



Department
of Health



Public Health
England



Localising the Public Health Responsibility Deal – a toolkit for local authorities

Helping you to mobilise local businesses to improve
the health of your population

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Localising the Public health Responsibility Deal – a toolkit for local authorities

Helping you to mobilise local businesses to improve the health of your population

Prepared by the Public Health Responsibility Deal Programme Team, Department of Health

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Foreword

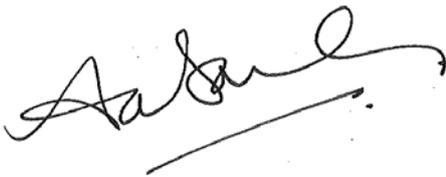
We all know that we should eat a healthy diet, drink sensibly, be physically active and not smoke. Ignoring this advice puts us at greater risk of cancer, stroke, heart, respiratory and liver disease, but we still find it difficult.

It is not my place to lecture people about these choices. Instead, I believe we have to support people to make healthy choices and we have to ensure that the healthy choice is the easy choice.

Businesses have great influence over the lives of their staff and customers. So I'm convinced that we must work with them to promote healthier choices and to enable all to live longer, healthier lives.

We have already begun to do this at a national level. Through the Public Health Responsibility Deal over 500 partners have pledged to take action on food, alcohol, physical activity and health at work.

Now we need to take that good work to a local level. I urge local authorities to think about how they might bring together a coalition of partners to improve the health of their communities. I hope this toolkit will be helpful to them as they encourage small and medium sized local businesses to make simple changes which make it easier for their staff and customers to make the healthy choice.

A handwritten signature in black ink, appearing to read 'Anna Soubry', with a long horizontal stroke underneath.

Anna Soubry

Parliamentary Under Secretary of State for Public Health

Executive summary

The **toolkit sets out menus of simple, effective actions** which local businesses could take to support their customers and employees to make healthier choices.

Local authorities are invited to consider:

- using this toolkit to **encourage local businesses to take action to improve the health and wellbeing of their staff and customers** (pages 13 – 35);
- signing up to the **national Responsibility Deal themselves** (page 36) and reporting each year on the actions they have taken to engage local businesses; and
- **encouraging businesses in their area to sign up to the national Responsibility Deal as local partners** (in place of or in addition to local arrangements) (page 38).

Many of the **behaviour-driven health problems** we see today have already reached alarming levels. England has one of the highest obesity rates in Europe. We see rising levels of harm from alcohol. Most of us are not sufficiently physically active. Smoking alone claims nearly 80,000 lives every year in England. And there are stark health inequalities between the richest and poorest.

We all need to take responsibility for the food we eat, how much we drink, how physically active we are and whether we smoke. However, we do not make these choices in a vacuum – these choices are **heavily influenced by the environment** in which they are made. And the choices that we make have an impact on others – **ill health as a result of poor choices places costs on the NHS, on local government and on the benefits system. It also costs employers money** in the form of reduced productivity and sickness absence. Therefore, **everyone has both an interest in and a role to play in improving public health.**

Since its launch in March 2011, the Public Health Responsibility Deal has successfully **harnessed the potential for businesses** to play their part in shaping an environment which supports people to make healthier choices. To date, over 500 companies have made commitments covering alcohol, food, health at work and physical activity and we believe that local businesses could also contribute.

The Responsibility Deal does this in a way that is compatible with the growth agenda. **Healthier employees** are more **productive** and reduce the costs of sickness absence. Healthier offerings for customers can help to reduce the huge costs that poor health places on society and the **economy**. And the actions taken under the Responsibility Deal can be a **win-win for business**: selling the same number of drinks, but with a lower alcohol content, or selling the same food, but with a reduced salt content, can drive improvements in public health without damaging

growth. Moreover, as the public becomes increasingly health aware, offering healthier products can increase market share.

We believe that the **Responsibility Deal model is already driving change, but it could do much more**, reaching the millions of people employed in local businesses, and benefiting local communities through ensuring healthier options are available on every high street.

Engagement with small local businesses is best led locally. With their new **lead for public health at a local level, local authorities**, supported by Public Health England, have a key role in bringing together a wide coalition of organisations to take action on public health. Local authorities are well placed to do this, drawing on their existing **local insight**, and in some places working with their **Local Enterprise Partnerships** or **Business Improvement Districts**.

As Health and Wellbeing Boards and local authorities complete their **Joint Strategic Needs Assessments (JSNAs)** and develop their **Joint Health and Wellbeing Strategies**, they may choose to **adopt the Responsibility Deal approach** to engaging with local businesses. Many of the indicators that the Public Health Outcomes Framework (PHOF) will measure could be improved by action taken through a Responsibility Deal model.

We know that **many local authorities have already developed schemes** covering some or all aspects of the Responsibility Deal. Drawing on what we have learned from our national work, and making use of national commitments already made by many leading businesses, we have developed this toolkit to stimulate and support further local activity.

The **toolkit sets out menus of simple, effective actions** that a range of local businesses could take to support their customers and employees to make healthier choices. For example, businesses might encourage employees to stop smoking, have an NHS healthcheck, or be more physically active by installing secure bike storage facilities. Catering establishments can make their products healthier by using healthier oils, less salt and more fruit and vegetables. Alcohol retailers can stock and promote products containing fewer units of alcohol.

Local authorities can use this toolkit to update and broaden existing local schemes or to develop new schemes. It offers **flexibility**, allowing local authorities to bring these ideas together with existing programmes and to use existing local branding. If they wish, they can do this **under the umbrella of the Responsibility Deal**, gaining enhanced national profile for their work by becoming national Responsibility Deal partners, pledging to engage local businesses on this agenda and report on this activity.

This is a new area of activity which adds to the **existing Responsibility Deal pledges** that local authorities and others can already make on employee health and wellbeing and promotion of physical activity. In addition, it is open to local level organisations to sign up to the national Responsibility Deal in their own right if they would like to do so. Local authorities may choose to support local businesses to do this as an alternative to or in addition to running their own scheme.

Local authorities can use this toolkit flexibly to suit their local needs. In summary, they are invited to consider:

- **using this toolkit to encourage local businesses to take action to improve the health and wellbeing of their staff and customers (pages 13 – 35);**
- **signing up to the national Responsibility Deal themselves (page 36) and reporting each year on the actions they have taken to engage local businesses; and**
- **encouraging businesses in their area to sign up to the national Responsibility Deal as local partners (in place of or in addition to local arrangements) (page 38).**

Scale of the Problem

Behavioural risk factors

People's lifestyles have a major impact on their health and wellbeing. Addressing the behavioural risk factors of poor diet, drinking above the lower-risk guidelines, physical inactivity and smoking plays a vital role in reducing premature mortality, preventing people from developing long term conditions, such as type 2 diabetes and high blood pressure, and slowing disease progression.

Working age ill-health is estimated to cost the UK economy over £100 billion a year – with 23.4 million days lost in 2009/10.

Diet

- If UK diets matched nutritional guidelines on saturated fat, sugar, salt and fruit and vegetable consumption, around 70,000 premature deaths could be avoided each year.
- Most people in England today are overweight or obese. A total of 25% of adults are obese (with a body mass index – BMI – of over 30); 62% are either overweight or obese (with a BMI of over 25). For children, 23% of 4–5-year-olds are overweight or obese, and 34% of 10–11-year-olds.
- Obese adults are at increased risk of type 2 diabetes, certain cancers, high blood pressure, liver disease and osteoarthritis, and obesity in pregnancy increases risks to foetus, infant and mother.
- Obesity is estimated to cost the NHS over £5 billion per year and the cost to the wider economy has been estimated to be £16 billion.
- Too much salt causes hypertension, stroke and coronary heart disease. 70% of the population (80% men and 58% women) currently consume more than the recommended maximum of 6g of salt per day. Meeting the recommendation would avoid more than 8000 premature deaths every year and save the NHS £604 million every year
- Eating insufficient fruit and vegetables increases the risk of heart disease and some cancers.

