### **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!

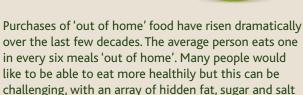


I THINK THE POSITIVE THING IS THAT OUR CUSTOMERS LIKE IT... THEY LIKE THE FRESH SIDE OF THINGS, A BIT OF HEALTHIER FOOD IN COMPARISON TO

Healthier Options member



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
or healthieroptions@centralbedfordshire.gov.uk
or visit www.bedford.gov.uk/healthieroptions
or www.centralbedfordshire.gov.uk/healthieroptions





Bedford Borough Council and Central Bedfordshire Council Working together







### **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.



# 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.





### **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.





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





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

Public Health, Bedford Borough and Central Bedfordshire Councils

