

Blackpool's Healthier Catering Award



Rachael Wilkinson (ANutr)

Working towards a healthier Blackpool



Aims of the Award

- Developed as a primary prevention for tackling obesity levels in Blackpool.
- Target the ill health which is associated with eating a poor diet to save the Council money in the long term.
- Transform the food environment through informed choice.
- Reduce levels of total fat, saturated fat, sugar and salt across the menu.
- Increase fibre and fruit and vegetable intake.
- Ensure businesses attract customers and maintain profits.

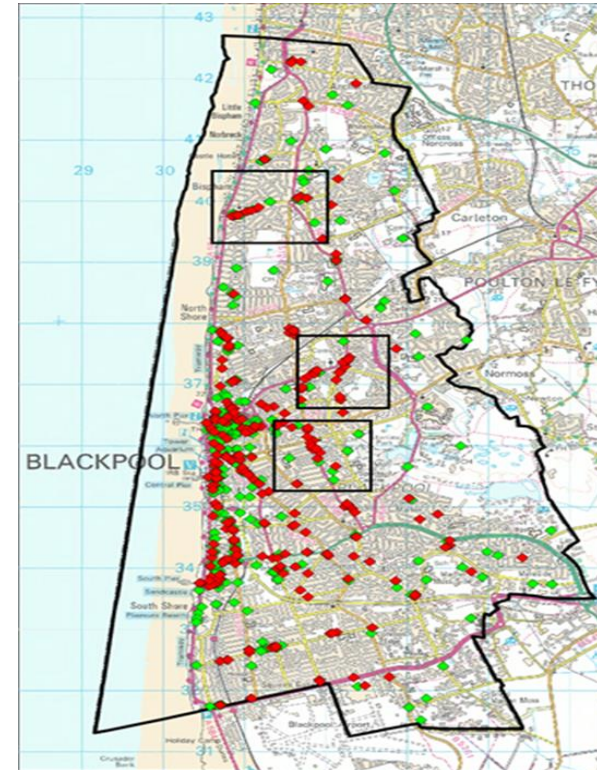


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Development

- Community development approach;
 - Award developed through a multi agency working group.
 - Pilot site and establishments selected to maximize impact on residents in deprived wards.
 - Logo designed by a local high school student.



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BlackpoolCouncil

PUBLIC HEALTH



Award overview

Must have a Food Hygiene Rating of 3 or above

Stages of the award

1. Certificate of Commitment
2. Standard award level
3. Excellence award level



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Blackpool's Healthier Catering Award

Proud to have achieved the Healthier Catering Award

Awarded: _____ **Issued:** _____

Making the same great food healthier for you
www.healthierblackpool.co.uk



Registered establishments

Those registered to date include a variety of small and large establishments including;

- The Sandcastle
- Workplace restaurants
- Colleges
- Blackpool Victoria Hospital
- Children's Centres



Department
for Work &
Pensions





Achievements

- Stopped frying 19 out of 20 available breakfast items
- Profit of +£1300 for sales of bottled water in comparison with fizzy drinks
- Adaptations to a home-made flapjack recipe, which removed 499 calories per portion
- Meal deal adaptations
- Lunches served with a side salad
- Fresh fruit available and displayed on the counter



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Why be involved?

- Competitive business edge
- Achieving cost savings
- Increasing your customer base
- Increasing your profit
- Commitment to social responsibility
- Local publicity and networking opportunities
- Partnership opportunities



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Healthier Catering Award

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