Alcohol

- 21% of adults (9 million) in England drink above the Chief Medical Officer's lower-risk guidelines
- 4% of the population (1.6 million) were estimated to be moderately or severely dependent on alcohol in 2007.
- Drinking above the alcohol lower-risk guidelines contributes to 15,500 deaths a year and 1.2 million alcohol-related hospital admissions.
- Alcohol consumption is linked to over 60 diseases and conditions, including heart disease, stroke, liver disease and cancer.

- Drinking above the guidelines costs the NHS in England £3.5 billion a year and in total costs the economy £21 billion a year.

Physical Activity

- Only 34% of adults in England meet the Chief Medical Officer's guidelines for a healthy amount of activity while at the other end of the scale, 34% are inactive (displaying extremely low levels of activity). (These figures are based on self-reported measures, objective measures suggest even lower levels of activity).
- Around 27 million adults are therefore not getting the recommended amount of physical activity. Of these, 14 million fail to achieve even one 30-minute session of moderate intensity physical activity per week.
- Information on local levels of physical activity will be available from the National Obesity Observatory (NOO) website in Spring 2013.
- There is a clear link between inactivity and chronic disease. Physical inactivity increases the risk of coronary heart disease, cardiovascular disease, cancer and type 2 diabetes.
- Estimates for the annual costs to the NHS across the UK as a result of physical inactivity are around £1 billion. Sport England has recently published new data for the healthcare costs of inactivity by local authority area as part of their local sports profile data. This is available on their website at http://www.sportengland.org/support_advice/local_government/local_sport_profile_tool/costs_of_physical_inactivity.aspx
- The costs of lost productivity to the wider economy in England have been estimated at around £5.5 billion per year from sickness absence and £1 billion per year from premature death of working age people.

Smoking

- Smoking is the primary cause of preventable morbidity and premature death, accounting for nearly 80,000 deaths in England in 2011.
- Around 20% of adults in England smoke, but this varies significantly by local area.
- Smoking causes cancers, respiratory disease, cardiovascular disease and reproductive issues.
- Treating smoking-related illnesses was estimated to have cost the NHS £2.7 billion in 2006/07.
- The overall economic burden of tobacco use to society is estimated at £13.74 billion a year.
- Information on a local authority basis is available as part of <http://ash.org.uk/localtoolkit/> This provides a modelling tool which allows local authorities to look at the costs they face as a result of smoking rates in their area, including to local employers.

Responsibility Deal Background

National Public Health Responsibility Deal

1. More than 500 organisations have signed up to the national Public Health Responsibility Deal, pledging voluntary action covering **alcohol, food, health at work** and **physical activity**. These collective pledges set out clear, practical actions, making it easy for organisations to see what they can do. In this toolkit we have set out the types of action that local businesses could take in each of these areas.

Public Health Responsibility Deal Successes

2. The Deal has already successfully influenced business action, for example through the introduction of calorie labelling, reductions in salt, better labelling of alcoholic drinks with unit and health information, promotion of physical activity and stronger engagement on measures to improve staff health. These successes include:
 - Over 75% of the retail market and over 60% of caterers have pledged to reduce salt.
 - Over 70% of high street fast food and takeaway meals sold have calories clearly labelled. At the end of 2012, nearly 5,000 fast food and takeaway outlets on the high street labelled calories.
 - All of the major supermarkets and over 70% of the retail market have committed to removing artificial trans fats.
 - Since March 2012, 32 leading food and drink companies, including Coca-cola, Mondelez (formerly Kraft), Nestle, Subway, Britvic and the major retailers have signed up to the calorie reduction pledge – making commitments to reduce the calories in their products and to promotional activity encouraging people to eat healthier foods.
 - By the end of 2013, over 80% of all alcoholic drinks on shelf will have clear labelling on units, NHS guidelines and pregnancy messages - 92 companies have signed up to this. Early indications are that over 60% of labels already carry this information.
 - Over 30 major drinks companies have committed to removing a billion units of alcohol from the annual market by December 2015. The initiative, which includes major brands like Echo Falls, First Cape, Budweiser and Becks, will see a greater choice of lower strength alcohol products, reductions in the strength of existing products and the introduction of smaller measures.
 - Many businesses and organisations have made pledges to help people, of all ages and backgrounds, get more active. For example, the Co-op developed a partnership with Activate Sport to reach 20,000 young people across 34 counties and 100 towns in 2012 by doubling the number of sports camps and giving away one thousand free places to make sport more accessible to all.
 - Employees in a wide range of companies are seeing their health and wellbeing taken more seriously as more organisations sign up to the health at work pledges. The focus is on encouraging active travel to and from work, helping staff to give up smoking, healthier canteen food, making occupational health more about prevention,

and improving the management of people with chronic health conditions.

3. The Responsibility Deal has done this in a way which is compatible with the growth agenda – it allows businesses to work innovatively and use their knowledge of their customers to take forward these objectives in line with their businesses' core aims.

Responsibility Deal Toolkit

The Public Health Responsibility Deal at a local level

4. Small and medium-sized enterprises (SMEs) employ 14 million people – this represents 59% of private sector employment. The out-of-home food market is dominated by small businesses. SMEs have the potential to play a major role in improving public health.
5. Engaging with local businesses is best done at a local level. We recognise that many local authorities already operate local schemes covering some or all aspects of the Responsibility Deal - alcohol, food, health at work and physical activity. On 1 April 2013, as responsibility for public health moves from primary care trusts to local authorities, and Public Health England comes into existence, the time is right to support and strengthen these efforts so that action is taken right across England.
6. We have worked to bring together resources and put in place a national framework that can support local activity in this area. Although this is primarily a role for local authorities, supported by Public Health England, other networks and organisations may also find these materials useful.
7. Local authorities and Health and Wellbeing Boards will want to consider this toolkit as they look at the Public Health Outcomes Framework (PHOF) as many of the indicators could be improved by action taken through the Responsibility Deal model. These include indicators on: employment for those with a long-term health condition; sickness absence rate; diet; excess weight in adults; proportion of physically active and inactive adults; smoking prevalence – adult (over 18s); and alcohol-related admissions to hospital. Local authorities will also be completing their Joint Strategic Needs Assessments (JSNAs) and developing their Joint Health and Wellbeing Strategies (JHWSs). If local authorities develop a scheme modelled on the Responsibility Deal, they will want to work with Local Enterprise Partnerships or Business Improvement Districts where applicable.

Simple actions on food, alcohol, physical activity and health at work

8. The Public Health Responsibility Deal covers action to address alcohol, food, health at work, physical activity and tobacco. We have developed separate, tailored menus for different types of local business (see pages 17 – 35):
 - L1 Actions for all businesses on employee health and wellbeing
 - L2 Unlicensed catering establishments (covering food)
 - L3 Licensed catering establishments (covering food and alcohol)
 - L4 Licensed establishments (not serving food) (covering alcohol)
 - L5 Local alcohol producers
 - L6 Local retailers (covering alcohol)
9. Case studies showing similar activity in local businesses will be published on the Responsibility Deal website.

