



healthyliving
award
the sign of **healthier** food

information 



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What is the **healthy**living award?

The **healthy**living award is a national award for the foodservice sector in Scotland that rewards caterers who make it easier for their customers to eat healthily when eating out. Eating out plays an important and increasing part in people's lives and what people are increasingly looking for is good healthier food. So by becoming involved with the **healthy**living award you will be responding to consumer demand and playing a part in changing the Scottish diet for the better.

This national initiative, backed by a consumer advertising campaign, is an opportunity not to be missed. And simple changes in the way you work could make a significant difference to your business. It is good for your customers, good for your staff and good for your business - can you afford not to apply?

Who runs the award?

The award is managed and delivered by the Scottish Consumer Council and funded by the Scottish Executive. The award is an integral part of the Scottish Executive's **healthy**living campaign, so you can enjoy the benefits of being involved with a high profile campaign with widespread recognition. The **healthy**living award also benefits from the backing of NHS Health Scotland, Food Standards Agency Scotland and the Scottish Food Enforcement Liaison Committee.

Who can apply?

The award is free and open to all types* of food service outlets in Scotland, including workplace restaurants, cafes, sandwich shops, restaurants, and other places that sell prepared food. So whether you serve 10 customers or 1000 customers each day, the award can be of benefit to you.

* The award is closed to a small number of establishment types, such as schools, nurseries and in-patient hospital catering.

Aims of the award

The **healthyliving award** works with food service outlets across Scotland to promote healthy eating outwith the home and make it easier for people eating out to know where to go for healthier food.

The **healthyliving award** 'apple' logo is the sign of healthier eating, whether it be a sandwich lunch, eating at work or eating out. The award shows your customers that you have used healthier ingredients and food preparation methods, and makes it easier for them to identify where they can find healthier food.

The award has two main goals:

- To make the food you serve generally healthier by making broad changes to how food is prepared;
- To help customers make informed choices about food by including healthier items on your menu, which are clearly identified.

The award will reward you for your efforts and success in achieving these goals, so your customers won't be the only ones to benefit.

Why should I apply?

Good for you and your business; the **healthyliving award** can give you:

- Public recognition for achieving the award;
- Association with the widely recognised **healthyliving** brand;
- Increased customer satisfaction;
- An enhanced image as a responsible health conscious business;
- The ability to satisfy growing demand for healthier choices;
- Improved knowledge of healthier food and catering practices within the catering team.

Good for your customers; the **healthyliving award** can give your customers:

- A guarantee of being able to make healthier food choices in your establishment;
- A clear association between the **healthyliving award** logo and healthier food choices;
- More control over the food they eat;
- Confidence that broad changes have been made throughout the food offering to make it healthier.

What will I need to do?

To achieve an award there are certain conditions that you must meet. These conditions are based on the general principles of a healthy balanced diet and appropriate sales promotion and marketing activity to encourage and support healthier eating.

Achieving the award will involve making the food you serve generally healthier by making broad changes to how food is prepared, and by clearly identifying healthier food choices that have been prepared using both healthier ingredients and healthier cooking methods.

To enable you to do this you will need to be committed to ensuring that the following conditions are met:

- Keeping the level of fats and oils to a minimum in the food you serve, in particular saturated fat;
- Keeping the level of salt to a minimum in the food you serve;
- Keeping the level of sugar to a minimum in the food you serve;
- Making fruit and vegetables clearly available;
- Making starchy foods the main part of most meals;
- Providing healthy and nutritious food for children, in places where children are served;
- Making sure that at least 50% of the food you serve is labelled as **healthyliving choices**[®], which are prepared using both healthier ingredients and cooking methods;
- Having an appropriate sales promotion and marketing strategy which works alongside the general principles of the **healthyliving award** and supports healthier eating.

Each condition has a series of individual requirements, which you will need to meet to achieve the award. These requirements are listed in the guidance pack that you will receive once you register. They are also listed on the award website www.healthylivingaward.co.uk

Achieving an award may involve you changing some of your current catering practices to meet the individual requirements. However, you may already be using healthier catering practices and be well on your way to achieving a **healthyliving award**.

How do I get involved?

To become involved with the **healthyliving award** the first thing you must do is **register**. You can register by completing the registration form provided. When you register, you must fill in the 'food hygiene information consent form' provided. By completing this form you are giving your consent for the **healthyliving award** team to obtain details of your business's most recent food hygiene inspection outcome from your local authority environmental health service. To progress on to the next stage of the **healthyliving award** you must meet the required food hygiene standards for the award. These requirements relate to effective food safety and hygiene management.

