Dudley food for health

Who do I need to speak to?

Fit Food Fit Life, a community interest company has been commissioned by the Food and Nutrition Team in Dudley Council to work alongside high street food outlets to support them to provide and promote healthy food options. The Food and Nutrition Team will continue to work alongside organisations such as schools, early years and residential homes.

For high street food premises
Fit Food Fit Life CIC
Tel: 07545 020977 or email: info@fitfoodcic.org.uk

For schools, early years and residential settings
Food and Nutrition
Office of Public Health
Dudley Council
Tel: 01384 816491 or email: nutrition@dudley.gov.uk

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Dudley Metropolitan Borough Council
Dudley food for health
The Dudley Food for Health Award is an award for caterers who serve healthy dishes, enabling customers to choose healthy options when eating out.

**The purpose of the award**

The aim is to support local caterers to promote healthy eating and ensure that their customers are offered healthy balanced choices. Having healthy food options is becoming more important as the number of people eating out continues to increase. Over a third of consumers have at least one lunch meal out each week and their demand of a wider choice of healthy food outlets is also on the increase.

**How will it benefit me and my business?**

- Public recognition for achieving an award
- Free promotion in the Dudley Healthy Food Outlet Directory (for high street premises)
- Commitment to serving good quality food
- Better customer satisfaction/ increased sales
- Improved nutrition knowledge and catering skills

There will be opportunities to receive free training, resources and marketing for your premises.

**How do I achieve the award?**

Achieving an award involves meeting certain criteria. These conditions are based on healthy eating principles, for example, the availability of fruit and vegetables, the inclusion of wholegrain foods and the minimal use of processed foods. You may already be meeting these conditions or you may want to make changes to current practices. Changes may be around developing promotion and marketing strategies to encourage healthy eating, using healthier ingredients and improving food preparation skills.

There are three levels of the award - Bronze, Silver and Gold and these are determined by a scoring system. There is also a Platinum Award available for eligible premises. The higher the level, the greater the commitment to providing and promoting healthy choices.

**Who can apply?**

The award is free and open to all types of outlets across the Dudley Borough including restaurants, cafes, pubs, sandwich shops, takeaways and mobile food units. It is also available to educational settings such as schools, early years such as nurseries and childminders and residential settings such as care homes.

You will need to have a food hygiene rating of 4 (Good) or 5 (Very Good) in your most recent food hygiene inspection and carry out at least one environmentally friendly action, for example recycling or using low energy light bulbs.