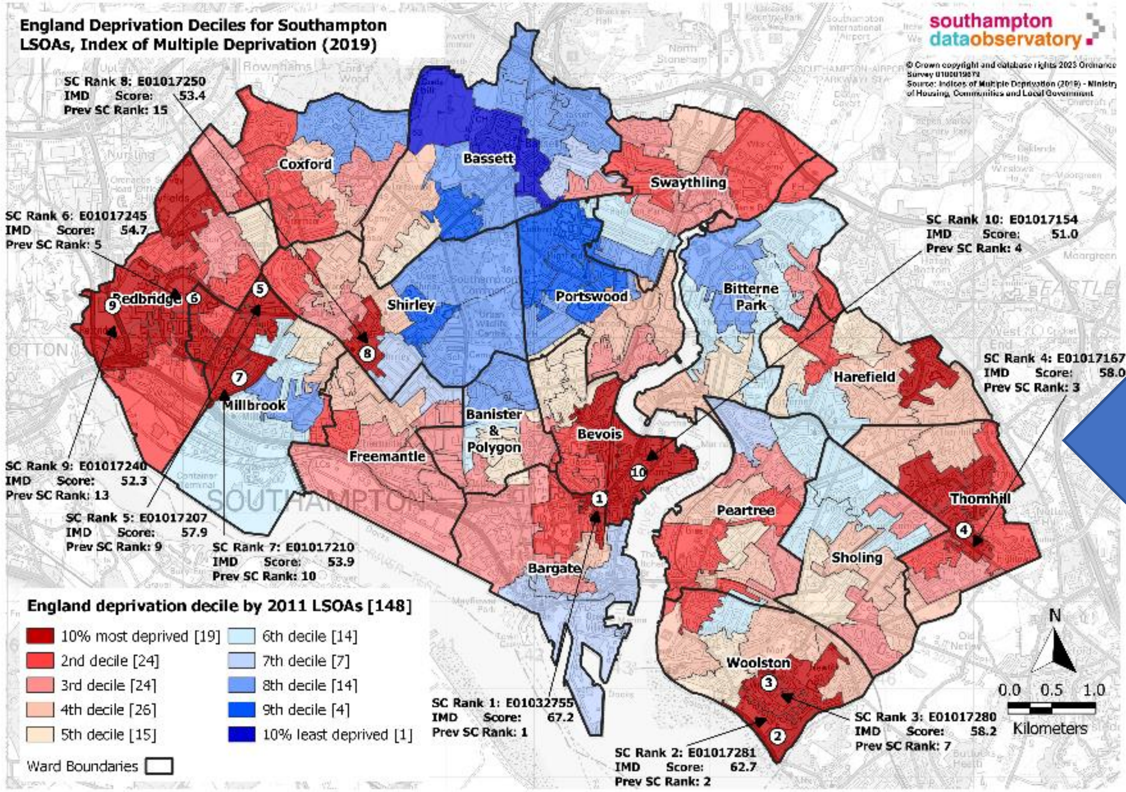
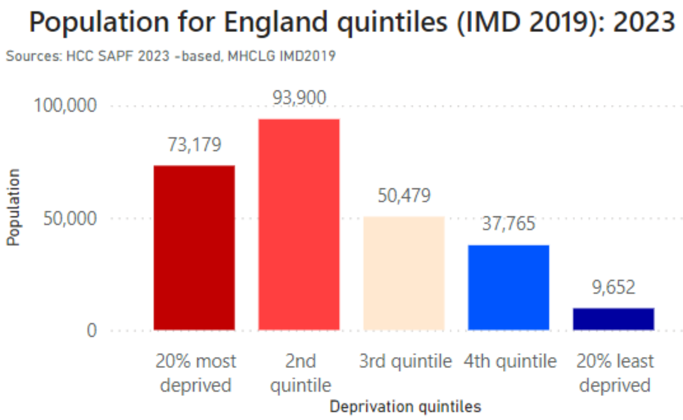
The impact of COVID-19 will be felt very differently from local authority to local authority because of differences in local demography and because the conditions in which people live affect how healthy they are and how vulnerable they are to COVID-19.

Southampton has an estimated population of **264,957** residents, of which **135,236** (51.0%) are **male** and **129,721** (49.0%) are **female** (2023).

Southampton has a relatively young population compared to geographic neighbours with higher rates of **deprivation**, **diversity** and pre-existing **disease**. A shift towards an ageing population has been forecast for the city.

Deprivation is generally associated with poor health outcomes.





This map shows how deprivation is distributed across different neighbourhoods in the city with red areas experiencing much higher deprivation compared to blue areas.

The Index of Multiple Deprivation consists of 7 domains including income, employment, health and disability, education, crime, housing and living environment.

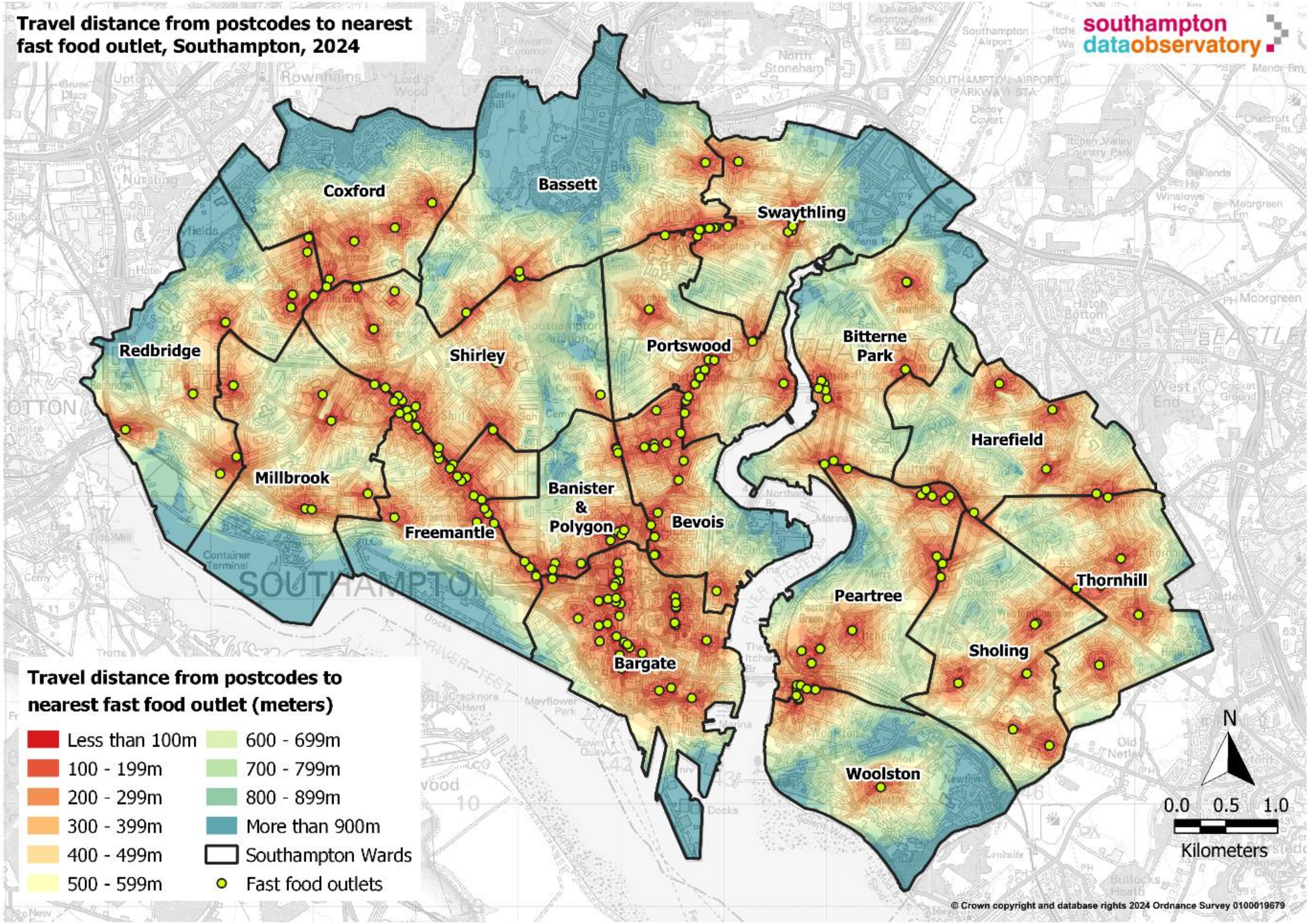
Southampton is ranked the 55th (previously 54th) most deprived out of 317 local authorities in England. Around 12% of Southampton's population live in neighbourhoods within the 10% most deprived nationally; this rises to 18% for the under 18 population, suggesting deprivation disproportionately impacts upon young people in the city. Over 45% of Southampton's population live in neighbourhoods within the 30% most deprived nationally (around 117,000 people). Southampton is ranked 3rd worst in the country for crime deprivation and is in the worst 20% of local authorities for 5 other deprivation domains.

