



SURREY
COUNTY COUNCIL
Trading Standards

Andy Pollard





change

4 life

Eat well

Move more

Live longer

Introduction to the Award

- ⌘ **Eat Out Eat Well** is an award developed by Trading Standards and Environmental Health to reward caterers that promote healthy eating
- ⌘ It has three levels – **bronze, silver** and **gold**
- ⌘ The award is open to all types of catering establishments including **cafes, takeaways, sandwich shops, private schools and staff restaurants**

Developing the Award

- ⌘ The award is based on the all Wales **Healthy Options** Award scheme
- ⌘ **Department of Health – South East** funded £15K towards training and evaluation
- ⌘ Main Partners:
 - Environmental Health**
 - NHS Surrey**
 - Food Standards Agency – East & South East**
 - University of Surrey**

Developing the Award

- ⌘ 4 day Nutrition training for officers carrying out the assessments
- ⌘ **Healthy Eating Award Stakeholder Group** established that meets on a regular basis
- ⌘ Guidance notes developed for officers and caterers
- ⌘ Award piloted in Elmbridge, Guildford, and Spelthorne

Need

- ⌘ More than 1 in 5 consumers eat out at a restaurant, fast food outlet or takeaway once a week or more

(Mintel, Eating Out – Ten Year Trends 2006)

- ⌘ Main concern to consumers is the amount of salt, fat, saturated fat and sugar in food.

(FSA Consumer Tracker Survey July 2010)

- ⌘ Currently in Surrey, 28% of children between 10–11 year olds are overweight or obese

Aims of the Award

- ⌘ Encourage caterers to think about healthier eating
- ⌘ Reward caterers who make it easier for customers to eat healthily
- ⌘ Assist caterers in meeting the demand for healthier meals - advice and nutrition training
- ⌘ Help customers make informed choices by including healthier items on the menu which are clearly identified

Benefits to the Consumer

- ⌘ More caterers providing healthier options
- ⌘ Reduced levels of fat, especially saturated fat, sugar and salt
- ⌘ More healthy options for children
- ⌘ A clear association between the **Eat Out Eat Well** logo and healthier food

Benefits to Business

- ⌘ Public recognition for achieving the award
- ⌘ Ability to satisfy growing demand for healthier choices

“on weekdays, mains from the healthy options section can account for 75% of food trade”

(Carol Haime - Chef and co-proprietor of the Sandrock Pub & Restaurant, Farnham)

Benefits to Business

- ⌘ Improved knowledge of healthier food and catering practices
- ⌘ As well as an award certificate, the establishment's achievement will appear alongside their star rating on **Scores on the Doors** website
- ⌘ Establishment listed on **Eat Out Eat Well** web page with a link to their own website

Scottish Consumer Council Survey

- ⌘ **94%** agreed important that healthier choices available to people who eat out
- ⌘ **75%** said they would find it useful if some form of logo used on menu or displayed in premises to indicate healthier food choices
- ⌘ **59%** more likely to buy food from outlet if it had achieved an award for healthier food

What next?

- ⌘ Low cost Nutrition Workshops for award holders
- ⌘ Regular Newsletter to award achievers
- ⌘ Target leisure centres and hospital canteens
- ⌘ Aim to gain **100** members by the end of the year
- ⌘ Evaluation of the scheme by University of Surrey
- ⌘ Extend the scheme outside of Surrey!!!

Contact Information

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