

Healthier Choices for a Healthier You

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A Public Health funded project to address the increased prevalence of unhealthy food outlets in North Yorkshire

In Autumn 2015 North Yorkshire County Council started undertaking work establishing a free to join business certification scheme aimed at supporting and promoting businesses (selling food and drink) who provide healthier choices to their customers.



Business Certification Scheme

The Certification Scheme comprises of a Gold, Silver and Bronze award. Businesses are assessed against a range of criteria that looks not only at the food offered, but how it is offered. Assessment Criteria include:

Increased use of vegetables and salad in meals.	Provide children's meals that are nutritionally balanced.	Lean meats and oily fish offered.	Reduced salt use during preparation.	Removing salt shakers from tables, and only providing on request.	Promotion and visibility of low sugar drinks over products high in sugar.	Reduce oil absorption by maintaining the quality of cooking oils.	Consider alternative cooking methods; grilling rather than frying.

Our members stories



Little Miss Muffins tea room, Selby (Gold award)

Owner Stephanie Turner said "We use fresh products, and felt we already had quite a healthy menu but with guidance from the Healthy Choices team we found we were quite easily able to improve our food choices and make it even more healthy just by making some small changes. Our regular customers have been impressed with our changes and one customer said they fitted in well with the slimming programme she was following".



Hunters of Helmsley, Helmsley (Silver award)

Achieved the silver award but are implementing changes which will mean the award should rise to gold shortly. In addition to new sandwiches such as salmon and avocado, they are also selling healthy salad box options, healthy veg based soups for winter and these are all going to be stickered up as healthy options once the nutritional content has been verified.

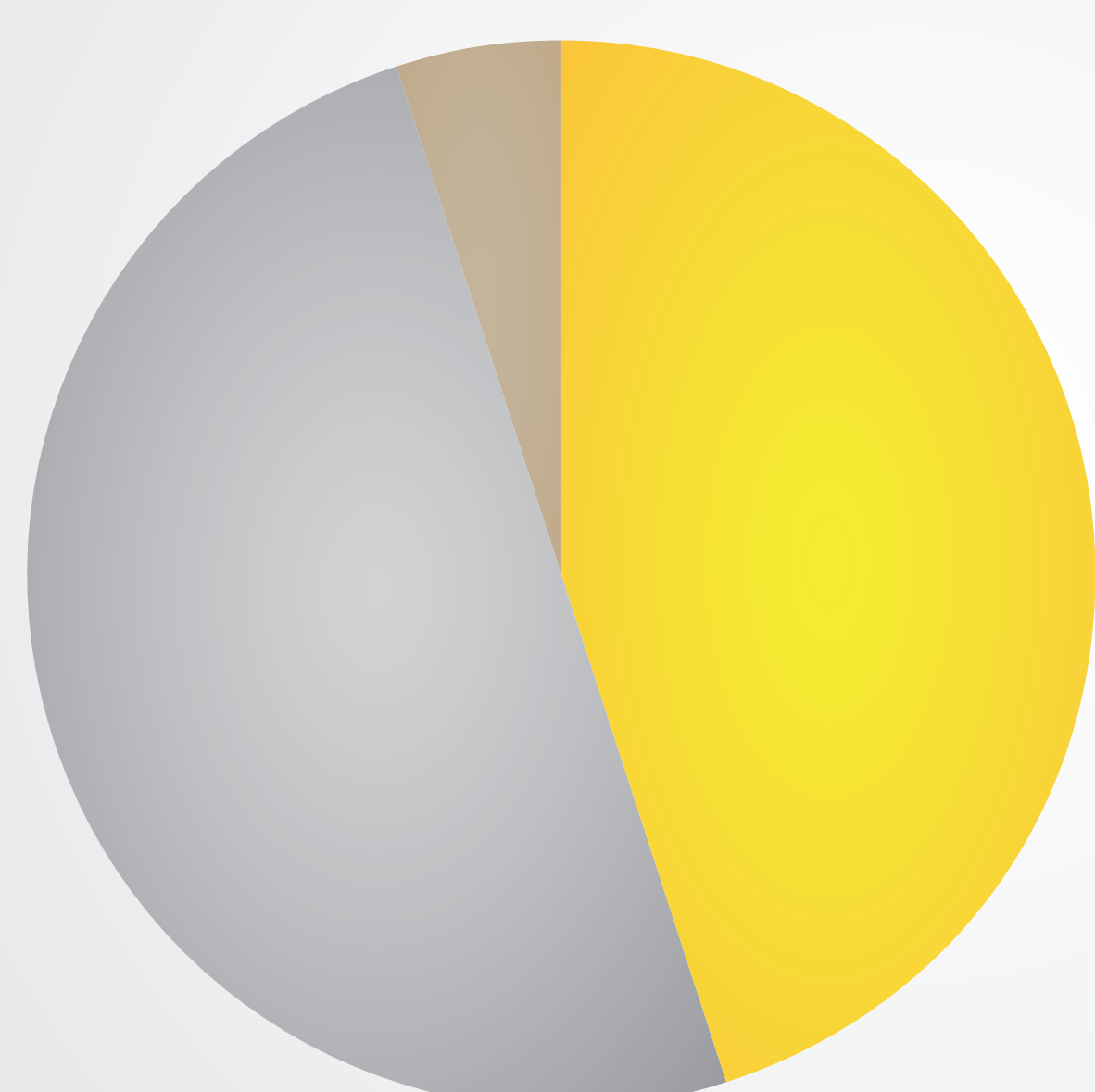


The Buck Inn, Choppate (Gold award)

Situated in a remote village between Stokesley and Helmsley, the owner, Wolfgang, creates dishes to order for his customers. With a focus on locally reared meat and home grown vegetables he goes out of his way to cater for walkers using the Cleveland Way footpath, providing healthy pack lunches and breakfasts upon request.



Member businesses



Takeaway Masterclasses



In order to further address the increased prevalence of unhealthy food outlets of takeaway meals, the Healthier Choices team have hosted takeaway masterclasses in order to work with businesses to improve the healthiness of their dishes by making changes wherever possible.

With the content tailored to those businesses in attendance, giving practical examples of how they can change foods they supply - encouraged by the ideas and suggestions put forward to them - businesses realised that small changes can be easily implemented to improve a variety of aspects of the healthiness of their food.

The first masterclasses took place in Scarborough in October 2016, and a further masterclass was undertaken in Harrogate in February 2017. Plans are now in place to host a further masterclasses for the takeaways and pizzerias of Hambleton and Richmondshire in Spring 2018.