10. In the future, we may work to expand L6 to cover food and to develop a further pledge, L7, for small food manufacturers.
11. These menus set out simple actions which organisations can undertake to improve the health and wellbeing of their employees or customers. Not all of the suggestions will be applicable for all establishments. Businesses should be encouraged to work towards increasing the number of actions they commit to over time.

How to use this material

12. Local authorities may wish to use this material to review and broaden existing healthy living schemes or to create new schemes for local businesses. This material has been designed to be used flexibly, giving local authorities the opportunity to integrate this activity with existing schemes.
13. If local authorities wish, they can carry out this activity under the umbrella of the Responsibility Deal, gaining enhanced national profile for their work by becoming **national** Responsibility Deal partners, pledging to engage local businesses on this agenda and report on this activity (see page 36 for details).
14. It will also be possible for local businesses to sign up to the national Responsibility Deal as **local** partners (see page 38 for details).
15. Case studies will be developed setting out how some local authorities have set up similar schemes and published on the Responsibility Deal website.

Engaging with business and incentives for them to take part

16. Our experience of engaging with businesses has emphasised the importance of:
 - Having face to face contact with potential businesses and building relationships over time.
 - Understanding the businesses you are approaching and how your offer relates to them - offering a range of actions gives businesses the flexibility to draw on their knowledge of their customer base and start with actions that they feel align well with their business goals.
 - Having an advocate within a business who drives the agenda can make the difference between success and failure. This person is often not the owner or most senior person, but will oversee the process of engaging others and getting sign up.
 - Taking a sector approach, contacting the peers and competitors of initial partners, can be an effective method of recruitment and collective action can encourage greater participation and yield greater impact.
 - Once partners have been recruited, they may be willing to play an advocacy role, promoting their participation to others.
17. Incentives for participation in schemes such as the Responsibility Deal are important. For some aspects of the Responsibility Deal – particularly around health at work, there is a strong business case which can be made in terms of the savings generated by reduced staff absence, increased productivity and reduced staff turnover. Further detail on this is available at:

<http://www.dwp.gov.uk/health-work-and-well-being/our-work/workplace-well-being-tool/>
and <http://guidance.nice.org.uk/PH13/BusinessCase/xls/English>

18. For businesses with local customers, such as food and drink establishments, public image and the generation of good publicity are likely to be key. Providing communications and PR support will be helpful here. At a local level, this is likely to involve promotional materials (such as certificates or window stickers), promotional activity (such as a local website), awards, social media activity and placing articles in the press which promotes the work of local organisations.
19. Where certificates or other promotional materials are issued, you may wish to frame this as a commitment to customers or employees, encouraging them to ask the business for more details, rather than as a standard that the local authority is guaranteeing.
20. At a national level, the Responsibility Deal is a business to business initiative rather than a public facing one. The Department of Health has not, therefore, developed a brand or identity for the Responsibility Deal, although we have developed a certificate for partners signed by our Secretary of State. Local authorities may choose to use existing local branding when developing promotional materials or to develop a particular brand for their scheme.
21. As set out on page 38, if businesses sign up to the national Responsibility Deal as local partners they will receive: a certificate and letter from the Secretary of State for Health; promotion of their Responsibility Deal activity through the national Responsibility Deal website; and an opportunity to work with other companies signed up as partners to the national deal.

Qualifying for and maintaining scheme membership

22. There are different ways to assess whether a local business is eligible to be part of a local scheme and this is for local authorities to decide.
23. At a national level, the Responsibility Deal operates through a commitment to transparency – partners have to set out the activity that they plan to undertake and report on this on an annual basis. This information is all in the public domain. The Department of Health does not provide any analysis or commentary on the activity that partners are undertaking.
24. The assessment process for existing local schemes to promote healthier lifestyles varies - from on-site visits undertaken by environmental health teams, trading standards teams or health at work consultants, to panel assessments. Similarly the level of evidence required varies from self-reporting to written evidence through to on-site observations. Some schemes include follow up visits to ensure maintenance of scheme membership, whereas others rely on self-reporting.
25. Local authorities will need to consider how they wish to take their scheme forward and the resources available to support this activity.
26. In order to encourage businesses to work towards increasing the number of actions they undertake over time, local authorities may wish to introduce different levels of award – for example bronze, silver and gold, depending on the level of activity undertaken by a business.

27. Case studies outlining the approach taken by different local authorities will be published on the Responsibility Deal website.

Menus of actions for SMEs

28. The following pages consist of separate, standalone menus that can be used with different types of businesses.

- Page 18 - L1 Actions for all businesses on employee health and wellbeing
- Page 20 - L2 Unlicensed catering establishments (covering food)
- Page 21 - L3 Licensed catering establishments (covering food and alcohol)
- Page 23 - L4 Licensed establishments (not serving food) (covering alcohol)
- Page 24 - L5 Local alcohol producers
- Page 25 - L6 Local retailers (covering alcohol)

29. Menus L2 and L3 refer to guidance developed for different types of food business:

- Page 26 - Chinese restaurants or takeaways
- Page 30 - Chip shops or outlets that sell a lot of fried foods
- Page 32 - Sandwich shops
- Page 34 - Restaurants or takeaways not covered by sector specific guidance e.g. cafes, pubs, Mexican restaurants, etc.
- Indian restaurants or takeaways (will be ready during 2013)
- Italian restaurants or takeaways (will be ready during 2013)
- Pizza restaurants or takeaways (will be ready during 2013)

L1. Actions for all small and medium-sized enterprises (SMEs) on employee health and wellbeing

Do you want to make your business more productive and competitive? The key is to have a healthier workforce. Healthier staff means fewer sick days, less inconvenience and getting more work done. Businesses can make simple low or sometimes zero cost changes to improve the health and well-being of their staff. This menu sets out some of these simple actions. Are there any which you could do?

We will help employees to improve their health and wellbeing, which includes eating a healthy diet, drinking within NHS guidelines, being more physically active and not smoking, by doing one or more of the following:

- L1a) Signing up to Change4Life¹ as a local supporter and using the Change4Life Employers Guide² to promote healthy living behaviours to your workforce using the free, ready-to-use Change4Life materials.
- L1b) Using the Health for Work advice line³ to provide free advice and information for your organisation on all health issues affecting your employees and/or, if applicable, using an accredited occupational health provider.
- L1c) Providing information on free, local Stop Smoking support and Quit Clubs and encouraging staff to access these, where possible during work time without loss of pay.
- L1d) Encouraging participation in regular physical activity by employees as a means of improving and maintaining good physical and mental health and wellbeing. For example, through:
 - promoting the health benefits of regular physical activity, with a focus on achieving the Chief Medical Officers' recommended weekly amount for adults (at least 150 minutes of moderate intensity activity per week for adults) and avoiding sitting for extended periods⁴;
 - using Change4Life materials⁵ and NHS Choices web-based resources⁶;
 - creating workplace physical activity challenges for staff or appointing workplace 'wellbeing champions' who can encourage others to be more active;
 - signposting employees to local opportunities to be physically active such as local health and fitness clubs, sport clubs, walking or cycling groups etc. Spogo⁷, the sports and physical activity finder, is a good resource for this; and/or
 - promoting use of the stairs over the lift within the workplace.

