

In addition, the Gold award requires commitment to:

- Making sure that at least 50% of the food you serve is clearly described as 'healthy'
- Meeting a series of specific requirements; these are clearly stated in the questionnaire
- Having an appropriate sales promotion and marketing strategy that works alongside the principles of the 'healthy eating' award

Once you have applied, we will check records of your last food hygiene inspection and arrange one if due. After this a further visit will be arranged by either your EHO or another officer who will come out to discuss and examine your menus, assess your preparation and cooking methods, speak to your staff and generally observe what goes on during service.

Although the officer will try to keep any disruption to a minimum you will need to be prepared to give time to this assessment.

Contact details and useful information:

Brentwood Borough Council
Environmental Health,
Town Hall, Ingrave Road, Brentwood,
Essex CM15 8AY Tel: 01277 312518

For further details of the Healthy Eating Award please see our website:

www.brentwood.gov.uk
www.schoolfoodtrust.org.uk
(school food/nutrition guidelines & support)

Food Liaison Group Members:

Basildon	Braintree	Brentwood	Castle Point
Chelmsford	Colchester	Epping Forest	
Harlow	Maldon	Rochford	Southend
Tendring	Thurrock	Uttlesford	

The Essex Healthy Life 'Healthy Eating' Award

This document is available in alternative languages, audiotape format, Braille or larger print. Please contact Brentwood Borough Council, Town Hall, Ingrave Road, Brentwood, Essex CM15 8AY. Tel: 01277 312629.



Brentwood
Borough Council



The Essex Healthy Life 'Healthy Eating' Award

With more and more food being prepared and eaten outside the home, you are in a position of influence.

If you work in a school, college, staff canteen or local sandwich bar, you may be serving the same customers each day, so you will be serving up a significant portion of their daily nutritional intake. This means that you can make a real difference.

You are in a position to give your customers the chance to choose healthier options from your menu and you can do it without compromising taste.

Today, more and more customers are looking for healthier options and by serving these options, you can help to improve the health of your customers and save yourself some money too. For example, you could increase the amount of starchy foods you serve, like pasta and rice (which are cheaper and more cost effective) and reduce the amount of sauce which is more expensive. This is good for you and your customers!

In practice, this means basing your menu on starchy foods and offering plenty of choices of fresh fruit and vegetables; moderating amounts of meat, fish and protein alternatives and that of milk and dairy products and reducing amounts of fats, sugars and salt used either in recipes or as additional items. (There are separate guidelines containing more nutritional information, if required.)

Why should I be interested?

- It gives recognition for what you may already be doing
- It can help widen your customer base
- You can use the award in any publicity or promotion
- The award is recognised across Essex
- It gives you an enhanced image as a responsible and health conscious business
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Will I need to make many changes?

You may not have to make any if you already offer healthy choices. However, there is always room for improvement and we can give you lots of information and helpful hints about how you can qualify for the award.

Is it all about nutrition?

No, your food hygiene will be taken into consideration as part of the criteria so you will need to be of a high standard and have a fully documented food safety management system. If you are unsure about this or need any further information, this can be sought through your Environmental Health Officers who are more than willing to help you achieve this award.

Who operates the scheme?

The awards are controlled locally. However, they are part of a much wider scheme that is overseen by the Essex Food Liaison Group (members listed at the end of this booklet), Environmental Health Officers and in partnership with the Chartered Institute of Environmental Health.

Will it cost me anything?

Application, assessment and achievement of the award is absolutely free.

Will I still have to have regular hygiene inspections?

As they have a bearing on the decision to award you will still have regular inspections, which are normally every 18 months. However, to ensure that the standards for the award are upheld, you will receive unannounced random visits also.

How do I apply?

Firstly you will need to decide which level you want to apply for; you may decide that starting at the Silver and making small changes gradually to build up to the Gold would be better suited to your business.

Both awards require that you are committed to the following conditions:

- Keeping the level of fats and oils to a minimum
- Keeping levels of salt in food to a minimum
- Keeping levels of sugar in food to a minimum
- Using fresh fruit and vegetables and making them available daily
- Basing meals on starchy foods
- Providing healthy nutritious meals for children, if catered for
- Clear and obvious labelling of healthier food options