Bristol Eating Better Business Award

Guidance Document

Contents

Guidance on applying for the Business Award	Page 2
Objective 1: Reducing sugar consumption	Page 4
Objective 2: Reducing salt consumption	Page 9
Objective 3: Reducing consumption of trans, animal and saturated fats	Page 11
Objective 4: Increase consumption of fruit, vegetables, and fibre	Page 16
Objective 5: Availability, marketing and promotion of healthier options	Page 19
Objective 6: Positive steps to improve health and community	Page 23
Objective 7: Reducing food waste	Page 26
Objective 8: Supporting ethical practice and animal welfare	Page 30
Objective 9: Reducing carbon	Page 33
Objective 10: Supporting biodiversity and the environment	Page 38
Objective 11: Supporting the local economy	Page 42
Objective 12: Communicating, training, and working with others	Page 45

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Guidance on applying for the Business Award

This document provides further information and guidance for the Bristol Eating Better Business Award and includes examples for each action to help you to complete the application.

This supports the application which is available at www.bristol.gov.uk/eatingbetteraward

For more information about the award visit www.bristol.gov.uk/eatingbetteraward

If you need help, email bristoleatingbetter@bristol.gov.uk and someone will contact you.

To apply for the award visit: Bristol Eating Better business award

Eligibility

- To apply for this award the business must have a food hygiene rating score of 4 or 5. If you are awaiting a food safety inspection, please let us know in your application.
- You must also be able to commit to all 27 core actions to be able to achieve an award. If your business does not serve the products mentioned in the action, choose the not applicable option. The not applicable option will also count towards your score for non-core actions.
- See the Bristol Eating Better Award core action list. This checklist makes it easy for you to check if you can apply.
- Businesses with more than one premises will need to make separate applications for each address. We have created a separate document to make it easier to apply: BEBA business multi site application form.

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- The application is split into 12 overall objectives.
- Within each objective is a series of actions that you can commit to undertaking which will help achieve our aims. The actions represent practical and easy to undertake measures, and alongside each there will be guidance if relevant.
- There are a total of 70 actions, with 27 being core actions to the award. The award has three levels: Bronze, Silver and Gold. To achieve these awards, you will need to achieve a score of:
    - 35 for Bronze: 27 core actions plus any 8 other actions
    - 49 for Silver: 27 core actions plus 22 actions of your choice, including at least 5 actions from objectives 1-6 and 5 actions from objectives 7-12

○ 63 for Gold: 27 core actions, 9 Core for Gold Actions plus a further 27 actions including at least 10 actions from objectives 1-6 and 10 actions from objectives 7-12

Completing the application

- The application form is available on www.bristol.gov.uk/bristol-eating-better-award and should take you no more than an hour to complete.
- If you're completing the application online, you can save the application as you go along and stop and start as you wish.
- If your business does not serve the products mentioned in the action, select the third option and this will count towards your overall score.
- The application process relies on your honesty however we do audit a small portion of businesses with a visit from the award team.

Once you've applied

- We'll review your application and contact you within 3 weeks. If successful, we'll send you a welcome pack to include a BEBA widow sticker and certificate.
- Award winners will be published on the website and promoted using other media where possible.
- Your award will be valid for 2 calendar years. We'll email you before expiry to remind you to re-apply.
- We'd love to hear about recipe ideas or changes you make in your business to reduce fat, sugar or salt in your food and drink. Email them to us at bristoleatingbetter@bristol.gov.uk so we can share your examples.
- Tell us about any success stories, such as recipe changes or positive customer feedback, as these may be useful for further promotional activities. Email bristoleatingbetter@bristol.gov.uk follow us on Facebook and Instagram.

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Objective 1: Reducing sugar consumption

Objective 1 of the Bristol Eating Better Award outlines 7 actions you can do to reduce the sugar in the food and drinks your business serves. We've come up with some simple tips and ideas to help you do this.

Core action 1.1: Do at least 80% of the soft drinks you sell contain no more than 5g of sugar per 100ml? e.g. naturally flavoured water, diet drinks and home-made iced tea.

'Soft drinks' are those without alcohol, commonly flavoured and sweetened using sugar or sweeteners. This action relates to soft drinks with added sugar such as Coca-Cola classic, Vimto, Dr Pepper, Iron Bru. It does not include drinks without any added sugar, such as natural fruit juices, milk (look at ingredients list to see if sugar is listed).

Check the product label (being careful to read the small print as often labels will only give the sugar in a 'portion' of that unit as opposed to the whole drink, or per 100g) or use the Change4Life App to determine how much sugar is in them.

There are many alternatives to sugary drinks now available on the market or you could try offering home-made naturally flavoured water (for example a slice of lemon or sprig of mint), milk, unsweetened coconut water, home-made iced teas, etc.

Sweeteners are often used as an alternative to sugar (labelled as 'no added sugar' or '0 calorie'). These contain significantly fewer calories, but due to the citric acid in these drinks they are still harmful to teeth. Sweeteners can be artificial (man-made) or natural. You may find some customers try to avoid artificial sweeteners, so you may wish to also offer drinks which use a natural sweetener instead, such as stevia (often listed as steviol on ingredients labels) or are free from sweeteners altogether to maximise customer choice and satisfaction.

Core action 1.2: Do you make sure any processed food ingredients you use are sugar free or reduced sugar, where available (and without artificial sweeteners and syrups as replacement)?

A good way of doing this is to take one sugary product (for example tomato sauce, a certain type of cake, etc) every fortnight and agree to 'shop-around' and see if there's an alternative

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(such as a different brand or type) that is lower in sugar. Ideally try and set up a record to log any swaps that you make – we would love to hear what you do.

Check food packaging to see if food is high in sugar:

- High is more than 22.5g per 100g
- Low is less than 5g per 100g

Try using the Food Smart App by Change4Life to help.

Examples of some foods with hidden sugars include soups and sauces, alcohol, bread, salad dressings, smoothies.

An example of a healthier swap is to only buy tinned fruit sweetened using natural juices, not syrups, and always drain well, or to swap traditional tomato sauce or baked beans for the lower sugar version.

Core Action 1.3: Do you encourage customers to add less sugar to hot drinks? For example, removing sugar from tables, providing half teaspoon sized sugar sachets or natural sweeteners.

Examples of how you can do this include:

- supplying loose sugar rather than sugar cubes and small serving spoons
- removing sugar from customer tables
- providing half teaspoon sized sachets
- providing natural sweeteners (such as stevia) as an alternative, plant-based sweeteners such as stevia are 200 to 300 times sweeter than sugar and are calorie free
- switching syrups to those containing artificial sweeteners instead of sugar

If your customers use less sugar, this will save you money!

Action 1.4: Are all your fruit juices pure, unsweetened and no larger than 150ml or 330ml of fruit juice diluted with water?

Check the ingredients label - many fruit juices have added sugar and these ones should be switched for something else.

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Even unsweetened fruit juices can be very high in free sugar (half a pint of orange juice contains 20g sugar - that's two thirds of an adult's daily allowance!).

For children it is recommended that unsweetened fruit juices are diluted 1 part juice to 1 part water.

Action 1.5: If you sell cakes, chocolate bars, and similar products, do you display them away from the counter and are they the smallest size possible? E.g., cakes with less than 27g of sugar, smaller portion sizes and chocolate bars at 99 calories or less.



Try and offer your customers the choice of being able to buy smaller sized chocolate bars or sweet packets. Many bars now come in 99 calorie sizes, or even 'fun sizes'.

For other products, such as cakes, have a look at the portion and size and see if you think it's reasonable. Would you be able to eat it in one go? If the packaging doesn't tell you how many calories are in it and it's a local supplier, you may be able to ask if they can tell you how much sugar is in each portion and ask if they can make sure it doesn't exceed 27g (5 tsp) sugar per portion, or more ideally 20g. They can achieve this by reducing added sugar or downsizing portions.