1 <http://www.nhs.uk/Change4Life/Pages/partners-supporters.aspx>

2 http://www.nhs.uk/Change4Life/supporter-resources/downloads/Local_Supporter_Guide_for_Employers.pdf

3 (0800 077 8844 or <http://www.health4work.nhs.uk/>)

4 <http://www.nhs.uk/Livewell/fitness/Pages/physical-activity-guidelines-for-adults.aspx>

5 <http://www.nhs.uk/Change4Life/Pages/be-more-active.aspx>

6 <http://www.nhs.uk/LiveWell/Fitness/Pages/Fitnesshome.aspx>

7 <https://spogo.co.uk/>

- L1e) Promoting active travel – walking, cycling and running – for example, by:
 - providing or improving secure cycle storage, changing and showering facilities;
 - promoting the Cycle to Work Scheme;
 - Promoting Bikeability training⁸; and/or
 - using the ‘ways2work’ toolkit to reduce travel and ensure it is sustainable⁹;

- L1f) Where food and drinks are available for our staff (including through vending machines), ensuring there are healthier choices. For example, by working with caterers or suppliers to provide and promote one or more of:
 - meals or snacks which are lower in fat, salt, and energy and which do not contain artificial trans fats;
 - responsibly sized portions;
 - fruit and vegetables;
 - information on calories and/or Guideline Daily Amounts on menus per portion; and/or
 - visible and freely available water.

- L1g) Encouraging employees and any people that you entertain to drink within guidelines. For example by:
 - promoting awareness of the CMO lower risk guidelines¹⁰¹¹; and/or
 - offering lower and no alcohol options at workplace functions as the default.¹²

- L1h) Working with the local health community and local authority to encourage staff to access existing provision of free healthchecks, where possible during work time without loss of pay. These include:
 - the 5 yearly NHS Health Check for people aged 40 -74 (who haven't already been diagnosed with or had a stroke, heart disease, diabetes or kidney disease) when invited;
 - online tools such as LifeCheck¹³; and
 - NHS screening programmes when invited.¹⁴

To become a local partner in the national Responsibility Deal, businesses must undertake at least one of the actions from this menu.

This menu of actions aligns with and complements the Workplace Wellbeing Charter¹⁵, a locally led initiative which aims to provide a comprehensive framework for organisations’ health, work and wellbeing policy (including health and safety). Personalised support is available in some areas of England. The more detailed standards in the Charter may provide the prompts and guidance to go further and faster in these areas.

8 www.dft.gov.uk/bikeability/

9 www.ways2work.bitc.org.uk

10 The Chief Medical Officer (CMO) recommends that women should not regularly drink more than 2-3 units a day and men should not regularly drink more than 3-4 units a day. See www.drinkaware.co.uk for more information

11 <http://www.nhs.uk/Change4Life/Pages/drink-less-alcohol.aspx>

12 Lower alcohol options include 11 - 12% or lower ABV wines (compared to 13% or 14% ABV wines) and 4.0% or lower ABV premium beers and lagers (compared to 5% premium beers and lagers) as well as beers with less than 3% ABV or “lighter” wine-based products (around 5.5% ABV)

13 <http://www.nhs.uk/Tools/Pages/LifeCheck.aspx>

14 see <http://www.nhs.uk/livewell/screening/pages/screentest.aspx#close> and <http://www.screening.nhs.uk/nhs-timeline>

15 <http://wellbeingcharter.org.uk/>

L2. Actions for unlicensed catering establishments

We will help our customers to eat a healthier diet by following the guidance relevant to our business:

- Chinese restaurants or takeaways
- Chip shops or outlets which sell a lot of fried foods
- Sandwich shops
- Restaurants or takeaways not covered by sector specific guidance, e.g. cafes, pubs, Mexican restaurants etc
- Indian restaurants or takeaways (will be ready during 2013)
- Italian restaurants or takeaways (will be ready during 2013)
- Pizza restaurants or takeaways (will be ready during 2013)

To become a local partner in the national Responsibility Deal, businesses must undertake at least half of the tips in the relevant piece of guidance. It may be the case that not all tips are relevant to a business (e.g. because they do not deep fry food), in which case, the business must achieve at least half of the tips that are relevant.

Businesses must also be meeting minimum food hygiene standards (a minimum of level 3 in the Food Hygiene Rating Scheme).

L3. Actions for licensed catering establishments

We will help our customers to eat a healthier diet and drink within guidelines by doing at least one of the following actions:

- L3a) Tackling under-age alcohol sales by joining the Challenge 21 and Challenge 25 schemes
- L3b) Making it easier for customers to drink fewer units (not necessarily fewer drinks) by:
 - Improving availability, marketing and promotion of products with less alcohol, including:
 - beers with less than 3.0% ABV or “lighter” wine products (around 5.5% ABV);
 - 12% or lower ABV wines (compared to 13% or 14% ABV wines), including making this the default for house wines;
 - 4.0% or lower ABV premium beers or lagers (compared to 5.0% premium beers or lagers); and/or
 - alcohol-free beers or wines; and/or
 - Offering and promoting smaller measures such as:
 - the new 2/3 pint “schooner” glass, including as a default for beer over 5.2%;
 - increasing the use of 125ml glasses for wine, making 175ml servings of wine the default (and not offering 250ml glasses unless requested); and/or
 - making a 25ml or 35ml measure of spirits the default (and not offering a double unless requested).
- L3c) Providing information on drinking guidelines and unit content (materials available from the British Beer and Pub Association).
- L3d) Participating in and supporting local alcohol partnership schemes such as Community Alcohol Partnerships (CAP), Best Bar None, or National Business Improvement Districts (BIDs) Advisory Service.

L3e) We will help our customers to eat a healthier diet by following the guidance relevant to our business:

- Chinese restaurants or takeaways
- Chip shops or outlets which sell a lot of fried foods
- Sandwich shops

- Restaurants or takeaways not covered by sector specific guidance, e.g. cafes, pubs, Mexican restaurants ,etc
- Indian restaurants or takeaways (will be ready during 2013)
- Italian restaurants or takeaways (will be ready during 2013)
- Pizza restaurants or takeaways (will be ready during 2013)

To become a local partner in the national Responsibility Deal, businesses must undertake at least actions L3a) and L3b) on alcohol and/or at least half of the tips in the relevant piece of healthier catering guidance. It may be the case that not all tips are relevant to a business (e.g. because they do not deep fry food), in which case, the business must achieve at least half of the tips that are relevant.

Businesses must also be meeting minimum food hygiene standards (a minimum of level 3 in the Food Hygiene Rating Scheme).

L4. Actions for licensed establishments (not serving food)

We will help our customers to drink within guidelines by doing one or more of the following:

- L4a) Tackling under-age alcohol sales by joining the Challenge 21 and Challenge 25 schemes
- L4b) Making it easier for customers to drink fewer units (not necessarily fewer drinks) by:
 - Improving availability, marketing and promotion of products with less alcohol, including:
 - beers with less than 3% ABV or “lighter” wine products (around 5.5% ABV);
 - 12% or lower ABV wines (compared to 13% or 14% ABV wines), including making this the default for house wines;
 - 4.0% or lower ABV premium beers or lagers (compared to 5.0% premium beers or lagers); and/or
 - alcohol-free beers or wines; and/or
 - Offering and promoting smaller measures such as:
 - the new 2/3 pint “schooner” glass, including as a default for beer over 5.2%;
 - increasing the use of 125ml glasses for wine, making 175ml servings of wine the default (and not offering 250ml glasses unless requested); and/or
 - making a 25ml or 35ml measure of spirits the default (and not offering a double unless requested).
- L4c) Providing information on drinking guidelines and unit content (materials available from the British Beer and Pub Association).
- L4d) Participating in and supporting local alcohol partnership schemes such as Community Alcohol Partnerships (CAP), Best Bar None, or National Business Improvement Districts (BIDs) Advisory Service.

