

DERBYSHIRE COUNTY COUNCIL**MEETING WITH CABINET MEMBER, HEALTH AND COMMUNITIES****03 March 2015****Report of the Strategic Director, Health and Communities****HEART OF DERBYSHIRE SCHEME****1. Purpose of the report:**

To inform the Cabinet Member, Health and Communities of progress in setting up a 'Heart of Derbyshire' scheme to encourage local food caterers to offer healthy meal options on their menus.

2. Information and analysis:

2.1 The Heart of Derbyshire Scheme is an award scheme to encourage local food caterers - restaurants, takeaways, pubs and cafés, etc, - that sell food to the public to include on their menus healthier meal options. In this way it is hoped to encourage local residents to think about their diet and choose a healthier option. The scheme is a localised version of the national Responsibility Deal utilising a toolkit produced by the Department of Health. The scheme aims to:

- increase the range and variety of healthy options and healthy food available to the people of Derbyshire
- recognise the contributions and achievements of the food service sector to improving the health of Derbyshire
- encourage and support the development of healthier options by providing advice and guidance
- link in with a healthy communities approach

2.2 As was reported to Cabinet in November 2013, obesity is directly linked to diet. This is clearly demonstrated in Derbyshire:

- There are approximately 160,000 obese adults in Derbyshire (25.3%).
- Derbyshire (28.1%) is below the national average (28.7%) for healthy eating adults. This means that over 450,000 adults in Derbyshire do not eat the recommended 5 portions of fruit or vegetables a day, which is a proxy measure for healthy eating. Within Derbyshire there is significant variation ranging from 22.6% in Bolsover to 33.9% in Derbyshire Dales.
- It is estimated there are over 1,000 fast food outlets in Derbyshire. Chesterfield has one of the highest takeaway proliferation rates in the country.
- Obesity and unhealthy eating are linked to the prevalence of adults diagnosed with Diabetes. Derbyshire (6.4%) is significantly higher than the national average (5.8%)

- 2.3 The Heart of Derbyshire Scheme was launched in September 2014 in conjunction with the Public Health Team and district council Environmental Health colleagues. It followed a period of consultation with local businesses and drew on the experiences of the Derbyshire Trusted Trader Scheme. The Derbyshire Scheme is based on the national responsibility deal for public health pioneered by Dame Carol Black and seeks to recognise local food caterers that 'pledge' to offer a healthier option or to reduce the amount of salt, sugar or fat in their meals. For example, a local sandwich shop can 'pledge' to offer lower fat spread when making sandwiches and have lower fat milk available for tea and coffee. The emphasis is on providing choice for customers rather than forcing them to have the 'healthier' option. A full list of the type of pledges and the number that have been made by businesses participating in the scheme is provided in Table 5 in the appendix to this report.
- 2.4 A pre-requisite for the scheme is that any business wishing to join the scheme must have a food hygiene rating of at least 3 – which is deemed satisfactory compliance with food hygiene requirements. Any business wishing to join the scheme must complete an application process, agree to apply by the scheme's code of practice and state which of the 45 'pledges' they are committing to. They must agree to a minimum of 12 pledges in which case they will be awarded a 'bronze' level of membership. Those businesses committing to at least 15 pledges are awarded silver membership and those with 19 or more are awarded gold membership. District Council Environmental Health teams have agreed to monitor scheme members and check that the pledges made continue to be met.
- 2.5 Some key facts and figures are:
- There are currently 117 participating Heart of Derbyshire food businesses ranging from 9 in North East Derbyshire to 22 in Derbyshire Dales.
 - 103 businesses have made 19 or more pledges and so have received the 'gold' membership.
 - As well as offering healthier meal options, 41 businesses have pledged to sell alcohol responsibly, 100 are offering smaller portion sizes and 67 welcome breast feeding.
 - A total of 2,463 healthier option pledges have been made by the 117 participating food businesses
- 2.6 Anyone interested in eating more healthily when dining out or choosing a takeaway and wanting to see who is participating in the scheme can log onto the Heart of Derbyshire website via the link below:
- http://www.derbyshire.gov.uk/community/heart_of_derbyshire/default.asp
- By putting in your postcode you can search for the nearest participating food business. You can also choose the restaurant type – Italian, Chinese etc., or the type of pledge – fat, salt, portion size etc.
- 2.7 There were 684 'hits' on the Heart of Derbyshire website in January which equates to an average of 25 per day. Although the amount of media coverage

has been a little disappointing, it is hoped that the 'Heart of Derbyshire' logo (see below) will become as popular as the Derbyshire Trusted Trader logo.



3. Other considerations:

In preparing this report the relevance of the following factors has been considered; legal, financial, prevention of crime and disorder, equality of opportunity; and environmental, health, human resources, property and transport considerations.

4. Background papers:

Cabinet Report dated 12 November 2013: Heart of Derbyshire Healthy Eating Campaign

5. Key Decision:

No

6. Call-in:

Is it required that call-in be waived for any decision on this report?

No

7. Officers' Recommendation:

That the Cabinet Member, Health and Communities notes the report.