Kcal and sugar of some typical confectionary bars & packets (correct as of September 2022):

Name	Weight (grams)	Kcal per portion	Sugar per portion (g)	Sugar per 100g (g)
Cadbury's Dairy Milk	45	240	25	56
Cadbury's Crunchie	40	186	26	65
Cadbury's Fredo	18	95	10	56
Aero Milk chocolate Bar	36	194	21.2	57.6

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Nestle Kit Kat 4 finger milk	41.5	209	20.5	49.4
Nestle Smarties: Note 2 portions in a packet	38	178	23.8	62.8

Source: www.cadbury.co.uk/products, Chocolate and Confectionery | Nestlé (nestle.co.uk)

Action 1.6: Do you sell healthy snack options that are 100 calories or less? E.g., fruit portions, popcorn, natural yoghurt, whole wheat crackers, pumpkin seeds, roasted crisps, low salt nuts.

Healthy snacks could include fruit portions, pistachios, yoghurt, whole wheat crackers, pumpkin seeds, roasted crisps. Examples of portion sizes of healthy snacks you can provide are:

- Packet of grapes (30 grapes is 100 calories)
- 4 dates
- 1 cup of berries
- 300g watermelon
- Almonds (14 is equivalent to 100 calories)
- Cashew nuts (11 is equivalent to 100 calories)
- 1 apple is 70 calories
- 3 tablespoons of dried cherries is 75 calories

Source: Low calorie snacks ideas on Pinterest | 80/20 Wellness Plan

Action 1.7: Do you sell healthier alternatives to biscuits, cakes and desserts? E.g. fruit, nuts and low fat scones.

There must always be a selection of healthier alternatives available, and these options must be:

- displayed prominently
- displayed adjacent to the cakes and confectionary to which they are alternatives

Instead of sugary snacks and puddings, offer fruit and other low sugar/ savoury alternatives such as plain scones, breadsticks, unsalted nuts, oat or rice cakes, small portions of cheese, etc. Lower sugar items are those that contain less than 22.5g of (added) sugar per 100g. If it's difficult to find lower sugar alternatives, opt for products that have increased nutritional

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benefits (this could include products higher in fibre such as those made with nuts, seeds, cereals, etc). Make sure these products contain less than 250kcal per portion and as little sugar as possible, as some can be very high in sugar (such as those with caramel).

It can be difficult to work out if the sugars listed on the nutritional composition label are 'free sugars' or those found naturally in milk or fruit and vegetable products. Try looking at the ingredients list to see if sugar is listed as an added ingredient (as any added sugar is always a free sugar).

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Objective 2: Reducing salt consumption

Objective 2 of the Bristol Eating Better Award has 4 actions you can do to reduce the salt in the food your business serves. We've come up with some simple tips and ideas to help you do this.

Core action 2.1: Do you take steps to reduce salt in your cooking, using the least possible amount of salt or no salt in your recipes?

Research has found most of our salt consumption comes from pre-made food. By making it yourself you can reduce salt levels. Aim for at least 50% of dishes being made from raw or unprocessed ingredients.

Unprocessed ingredients include fresh/frozen fruit and vegetables, canned pulses and sweetcorn, dried or canned fruit (no syrup), fresh and frozen meat (including diced or minced), fresh and frozen dairy products (including ice-cream and yogurt).

Ideally instead of adding salt, try to use other healthier flavourings such as herbs and spices, lemon juice, vinegar. If salt still has to be added, do so sparingly.

Never add salt if salty ingredients have been used, such as cooking sauces, stocks, bouillon, anchovies or brined meats.

Core action 2.2: Do you only offer salt to customers if they ask and remove salt from tables and front counter.

This applies to all meals and snacks, but particularly for food like chips or sandwiches, where salt is commonly sprinkled on just before serving.

If you use large 'dredger-type' salt shakers, try sourcing ones with fewer holes so that less comes out or only offer salt sachets which contain less salt than free pouring salt shakers.

Remember salt is a matter of taste - it's easy for a customer to add more, but if something's too salty you may lose a customer.

Using less salt will save you money.

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Core Action 2.3: Do you always make sure the processed food ingredients you buy are salt-free or reduced salt? e.g. lower salt soy sauce, reduced salt baked beans, tinned fish in spring water (rather than brine) or low salt stock.

An easy way to do this is to take one 'salty' product each fortnight, such as soy sauce, salt and vinegar crisps or pizza and 'shop-around' to see if you can find an alternative brand or product that is lower in salt. Ideally keep a log of your swaps.

Check the label:

- High is more than 1.5g salt (0.6g sodium) per 100g, these foods may be colour-coded red
- Low is 0.3g salt (0.1g sodium) or less per 100g

Examples of healthier swaps are tinned vegetables or fish canned in water with no added salt, low-salt stock cubes, unsalted butter.

Action 2.4: If you sell snacks, are they the smallest size possible and do you have some lower salt options? E.g. low salt crisps and unsalted nuts.

Consider displaying some healthier alternatives to high salt savoury snacks such as crisps and nuts. Examples of these include breadsticks, rice cakes, low-salt crisps, fruit, seeds, roasted chickpeas, fruit smoothies, kale chips, etc.

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Objective 3: Reducing consumption of trans, animal and saturated fats

Objective 3 of the Bristol Eating Better Award outlines 6 actions you can do to reduce consumption of trans, animal and saturated fats in the food and drink your business offers. We've come up with some simple tips and ideas to help you do this.

Core action 3.1: Have you cut out or minimised the amount of saturated fat in your recipes? For example, low saturated fat products have 1.5g of saturated fat or less per 100g.



Look at Nutrition labels on the front and back of packaging can help you cut down on saturated fat. Look out for "saturates" or "sat fat" on the label.

Aim to choose products with green or amber for saturated fat. There can be a big difference in saturated fat content between similar products.

Choose the food that's lower in saturated fat. Serving sizes can vary too, so make sure you're comparing like for like. The easiest way to do this is by looking at the nutritional content per 100g.

Examples of food swaps are:

- spaghetti bolognese, use lower fat mince
- pizza, use lower-fat topping, such as vegetables, chicken, tuna and other seafood instead of extra cheese or cured meats like pepperoni, salami and bacon
- eggs, prepare eggs without oil or butter, poach, boil or dry fry your eggs
- yoghurt, choose a lower-fat and lower-sugar yoghurt, there can be a big difference between different products

Source: NHS – how to eat less saturated fat - How to eat less saturated fat - NHS - NHS (www.nhs.uk)

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Core action 3.2: If using meat, have you reduced the amount of red and processed meat, and increased the quality of meat you use where able, in your dishes or on your menu? This could be achieved by: adding more plant based proteins, e.g. vegetables & pulses, lentils, quinoa; using lean meats; trimming fat off meat and buying meat products with 5g saturated fat per 100 grams.

Examples of dishes where this is easy to do include shepherd's pie, bolognese, chilli, stews, burgers, etc.

Excessive red and processed meat consumption causes bowel cancer. An average of 70g per day is recommended. See Meat in your diet on the NHS website. Meat is an important source of protein, however protein can also be obtained by eating pulses which also include fibre (beans, lentils, chickpeas, etc).

Pulses are considerably cheaper than meat so this represents a big cost saving. By using less meat, as well as making the dish healthier, you be cutting down on carbon production and will save money and so should be able to afford to buy better quality meat (For example meeting certain welfare standards) which is an objective later on.

Aim to buy meat products that contain less no more than 5% fat or 5g fat per 100g. For example, this could include minced meat, sausages.



Many people use far more fat than is actually necessary - try reducing it and see if it's affected the taste. Fat is also often added for moisture and sometimes a splash of water, low fat milk or vegetable oil will do the job with minimal impact on taste.

Leaner cuts of meat have higher protein content and are lower in fat, thus lower in calories. As a rule, the more white you can see on meat, the more fat it contains. For example, back bacon contains less fat than streaky bacon.