To become a local partner in the national Responsibility Deal, partners must undertake at least actions L4a) and L4b).

L5. Actions for small alcohol producers

We will help our customers to drink within guidelines by doing one or more of the following:

- L5a) Labelling our products with unit and health information (in line with guidance from the Department of Health and Portman Group)
- L5b) Making it easier for customers to drink fewer units (not necessarily fewer drinks) by:
 - Improving availability, marketing and promotion of products with less alcohol. Producers of existing products could alter their production methods to reduce the alcohol content of their drinks. Modern production methods and changes in consumer tastes can also help drive product alterations. Changes include:
 - beers with less than 3.0% ABV or “lighter” wine products (around 5.5% ABV);
 - 12% or lower ABV wines (compared to 13% or 14% ABV wines) including making this the default offer for supply of house wines
 - 4.0% or lower ABV premium lagers (compared to 5.0% premium lagers); and/or
 - alcohol-free beers or wines; and/or
 - Offering and promoting smaller measures (such as 500ml or smaller bottles of wine or 250ml bottles of beer).
- L5c) Participating in and supporting local alcohol partnership schemes such as Community Alcohol Partnerships (CAP), Best Bar None, or National Business Improvement Districts (BIDs) Advisory Service.

To become a local partner in the national Responsibility Deal, partners must undertake at least actions L5a) and L5b).

L6. Actions for small licensed retailers

We will help our customers to drink within guidelines by doing one or more of the following:

- L6a) Tackling under-age alcohol sales by joining the Challenge 25 or Challenge 21 schemes

- L6b) Making it easier for customers to drink fewer units (not necessarily fewer drinks) by:
 - Improving availability, marketing and promotion of products with less alcohol. Many producers of existing products are altering their production methods to reduce the alcohol content of their drinks. Modern production methods and changes in consumer tastes can also help drive product alterations. Changes include stocking, promoting and offering as a first choice:
 - beers with less than 3.0% ABV or “lighter” wine products (around 5.5% ABV);
 - 12% or lower ABV wines (compared to 13% or 14% ABV wines);
 - 4.0% or lower ABV premium lagers (compared to 5.0% premium lagers); and/or
 - alcohol-free beers or wines; and/or
 - Offering and promoting smaller measures (such as 500ml or smaller bottles of wine or 250ml bottles of beer).

- L6c) Providing information on drinking guidelines and unit content (materials available from the Wine and Spirits Trade Association).

- L6d) Participating in and supporting local alcohol partnership schemes such as Community Alcohol Partnerships (CAP), Best Bar None, or National Business Improvement Districts (BIDs) Advisory Service.

To become a local partner in the national Responsibility Deal, partners must undertake at least actions L6a) and L6b).



Tips for Chinese Restaurants and Takeaways

Make great tasting, healthier food and save money!

Healthier eating is becoming more and more important to customers. Follow these tips to make sure you stay ahead of the market.

Achieve at least 9 tips, including at least one from each section (Portion Size, Fats & Frying, Salt, Vegetables and Promoting Healthier Options).

Tick the boxes when you have achieved a tip and try to add a new tip every few months.

PORTION SIZE – Eating too much can lead to obesity, diabetes, heart disease and cancer.

1. Give customers with smaller appetites a choice, in addition to your standard portions try at least one of the following:
 - offer reduced-size lunchtime specials (a container with half rice and half meat)
 - make small portions or children’s portions available to everyone
2. Try not to overfill or compress food into containers. Or try **using a slightly smaller container** for takeaway dishes.
 - *Slightly smaller portion sizes will still be satisfying and will save you money!*

FATS & FRYING – High fat foods contain lots of calories, which can make us put on weight. This can lead to diabetes, heart disease and some cancers.

3. As well as frying, include some **steamed, boiled or grilled dishes** among your range of starters and main courses. The food will taste great, give customers more choice and you will save money by using less oil!
 - Many restaurants offer starters like grilled dumplings and vegetable soups. Boiled chicken and steamed fish are also proving popular...

“We get lots of requests for dishes with less fat so we started serving dishes like boiled satay chicken - it tastes really good and is very popular!”

(Hwee L Goh, Forum House Chinese Restaurant, South Cambridgeshire)

4. Try to **avoid frying food twice** - preparing or pre-cooking food in oil increases the amount of fat in the dish. If you need to pre-prepare, then try parboiling meat and chicken first and flash frying to finish it off.
5. Some customers aren’t afraid to ask for what they want, but most are too shy to ask for something that isn’t on the menu. **Highlight on your menus or train staff to tell customers** that they can ask for food to be steamed, boiled or grilled instead of fried, giving your customers that authentic, tasty option.

SALT – It's very important to watch your salt (or sodium) intake as too much can lead to high blood pressure and an increased risk of stroke and heart disease.

6. These products all contain salt (or sodium): -
Salt, MSG, Soy Sauce, Hoi Sin Sauce, Oyster Sauce, Stock, Ketchup
Gradually try to use a little less of these ingredients over time. Instead, use herbs and spices and other ingredients like garlic and ginger to add flavour.
7. Gradually **reduce the amount of salt** you add to vegetables, rice and noodles during cooking.
Customers won't notice if you do this gradually, try adding just a little less each week and aim to reduce salt by a half within a year.

VEGETABLES – Vegetables are good sources of vitamins and minerals and eating plenty can help prevent heart disease, stroke and some cancers.

8. Add vegetables to as many dishes as possible. Try to ensure at least a **50:50 split** between meat and vegetables in main course dishes.
9. Try **adding vegetables to boiled rice** to make it more appealing and promote this option in your restaurant.

PROMOTING HEALTHIER OPTIONS

10. **Set menus** - Swap 1 or 2 items on your set menus for healthier options e.g. boiled rather than fried rice, vegetable soup instead of spring rolls.
11. When customers ask for a recommendation, try **suggesting healthier options**.
12. Add a section to your menu, or insert an extra page entitled: "**These options are steamed, boiled or grilled, not fried**" to help customers identify healthier options.
13. If you have drinks promotions, try **offering low calorie drinks**, water or pure fruit juices rather than sugary fizzy drinks.

COMMON PRACTICE TIPS – Did you know these 5 tips are already common practice in most restaurants? Make sure you are keeping up with your competition!

14. Remove the fat from pork, beef and lamb and the skin from chicken wherever possible.
15. Remove salt from tables and counters and provide it to customers only on request.
16. When frying, use sunflower or rapeseed oil as a healthier option.
17. Change your oil regularly, your food will be healthier and taste much better!
18. For healthier chips, use thick, straight-cut chips, fry at 175°C, shake, bang, and drain off any excess fat. Your chips will absorb less fat and you will save money!

Keeping customers happy is important and the best way to do this is by gradually reducing the fat, salt, sugar and calories in your food so it's healthier but still tastes delicious!



