

Additional Challenges to Healthy Eating in Knowsley

Knowsley is Ranked in Top 10 Food Deserts

in the UK with a key area being Northwood in Kirkby. A food desert is an area containing two or fewer supermarkets/convenience stores.

Northwood



Only 5 affordable supermarkets in Knowsley

Affordable supermarkets include, Aldi, Lidl, Farm Foods and Heron Foods. All are in the middle (Huyton) and one in the south (Halewood) of the borough.

Knowsley has the 2nd Highest Proportion of Priority Places for Food.

These are areas with high levels of fuel poverty, high need for family food support and low levels of supermarket proximity

Barriers to Healthy Eating in Knowsley

Availability



Availability of Places to Buy Food

It is estimated that 1 in 4 places to buy food are fast food outlets. This proportion is higher in deprived areas and can be seen in Knowsley with Northwood, Whitefield, Page Moss and Prescot North having 11 to 16 fast-food outlets.



Availability of Low Sugar Options in Childrens Food Categories

Only 7% of breakfast cereals and 8% of yogurts marketed to children are low in sugar.

Affordability of a Healthy Diet

The most deprived fifth of UK households need to spend around 50% of their disposable income to eat in line with the Eatwell Guide. With 25.1% of Knowsley's population being income deprived, affordability is a major barrier to healthy eating.



Cost of Healthy Food

Healthy foods cost nearly three times as much per calorie than less healthy foods, with fruit and veg costing almost double.



Affordability

Appeal



Advertising Spend on Food

1/3 of food advertising spend goes to confectionery/soft drinks compared to 1% for fruit and veg. People in deprived areas are more likely to be exposed to this advertising, making Knowsley residents particularly vulnerable.



Marketing of Baby and Toddler Snacks

97% of snacks marketed towards babies and toddlers feature a nutritional or health claim on the front of the packaging despite often being high in sugar for this age group