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Buying healthier options:

- Ask your butcher for a lean cut.
- If you're buying pre-packed meat, check the nutrition label to see how much fat it contains and compare products.
- Go for turkey and chicken without the skin as these are lower in fat (or remove the skin before cooking).
- Try to limit processed meat products such as sausages, salami, pâté and beefburgers, because these are generally high in fat – they are often high in salt, too.
- Try to limit meat products in pastry, such as pies and sausage rolls, because they are often high in fat and salt.

Core action 3.3: Do you use skimmed/semi-skimmed and oat or soya milk as standard?

Ideally use skimmed or semi-skimmed milk as standard when making coffees, with cereals etc. If not, customers should always be offered lower-fat milk (semi-skimmed or skimmed milk).

Non-dairy alternatives to milk have become increasingly popular, having a range of diary alternatives will help meet customer needs.

This is not applicable to children aged 2 to 5 who should still have full fat milk.



Action 3.4: Do you only offer and use products free of Trans Fatty acids? E.g. products without hydrogenated fats including hydrogenated vegetable oil

Check the label: if it contains partially hydrogenated fat, don't buy it. Partially hydrogenated vegetable oil is often used for frying and will contain trans-fats. They’re often described as 'solid' vegetable oils (liquid vegetable oils are fine).

Hydrogenated fats are most commonly found in ultra-processed foods that also have saturated fat, such as margarine, packaged snacks, premade baked foods, ready to use dough, fired foods and coffee creamers.

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Use heart-healthy vegetable or plant oils, such as olive or avocado oil, instead.

Action 3.5: Do you only use healthier cooking methods and if you deep-fry or shallow fry some foods, do you only use unsaturated oils and follow good frying practice?

This is a great way to reduced consumption of saturated fats and make food healthier. Where fats and oils are used to fry food, ensure they're always unsaturated (polyunsaturated or monounsaturated) such as liquid oils based on olive, rapeseed, sunflower, sesame or peanut, and never contain trans-fats (those described as 'partially hydrogenated').

Good oil management can help minimise the harmful effects of deep frying. Follow the Good Frying Guide:

- Ensure frying time and temperatures (165 to 180C) are correct and regularly check thermostats for accuracy.
- If possible, get food such as chips up to room temperature before frying (frozen chips will cool the oil down meaning the chips take longer to seal so absorb more fat).
- Make chips as 'fat' as possible. Thicker chips 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.
- Rinse off starch from chipped potatoes and remove excessive water from products to be fried.
- Constantly and regularly remove food particles by sieving or skimming the oil and by filtering machine.
- Do not use a thick batter because this will increase oil absorption and produce greasy products.
- Use a frying depth of 3.5 inches to 4 inches to enable regular top ups with fresh oil.
- Do not overload the pan to cause major temperature drop (ratio of 1 to 6 food to oil).
- Clean equipment (fryers, extraction vents, etc) regularly and do not leave traces of cleaning chemicals in your pans or on your utensils.
- Cover pans when not in use to reduce oxidation and reduce the temperature.
- Change the oil regularly and use good quality oil.
- Bang, shake and drain excess fat from food before serving.

Looking after your oil and frying technique helps ensure consistently good quality food, maximising customer satisfaction

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Healthier methods of cooking are those that:

- use as little fat as possible AND
- use only unsaturated oils (polyunsaturated or monounsaturated) such as oils which are liquid at room temperature and based on olive, rapeseed, sunflower, sesame or peanut, AND
- try to preserve nutrients (such as microwaving, grilling or broiling, braising, steaming, poaching, baking, cooking on a griddle, or stir-frying)

Use of non-stick equipment can help minimise the need for oils too.

Consider swaps, such as fried chips for oven chips, fried egg for poached egg, fried chicken nuggets for oven cooked ones, etc.

Action 3.6: Do you offer customers the choice of having their food with or without condiments, including offering low fat condiments, dressings or spreads?

Providing customers with a choice of condiments or without encourages them to add less to their meals and will help save you money. Examples of how to do this are:

- Serve regular meals without condiments.
- Add a small charge for condiments.
- Remove condiments from the tables and have nearer the counter.

Providing customers with a wider choice of dressings helps boost customer satisfaction. Be careful when buying low-fat mayonnaise etc. as sugar or salt are often added to replace the fat, so ensure the alternative isn't just as unhealthy but in other ways.

Extra virgin olive oil is by far the healthiest dressing. For example, olive oil has been shown to have a beneficial effect on cardiovascular health, see later action 16. Consider having it available on tables in small bottles. Consider flavoured versions, such as those infused with herbs or chilli, for extra interest.

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Objective 4: Increasing consumption of fruit, vegetables and fibre

Objective 4 of the Bristol Eating Better Award outlines 5 actions you can do to increase the amount of fruit, vegetables, and fibre in the food and drink your business offers. We've come up with some simple tips and ideas to help you do this.

Core action 4.1: Do you offer customers the choice of a portion of salad, vegetables or fruit with all meals?

There are lots of ways you can incorporate some fruit or vegetable into your customer's meals. For example:

- ensure plated meals always come with an inclusive salad or vegetables (and they're not an additional extra)
- sandwiches always have salad included
- introduce takeaway 'meals deals' such as a promotion of fried fish or chicken and chips which have beans, coleslaw, mushy peas or sweetcorn on the side
- offer meal deals that include a sandwich, piece of fruit, plus a low sugar drink
- consider thickening soups, stews and sauces with pureed vegetables as a clever way to include them into a dish
- substitute some of the meat in stews, curries, bolognese or pies for more vegetables (this will also save you money as vegetables are cheaper than meat)
- when making cakes and puddings try using fruit or sweet vegetables (such as beetroot or carrot) as an alternative to adding sugar

Including fruit or vegetables makes a dish look much more attractive and can be seen to offer better value, thus making your customer happier.

Core action 4.2: Do you sell high fibre bread as standard, with a choice of other breads as alternatives where available? (At least 3g of fibre per 100g, per slice)

High fibre breads include wholemeal, granary, rye or high-fibre white bread. Having a selection increases customer choice and also looks appealing to the eye. If you wish to go one step further, see the Real Bread Campaign.

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Make sure your bread provided contains at least 3g fibre per 100g.



Core for Gold Action 4.3: If you serve deserts, do you offer low fat and low sugar fruit-based desserts? E.g., fruit crumbles

Fruit can be in all forms when making a fruit-based dessert, including frozen, dried, canned or fresh. Aim for at least 50% of their weight as fruit.

You may find that often customers feel too full for a rich dessert and by providing the option of a healthier fruit based one, you get people choosing to buy a dessert they otherwise wouldn't have.

Fruit also makes buffets look so much more appealing by adding vibrant colours.



Core for Gold Action 4.4: In your main meals do you include pulses in as many meals as possible either as a main ingredient or on the side? E.g. mains contain at least 2 portions of veg, or 1 portion of veg and 1 pulse

Incorporating pulses into other dishes or offering dishes where the main ingredient is pulses (For example soups, salads, side dishes, stews, dips) is a great way of increasing protein without using meat, and unlike meat pulses also provide fibre.

Pulses are also much cheaper than meat so adding in some pulses and cutting down on the meat will also save you money.

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Research also shows that pulses are associated with a significant reduction in the incidence of diabetes and that they also have a large role to play in reducing obesity related ill-health.

Source: pulses.org

Action 4.5: Do you offer high fibre carbohydrate options? for example: whole-wheat pasta, brown rice, wholemeal chapattis, pancakes or scones?

Offer high fibre carbohydrate options as part of your menu (For example whole wheat pasta, brown rice and wholemeal chapattis). If you are unsure of customer demand, consider offering them alongside as an alternative option to the usual product. If you are a cafe or restaurant, then these alternatives should be made clear on menus.

Consider for example keeping a frozen portion of cooked brown rice so this can be served quickly as alternative thus reducing wastage and optimising customer satisfaction (Note: this should have been cooked and then cooled quickly to avoid production of toxins and reduce risk of food poisoning).



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Objective 5: Availability, marketing and promotion of healthier options

Objective 5 of the Bristol Eating Better Award outlines 9 actions you can do to promote the healthier options your business offers. We've come up with some simple tips and ideas to help you do this.

