

CHICKEN SHOPS

Fuelling London's youth



Independent outlets now represent four fifths of the UK fast food market

Now available across London

8273

TOTAL NUMBER OF FAST FOOD OUTLETS IN LONDON

258

LONDON BOROUGH OF NEWHAM

MORE SHOPS WILL BE
OPEN SOON

Numbers of fast food outlets are increasing by 10% every year in the UK

The average meal deal

Percentages of Recommended Daily Amount provided by a single meal in a chicken shop. Based on a meal of 3 pieces of fried chicken, large fries and a large soft drink and a 2,000 kcal diet for women

68

% KCAL

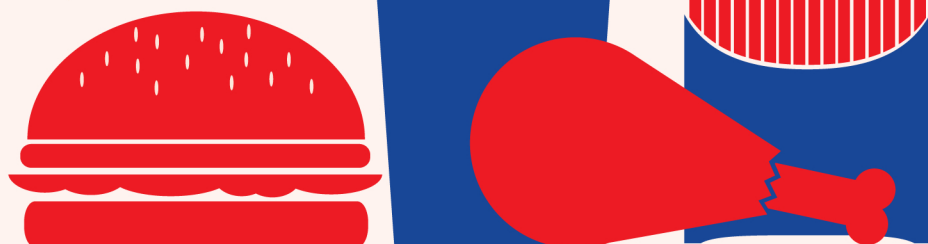
56

% SAT FAT

53

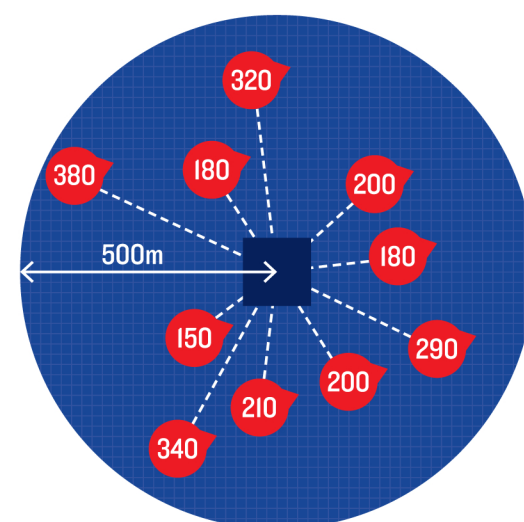
% SALT

A standard meal contains zero portions of fruit and veg!



School specials

Every school in Newham is within 500m of a fast food outlet. Studies have shown a fast food outlet within 160m of a school is associated with at least a 5.2% increase in obesity rates among 15-16 year olds



Forest Gate Community School

Fast food outlet

The teenager's choice

Based on a survey of 13-14 year olds in Newham

38

% EAT FAST FOOD ONCE A WEEK

12

% EAT FAST FOOD EVERYDAY

What our customers are saying...



"They are a bit dirty and greasy"



"You can't recycle the packaging"



"It must be really bad quality meat"



"There is so much rubbish outside"



"The food keeps my kids full"



"The shops are real trouble spots"



"It's a place to hang out with my friends"



"It's cheap and I get served very quickly"