Fast food

Fast food easily accessible across the city by foot or car, some pockets on the edges of the city where one would have to travel 1 km or more, however a delivery driver would still be able to travel those distances within 5 to 10 minutes.

Fast food outlets outside the local authority are not considered. Outlets in areas such as Totton and Eastleigh may increase ease of access, especially for neighbourhoods on the outskirts of Southampton.

https://ratings.food.gov.uk/



Fast food

Method for defining fast food outlets from food hygiene data, based on PHE – Density of fast food outlets in England:
https://www.gov.uk/government/publications/fast-food-outlets-density-by-local-authority-in-england

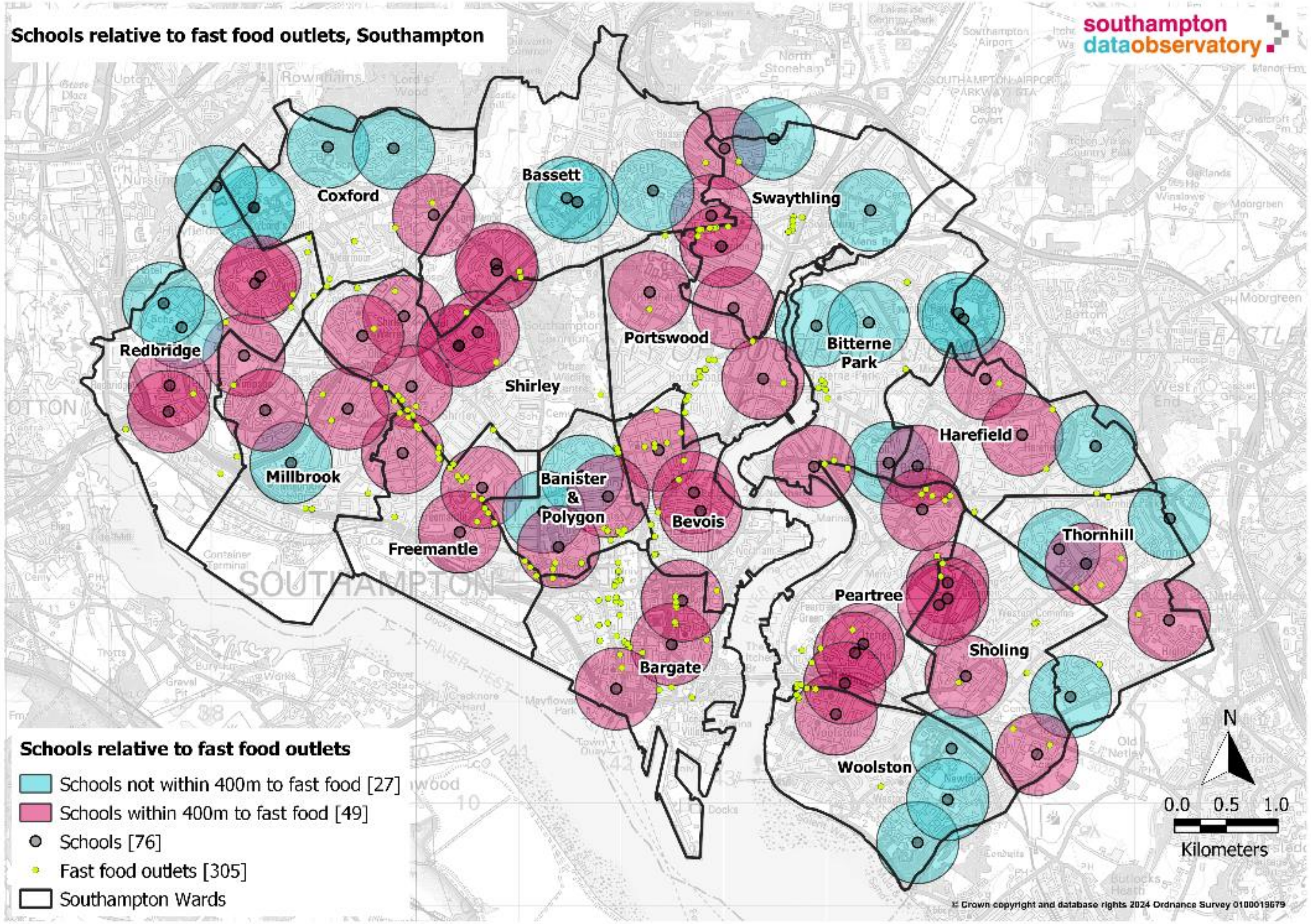
Table 1: Inclusion and exclusion criteria

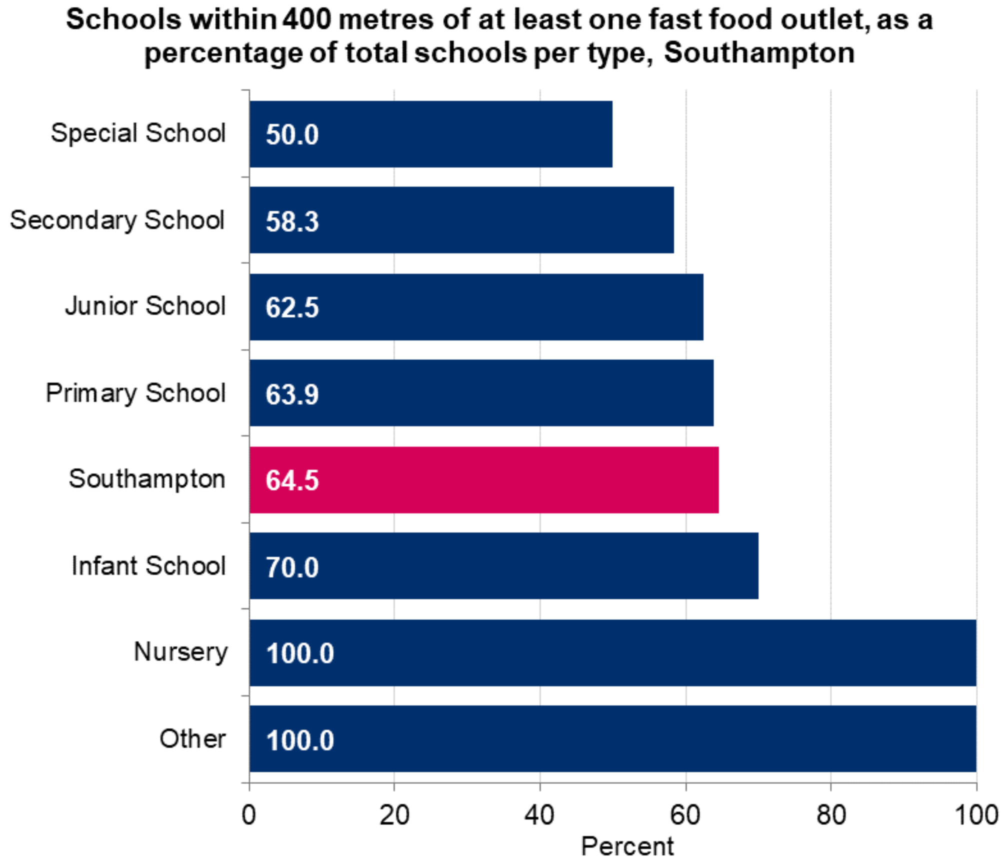
Business type	Our decision
Distributors/Transporters	Remove fully
Farmers/growers	Remove fully
Hospitals/Childcare/Caring Premises	Remove fully
Hotel/bed & breakfast/guest house	Remove fully
Importers/Exporters	Remove fully
Manufacturers/packers	Remove fully
Mobile caterer	Include via 9 key search terms
Other catering premises	Include via 9 key search terms and 8 major chains*
Pub/bar/nightclub	Remove fully
Restaurant/Cafe/Canteen	Include via 9 key search terms and 8 major chains*
Retailers - other	Include 8 major chains only*
Retailers - supermarkets/hypermarke	Include 8 major chains only*
School/college/university	Include 8 major chains only*
Takeaway/sandwich shop	Include fully

The 9 key search terms used were: "burger", "chicken", "chip", "fish bar", "pizza", "kebab", "India", "China", "Chinese". If an outlet had these words in the business name and were business type category "Mobile caterer", "Other catering premises" or "Restaurant/Cafe/Canteen", they were included in the total number of fast food and take away outlets.