Core action 5.1: Do you provide healthier options on your menu which are low in sugar, salt and fat? e.g. healthy meals as regular items on your menu

Make sure healthy meals are included as a regular part of your menu. If your meals are low in sugar, salt or fat, this is a key selling point on your menu, make sure customers are aware of the benefits of the food you are serving.

You can promote the healthy means as "meal of the week" to promote the healthier choice.

Core action 5.2: Are healthier options and dietary requirements part of your regular menu and displayed where customers can easily spot them?

Make sure healthier items are displayed in prominent positions or prime locations on menus, counters, fridges, shop floors. You could offer a healthy meal as "meal of the week", display them at the top of the menu or advertise them in multiple locations in your business.

If you've made it yourself from scratch and you know what's in it, this would be a great way to showcase what your business offers and become a unique selling point for your business. You have the opportunity to say if it's healthy and sell why (such as it's low in sugar, salt and saturated fats, high in vegetables and fibre).

Make sure you do not promote foods high in fat, sugar and salt (HFSS) to your customers. The government restrictions on HFSS foods does not allow for multibuy offers on HFSS foods and key locations. Check the government guidance if you're not sure how to do this.

If your business employs over 50 people, make sure you conform to the government's new regulations around HFSS foods. The restriction of HFSS products by location came into force

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on 1 October 2022. The restriction of HFSS products by volume price will come into force on 1 October 2023. To check if your business is compliant see government guidance.

Core for Gold action 5.3: Do children's meal deals include fresh fruit and vegetables or salad, and only include water, milk or unsweetened fruit juices (no larger than 150ml) to drink?

Make sure all children's meals include fruit, vegetables or salad as standard. Offering fruit, vegetables or salad as standard will provide the healthy meal needed by children. A healthy side could include carrot sticks to provide the crunch in a meal, dried fruit such as apricots and apple slices, or fruit portions. Fruit, vegetables and salad can add colour and attractiveness to a child's meal.

On your menu only have drinks available for children which include water, milk and unsweetened fruit juices. Sugar-sweetened beverages often provide no nutritional content and can increase children's risk of tooth decay and other disease, so avoid adding these to children's meals.

Core Action 5.4: Does your menu include a range of vegetarian and vegan options that are clearly labelled on the menu?

A vegetarian diet is one that doesn't include meat. A vegan diet is one that doesn't include meat or animal products. Find out more on The vegan diet on the NHS website.

Make sure you label vegetarian and vegan meals on your menu to allow customers to choose these options. Vegetarian meals are often symbolised by a V symbol, and vegan meals with the VE symbol.

Action 5.5: Do you offer the choice of small portions or small sized products which are cheaper than larger portions? E.g. choice of small meal/product, mini desserts, half potions of cake

Do you offer half size meals for a range of ages and appetites? Examples are light bites, children's portions of adult meals and OAP meals. There will be a range of reasons a customer is looking for a smaller sized portion, by providing this option you cater for a range of needs.

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Make sure all meal sizes are clearly labelled on the menu, to give the customer the option of different size portions.

Offering half portions of cake and desserts will not only reduce the amount of sugar and calories a customer consumes, but more customers may take up the desert option and increase income for your business.

Action 5.6: Do you avoid promoting larger sizes and adding extras, to discourage customers from adding extra calories? E.g. offering small/regular size as standard, not upselling toppings, cream, ice -cream?.

There are lots of ways you can avoid promoting larger sizes and discourage adding of extras, ideas include:

- Offering small and regular size drinks as standard.
- Offer promotions on small and regular size drinks.
- Not upselling drinks toppings and only serve them if the customer asks.
- Have an additional charge for toppings e.g. cream or ice cream – this will help raise money for your business.

Action 5.6: Do hot drink and dessert toppings cost extra?

Consider removing topping from your hot drinks as standard as toppings increase the level of sugar and calories a customer will consume. Removing these toppings as standard and adding charges for toppings will make less healthy choices more expensive and healthier ones cheaper. By removing drinks and dessert toppings you will save money on producing your items, but also the opportunity to increase income charging for toppings.

Action 5.7: Do all standard meal deals, menus, and promotions include fresh fruit and vegetables or salad, and water, milk, or unsweetened fruit juice (no more then 150ml) options to drink?

There are lots of ways you can incorporate some fruit or vegetable into your customer's meals. For example:

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- ensure plated meals always come with an inclusive salad or vegetables (and they're not an additional extra)
- sandwiches always have salad included
- introduce takeaway ‘meals deals’ for example a promotion of fried fish or chicken and chips which have beans, coleslaw, mushy peas or sweetcorn on the side
- offer meal deals that include a sandwich, piece of fruit, plus a low sugar drink
- consider thickening soups, stews and sauces with pureed vegetables as a clever way to include them into a dish
- substitute some of the meat in stews, curries, bolognese or pies for more vegetables (this will also save you money as vegetables are cheaper than meat)
- when making cakes and puddings try using fruit or sweet vegetables (such as beetroot or carrot) as an alternative to adding sugar

Including fruit or vegetables makes a dish look much more attractive and can be seen to offer better value, thus making your customer happier.

Action 5.8: Do all standard meal deals, menus, and promotions include fresh fruit and vegetables or salad, and water, milk, or unsweetened fruit juice (no more then 150ml) options to drink?

Make sure all meals include fruit, vegetables or salad as standard. Offering fruit, vegetables or salad as standard will provide a healthy meal. A healthy side could include carrot sticks to provide the crunch in a meal, dried fruit such as apricots and apple slices, or fruit portions. Fruit, vegetables and salad can add colour and attractiveness.

On your menu only have drinks available for children which include water, milk and unsweetened fruit juices. Sugar-sweetened beverages often provide no nutritional content and can increase risk of tooth decay and other disease, so avoid adding these to children’s meals.

Action 5.10: Are at least 75% of dishes on the menu freshly prepared (on site or at a local hub)?

Are your dishes prepared onsite or at a local hub. Fresh preparation of food means you

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know which ingredients are included in your meal. Freshly prepared food will be lower in processed foods which are higher in sugar, salt and fat.

Objective 6: Positive steps to improve health and community

Objective 6 of the Bristol Eating Better Award outlines 5 actions you can take to improve health. We've come up with some simple tips and ideas to help you do this.

Core action 6.1: Does your menu include healthy options for people with dietary and/or cultural needs which are accurately labelled and full list of ingredients available? For example: gluten free, allergies or halal?

Culturally appropriate foods are safe and nutritious foods that meet the diverse tastes and needs of customers based on their cultural identity. For example, people who identify with Muslim or Jewish religious traditions may want food that is halal or kosher respectively. Culture has many influences and be aware that one person may not represent their entire culture.

Offering affordable, culturally preferred foods, allows customers to choose food that meets their dietary and cultural needs. Improved diet quality may positively impact the health of customers. In addition, other customers have a chance to learn about cuisines that are different than their own and become more culturally aware.

Are all dietary needs and allergens clearly labelled on your menu and staff aware of the allergens in any item. Food allergies have more prominent in the serving and preparation of food laws. Make sure your food is clearly labelled and customers are aware of any ingredients that could affect allergies.

Core action 6.2: We would like to welcome you to the Breastfeeding Welcome scheme as part of your BEBA application.

All businesses can meet the criteria of the scheme by:

- ensuring all your staff know about the scheme

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- displaying a breastfeeding welcome sticker or poster once awarded
- upholding a woman's right to breastfeed by ensuring that if someone complains, the complainant is moved, not the mother

The Bristol Breastfeeding Welcome Scheme aims to support mothers to breastfeed when they're out and about with their babies.

Hundreds of local venues and services, including cafes, restaurants, buses, visitor attractions and community settings have signed up to the scheme to demonstrate that they're breastfeeding friendly. Look out for the Breastfeeding Welcome logo when you're out and about.

Benefits of joining the scheme include:

- access to more families
- knowing that you're doing your bit towards a healthier Bristol by supporting breastfeeding

Action 6.3: If your business serves alcoholic drinks, do you offer non-alcoholic varieties of drinks? E.g. non-alcoholic beers, wine, cocktails.