给中国餐馆和外卖店的小技巧

如何制作美味、健康的食物，同时节省开支！

健康的饮食对消费者来说越来越重要，按照下面这些提示来做，可确保您在市场中保持领先的地位。

實現至少9個技巧，包括至少一個從每個部分（部分的大小，脂肪和油炸，鹽，蔬菜和促進健康的選擇）

当您掌握一个技巧后，在这个技巧提示框后打钩，并且尝试每隔几个月添加一个新的技巧。

份量 - 食用过多会导致肥胖、糖尿病、心脏病和癌症。

1. 给小胃口的给客人一个选择，除了提供标准的分量外，尝试至少下列之一：
 - 提供特价减量午餐（半份米饭和半份肉）
 - 提供小份饭或儿童份
2. 尽量不要在餐盒中盛放过多的食物或压缩食物到容器中。或者尝试使用一个略小的容器来盛外卖菜肴。
 - 稍微较小的份量仍然会令人满意的，并且会为您节省成本！

脂肪和油炸-高脂肪食物中含有大量的热量，这可以使我们发胖，也可能会导致糖尿病、心脏疾病和某些癌症。

3. 在油炸的同时，尽量确保一些蒸、煮或烧烤菜肴之类的食物在您的开胃和主菜食谱内。这会使食物味道更好、给客户更多的选择，并且将在用油上节省开支！
 - 许多餐馆提供烧烤饺和蔬菜汤一类的开胃菜。白切鸡和清蒸鱼也很受欢迎.....

“我们得到很多的要求，都需求低脂肪的菜肴，所以我们开始提供像煮沙爹鸡菜肴服务 - 它的味道非常好，很受欢迎！”

(Hwee L Goh, 中国家餐厅论坛, 南剑桥郡)

4. 尽量避免将食物油炸两遍 - 准备或将食物在油里预先烹调会增加这道菜的脂肪量。如果您需要预先准备，试着先将肉和鸡煮成半熟，然后在油里快速煎炸来完成。
5. 虽然有些客人并不害怕问他们想要的东西，但大部分是羞于要求菜单上没有的食物。在菜单上标识或培训员工告知客人他们可以要求食物以焖蒸、水煮或烧烤来代替油炸食物，为您的客户提供正宗、美味的选择。

盐 - 控制进食的盐（钠）量是非常重要的，因为食盐过多会导致血压高，以及增加中风和心脏疾病的风险。

6. 这些产品都含有盐（钠）：
盐、味精、酱油、海鲜酱、蚝油、高汤（汤精）、番茄酱
试着逐步减少以上成份的使用量。多使用草药、香料和其他调料，如大蒜、生姜来增加菜肴风味。
7. 逐渐减少在蔬菜、米饭和面条烹饪过程中加入的食盐量。
如果您逐渐尝试每周少放一点点盐，在一年中将盐的放入量减少一半，客人不会注意到。

蔬菜 - 蔬菜是维生素和矿物质的良好来源，并且多吃可以帮助防止心脏病、中风和某些癌症的发生。

8. 在每份菜肴中尽量多加蔬菜。在主菜中努力使肉类和蔬菜的比率保持在**50:50**。
9. 试着**将蔬菜加入米饭中**，使其更具吸引力，并在您的餐厅里推广这份菜肴。

推广健康的选择

10. **套餐** - 用健康的烹饪来替代您套餐菜单上一道或两道菜肴，例如提供煮饭而不是炒饭、蔬菜汤而不是春卷。
11. 当客人问您的建议时，尽量建议一些健康的选择。
12. 添加一节到您的菜单上，或插入额外的一页，指出：
“**此类餐是蒸、煮或者烤制，非油炸**”，以帮助客户识别健康的选择。
13. 如果您有饮料促销，设法提供低热量的饮料、水或纯果汁，而不是含糖碳酸饮料。

常见做法提示 - 您知道吗，这5个秘诀在大多数餐馆已经很是常见的做法了？看一看，以确保您和竞争对手保持在同一个水平线上！

14. 尽可能的将肥肉从猪肉、牛肉和羊肉中去除，将鸡皮尽可能的去除。
15. 将盐从餐桌和柜台上移走，只在当客户要求时提供给他们。
16. 当油炸时，使用葵花油或菜籽油作为更健康的选择。
17. 定期更换食用油，您的食物会更健康，口感更好！
18. 制作更健康的薯条，使用较粗、直切的薯条，在175摄氏度的油中炸，用晃动撞击来都抖落多余的脂肪。如此，薯条将会吸收更少的脂肪，且节省成本！

让客户满意是很重要的，做到这一点最好的办法是通过逐步减少脂肪、盐、糖和热量，使您的食物更健康，且仍然味道鲜美！



Department
of Health

Tips on chips

Use best practice and
increase your profits



Following these tips when you're frying can help you:

- save money
- make your chips crispier and tastier
- lower the amount of saturated fat and salt in a portion

Where you see this symbol:  this means the tip could save you money.

Achieve at least 5 tips. Tick the box when you have achieved each tip and try to add a new tip every month. You may already be achieving several of these tips but be prepared to go further and make real changes to help your customers stay healthy.

1. Use thick, straight-cut chips

These absorb less fat, so you use less oil and it's healthier for your customers. 

Make your chips using a cutter with at least a 14mm (just over ½ an inch) cross section.

2. Fry at 175°C

Getting oil to 175°C (350°F) before you start frying gives you crispier, more appealing chips that absorb less fat. That means you use less oil. 

Each time you fry a new batch, let the oil come back up to 175°C before you start.

Overloading your fryer, or adding too much food when you're frying, makes the temperature of the oil drop. That makes the chips greasier and uses more oil. If you use baskets, they shouldn't look more than half full.

3. Check the temperature

Make sure the temperature on your range is accurate. You can do this by heating the oil and testing the temperature in the middle of the oil with a catering thermometer. If you have a range with a thermostat, make sure the probe is clean when you drain the fryer. You should have the thermostat checked as part of a regular service of your equipment.

4. Cook for 5-6 minutes

The cooking time for chips will depend on the type of potato you use, but for thick-cut fresh potatoes cooked at 175°C it's about 5-6 minutes, until the chips are a pale, golden colour. If you cook them straight through and take them out of the oil as soon as they are cooked, they will absorb less fat. And you will use less oil. 

If you decide to blanch some chips to help with a busy service, then you should still use best practice when you blanch and fry at 175°C, allowing the oil to come back up to temperature between batches. This will reduce the fat absorption and help prevent greasy chips.

5. Bang, shake and drain chips

By shaking the chips and banging the wire scoop several times, you can reduce fat absorption by 20% and make your chips crisper. This is because chips carry on absorbing fat after they come out of the fryer. If you bang and shake you'll use less oil, need to top up less often, and need to empty the drain in the chip box less often. 

6. Look after your oil

Try to change your oil before it foams, froths or smokes. It will also change colour, smell rancid or fishy when you heat it and will affect the flavour of the chips.

Follow these tips to keep your oil fresh for longer. Then you will use less oil. 

- Don't heat your oil above 175°C.
- Dry fresh chips for as long as possible after soaking. If you use a potato preparation you will be able to dry your chips for longer.
- Keep fryer topped up with oil.
- Don't 'idle' a fryer at high temperatures, let it cool to 100°C and cover it.
- Sieve the oil every time you fry a batch and throw the scraps away.
- Filter your oil often, ideally once a day.

For information on changing oil safely, see www.hse.gov.uk/pubns/cais17.pdf

7. Fry chips on their own

If you fry foods like sausages, chicken and anything in breadcrumbs, don't fry these in the same oil you use for chips as they will affect your oil quality. Gently shake any food in breadcrumbs before you fry it to knock off any loose bits – this will help keep your oil fresh.

8. Use a liquid oil

The more saturated fat in your oil, the more saturated fat there will be in your chips.

Liquid oils such as sunflower and rapeseed have about 10% saturated fat. Solid oils such as palm oil or beef fat have about 50%. Some suppliers provide palm oil blends (a mix of palm and other oils) that have about 30% saturated fat. If you choose sunflower or rapeseed oil, you need to use a 'high oleic' version, as these are more stable (provided you look after your oil well).

