

Chairman's Announcement

Subject:	Eat Out Eat Well Award Scheme
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Public Protection is looking to work with Area Boards to increase coverage of the Eat Out Eat Well Scheme; targeting high street businesses and village locations.

The Eat Out Eat Well Award is included in the Wiltshire Obesity Strategy implementation plan and is offered free of charge to most types of food business that have achieved a Food Hygiene Rating of three stars or above.

The aims of the award:

- To encourage and assist caterers to increase the range and promotion of healthier options on their menu.
- Assist caterers in meeting the rising demand for healthier food via advice and low cost nutrition training.
- Acknowledge and promote caterers who make it easier for customers to eat healthily.
- Increase customer choice and help consumers make more informed choices.

The over arching aim is to increase choice for customers and profitability for businesses. It is not about removing 'unhealthy food' but making easily achievable adaptations, in some cases to make existing favourites healthier without compromising on sales and introduce new products. Experience to date has shown that this is realistic and achievable.

The award has three levels bronze, silver and gold and is open to most types of catering establishments including cafes, takeaways, schools, restaurants and workplace canteens that have been assessed as broadly compliant in terms of food safety and food standards and achieved a Star rating of three or more.

Achievement is determined via a points system that rewards healthier catering and reflects Government obesity messages; the increased use of fruit & vegetables, reductions in sugar and fat, increased fibre, reductions in refined and processed ingredients, use of healthier cooking techniques, portion control, marketing and pricing policies that encourage healthier choices.

An experienced assessor will visit the business to guide the food business operator through the process.

To date 261 businesses have signed up and are benefiting from the competitive edge that the award provides. Many businesses have reported cost savings as well.

Participating businesses are provided with a window sticker similar to those displaying a food hygiene rating and their details are entered on to the Eat Out Eat Well website.

Referrals to the scheme can be made to liz.hubbart@wiltshire.gov.uk or by phone 01225 715236.

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Most types of food business that have a Food Hygiene Rating of three or above are eligible and can apply for an advisory visit and assessment to achieve a Gold, Silver or Bronze classification.