This includes non-alcoholic beers, ciders, wine and cocktails to provide options and encourage people to choose non-alcoholic alternatives.

Ideas to improve sales of non-alcoholic drinks include:

- Make sure the non-alcoholic drinks are displayed so they can be seen from the bar and support them at point of sale.
- If alcoholic drinks are on offer, provide an equivalent soft drink offer.
- Display non-alcoholic options as part of your menu, not separately as this gives the opportunity to box them off.
- Make sure your staff are confident about offering the non-alcoholic option and are happy to provide information on benefits of the drink to customers.
- Have the non-alcoholic option available on your website and promote these on social media.

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- Offer the non-alcoholic option as drink of the week. Offer free tastings to promote the beverage.

Action 6.4: Are your outdoor areas smoke free?

Your business could operate a non-smoking policy, or provide a smoking shelter out of the way of other customers who are dining.

Ideas to make sure outdoor areas smoke free include:

- Display no-smoking signs in your outdoor seating areas.
- Implement a no-smoking policy and make sure your staff and customers are aware of the policy.
- Train staff on how to confidently challenge anyone breaking the no-smoking policy.

Action 6.5: If you have outdoor areas accessible by children, are they smoke and vape free?

Your business could operate a non-smoking and vaping policy.

Ideas to make sure outdoor areas smoke and vape free include:

- Display no-smoking signs in your outdoor seating areas.
- Implement a no-smoking policy and make sure your staff and customers are aware of the policy.
- Train staff on how to confidently challenge anyone breaking the no-smoking policy.

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Objective 7: Reducing food waste

Objective 7 of the Bristol Eating Better Award outlines 8 actions you can do to reduce your food waste, deal with surplus food, ensure energy is recovered from wasted food, as well as reduce your use of single use plastics and packaging. We've come up with some simple tips and ideas to help you do this.

Core action 7.1: Do you collect your food waste in a separate food waste bin for recycling or composting?

Food waste may arise at various stages of food service, for example kitchen preparation waste, stock wastage, or customer leftovers. Make sure you have a separate food waste bin that captures waste from all these different sources.

It's important to separate food waste from general waste so that the energy from the food can be recovered via anaerobic digestion (a process which generates renewable energy, you can find out more about food waste recycling on the Geneco website) or composting. If food waste is put in the general waste bin it goes for incineration or to landfill. Incineration is not an efficient way to deal with food waste because it has such a high water content and if food waste ends up in landfill, this produces greenhouse gases and contributes to climate change.

Bristol Food Network have compiled a list of waste carriers that collect commercial food waste in Bristol.

Core action 7.2: Do you take steps to reduce your food waste?

Recycling your food waste is important but the best thing you can do both environmentally and financially is reduce it and take steps to stop food becoming waste in the first place.

You could:

- check that your daily orders reflect the peaks and troughs of the week
- order items such as salad and veg according to the seasons
- make sure your stock management system includes date labelling, stock rotation systems, temperature monitoring of storage
- get creative and look for recipes that use up trimmings, such as peelings
- consider offering fewer food lines to reduce waste
- reduce plate and serving spoon sizes for outlets with high plate waste

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- get comfortable with running out of some items
- talk to your customers about what is being left on plates and why
- offer doggy bags or encourage customers to bring their own containers for leftovers
- consider on-site composting if you have space
- train your staff in food waste reduction and create a culture of less waste
- develop a waste minimisation plan for food and packaging and set waste reduction targets

Core action 7.3: For eat in premises, do you provide re-usable crockery, cutlery, utensils and other serve ware

If customers are eating in, providing reusable crockery and cutlery that can be washed and used over and over again instead of throwaway disposable items can have a big impact on the amount of avoidable waste your business generates. For example, provide stainless .steel cutlery, ceramic mugs and plates or glass beakers, or use reusable platters for serving.

For takeaway customers, you could provide incentives for people to bring their reusable cups and containers, such as a discount or a loyalty point scheme. Alternatively, you could charge a small fee for providing disposable cups, containers and cutlery.

You might find you save costs if you can reduce the amount of takeaway or disposable packaging and serveware you have to buy in.

If you're concerned about the cleanliness of a particular cup or container that is presented by a customer, then you could always prepare the food or drink in a standard bowl or mug and then simply transfer it, or if really dirty just refuse it.

Core action 7.4: Do you ensure that any single use containers you provide to your customers are recyclable in Bristol, and encourage customers to bring their own containers and cups?

There are a lot of options available when it comes to takeaway cups and containers and many suppliers with clever marketing and design will have you believe these products are more sustainable than they are. This is particularly problematic when food or drink is being taken off your premises and you can't control how the waste is recycled or disposed of. As not all recycling systems are the same, check with relevant waste contractors whether the containers you are providing can be processed via the recycling facilities that are available to your customer.

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Be wary of switching to packaging or containers made of compostable or biodegradable plastics. These can't go into food waste kerbside collections and if they do, will only get pulled out during a de-packaging process. They also don't break down if they become litter. These materials require very specific, industrially controlled conditions that are only available in a handful of processing sites across the UK - so it's no good spending money on compostable packaging unless you are collecting that waste and ensuring it is processed correctly.

Avoid polystyrene because it cannot be recycled and it easily fractures into smaller pieces if littered.

Core For Gold Action 7.5: If you're taking steps to reduce your food waste, do you have monitoring in place to understand the effectiveness of your food waste reduction actions?

It's useful to monitor and measure your food waste so you can keep track of the impact your actions to reduce the waste are having. Look at kitchen trimmings, overproduction, spoilage and plate waste separately and record the data electronically (where possible). Record daily stats so that you can analyse this for trends and fluctuations.

There are various tech solutions available to help make monitoring simpler, such as the Chefs Eye Tech system which includes a set of weighing scales with a tablet dashboard that takes a picture of the weighed food. All the data is then uploaded to an online dashboard where the information can be monitored and compared to look for food waste trends.

Action 7.6: If you have leftover food which is safe to eat, do you redistribute it either to organisations who help people in need, or to consumers at a reduced price/for free?

There are various local community groups and charities that accept food which is still safe to eat so that it can be shared with people who need it, such as people experiencing homelessness or people living in crisis. You could contact your local community centre or food bank directly to see what food items they accept or FareShare SouthWest who redistribute quality, in-date surplus food across the region.

You could also donate food to one of Bristol's community fridges. Find out more on the Hubbub website, including a map of fridge locations.

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Apps such as Neighbourly, Too Good To Go or OLIO offer an online platform where you can share surplus food with people nearby, either for free or at a reduced price. Signing up to these schemes can bring in new business and lets your customers know you care. If you have surplus cooked food at the end of service that can't be reused, could you give this to staff to take home at the end of their shift?

Core for Gold Action 7.7: Where possible, do you offer customers free drinking water on your counter?

It's a great way to show your customers you care and be part of the movement to eliminate unnecessary single use plastics, whilst at the same time encouraging people to keep hydrated!

Action 7.7: Do you work with suppliers to buy products with as little single use packaging as possible?

By engaging with your suppliers, you can explore how your business can reduce the amount of waste generated by the products you buy from them. If you make regular orders, ask them if they offer reusable solutions that can be collected for reuse each time a new order is delivered.

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Objective 8: Supporting ethical practice and animal welfare

Objective 8 of the Bristol Eating Better Award outlines 4 actions you can do to make sure that farmers and workers producing food are getting paid a fair price and that any animal products you buy are from farms that treat their animals well. We've come up with some simple tips and ideas to help you do this.

Core action 8.1: If you use eggs, are all the eggs you buy free range?

Animals reared in free-range systems have opportunities to enjoy fresh air, exercise and express their natural behaviours. For chickens this means they have freedom to roam outdoors from 9am to dusk and are not confined in cages. This allows the chickens to benefit from daylight and carry out natural behaviours such as walking, wing flapping, dust bathing, perching and nesting.