The most popular dining brands in the UK at the time of analysis were also included: https://www.statista.com/statistics/950444/most-popular-restaurant-brands-in-the-united-kingdom-uk/

Fast food





Source: Department for Education and Food Standard Agency
"Other" includes Pupil Referral Unit, All through School and Hospital school

Across the whole city 64.5% of schools are within 400 metres of a fast food outlet.
Schools around the city centre and more deprived wards are generally in closer proximity to fast food outlets.
All schools in Bargate, Bevois, Freemantle, Peartree, Portswood, Shirely and Sholing are within 400 metres of a fast food outlet however in Woolston, Coxford and Bitterne Park it was 25% or less of schools.

Fast food

Opens between 4:30pm and 5pm

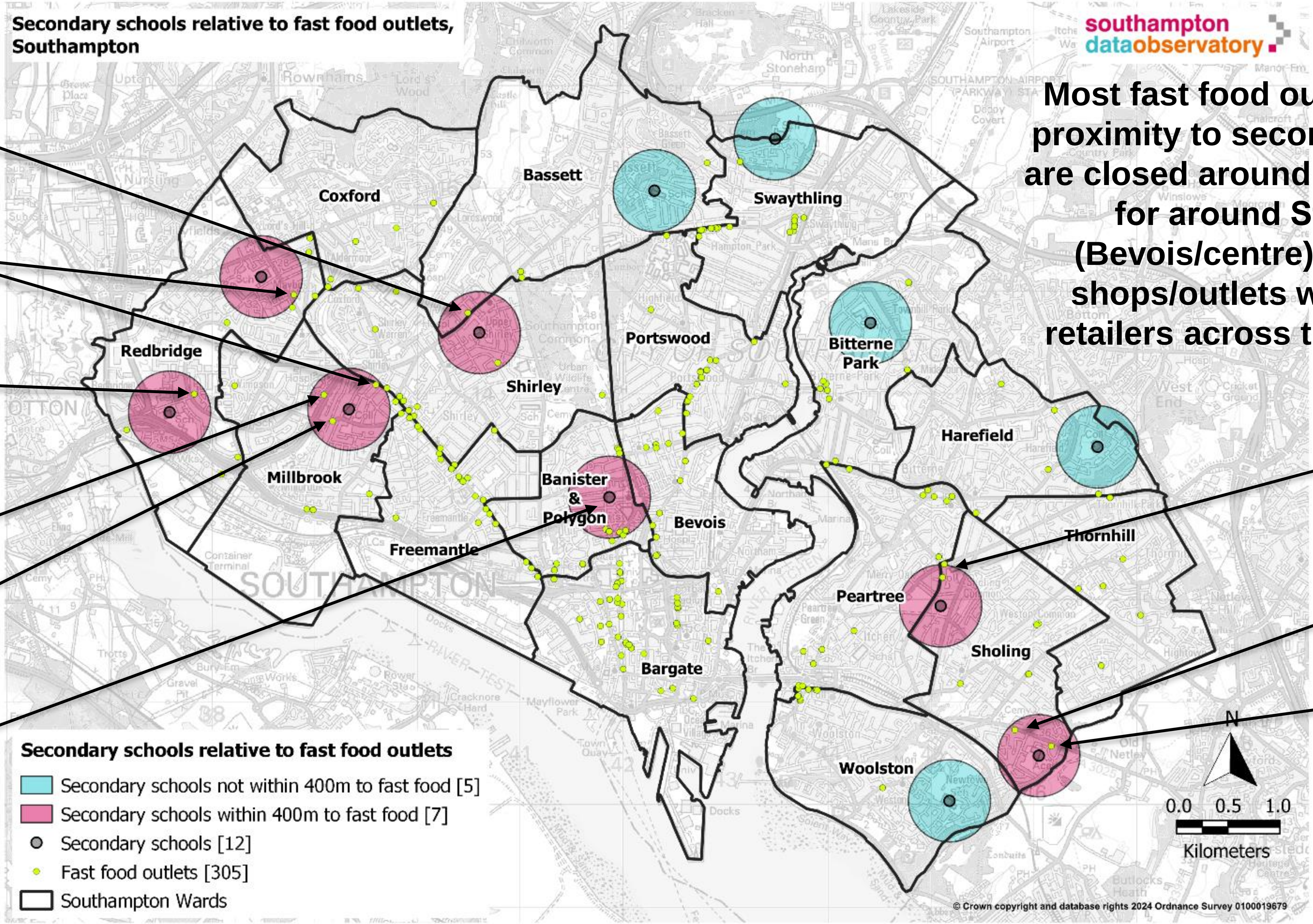
Closes 2pm

Opens 4.30pm to 9:30pm

Costa inside Tesco open 7am to 6pm

Closes 3pm

8 out of 15 are open between 3-4pm
10 out of 15 are open between 12am and 4am (student issue)



Most fast food outlets in close proximity to secondary schools are closed around 3/4pm, except for around St. Anne's (Bevois/centre) and coffee shops/outlets within larger retailers across the whole city

Southampton Grill opens at 3pm

One of two is open until 4pm

Opens 5pm

Opening times via Google

Supermarkets (Geolytixs)

Feature count in legend includes all retail points within ‘SO-’ postcodes, as shown on the left a number of which are outside of our ward boundaries

Supermarkets across all SO- postcodes included in any travel distance calculations as some Southampton residents may use supermarkets outside the city, e.g. stores in Totton, Eastleigh, Hedge End and Bursledon

Assumption that supermarkets with larger floorspace have a wider range of products avaliable, therefore greater choice of cheaper products/alternatives

Caveat of this dataset is that local or chain

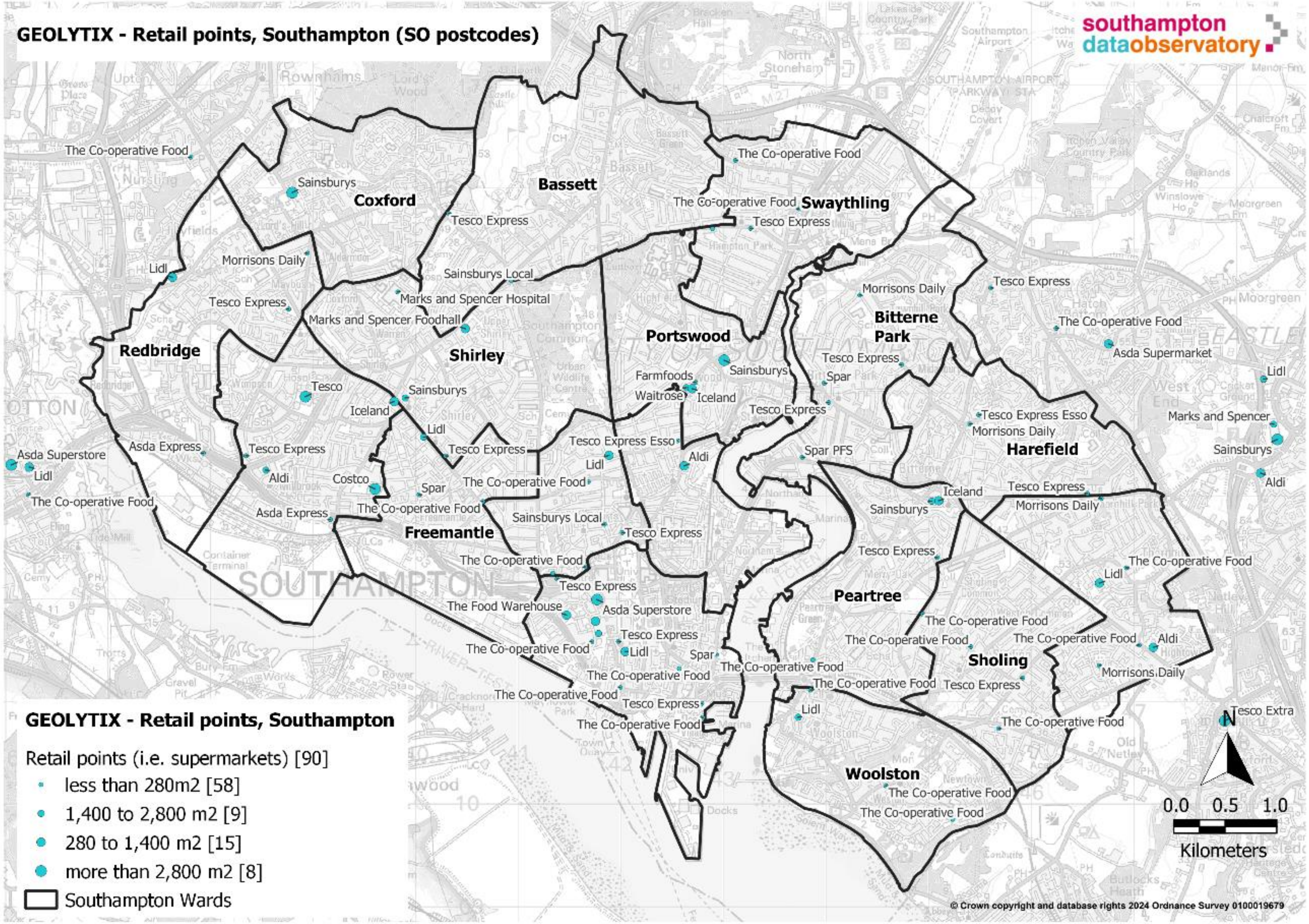
Four way classification for size band of store:

A – Less than 3,013 ft² (280 m²)
C-Store with unlimited Sunday hours in England and Wales.