Whichever oil you choose, always make sure it is not hydrogenated.

But what about the taste?

Worried that your customers won't like the taste? Did you know that previous winners of the Perfect Portion Awards, voted for by customers, fry with rapeseed oil?

9. Cut down on salt

Lots of people are trying to cut down on the amount of salt they eat. You can help your customers to do this by doing these things.

- Use a salt shaker with fewer holes – just ask your supplier if they provide five-hole tops.
- Ask your customers if they want salt before adding it.
- Don't add salt to batter mix. If you buy batter mix, check the ingredients and try to choose one that doesn't contain added salt or sodium.
- Read the label on foods like sauces, sausages and pies and choose the one with less salt (or it might say 'sodium'). If there's no information on salt, ask your supplier.

10. Size matters

Offering different portion sizes makes good business sense. Maybe you could offer small cones, for people with smaller appetites, as well as regular and large trays. This will allow you to charge more for the bigger portions. It might also help your lunchtime trade when some people only want a small amount to eat. Make sure your staff are certain about portion sizes or they could be giving away extra chips – and your profit. 



Sandwich tips

Serve healthier food and increase your profits

Following these tips will help you to:

- make your sandwiches healthier
- offer more choice to your customers, helping you to compete in the market
- make more money from the sandwiches you already sell

Where you see this symbol:  this means the tip could save you money.

Achieve at least 10 tips. (Or at least 50% of tips that are relevant to your business). Tick off each tip when you have achieved it and try to add a new tip every month.

You may already be achieving several of these tips but be prepared to go further and make real changes to help your customers stay healthy.

Start with the right bread

1. Try using wholegrain, wholemeal, malted wholegrain or brown bread as standard, unless customers ask for white. You could even offer white bread made with added wholemeal flour.
2. Choose a bread that has less than 1g salt per 100g (or less than 0.4g sodium per 100g).

Choose the right spread

3. Use low-fat spread, ideally made from sunflower, rapeseed, olive or vegetable oil. Compared with butter, these spread more easily and are lower in fat, especially saturated fat, and cost less. 
4. Choose a spread that has less than 1.13g salt per 100g (or less than 0.45g sodium per 100g).
5. Try making sandwiches without any spread, especially if the filling is moist – or let your customers choose if they want spread. You'll save time preparing your sandwiches and save money by using less spread. 
6. If a customer asks for spread, try to spread it thinly.

Pick the right fillings

By checking the label when selecting ingredients, or making simple changes when making your sandwiches, it's easy to reduce the levels of salt and fat, especially saturated fat.

Labels

7. Check product labels and choose foods that are lower in salt, fat, saturated fat and sugars when you can. Or ask your supplier to help you! If a product is high in one or more of these, this doesn't mean you shouldn't use it – just try to use it in smaller amounts.

Size matters

8. Think about the size of your portions and if you're being too generous. Have a set portion for each filling (e.g. a certain size of scoop/spoon, or a fixed number of slices/pieces) and follow it strictly – this could help you save money. 

If you're mixing two fillings (e.g. chicken and bacon) you don't have to use a full portion of each – try using a bit less. Good staff training is essential to getting this right.

How to make some common fillings healthier

9. Cheese	<ul style="list-style-type: none"> • Swap to reduced-fat hard cheese or a cheese naturally lower in fat, like Edam. • Swap to reduced-fat cream cheese. • Use less of a stronger cheese like mature Cheddar – with strong cheese you can get lots of flavour from a smaller amount. • Use grated cheese instead of sliced – this can mean you use less cheese and it will add volume to your sandwiches. 
10. Mayonnaise and salad cream	<ul style="list-style-type: none"> • Swap to reduced-fat mayonnaise or reduced-fat salad cream (most are similar in price and taste). <ul style="list-style-type: none"> ➢ If you don't want to use a reduced-fat mayonnaise, try picking a standard mayonnaise with lower fat and saturated fat levels – often these are from the 'basic' or 'value' ranges, so this may also save you money. • Using less mayonnaise in sandwiches is another way to reduce the amount of fat and saturated fat the sandwich contains and also saves you money. 
11. Pre-made fillings, pickles, sauces and condiments	<ul style="list-style-type: none"> • Check the label and choose products that are lower in salt, fat and saturated fat. There can be a big difference between products.
12. Meat and fish	<ul style="list-style-type: none"> • Offer leaner meats like ham, beef, turkey and chicken without skin. • Where there is visible fat on a product try cutting it off – it looks nicer to the customer and is healthier too. • Bacon, ham, and other cured and smoked meat and fish can all be high in salt, so try to pick those with lower salt levels and try using less in sandwiches.
13. Salad	<ul style="list-style-type: none"> • Offer salad (e.g. lettuce, tomatoes, cucumber) in every sandwich. It's a good way of making your sandwiches look more appealing and of using less of the expensive filling, like meat and fish. 

Snacks and drinks

These are a great way to get your customers to buy their extras with you, increasing your profits. Providing a range with healthier options, could give you the competitive edge.

14. Try providing a range of healthier snacks like fresh fruit, dried fruit, and unsalted nuts.

15. Try offering a selection of baked crisps and snacks – they're not fried so have a lower fat content than standard crisps.

16. Offer smaller-sized packs of crisps, chocolate bars and other snacks and drinks so customers can pick the size that's right for them.

Attractive displays

17. These are a simple way to promote the range of healthier options that you offer. Putting fruit and healthy snacks in prominent areas or near where customers stand may boost their sales and your profits. And try putting healthier drinks like water and no-added-sugar drinks and juices at eye-level in fridges.

Promotions

Meal deals and other promotions can help you compete with the larger retailers and they're a great way of encouraging your customers to pick something healthier to eat:

18. Advertise healthier snacks like fresh fruit, dried fruit, unsalted nuts and healthier drinks like water and no-added-sugar drinks with meal deals.

19. Have promotional sandwiches (e.g. sandwich of the day/week) that are also healthy, such as lean meat, tuna, hard-boiled egg, and cheese such as Edam, mozzarella, and reduced-fat cream cheese with salad.



Healthier Catering Tips for Restaurants and Takeaways not covered by sector specific advice

Achieve at least 10 tips, including at least one from each section (Fats & frying, Salt, Fruit & vegetables, Portion size, Promotions). Or achieve at least 50% of tips that are relevant to your business.

You may already be achieving several of these tips but be prepared to go further and make real changes to help your customers stay healthy.

Tick the box when you have achieved a tip and try to add a new tip every month.

Fats and frying – High fat foods contain a lot of calories, which can make us put on weight. This can lead to diabetes, heart disease and some cancers

1. Use a healthier oil for frying like rapeseed or sunflower oil as these contain less saturated fat. (Make sure it contains less than 15g saturated fat per 100g).
2. Use lean mince or drain off the fat, trim excess fat from meat and remove skin from chicken whenever possible.
3. Offer to grill or bake food instead of frying (e.g. grilled fish, bacon and sausages). Make this option clear on your menu. Some customers prefer it and it's healthier!
4. Make sure you use lower fat varieties or smaller amounts of these products:
 - Cheese (*try a strong cheese or grated cheese – you'll use less and save money!*)
 - Cream (*try single instead of double cream or half-fat crème fraîche*)
 - Milk (*use skimmed, 1% fat, or semi-skimmed as a default*)
 - Butter/Spreads (*use light spreads or less butter*)
 - Yoghurt (*choose low fat or fat free natural yoghurts*)
 - Mayonnaise (*swap to light mayonnaise – it has up to 60% less fat!*)
 - Dressings (*choose light varieties or use less oil in homemade dressings*)

If you need to deep fat fry, for the best results:

5. Ensure the oil is heated to the correct temperature (175°C for chips). Too low and it will absorb too much fat, too high and it will spoil your oil.
6. Shake, bang and hang the basket before serving to drain off excess fat.
7. Sieve the oil after use, filter it regularly and change the oil before it foams or smokes.