Look out for the 'British Lion' stamp on eggs and learn how to interpret the codes. This stamp shows that the eggs meet strict UK safety guidelines, including those regarding salmonella. A free-range British Lion egg will have a code '1' on it. Visit the British Lion website for information on where to find this detail on a British Lion egg. Ideally look for free range eggs in pre-prepared products too.

Eggs labelled as organic (with '0' code) go several steps higher again with even better welfare standards such as lower stocking densities and better feed.

Visit Love Free Range Eggs and British Hen Welfare Trust for more information

Core action 8.2: Do you ensure that the fish you serve meet the MSC, ASC or BAP standards?

Some fishing practices have a bigger impact on the environment than others and through overfishing and damaging fishing techniques many fish species and ocean habitats are in decline.

You can also look out for the Marine Stewardship Council's blue MSC label, ASC certified label or, for confirmation that the fish is from a sustainable source. By doing so you'll be helping to protect oceans, livelihoods and fish for the future.

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Core Action 8.3: Bristol is a Fairtrade city. Where tea, coffee, sugar, chocolate and/or bananas are served, are products Fair trade or fairly traded and listed on the menu as Fairtrade or fairly traded? Only N/A if none of these products are served.

The Fairtrade certification system works with farming co-operatives, businesses and governments around the world to make trade fair. For farmers and workers this means things such as workers' rights, safer working conditions, fairer pay and better opportunities for women. For consumers it means high quality, ethically produced products from more sustainable sources.

Products that carry the Fairtrade certification mark meet Fairtrade Standards, are audited, pay a Fairtrade Minimum Price (if the market price falls below this level) as well as a Fairtrade Premium which goes into a communal fund for workers and farmers to use – as they see fit – to improve their social, economic and environmental conditions.

This resource pack can help you source Fairtrade products and the Bristol Fair Trade Network has its own directory of local businesses and organisations using, selling or manufacturing Fairtrade products. You could also develop a purchase list for any staff placing orders to use to ensure Fairtrade options are purchased and de-list non Fairtrade alternatives. If you're engaged with Fairtrade and sourcing Fairtrade products, you might want to consider applying for the South West Fair Trade Business Awards.



Identifying a product as Fairtrade on your menu can help raise awareness to Fairtrade and encourage your customers to look out for the mark elsewhere.

Core for Gold Action 8.4: Is all the meat you serve (including any in pre-prepared products) from farms which satisfy UK

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animal welfare standards? Can you demonstrate the provenance of the food you serve?

Look out for certifications such as:

- Red Tractor (Red Tractor Assurance)
- Farm Assured Welsh Livestock (FAWL)
- Quality Meat Scotland (QMS)
- Farm Quality Assurance Scheme (FQAS) Northern Ireland
- AHDB Beef and Lamb (for English beef and lamb)
- Organic
- RSPCA Assured
- British Poultry Council Duck Assurance Scheme
- EFSIS certification
- Quality British Turkey, in association with Red Tractor



Meat from local suppliers working to the same or better standards as the above is also acceptable. Meat which is free-range is normally reared according to higher welfare standards.

Better quality meat can cost more money, but this can be managed by using less of it. This is better for the planet, better for the animals and better for our health. Try substituting some of the meat you would normally use with extra vegetables, beans or pulses.

Check websites such as Business Benchmark on Farm Animal Welfare, Compassion in World Farming or Farms Not Factories for more information.

To tick 'yes' a definite effort must be being made to buy better meat and whilst the odd exception is allowed, the majority of meat or meat products used or sold must carry some form of welfare accreditation such as those listed above.

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Objective 9: Reducing carbon

Objective 9 of the Bristol Eating Better Award outlines 7 actions you can take to reduce carbon and in doing so help address the climate emergency. We've come up with some simple tips and ideas to help you do this.

Core action 9.1: Are you taking steps to incorporate more plant-based ingredients in the food you serve (to reduce the amount of meat and dairy products on your menus)?

It is widely recognised that in order to reduce carbon emissions from animal agriculture, a shift in our national diet is needed. This shift requires an increase in consumption of plant-based proteins and a reduction in animal sourced proteins, such as meat and dairy products.

Lentils, beans, chickpeas, other pulses, seeds and nuts are a great source of protein and often cost a lot less than meat. Meat-based dishes such as spaghetti bolognaise, chilli or pies are particularly suitable for adding vegetables or lentils to replace the meat. If you do include meat on your menus, try and adopt a 'more veg, better meat' approach by substituting some of the quantity of meat for veg. This way the dish includes less meat so you can use good quality meat, such as free-range or organic.

Think about the language you use on your menus to describe plant-rich or plant-based options as this can boost or suppress sales. Research from the World Resources Institute's Better Buying Lab suggests steering away from terms such as 'meat-free', 'vegan' or 'vegetarian' which can alienate people, and instead focus on making plant-based menu options appealing to a wider audience by describing attributes such as provenance, flavour and appearance.

Also consider how you construct your menus, research from the London School of Economics shows that singling out vegetarian dishes in a separate section on a menu suppressed ordering of those dishes by 56 percent. Instead try and normalise plant-based dishes as much as you can. By having these options available, your food offer will be more appealing to a wider audience which could help attract more customers.

You can also offer dairy milk alternatives to customers, such as oat milk.

Core action 9.2: Do you source in-season produce from the UK as much as possible?

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Sourcing in-season produce that has been grown outdoors in the UK is a great way to reduce your carbon footprint as it cuts food miles and avoids energy-intensive heated growing systems. It can also mean the produce is more affordable.
Before you do your menu planning and ordering you could consult the Eat the Seasons website. You could also display a UK seasonality chart near where you do your ordering and menu planning so you can check it regularly and become more familiar with what is season when.

Core action 9.3: Do you highlight what ingredients/products are in-season on your menus?

Highlighting the seasonality of your produce on your menus can help raise awareness to the importance of seasonal eating among your customers and encourage them to make more seasonal choices themselves. You could offer a seasonal special.

Instead of committing to offering the same vegetables on your menus or reprinting menus each time you have a new seasonal offering available, you could state that dishes come with 'seasonal vegetables' or make a note that fruit and veg are subject to seasonal variation so you can adjust your offer according to what is available.

Core for Gold Action 9.4: Do you take steps to reduce your energy use including and carbon reduction plan.

You could also call this a carbon action plan. It should set out what actions your business will take to reduce carbon across your business and contribute to Bristol becoming carbon neutral by 2030. This doesn't have to be complicated, but the scope and detail of plans are expected to be proportionate to the size of your business. Actions could include:

- switching to a renewable energy supplier
- improving the energy efficiency of your buildings
- developing a travel to work policy
- replacing company vehicles with electric vehicles
- installing solar panels on your building
- upgrading heating systems
- engaging with suppliers about their net zero commitments
- sharing your actions with your customers and network

If your customers are not already asking you how you are reducing carbon emissions, they probably soon will. You could also calculate the carbon footprint of your menu items and display this on your menus to enable customers to make informed choices and raise awareness of lower carbon foods.

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It is unlikely that you will be able to plan every step to net zero now and you may not have control over all possible actions. So, plan for what you can achieve, acknowledge that some areas will be challenging and then revise your plan once you have delivered some changes that reduce emissions.

Visit Bristol's One City Climate Change Ask for more info and details of the support and resources available to help you plan.

Action 9.5: If you need to use a vehicle for your business, do you use sustainable transport options. For example, using a bike delivery service, freight consolidation or electric vehicles.

Transportation is a significant contributor to climate change and air pollutants that are directly harmful to health. There are local emissions generated from using petrol or diesel fuels and emissions during the making of the vehicle. Switching to more sustainable transport options is a step you can take to reduce your business' carbon footprint and your contribution to local air pollution.