B – 3,013 to 15,069 ft² (280 m² to 1,400 m²)
Mid-sized grocer as defined by the CMA. Restricted Sunday hours, typically the large majority is food.

C – 15,069 to 30,138 ft² (1,400 to 2,800 m²)
Large supermarkets as defined by the CMA. Typical ‘large’ supermarket with GM and fashion offer.

D – 30,138+ ft² (2,800+ m²)
Also large as classified by the CMA. This is a Geolytix arbitrary banding to equate roughly to a hypermarket, typically with significant clothing and GM departments and large free car park.



Supermarkets (Geolytix)

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Supermarkets fairly accessible across the city, at least by car.

Walking potentially less feasible to residents in certain pockets across the city (parts of Bevois, Redbridge, north and eastern wards)

Further travel distance to largest supermarkets (D) in East of the city, especially Woolston – although still an estimated 10 minute drive (one way)

https://geolytix.com/#geodata

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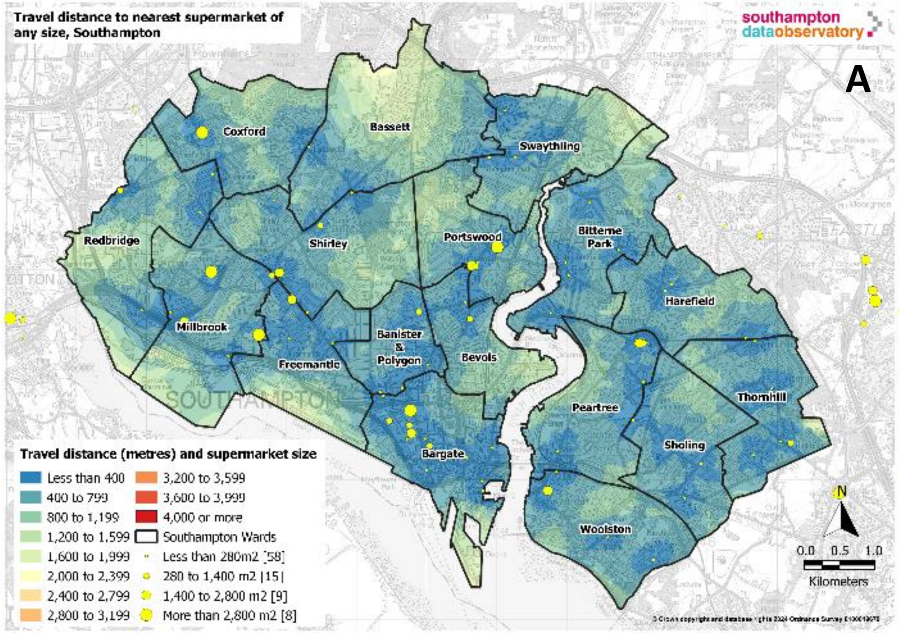
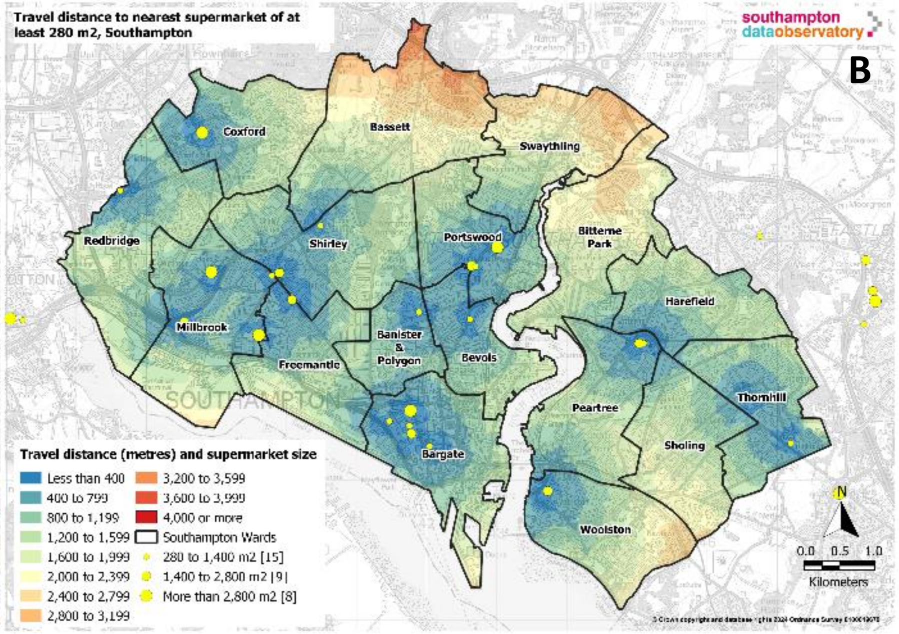
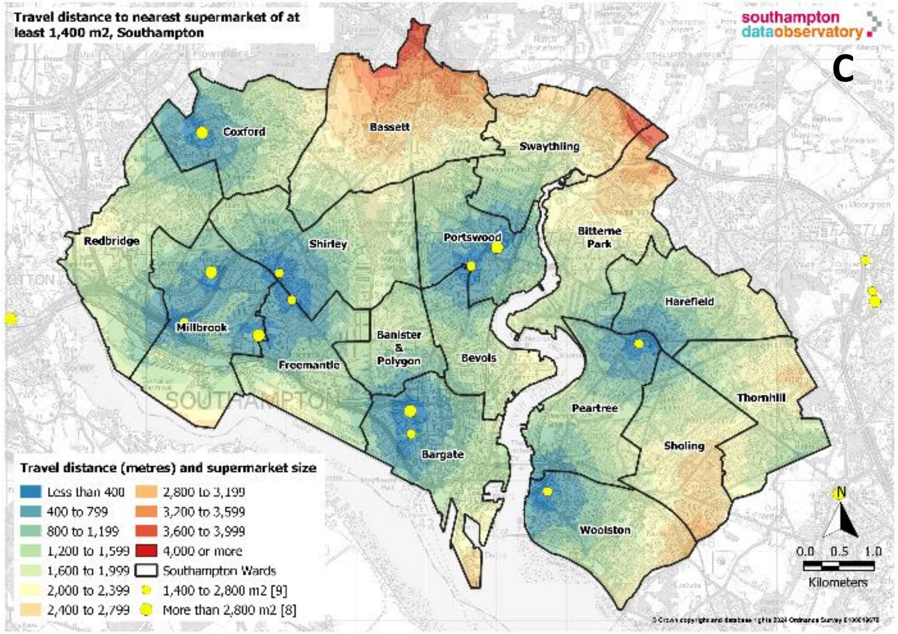
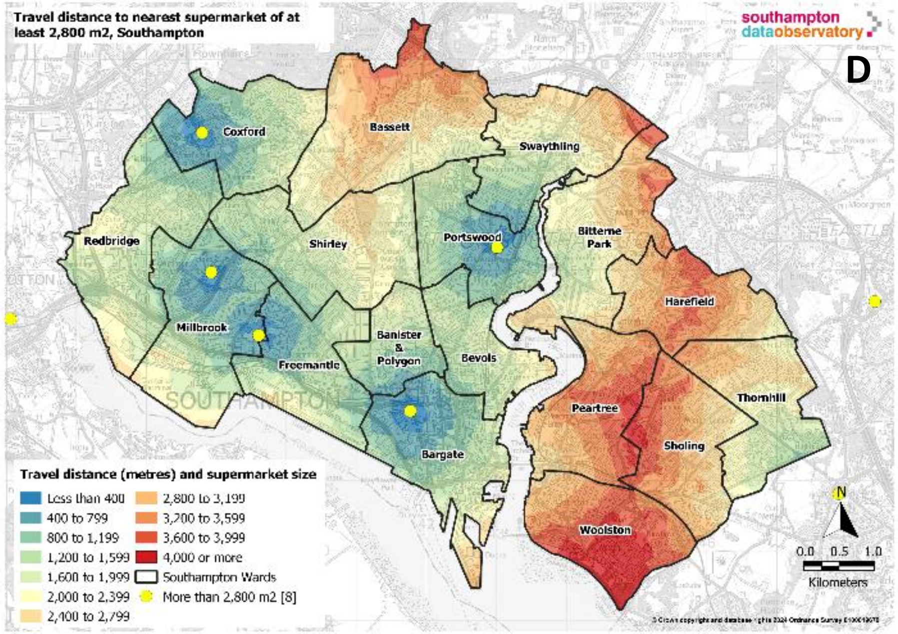








