

# EAST SUFFOLK BUSINESS PLAN 2015 - 2023



## CASE STUDY

### ENABLING COMMUNITIES - ECONOMIC GROWTH

# EAT OUT EAT WELL

Our Business Plan sets out a vision where our residents enjoy healthy lives and our local businesses flourish. To achieve this, the Councils are promoting healthier lifestyles, helping people take responsibility for their own health and developing a strong, sustainable and dynamic local economy.

[eastsuffolk.gov.uk/east-suffolk-business-plan](http://eastsuffolk.gov.uk/east-suffolk-business-plan)



[customerservices@eastsuffolk.gov.uk](mailto:customerservices@eastsuffolk.gov.uk)



01394 383789 (Suffolk Coastal) / 01502 562111 (Waveney)



Beccles Library, Blyburgate, Beccles  
Felixstowe Library, Crescent Road, Felixstowe  
Marina Centre, Marina, Lowestoft  
Woodbridge Library, New Street, Woodbridge

# DEVELOP & LAUNCH A HEALTHY FOOD AWARD SCHEME



## WHAT WE DID

Working with Suffolk County Council Public Health and other district councils, the 'Eat Out Eat Well' (EOEW) scheme was launched in January 2016. Any Suffolk food business with a food hygiene rating of 3 or above can apply for accreditation, free of charge.

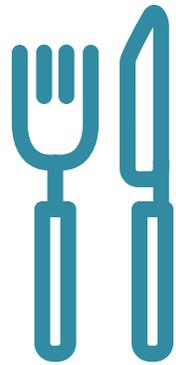
Food and Safety officers assess each business, looking at levels of fat, sugar and salt in food, children's foods, the availability of fruit and vegetables, cooking methods and the promotion of healthier choices. Businesses may then be given a bronze, silver or gold award.

Awards are presented on site by the relevant Cabinet Member for Community Health and promoted through the press, online and on social media, tagging awarded businesses where possible for further promotion. Customers are encouraged to look for the EOEW symbol when choosing where to eat.

## WHY WE DID IT?

As detailed in the East Suffolk Business Plan, we want to have healthy residents and are working to promote healthier lifestyles. The EOEW scheme aims to encourage businesses to offer healthier choices to customers. According to research from the Food Standards Agency, consumers feel healthy eating is an important influencing factor when deciding what food to eat both inside and outside the home. Combined with links between diet and increasing obesity, heart disease and some cancers, it is more important than ever for food outlets to help customers make healthier choices.

As well as promoting health, a key part of the scheme is to recognise and promote local businesses through press and social media coverage; this also encourages other businesses to sign up for assessment.



17  
east Suffolk  
businesses  
awarded  
so far...



## THE DIFFERENCE THIS MADE?

Since the launch of the scheme in 2016, 17 businesses in east Suffolk have been presented with EOEW awards. Business owners have reported that the award is 'good for business' and are grateful for the recognition of their efforts to introduce healthier choices.

Social media posts promoting these awards are well received and help to raise the profile of these businesses, as well as the profile of the Food and Safety team. Businesses are able to promote their EOEW award, increasing customers and enhancing their reputation as a responsible business putting customers first. Some businesses who have introduced healthier options are seeing a growth in sales.

"This award is good for our business, being a culmination of many years work. It is nice to help change habits to healthier eating in Suffolk... Thank you for recognising us for our effort and there is more to come."

- GERARD AMIEL & JANE UNITE  
OWNERS OF LE ROC, SOUTHWOLD