There are a number of cargo bike delivery services operating in Bristol. Research by the Active Travel Academy has shown that services provided by cargo bikes in London are 1.61 times faster than that performed by van, which in a year saves over 14,500kg of carbon dioxide (and over 20kg of nitrogen oxides which are harmful to human health). The study also showed that cargo bikes were more time efficient too as cargo bikes had a higher average speed than vans, delivering nearly seven parcels an hour compared to four for vans. These bikes also cut carbon emissions by 90% compared with diesel vans, and 33% compared with electric vans.

Freight consolidation is another way to reduce carbon emissions from transport, as well as realise a number of other benefits such as cost savings. The TravelWest website has lots more information about this in Bristol as well as details about other ways to reduce freight related vehicles.
Switching to electric vehicles can also help reduce your business' carbon emissions. The Go Ultra Low West programme has support available for businesses looking to make the switch.

Using more sustainable transport options will also help your business avoid incurring any costs as part of Bristol's Clean Air Zone. More information can be found on the Clean Air Zone website.

Action 9.6: Have you taken measures to improve the energy efficiency of the appliances you use?

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Making your appliances more energy efficient (whether owned or rented) not only cuts carbon emissions but it can also help reduce energy bills.

Changes that could be made include:

- making improvements to water and space heating systems
- updating old appliances with more energy efficient ones (rated A or above) and ensuring that old appliances are recycled appropriately

If you have an extraction system in your kitchen premises, it should be regularly maintained. Not only will this ensure it is running as efficiently as possible, but a poorly maintained system will impact public health and local air quality through the release of harmful particulate emissions.

Your business might be eligible for green business grants, the West of England Combined Authority (WECA) often has details of these on their website.

Action 9.7: Have you taken measures to improve the energy efficiency of the buildings you use? If you are renting this could include engaging with your landlord to encourage changes.

Making your business's premises more energy efficient (whether owned or rented) not only cuts carbon emissions but it can also help reduce energy bills.

Changes that could be made include:

- switching to energy efficient lighting
- installing motion sensors and timers
- draft proofing via sealing gaps around windows, doors or floor skirting
- improving underfloor, loft and wall insulation
- fitting double or triple glazing
- making improvements to water and space heating systems
- updating old appliances with more energy efficient ones (rated A or above) and ensuring that old appliances are recycled appropriately

If you have an extraction system in your kitchen premises, it should be regularly maintained. Not only will this ensure it is running as efficiently as possible, but a poorly maintained system will impact public health and local air quality through the release of harmful particulate emissions.

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Your business might be eligible for green business grants, the West of England Combined Authority (WECA) often has details of these on their website.

Landlords have a responsibility to meet certain EPC ratings and the government is likely to increase the minimum requirement in the coming years. Landlords will need to plan and invest for this so engage with yours to encourage them to do so now.

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Objective 10: Supporting biodiversity and the environment

Objective 10 of the Bristol Eating Better Award outlines 5 actions you can do to support biodiversity and the environment. We've come up with some simple tips and ideas to help you do this.

Action 10.1: Do you source any certified organic ingredients or products?

Organic farming practices benefit the whole food system by ensuring:

- more environmentally sustainable management of soil, land and the natural environment
- higher levels of animal welfare
- more space for wildlife
- reduced use of pesticides
- no use of manufactured herbicides or artificial fertilisers
- no routine use of antibiotics
- no use of additives or preservatives harmful to health

Organic standards are legally defined, and any food sold as 'organic' must be strictly regulated.

Wherever you see the Soil Association organic symbol you can be sure that what you're buying has been produced to the highest standards and that the food and drink you buy has been made in a way that is better for people, animals and wildlife, and respects the natural environment. Also look out for the green European Union organic logo which adheres to similar standards.

Check with your suppliers to see what organic produce they can supply.

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Action 10.2: If palm oil is unavoidable in a product or as an ingredient, do you make sure all palm oil is certified sustainable by a recognised scheme? e.g. Round table Sustainable Palm Oil certified, European Palm Oil Alliance certified

Clearing land for palm oil crop plantations is causing large scale deforestation, biodiversity loss and human rights abuses, particularly in south-east Asia.

Palm oil is the most commonly used vegetable oil in the world. This is because it has such a high yield compared to alternative vegetable oil crops. It is often used as a cooking oil and is frequently found as an ingredient in pre-packaged food products.

If you do use palm oil or buy products that contain it, make sure you are choosing palm oil that is produced in a way that protects the environment, safeguards biodiversity and benefits people. Current recognised sustainability schemes include Certified Sustainable Palm Oil (CSPO) and RSPO NEXT set by the Roundtable on Sustainable Palm Oil (RSPO).

The RSPO identifies four levels of sustainable palm oil, these are:

- Identity Preserved (100% sustainable with fully transparent supply chain)
- Segregated (100% sustainable with limited transparent supply chain)
- Mass Balance (sustainable and unsustainable palm oil mixed together)
- Credits (buying credits from sustainable palm oil producers)

If you use palm oil in your business, you should:

- source RSPO certified sustainable palm oil
- aim to use segregated or identity preserved sustainable palm oil

You can do this by:

- asking suppliers if they use RSPO certified sustainable palm oil
- looking for the phrase ‘sustainable palm oil' in the ingredients list
- looking for the RSPO logo

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Action 10.3: Do you ensure that none of the products you use are genetically modified, and that they contain no genetically modified ingredients?

The World Health Organisation defines genetically modified (GM) foods as 'foods derived from organisms whose genetic material (DNA) has been modified in a way that does not occur naturally, for example through the introduction of a gene from a different organism'. The worldwide organic movement does not support genetic modification, this is because of the potential risks posed to human health and the environment, and the social and economic impacts of the technology, particularly on small scale farmers.

Genetically modified products are required to be labelled so look out for this on products and check with suppliers if you are unsure. Read about the Soil Association's position on GM crops.

Action 10.4: Do you take steps to make sure that the products and ingredients you buy are not contributing to deforestation?

Forests are home to much of the world's biodiversity and when managed well they support livelihoods and thriving communities. They also absorb carbon dioxide, a greenhouse gas, thus playing a critical role in mitigating climate change.

As well as deforestation for palm oil, one of the major causes of deforestation is clearing land for soy production, predominantly for animal feed. You could therefore avoid buying meat, eggs and dairy products from farms that feed their animals with soy.

Logging operations are another big contributor so make sure any wooden or paper products you provide (such as stirrers, cutlery, napkins or paper) are from a certified sustainable source such as the Forest Stewardship Council (FSC) or are made using recycled materials.

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Action 10.5: If you use solid fuel for cooking, do you plan to switch to a cleaner alternative fuel with lower particulate emissions? Examples of solid fuel are; wood, coal, firewood and pellets. Examples of cleaner fuels are biogas, electricity, LPG, ethanol and natural gas.

Solid fuel includes wood, coal, firewood and pellets.
Cleaner fuels include biogas, electricity, LPG, ethanol and natural gas.

The use of solid fuels for cooking is problematic because the smoke contains particulate matter. Due to the small size of many of the particles that form particulate matter some of these toxins may enter the bloodstream and be transported around the body, lodging in the heart, brain and other organs. Exposure to particulate matter can result in serious impacts to health, especially in vulnerable groups of people such as the young, elderly and those with respiratory problems.

Switching to a cleaner fuel with lower smoke emissions such as biogas, electricity, LPG, ethanol and natural gas will support a cleaner environment and be beneficial to the health of both your staff and customers, as well as those living in and visiting the surrounding area.

It's a common misconception that wood is an environmentally friendly or carbon neutral fuel. Wood as a fuel has a large environmental footprint and is a major source of particulate matter pollution in urban environments. It takes years for the carbon dioxide created by wood burning to be reabsorbed. Significant and harmful emissions are also produced during the production, transportation and manufacturing of wood fuels. Visit the Bristol Clean Air website for more information.

Ensure your kitchen ventilation systems are maintained and working well so that particulate matter generated from cooking, even using the cleanest of fuels, is controlled and filtered appropriately.

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Objective 11: Supporting the local economy

Objective 11 of the Bristol Eating Better Award outlines 4 actions you can do to support the local economy. We've come up with some simple tips and ideas to help you do this.