E-food Desert Index

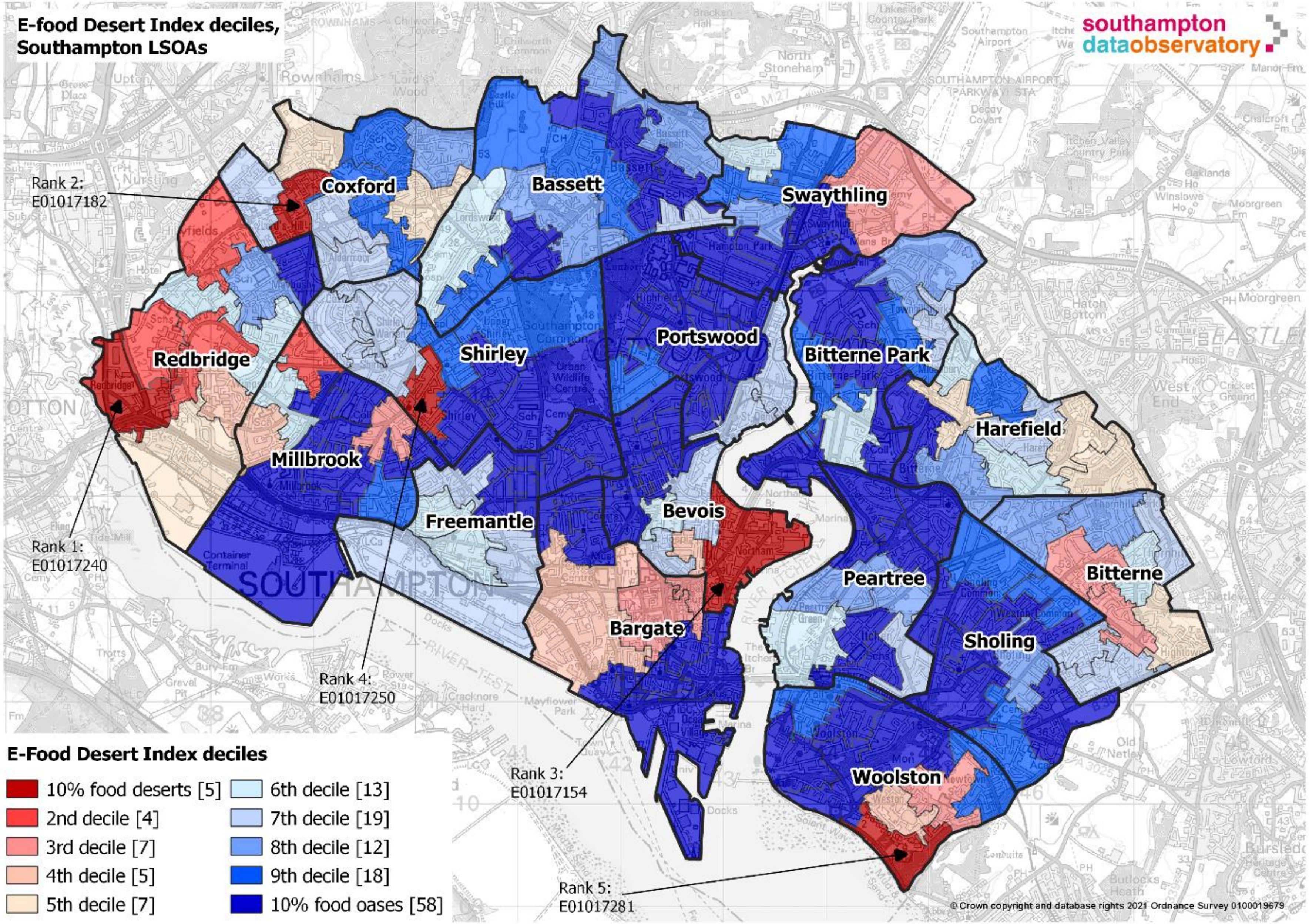
National index by LSOAs produced by University of Leeds in 2020.

Measures the extent to which LSOAs exhibit characteristics associated with food deserts, whilst also considering the online shopping behaviours – by four key drivers:

- Proximity and density of grocery retail facilities
- Transport and accessibility
- Neighbourhood socio-economic and demographic characteristics
- E-commerce availability and propensity

Majority of Southampton classed as food oases, although some neighbourhoods in more deprived parts of the city appear as food deserts.

https://data.cdrc.ac.uk/dataset/e-food-desert-index



Cost of Living Survey (2023) responses

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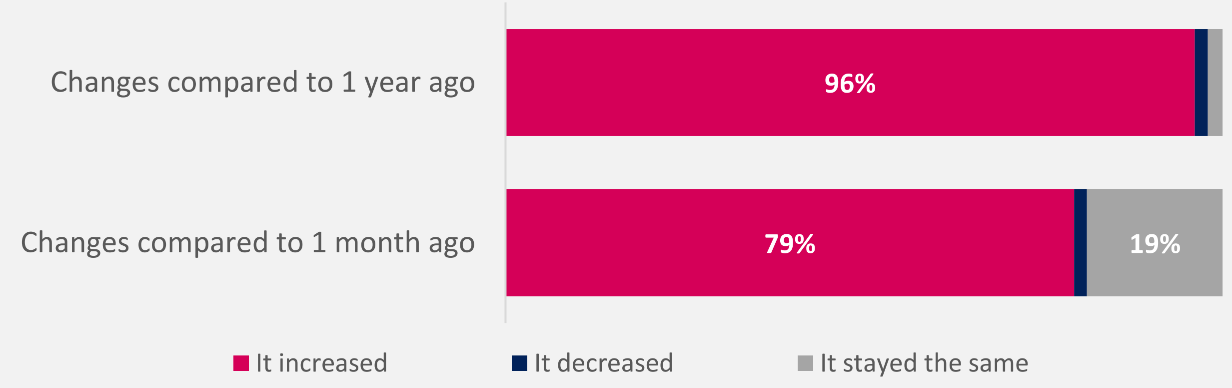
The Cost of Living appears to be **increasing** for the majority of residents, compared to 1 year and 1 month ago.

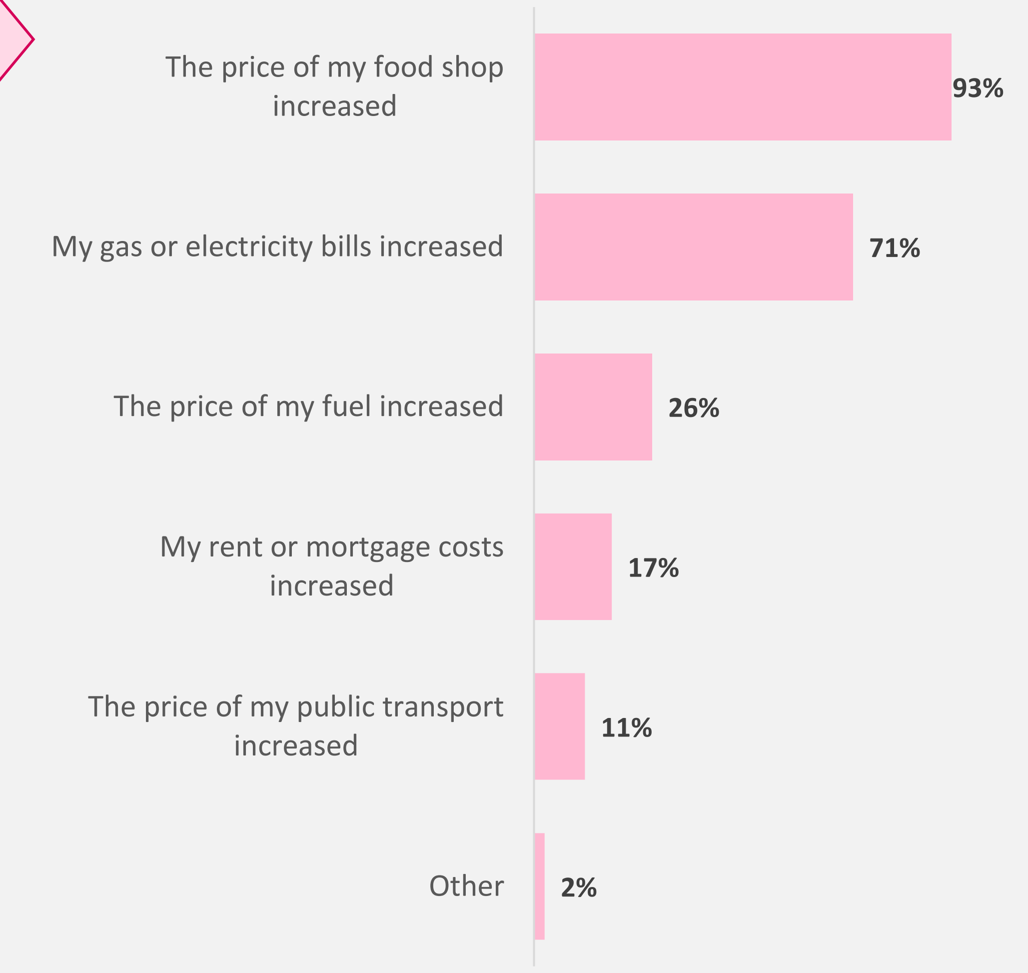


Cost of Living increases in the past month are highest in*;

