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Sent: 28 February 2018 11:30

To: Londonplan

Subject: Jamie Oliver Group London Plan Submission

I'd like to submit the below for the London Plan on behalf of the Jamie Oliver Group. Thanks very much.

Sadiq's recent announcement to ban the opening of new hot food takeaway restaurants within a 400m radius of schools is an important step in the right direction. It's an urgent problem - there's now a fast food outlet for every 1,000 Londoners, and numbers have shot up in recent years. There's also a deliberate tendency for these to cluster around schools. And of course there is clear evidence that the food environment is a key contributor to rates of child obesity. This ban should be expanded to include mobile trucks and vans, which are the main culprits in parking up right outside schools and selling masses of unhealthy foods.

Sadiq's endorsement of the Healthier Catering Commitment for businesses is also extremely important and a great step in the right direction. This is about good growth, and making sure that development is not damaging to our the health of our kids.

There is significant public support for these policies. We launched a public campaign before Christmas, with a 'Love Letter to London', which detailed what the Mayor could do to improve child health in London, which has more overweight and obese children than any other global city. The takeaway policy and defining what a healthy restaurant looks like were included in this Love Letter. We received unprecedented public support. A Facebook live video got 45,000 views before the link broke, our twitter polls had over 12,000 votes and we generated 794 emails to the Mayor's inbox.

Of course, there's more to be done to ensure 'good growth' and reduce health inequalities. What about establishing 'safe zones' on bus routes and around schools: with no junk food adverts allowed? We could also block the display of junk food adverts on digital billboards within certain timeframes – the school runs for instance, between 8-9am and 3-4pm.

There are so many small changes within our reach that would have extraordinary impact. It's simply a matter of putting our heads together and getting it done!

If we're going to create a level playing field (where healthy choices are as easy to make as unhealthy ones) we need a multi-pronged, ambitious plan for our whole food environment. By focusing on where we live, work, study and play, Londoners can start building the healthy homes, schools and high streets we so desperately need, across the whole capital.

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