

Andrew Eardley

From: Hollie-Mae Janes
Sent: 17 December 2024 10:52
To: Licensing
Cc: PHBusinessSupport; Andrew Eardley
Subject: RE: Consultation for New Premises licence - Burger King, The Keyway Retail Park, Willenhall. WV13 2QU
Attachments: Burger King WV13 2QU.pdf

Hi Licensing,

Please find attached our representation regarding the premises below.

Best wishes,

Hollie

Hollie-Mae Janes (she/her)

Wider-Determinants Lead

Public Health Development Officer

Walsall Council

www.walsall.gov.uk

I work flexibly. It suits me to email you at this time, but I don't expect a reply outside of your working hours.



Walsall Council

PROUD OF OUR PAST, OUR PRESENT AND FOR OUR FUTURE

From: Kulvinder Kaur; **On Behalf Of** PHBusinessSupport

Sent: 27 November 2024 11:31

To: Angela Aitken

Cc: Hollie-Mae Janes

Subject: FW: Consultation for New Premises licence - Burger King, The Keyway Retail Park, Willenhall. WV13 2QU

Hi Angela

Please find attached documents for your review and comment. Please respond directly to Licencing (cc PHBusinessSupport) by 24 December 2024.

Kindest regards

Representation regarding Burger King, Keyway Retail Park, Willenhall (WV13 2QU)

Walsall Public Health object to Burger King at Willenhall increasing their opening hours from 11pm – 5am. This increases the restaurants opening hours by 6hrs, meaning the restaurant is open 24hrs a day.

Public Health will be objecting to the proposal due to the following licensing objectives not being met, despite the conditions that Burger King outline in their proposal;

- Protecting children from harm
 - Health
- Preventing public safety
 - Air pollution
- Preventing public nuisance
 - Noise pollution

Protecting children from harm

What we eat has become one of the biggest risk factors for preventable disease and early death.

In Walsall, 41.6% of children in year 6 are living with overweight or obesity – Walsall is one of the worst areas for childhood obesity in England ¹. The prevalence of obesity and dietary related ill-health increases throughout the life course, with over two-thirds of adults living with excess weight or obesity ¹.

Burger King proposing to increase their late-night opening hours impacts the children in the borough. This means children and young people can access the Burger King at all times of day. It could be argued that children and young people will not use the Burger King between 11pm and 5am, however, even if it was only adults accessing the Burger King, studies have shown that if adults are living with overweight and obesity, their children are more likely to be living with overweight and obesity too– therefore the cycle continues ². Studies show that children and young people learn from the habits of their parents.

Earlier in the year, The Advertising Standards Agency (ASA) banned Burger King from promoting an email campaign as it was targeting under 16s ³. Whilst this does not relate to this proposal to increase their opening hours, it does highlight that the brand do not have the health of our children and young people as a priority.

The health of our young people is paramount if we want to build a strong local economy.

Dietary related ill-health including obesity costs the NHS in Walsall over £82 million per year ⁴. It is estimated that obesity-related illness will result in over 43,000 working days, £14.5 million in lost earnings and a £40m loss to the wider economy in Walsall ⁴. Our residents need to be fit and healthy and free of dietary related ill-health if we want our communities to flourish. This starts from childhood.

The places where we buy food that's already prepared or cooked plays a significant role in our health.

Evidence found that in England ⁵;

- Two-thirds of meals purchased outside of the home exceed the recommended daily intake for a meal (600 calories). The study also found that 30% of fast-food meals are over half a person's recommended daily intake. Whilst fast food chains do technically offer a few healthy options on their menu, Burger King is not synonymous with healthy food – it's famous for burgers and foods that have been proven to be high in fat sugar and salt (HFSS). Evidence also shows that fast food outlets disproportionately advertise and promote HFSS offerings, not their healthier alternatives ⁸.
- 60% of the population buy food out-of-home at least once a week; a small proportion of the population (11%) uses it, on average, at least once a day. A drive thru will make Burger King even more accessible for our residents, including children.
- On average, people living with excess weight purchase more calories from out of home fast food outlets.
- Approximately 75% of the calories purchased from fast food outlets were ordered in-person.

It has been proven that reducing the number of fast-food outlets in an area has a positive impact on dietary related ill-health

In Gateshead, a policy was developed to reduce the proliferation of fast-food hot outlets ⁹. Research led by Lancaster University has shown that efforts to restrict new fast-food outlets has been associated with fewer overweight children in the borough ⁹. When researchers looked at neighbourhood deprivation, they found that in those areas with the highest proportion of fast-food outlets, there was a statistically significant reduction in the prevalence of childhood overweight and obesity in comparison with corresponding neighbourhoods ⁹.

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Burger King extending their opening hours is not promoting/protecting the health and wellbeing of the children in the borough, which does not meet the licensing objective to 'protect children from harms'. In addition, the proposal does not meet the aims of Walsall 2040 which will enable our residents to thrive and be happy, be healthy and well, and prosper.

Preventing public safety

Air quality

Reducing air pollution is important for the health of our residents, including vulnerable groups and the borough's children.

The postcode of the Burger King (WV13 2QU) already exceeds two World Health Organisation (WHO) limits, and Burger King becoming a 24/7 venue would only increase the number of cars on the road and cars idling at the drive thru. Whilst the WHO limits are guidelines and not statutory, PM2.5 PM10 and NO² in our atmosphere has been proven to contribute to ill-health. Therefore, we need to reduce the presence of these into our environment to improve air quality.

Preventing public nuisance

Noise pollution

Burger King have stated in their application that there will 'No noise generated on the premises, or by its associated plant or equipment', yet this is not backed up by evidence. No independent noise assessment has been completed.

References

1. [Fingertips | Department of Health and Social Care](#)
2. [Global relationship between parent and child obesity: a systematic review and meta-analysis - PMC](#)
3. [BKUK Group Ltd - ASA | CAP](#)
4. [06.01-Obesity.pdf](#)
5. [How eating out contributes to our diets | Nesta](#)
6. [Friends of the Earth | Home](#)
7. [Health matters: air pollution - GOV.UK](#)
8. [The Broken Plate 2021 | Food Foundation](#)
9. Lancaster University. "How limiting new fast-food outlets may reduce childhood obesity." ScienceDaily. ScienceDaily, 23 October 2024. <www.sciencedaily.com/releases/2024/10/241023131354.htm>