- Respondents whose household finances are difficult **(93%)**
- Those classed as food insecure **(90%)**
- Those in social rented accommodation **(86%)**
- Younger ages; particularly 18 – 24 **(84%)**
- Those in private rented accommodation **(83%)**

**Top 5 highest breakdowns.*

Ways in which Cost of Living has increased:



Cost of Living Survey (2023) responses

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Reported food insecurity is considerably higher than the national average.

Levels of food insecurity:

This is 22 percentage points higher than national average.

Three questions were asked to assess whether people were food insecure.
If they answered yes to any of these three questions (see below), they were classified as food insecure.

Had smaller meals / skipped meals

Southampton survey
Had smaller meals / skipped meals
39%

Food Foundation
Had smaller meals / skipped meals
18%

*Southampton reported **22 percentage points higher** than national average.*

Hungry but not eaten

Southampton survey
Hungry, but not eaten
22%

Food Foundation
Hungry, but not eaten
11%

*Southampton reported **11 percentage points higher** than national average.*

Not eaten for a whole day

Southampton survey
Not eaten for a whole day
12%

Food Foundation
Not eaten for a whole day
6%

*Southampton reported **6 percentage points higher** than national average.*

Respondents that showed higher levels of food insecurity (compared to the average of 41%) includes*;

- Those with difficulties on household finances **(89%)**
- Mosaic group K **(71%)**
- Those with 3 + children in the home **(71%)**
- Social renters **(69%)**
- Younger ages, particularly 18 – 24 **(64%)**

**Highest 5 breakdowns*

Cost of Living Survey (2023) responses

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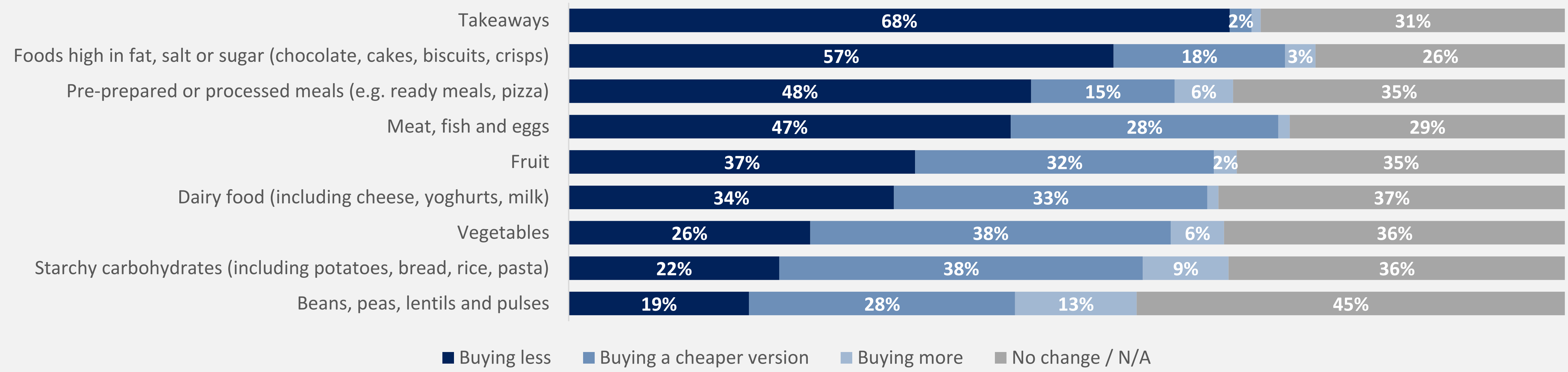
Over half of respondents have said that they have changed their purchasing habits for each food group.

Changes in food purchasing habits:



Cutting back on purchases of fruit and vegetables

*The Food Foundation reported that nationally, **households who are food insecure are cutting back on their purchases of fruit and vegetables** more than households who are food secure. **Southampton results show a similar pattern.***

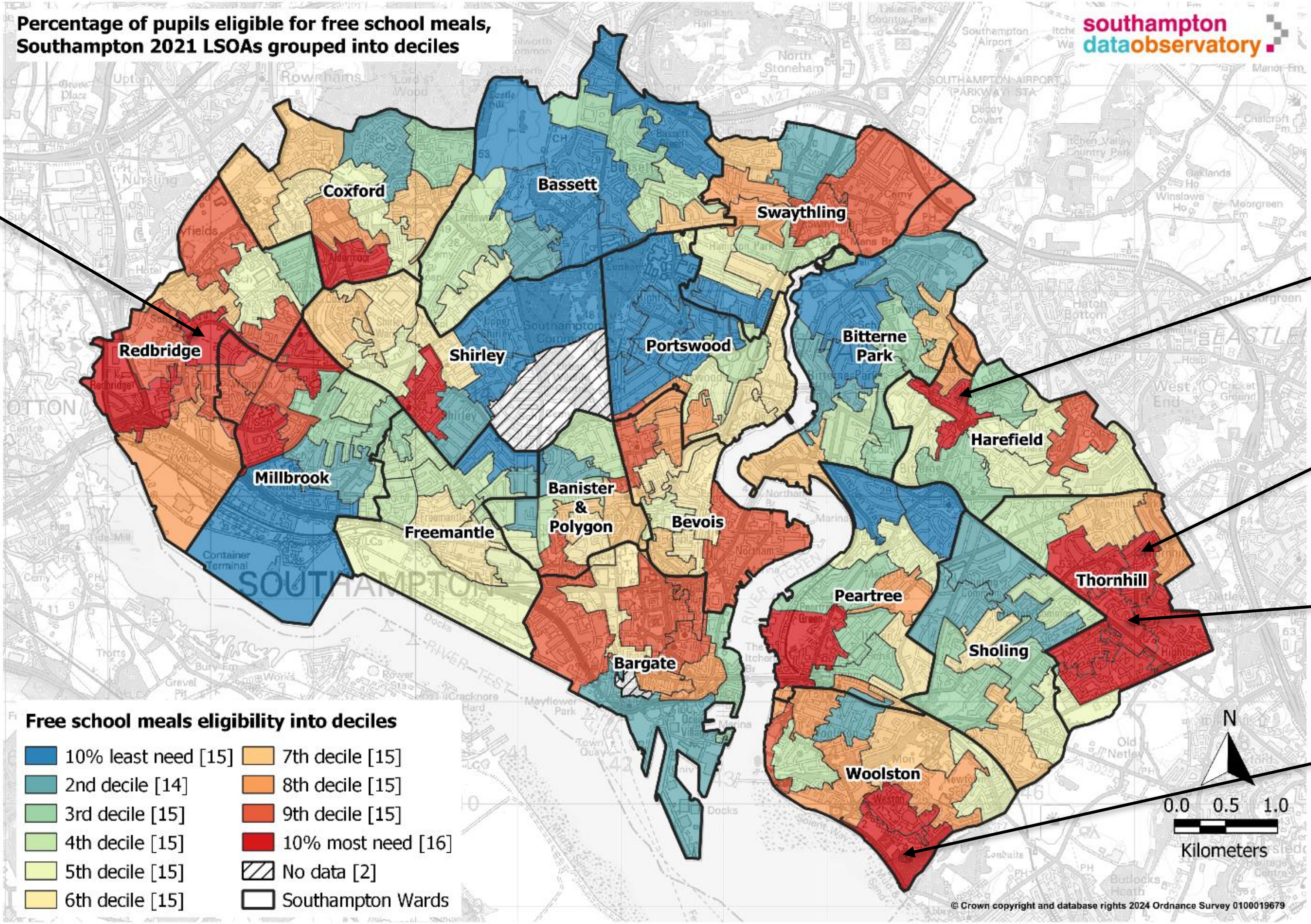
Other groups cutting back more on purchases of fruit and vegetables include (in order);

*Respondents whose **household finances are difficult**, those with **3+ children** in the home, **renters** (particularly social), **disabled** respondents and **younger** ages (particularly those aged 25 – 34).*

	Southampton average	Southampton food insecure
Buying less fruit	37%	62%
Buying less vegetables	26%	48%

Free school meals eligibility 2022/23

Rank 5: E01017245
65.8% eligible for FSM



Rank 3: E01017202
67.2% eligible for FSM

Rank 4: E01017163
66.9% eligible for FSM

Rank 2: E01017167
67.8% eligible for FSM

Rank 1: E01017281
70.1% eligible for FSM

4 of the top 5 LSOAs with the highest free school meal eligibility are in the East of the city.