David Lowe
Strategic Director
Health and Communities

Appendix – Heart of Derbyshire Statistics

Table 1: Number of members by area

Area	Total
Derbyshire Dales District Council	22
Erewash Borough Council	13
Chesterfield Borough Council	21
High Peak Borough Council	14
South Derbyshire District Council	15
North East Derbyshire District Council	9
Bolsover District Council	12
Amber Valley District Council	11
Grand Total	117

Table 2: Number of pledges made per district authority area

Sum of Total pledges formula	Total
High Peak Borough Council	201
Amber Valley District Council	219
Derbyshire Dales District Council	366
North East Derbyshire District Council	154
Chesterfield Borough Council	303
Erewash Borough Council	260
Bolsover District Council	181
South Derbyshire District Council	211
Grand Total	1895

Table 3: level of membership

Gold	103
Silver	12
Bronze	2
Total	117

Table 4: The areas in which members have made pledges

Code	Pledge	Total
FA0	Take action on Fat	117
FB0	Take action on Salt	108
FC0	Make fruit/vegetables/wholegrain available	116
FD0	Take action on Sugar	110
FE0	Provide allergen free food	84
FF0	Sell alcohol responsibly	41
FG0	Provide smaller portions	100
FH0	Welcome breastfeeding	67
Grand Total		743

Table 5: The number of pledges made by members

Code	Pledge	Count of Pledge made	Count of Change to existing practice
FA0	Take action on Fat		
FA1	Use healthier oil	86	5
FA2	Lean meat, drain & trim fat	94	5
FA3	Trim visible fat from cooked meats	96	6
FA4	Grill, bake, poach or steam instead of frying	94	2
FA5	Less cheese in fillings and toppings	88	11
FA6	Low fat cheese	54	7
FA7	Alternatives to double cream	61	6
FA8	Alternatives to full fat milk	103	1
FA9	No or less spread or butter or low fat	105	7
FAA	Low fat or fat free natural yogurts as dessert	35	9
FAB	Low fat dressings	64	7
FAC	Food without mayo or dressings	107	3
FAD	Other low fat products (please specify)	15	1
FAE	Temperature of oil for deep frying	71	1
FAF	Shake off excess fat	70	1
FB0	Take action on Salt		
FB1	Remove salt from tables	57	14
FB2	Add less salt or low salt/sodium prods	85	9
FB3	No salt for boiling veg, pasta, rice	73	6
FB4	Herbs or spices rather than salt	81	9
FB5	Low salt ingredients in preparation	42	5
FB6	Low salt/sodium menu items	23	4
FC0	Make fruit/vegetables/wholegrain available		
FC1	Non processed veg or salad	110	1
FC2	Fresh fruit or fruit salad alternatives	76	8
FC3	Incorporate pulses, lentils, beans	66	5
FC4	Wholemeal or wheat germ breads	92	7
FC5	Wholegrain pasta	23	6
FC6	Brown rice	29	6
FD0	Take action on Sugar		
FD1	Water, sugar free drinks, fruit juice	110	4
FD2	Fruit in fruit juice not in syrup	48	
FD3	Low sugar cereals or desserts	35	3
FD4	Sugar free cereals or desserts	23	3
FE0	Provide allergen free food		
FE1	Allergen free	83	6
FF0	Sell alcohol responsibly		
FF1	Challenge 25 scheme	32	4
FF2	Low alc, de-alcoholised or alc free beverages.	33	1
FF3	Smaller measures	32	1
FG0	Provide smaller portions		
FG1	Smaller portions or servings	100	8
FH0	Welcome breastfeeding		
FH1	Derbyshire "Breastfeeding welcome here" award	67	13
Grand Total		2463	195

Table 6: Types of food available

Food Available	AV	BO	CH	DD	ER	HP	NE	SD	Grand Total
Gluten free	8	7	15	23	7	8	4	11	83
Sandwiches and other filled bread products	6	10	15	15	5	9	7	7	74
Breakfasts	3	7	15	15	3	9	7	7	66
Coffee Shop	5	5	12	15	6	4	8	6	61
Egg free	7	6	9	15	6	7	1	9	60
Peanut free	4	5	10	16	6	4	2	8	55
Milk free	5	6	8	14	6	6	1	5	51
Nut free	4	6	10	14	5	5	2	5	51
Fish free	4	6	7	14	6	5	1	5	48
Lunch	3	7	10	9	3	5	3	5	45
Crustacean free	3	5	8	12	4	5	2	5	44
Salad	1	4	9	8	2	6	5	7	42
Soybean free	1	5	7	10	6	5	2	4	40
Vegetarian	3	4	6	9	3	5	3	6	39
Home Baked items	2	6	5	11	3	2	3	4	36
Tea Rooms	3	1	5	14	5	1	1	4	34
Baked Potatoes	4	2	8	3	3	3	3	6	32
Cake		4	6	7	2	3	2	2	26
Fish and Chips	4	3		1		4		6	18
Desserts	2	3	2	4		2	1	4	18
Curry	3	1	1	1	4	3	1	4	18
Dinner		3	5	3		3	2	1	17
Vegan	1	2	3	5		2		1	14
Roast dinner	2	2	2	2		2	1	3	14
Burgers		1	1	1	2	2	1	4	12
Steak		1	1	1		3	2	2	10
Indian	2		1		2	1	1	3	10
Alcohol		1		1	1	3		2	8
Soft Drinks			2			2	1	2	7
Ice Cream			1	3	1	1		1	7
Buffet			3			2	1	1	7
Children's menu	1		1	2		1		2	7
Fish		1	1	1		1		2	6
English		1	1		1			2	5
Pasta	1			2		1		1	5
Pizza	1			2	1	1			5
Kebabs					1			3	4
Function Catering			2				1	1	4
Italian				1		2		1	4
Outside Catering	3	1							4
Carvery			1				1	1	3
Works Canteen	1							2	3
Bangladeshi	1		1		1				3
Chinese		1			2				3
Lunch boxes			2			1			3
Continental				1		2			3
A la Carte and Fine Dining			1			1		1	3
Delicatessen	1			1					2
Chicken				1				1	2
Seafood					1			1	2

Mexican								2	2
Spanish			1					1	2
Halal						1			1
Barbecue				1					1
American								1	1
Turkish						1			1
Grand Total	89	117	198	258	98	134	70	162	1126