**Appendix 4**

**Street Trading Consents for the Sale of Food and Drink**

**Guidance for Applicants on Promoting Health and Wellbeing**

Why is the Council doing this?

Gateshead Council is committed to improving the availability of good, nutritious food.

Nearly 70% of adults in Gateshead are obese or overweight. The causes of obesity are complex and no single measure will work to reduce obesity levels. However, people eat more fast food than ever before, which is often high in calories, salt and sugar.

There is a growing understanding and demand for healthier alternatives. Mobile food businesses can support this by making subtle changes to meals to ensure healthier choices are available.

Offering healthier alternatives and greater choice may generate more sales and give the business a competitive advantage.

How do I show that I am “promoting health and wellbeing”?

Your application must show how your business is actively promoting health and wellbeing.

**To do this, when you send us your application please include your menu and a statement setting out how you are promoting health and wellbeing within your food choices and cooking methods.**

We’ve included some guidance to help you to do this. The mobile food sector is diverse and the following suggestions offer simple cost-effective tips to healthier choices.

Please consider how you could introduce some of the following examples into your food business

You may already be incorporating some of the following:

* Reduce portion size.
* Reduce fats and frying practices
* Reduce salt
* Increase the content of fruit, vegetables and fibre (while not adding more fat, salt or sugar).
* Promote healthier options
* Procuring healthier ingredients and food products from suppliers
* Provide calorie information

If you’re cooking food from scratch, think about the following:

Salt

* Not adding salt during food preparation
* Not adding salt to food before it is given to the customers
* Making salt less accessible, for example, by placing it behind the counter
* Using lower salt alternatives whenever practical
* Cooking vegetables in unsalted water
* Using lower salt ingredients such as baked beans
* A “low-salt” food has less than 0.3g of salt per 100g of food.

Fat

* Not using saturated fats (e.g. lard) cooking – use named vegetable oils such as sunflower and rapeseed
* Source reduced fat ingredients (mayonnaise, spread, baked beans, cheese etc)
* Use as little fat as possible for cooking
* Use alternative healthier cooking methods where possible
* Use semi-skimmed / 1% / skimmed milk for drinks
* Use spread or butter on bread e.g. in sandwiches only if the customer asks for it
* Use meat products with a lower fat content where available
* The Food Standards Agency ‘Tips for Chips’ guidelines are followed as far as possible (see details later on).
* Draining excess fat
* A “low fat” food has less than 3g of fat per 100g of food.

Sugar

* Artificial sweeteners are available as an alternative to sugar
* Diet/sugar-free drinks, pure unsweetened fruit juice or water is available) in a 150ml serving size or as close to this volume as possible).
* A “low sugar” food has 5g or less of total sugars per 100g of food.

Portion control

* Smaller packs of snacks such as crisps and chocolate are available
* Smaller sized portions of food are offered and priced accordingly.

Pricing policy

* Do you encourage people to buy more food than they might actually want i.e. “go large” type offers?
* Consider selling side dishes separately rather than as part of a “meal deal”.
* When a customer asks for recommendation, suggest and promote healthier options with higher fibre and less salt, saturated fat, sugar and calories.

Is any other help available?

Gateshead Council will work with mobile food businesses to help them to provide good, nutritious food. If you’d like to speak with us about this, please contact Neil Kilgour on 0191 433 3975, or via neilkilgour@gateshead.gov.uk.

There’s lots of advice on cooking healthier food available online. This site provides some useful tips for different styles of catering: <https://responsibilitydeal.dh.gov.uk/local-partners/>

We’ve also attached some info on the next few pages that you might find helpful.