The city average for free school meal eligibility is 32.1%.

Households with no car or van (2021)

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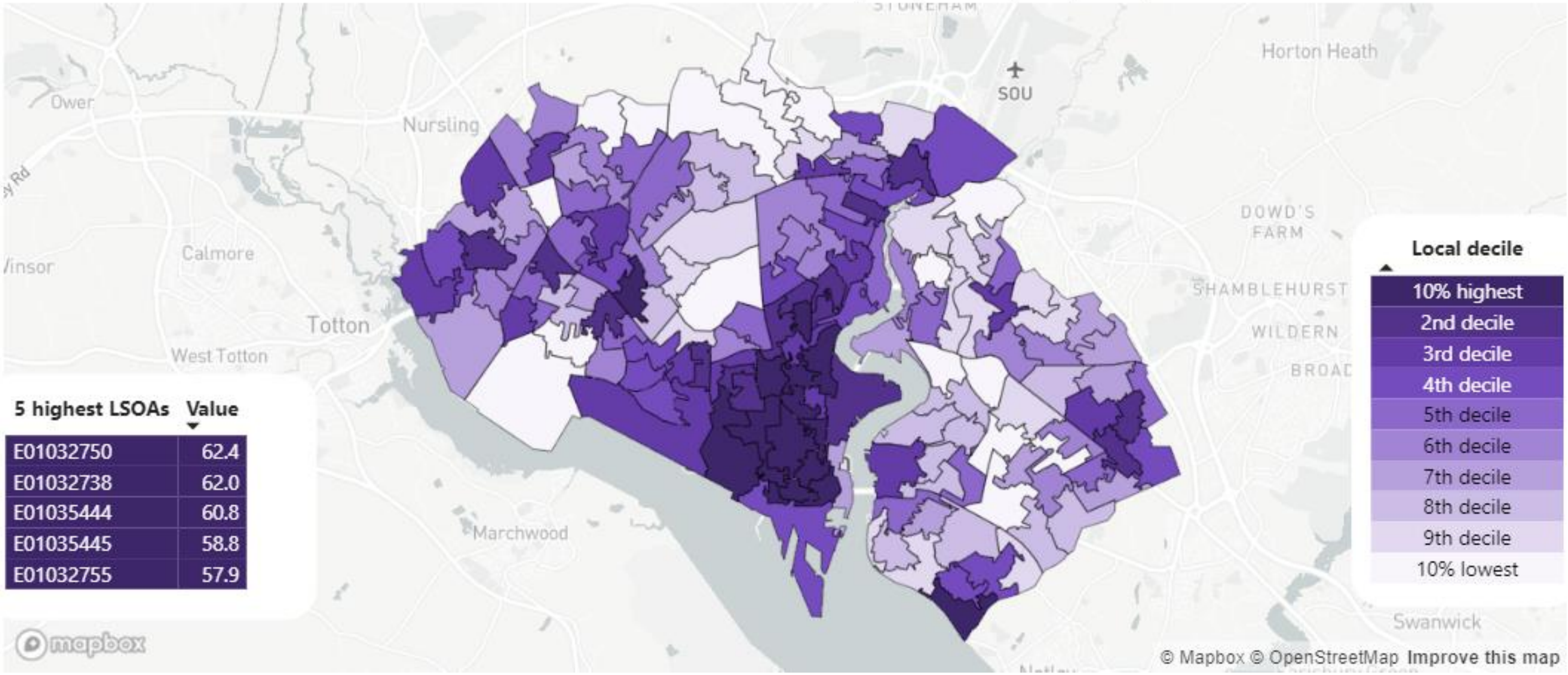
Number of cars or vans: No cars or vans in household

Southampton city average	Highest LSOA	Lowest LSOA	E01032750: 62.4
27.4	E01032750: 62.4	E01017148: 6.7	Significantly higher

Number of cars or vans: No cars or vans in household, deciles of households, Southampton by lower layer super output areas (LSOAs): Census 2021



5 highest LSOAs	Value
E01032750	62.4
E01032738	62.0
E01035444	60.8
E01035445	58.8
E01032755	57.9

From the 2021 Census, there are lesser car or van ownership within city centre (Bevois, Bargate, Freemantle), plus student areas of Portswood and Swaythling, but also some more deprived parts in the East and West of Southampton (Redbridge, Woolston, Bitterne).

Claimant count

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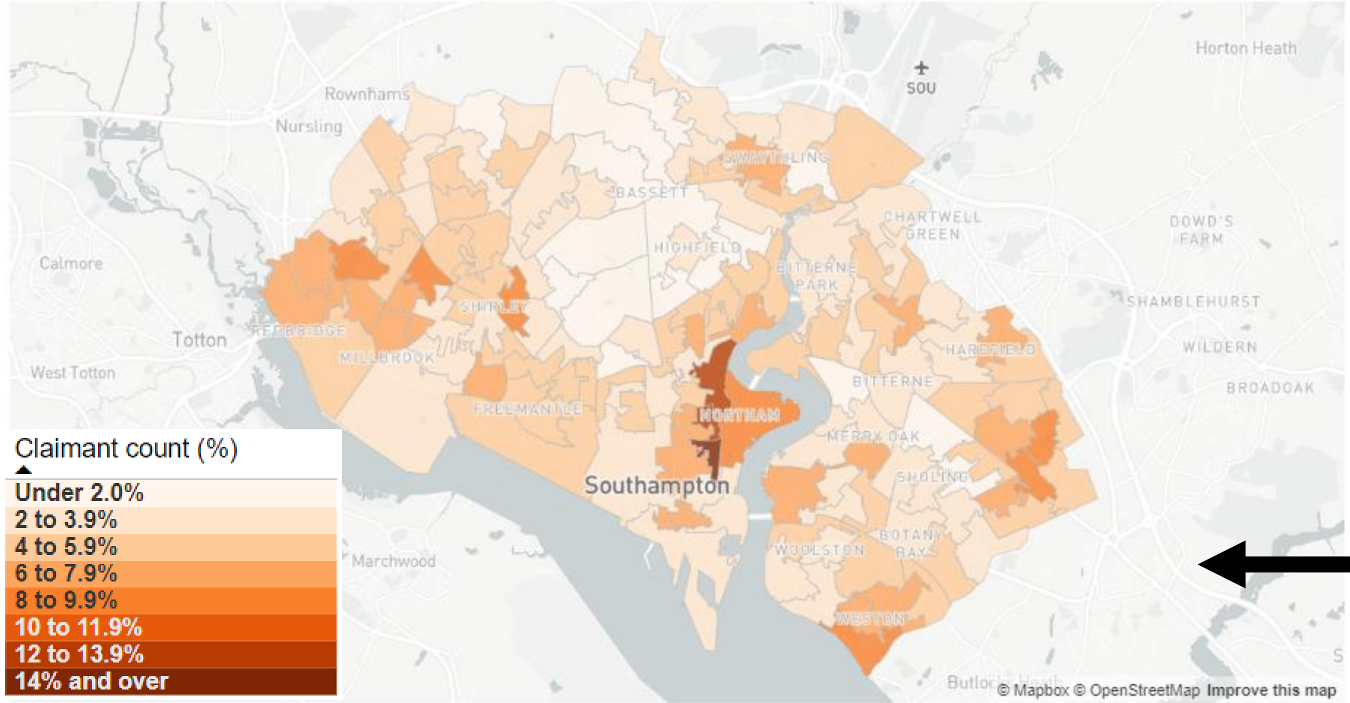
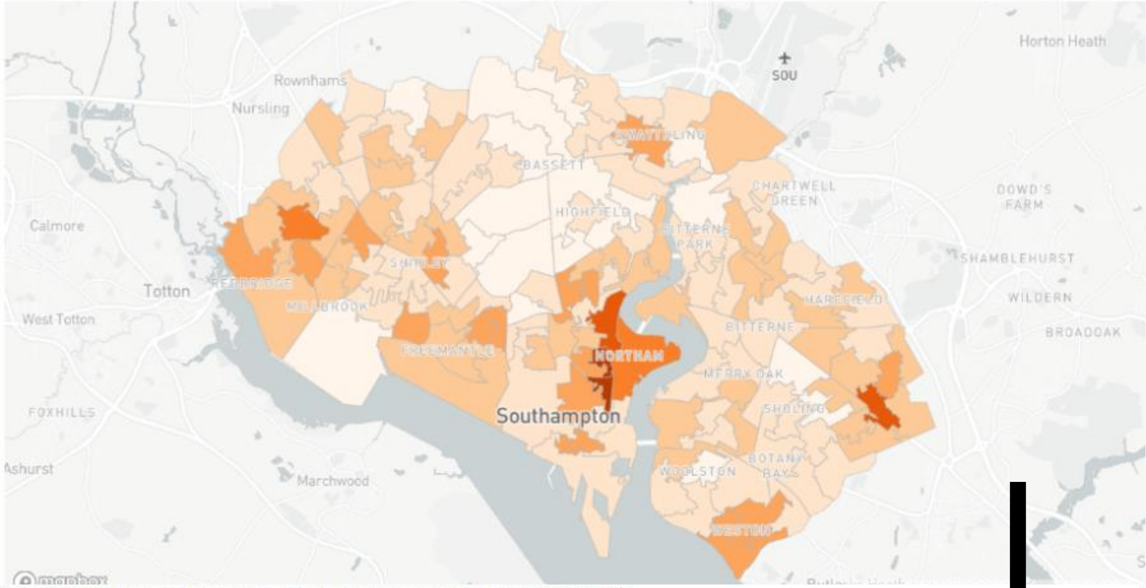
Claimant count from March 2024 to September 2024 has remained fairly consistent. The areas with higher claimant counts are also areas with high levels of deprivation.