Salt – Too much salt can lead to high blood pressure and an increased risk of stroke and heart disease

8. Remove salt from tables so customers don't just add it automatically; keep some on a separate table or behind the counter for customers who request it.

9. Add less **salt** and **salty ingredients** to meals over time. Ingredients like stock, ketchup, mustard, gravy, seasoning packets, and soy sauce can contain a lot of salt so be careful how much you use. If you're concerned your customers won't like the taste, you can cut down in gradual steps, using less and less each week.
10. Don't add salt when boiling rice, pasta, potatoes or vegetables.
11. When you buy in food from a supplier (e.g. bread, bacon, sausages, cheese, ham, ready meals, desserts, etc.), check the labels and choose options with less salt or ask your supplier for lower salt varieties.

Fruit, vegetables, wholegrains – These are good sources of vitamins, minerals and fibre. Eating plenty can help prevent heart disease, stroke and some cancers

12. Always include at least one portion of vegetables as part of a meal.
13. If you offer meal deals or special offers, try including a salad, a piece of fruit or a fruit salad instead of promoting less healthy snacks like crisps, chocolate, chips etc.
14. Add or increase the amount of vegetables, lentils or beans in dishes like soups, stews and rice. They are cheaper than meat and fish so could save you money!
15. Make sure wholegrain carbohydrates (e.g. wholemeal bread, wholewheat pasta and brown rice) are available and promoted.

Portion size – Eating too much can lead to obesity, diabetes, heart disease and cancer

16. Think about the size of your portions and if you're being too generous. Have a set portion for each ingredient and make sure your staff stick to this (e.g. a certain size of scoop/spoon, or a fixed number of slices/pieces) – this could help you save money.
17. Make small portions or children's portions available to everyone. (Make sure this option is clearly advertised to customers).

Promotions

18. Promote healthier options with more fruit and vegetables and sensible portions. You don't necessarily have to advertise them as healthier but study your menu and make sure the healthier items **stand out** and are **good value**. Don't offer discounts and special deals for food or drinks that are high in fat, salt or sugar (e.g. deep fried foods, salty foods like bacon and sugary desserts or snacks).
19. Make sure 'meal deals' include water/low sugar drinks instead of sugary drinks. If you don't have meal deals, offer water/low sugar drinks at a cheaper price and make sure they are displayed at eye level where appropriate.

Following these tips will help you serve your customers healthier food that tastes great!

How local authorities can sign up to the Responsibility Deal

30. As set out on page 14, local authorities may wish to use this material to review and broaden existing healthy living schemes or to create a new scheme for local businesses. Alongside this toolkit, we are launching a new collective pledge (S1) which allows local authorities, or other organisations with local networks, to commit to using this toolkit to encourage local businesses to undertake activity under the broad umbrella of the Responsibility Deal. Signatories to this pledge would be **national** partners in the Responsibility Deal.

Guided by the Public Health Responsibility Deal Toolkit, we will encourage and support small and medium sized organisations in our area to help their employees and/or their customers to improve their health and wellbeing.

31. As part of this pledge, we would ask local authorities to report on the activity taking place in their area, including the number of businesses which have committed to take action. Instead of tracking this locally, local authorities may choose to support local businesses to sign up to the national Responsibility Deal as **local** partners (see next section). The Department of Health will be able to provide an extract of all the publicly available information relating to organisations which operate in a local authority area who are signed up to undertake local action as part of the national Responsibility Deal.

Sign up and reporting Responsibility Deal activity by national partners

32. All **national** Responsibility Deal partners sign up to five core commitments (listed on the next page). In doing so, they are confirming their support for the Deal's ambitions and committing to take action in support of them where they can. They also sign up to five supporting principles (also listed overleaf), defining the operating principles and processes of the Deal.
33. National partners indicate which of the collective pledges they are planning to undertake. They provide a delivery plan within six weeks of sign up, setting out how they will meet the collective pledges. At the end of April every year they provide an annual update setting out what they have achieved over the previous year (1 April – 31 March).
34. Sign up and reporting are done through the Responsibility Deal website.
<https://responsibilitydeal.dh.gov.uk/>
35. All of the information relating to which pledges partners have signed up to, along with their delivery plans and annual updates, is published. This provides transparency about which companies are Responsibility Deal partners, what action they have committed to, and the progress they have made.

Responsibility Deal Core Commitments

The business community, voluntary sector and NGOs have already done a great deal to help people achieve a healthier diet, increase their levels of physical activity, drink sensibly and understand the health risks of their lifestyle choices. Signatories to the Public Health Responsibility Deal will work in support of the following core commitments in relation to their customers and staff, where relevant.

- 1. We recognise that we have a vital role to play in improving people's health.*
- 2. We will encourage and enable people to adopt a healthier diet.*
- 3. We will foster a culture of responsible drinking, which will help people to drink within guidelines.*
- 4. We will encourage and assist people to become more physically active.*
- 5. We will actively support our workforce to lead healthier lives.*

Responsibility Deal Supporting Pledges

- a) We will support the approach of the Public Health Responsibility Deal and encourage other organisations to sign up.*
- b) We acknowledge that the Deal's strength comes from organisations of different types across varying sectors working together to improve people's health.*
- c) We will contribute to the monitoring and evaluation of progress against the pledges.*
- d) Where we offer people information to help make healthier choices, we will use messages which are consistent with Government public health advice.*
- e) We will broaden and deepen the impact of the Public Health Responsibility Deal by working to develop further pledges in support of the five core commitments*

How local businesses can sign up to the Responsibility Deal

36. Small and medium sized businesses undertaking action from the menus will have the option of signing up to the national Public Health Responsibility Deal as **local partners** (in addition to or as an alternative to signing up to a local authority run scheme).
37. The benefits of signing up nationally include:
- A certificate and letter from the Secretary of State for Health
 - Promotion through the national Responsibility Deal website
 - Opportunities to network with other organisations at Responsibility Deal network events
38. Partners signing up to undertake actions from the menus of local actions would be asked to sign up to the Responsibility Deal's five core commitments (set out below) and indicate which activities from the menu of actions they were planning to undertake.

Responsibility Deal Core Commitments

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- 4. We will encourage and assist people to become more physically active.*
- 5. We will actively support our workforce to lead healthier lives.*

39. At the end of April every year they would be asked to provide a brief, free text, update setting out what they achieved in the previous year (1 April – 31 March) through the Responsibility Deal website.

Criteria for signing up to the local pledges

40. The actions for local partners set out in this document are open to organisations that meet all of the following criteria:
- they are small and medium sized enterprises (SMEs) – defined as organisations with fewer than 250 employees;
 - they do not have a national presence; and

- for activity relating to food and alcohol, they are undertaking the minimum level of activity (set out under each menu).
41. Organisations which have more than 250 employees, or have a national presence, should be able to sign up to the existing Responsibility Deal pledges as national partners (see <https://responsibilitydeal.dh.gov.uk/>).
 42. Generally, franchises will be treated as one business for these purposes. However, where they have sufficient local discretion (for example, leased pubs usually have discretion over the food they serve) they will be eligible to sign up as a local partner providing they meet the criteria above.