You can also register on-line at www.healthylivingaward.co.uk

If you want to become involved in the **healthyliving award**, you must:

1. Complete a registration form
2. Complete a food hygiene information consent form

You should return the two forms to:

healthyliving award

Registration

Scottish Consumer Council

Royal Exchange House

100 Queen Street

Glasgow

G1 3DN.

or visit www.healthylivingaward.co.uk and complete these two forms online.

What happens next?

Once you have registered and we are satisfied that you have met the food hygiene requirements of the award, you will be sent a **healthyliving award** guidance pack and a starter pack, which contains some **healthyliving award** promotional resources.

The guidance pack outlines the conditions of the **healthyliving award**, and explains what you must do to meet these conditions. It also gives practical information and advice to help you put the conditions into practice. The award assessment process is explained step by step in the guidance pack.

The starter pack that you will receive will include a 'Statement of Commitment' that you must display in a position that can be seen easily by your customers. This lets your customers know that you are committed to achieving a **healthyliving award**. The other promotional resources included in the starter pack will allow you to highlight your healthier food choices to your customers.

How will I be assessed?

The assessment process has three stages: self-assessment, an assessment visit and confirmation.

Self-assessment

In the initial stage of the assessment process you should use the guidance pack to help you put the award conditions into practice. You must complete a self-assessment questionnaire, which lists all the things you need to do to achieve an award. Before moving on to the next stage in the assessment process you must tackle each of the conditions that are relevant to the food you serve.

Once you have made the relevant changes, and are meeting all of the conditions relevant to the food you serve, you are ready to apply for an assessment visit.

Assessment Visit

Specially trained staff will carry out the assessment visit. An award assessor will contact you shortly after you have applied for an assessment to arrange a suitable time to visit. The assessment visit will include examining the food on offer and the promotion and marketing of that food. The assessor will also talk to members of staff to discuss their understanding of the award and will review a small sample of your recipes.

Confirmation

Shortly after your assessment visit you will be contacted to let you know whether you have been successful in achieving a **healthyliving award**. If you are successful and achieve an award you must agree to the award terms and regulations, which can be found on the award website or by contacting the award team. If on this occasion you are unsuccessful you will be given feedback on your assessment visit, including details of the areas you should work on before applying for another assessment visit.

What else do I need to know?

1. How much does it cost?

Registering for the **healthyliving award** is completely free, as are the guidance pack and assessment visit you receive from the **healthyliving award** team. The **healthyliving award** will also provide you with free resources to help you promote your establishment as a **healthyliving award** holder.

2. How long will it take?

This really depends on your organisation. There is no clear-cut timetable, but we recommend that you work towards achieving an award within 4 to 6 months of registering. If your organisation is already meeting some of the award conditions you may be able to achieve an award in a shorter timescale.

3. We are a small company; can we still apply?

Yes, the **healthyliving award** is open to all sizes of businesses, from very small privately owned organisations to multi-national businesses with outlets in Scotland.

4. Will I need to make lots of changes?

This depends on your organisation. You may already be using some healthier ingredients and catering practices and be well on your way to achieving a **healthyliving award**.

5. We are a large organisation and want many of our sites to apply, is this possible?

If your organisation is part of a chain or contract catering company you can apply as part of a multi-site application. Your company will be given the opportunity to have members of staff trained as **healthyliving award** assessors. These assessors will carry out the assessment visits in all establishments within your company that have applied for a **healthyliving award**. In these circumstances it is important to check that the assessment procedures are being carried out to a consistent standard. Therefore every so often establishments will receive a second visit from a member of the **healthyliving award** team.

Alternatively if you are part of a large company but want to apply for your site only, you can do so by applying on your own. Either way you should complete a registration form and food hygiene information consent form, listing the site(s) applying and return it to the **healthyliving award** team.

6. How long does the award last?

Each award is valid for two years. Once the two years are up your award will expire but you will be invited to re-apply. For the duration of the award, the award conditions must be adhered to. Your award can be removed at any time if you fail to maintain the conditions of the award.

7. When I am working toward achieving an award, what support will I get?

You will receive the **healthyliving award** guidance pack, which contains comprehensive information and guidance on the award. Support will also be available for applicants via a telephone help-line, email and website. We will also supply you with **healthyliving award** promotional resources to help you promote the award and the **healthyliving choices**[®] to your customers.

Quality Assurance

It is important that quality assurance measures are in place to maintain the credibility of the award. All establishments that are successful in achieving a **healthyliving award** must agree to comply with the award's quality assurance procedures, which can include unannounced visits to ensure that award holding establishments are upholding the award conditions. Establishments will be selected at random to receive a visit; if customer complaints are received relating to an establishment's ability to hold an award the establishment may be visited.

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