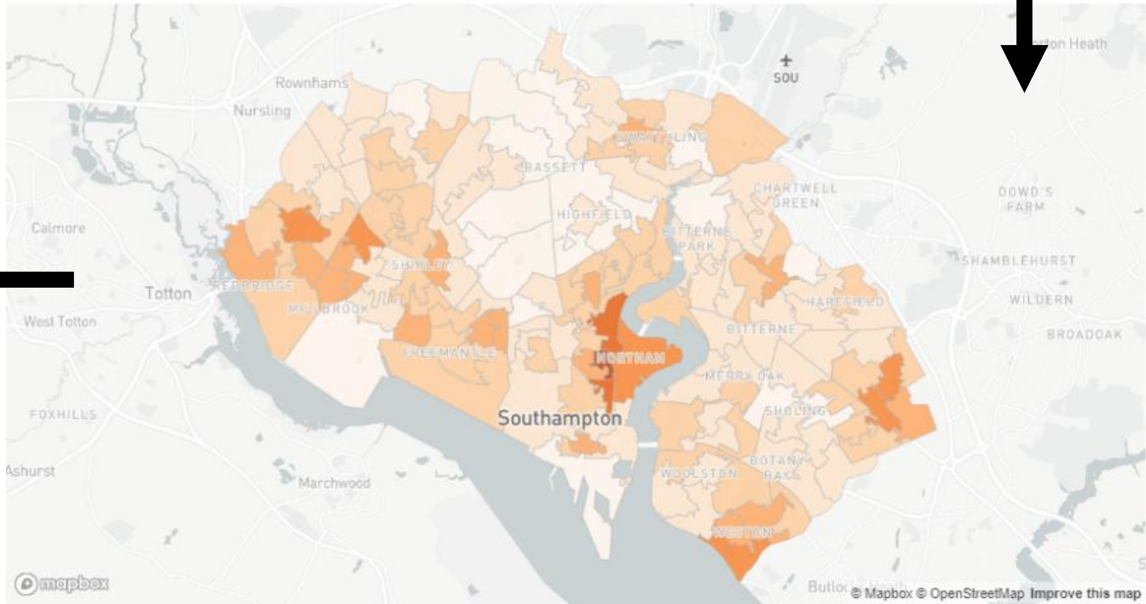
Claimant count (total) as a percentage of the working age population by LSOA: September-2024
Source: DWP via Nomis



Claimant count (total) as a percentage of the working age population by LSOA: March-2024
Source: DWP via Nomis



Claimant count (total) as a percentage of the working age population by LSOA: June-2024
Source: DWP via Nomis



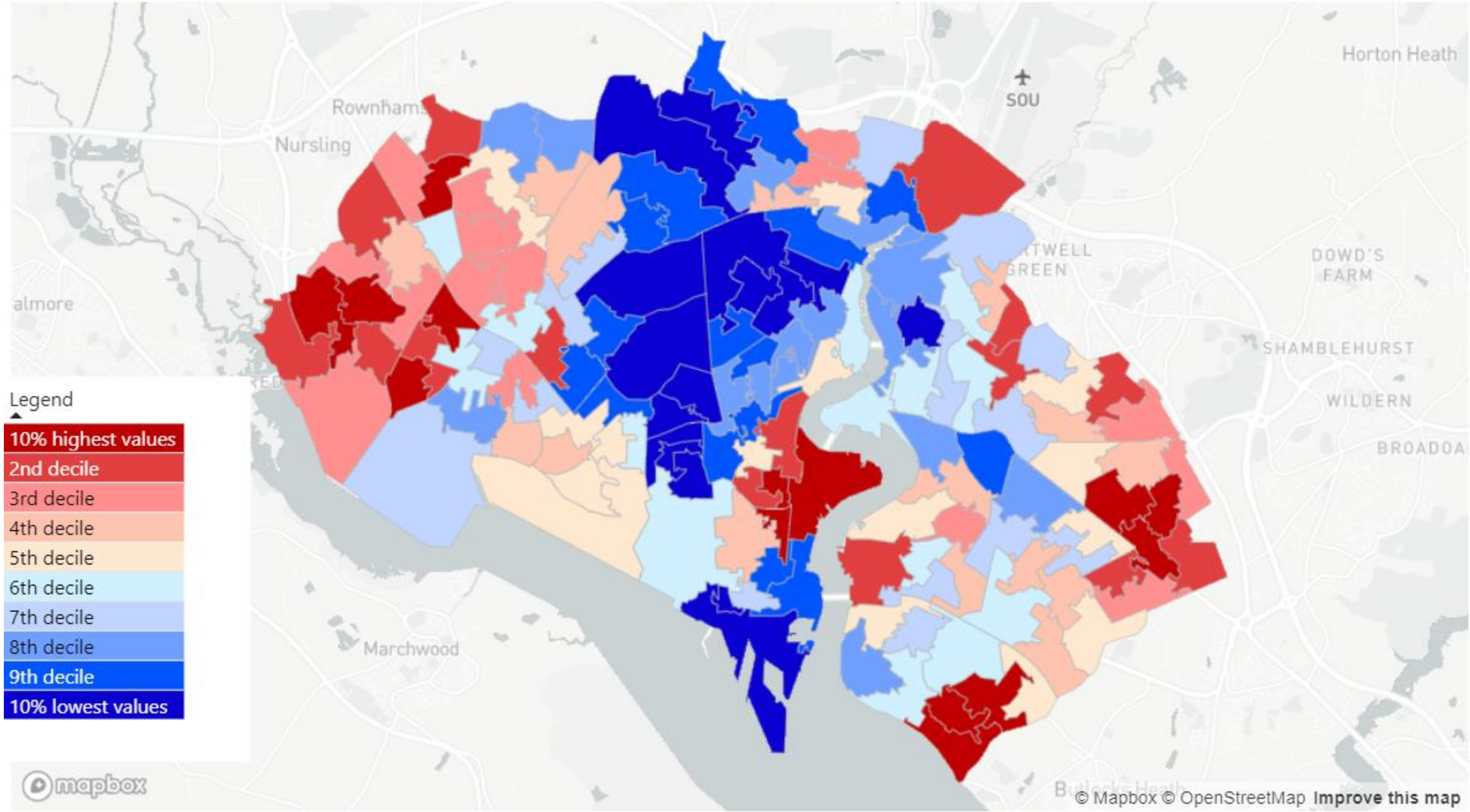
People claiming job seeker's allowance and the work element of universal credit.

Food insecurity

Food insecurity data supplied by University of Southampton uses an overall index combining the two sub domains; compositional (including benefit claimants, low income, mental health and educational attainment) and structural (bus stops, distances to employment/food stores and internet speeds).

Overall, the maps suggests food insecurity mirrors the high levels of deprivation across the city.

Food insecurity domain: Overall - Southampton LSOAs grouped into deciles



Healthy outlets

Areas on the outskirts of the city have at least a 16 minute walk to healthy food outlets.

In the East and Central of the city, majority of residents are able to walk to a health food outlet within 10 minutes.

Areas in Millbrook and Freemantle have a 20 minutes or more walk to healthy food outlets, however less of the population live in these areas due to it being the Southampton Docks.