

## MEMBERSHIP HAS ITS BENEFITS

By becoming an official member of Healthier Options in Bedfordshire we're confident you'll:

- Save money – we'll work with you to reduce your overheads where possible
- Increase your footfall – we'll roll the programme out to ensure that, as a member, you benefit from positive publicity and recognition
- Attract new customers – as soon as you're recognised as a Healthier Options member, word will get around and encourage new customers
- Promote good health – over time you'll enjoy a reputation for healthy menus and even healthier customers



We aim to encourage customers to choose the healthier options on your menu, so by joining us your business will be promoted by our marketing team. You'll also receive a wide range of attractive free merchandise and you'll have the peace of mind of knowing that you're making a real difference to people's lives.

What's more, it won't cost you a penny – your membership and access to support is completely free!



I THINK THE POSITIVE THING IS THAT OUR CUSTOMERS LIKE IT... THEY LIKE THE FRESH SIDE OF THINGS, A BIT OF HEALTHIER FOOD IN COMPARISON TO OTHER BUSINESSES

Healthier Options member



## HEALTHIER OPTIONS FOR YOUR CUSTOMERS



Purchases of 'out of home' food have risen dramatically over the last few decades. The average person eats one in every six meals 'out of home'. Many people would like to be able to eat more healthily but this can be challenging, with an array of hidden fat, sugar and salt as well as increased portion sizes.

Our food choices affect our health and wellbeing, with two in three adults in England overweight or obese. Food outlets can play a role in helping their customers to make healthier choices more easily.

We want to encourage customers to purchase from a Healthier Options member and aim to reduce the confusion of eating out healthily. Customers will know that they can order from you with confidence.

For more information please email  
[healthieroptions@bedford.gov.uk](mailto:healthieroptions@bedford.gov.uk)  
or [healthieroptions@centralbedfordshire.gov.uk](mailto:healthieroptions@centralbedfordshire.gov.uk)  
or visit [www.bedford.gov.uk/healthieroptions](http://www.bedford.gov.uk/healthieroptions)  
or [www.centralbedfordshire.gov.uk/healthieroptions](http://www.centralbedfordshire.gov.uk/healthieroptions)



Bedford Borough Council and  
Central Bedfordshire Council  
working together

Central  
Bedfordshire



University of  
Bedfordshire

**HEALTHIER  
OPTIONS**  
FRESH IDEAS FOR  
BEDFORDSHIRE

**WHY  
YOU  
SHOULD  
JOIN US**

## WHAT IS HEALTHIER OPTIONS?

The Healthier Options initiative aims to help local food businesses make healthier changes to their menu and food preparation.

Healthier Options is free to join and is open to a wide range of food outlets. It awards those that are working to reduce their sugar, fat and salt content, and their portion sizes, while increasing the availability of fruit and vegetables, and those that are making these healthier choices easier for their customers.

Participating outlets will be supported by the Healthier Options team to make a pledge relevant to their business, to implement it for customers and to promote the programme. Where outlets are already making healthier changes this may contribute towards a pledge.

The initiative is delivered jointly by Bedford Borough and Central Bedfordshire Councils with support from other partners. It will be independently evaluated by the University of Bedfordshire.



“IT'S A BENEFIT TO MY BUSINESS AND, YOU KNOW, I REALLY WANT TO MAKE A DIFFERENCE”  
Healthier Options member

# JOINING IS AS EASY AS 1-2-3!

## MAKE YOUR PLEDGE



Start by meeting with your local Food Safety Officer to make a Healthier Options pledge with ten or more intentions. This could be to introduce healthier options into your menus, to reduce the amount of fat, sugar and salt you use in your everyday cooking or to promote healthier drinks in your chiller.

## COMPLETE YOUR PLEDGE



Once you've agreed your pledge with the team, we'll help you complete it within three months. There's no problem with completing it earlier – the sooner it's in place, the sooner we can welcome you on board.



## BECOME A HEALTHIER OPTIONS MEMBER

We hope you'll be proud to receive your certificate and window sticker to confirm that you're an official Healthier Options member! This shows you're committed to making a real contribution towards healthier lifestyles in your area. You'll be added to the list of members on the website so customers know where to find you! We'll keep you informed of more opportunities along the way.



“SMALL CHANGES CAN MAKE A BIG DIFFERENCE FOR BUSINESSES AND THEIR CUSTOMERS”

Public Health, Bedford Borough and Central Bedfordshire Councils