Core action 11.1: Do you display information about where the food you serve comes from? For example, the local farm/producer, country of origin or sustainable source?

For example, local farms and local producers, country of origin or other sustainable sources.

Displaying information about where the food you serve has come from and how it was produced enables customers to make more informed choices whilst at the same time helping them connect with an often-hidden food system.

Incorporating this detail into meal names (such as strawberries from Cheddar) can also create positive associations with a product and improve sales as many people are very loyal to their local area.

You could also use flyers, newsletters and your website to communicate this information to your customers, or display the information around your premises on menus, blackboards and posters. Why not contact your suppliers to see if they have any photos or display information you can use?

Core action 11.2: Do you source any ingredients and products from local food suppliers and champion local producers (within 50 miles of Bristol) and UK suppliers as much as possible?

The term 'local' includes anywhere within 50 miles of Bristol and for the purposes of this action it also includes the South West region of England (Somerset, Wiltshire, Gloucestershire, Dorset, Devon, Cornwall). Sourcing produce locally helps support local farmers and local businesses.

Look for regional independent producers for fresh produce such as fruit and vegetables, bread, meat, eggs, dairy products, honey etc. There are also a number of local independent manufacturers and retailers of other products that should be supported where possible.

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Examples of local food sources can be found for example on the Bristol Food Producers website.

Products on your menus advertised as being locally or regionally produced should contain at least 50% local ingredients.

It's important to consider that while local sourcing has important social benefits (supporting the local economy, fostering jobs) and can contribute to lower transport related emissions, the method of production can often have a greater impact on the environment than food miles. Make sure you check that your suppliers meet other requirements (such as animal welfare standards) set out in these BEBA actions.

Action 11.3: Are you a Real Living Wage employer?

The real Living Wage is based on the cost of living and acknowledges that everyone needs a wage that meets everyday needs. It's an hourly rate that is independently calculated each year and announced in the autumn. You can find details of the rates on the real Living Wage website.

You don't need to wait to be accredited before you start paying the real Living Wage but if you're paying it you might want to consider accreditation so that your action is recognised. It will mean you can use the logo in your marketing and promotions and benefit from being part of the network. You can hear from a selection of accredited Bristol employers on Bristol's Real Living Wage City YouTube channel about why they pay their staff the real Living Wage. For more information on Bristol living wage city visit the Living Wage Foundation.

The fee to become an accredited real Living Wage employer starts at £60 per year for those with fewer than 10 employees, and increases depending on the size of your business. To find out more about becoming accredited you can fill in an Employer enquiry form.

Action 11.4: Do you employ local people?
'Local people' is defined as people living within the BS1 to BS16 postcodes.

Employing local people can bring multiple benefits, these include:

- improving opportunities for local residents to develop skills and career pathways
- avoiding long commutes for employees and improving their work-life balance
- increasing business resilience by being more likely to have staff available at short notice to cope with absences or unforeseen surges in workload

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- integrating your business into the local community

It may also have a positive effect on your carbon footprint if employees are travelling shorter distances to get to work and therefore able to make use of public transport or cycle.

One Front Door is a Bristol organisation that specialises in working with employers recruiting entry-level and second-level staff from people who are seeking work in the Bristol area. They work closely with colleges, training providers and the back-to-work sector in Bristol and the West of England area to maximise opportunities for employers to recruit from the widest possible pool of potential employees. Visit their website to find out about job fairs and other activities where you can promote your organisation and your jobs.

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Objective 12: Communicating, training and working with others

Objective 12 of the Bristol Eating Better Award outlines 7 actions you can do around communicating, training and working with others. We've come up with some simple tips and ideas to help you do this.

Core action 12.1: Do you seek feedback from customers about the food you serve, to help reduce waste and improve your food offer?

Feedback provides you with the opportunity to hear what your customers think of your food offer and any improvements you can make to attract more customers to your business. When customers feel listened to, they are likely to feel more loyal and recommend your products and services. Therefore, asking your customers for feedback is a key part of the engine that drives growth within your business.

Example questions you could ask include:

- if customers want healthier options
- whether to introduce a specific healthy meal
- what foods to offer for people with particular dietary and cultural needs
- whether they would like fairtrade products, such as coffee
- would introducing more healthy meals encourage customers to visit more often

To improve how you gather feedback, you could train your staff on how to approach customers, how to strike casual conversations and communicate via your communication channels. You could also make sure staff know what questions to ask customers that will reveal answers to the improvement areas that are important to your business.

Customer feedback surveys are a popular way to gain information on your business and can be tailored around a specific goal. As a food business asking customers about the type and range of food on offer, listening to the feedback and altering your menu accordingly not only shows your customers that you care about their experience but can increase your profitability and prevent food waste. Why not offer an incentive to customers to encourage them to give feedback, such as entry into a prize draw.

If you are testing a new dish for your menu, ask your customers what they think so they feel valued and engaged.

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Good customer feedback can support the success of your business and be used in testimonials in promotion materials. It can also improve your customer experience, help you make better business decisions, address customers' ever-changing needs and improve your brand perception and loyalty.

Core action 12.2: Have all employees involved in preparing, serving and selling food completed relevant training or online learning in healthier catering and sustainable food practices relevant to the business?

Training of your employees can provide a boost to the day-to-day running of your business as well as help to make your staff feel invested in. Your staff will be able to increase their knowledge of healthy and sustainable actions they can apply to their day-to-day work. Examples of training that might help you to promote healthier food and drinks, and be more sustainable include:

- Association for Nutrition training
- British Nutrition foundation training
- Nuco Training
- RSPH Level 2 Award in nutrition for health
- NCASS Sustainability in catering

Training your employees about the Bristol Eating Better Award will raise the awareness of the award, actions your business is taking to achieve the award and provide staff with knowledge to promote these practices to customers. The training will also support staff to carry out the necessary actions as part of regular business practice.

Action 12.3: Do you promote your healthier food and commitment to sustainability in store, on your website and on social media (where applicable)?

By achieving a Bristol Eating Better Award, you're demonstrating your commitment to healthier eating and sustainability. It's important to let your customers know about the actions you are taking to achieve the award as it shows that your business cares about improving the health of customers and the environment. This can strengthen loyalty from existing customers and help to attract new customers.

You can promote your commitment by displaying the BEBA logo on your menu and in other visible places on your premises such as in the window or by the till, putting the BEBA logo on

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your website and using it alongside relevant content on your social media and other communication channels such as newsletters. In doing so you are championing BEBA and the standards it represents.

Action 12.4: Do you engage with and/or support the local community on food related initiatives? E.g. community food provision or healthy eating promotions.

There's a vibrant network of food related community initiatives in Bristol, this includes community gardens, food banks, food clubs, community farms and community hubs. Bristol Food Network has produced a list of the community organisations in Bristol, you can contact your nearest one to find out what support they need. These organisations are likely to also have details of other community initiatives operating in the area that would appreciate your business' support.

Some ideas for how you can support community initiatives include donating surplus edible food, sharing resources such as catering equipment and kitchen space, fund-raising, sponsoring and using the services of community organisations such as meeting rooms or venue spaces.

Action 12.5: Do you communicate that you welcome customers with dietary requirements and not refer to dietary requirements as special or restrictions.

You can promote your commitment by displaying a message on your menu, website or social media. Having the message in other visible places on your premises such as in the window or by the till, would also encourage customers with dietary requirements to shop at your stall.

Action 12.6: Are all staff trained on dietary requirements to respond empathetically and helpfully to customers with dietary needs?

Do you train your staff with the full information required by people with dietary requirements, to support their purchase of food at your setting. Research has demonstrated if customers are unable to engage positively with staff about their requirements, they are less likely to purchase your product.

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Action 12.7: For your own employees to be able to eat healthy and hot meals, do you provide fridges to store food in and microwaves to heat food up?

If your premises is able to supply staff with fridges and microwaves, this encourages them to bring healthy food to consume and eat during their brakes. This will benefit the business as staff will be able to eat nutritious food and feel energised for work after their breaks.

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